

NATIONAL DRUGS CAMPAIGN - PHASE THREE LAUNCH

The Australian Government's National Drugs Campaign plays a major role in informing families about the harm from illicit drugs to help prevent young people from using illicit drugs.

\$32.9 million has been provided over four years to continue the prevention efforts of the National Drugs Campaign, including \$9.2million provided in the 2007-08 budget for the parents booklet.

The National Drugs Campaign targets young people aged 13 to 17 with messages on the harms of cannabis, ecstasy and speed, parents and young adults aged 18 to 25 who, research shows, are the main users of 'ice' and other forms of methamphetamine.

Campaign elements are:

- A national advertising program, including; print, television and online advertising
- A national mail-out of the updated educational booklet for parents, 'Talking with Your Kids about Drugs' to every Australian household, starting in late August 2007
- 'Where's your head at?' youth booklet
- New campaign web site
- Non-English speaking background support material.

The National Drugs Campaign is part of the Australian Government's Tough on Drugs initiative. The first two phases of the National Drug Campaign have been fundamental in to the reduction of young Australians' use of illicit drugs and have encouraged parents and carers to talk to their children about drugs.

Since the Prime Minister announced the Tough on Drugs initiative in 1997, the Australian Government has committed more than \$1.4 billion towards reducing the supply of and demand for illicit drugs, and preventing the harm associated with drug use.

Phase One of the National Drugs Campaign was launched by the Prime Minister in 2001 and targeted parents of children aged between eight and 17 by providing information to help parents engage with their children about illicit drugs.

Achievement: The campaign was effective in reaching parents and encouraging them to engage in discussions with their children and each other about drugs, according to an independent evaluation of Phase One of the campaign.

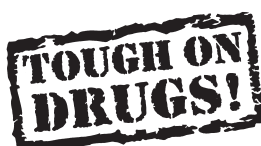
Phase Two of the National Drugs Campaign was launched in April 2005 and targeted 13 to 18 year olds and their parents. The aim of the campaign was to educate young people about the negative consequences of illicit drugs, specifically speed, cannabis and ecstasy.

Achievement: Recall and recognition of the campaign elements were very high among the targeted youth audience and key campaign messages were communicated and retained, according to independent evaluation.

Phase Three will continue the prevention and education focus of previous phases, while tackling the emergence of crystal methamphetamine, or 'ice'.



Australian Government



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