



Past phases of the National Drugs Campaign

National Drugs Campaign 2010 (February –June)

The 2010 campaign aimed to contribute to a reduction in the uptake of ecstasy, marijuana, methamphetamine (ice) and other illicit drugs among young Australians, by raising awareness of the harms associated with drug use and encouraging and supporting decisions not to use. It also encouraged young people using illicit drugs to re-consider their use and direct them to relevant support, counselling and treatment services.

The campaign launched in February and included:

- integrated media activity – radio, print, outdoor, online and in-venue advertising;
- youth marketing activities – short film competition, Rock the Schools
- information resources;
- a National Drugs Campaign website (australia.gov.au/drugs); and
- the 1800 250 015 information line.

The target audiences were:

- young people aged 18–25 years who are at-risk of, or currently use ecstasy, marijuana and/or methamphetamine
- teenagers aged 15–17 years
- adults aged 25 years and over who are current users of ecstasy, marijuana and/or methamphetamine
- parents of 15–25 year olds.

National Drugs Campaign 2009

The 2009 campaign expanded upon the impact of earlier National Drugs Campaign prevention activities to reinforce negative perceptions of ice, ecstasy, speed and marijuana among 15 to 25 year olds, using advertising, public relations, online activities and information resources.

This phase of the campaign continued to recognise the importance of those in the health, welfare and education professions who provide support and help for youth.

The target audience for the campaign was young Australians. Supporting activities targeting service providers, stakeholders and audiences with special needs were also addressed.

Three television commercials highlighting the negative consequences of ice, ecstasy and marijuana were shown in this phase of the campaign. These television commercials were supplemented by other activities, as well as ways to help people currently using to reduce and stop taking illicit drugs.

National Drugs Campaign 2007

The aim of the National Drugs Campaign 2007 was to contribute to a reduction in the proportion of young Australians using illicit drugs. The campaign provided information about the negative consequences of illicit drug use, and promoted positive alternatives to drug use and ways for youth to seek the help they need.

The campaign also recognised the importance of family relationships and those in the health, welfare and education professions who provide support and help for youth.

The National Drugs Campaign 2007 targeted youth and their parents, as well as conducting supporting activities targeting service providers and stakeholders and audiences with special needs.

For youth, the campaign had four television commercials highlighting the negative consequences of ice, marijuana, speed and ecstasy. These were supplemented by two parent television commercials from the 2001 and 2005 campaigns as well as other activities promoting positive alternatives to taking drugs, ways to seek help for youth and also help for parents in building relationships with youth.

National Drugs Campaign 2005

The 2005 campaign highlighted the harmful effects of illicit drug use with particular attention to the three most commonly used illicit drugs – marijuana, speed and ecstasy. At the same time it offered hope and positive alternatives to drug use, information on counselling services for drug users and their families, and reinforced the message that parents should talk to their children about drugs.

Three parallel streams of communication activity were developed and implemented simultaneously through the campaign – educating and providing reinforcement amongst young people about the potential negative consequences of drug use, providing positive modelling of alternatives to drug use, and providing assistance to those in need.

The campaign also encouraged and assisted parents of eight to 17 year olds to talk with their children about drugs, discouraging drug use. For parents, the campaign provided current and relevant information regarding drugs, strategies for talking with their children about them and sources of more information and assistance.

The campaign acknowledged the role and communicated with school counsellors, youth workers, general practitioners (GPs) and alcohol and drug agencies to encourage them to take advantage of the campaign's momentum to promote their services to young people. These providers formed a key component of the third communication stream targeting youth at risk of, or currently, using illicit drugs.

National Drugs Campaign 2001

The National Drugs Campaign 2001 was designed to encourage parents to talk to their children about drugs. The campaign provided information, strategies and support to parents to assist them in their role of preventing drug use amongst their children and teenagers.

Extensive research was undertaken with parents and with teenagers in developing the campaign. It was important to ensure that the campaign communication was credible and supported by young people to encourage their active engagement in discussions with their parents.

The campaign was designed to encourage parents to play an active role in preventing drug use. The campaign aimed to increase parents' awareness in seven key areas:

- the positive influence they can have in preventing drug use
- types of drugs and their effects
- the potential risks and the dangers of using drugs to children and young people
- the substantial benefits of open and ongoing communication with their children and young people about drugs
- the range of available resources and where to get information and support
- recognition that parents are powerful role models for children and young people and parents' own drug use has an influence on the behaviour of children and young people.

Health care professionals, teachers and a number of other professional groups were provided with information about the campaign. The aim was to prepare them for an increase in requests for information and support generated as a result of the advertising and public relations components of the campaign.