

Campaign Fact Sheet

AMPHETAMINE PREVENTION CAMPAIGN

The Amphetamine Prevention Campaign was developed in response to an increase of Amphetamine-related harm being experienced by people across Western Australia.

Aim

The overall aim of the Drug Aware Amphetamine Prevention Campaign is to prevent and delay use, reduce the harms associated with amphetamine use and increase access to support services at an early stage.

Objectives

The campaign has two main objectives. Firstly, to prevent and delay use and reduce the harms associated with amphetamine use amongst young people. This is aimed to be achieved by increasing awareness and knowledge of the potential health, social and legal consequences of amphetamine use and increasing the salience of the potential risks associated with amphetamine use.

Secondly, the campaign aims to increase awareness of the available sources of information and assistance relating to amphetamines and other drugs.

Target Group

The program will target the following groups state-wide:

- 14- to 24-year-old people at risk of Amphetamine use.
- 14- to 24-year-olds who are trialling or occasionally using Amphetamine's.
- Regular users of amphetamine (including previously developed program resources).

Strategies

This is a multi-media campaign. Statistics and real justification of the harms has proven to be a great success with this target group.

Strategies include:

- Radio advertising.
- Internet advertising.
- Bluetooth advertising.
- Exploration of new youth media such as 'You Tube',
- Use of social sites such as FaceBook and MySpace.