



THE SOCIAL
RESEARCH CENTRE

Level 1, 262 Victoria St, Nth Melbourne Vic 3051
Phone: (03) 9326 4460 Fax: (03) 9326 4060
Toll-free phone: 1800 023 040 ABN: 91 096 153 212
www.srcentre.com.au info@srcentre.com.au

RESEARCH REPORT

NATIONAL DRUGS CAMPAIGN: EVALUATION OF PHASE THREE

April 2008

The Social Research Centre
Level 1, 262 Victoria Street
North Melbourne Victoria 3051

Phone: (03) 9326 4460
Fax: (03) 9326 4060

Contents

Chapter 1	Introduction	1
1.1	Background.....	1
1.2	Communication Strategy	1
1.3	Campaign components.....	2
Chapter 2	Parents survey	4
2.1	Introduction	5
2.2	Methodology	5
2.3	Results	6
2.3.1	Sample characteristics	6
2.3.2	Media profile of the illegal drugs issue	9
2.3.3	Campaign awareness	11
2.3.4	Parents campaign recognition and message communication.....	13
2.3.5	Youth campaign recognition and message communication	19
2.3.6	Reported action taken in response to the campaign.....	25
2.3.7	Prevention strategies.....	33
2.3.8	Communicating with children about illegal drugs.....	35
2.4	Discussion.....	38
2.4.1	Campaign awareness	38
2.4.2	The campaign's impact.....	39
2.5	Parents post-campaign questionnaire (Phase Three).....	41

Chapter 3	Youth survey	57
3.1	Introduction	58
3.2	Methodology	58
3.3	Results	60
3.3.1	Sample characteristics	60
3.3.2	Campaign awareness	62
3.3.3	Campaign recognition and communication	64
3.3.4	Reported influence of the campaign	73
3.3.5	Young people’s attitudes to communicating with their parents	77
3.3.6	Young people’s attitudes towards illegal drugs	78
3.4	Discussion	84
3.4.1	Campaign reach and recognition	84
3.4.2	The campaign’s influence	85
3.5	Youth post-campaign questionnaire	87
Appendix 1	Description of the TV commercials	

LIST OF TABLES

Table 2.1	Parents survey respondents: socio-demographic characteristics (unweighted data).....	6
Table 2.2	Parent drug use and experience with illegal drug problems	7
Table 2.3	Number of children of respondents in the parent's survey	8
Table 2.4	Media items most frequently reported by parents	10
Table 2.5	Parents' perceptions that their child was likely to be offered drugs in the next 12 months	29
Table 2.6	Parents' perceptions that their child was likely to be offered drugs in the next 12 months	30
Table 2.7	Parents' perceptions that their child was likely to accept an offer of drugs in the next 12 months ..	31
Table 2.8	Parents' perceptions that their child was likely to be offered and accept an offer of illegal drugs ...	32
Table 2.9	Potential strategies mentioned by parents for preventing illegal drug use.....	33
Table 2.10	Parents' confidence in preventing their child from using illegal drugs	34
Table 2.11	Whether parents had recently discussed illegal drugs with their child and, if so, how recently	36
Table 2.12	Parents' perceptions of the effectiveness of conversations with their child.....	37
Table 3.1	Youth survey respondents: sample characteristics	60
Table 3.2	Youth survey respondents: demographic characteristics of 13-17 year olds versus 18-24 year olds	61
Table 3.3	Young people's recall of the advertising campaign about illegal drugs	63
Table 3.4	Agreement that the 'Youth' campaign TV commercials were 'credible' and 'effective'	66
Table 3.5	Young people's attitudes to communication with their parents.....	77
Table 3.6	Agreement with descriptive statements about marijuana, speed and ecstasy	79
Table 3.7	Agreement with descriptive statements about ice (Post-Phase Three)	80
Table 3.8	'At Risk' of accepting offers from a friend of various illegal drugs.....	81
Table 3.9	'At Risk' of accepting offers from a friend of various illegal drugs.....	82

LIST OF FIGURES

Figure 2.1	Recall of anything seen, read or heard in the media about illegal drugs during the previous two months.....	9
Figure 2.2	Recall of any advertising about illegal drugs seen, read or heard during the previous two months .	11
Figure 2.3	Recognition of Parents NDC elements (prompted).	13
Figure 2.4	Main message of the ‘Lost Dreams’ TV commercial as recalled by parents.....	14
Figure 2.5	Main message of the ‘Ad Within Ad’ TV commercial as recalled by parents	15
Figure 2.6	Amount of booklet read by parents	17
Figure 2.7	Usefulness of the booklet as reported by parents	18
Figure 2.8	Recognition of Youth NDC elements (prompted).	19
Figure 2.9	Main message of the ‘Ice’ TV commercial as recalled by parents	20
Figure 2.10	Identification of the drug mentioned in the ‘Ice’ TV commercial as recalled by parents.....	21
Figure 2.11	Main message of the ‘Youth’ TV campaign as recalled by parents	23
Figure 2.12	Identification of the drugs mentioned in the ‘Youth’ TV commercials as recalled by parents.....	24
Figure 2.13	Reported actions taken by parents as a result of the campaign.....	25
Figure 2.14	Parents’ reported ease or difficulty in talking about illegal drugs	26
Figure 2.15	Parents’ reported reasons for ease in talking about illegal drugs.....	27
Figure 2.16	Parents’ attitudes towards drugs.....	28
Figure 3.1	Recall of any advertising about illegal drugs seen, read or heard during the previous two months .	62
Figure 3.2	Prompted recognition of the Youth television commercials.....	65
Figure 3.3	Main message of the ‘Ice’ TV commercials as recalled by young people.....	67
Figure 3.4	Total awareness of ice as drug under consideration in the ‘Ice’ TVC.....	68
Figure 3.5	Prompted recognition of the ‘Parents’ television commercials	69
Figure 3.6	Prompted recognition of other NDC elements	70
Figure 3.7a	Amount of Parents booklet read.....	71
Figure 3.7b	Amount of Parents booklet read - 13-17 year olds and parents of 13-17 year olds	72
Figure 3.8	Reported influence of the campaign on what young people did and thought about drugs.....	73
Figure 3.9a	Young people’s reported ease or difficulty in talking about illegal drugs after the campaign.....	74
Figure 3.9b	Reported ease or difficulty in talking about illegal drugs after the campaign - 13-17 year olds and parents of 13-17 year olds	75
Figure 3.10	How recently young people had discussed illegal drugs with their parents.....	76

Chapter 1 Introduction

1.1 Background

The aim of Australia's National Drug Strategy is to improve the health, social and economic outcomes of Australians by preventing the uptake of harmful drug use in Australian society. Its approach is to address alcohol and other drug problems nationally through developing and strengthening partnerships across relevant government and community sectors. The National Drug Strategy has a strong prevention agenda linking inter-sectoral prevention and health promotion programs and activities.

The National Illicit Drug Strategy is a major component of the National Drug Strategy and aims to limit the supply of, and demand for, illicit drugs. The National Drugs Campaign (NDC) (consistent with the National Illicit Drug Strategy) launched in March 2001, targeting parents of children aged eight to 17 years. A second phase of the campaign, a youth drug prevention campaign, was launched on 17 April 2005.

Phase Three of the NDC was launched on 19 August 2007 with the aim of;

- educating young people about the negative consequences of drug use, particularly the negative consequences of using ice, and
- encouraging parents and carers¹ to talk to their children about drugs.

1.2 Communication Strategy

The Phase Two NDC specifically targeted the drugs cannabis, ecstasy and amphetamines due to their high prevalence of use. In 2006 methamphetamine use, particularly the use of its more potent form known as 'crystal meth' or 'ice' was seen to be rising in the Australian community. Consequently, new advertising resources were produced for the Phase Three campaign to address concerns about this drug.

At the same time, the research suggested that focusing solely on ice in Phase Three would potentially suggest that other prevalent drugs are not of concern. The research pointed to the need to include cannabis, ecstasy and amphetamines in the next stage to ensure awareness of their harms is reinforced and to minimise the risk of them being seen as 'safer' options than ice.

Hence, as well as introducing new material to address the ice issue, the Phase Two strategy for young people was reactivated, targeting cannabis, ecstasy and amphetamines², as well as continuing to target parents with information to keep them talking to their children about illicit drugs.

¹ For simplicity, in the remainder of this document, the term 'parents' is used in place of 'parents and carers'.

² In the remainder of this document, cannabis, ecstasy and amphetamines will be referred to as marijuana, ecstasy and speed as these were the terms used across the campaign's materials.

Target audiences

Young people aged 13-24 years represented the primary target audience for Phase Three of the NDC. However, the communication focus differed slightly for the younger and older members of this age group. Thus;

- For young people aged 13-17 years, Phase Three continued to deliver messages aimed at discouraging use of the most prevalent illicit drugs – cannabis, ecstasy and amphetamines. These are primary prevention messages which aim to discourage the use and uptake of all illicit drugs.
- As studies show first time users of the methamphetamine known as ice are in their early twenties, 18-24 year olds were the primary target for communication activity designed to discourage the use of this drug.

As in Phase Two, parents of 8 - 17 year olds represented the secondary target audience of the campaign. With this group, Phase Three sought to increase awareness of the role discussion of illegal drugs with children can play in discouraging their use and to encourage parents to play an active role in talking to children and teenagers about drugs.

1.3 Campaign components

The key elements of the Phase Three campaign were:

- The third edition of the parents booklet (“*Talking with your kids about drugs*”) which was delivered to all households and made available by request in 16 languages other than English;
- Television advertising comprising two television commercials targeting parents (*‘Lost Dreams’* and *‘Ad Within Ad’*) and four television commercials targeting youth (*‘Ice’*, *‘Marijuana’*, *‘Ecstasy’*, *‘Speed’*) - see Appendix 1 for a description of the commercials;
- Print advertising - one advertisement for parents (*‘Who’s talking to your kids about drugs if you’re not’*) and several advertisements for youth using images from the TV commercials;
- Posters and postcards targeting youth. These also used images from the youth and Ice TV commercials and were placed at a variety of locations including pubs, clubs, bars, restaurants, cafes, hostels and backpackers;
- Online advertising on various youth Internet websites (including *MySpace*, *Dolly*, *Hotmail* and *YouTube*) as well as search marketing through *Google AUS*;
- Print advertising targeting parents from non-English speaking (16 languages) and Indigenous backgrounds;
- The campaign website incorporating sub-sites for youth and Indigenous Australians;
- The campaign information line 1800 250 015.

The timing of key campaign elements for Phase Three is illustrated in Figure 1.3.1

Figure 1.3.1 Timing of phase three campaign elements

DETAILS	AUGUST				SEPTEMBER					OCTOBER				NOVEMBER			
	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25
TELEVISION																	
Youth - Ice																	
Youth - MES																	
Parents																	
NEWSPAPERS																	
Youth (Street Press)																	
Parents																	
NESB Parents																	
Indigenous Parents																	
MAGAZINES																	
Youth																	
Parents																	
PARENTS' BOOKLET																	
"Talking with your kids"																	
INTERNET																	
Youth																	
POSTERS/POSTCARDS																	
Youth																	

Figure 1.3.2 provides an overview of the three Phases of the NDC and the timing of the associated surveys of parents and young people. A total of eight surveys designed to evaluate the NDC have been conducted since August/September 2000. These comprised pre- and post-Phase One surveys of parents, pre- and post-Phase Two surveys of both parents and young people and a post-Phase Three survey of parents and young people.

Figure 1.3.2 Timing of the NDC and surveys of parents and young people

Event	Parents	Youth
Survey 1	Pre-Phase 1 (Aug/Sep 2000)	
NDC Phase 1	"Lost Dreams"/"Ad within Ad"; Booklet to all households plus "Tag" tvc, radio, press, on-line, outdoor	
Survey 2	Post-Phase 1 (May/Jun 2001)	
Survey 3	Pre-Phase 2 (Aug/Sep 2004)	Pre-Phase 2 (Aug/Sep 2004)
NDC Phase 2	"Lost Dreams"/"Ad within Ad"; Booklet by request plus radio, press, outdoor, cinema	"Marijuana"/"Ecstasy"/"Speed" plus radio, press, cinema, "alternatives"
Survey 4	Post-Phase 2 (Jun/Aug 2005)	Post-Phase 2 (Jul/Aug 2005)
NDC Phase 3	"Lost Dreams"/"Ad within Ad"; Booklet to all households plus press	"Ice"/"Marijuana"/"Ecstasy"/"Speed" plus press, posters/postcards, internet
Survey 5	Post-Phase 3 (Sep 2007)	Post-Phase 3 (Oct/Nov 2007)

Chapter 2 Parents survey

Summary

This chapter describes the response of parents with children aged 12–17 years to the 2007 Phase Three National Drugs Campaign (NDC). The response was measured by conducting a telephone survey of 600 parents on completion of the Parents component of the NDC. Survey results were evaluated with particular attention to campaign awareness, campaign recognition and message recall, and reported action taken as a result of the campaign.

Campaign awareness

Following the Phase Three NDC, 77% of parents said they had recently seen, read or heard advertising about illegal drugs. Sixty-four percent mentioned elements of the NDC when asked to describe the advertising they had seen.

Campaign recognition and message recall

Prompted recognition of individual campaign elements was high for the Youth TV campaign (70% recognition), and for both the Parents TV commercials '*Lost Dreams*' and '*Ad Within Ad*' (77% and 51% recognition respectively). In addition, 41% of parents recalled seeing press advertising about illegal drugs.

Those who mainly spoke a language other than English were more likely to have seen press advertising about 'health or social problems' (58%) than were English speakers (43%).

Message take-out was on-target for most parents who recognised the ads. Messages recalled included the negative effects of using drugs for '*Lost Dreams*' and the Youth TV commercials and, for those who recognised '*Ad Within Ad*' or the press advertising, the 'need for parents to discuss drugs with their children'.

Sixty-five percent had seen the advisory booklet '*Talking to your kids about drugs*'. Of these, 54% had read at least some of the booklet and, of those who had read it, 85% considered it to be either very or somewhat useful.

Overall, 95% of parents recognised at least one element of the NDC.

Reported action taken as a result of the campaign

Around two in three parents (67%) felt the Phase Three NDC had made it easier to talk to their children about drugs and 47% claimed to have discussed drugs with their child as a result of seeing the campaign.

Compared to the situation in September 2000, that is before the NDC began, after Phase Three more parents felt 'no drug taking is ok', more felt they 'know enough to discuss drugs with their children', more felt 'very confident' they can prevent their child using illegal drugs and more had discussed illegal drugs with their child 'in the last two months'.

2.1 Introduction

This chapter looks at the impact of the 2007 National Drugs Campaign (NDC) amongst parents of 12–17 year old children³. Specifically, it reports the results from a national telephone survey which took place after the parents' component of the Phase Three NDC. This is the fifth survey in a series evaluating the NDC. All have used a similar methodology and results are compared where appropriate.

The objective of the most recent evaluation was to update measures of advertising and message recall as well as to examine attitudes and behaviour amongst these parents. Where appropriate, comparisons have been drawn with the situation amongst parents of 12 to 17 year olds before and after Phase One (2001) and before and after Phase Two (2005) of the NDC.

2.2 Methodology

Following the Phase Three parents campaign⁴, the Social Research Centre conducted a national telephone survey with 600 parents of children aged 12–17 years. Interviews were conducted between 7 and 28 September 2007 and, on average, were of 18½ minutes duration.

The survey was administered using a computer-assisted telephone interviewing (CATI) system. Due to the similarity of the questionnaire to that used in 2005, a formal pilot test was not undertaken. However, the first two night's interviewing (30 interviews) were used to check for any problems with the questionnaire content and flow. No significant changes were made to the questionnaire after these interviews and the 30 "pilot" interviews were included in the final sample. A copy of the questionnaire for this survey can be found at the end of this chapter.

A Random Digit Dialling (RDD) sampling frame was used for the survey. A disproportionate, stratified quota sample was used to ensure that approximately equal numbers of parents were selected from each of five geographic regions (New South Wales/Australian Capital Territory, Victoria/Tasmania, Queensland, Western Australia and South Australia/Northern Territory), and to ensure adequate representation of people from both metropolitan (70%) and regional (30%) locations.

Due to the disproportionate nature of the sample, in most of this chapter the data have been weighted back to population parameters by location and sex before being reported. However, the sample profiles presented in Table 2.1 are unweighted.

When answering some questions, parents were asked to think about the 12–17 year-old child in their household who last had a birthday. The age and sex of this child (referred to in this document as the 'reference' child) were recorded for use in data analysis. An age-appropriate distribution of the reference children was achieved without setting quotas.

Statistical tests were conducted to establish whether differences, either between subgroups in the post-campaign survey or between surveys, were statistically significant. In this report, differences reported as 'significant' imply that a difference at a 95% confidence level has been established.

³ While the campaign targeted parents of 8-17 yr olds, previous research encountered difficulties when interviewing parents about illegal drugs and children aged 8-11 years. Hence, the survey was only conducted with parents of 12-17 year olds.

⁴ That is the parents press and TV ads and the booklet distribution to households (although distribution continued during the first two weeks of survey fieldwork)

2.3 Results

2.3.1 Sample characteristics

Age, sex and demographic characteristics

Table 2.1 presents the key socio-demographic characteristics of the parent sample from the post-Phase Three campaign survey. In comparison to the general Australian population the sample shows an over-representation of females (reflecting the greater likelihood of females self-selecting as the principal carer for their children as well as the higher proportion of female single parents), a result which is in keeping with those seen in previous NDC evaluation surveys of parents.

There is also an under-representation of respondents who use a language other than English at home (14% of the sample versus 21% of the total Australian population)⁵. However, other telephone surveys conducted by the Department (including previous NDC surveys) have found similar proportions of respondents from a non-English speaking background.

The table also shows the age and sex of the reference child, with more or less even distributions evident on both of these characteristics.

Table 2.1 Parents survey respondents: socio-demographic characteristics (unweighted data)

	Parents of 12–17 year-olds (n=600)		Parents of 12–17 year-olds (n=600)
Respondent sex		Marital status	
Male	32	Single	24
Female	68	Other	75
Respondent age (years)		Education	
18–34	6	Primary school	<1
35–44	44	High school	37
45–54	43	Trade/TAFE certificate/diploma	21
55 or more	7	University	40
Reference child sex		Respondent occupation	
Male	53	Managers/administrators	14
Female	47	Professionals	25
Reference child age (years)		Associate professionals	8
12–14	51	Tradespersons and related workers	7
15–17	49	Clerical and service workers	22
Region		Production and transport workers	4
Metropolitan	70	Labourers and related workers	3
Non-metropolitan	30	Not in the labour force	16
State		Inadequately described	1
New South Wales/ACT	20	Household income	
Victoria/Tasmania	20	Under \$40,000	18
Queensland	20	\$40,000 to \$80,000	31
Western Australia	20	Over \$80,000	44
South Australia/NT	20	Refused	7
Main language spoken at home		Indigenous background	
English	86	ATSI background	3
Other language	14	Not from ATSI background	97

Base: All respondents

Note: Totals do not always sum to 100% due to rounding

⁵ Source: ABS 2006 Census data

Drug use and experience with illegal drug problems

To further understand respondent characteristics which might influence their attitudes towards illegal drugs, parents were asked about their personal use of alcohol, tobacco, marijuana and other illegal drugs. In addition, parents were asked whether they had ever experienced any problems with illegal drugs, or whether a family member or a friend had done so. The results are summarised in Table 2.2 which uses weighted survey data, as do all other tables and charts presented in this chapter.

Table 2.2 Parent drug use and experience with illegal drug problems

	Parents of 12–17 year-olds (n=600)	Parents of Child Aged ...	
		12–14 years (n=304)	15–17 years (n=296)
Drink alcohol			
No	15	14	17
Usually 1–4 drinks	76	78	75
Usually 5 or more drinks	8	7	8
Don't know/Refused	1	1	1
Currently smoke cigarettes			
Yes	21	21	22
No	78	79	77
Ever tried marijuana			
Yes	47	48	47
No	52	52	51
Ever tried other illegal drugs			
Yes	14	14	14
No	85	84	85
Experienced any problems with illegal drugs (self, family or friends)			
Yes	34	33	36
No	65	67	62

Note: Totals do not always sum to 100% due to rounding and don't know/refused responses

Base: All respondents

From Table 2.2 it can be seen that just under one in ten parents (8%) typically drinks five or more alcoholic drinks on any consumption occasion and just over one in five (21%) currently smokes cigarettes. The table also shows that just under one in two parents (47%) reported having ever tried marijuana while 14% had tried some other illegal drug. Finally, 34% of parents reported experiencing problems associated with illegal drugs themselves or amongst family or friends.

No significant differences were evident on any of these measures between parents of 12-14 year olds and parents of 15-17 year olds. Nor did these results differ significantly from those reported in previous NDC parents' surveys.

Number of children

Respondents were asked how many children they had aged under 18 years, including those who might live elsewhere. From Table 2.3 it can be seen that 60% of parents had more than one child aged under 18 years (54% two or three; 6% four or five).

This proportion was higher amongst parents of 12-14 year olds (69%) than it was amongst parents of 15-17 year olds (51%). Such a result is not unexpected given that parents of 15-17 year olds are likely to have reached a later life-cycle stage than are parents of 12-14 year olds and hence are more likely to have children aged 18 years or over.

Table 2.3 Number of children of respondents in the parent's survey

	Parents of 12–17 year-olds (n=600)	Parents of Child Aged ...	
		12–14 years (n=304)	15–17 years (n=296)
Number of Children under 18 yrs			
One child	40	31	49
Two or three children	54	61	47
Four or five children	6	8	4

Note: Totals do not always sum to 100% due to refusals and rounding

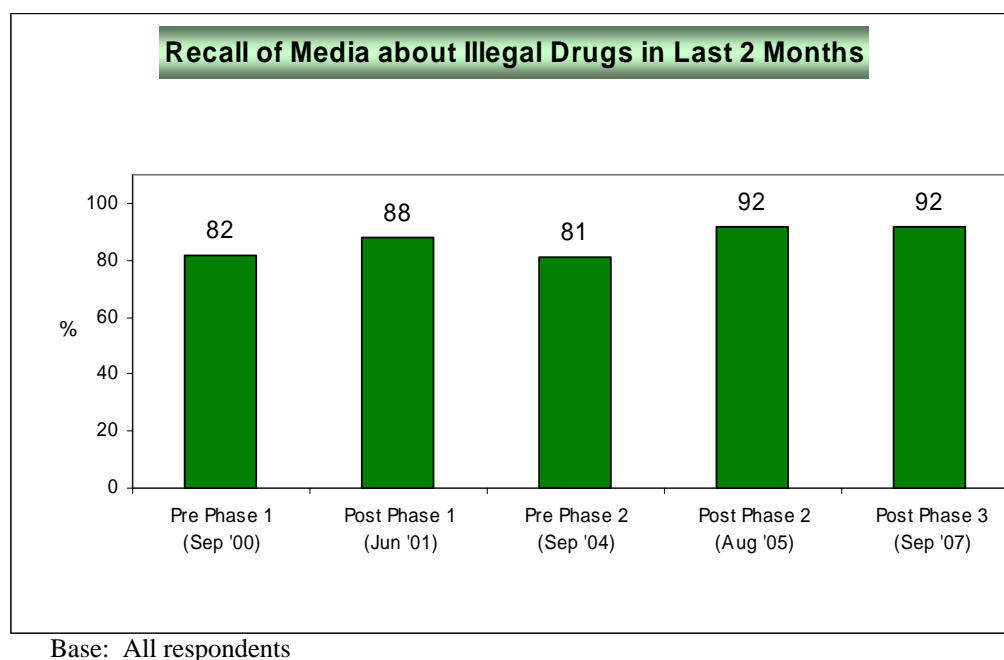
Base: All respondents

2.3.2 Media profile of the illegal drugs issue

Awareness of communication about illegal drugs in the media

To measure awareness of the campaign and associated media coverage, parents were asked whether they had seen, read or heard anything **in the media** about illegal drugs during the previous two months. Results are shown in Figure 2.1 where it is evident that, following the Phase Three parents campaign, 92% of parents responded in the affirmative to this question. This result is identical to that seen amongst parents of 12-17 year olds following the Phase Two NDC and is slightly higher than the 88% recorded following Phase One of the NDC.

Figure 2.1 Recall of anything seen, read or heard in the media about illegal drugs during the previous two months



Some differences in awareness were evident amongst parent subgroups in the post-Phase Three survey. Specifically, awareness of drug related media was slightly lower amongst parents who used a language other than English at home (81% versus 94% amongst English speakers) and amongst those who had never tried marijuana (88% versus 96% amongst those who had). At the same time, awareness was slightly higher amongst those who had discussed illegal drugs with their child in the last two months (94% versus 86% amongst those who had not done so).

Table 2.4 summarises the topics recalled most frequently from media coverage of illegal drug issues encountered in the two months before the survey.

Of those parents who recalled any media coverage of illegal drugs after Phase Three of the NDC ($n=555$), just over half (52%) mentioned advertising and/or messages which were consistent with this campaign. These included mentions of the ‘booklet’ (35%), ‘talking to children about drugs’ (15%) and the ‘Government advertising/television campaign’ (13%). There was also significant mention of the drug ice and of its use (16%), at least some of which may be attributable to the NDC.

Table 2.4 Media items most frequently reported by parents

Parents of 12–17 year-olds ($n=555$)	
Campaign Related (Net: 52%)	
Booklet	35
Talking to your children about drugs	15
Government advertising/TV ad campaign	13
Ice/Use of Ice	16
Drug trafficking/Drug seizures	19
Drugs and sport	13

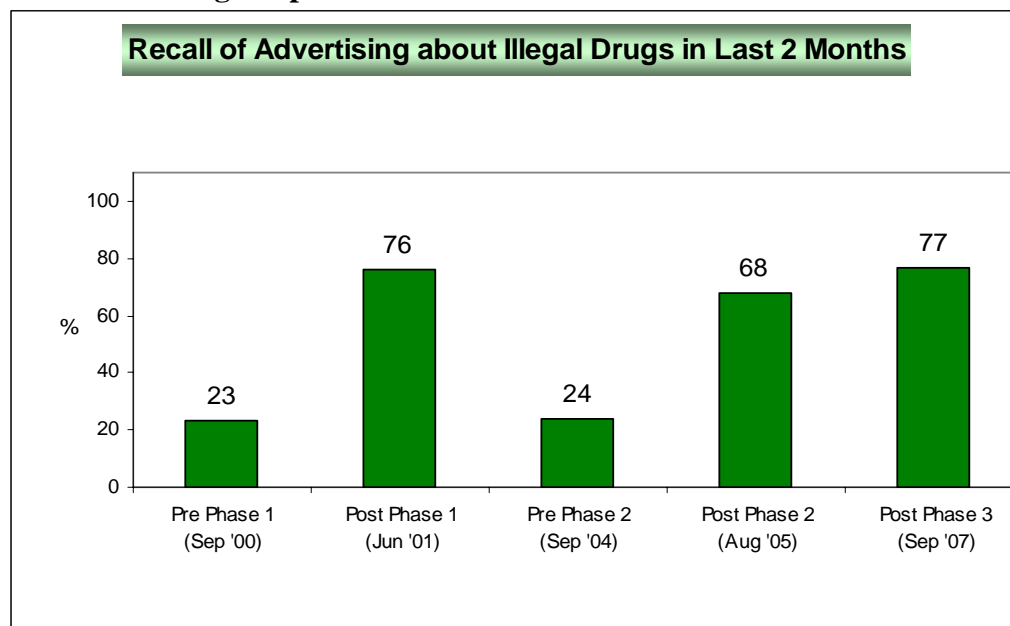
Base: Recalled any advertising and/or media about illegal drugs

Females (59%) were more likely than males (45%) to mention advertising and/or messages consistent with the Phase Three NDC as were parents working in white collar occupations (58% versus 31% for those employed in blue collar occupations), those with a university level education (59%) and those with household incomes of \$80k or above (60%).

2.3.3 Campaign awareness

Parents were also specifically asked whether they had recently seen, read or heard any **advertising** about illegal drugs. Following the Phase Three NDC, 77% of parents recalled some advertising of this type (see Figure 2.2). This is similar to the situation in 2001 when the proportion of parents able to recall recent advertising about illegal drugs was 76% after Phase One. It is a slightly higher result than in 2005 when 68% of parents were able to recall advertising about illegal drugs following the Phase Two NDC.

Figure 2.2 Recall of any advertising about illegal drugs seen, read or heard during the previous two months



Base: All respondents

In the post-Phase Three survey, recall of advertising about illegal drugs was higher amongst females (81% versus males 74%) and amongst those working in white collar occupations (80% versus blue collar 67%).

Proven campaign recall

Those parents who recalled any advertising about illegal drugs in the post-Phase Three survey ($n = 478$) were asked to describe **what** they had seen, heard or read. In total, 83% of this group (64% of the total parent sample) mentioned at least one piece of information related to the NDC. This included 28% who described images or messages from the 'Ad Within Ad' TVC, 23% who described images or messages from one or more of the Youth TV commercials (particularly 'Ice' – 17%), 23% who referred to 'ads showing the negative effects of using drugs', 10% who mentioned images or messages from 'Lost Dreams' and 18% who mentioned the 'booklet'.

Recall of content from ‘*Ad within Ad*’ was higher amongst females (34% versus 21% amongst males) while mention of content from the other parent ad, ‘*Lost Dreams*’, was also higher amongst females (13% versus 7% for males) as well as amongst those who had previously experienced problems with illegal drugs (15% versus 8% amongst those who had not).

Sources of advertising recalled

Parents were asked **where** they had seen, heard or read about any advertising related to illegal drugs.

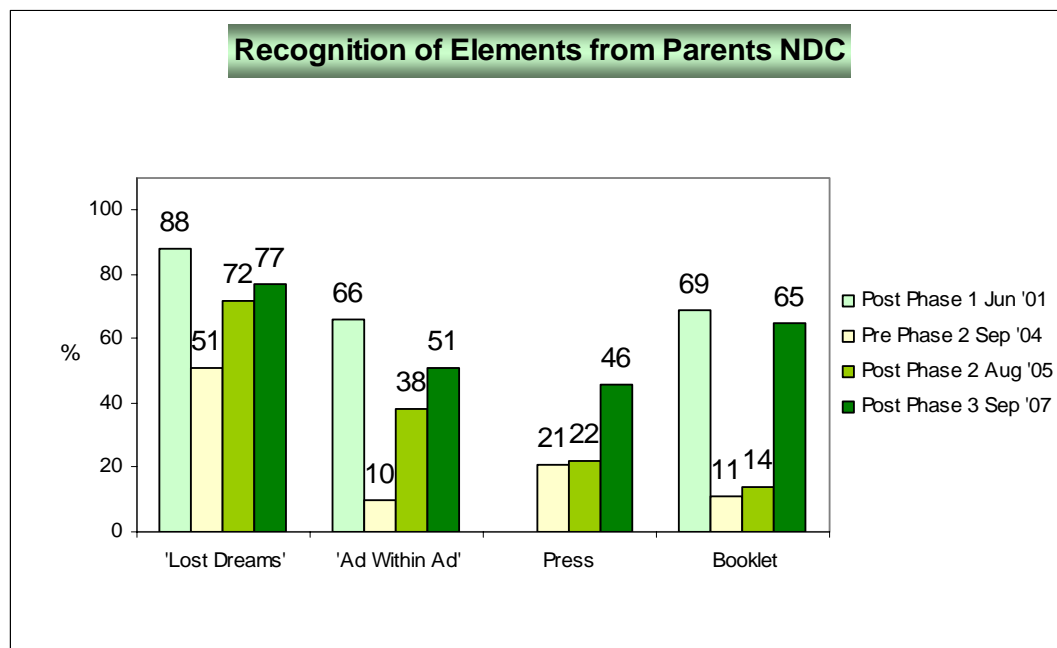
As with previous surveys, television advertising was the most frequently reported source being mentioned by 78% of those parents able to recall any recent advertising about illegal drugs. The booklet (29% overall, 33% amongst females) was the source mentioned next most often followed by television news/current affairs (11%), newspaper articles (11%) and newspaper advertising (8%).

2.3.4 Parents campaign recognition and message communication

To measure recognition of the Parents component of the Phase Three NDC, respondents were read descriptions of the two⁶ television commercials, the ‘*talk to your children*’ press ad and the advisory booklet ‘*Talking to your kids about drugs*’.

Almost all parents (92%) recognised at least one element of the Parents campaign. Recognition of the television component was particularly strong with 81% recognising at least one of the TV commercials (‘*Ad within Ad*’ or ‘*Lost Dreams*’) from the description given. The proportion of parents who recognised each element of the Parents campaign is shown in Figure 2.3.

Figure 2.3 Recognition of Parents NDC elements (prompted).



Base: All respondents

Recognition of at least one of the Parents TV commercials was higher amongst females (86%), those who had experienced problems with illegal drugs (91%) and those who had used marijuana (88%). Recognition of these ads was lower amongst those using a language other than English at home (59%).

This section of the report now turns to a slightly more detailed analysis of the individual elements of the Phase Three Parents campaign.

⁶ 'Lost Dreams' and 'Ad Within Ad'

‘Lost Dreams’ Television Commercial

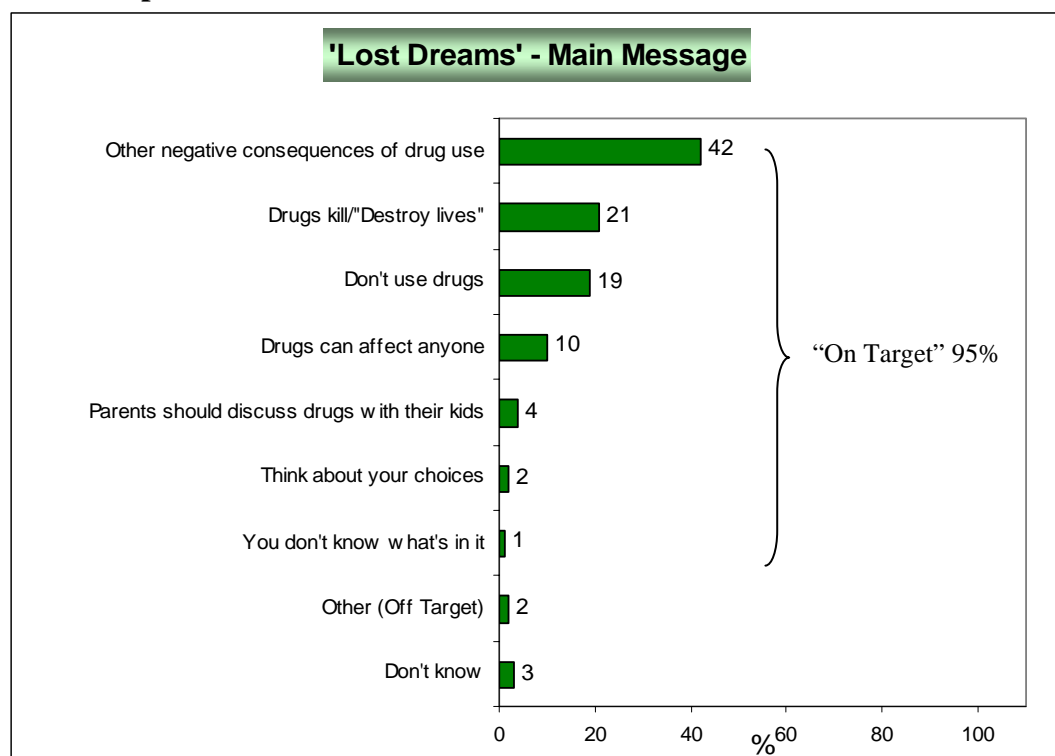
As shown in Figure 2.3, 77% of parents recognised ‘*Lost Dreams*’ after the Phase Three NDC when they were read the following brief description:

I’ll now describe a series of television commercials that you may have seen recently. In the first commercial there are several scenes which focus on one young person at a time. The scenes include a fight between a mother and her daughter and, in the final scene, a dead boy being zipped into a yellow body bag. Over each scene we hear the teenager’s voice when they were a child telling us what they want to be when they grow up.

This was slightly lower than the 88% recognition achieved after Phase One, when ‘*Lost Dreams*’ was supported with a higher media weight (630 TARPs⁷ compared to the 297 TARPs applied in Phase Three). It is also noteworthy that recognition of ‘*Lost Dreams*’ stood at 51% in the pre-Phase Two survey, that is some three years after this TV commercial was last on air, a result which points to the ad’s strong memorability.

Parents who recognised ‘*Lost Dreams*’ (n=478) were asked to describe the main message of the advertisement. As shown in Figure 2.4, most of these parents (95%) described a message which was consistent with the campaign. Messages mentioned most often were those relating to the ‘negative consequences of drug use’ (42%), ‘drugs kill/destroy lives’ (21%) and ‘don’t use drugs’ (19%).

Figure 2.4 Main message of the ‘Lost Dreams’ TV commercial as recalled by parents



Base: Parents who recognised the ‘*Lost Dreams*’ TV commercial

⁷ A target audience rating point (TARP) is a standard measure of the weekly volume of television advertising weight scheduled to reach the campaign’s primary target audience. The higher the number of TARPs the greater the proportion of the target audience reached by the advertising and/or the more often members of the target audience see the advertising.

‘Ad Within Ad’ Television Commercial

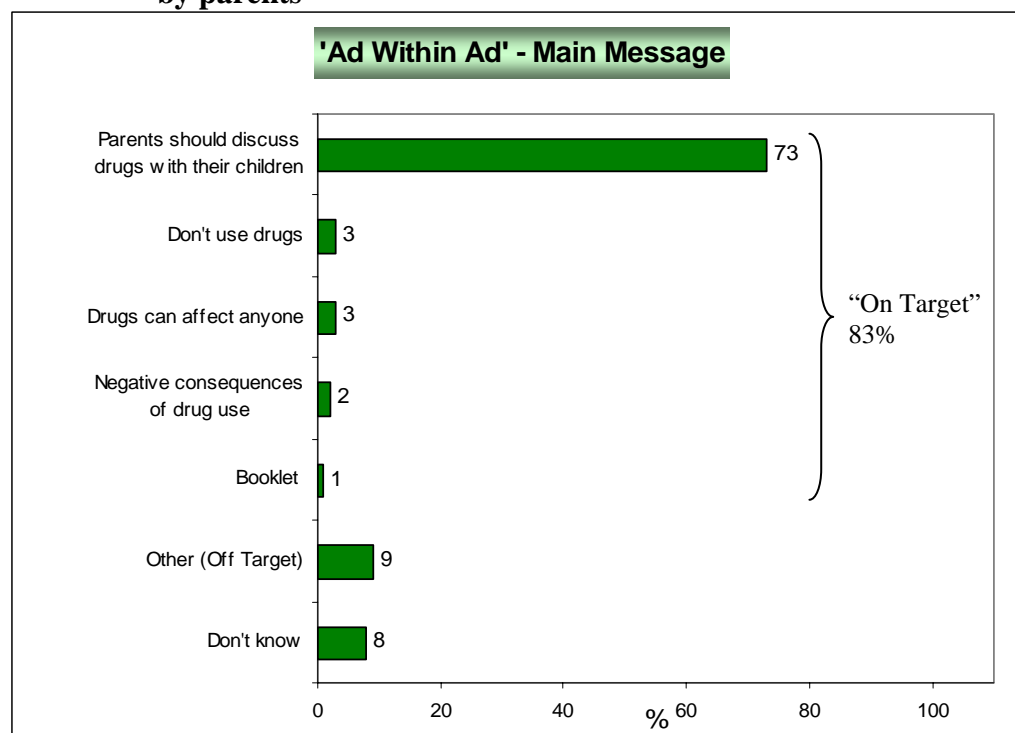
Prompted recognition of the ‘Ad Within Ad’ TV commercial was tested with the following brief description:

The next commercial opens with a girl watching TV in her bedroom and talking with her mother. As we watch this scene the camera pulls back to reveal a father and son watching this whole scene on another television. Whilst they are talking the camera pulls back further to reveal that this too has actually been part of a television ad and so on.

Post-Phase Three, recognition of ‘Ad Within Ad’ was 51%, also slightly lower than the post-Phase One result (66%) when this commercial received 910 TARPs versus the 297 TARPs applied in Phase Three.

Parents who reported seeing ‘Ad Within Ad’ ($n=323$) were asked to describe the main message of the advertisement. As shown in Figure 2.5, most of these parents (83%) described a message which was consistent with the campaign. Seventy-three percent reported the main message as the need for parents to discuss drugs with their children.

Figure 2.5 Main message of the ‘Ad Within Ad’ TV commercial as recalled by parents



Base: Parents who recognised the ‘Ad Within Ad’ TV commercial

Print Advertising

All parents were asked whether they had seen any of the following press advertising:

Have you seen any recent government advertising in newspapers or magazines encouraging parents to talk to their children in order to prevent health or social problems?

Forty-six per cent of parents claimed to have seen such advertising, considerably more than the 22% recorded after the Phase Two NDC. When responses were filtered to exclude those parents who had seen press advertising about a 'health or social problem' other than illegal drugs, the recognition figure for the post-Phase Three survey fell only slightly to 41% (and to 18% post-Phase Two). The stronger result seen post-Phase Three may reflect a slightly higher level of community sensitivity to the use of illegal drugs (ice in particular), and some confusion with the parents booklet, at the time of the post-Phase Three survey.

In the post-Phase Three survey, recognition of this press advertising was slightly higher amongst those working in white collar occupations (49% versus 38% for those in blue collar occupations) and amongst those who had spoken to their child about illegal drugs in the last two months (50% versus 33% amongst those who had not done so). Interestingly, those from households using a language other than English were slightly more likely to recognise this advertising than were English speakers (58% versus 43%). The placement of press ads in a variety of language-specific newspapers seems likely to be playing a role in this result.

Those parents who recognised any of the press advertising ($n=267$) were asked what they thought was the main message. Most of this group (63%) thought the ad they had seen encouraged parents to talk to their children about drugs.

Parent booklet ('Talking to your kids about drugs')

Prompted recognition

Recognition of the booklet offering parents information on illegal drugs and suggestions on how to discuss them with their children was assessed from the following description:

As a part of the campaign, a maroon coloured booklet called 'Talking with your kids about drugs' is being delivered in the mail. The booklet provides suggestions on how to talk with your child/ren about illegal drugs, information on the most common illegal drugs as well as information on other anti-drug programs that are currently operating in Australia.

Prompted recognition of the parent booklet was 65% post-Phase Three, a similar result to the 69% recognition seen after Phase One of the NDC when the booklet was last delivered to all households.

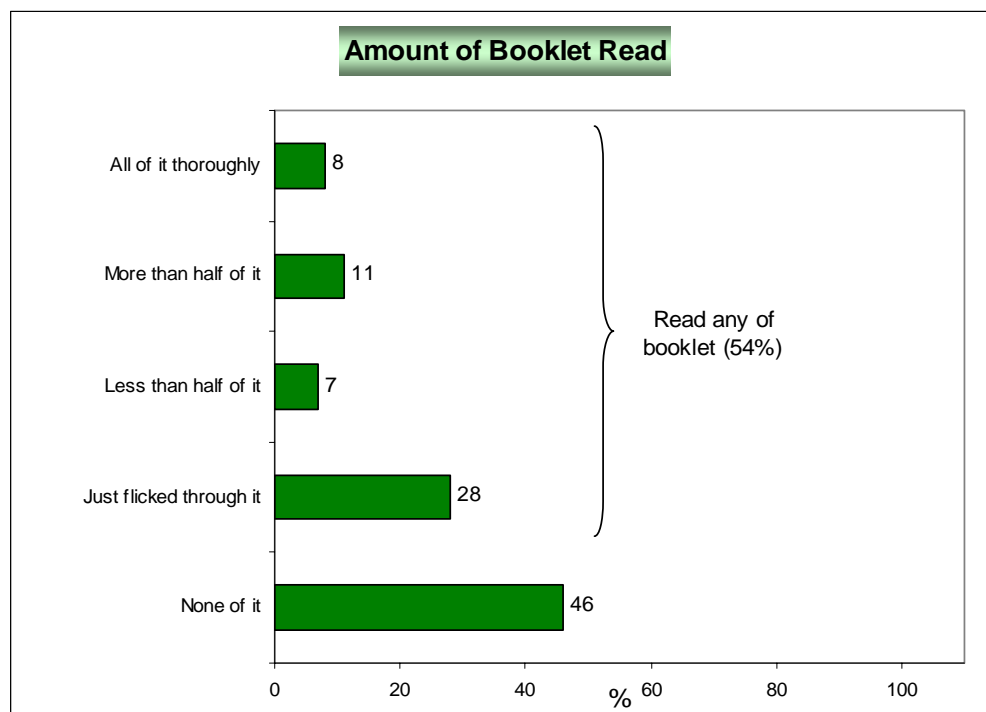
Recognition of the booklet was higher amongst females (71%) than amongst males (59%) and amongst those parents who had discussed illegal drugs with their child in the last two months (69% versus 50% amongst those who had not done so).

Amount of booklet read

Parents who recognised the booklet ($n = 396$) were asked how much of it they had read. Figure 2.6 shows the results.

Fifty-four percent of these parents reported reading at least some of the booklet. This included 28% who had ‘just flicked through it’, 19% who had read at least half of it (11% ‘more than half of it’, 8% ‘all of it thoroughly’) and 7% who had read ‘less than half of it’. Despite recognising the booklet, 46% of these parents claimed they hadn’t read any of it when interviewed. In considering this figure it should be kept in mind that delivery of the booklet took a little longer than originally anticipated and, as a result, at least some of these parents had probably received the booklet very close to the time of interview thus leaving them little time to have read it⁸.

Figure 2.6 Amount of booklet read by parents



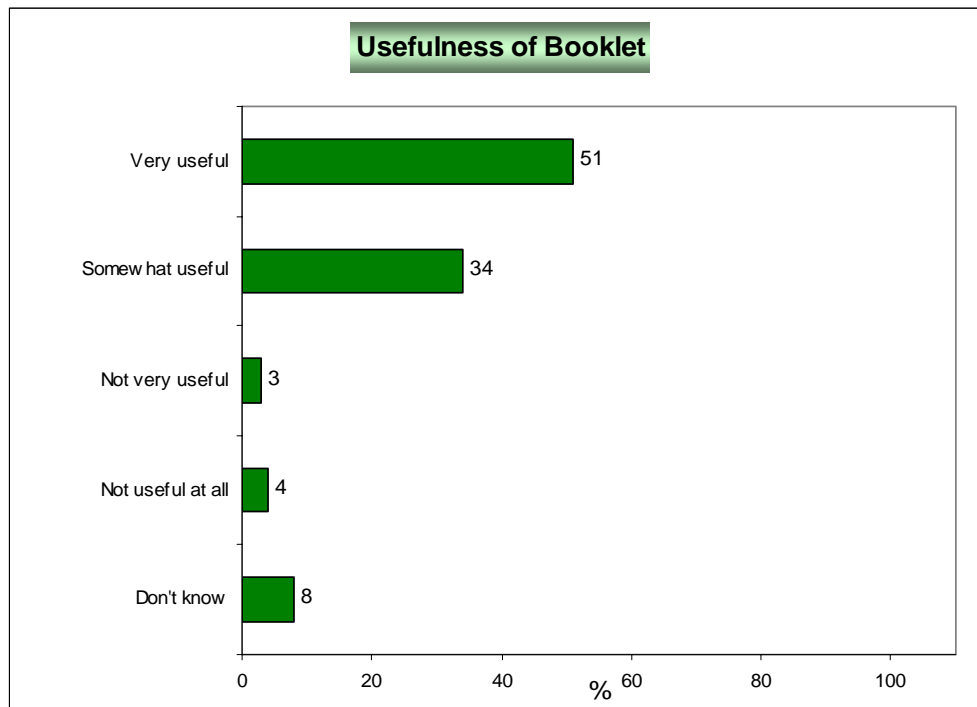
Base: Parents who recognised the booklet

⁸ The booklet was delivered at a time when a considerable amount of politically oriented material was being delivered to Australian households.

Perceived usefulness of the booklet

Those parents who had read at least some of the booklet ($n=220$) were asked how useful they had found it to be. Figure 2.7 shows their responses. Most of these parents (85%) found the booklet useful including 51% who found it ‘very useful’ and 34% who found it ‘somewhat useful’.

Figure 2.7 Usefulness of the booklet as reported by parents



Base: Parents who had read any of the booklet

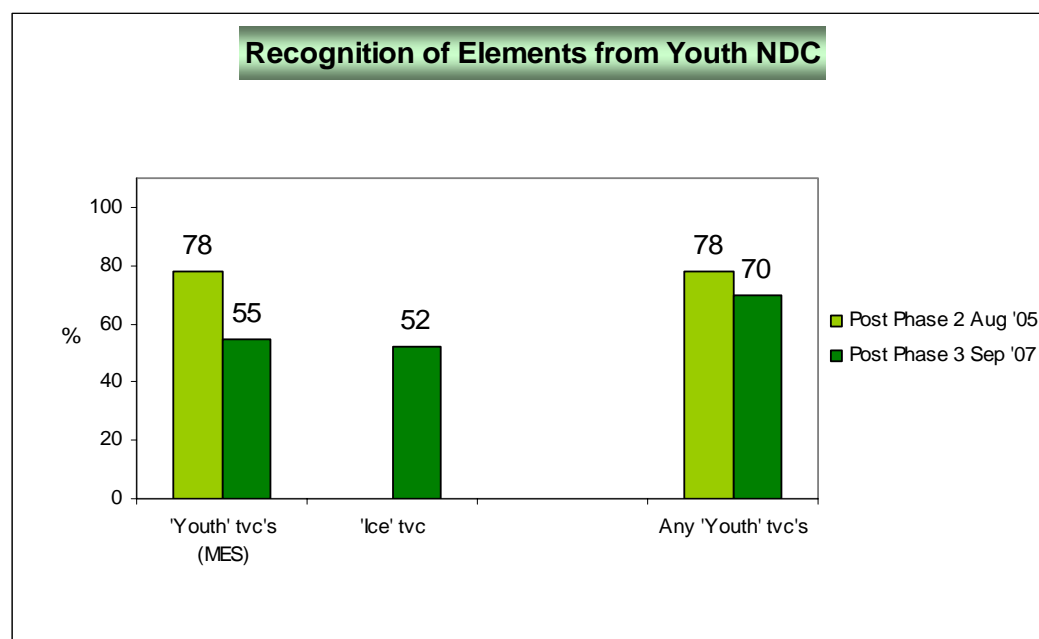
2.3.5 Youth campaign recognition and message communication

To measure recognition of the Youth component of the Phase Three NDC, respondents were read descriptions of two television commercials, 'Ice' and a composite description of the three television commercials 'Marijuana', 'Ecstasy' and 'Speed'.

Recognition of these advertisements is summarised in Figure 2.8 where it is evident that 70% of parents recognised at least one of these Youth television commercials. Fifty-five percent recognised one of the commercials 'Marijuana', 'Ecstasy' or 'Speed'. While this was slightly lower than the 78% recognition which followed Phase Two, it should be kept in mind that fewer TARPs were applied to these ads in Phase Three - approximately 68 TARPs at the time of the parents' survey versus 1,430 in Phase Two.

Further, despite a relatively limited two week launch flight of 147 TARPs bought against an 18 to 24 year old target market, 52% of parents recognised the 'Ice' TV commercial. Recognition of 'Ice' was higher amongst younger parents (58% amongst those aged 35 to 44 years versus 48% amongst those aged 45 to 54 years), those who had experienced problems with illegal drugs (62%), those who had tried marijuana (58%) and those who had spoken to their child about illegal drugs in the last two months (54%).

Figure 2.8 Recognition of Youth NDC elements (prompted).



Base: All respondents

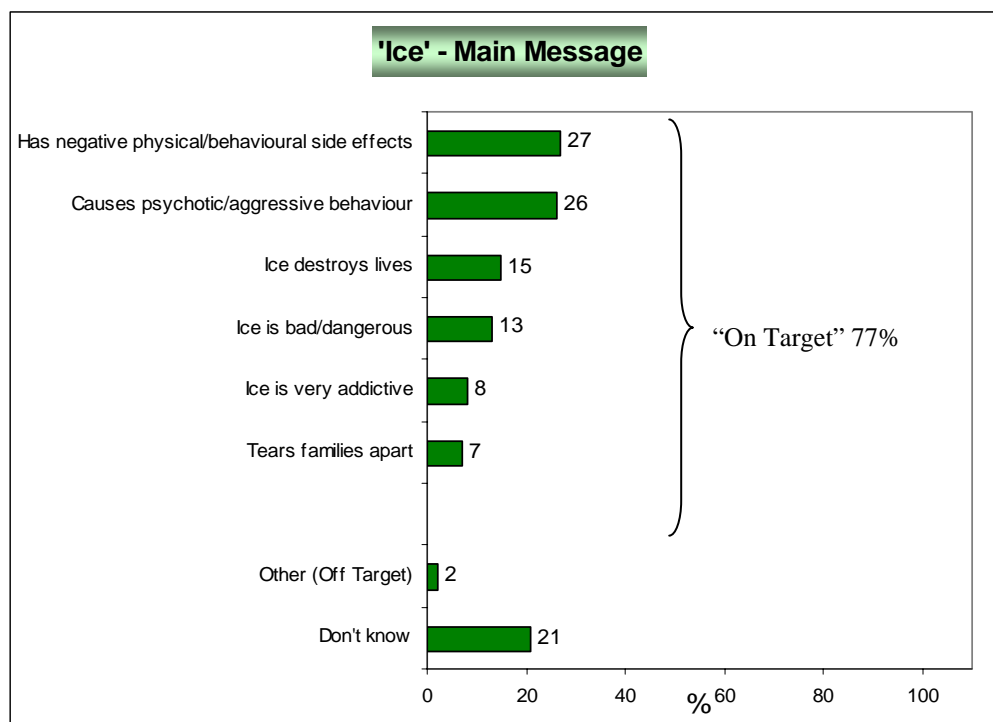
Youth Television Commercial – ‘Ice’

As seen in Figure 2.8, 52% of parents recognised ‘Ice’ when they were read the following description:

The next ad opens with a female doctor explaining the negative effects of a using a particular drug. As she speaks, we first see a young man in an office looking agitated, then a mother and son fighting in the kitchen resulting in the mother being pushed to the floor, then a girl on a lounge picking at scabs on her arm, and finally we see a young man in a hospital emergency ward throwing a metal bin and smashing a glass panel before being restrained by police officers.

Parents who recognised ‘Ice’ ($n=325$) were asked to describe the main message of the advertisement. As shown in Figure 2.9, the majority of these parents (77%) described a message which was consistent with the campaign. Messages mentioned most often were those relating to the ‘negative physical and behavioural effects of using ice’ (27%), ice as a cause of ‘psychotic/aggressive behaviour’ (26%), ‘ice destroys lives’ (15%), ‘ice is bad/dangerous’ (13%), ‘ice is very addictive’ (8%) and ‘ice is very addictive’ (8%).

Figure 2.9 Main message of the ‘Ice’ TV commercial as recalled by parents



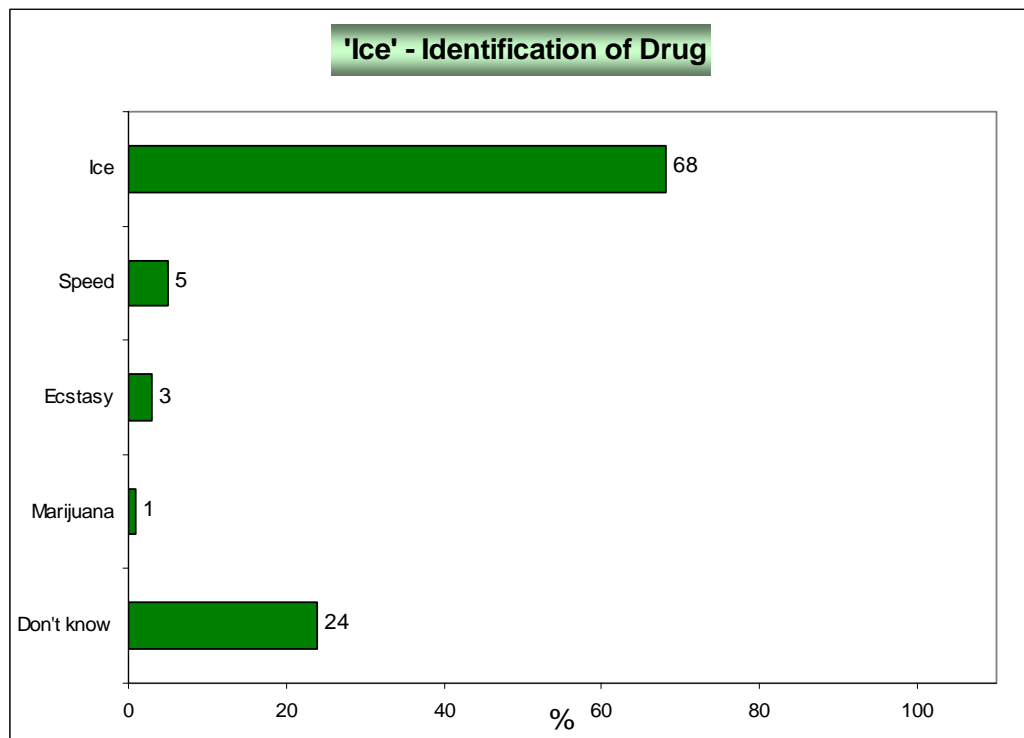
Base: Parents who recognised the ‘Ice’ TV commercial

Those who recognised the ‘Ice’ TV commercial from the verbal description were also asked to identify the drug which was mentioned in the advertisement.

As shown in Figure 2.10, just over two-thirds of these parents (68%) correctly identified ice as the drug mentioned. Those who felt they knew enough to discuss illegal drugs with their child (71%) were more likely to mention ice than were those who felt they lacked sufficient knowledge to do this (48%).

Other drugs mentioned included speed (5%), ecstasy (3%) and marijuana (1%). Just under one in four of these parents (24%) were unable to say what drug the commercial was about.

Figure 2.10 Identification of the drug mentioned in the ‘Ice’ TV commercial as recalled by parents



Base: Parents who recognised the ‘Ice’ TV commercial

‘Youth’ Television Commercials - ‘Marijuana’, ‘Ecstasy’, ‘Speed’ (‘MES’)

To test recognition of the three TV commercials which made up the component of the Youth campaign targeting 13-17 year olds, parents were presented with the following verbal description:

Finally, I’m going to describe a series of three television ads. Each ad is about a different drug and shows a number of different scenes. The scenes include a boy letting his team mates down in a football match, a girl lying on the floor in a night club as her friends frantically try to bring her around, a young guy in intensive care with his parents looking on. And a couple more scenes, a young man in a dentist chair looking at an x-ray of his cracked tooth, a guy storming down a hallway and punching a hole in the door and a dirty lab in a kitchen.

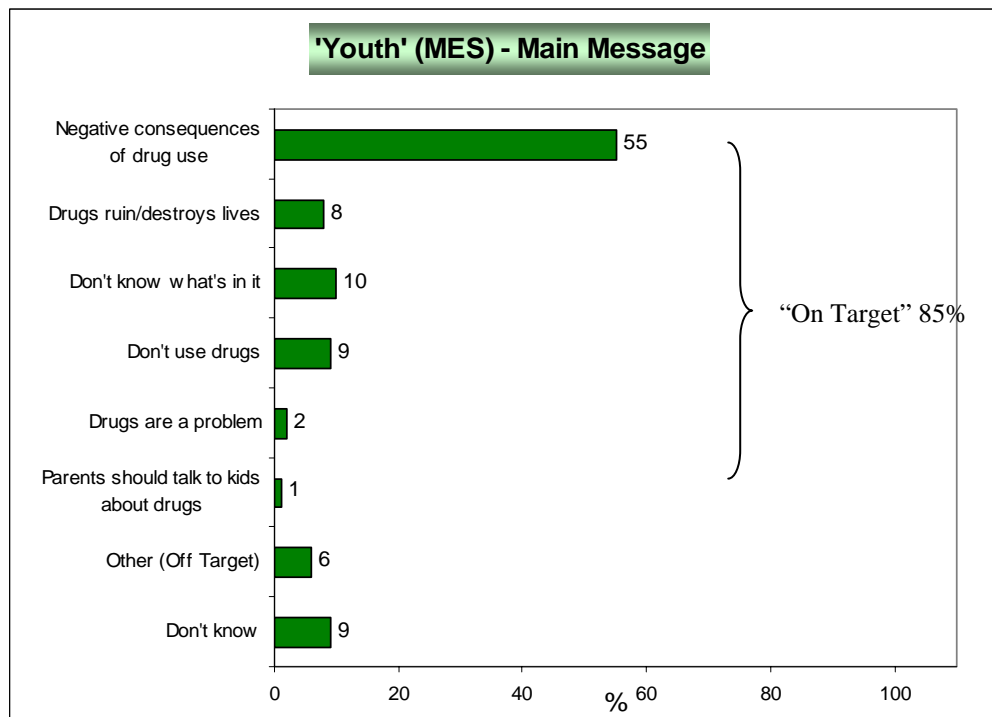
These commercials were tested as a single campaign rather than individually to avoid over-burdening respondents and to maintain consistency with the approach used in the 2005 survey.

As shown in Figure 2.8, recognition of the composite description of the three ads was 55% following the Phase Three NDC. This was significantly lower than the 78% recorded in the post-Phase Two parents’ survey. However, at the time the post-Phase Three parents’ survey took place, a total of only 68 TARPs had been applied to these commercials compared to the 1,430 TARPs which had been applied to the same three ads before the post-Phase Two survey.

Recognition of these ads was higher amongst those whose main language is English (57% versus 43% amongst those who speak another language at home), those who have been exposed to problems with illegal drugs (65% versus 49% for those who had not), who had used marijuana (62% versus 49% amongst non-users) or other illegal drugs (72% versus 52% amongst non-users) and amongst those who had discussed illegal drugs with their children in the last two months (58% versus 46% amongst those who had not). These subgroup differences were consistent with the results obtained in the post-Phase Two survey of parents.

Recall of the main message

Those who recognised any of these three commercials (‘MES’) ($n=336$), were asked what they thought was the main message of these ads. Most of these parents (85%) described a message which appeared consistent with the campaign, most often mentioning ‘drugs ruin/destroy lives’ (8%) and ‘other negative consequences of drug use’ (55%), ‘don’t know what’s in drugs’ (10%) and a general avoidance message of ‘don’t use drugs’ (9%). See Figure 2.11.

Figure 2.11 Main message of the ‘Youth’ TV campaign as recalled by parents

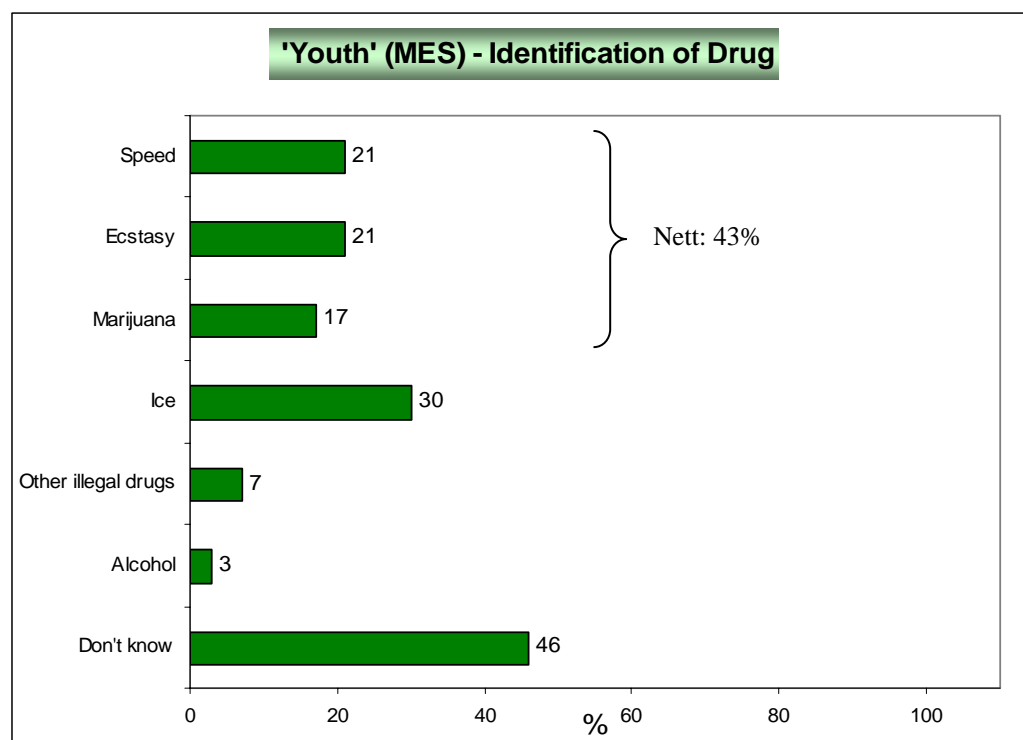
Base: Parents who recognised the ‘Youth’ TV commercials

Those who recognised the ‘MES’ commercials were also asked to identify the drugs that were mentioned in the ad or ads they had seen.

As shown in Figure 2.12, 43% of these parents identified at least one of marijuana (21%), ecstasy (21%) or speed (17%) as the topic of these commercials. In addition, 30% claimed the commercials were about ice suggesting the existence of some confusion between these three ads and the ‘Ice’ TV commercial. Just under half these parents (46%) were unable to say what drugs were mentioned in the commercials. This compared with just 28% unable to identify the drugs following Phase Two – the higher level of TARPs applied to these commercials prior to the post-Phase Two survey (and consequent higher level of exposure to the advertising) may be a factor in these results.

Younger parents aged 35 to 44 years (55%) were more likely to identify marijuana, ecstasy or speed as the topic of these ads than were those parents aged 45 years or more (31%).

Figure 2.12 Identification of the drugs mentioned in the ‘Youth’ TV commercials as recalled by parents



Base: Parents who recognised the ‘MES’ TV commercials

2.3.6 Reported action taken in response to the campaign

Overall, 95% of parents ($n = 578$) recognised at least one element of the Phase Three Parents or Youth NDC. This is similar to the 97% who recognised at least one element of the Phase One NDC and the 92% who recognised at least one element of Phase Two.

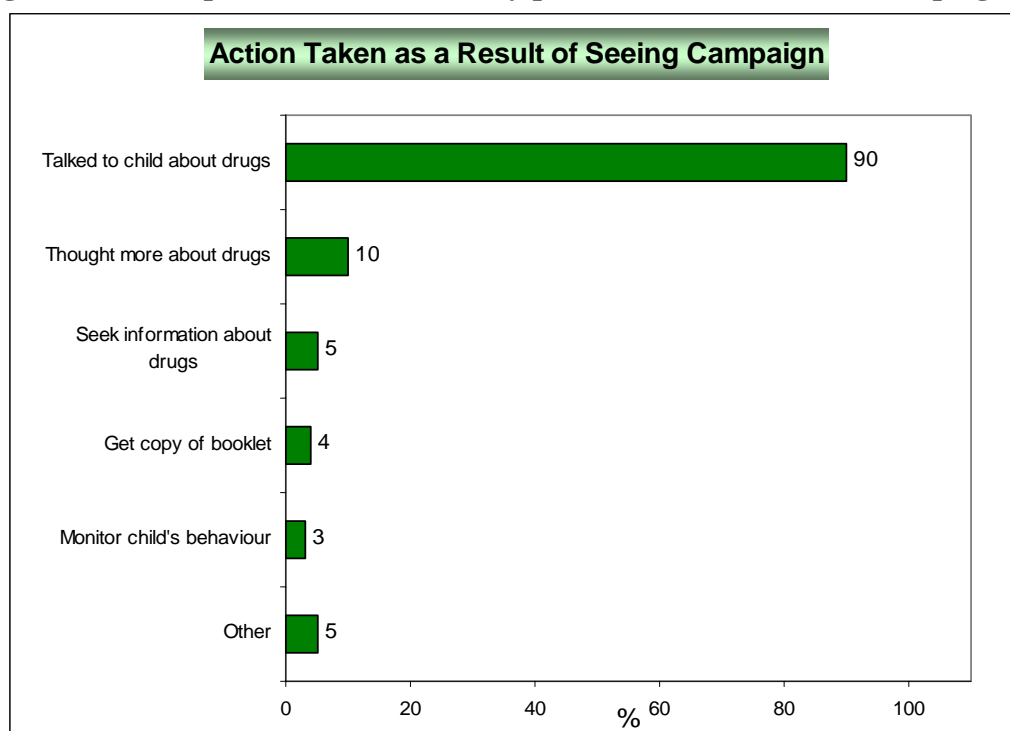
Those who recognised any of the Phase Three NDC were asked if it had prompted them to take any action. Fifty-five percent of this group (52% of all parents) felt the campaign had prompted them to take some action. This was higher than in 2001, when 44% of all parents claimed to have taken action, and higher than in 2005, when 39% of all parents claimed to have taken some action after seeing the NDC.

Following Phase Three, females were significantly more likely than males to report taking action (60% of those females who recognised the campaign versus 49% of males). The campaign was also more likely to have prompted action amongst those with a reference child aged 12-14 years (61% versus 48% amongst those with a reference child aged 15-17 years), those working in white collar occupations (59% versus 43% of those in blue collar occupations) and those who reported learning something new about illegal drugs in the previous two months (75% versus 50% of those who had not).

Type of action taken

Figure 2.13 shows the types of action parents claimed to have taken as a result of the campaign. Most often this involved parents talking to their child about drugs (90% of those who took action as a result of the campaign, 47% of all parents) and thinking more about drugs (10%).

Figure 2.13 Reported actions taken by parents as a result of the campaign



Base: Parents who recalled at least one NDC element and reported taking action as a result ($n=325$)

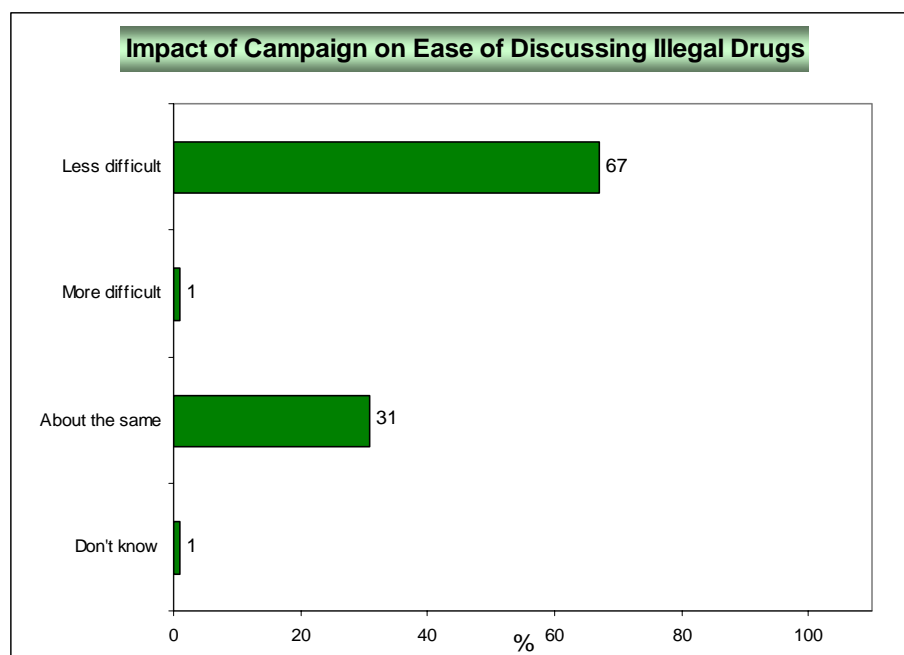
Reported impact of the campaign in facilitating conversations about drug use

The 95% of parents who recognised at least one element of the Phase Three campaign ($n = 578$) were also asked whether the campaign had made it more or less difficult for them to discuss illegal drugs with their children. Their responses are shown in Figure 2.14 below.

From this graph it can be seen that 67% of these parents (64% of all parents) found it less difficult (25% 'a little less difficult', 42% 'a lot less difficult') to talk to their children about drugs after the Phase Three campaign. Thirty-one percent found the level of difficulty 'about the same'. Just 1% felt the campaign had actually made it 'more difficult' to talk to their child and 1% 'didn't know' if it had made any difference or not.

These results are similar to those seen in the post-Phase Two survey, (68% 'less difficult', 29% 'about the same' and 1% 'more difficult') and slightly stronger than those recorded in the post-Phase One survey (59% 'less difficult', 38% 'about the same' and 2% 'more difficult').

Figure 2.14 Parents' reported ease or difficulty in talking about illegal drugs



Base: Parents who had seen at least one element of the campaign

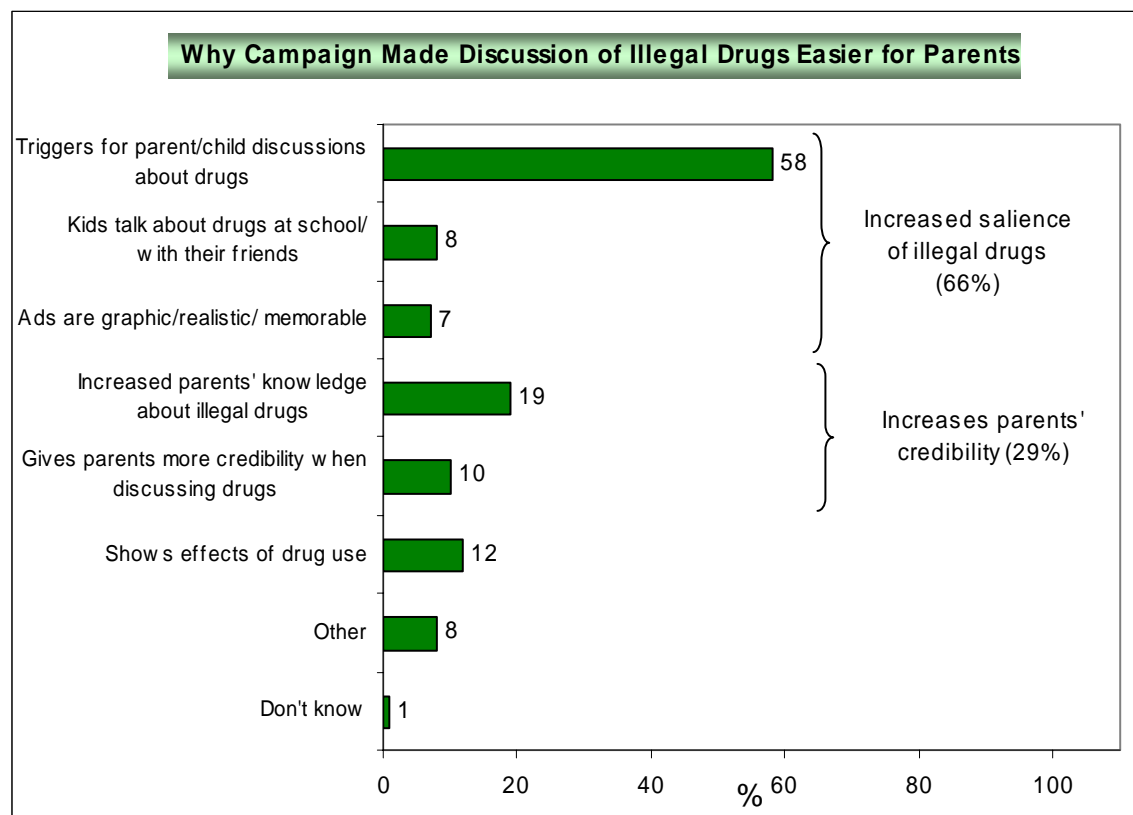
Several parent subgroups felt it was easier to talk to their children about illegal drugs following the campaign, particularly females (71% to 63% for males) and those parents aged 35-44 years (78% versus 59% for those aged 45 plus).

Reported reasons for the campaign making it easier for parents to talk to their child about illegal drugs

Those parents who found it easier to talk to their child about illegal drugs ($n = 405$) were asked why they had given this response. Results are shown in Figure 2.15.

The reasons mentioned most often were those relating to the campaign's role in raising the salience of the illegal drug issue (66%), particularly its ability to act as a trigger for parent/child discussions about drugs (58%). Also mentioned frequently were reasons relating to parents feeling the campaign had improved their credibility (particularly by giving them more knowledge about illegal drugs) when discussing drugs with their children (29%).

Figure 2.15 Parents' reported reasons for ease in talking about illegal drugs



Base: Parents who found it easier to talk to their child about drugs following the campaign.

Note: Multiple responses are allowed so nets are not necessarily the sum of the component categories.

Reported reasons for the campaign making no difference to parents when talking to their child about illegal drugs

Those parents who found the level of difficulty 'about the same' when it came to talking to their child about illegal drugs ($n = 162$) were asked their reasons for responding in this way. Parents' main reason for this response was their belief that they already had an open, communicative relationship with their child (70%).

Attitudes towards illegal drugs

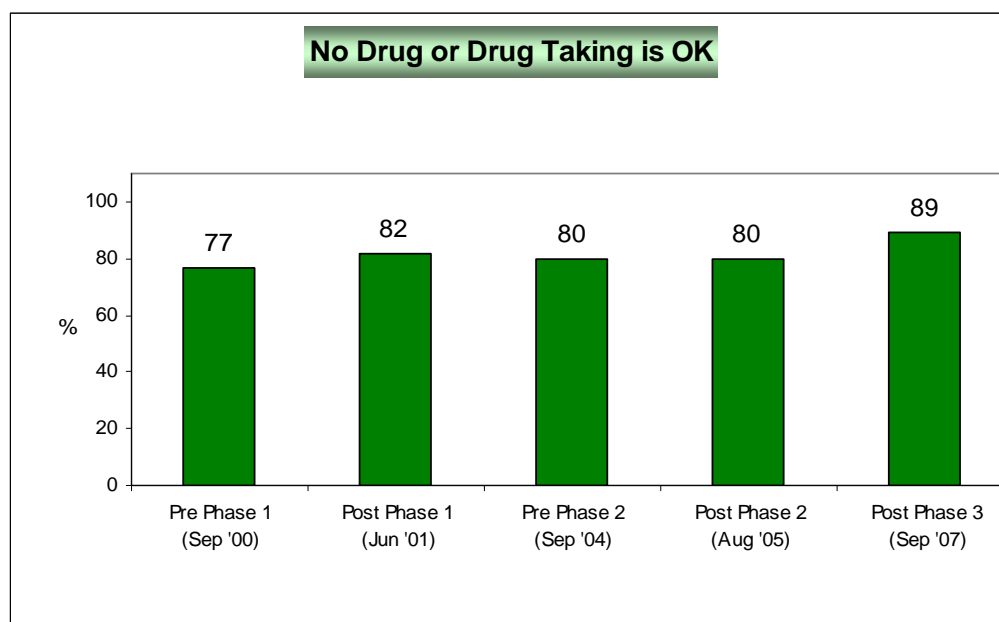
In each of the five parent surveys, respondents were presented with three statements and were asked which one best described their attitude towards their child experimenting with illegal drugs. These statements were:

- *No drug or drug taking is OK*
- *Experimentation with marijuana is OK but I'd be concerned about them experimenting with other drugs*
- *Using drugs like marijuana is OK*

Figure 2.16 shows the proportion of parents in agreement with the first of these statements since September 2000, that is prior to the launch of Phase One of the NDC. It is evident that the proportion of parents who feel that 'no drug or drug taking is ok' has increased from 77% in September 2000 to 89% following Phase Three of the NDC.

While most parents feel that 'no drug or drug taking is ok', post-Phase Three there was slightly less support for this position amongst those parents discussing a child aged 15-17 years (85% versus 92% amongst those talking about a 12-14 year old) and those parents who had themselves used marijuana (82%) or other drugs (68%).

Figure 2.16 Parents' attitudes towards drugs



Base: All respondents

Parents' perceptions of whether their child will be offered drugs in the next 12 months

Parents were asked whether they thought it was likely or unlikely that their reference child would be offered a range of legal and illegal drugs in the next 12 months. The results are summarised in Table 2.5.

Table 2.5 Parents' perceptions that their child was likely to be offered drugs in the next 12 months

	Parents of 12–17 year olds (n=600)	Age of Reference Child	
		12–14 years (n=304)	15–17 years (n=296)
Think it likely child will be offered			
Alcohol	76	60	91
Tobacco	69	60	78
Marijuana	54	38	70
Ecstasy	32	21	43
Speed	25	14	36
Ice	22	15	29
Cocaine/Heroin	11	4	17
None of these	18	30	6

Base: All respondents

It is evident from Table 2.5 that, post-Phase Three, the majority of parents with a reference child aged 12–17 years considered it likely this child would be offered alcohol (76%), tobacco (69%) and marijuana (54%). Thirty-two per cent believed it likely their child of this age would be offered ecstasy, 25% speed, 22% ice and 11% heroin or cocaine.

Parents with a reference child aged 15–17 years were significantly more likely than parents of 12–14-year-olds to believe their child would be offered these drugs. Those with a reference child aged 15–17 years were more likely than parents of 12–14-year-olds to think it likely their child would be offered alcohol (91% to 60%), tobacco (78% to 60%), marijuana (70% to 38%), ecstasy (43% to 21%), speed (36% to 14%), ice (29% to 15%) or heroin or cocaine (17% to 4%).

Parents who speak English at home were more likely than those who speak a language other than English to think their child would be offered alcohol (80% to 51%), tobacco (73% to 51%), marijuana (58% to 35%) or ecstasy (34% to 22%).

Parents who had been exposed to problems with illegal drugs were more likely to think their child would be offered all of these drugs as were parents who were not confident they could prevent their child from using illegal drugs.

Parents who had spoken to their child about drugs in the previous two months were significantly more likely than parents who had not done so to think that their child was likely to be offered all of these drugs except cocaine/heroin. Similarly, those who had tried marijuana were more likely to think their child would be offered tobacco, marijuana, speed or ecstasy.

All of these subgroup results were consistent with those seen in the post-Phase Two parents' survey of August 2005.

Congruity between parent and child perceptions

Table 2.6 offers a comparison of the views of parents and young people in relation to offers of illegal drugs. This table shows the proportion of parents who think their 13-17 year old child will be offered marijuana, ecstasy, speed and ice in the next 12 months. It also shows (from the Youth survey reported in the next chapter) the proportion of 13-17 year olds who report being offered each of these drugs in the last 12 months.

While the time periods are not equivalent, the results shown in Table 2.6 suggest significant incongruity between parents' perceptions and the reality (as reported by young people) insofar as exposure of their children to offers of illegal drugs is concerned. Thus, while 60% of parents thought their 13-17 year old would be offered marijuana in the next 12 months, only 27% of 13-17 year olds reported being offered this drug during the last 12 months. Similar discrepancies were evident for ecstasy, speed and ice.

Table 2.6 Parents' perceptions that their child was likely to be offered drugs in the next 12 months

	Parents of 13–17 year olds (n=499)	Youth aged 13-17 years (n=900)
Think it likely child will be offered/Have been offered ...		
Marijuana	60	27
Ecstasy	36	10
Speed	28	5
Ice	24	3

Base: Parents of 13-17 year olds and 13-17 year olds from Youth survey

Parents' perceptions of whether their child would accept an offer of illegal drugs

Parents were also asked whether they thought their reference child would accept an offer of these drugs. Table 2.7 summarises the results.

Table 2.7 **Parents' perceptions that their child was likely to accept an offer of drugs in the next 12 months**

	Parents of 12–17 year-olds (n=600)	Parents of Child Aged ...	
		12–14 years (n=304)	15–17 years (n=296)
Very likely/Likely to accept ...			
Alcohol	40	26	53
Tobacco	13	9	16
Marijuana	8	4	12
Ecstasy	3	3	3
Speed	2	2	2
Ice	2	3	1
Cocaine/Heroin	1	2	-

- No response in this category

Base: All respondents

Table 2.7 shows that 40% of the parents of 12–17-year-olds believed their child would accept an offer of alcohol. Thirteen percent believed their child would accept an offer of tobacco, 8% marijuana, 3% ecstasy, 2% speed, 2% ice and 1% heroin or cocaine. The results are largely consistent with those from the post-Phase Two campaign survey (45% alcohol, 15% tobacco, 10% marijuana, 3% ecstasy, 3% speed and 1% heroin or cocaine) apart from the slightly lower proportion (45% to 40%) who thought their child would accept alcohol.

The data on whether offers of specific drugs were likely to be accepted was also analysed for the subgroup of parents who thought it likely that their child could be offered these drugs. Table 2.8 shows the results.

As illustrated in Table 2.8, alcohol, tobacco and marijuana were the substances these parents thought their 12-17 year old child would be most likely to accept. Parents were more likely to think a 15-17 year old child would accept an offer of these drugs than would a 12-14 year old child.

Table 2.8 Parents' perceptions that their child was likely to be offered and accept an offer of illegal drugs

	Parents of 12–17 year-olds		Parents of Child Aged ...			
			12–14 years		15–17 years	
	(n)	%	(n)	%	(n)	%
Likely to be offered and accept offer of ...						
Alcohol	455	51	183	39	272	58
Tobacco	409	18	172	15	232	20
Marijuana	328	14	113	9	215	16
Ecstasy	189	5	56	4	133	6
Speed	154	4	42	3	112	5
Ice	133	5	47	6	92	4
Cocaine/Heroin	60	2	14	**	46	-

** Result suppressed due to small sample size (n less than 30) - No response in this category
Base: All respondents

2.3.7 Prevention strategies

Potential strategies

Parents were asked what, if anything, they thought they could do to prevent their child from using illegal drugs. The responses given most frequently are summarised in Table 2.9.

In the post-Phase Three survey, 95% of parents identified at least one drug prevention strategy which was broadly in line with the campaign. Strategies mentioned most often included encouraging discussion on drug issues (40%), providing education materials on drugs (36%), warning children about the dangerous consequences of drug use (32%) and being involved in children's lives/keeping them busy (25%).

Table 2.9 Potential strategies mentioned by parents for preventing illegal drug use

	Parents of 12–17 year-olds (n=600)
Encourage discussion on drug issues	40
Provide education/materials on drugs	36
Warn of dangers/consequences	32
Be involved with child/keep them busy	25
Teach child moral values/beliefs	10
Set a good example	8
Identified at least one strategy consistent with the campaign (net)	95

Base: All respondents

The strategy of encouraging discussion about drug issues was significantly more likely to be mentioned by some groups of parents than others. In particular, women were more likely than men to identify discussion as a potential strategy (44% to 36%) as were those with a university education (46% to 37%), those who had seen 'Ad Within Ad' (46% to 35%) and those who had actually discussed illegal drugs with their child in the last two months (43% to 31%).

Confidence in preventing child from using illegal drugs

Parents were asked how confident they were that they could prevent their reference child from using illegal drugs.

The results are shown in Table 2.10 where it is evident that the great majority of parents (81%) were ‘confident’ they could prevent their child from using illegal drugs – 42% ‘very confident’ and 39% ‘confident’. The proportion ‘very confident’ was significantly higher than in the post-Phase Two survey (34%) and some 14 points higher than the 28% of parents who were ‘very confident’ in September 2000, prior to the NDC’s commencement.

From Table 2.10 it can also be seen that parents with a reference child aged 12–14 years were slightly more likely than parents with a reference child aged 15–17 years to be ‘confident’ (85% to 78%) they could prevent their child from using illegal drugs.

Several groups of parents were less ‘confident’ than their counterparts that they could prevent their child from using illegal drugs. These included single parents (72% to 84%), those who had been exposed to problems with illegal drugs (72% to 86%), those who had tried marijuana (75% to 87%) or other drugs (56% to 85%) and those who felt they lacked sufficient knowledge to discuss illegal drugs with their child (68% to 84%).

Table 2.10 Parents’ confidence in preventing their child from using illegal drugs

	Parents of 12–17 year-olds (n=600)	Parents of Child Aged ...	
		12–14 years (n=304)	15–17 years (n=296)
Very confident	42	43	42
Confident	39	42	36
Net: “Confident”	81	85	78
Not all that confident	10	9	11
Not confident at all	7	6	9
Net: “Not Confident”	17	15	20
Don’t know	1	-	2

^a Note: Total may not sum to 100% due to rounding

Base: All respondents

2.3.8 Communicating with children about illegal drugs

This section presents results from the parent survey as they relate to communicating with children about illegal drugs.

Perceived adequacy of knowledge to talk with children about illegal drugs

Parents were asked whether they felt they knew enough about illegal drugs to be confident to talk their child about them. Just over four out of five parents (82%) felt they knew enough about illegal drugs to discuss this topic with their child. It is noteworthy that the proportion of parents feeling this way has risen by seven points (from 75%) since September 2000, that is prior to the commencement of the NDC.

Perceived adequacy of knowledge was above average amongst those who had been exposed to problems with illegal drugs (88% versus 78% amongst those who had not), those who had discussed illegal drugs with their child in the last two months (84% versus 76% amongst those who had not) and those 'confident' they could prevent their child using illegal drugs (85% versus 71% amongst those who were 'not confident' of doing so).

Learnt something new about illegal drugs

Parents were asked if they had learnt anything new about illegal drugs in the previous two months. Following Phase Three of the NDC, 19% of parents reported that they had done so. This result is the same as those recorded in the two other post-campaign surveys in June 2001 (following Phase One of the NDC) and August 2005 (following Phase Two).

Typically, this new information related to the negative effects of using the drugs targeted by the campaign (32%) and of drug use in general (18%), increased use of drugs (30%), the names and appearance of different types of drugs (20%) and general information about drugs (31%).

Previously spoken to children about illegal drugs

Parents were asked a series of questions about whether they had spoken to their reference child about illegal drugs over certain time periods. The responses to the questions are summarised in Table 2.11 where it can be seen that 76% of parents had discussed illegal drugs with their child during the previous two months. This compares with 69% prior to the commencement of the NDC (September 2000) and 69% following the Phase Two NDC.

Table 2.11 Whether parents had recently discussed illegal drugs with their child and, if so, how recently

	Parents of 12–17 year-olds (n=600)	Parents of Child Aged ...	
		12–14 years (n=304)	15–17 years (n=296)
Yes – ever	94	93	96
In the last 2 months	76	73	80
Between 2 and 6 months ago	9	11	8
Between 7 and 12 months ago	5	6	4
More than a year ago/Unsure	4	3	4
No - never	5	6	4

^a Note: Total may not sum to 100% due to rounding and refused/don't know responses

Base: All respondents

Subgroup analysis of the post-Phase Three survey showed no significant differences in the incidence of discussion irrespective of whether the reference child was aged 12–14 years or 15–17 years. However, the results did indicate that those parents who had experienced problems with illegal drugs were more likely than those who had not to have spoken to their child about drugs in the previous two months (88% to 70%). This was also true of those parents who had seen any element of the campaign (78% to 44%), particularly the booklet (81% to 67%) or the press advertising (83% to 71%).

Effectiveness of conversation

Parents who had spoken to their reference child about illegal drugs during the previous 12 months were asked how effective or ineffective they thought these conversations had been in discouraging their child from ever using marijuana and other illegal drugs.

Table 2.12 shows the results. For the great majority of parents, the conversations were perceived to have been effective in discouraging both the use of marijuana (92%) and the use of other illegal drugs (95%). This represents an increase on the perceived effectiveness of such conversations prior to the launch of the NDC. In September 2000, 78% of parents felt their conversations were effective in discouraging their child from using marijuana while 85% felt they were effective in discouraging the use of other drugs.

As seen in previous surveys, conversations were more likely to be thought ‘very effective’ in discouraging the use of ‘other illegal drugs’ than in discouraging the use of marijuana.

Table 2.12 Parents’ perceptions of the effectiveness of conversations with their child

	Parents of 12–17 year-olds (n=551)	Parents of Child Aged ...	
		12–14 years (n=276)	15–17 years (n=275)
<u>Marijuana</u>			
Very effective	58	59	58
Somewhat effective	33	33	34
Effective (net)	92	92	92
<u>Other Illegal Drugs</u>			
Very effective	73	73	72
Somewhat effective	22	22	22
Effective (net)	95	95	94

^a Note: Total may not sum to 100% due to rounding and refused/don’t know responses

Base: Parents who had spoken to their reference child about illegal drugs in the last year

There were several differences between parent subgroups in the perceived effectiveness of their conversations in discouraging marijuana use. In particular, those who had not experienced previous problems with illegal drugs (94% to 88%) and those who were confident they could prevent their child using drugs (95% to 78%) were more likely than their counterparts to feel their conversations had been effective in preventing their child using marijuana.

Those who felt they knew enough to discuss illegal drugs with their child (96% to 88%) and those who were confident they could stop their child using drugs (97% to 85%) were also more likely to feel their conversations were ‘very effective’ in discouraging the use of illegal drugs other than marijuana.

2.4 Discussion

As with Phase Two, the mass media focus of Phase Three of the NDC was more on young people and less on parents. This focus was reflected by a relatively limited spend allocation to the Parents campaign. Specifically, 297 TARPs were applied to the Phase Three parents TV advertising during a two week flight, (versus 703 for the Youth TV commercials ‘Ice’, ‘Marijuana’, ‘Ecstasy’ and ‘Speed’), while the parents press advertising was limited to either one or two placements in various newspapers and three mainstream magazines. However, Phase Three also included the advisory booklet, ‘Talking to your kids about drugs’, which was distributed to all Australian households and which might be expected to add to the impact of the campaign amongst members of this target group.

2.4.1 Campaign awareness

The Phase Three NDC appeared to establish a significant profile amongst parents of 12-17 year olds. Forty-eight percent recalled components of the campaign when thinking about recent media coverage of illegal drugs while 64% mentioned specific elements of the NDC when describing advertising they had recently seen about illegal drugs.

Recognition of the separate campaign elements was generally high with almost all parents (95%) recognising at least one of them. Specifically, 77% recognised ‘Lost Dreams’, 51% ‘Ad Within Ad’ and 70% at least one of the Youth TV commercials (‘Ice’, ‘Marijuana’, ‘Ecstasy’ or ‘Speed’). In addition, 65% had seen the booklet ‘Talking to your children about drugs’ and 46% recalled seeing press advertising which ‘encouraged parents to talk to their children in order to prevent health or social problems’.

Message take-out from the advertising was generally consistent with the campaign’s communication objectives. Specifically, of those who recognised ‘Lost Dreams’, 95% recalled an on-target message typically something about ‘the negative effects of drug use’ (42%), ‘drugs kill/destroy lives’ (21%) and ‘don’t use drugs’ (19%). Those who recognised ‘Ad Within Ad’ most often mentioned the need for ‘parents to discuss drugs with their children’ (73%) as did 63% of those who recognised the press advertising.

Of those who recognised the ‘Ice’ TV commercial, 77% recalled an on-target message, typically about the negative physical/behavioural (27%) or psychological (26%) effects of this drug while 68% correctly identified ice as the drug mentioned in the ad. Eighty-five percent of those who recognised any of the three other Youth ads also recalled an on-target message, most often something to do with the negative consequences of drug use (55%).

At the time of interview, 54% of those who had seen the ‘Talking to your kids about drugs’ booklet had read at least some of it. In considering this result it should be kept in mind that distribution of the booklet was still taking place during the first two weeks of fieldwork for the parents’ survey and consequently this figure is likely to under-estimate the eventual level of readership. Of those who had read the booklet, 85% had found it useful (51% ‘very useful’, 34% ‘somewhat useful’).

Those parents more likely to recognise the Parents TV advertising were females and those with some ‘involvement’ with illegal drugs (either through personal use or through problems experienced by family or friends). Recognition of the Youth TV commercials was higher amongst younger parents, (those aged 35-44 years), once again those with some ‘involvement’ with illegal drugs, and encouragingly, those who had discussed illegal drugs with their children in the last two months.

The booklet was more likely to be recognised by females and those who had discussed illegal drugs with their child in the last two months while those in white collar occupations and those who had spoken to their child about illegal drugs in the last two months were more likely to have seen the press advertising.

While the TV advertising was less likely to be recognised in households where a language other than English was mainly spoken, it is noteworthy that this same group were more likely to have seen press advertising than were English speakers. The placement of press ads in a number of NESB newspapers seems likely to have played a positive role in this result.

2.4.2 The campaign’s impact

The campaign’s impact on parent/child communication

Given the extensive recognition of the campaign, some impact on parents’ attitudes towards illegal drug use and parent/child communication on this issue might be expected. With that in mind, the following are noteworthy;

- Since the NDC began in 2001 more parents of 12-17 year olds;
 - Feel that ‘no drug taking is ok’ (up from 77% to 89%)
 - Feel they ‘know enough’ to discuss illegal drugs with their children (up from 75% to 82%)
 - Are ‘very confident’ they can prevent their child from using illegal drugs (up from 28% to 42%), and
 - Discussed illegal drugs with their child ‘in the last two months’ (up from 69% to 76%).
- Further, to the last point above, almost two in three (64%) parents felt the Phase Three NDC had made it easier to talk to their children about illegal drugs and 52% had taken action as a result of seeing the campaign (versus 44% post-Phase One and 39% post-Phase Two). Almost all (90%) of those who took action as a result of the campaign had talked to their child about illegal drugs.

Differences between parent subgroups

Several parent subgroups were of particular interest insofar as the impact of the Phase Three NDC was concerned. In particular;

- Females were more likely than males to have seen the Parents TV commercials and the Parents booklet. They were also more likely to mention 'discussion' as a strategy to prevent their child using illegal drugs, more likely to feel the campaign had facilitated the discussion of illegal drugs with their child and more likely to have taken action as a result of seeing the NDC by speaking to their child about drugs.
- Those parents who had personally used marijuana and/or other drugs were less likely to agree that 'no drug taking is ok'. They were also less confident they could prevent their child using drugs.
- Those who had experienced problems with illegal drugs were more likely to have discussed illegal drugs with their child but, at the same time, were less likely to feel these conversations were effective in preventing their child using marijuana.
- Compared to parents talking about a 12-14 year old reference child, those discussing older children (that is, 15-17 year olds) were less likely to feel that 'no drug taking is ok', more likely to think their child would be offered a range of legal and illegal drugs, more likely to think their child would accept an offer of alcohol, tobacco or marijuana and less likely to have taken action as a result of seeing the NDC.

In conclusion, findings from the parent surveys indicate that the campaign has continued to be very effective in reaching its target audience and in increasing the incidence of conversations that parents have had with their children about illegal drugs. At the same time, the campaign appears to have had a little more impact amongst some parent subgroups than others.

2.5 Parents post-campaign questionnaire (Phase Three)

- STRICTLY CONFIDENTIAL -

0365p NDC Phase 3 PARENTS pilot test questionnaire Version 2.3 (6 September)
(incorporates issues arising from TOPLINE CHECK)

SCREENING AND INTRODUCTION

INTRO: Good (...), my name is (...) calling on behalf of the Department of Health and Ageing from the Social Research Centre. We are conducting a major study of parents' views on important public health issues affecting young people today.

1. Continue
2. Household refusal (GO TO RR1)
3. No parents in household (Continue, record as S1=2)
4. Make appointment
5. Language difficulty (target language) (GO TO ALOTE)
6. Queried how number was obtained (GO TO ATELQ)
7. Wants more information on subject matter (GO TO AINFO)

S1 To see if anyone in this household is able to help us with this important study, can I firstly ask is there a parent or guardian in this household of a 12 to 17 year old?

1. Yes (GO TO S3)
2. No

S2 And are there any young persons aged 18 to 24 living in this household?

1. Yes (GO TO RECRUITMENT SCRIPT)
2. No (GO TO TERMINATION SCRIPT 1)

S3 May I please speak to the parent or guardian of a 12 to 17 year old with the next birthday?

(EXPLAIN IF NECESSARY: This is part of a major study being conducted by Department of Health and Ageing looking at parents' views on some of the important public health issues affecting young people today.

1. Yes (CONTINUE)
2. No, refused (GO TO RR1)
3. Not available (STOP INTERVIEW, ARRANGE CALLBACK)

S4 WHEN SPEAKING TO SELECTED PARENT SAY: The Department of Health and Ageing is conducting a major study of the views of parents of 12 to 17 year olds on some important public health issues affecting young people today.

We're interested in parents' views, so there are no right or wrong answers. The interview, which is totally confidential, should take about 15 minutes and will help the Department develop education programs for parents. Is now a convenient time? I'll make it as quick as I can.

1. Yes
2. No (STOP INTERVIEW, COLLECT QR NAME)
3. Refused (GO TO RR1)
4. Not a parent of 12 to 17 year old (GO TO TERMINATION SCRIPT 1)
5. Language difficulty (target language) (GO TO ALOTE)
6. Queried how number was obtained (GO TO ATELQ)
7. Wants more information on subject matter (GO TO AINFO)

*(LOTES)

ALOTE RECORD LANGUAGE

1. Mandarin (CODE AS LANGUAGE DIFFICULTY FOLLOW UP)
2. Cantonese (CODE AS LANGUAGE DIFFICULTY FOLLOW UP)
3. Vietnamese (CODE AS LANGUAGE DIFFICULTY FOLLOW UP)
4. Italian (CODE AS LANGUAGE DIFFICULTY FOLLOW UP)
5. Greek (CODE AS LANGUAGE DIFFICULTY FOLLOW UP)
6. Arabic (CODE AS LANGUAGE DIFFICULTY FOLLOW UP)

*(QUERIED HOW TELEPHONE NUMBER WAS OBTAINED)

ATELQ Your telephone number has been chosen at random from all possible telephone numbers in your area. We find that this is the best way to obtain a representative sample of all Australians for our study.

1. Snap back to previous question

AINFO The important public health issues we'd like to ask about will be apparent from the first question.

EXPLAIN AS NECESSARY: We will be asking for parents' views about illicit drugs and young people. The findings will be used to develop education programs for parents

1. Snap back to previous question

S5 Before we start can I just check whether or not you work in advertising or market research?

1. Yes (GO TO TERMINATION SCRIPT 2)
2. No (CONTINUE)

S5a Just a couple of things you should know before we get started... If there are any questions you don't want to answer, just tell me so I can skip over them

1. Continue

S6b This survey may be monitored for quality control purposes, to check that I am doing my job properly – is that ok with you

1. Monitor
2. Do not monitor

*(ALL)

S6 GENDER (CODE BY OBSERVATION)

1. Male
2. Female

***GENERAL AWARENESS OF THE ISSUE - (CATEGORY CUED)**

*(ALL)

GA1 Thinking about illegal drugs, in the last two months, have you seen, read or heard anything in the media about illegal drugs? It might have been advertising on television, a news or current affairs program or perhaps in newspapers or magazines.

1. Yes
2. No (GO TO GA5)
3. Don't know (GO TO GA5)

*(SEEN, READ OR HEARD ANYTHING IN MEDIA ABOUT ILLEGAL DRUGS)

GA2a What was it that you saw, read or heard about illegal drugs? (DO NOT READ) (SINGLE RESPONSE)

1. Capture / seizures of illegal drugs / drug trafficking
2. Talking to your kids about drugs
3. A booklet
4. Ice / Use of ice
5. Drugs and sport
6. Other (SPECIFY)
7. None / nothing else DO NOT DISPLAY AT G2a
8. (Don't know)
9. (Refused)

*(SEEN, READ OR HEARD ANYTHING IN MEDIA ABOUT ILLEGAL DRUGS)

GA2b What else, anything else? (ACCEPT MULTIPLES)

1. Capture / seizures of illegal drugs / drug trafficking
2. Talking to your kids about drugs
3. A booklet
4. Ice / use of ice
5. Drugs and sport
6. Other (SPECIFY)
7. None / nothing else
8. (Don't know)
9. (Refused)

*(ALL)

GA5 Have you learnt anything NEW about illegal drugs in the last two months?

1. Yes
2. No (GO TO S7)
3. Don't know (GO TO S7)
4. Refused (GO TO S7)

*(LEARNT SOMETHING NEW ABOUT ILLEGAL DRUGS IN LAST TWO MONTHS)

GA6 What was that? (MULTIPLES ACCEPTED)

1. (Just) general information NFI
2. (Increased) Availability of drugs / increase in level of use / prevalence
3. Manufacturing / growing of drugs
4. Drug education programs for kids
5. Side effects of drugs (no specific drug mentioned)
6. Negative effects of marijuana
7. Negative effects of ecstasy
8. Negative effects of speed
9. Negative effects of ice
10. Drugs and sport
11. Other (Specify_____)
12. (Don't Know)
13. (Refused)

*(ALL)

S7 Now some questions about your own situation. Firstly, how many children aged 17 or under do you have, including any who might live elsewhere?

1. Number given (Specify _____) (RANGE 1 TO 12)
2. Don't know / Can't Say
3. Refused

*(ALL)

S8 (How old is your child / What are the ages of each of your children starting from the youngest)?
(RECORD AGE IN YEARS AS OF LAST BIRTHDAY)
(IF LESS THAN ONE YEAR OLD, RECORD AS 1)

1. Child 1 (RECORD AGE)
2. Child 2 (RECORD AGE)
3. Child 3 (RECORD AGE)
4. Child 4 (RECORD AGE)
5. Child 5 (RECORD AGE)
6. Child 6 (RECORD AGE)
7. Child 7 (RECORD AGE)
8. Child 8 (RECORD AGE)
9. Child 9 (RECORD AGE)
10. Child 10 (RECORD AGE)
11. Child 11 (RECORD AGE)
12. Child 12 (RECORD AGE)
13. Refused

PRES9 (IF ONLY ONE CHILD AGED 12 TO 17 GO TO S10 OTHERWISE CONTINUE)

*(MORE THAN ONE CHILD 12 TO 17)

S9 Of your children aged 12 to 17 years, how old is the one who had the most recent birthday?

1. (RECORD AGE 12 TO 17)
2. Don't Know / Can't Say (GO TO TERMINATION SCRIPT 3)
3. Refused (GO TO TERMINATION SCRIPT 3)

*(ALL)

S10 And is this child male or female?

1. Male
2. Female

*(ALL)

S11DUM PROGRAMMER CREATE DUMMY VARIABLE FROM S8/S9/S10 WITH REFERENCE CHILD AGE AND GENDER

1. 12 year old male
2. 13 year old male
3. 14 year old male
4. 15 year old male
5. 16 year old male
6. 17 year old male
7. male refused age
8. 12 year old female
9. 13 year old female
10. 14 year old female
11. 15 year old female
12. 16 year old female
13. 17 year old female
14. female refused age

*(ALL)

GA10 I'm now going to ask you some questions about this child. In relation to this child, how do you feel about the possibility that (she/he) may experiment with illegal drugs? Would you say ... (READ OUT)

(ROTATE STATEMENTS 1 to 3)

STATEMENTS

1. Using drugs like marijuana is OK or
2. Experimentation with marijuana is OK but I'd be concerned about (him / her) experimenting with other drugs or
3. No drug or drug taking is OK
4. (Refused)

*(ALL)

GA11 How confident are you that you can prevent this particular child from using illegal drugs? Would you say you are... (READ OUT)

1. Very confident
2. Confident
3. Not all that confident; or
4. Not confident at all
5. (Don't Know / Can't Say)
6. (Refused)

*(ALL)

GA12 What, if anything, do you think you can do to help prevent your child from using illegal drugs? (MULTIPLES ACCEPTED)

1. Promote a loving household / family relationships
2. Set a good example
3. Teach child morals/ values/ belief system
4. Encourage open discussion on drug issues (NFI)
5. Warn of the dangers/ consequences of using drugs
6. Educate child / give child materials on drug issues
7. Be involved in child's life / know what is happening in child's life/ know child's friends
8. Encourage organised activities / sport groups
9. (Threaten to) punish child in some way
10. Nothing
11. Other (Specify _____)
12. Don't Know
13. Refused

***PERCEIVED RISK**

*(ALL)

PRIS1 I am now going to read you out a list of different types of drugs. For each drug I read out I want you to tell me whether you think it is likely or unlikely that your child aged (INSERT AGE FROM S8/S9) will be offered these drugs during the next 12 months. Firstly, do you think it is likely that this child will be OFFERED ... (READ OUT) (ROTATE)

STATEMENTS

- a) Alcohol
- b) Tobacco
- c) Marijuana
- d) Speed
- e) Ecstasy
- f) Ice
- g) Cocaine / Heroin

(RESPONSE FRAME)

1. Yes (likely)
2. No (unlikely)
3. (Don't know)
4. (Refused)

*(ALL)

PRIS2 And do you think it is likely or unlikely that your child aged (INSERT AGE FROM S8/S9) would ACCEPT an offer of...(READ OUT)? (PROBE: is that very likely/unlikely or just likely / unlikely)

STATEMENTS

- a) Alcohol
- b) Tobacco
- c) Marijuana
- d) Speed
- e) Ecstasy
- f) Ice
- g) Cocaine / Heroin

(CODE FRAME)

- 1. Very unlikely
- 2. Unlikely
- 3. Neither likely nor unlikely
- 4. Likely
- 5. Very Likely
- 6. (Don't Know / Can't Say)
- 7. (Refused)

***ANALYSIS OF THE CONVERSATION**

*(ALL)

AC1 Now thinking about talking to your child about illegal drugs. Do you feel you know enough about illegal drugs to be confident that you can talk to your child aged (INSERT AGE FROM S8/S9) years about them?

- 1. Yes
- 2. No
- 3. (Don't know)
- 4. (Refused)

*(ALL)

AC1a Have you discussed illegal drugs with your child aged (INSERT AGE FROM S8/S9) in the past two months?

- 1. Yes (GO TO AC3)
- 2. No
- 3. (Don't know)
- 4. (Refused)

*(NOT DISCUSSED ILLEGAL DRUGS IN THE PAST TWO MONTHS)

AC1b Have you ever discussed illegal drugs with your (INSERT AGE FROM S8/S9) year old?

- 1. Yes
- 2. No (GO TO ADV1)
- 3. Don't know (GO TO ADV1)
- 4. Refused (GO TO ADV1)

*(EVER DISCUSSED ILLEGAL DRUGS (BUT NOT IN LAST TWO MONTHS))

AC1c Approximately how long ago was that? Would that have been... (READ OUT)?

- 1. 2 to 6 months ago
- 2. 7 to 12 months ago
- 3. More than a year ago (GO TO AC6)
- 4. Don't know (GO TO AC6)
- 5. Refused (GO TO AC6)

*(DISCUSSED ILLEGAL DRUGS IN LAST YEAR) (AC1a=1 OR AC1c=1 OR 2)

AC3 Thinking back to the/se conversation/s you had with your (INSERT AGE FROM S8/S9) year old (INSERT FROM S10 –“daughter / son”), what sorts of things have you talked about in relation to illegal drugs? (MULTIPLES ACCEPTED)

1. The negative effects/dangers of using illegal drugs
2. Personal experiences with drugs
3. The experiences of others who have used illegal drugs
4. Drug trafficking cases
5. How drugs can impact on families
6. Negative effects of ice
7. Drugs and sport
8. Other (Specify_____)
9. Don't know / can't recall
10. Refused

*(EVER DISCUSSED ILLEGAL DRUGS)

AC6 Generally speaking, how EFFECTIVE or INEFFECTIVE do you feel your conversations with this child have been in discouraging them from EVER using(READ OUT)? (PROBE: Would that be very/somewhat effective or Not at all/Not very effective)

STATEMENTS

- a) Marijuana
- b) Other illegal drugs

(CODE FRAME)

1. Very effective
2. Somewhat effective
3. Not very effective
4. Not effective at all
5. (Don't know / Can't say)
6. (Refused)

***RECOGNITION OF ADVERTISING**

*(ALL)

ADV1 Now I'd like you to think about any advertising campaigns about illegal drugs you may have recently seen. Do you recall seeing, reading or hearing any campaign about illegal drugs recently? (IF NO PROBE; Nothing at all?)

1. Yes
2. No (GO TO PR1)
3. Don't Know (GO TO PR1)

*(SEEN AD CAMPAIGNS ABOUT ILLEGAL DRUGS RECENTLY)

ADV2 Where did you see, read or hear any part of this advertising campaign? (DO NOT PROMPT) (DO NOT READ OUT) (ACCEPT MULTIPLES)

1. TV advertising
2. TV news / current affairs
3. Television program
4. Radio advertising
5. Radio news
6. Radio program
7. Cinema
8. Magazine article
9. Magazine advertising
10. Newspaper article
11. Newspaper advertising
12. Brochure / booklet
13. Website
14. Word of mouth
15. Bus / Tram
16. Local area health service
17. Doctor / General practitioner
18. School activity / education program
19. Information night
20. Other (SPECIFY)
21. Don't Know / Can't say

*(SEEN AD CAMPAIGNS ABOUT ILLEGAL DRUGS RECENTLY)

ADV3 Can you describe what you saw, read or heard from this advertising campaign?
(SINGLE RESPONSE)

1. Ad on TV which showed the consequences of using drugs (nfi)
2. Ad on TV which showed parents talking with their children about drugs
3. Ad on TV about the negative effects of marijuana
4. Ad on TV about the negative effects of ecstasy
5. Ad on TV about the negative effects of speed
6. Ad on TV about the negative effects of ice
7. A booklet (will be delivered)
8. What different drugs look like
9. Other (SPECIFY)
10. Don't know / can't say / don't recall / nothing (GO TO PR1)

*(SEEN AD CAMPAIGNS ABOUT ILLEGAL DRUGS RECENTLY)

ADV3a What else, anything else?
(MULTIPLES ACCEPTED)

1. Ad on TV which showed the consequences of using drugs (nfi)
2. Ad on TV which showed parents talking with their children about drugs
3. Ad on TV about the negative effects of marijuana
4. Ad on TV about the negative effects of ecstasy
5. Ad on TV about the negative effects of speed
6. Ad on TV about the negative effects of ice
7. A booklet (will be delivered)
8. What different drugs look like
9. Other (SPECIFY)
10. Don't know / can't say / don't recall / nothing
11. Nothing else

***PROMPTED RECALL**

*(ALL)

PR1 I'll now describe several television commercials that you may have seen recently. (You might have already mentioned some of these ads but I still need to confirm which ad you were talking about)

In the first commercial there are several scenes which focus on one young person at a time. The scenes include a fight between a mother and her daughter and, in the final scene, a dead boy being zipped into a yellow body bag. Over each scene we hear the teenager's voice when they were a child telling us what they want to be when they grow up.

Do you recall seeing this ad?

1. Yes
2. No (GO TO PR2)
3. Don't know (GO TO PR2)

*(SEEN AD AT PR1)

PR1a What would you say was the MAIN message of this advertisement? (SINGLE RESPONSE)

1. Parents should talk with their children about drugs
2. "Drugs destroy lives" (ONLY USE IF QUOTE TAGLINE EXACTLY)
3. Drugs can happen to / affect normal kids
4. Don't use drugs
5. There is a booklet coming
6. Other (SPECIFY)
7. Don't know

*(ALL)

PR2 The next commercial opens with a girl watching TV in her bedroom and talking with her mother. As we watch the camera pulls back to reveal a father and son watching this whole scene on another television. Whilst they are talking the camera pulls back further to reveal that this too has actually been part of a television ad and so on.

Do you recall seeing this ad?

1. Yes
2. No (GO TO PR3)
3. Don't know (GO TO PR3)

*(SEEN AD AT PR2)

PR2a What would you say was the MAIN message of this advertisement? (SINGLE RESPONSE)

1. Parents should talk with their children about drugs
2. There is a booklet coming
3. Don't use drugs
4. Other (SPECIFY)
5. Don't know

*(ALL)

PR3 The next ad opens with a female doctor explaining the negative effects of a using a particular drug. As she speaks, we first see a young man in an office looking agitated, then a mother and son fighting in the kitchen resulting in the mother being pushed to the floor, then a girl on a lounge picking at scabs on her arm, and finally we see a young man in a hospital emergency ward throwing a metal bin and smashing a glass panel before being restrained by police officers.

Do you recall seeing this ad?

1. Yes
2. No (GO TO PR4)
3. Don't know (GO TO PR4)

*(SEEN AD AT PR3)

PR3a What was the name of the drug mentioned in this advertising? (code frame)

1. Ice
2. Marijuana
3. Speed
4. Ecstasy
5. Other (specify) _____
6. Don't Know
7. Refused

*(SEEN AD AT PR3)

PR3b What was the advertising saying about this drug?
(MULTIPLES ACCEPTED)

1. Ice stops people from sleeping for days at a time
2. Smoking ice is addictive / You can get addicted just by smoking ice
3. Ice can be addictive very quickly
4. Ice destroys lives
5. Ice users can think there are bugs under their skin / Ice users pick at their skin
6. Ice causes psychotic episodes
7. Ice use can cause aggressive behaviour
8. Ice tears families apart
9. Ice is very bad
10. Other (SPECIFY)
11. Don't know / Can't say

*(ALL)

PR4 Finally I'm going to describe a series of three television ads. Each ad is about a different drug and shows a number of different scenes. The scenes include a boy letting his team mates down in a football match, a girl lying on the floor in a night club as her friends try to bring her around, and a young guy in intensive care with his parents looking on.....(PAUSE)

And a couple more scenes - a young man in a dentist chair looking at an x-ray of his cracked tooth, a guy storming down a hallway and punching a hole in the door, and a dirty lab in a kitchen.

Do you recall seeing ANY of these ads?

1. Yes
2. No (GO TO PR9)
3. Don't know (GO TO PR9)

*(SEEN AD AT PR4)

PR4a What would you say was the MAIN message of this advertising?

1. Response given (Specify_____)
2. Don't Know
3. Refused

*(SEEN AD AT PR4)

PR4b Can you remember the names of any illicit drugs that were mentioned in the advertising?
(MULTIPLES ACCEPTED)

1. Marijuana
2. Speed
3. Ecstasy
4. Ice
5. Other (specify)
6. Can't recall

*(ALL_

PR9 Have you seen any recent government advertising in newspapers or magazines encouraging parents to talk to their children in order to prevent health or social problems?

1. Yes
2. No (GO TO PR6)
3. Don't know (GO TO PR6)
4. Refused (GO TO PR6)

*(SEEN OTHER GOVERNMENT PRINT ADVERTISING ENCOURAGING PARENTS TO TALK TO CHILDREN)

PR9a What would you say was the MAIN message of this advertisement? (SINGLE RESPONSE)

1. Parents should talk with their children about drugs
2. Drugs can happen to/ affect normal kids
3. Don't use drugs
4. Other (SPECIFY)
5. (Don't know)

*(ALL)

PR6 As a part of the campaign, a maroon coloured booklet called 'Talking With Your Kids About Drugs' is being delivered in the mail. The booklet provides suggestions on how to talk with your child/ren about illegal drugs, information on the most common illegal drugs as well as information on other anti-drug programs that are currently operating in Australia.

Have you seen a copy of this booklet?

1. Yes
2. No (GO TO PREPR10)
3. Don't know (GO TO PREPR10)
4. Refused (GO TO PREPR10)

*(SEEN BOOKLET)

PR7 How much of the booklet have you read? Would you say (READ OUT)?

1. All of it thoroughly
2. More than half
3. Less than half
4. Just flicked through it; or
5. None of it (GO TO PREPR10)
6. Don't know (GO TO PREPR10)

*(READ AT LEAST SOME OF BOOKLET) (PR7=1, 2, 3, OR 4)

PR8 How useful did you find the information in the booklet to be? Would you say it was ... (READ OUT)?

1. Very useful
2. Somewhat useful
3. Not very useful; or
4. Not useful at all
5. Don't know

*(ALL)

PREPR10 (IF PR1=1 OR PR2=1 OR PR3=1 OR PR4=1 OR PR6=1 OR PR9=1 (SEEN ANY PART OF CAMPAIGN) CONTINUE ELSE GO TO D1)

*(SEEN ANY PART OF CAMPAIGN)

PR10 Now thinking about this campaign as a whole, that is the TV ads, the press ads and the booklet. Would you say it has prompted you to take any action?

1. Yes
2. No (GO TO PR10b)
3. Don't know (GO TO PR10b)
4. Refused (GO TO PR10b)

*(PROMPTED TO TAKE ACTION BY CAMPAIGN)

PR10a What action did you take? MULTIPLES ACCEPTED

1. Opened up conversation/ started discussion/ Discuss it with kids
2. Prompted parent to look for (more) information (about drugs)
3. Sought a copy of the booklet
4. Thought more about drugs
5. Increased monitoring of child's behaviour
6. Other (Specify_____)
7. Don't Know / can't say / don't recall
8. Refused

*(SEEN ANY PART OF CAMPAIGN)

PR10b Do you think that this campaign as a whole has made it more or less difficult for you to talk with your child about illegal drugs? (PROBE: A lot / little)

1. A lot more difficult
2. A little more difficult
3. No difference (GO TO PR10d)
4. A little less difficult (GO TO PR10e)
5. A lot less difficult (GO TO PR10e)
6. Don't know (GO TO D1)
7. Refused (GO TO D1)

*(CAMPAIGN MADE IT MORE DIFFICULT TO TALK TO CHILD ABOUT ILLEGAL DRUGS) (PR10b=1 OR 2)

PR10c Why do you say that? MULTIPLES ACCEPTED

1. The ads put you on the spot and you feel pressured to talk to your kids about drugs
 2. It is hard for me to talk to my children about those sort of things
 3. Other (Specify_____)
 4. Don't know / can't say / don't recall
 5. Refused
- (NOW GO TO D1)

*(CAMPAIGN MADE NO CHANGE) (PRE10b=3)

PR10d Why do you say that? MULTIPLES ACCEPTED

1. The children are too young
2. Have an open relationship/ talk about everything
3. Learned from school
4. Don't listen/ pay attention to campaign
5. Campaign was ineffective/ didn't like campaign
6. Other (Specify _____)
7. Don't Know
8. Refused

(NOW GO TO D1)

*(CAMPAIGN MADE IS LESS DIFFICULT TO TALK TO CHILD ABOUT ILLEGAL DRUGS) (PR10b=4 OR 5)

PR10e Why do you say that? (MULTIPLES ACCEPTED)

1. Realistic ad/ visual ad
2. Kids believe/ trust TV/ not parents
3. Shows children the effects of drug use
4. Gives knowledge to parents
5. Brings the subject up/ triggers conversation (with parents)
6. Brings subject up/triggers conversation at school/with friends
7. Other (Specify _____)
8. Don't know
9. Refused

*DEMOGRAPHICS

*(ALL)

D1 Finally just a few more questions to help us analyse the results of the survey. Firstly, would you mind telling me which of the following age groups you fall into? (READ OUT)

1. Less than 35 years
2. 35 - 44 years
3. 45 - 54 years or
4. 55+ years
5. (Refused)

*(ALL)

D2 Do you currently do paid work of any kind, even if it's only a temporary or casual position? (INCLUDES SELF-EMPLOYED OR OWN BUSINESS).

1. Yes
2. No (GO TO D2b)
3. Don't Know / Can't Say (GO TO D2b)
4. Refused (GO TO D2b)

*(CURRENTLY IN PAID WORK)

D2a What kind of work do you do (in your main job)? (PROBE What are your main tasks or duties?)

1. Manager or administrator
2. Professional
3. Technician or associate professional work
4. Tradesperson or related work
5. Advanced clerical or service work
6. Intermediate clerical, sales or service work
7. Intermediate plant operator / transport work
8. Elementary clerical, sales or service work
9. Labourer or related work
10. Other (SPECIFY)
11. Refused

*(ALL)

D2b Which one of the following best describes your main activity at the moment? Are you mainly doing... (READ OUT)

1. Paid full-time work (DISPLAY ONLY IF D2=1)
2. Paid part-time or casual work (DISPLAY ONLY IF D2=1)
3. Studying or training
4. Looking for work
5. Doing unpaid voluntary work
6. Retired
7. Home duties, or
8. Something else (SPECIFY)
9. Don't Know / Can't Say
10. Refused

*(ALL)

D3 What is your present marital status?

1. Never Married
2. Married (including de facto)
3. Widowed
4. Divorced
5. Separated but not divorced
6. Refused

*(ALL)

D4 What is the highest level of education you have completed?
PROMPT IF YEAR 12 OR BELOW: have you completed TAFE, trade or apprenticeship qualifications?
PROMPT, IF NECESSARY: If you Can't Say, please tell me how old you were when you left school.

1. Primary school
2. Year 10 or below
3. Year 11
4. Year 12
5. Trade/apprenticeship
6. Other TAFE/Technical Certificate
7. Diploma
8. Bachelor Degree
9. Post-Graduate Degree
10. Other (SPECIFY)
11. Refused

*(ALL)

D5 Do you speak a language other than English at home?

1. Yes
2. No (GO TO D7)
3. Refused (GO TO D7)

*(SPEAKS LANGUAGE OTHER THAN ENGLISH AT HOME)

D6 What language other than English is regularly spoken at home?

1. Arabic
2. Cantonese
3. Mandarin
4. Greek
5. Italian
6. Vietnamese
7. Spanish
8. Turkish
9. Serbian
10. Croatian
11. Macedonian
12. Other (SPECIFY)
13. Don't Know / Can't Say
14. Refused

*(ALL)

D7 Are you from an Aboriginal or Torres Strait Islander background?

1. Yes
2. No
3. Refused

*(ALL)

D8 Do you currently smoke cigarettes?

1. Yes
2. No
3. Refused

*(ALL)

D9 Have you, or a family member, or a friend ever experienced any problems with illegal drugs?

(Just to remind you, your answers are completely confidential and are protected by strict privacy laws).

1. Yes
2. No
3. Don't know
4. Refused

*(ALL)

D10 Have you ever tried marijuana?

1. Yes
2. No
3. Refused

*(ALL)

D10b Have you ever tried any other illegal drugs?

1. Yes
2. No
3. Refused

*(ALL)

D11 On a day when you have an alcoholic drink, how many drinks do you usually have?

1. None / Don't drink
2. 1-2 drinks
3. 3-4 drinks
4. 5 or more drinks
5. (Don't know)
6. (Refused)

*(ALL)

D12 And finally, would you please tell me which of the following categories your household's approximate annual income from all sources, before tax, falls into? Would it be (READ OUT)

1. Less than \$40,000
2. \$40,000 – \$80,000, or
3. Over \$80,000
4. (Don't know / Not sure)
5. (Refused)

END That's the end of survey. Just in case you missed it my name is (...) from the Social Research Centre and this survey was conducted on behalf of the Department of Health and Ageing. Thank you for your cooperation.

ONLY IF NECESSARY:

If you have any queries about this survey, or would like any further information, you can ring the Department of Health and Ageing on 1800 250 015.

RR1 OK, that's fine, no problem, but could you just tell me the main reason you do not want to participate, because that's important information for us?

1. No comment / just hung up
2. Too busy
3. Not interested
4. Too personal / intrusive
5. Don't like subject matter
6. Not applicable / not a parent
7. Don't believe surveys are confidential / privacy concerns
8. Silent number
9. Don't trust surveys / government
10. Never do surveys
11. 15 minutes is too long
12. Get too many calls for surveys / telemarketing
13. Too old / frail / deaf / unable to do survey (CODE AS TOO OLD / FRAIL / DEAF / UNABLE TO DO SURVEY)
14. Not a residential number (business, etc) (CODE AS NOT A RESIDENTIAL NUMBER)
15. Language difficulty (CODE AS LANGUAGE DIFFICULTY NO FOLLOW UP)
16. Going away / moving house (CODE AS AWAY DURATION)
17. Asked to be taken off list and never called again
18. No one 18 plus in household (CODE AS NO ONE 18 PLUS IN HOUSEHOLD)
19. Respondent unreliable / drunk (CODE AS OTHER OUT OF SCOPE)
20. Other (SPECIFY_____)

*(REFUSED)

RR2 RECORD RE-CONTACT TYPE

1. Definitely don't call back
2. Possible conversion

TERMINATION SCRIPT 1

Thanks anyway, but for this study we need to speak to parents of 12 to 17 year olds or persons aged 18 to 24.

TERMINATION SCRIPT 2

Thanks anyway, but for this study we're not including parents of 12 to 17 who work in those industries.

TERMINATION SCRIPT 3

Thanks anyway, but for this survey we need to record the age of the child.

RECRUITMENT SCRIPT

For this study we are interested in interviewing parents of 12 to 17 year olds. However the Department is also doing a related survey amongst young people aged 18 to 24. Would it be Ok if we were to call this household back in a couple of weeks time to see if the 18 and 24 is willing to help out with this other study?

Yes (RECORD NAME AND CONFIRM NUMBER)

No (GO TO TERMINATION SCRIPT 4)

YNAME Who should we ask for?

1. Name of 18-24 year old given (Specify_____)
2. Refused name

YNUM Is this the best number to call on?

1. Yes
2. No (Specify_____) (Collect 10 digit telephone number)

YEND Thanks, we'll call back in a couple of weeks time. Just in case you missed it, my name is (...) calling on behalf of the Department of Health and Ageing from the Social Research Centre.

TERMINATION SCRIPT 4

Thanks anyway

ALLTERM

1. INTRO=2 (Household refusal)
2. S1=2, S2=2 (No parents of 12-17, no 18-24 in household) (Out of scope)
3. S3=2 (In-scope household refusal)
4. S4=3 (In-scope parent refusal)
5. S4=4 (Selected person not a parent of 12-17 year old)
6. S5=1 (Parent of 12-17 year old, failed industry screener)
7. Recruitment script=1 (18 to 24 in household – details collected)
8. Recruitment script=2 (18-24 in household – not recruited)
9. S8CHK = 1 (No Child aged between 12 and 17)
10. S9 = DK/REF (Refused to give age of child)

Interviewer Declaration

I certify that this is a true, accurate and complete interview, conducted in accordance with the briefing instructions, the IQCA standards and the AMSRS Code of Professional Behaviour (ICC/Esomar). I will not disclose to any other person the content of this questionnaire or any other information relating to the project.

Interviewer name:

Interviewer I.D:

Signed:

Date

Chapter 3 Youth survey

Summary

This chapter describes the response of young people aged 13-24 to the 2007 Phase Three National Drugs Campaign (NDC). This response was measured by conducting a telephone survey of 1,800 young people after the Phase Three NDC was completed. Survey results were evaluated with particular attention to campaign awareness, recognition and message recall, and reported action taken as a result of the campaign.

Campaign awareness

Following Phase Three of the NDC, 82% of 13-24 year olds said they had recently seen, read or heard advertising about illegal drugs. Seventy-two percent mentioned elements of the NDC when asked to describe the advertising they had seen.

Campaign recognition and message recall

Prompted recognition of the campaign was high with 97% of 13-24 year olds recognising at least one element from the Phase Three NDC, particularly the Youth (88%) and Parents (79%) TV commercials.

The new 'Ice' TV commercial performed well with recognition of 73% (slightly lower amongst 13-14 year olds in line with the ad's targeting at 18-24 year olds). Amongst those who recognised 'Ice', almost all 'agreed' the ad was credible (98%) and effective (93%), 96% recalled an on-target message (most often the negative consequences and dangers of using ice, its unpredictable effects and to abstain from its use) and 63% correctly identified ice as the drug being discussed.

In addition, advertising which used images from the TV commercials in magazines, street magazines, posters, postcards and on the internet was recognised by 31% of 13-24 year olds while 46% had seen the Parents booklet '*Talking to your kids about drugs*' and 18% the Youth booklet '*Where's your head at*' (although this figure may have been slightly inflated by confusion with the Parents booklet). Recognition of most campaign elements was lower amongst young people from households where a language other than English is mainly used.

Reported action taken as a result of the campaign

Seventy-eight percent of 13-24 year olds felt the campaign had influenced what they did or thought about illegal drugs. This influence included resolving to think more about illegal drugs and the consequences of their use, to avoid their use or to receive confirmation of a pre-existing negative view of drugs or a decision not to use them. Fifty-nine percent felt the campaign had made it easier to talk to their parents about illegal drugs and, after Phase Three, 38% of 13-17 year olds claimed to have done so in the previous two months up from 25% who reported doing so after Phase Two.

Since September 2004 (prior to the Phase Two NDC) fewer 13-24 year olds now exhibit positive perceptions of marijuana, ecstasy and speed while more associate these drugs with mental health problems such as aggression, depression and paranoia, with dental problems and with addiction. During this time there has also been a decrease in the proportion of 13-24 year olds 'at risk' of accepting a friend's offer of marijuana, ecstasy or speed.

3.1 Introduction

This chapter looks at the impact of the Phase Three National Drugs Campaign (NDC) on its primary target audience - young people aged 13–24 years. In particular, it explores the results from a quantitative telephone survey of 1,800 young people from this age group conducted during October/November 2007.

Where appropriate, the findings from this survey are compared with findings from the survey of young people aged 13–24 years conducted prior to the Phase Two NDC (that is, conducted in August/September 2004, prior to the first phase of the campaign which directly targeted youth) and from the post-Phase Two survey of young people aged 13–20 years (conducted in July/August 2005).

It should be noted that time-series comparisons are most often made between results from the post-Phase Three survey and those from the pre-Phase Two survey. There are two main reasons for this:

- Firstly, the pre-Phase Two survey provides a directly comparable sample of young people aged 13–24 years whereas, in the post-Phase Two survey, only 13–20 year olds were interviewed;
- Secondly, the pre-Phase Two survey is more suitable as a benchmark measure, especially for measures of attitudes towards illegal drugs and parent/child communication, as there was no NDC activity for approximately three years prior to this survey taking place.

Nevertheless, for reasons of completeness, post-Phase Two results are shown wherever possible in the graphs and tables presented in this section of the report.

The objective of the post-Phase Three evaluation was to update measures of advertising and message recall, as well as measures of attitudes, intentions and behaviour of young people towards illegal drugs.

3.2 Methodology

The survey was conducted by the Social Research Centre between 16 October and 15 November 2007. It involved 1,800 telephone interviews with young people aged 13–24 years. On average these interviews took just under 15 minutes to complete.

The questionnaire was based on that used for the post-Phase Two NDC survey although some simplification was undertaken as well as changes needed to evaluate the new ‘Ice’ TV commercial. There was no pilot test although the first night’s interviewing (56 interviews) was used to check for any problems with the questionnaire content and flow. No significant changes were made to the questionnaire after these interviews and the 56 “pilot” interviews were included in the final sample. A copy of the final survey questionnaire is appended to this chapter.

For this survey, quotas were set based on region and age. The survey was post-weighted by age, sex and region to match known population parameters for young people aged 13-24 years. A Random Digit Dialling (RDD) sampling frame was used for the survey. Permission was obtained from parents of 13-17 year-olds before commencement of each interview. Respondents were identified using the next-birthday method where there was more than one eligible person resident in the household.

Statistical tests were conducted to establish whether differences between the responses of subgroups, either within the post-Phase Three survey or between this and earlier surveys, were statistically significant. In this report, differences between subgroups that are reported as 'significant' imply that a statistically significant difference at a 95% confidence level has been established.

3.3 Results

3.3.1 Sample characteristics

Table 3.1 shows key characteristics of the youth Phase Three NDC evaluation sample. It shows the age, sex and school/work status of respondents, as well as the geographical area in which the interviews were conducted, the respondent's highest level of educational attainment, the main language spoken at home and the respondent's household situation. Data in Table 3.1 are unweighted.

From Table 3.1 it can be seen that the sample achieved an even distribution of males (49%) and females (51%) and of those aged 13-17 years (50%) and 18-24 years. In keeping with this age distribution, around half the sample were still participating in secondary education while one in five (21%) were working full time. The great majority (80%) were still living with their parents or guardians.

Table 3.1 Youth survey respondents: sample characteristics⁹

	13–24 year-olds (n=1,800)		13–24 year-olds (n=1,800)
Respondent sex		Highest educational qualifications	
Male	49	<i>Still at school and in ...</i>	
Female	51	Years 7 to 9	23
Respondent age (years)		Year 10	11
13 to 14 years	20	Years 11/12	15
15 to 17 years	30	<i>Left school and have completed ...</i>	
18 to 24 years	50	Year 10 or below	6
Region		Year 11 or 12	30
Metropolitan	72	TAFE/Technical/Trade	4
Non-metropolitan	28	Diploma or degree	11
State		Main language spoken at home	
New South Wales/ACT	20	English	85
Victoria/Tasmania	20	Other language	15
Queensland	20	Household situation	
Western Australia	20	Live with parents/guardians	80
South Australia/NT	20	Live with sole parent/guardian	4
School/work status (Main activity)		Share with other adults	5
High school	48	Live with spouse/partner	6
Post-secondary education	17	Other arrangements	5
Part-time/casual work	8	Indigenous background	
Full-time work	21	ATSI background	3
Unemployed	3	Not from ATSI background	97
Other	3		

Note: Totals do not always sum to 100% due to rounding

Base: All respondents

⁹ Results shown in Table 3.1 are unweighted.

Table 3.2 presents the same set of sample characteristics but shows the differences between younger (13-17 years) and older (18-24 years) survey respondents. There is evidence of a slightly higher proportion of males in the younger group (53% versus 45% of those aged 18-24 years), 18-24 year olds are most likely to be working or in post-secondary education and are also the most likely to no longer be living with their parents/guardians although two-thirds of them are still doing so.

Table 3.2 Youth survey respondents: demographic characteristics of 13-17 year olds versus 18-24 year olds¹⁰

	Age of Respondent			Age of Respondent	
	13-17 years (n=900)	18-24 years (n=900)		13-17 years (n=900)	18-24 years (n=900)
Respondent sex			Highest educational qualifications		
Male	53	45	<i>Still at school and in ...</i>		
Female	47	55	Years 7 to 9	45	-
Respondent age (years)			Year 10	21	-
13 to 14 years	39	-	Years 11/12	24	5
15 to 17 years	61	-	<i>Left school and have completed ...</i>		
18 to 24 years	-	100	Year 10 or below	4	8
Region			Year 11 or 12	4	57
Metropolitan	71	73	TAFE/Technical/Trade	1	8
Non-metropolitan	29	27	Diploma or degree	-	22
State			Main language spoken at home		
New South Wales/ACT	20	20	English	86	84
Victoria/Tasmania	19	20	Other language	14	16
Queensland	20	20	Household situation		
Western Australia	20	20	Live with parents/guardians	93	67
South Australia/NT	21	19	Live with sole parent/guardian	5	3
School/work status (Main activity)			Share with other adults	<1	10
High school	91	5	Live with spouse/partner	<1	12
Post-secondary education	3	31	Other arrangements	1	8
Part-time/casual work	1	15	Indigenous background		
Full-time work	3	39	ATSI background	3	2
Unemployed	1	4	Not from ATSI background	97	98
Other	1	1			

Note: Totals do not always sum to 100% due to rounding

Base: All respondents

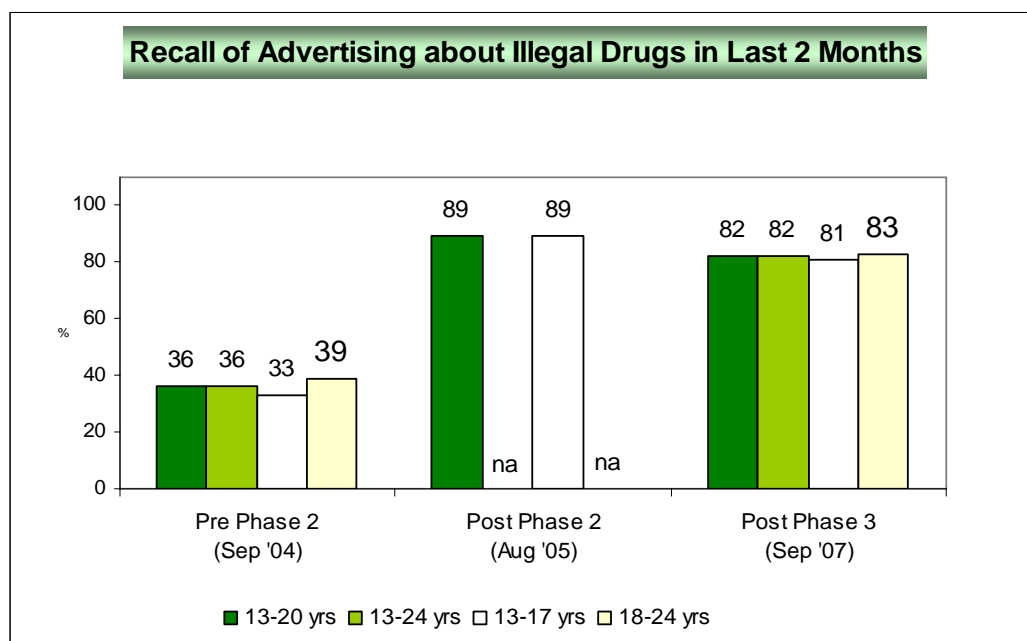
¹⁰ Results shown in Table 3.1 are unweighted.

3.3.2 Campaign awareness

All survey respondents were asked if they had recently seen read or heard any advertising campaigns about illegal drugs. Following Phase Three of the NDC, 82% of young people aged 13-20 years¹¹ reported seeing, reading or hearing such advertising. No significant differences were evident between 13-17 year olds (81%) and 18-24 year olds (83%) in terms of their recall of this advertising.

Amongst 13-20 year olds recall of advertising about illegal drugs was slightly lower than after Phase Two of the NDC (89%). However, Phase Two saw a total of 1,430 TARPs applied to the Youth TV commercials ‘*Marijuana*’, ‘*Ecstasy*’ and ‘*Speed*’ compared with a total of 703 TARPs applied to these three ads (320 TARPs) plus ‘*Ice*’ (383 TARPs) during Phase Three.

Figure 3.1 Recall of any advertising about illegal drugs seen, read or heard during the previous two months



Base: All Respondents

Post-Phase Three, females were significantly more likely than males to recall recent advertising about illegal drugs (86% to 78%) as were those 13-17 year olds who had discussed illegal drugs with their parents during the last two months (87%). Advertising recall was slightly lower amongst those aged 13-14 years (77%).

¹¹ To enable comparison with the post-Phase Two survey, results are presented for 13-20 year olds

Proven campaign recall

Young people were then asked to describe what they had seen, read or heard about the advertising campaign related to illegal drugs. Table 3.3 shows their responses.

Table 3.3 **Young people's recall of the advertising campaign about illegal drugs**

	13–24 year-olds (n=1,800)
Messages/images consistent with NDC	72
Images/messages from 'Marijuana', 'Ecstasy', 'Speed' TVC's	29
Images/messages from 'Ice' TVC	28
Images/messages from 'Ad Within Ad' TVC	11
Images/messages from 'Lost Dreams' TVC	3
Booklet ¹²	13
Educating parents about drugs	2
Images/messages from NDC – ad unclassified	11
Negative effects of using drugs	5
Other	
Other drug campaign information	12
Don't recall any recent advertising	18

Base: All Respondents

Of all respondents, 72% were able to recall images or messages which appeared to be consistent with the Phase Three NDC. This recall was often attributable to specific executions including the combination of '*Speed*', '*Marijuana*' and '*Ecstasy*' (29%) and '*Ice*' (28%). Images and messages from the Parents TVC's '*Ad Within Ad*' (11%) and '*Lost Dreams*' (3%) were also recalled but less frequently. There was also recall of the 'booklet' (13%) and more general¹³ recall of 'material from the NDC' (11%).

Those images from the '*Ice*' TV commercial which were best remembered were 'the girl picking at scabs on her arm' (mentioned spontaneously by 11% of all respondents) and 'the aggressive young man in the hospital Emergency Room' (mentioned by 5% of all respondents).

¹² This was an open response question and respondents were often unable to or failed to distinguish between Parents and Youth booklets. Hence, this response includes all references to either of these booklets

¹³ That is, the particular ad could not be identified from the response given.

3.3.3 Campaign recognition and communication

To measure campaign recognition, respondents were read descriptions of three television advertisements, the ‘Ice’ ad, and composite descriptions¹⁴ of the three Youth TV commercials (‘Marijuana’, ‘Ecstasy’ and ‘Speed’) and of the Parents ads ‘Lost Dreams’ and ‘Ad Within Ad’. Respondents were also asked if they had seen any advertisements which used images from the Youth TV commercials in magazines, Street magazines, postcards, posters or on the internet, and whether they had seen the ‘Where’s your head at’ booklet and the parents booklet ‘Talking to your kids about drugs’.

The Television Campaign

‘Youth’ Campaign – ‘Ice’ and ‘Marijuana’/‘Ecstasy’/‘Speed’ (MES) Composite

The Youth campaign comprised a total of four TV commercials, the new ad ‘Ice’, targeted at 18-24 year olds, and the three ads ‘Marijuana’, ‘Ecstasy’ and ‘Speed’ primarily targeting 13-17 year olds. Prompted recognition of these commercials was tested using the following brief verbal descriptions.

‘Ice’

The ad opens with a female doctor explaining the negative effects of using a particular drug. As she speaks, we first see a young man in an office looking agitated, then a mother and son fighting in the kitchen resulting in the mother being pushed to the floor, then a girl on a lounge picking at scabs on her arm, and finally we see a young man in a hospital emergency ward throwing a metal bin and smashing a glass panel before being restrained by police officers.

Composite ‘Marijuana’/‘Ecstasy’/‘Speed’

Finally I'm going to describe a series of three television ads. Each ad is about a different drug and shows a number of different scenes. The scenes include a boy letting his team mates down in a football match, a girl lying on the floor in a night club as her friends try to bring her around, and a young guy in intensive care with his parents looking on ...(PAUSE) ... and a couple more scenes - a young man in a dentist chair looking at an x-ray of his cracked tooth, a guy storming down a hallway and punching a hole in the door, and a dirty lab in a kitchen.

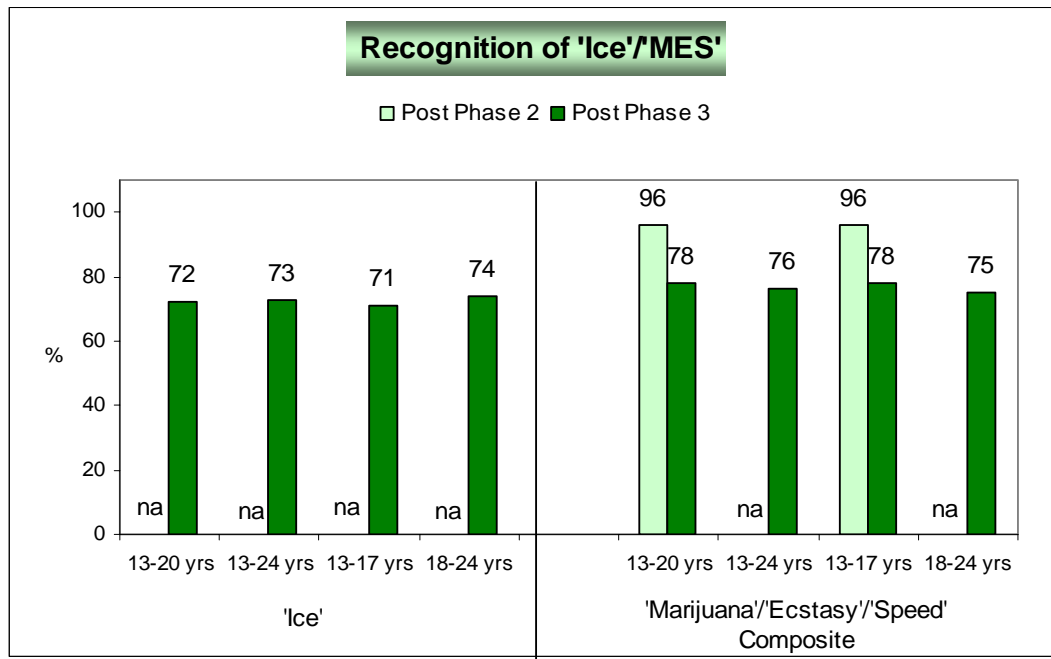
Figure 3.2 shows recognition levels of these television ads for four groups. Those aged 13-20 years, to enable comparison with the post-Phase Two recognition levels, and the key post-Phase Three target groups of 13-24 year olds, 13-17 year olds and 18-24 year olds.

Eighty-eight percent of young people aged 13-24 years recognised at least one of these TV commercials. Recognition was 90% amongst those aged 13-20 years, only slightly lower than the 96% achieved post-Phase Two on significantly more TARPs. As shown in Figure 3.2, recognition of ‘Ice’ was at 72% amongst those aged 13-20 years, 73% amongst those aged 13-24 years, 71% amongst 13-17 year olds and 74% amongst 18-24 year olds.

¹⁴ Composite descriptions were used to minimise ‘respondent burden’.

Recognition of 'Ice' was slightly lower amongst 13-14 year old females (58%) and those speaking a language other than English at home (65% versus 75% amongst English speakers).

Figure 3.2 Prompted recognition of the Youth television commercials



Base: All respondents

At 78% amongst 13-20 year olds, recognition of the 'Marijuana'/'Ecstasy'/'Speed' ('MES') composite was marginally higher than for 'Ice'. It was also well below the 96% recognition achieved in the post-Phase Two survey although these three ads were supported with 1,430 TARPs in Phase Two compared with just 320 TARPs in Phase Three. Again, no significant differences were evident between recognition levels amongst 13-17 year olds (78%) and those aged 18-24 years (75%).

Recognition of 'MES' was slightly higher amongst 15-17 year old males (83%) and those who had discussed illegal drugs with their parents in the last two months (82%). It was slightly lower amongst 13-14 year old females (66%) and those speaking a language other than English at home (68% versus 78% amongst English speakers).

Perceived Impact of the TVCs

Those who recognised these TV commercials were asked whether they thought the advertising was ‘believable’ and whether they felt it had been ‘effective in making them think about what drugs can do to you’.

Results are shown in Table 3.4 where it is apparent that virtually all of those who recognised these commercials ‘agreed’ they were both believable (98% for both ‘Ice’ and the ‘MES’ composite) and effective (93% for ‘Ice’ and 91% for the ‘MES’ composite).

Those aged 18-24 years were slightly less likely to ‘strongly agree’ with these propositions than were those aged 13-17 years. Older respondents were also slightly less likely than the younger group to ‘agree’ the ads were effective. Nevertheless, even at its worst, 89% of 18-24 year olds ‘agreed’ the ‘MES’ ads were effective in making them think about what drugs can do to you.

Table 3.4 Agreement that the ‘Youth’ campaign TV commercials were ‘credible’ and ‘effective’

	Total	Those Aged		
	13–24 yrs	13-20 yrs	13-17 yrs	18-24 yrs
<u>‘ICE’</u>				
Base: Recognised ‘Ice’	(n=1340)	(n=1036)	(n=660)	(n=680)
Ad is believable				
Strongly agree	71	71	75	67
Somewhat agree	27	26	23	30
Net: “Agree”	98	97	98	97
Ad was effective in making you think about what drugs can do to you				
Strongly agree	63	65	69	59
Somewhat agree	30	29	27	32
Net: “Agree”	93	94	96	91
<u>‘MES’ Composite</u>				
Base: Recognised ‘MES’	(n=1398)	(n=1091)	(n=705)	(n=693)
Ad is believable				
Strongly agree	62	62	66	58
Somewhat agree	36	35	32	39
Net: “Agree”	98	97	98	97
Ad was effective in making you think about what drugs can do to you				
Strongly agree	60	63	69	54
Somewhat agree	31	31	27	35
Net: “Agree”	91	94	96	89

Base: Respondents who recognised the TV commercials

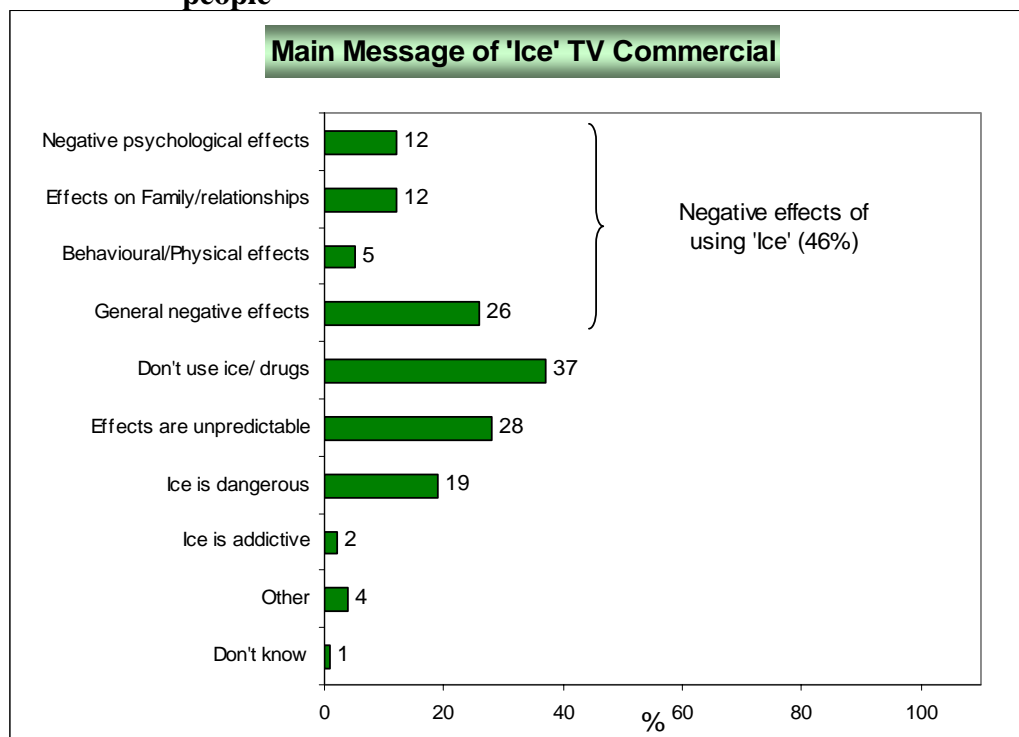
Communication - Recall of the main message from 'Ice'

All those young people who recognised the 'Ice' TV commercial were asked to describe its main message. Responses are shown in Figure 3.3.

Of those who recognised 'Ice', 46% recalled a message relating to the negative effects of using 'Ice' including the negative psychological (12%) and behavioural/physical (5%) effects and the effect of using this drug on family and other relationships (12%). A further 37% mentioned 'don't use ice/drugs' as the message, 28% mentioned the drugs unpredictable effects and 19% took out that 'ice is dangerous'.

In total, 96% of those who recognised 'Ice' recalled a message that was on-target in terms of the communication objectives of this advertisement.

Figure 3.3 Main message of the 'Ice' TV commercials as recalled by young people



Base: All respondents who recognised the 'Ice' TV commercial

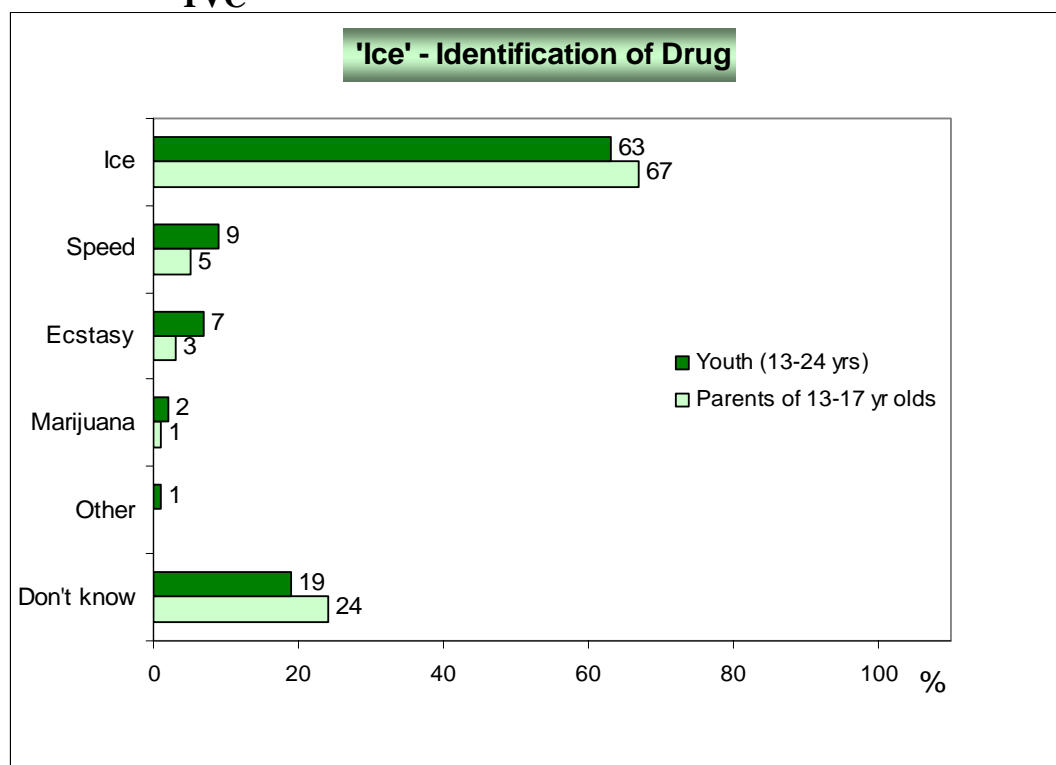
Communication - Recall of the specific drug from 'Ice'

In addition, those who recognised 'Ice' were also asked what drug they thought the ad was talking about. Figure 3.4 shows the awareness of ice as the drug under consideration for all those who recognised the 'Ice' TV commercial.

From this figure it is apparent that 63% of all those who recognised the ad, correctly identified ice as the drug involved. Around 1 in 5 (19%) were unable to say what the drug was. Identification of ice was slightly higher amongst those aged 18-24 years (68%) and slightly lower amongst 13-14 year olds (50%). It was also lower amongst those speaking a language other than English at home (56%).

These results for 13-24 year olds were comparable to those for parents of 13-17 year olds amongst whom 67% of those who recognised the 'Ice' TVC correctly identified ice as the drug under consideration. However, parents of 13-17 year olds were slightly more likely to correctly identify ice than were those 13-17 year olds who recognised the ad (55%).

Figure 3.4 Total awareness of ice as drug under consideration in the 'Ice' TVC



Base: All Respondents who recognised 'Ice' TVC

'Parents' Campaign – 'Lost Dreams'/'Ad Within Ad' Composite

Prompted recognition of the Parents TV campaign was tested using the following verbal composite description of the *'Lost Dreams'* and *'Ad Within Ad'* TV commercials.

'Lost Dreams'/'Ad Within Ad' Composite

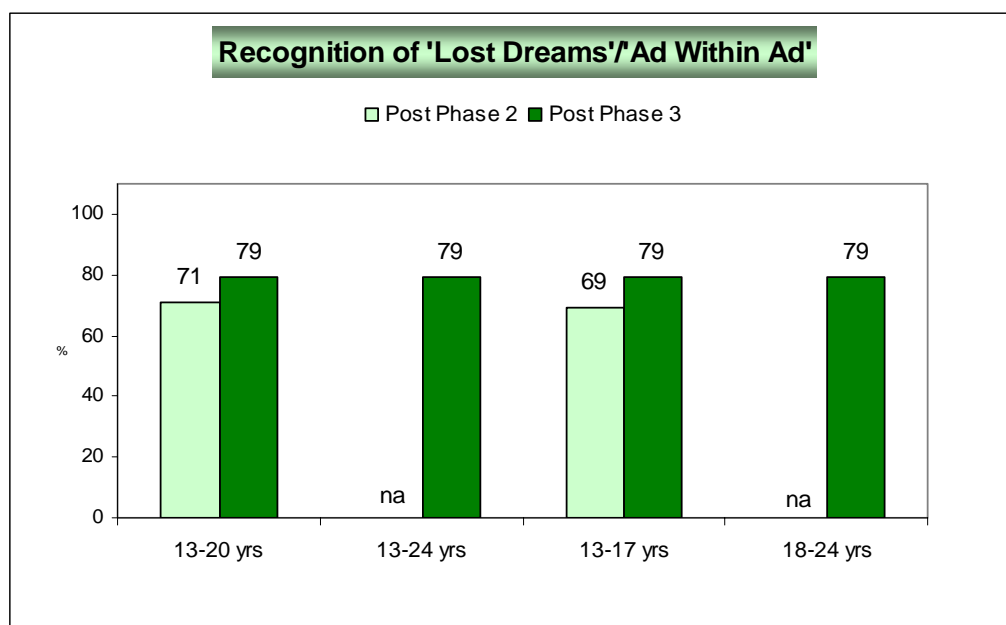
In the first commercial there are several scenes which focus on one young person at a time: The scenes include a fight between a mother and her daughter and, in the final scene, a dead boy being zipped into a yellow body bag. Over each scene we hear the teenager's voice when they were a child telling us what they want to be when they grow up. The second commercial opens with a girl watching TV in her bedroom and talking with her mother about the first ad, then we move from one family to another talking about drugs.

Results are shown in Figure 3.5 where it can be seen that 79% of those aged 13-20 years were able to recognise the Parents TV ads from this description, slightly more than the 71% who did so in 2005 following the Phase Two NDC.

There was no difference between 18-24 year olds and 13-17 year olds (both 79%) in terms of their recognition of this advertising. However, recognition was higher amongst 18-24 year old females (86% versus 72% amongst 18-24 year olds males) and amongst those whose main language is English (81% versus 67% amongst those who use a language other than English at home).

Recognition of the ads was also higher amongst those 13-17 year olds who had discussed illegal drugs with their parents in the last two months (87% versus 74% amongst those 13-17 year olds who had not done so).

Figure 3.5 Prompted recognition of the 'Parents' television commercials

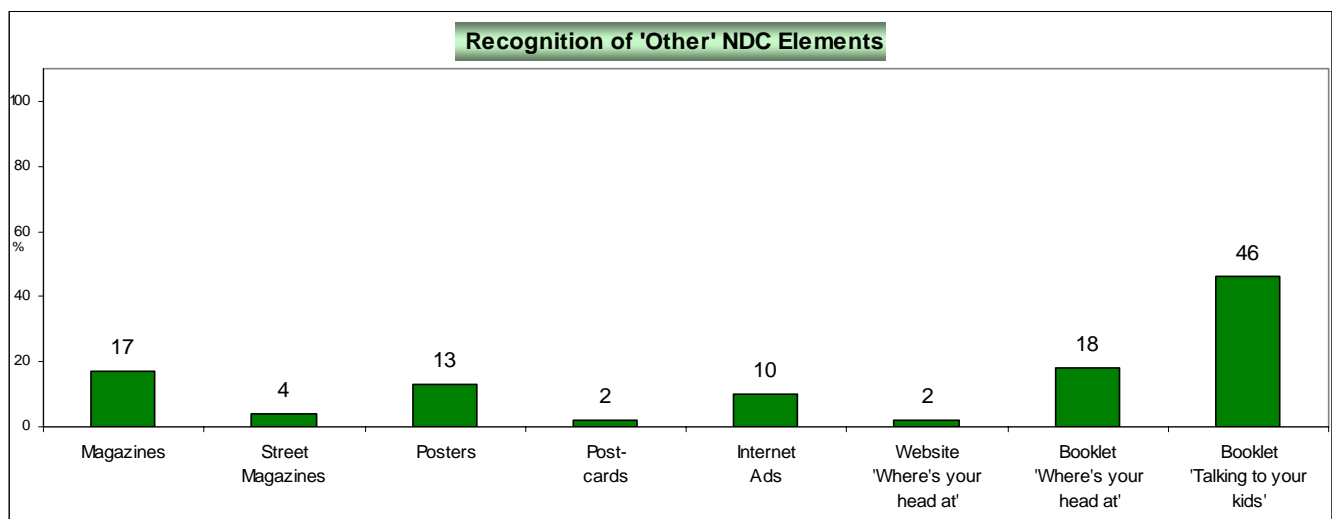


Base: All respondents

Other Phase Three Campaign elements

Recognition of the other Phase Three NDC elements is shown in Figure 3.6. While recognition did not reach the levels achieved by the TV commercials, there was relatively widespread prompted recall of the Parents booklet (46%), the Youth booklet (18%) and of advertising in magazine (17%), posters (13%) and on the internet (10%) that used images from the 'Ice' and 'MES' TV commercials. In total, 67% of young people aged 13-24 years recalled at least one of the additional Phase Three campaign elements shown in Figure 3.6.

Figure 3.6 Prompted recognition of other NDC elements



Base: All respondents

Some subgroup differences were evident in recognition of these additional elements of the NDC. Thus there was higher recognition of;

- Magazine advertising amongst 13-17 year olds females (27%)
- Street magazine advertising amongst 15-17 year old males (8%)
- Posters in bars or clubs amongst 18-24 year old females (17%)
- Internet advertising amongst 13-14 year old males (17%) and 15-17 year old females (15%). Members of these two age groups were also more likely to have visited the 'where's your head at' website (7% and 6% respectively).
- The 'where's your head at' booklet amongst 15-17 year olds (24%), and
- The Parents booklet 'Talking to your kids about drugs' amongst 18-24 year old females (52%).

In addition, those 13-17 year olds who had discussed illegal drugs with their parents in the last two months were more likely than their counterparts to recognise the NDC advertising from magazines (28%), street magazines (8%) and on the internet (19%) and to have seen both the Youth (28%) and Parents (54%) booklets.

Finally, recognition of magazine ads and posters was lower amongst those speaking a language other than English at home (10% and 8% respectively).

Overall, 97% of all 13-24 year olds who participated in the post-Phase Three survey recognised at least one element of the NDC, that is the television ads and/or any of the supporting material shown in Figure 3.6.

Youth Booklet ('Where's your head at') – Where seen

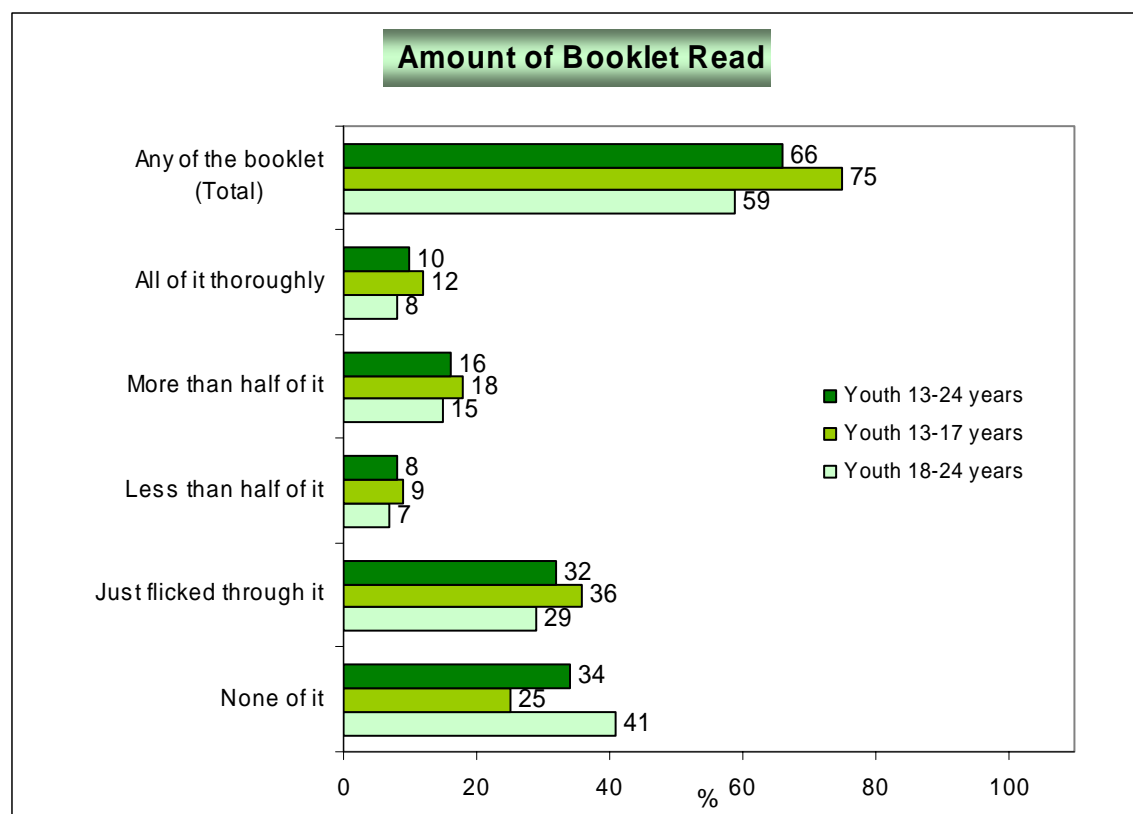
As shown in Figure 3.6, 18% of young people aged 13-24 years ($n=320$) recalled seeing the Youth booklet 'where's your head at'. Those who recognised the booklet were asked where they had seen it or obtained it from.

Mentioned most frequently were 'in the mail' (30%), possibly reflecting some confusion with the Parents booklet, school or university (26%), from a parent (9%) or friend (8%).

Parents Booklet ('Talking to your kids about drugs') – Readership

All those who recalled seeing the Parents booklet 'Talking to your kids about drugs' (46%; $n=789$) were asked how much of the booklet they had read. Results are shown in Figure 3.7.

Figure 3.7a Amount of Parents booklet read

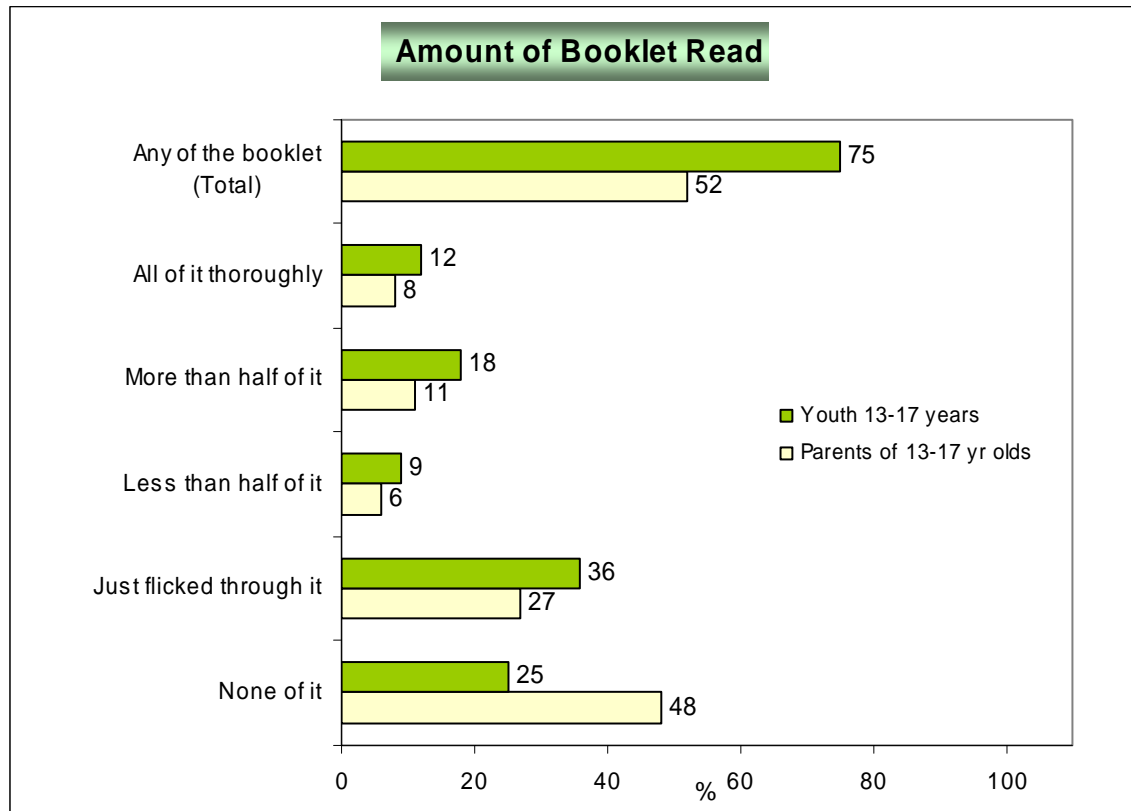


Base: Seen Parents Booklet

It is evident that about two-thirds of those aged 13-24 years (66%) had read at least some of the Parents booklet. This figure was higher amongst those aged 13-17 years (75%) than it was amongst those aged 18-24 years (59%).

Possibly reflecting the greater length of time elapsed between delivery of the booklet and the Youth survey, the readership incidence amongst 13-17 year olds was significantly higher than it was amongst the parents of 13-17 year olds, 52% of whom had 'read any of the booklet'.

Figure 3.7b Amount of Parents booklet read - 13-17 year olds and parents of 13-17 year olds



Base: Seen Parents Booklet

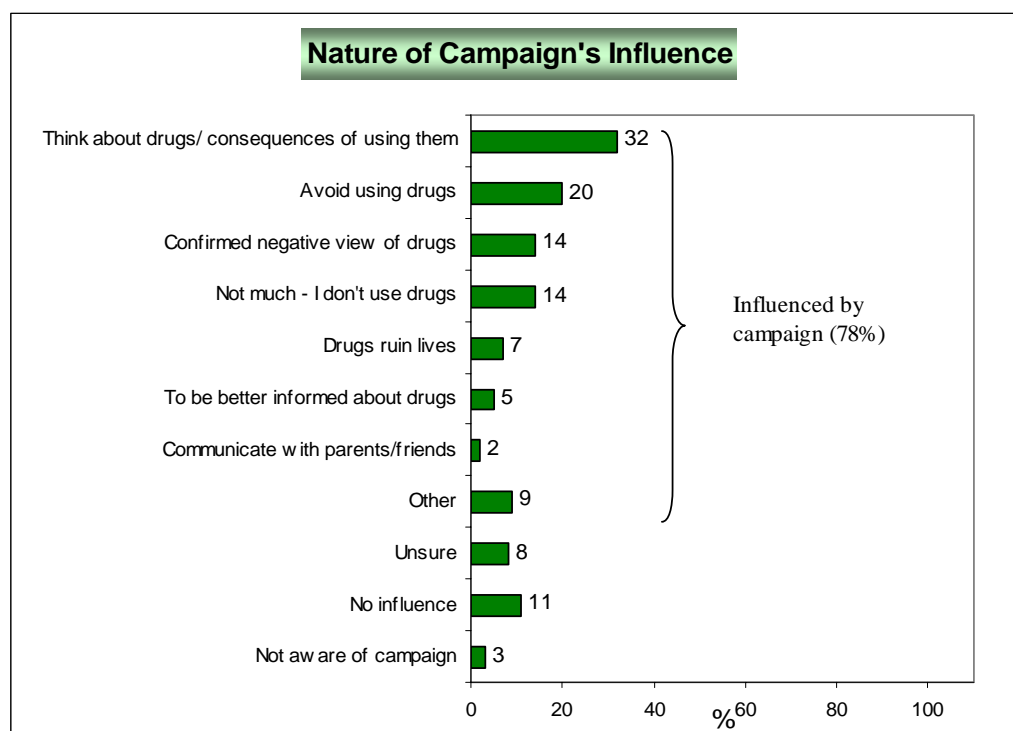
3.3.4 Reported influence of the campaign

Figure 3.8 shows the extent to which young people felt the campaign had influenced what they did or thought about drugs. Overall, 78% of 13-24 year olds felt the campaign had influenced them to some extent. Compared to the situation post-Phase Two, more 13-20 year olds felt they had been influenced by Phase Three of the NDC (81% following Phase Three versus 65% following Phase Two).

As was also seen in the post-Phase Two survey, the likelihood of young people reporting that the campaign had influenced them decreased with age. In particular, post-Phase Three those aged 13-17 years were significantly more likely than those aged 18-24 years to report that the campaign had influenced them in some way (84% to 73%). Young people who felt the campaign had made it ‘less difficult’ to discuss illegal drugs with their parents were more likely to report being influenced (88%) as were young people who had discussed illegal drugs with their parents in the last two months (90% to 81% amongst those who had not).

Figure 3.8 shows details of the nature of the campaign’s influence. Most frequently this included thinking about the consequences of using drugs (32%), avoiding the use of drugs (20%), confirming negative views about drugs (14%) and confirming the decision not to use them (14%).

Figure 3.8 Reported influence of the campaign on what young people did and thought about drugs



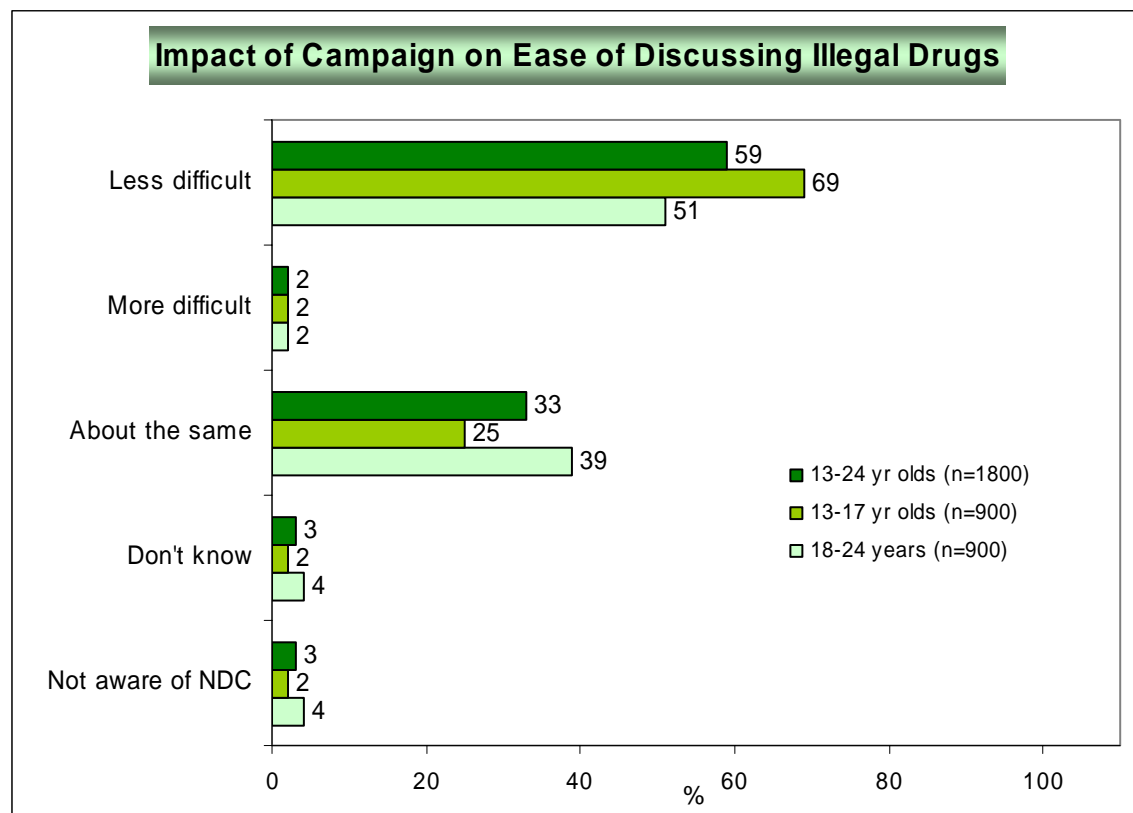
Base: Total Sample (n=1800)

Reported impact of the campaign in facilitating parent/child conversations about drug use

Young people who had seen at least one campaign element were asked whether the campaign as a whole had made it more or less difficult for them to discuss illegal drugs with their parents. Figure 3.9a shows the results for the total sample of young people aged 13-24 years (that is, including those who did not recall any element of the campaign), those aged 13-17 years and those aged 18-24 years.

From Figure 3.9a it can be seen that 59% of young people aged 13-24 years found it less difficult to talk to their parents about illegal drugs after seeing the campaign, 33% found it about the same and 2% found it more difficult. Those aged 13-17 years (69%) were significantly more likely than those aged 18-24 (51%) to report less difficulty in talking to their parents about illegal drugs after the Phase Three NDC.

Figure 3.9a Young people's reported ease or difficulty in talking about illegal drugs after the campaign

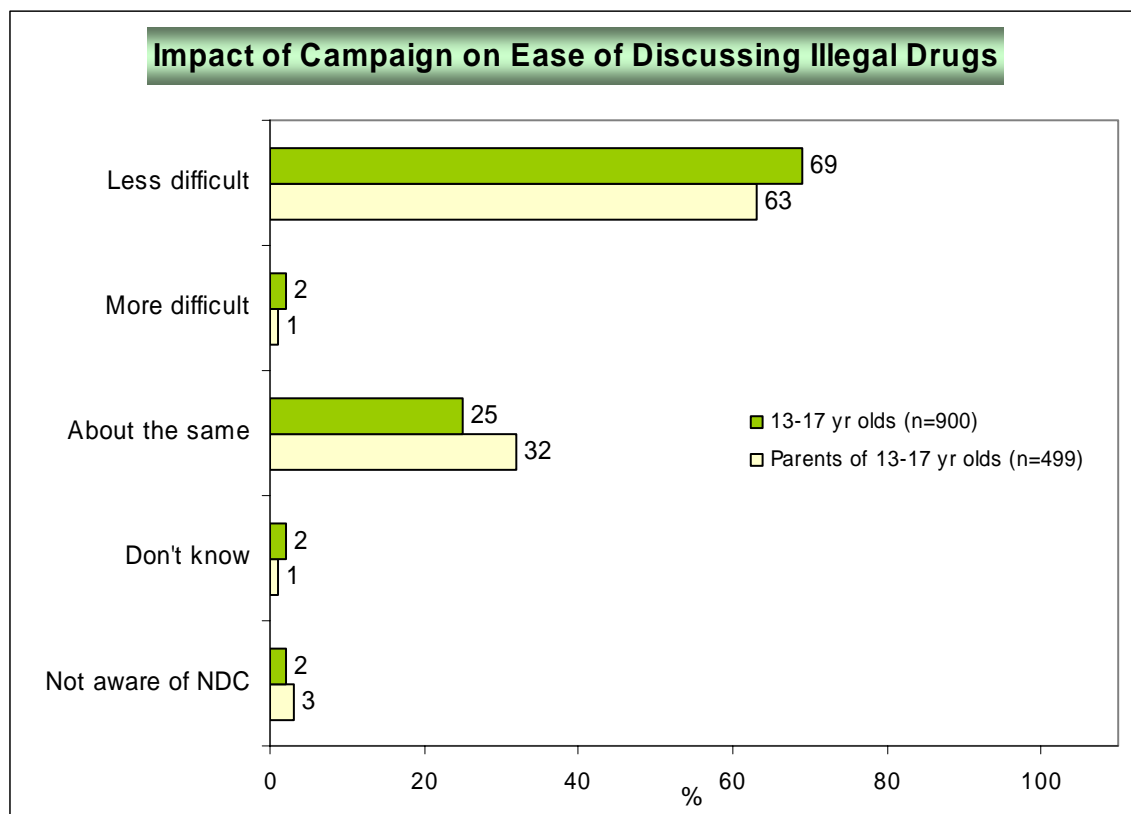


Base: Total Sample

Figure 3.9b also shows the perceived impact of the campaign on ease of discussing illegal drugs for parents of a reference child aged 13–17 years. These results are broadly similar to those for 13-17 year olds – 69% of 13-17 year-olds considered it was less difficult to discuss illegal drugs with their parents after the campaign. This compares with 63% of parents who, post-campaign, felt it was less difficult to discuss drugs with their 13-17 year-old child.

However, as was also seen in the post-Phase Two survey, parents of 13-17 year-olds appeared to attribute more effect to the campaign (40% felt the campaign had made it ‘a lot less difficult’ to talk to their child about drugs) than did young people aged 13-17 years (only 30% of whom considered the NDC had made it ‘a lot less difficult’ to discuss illegal drugs with their parents).

Figure 3.9b Reported ease or difficulty in talking about illegal drugs after the campaign - 13-17 year olds and parents of 13-17 year olds

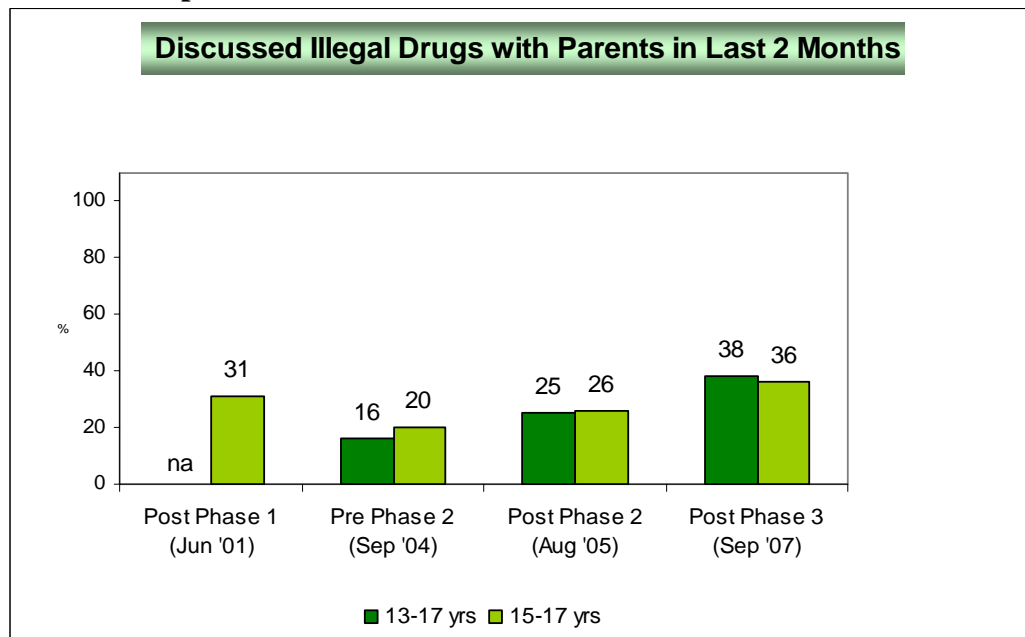


Base: Total Sample

Discussions about illegal drugs

Young people aged 13-17 years were asked if they had ever had discussions with their parents about illegal drugs and, if so, how recently. Figure 3.10 shows that 38% of these young people had discussed illegal drugs with their parents in the past two months. This represents a significant increase over the 25% of 13-17 year olds who had done this following the Phase Two NDC and the 16% who had talked about illegal drugs with their parents prior to the Phase Two campaign.

Figure 3.10 How recently young people had discussed illegal drugs with their parents



Base: All respondents aged 13-17 years

Post-Phase Three, 15-17 year olds males were slightly less likely to report discussing illegal drugs with their parents in the previous two months (32%). This was also true of those using a language other than English at home (24% versus 40% for English speakers).

Interestingly, there was above average incidence of such discussions amongst those young people who had seen the Parents booklet '*Talking to your kids about drugs*' (46%). In attempting to assess the role of this booklet in the increased incidence of parent-child discussions, Figure 3.10 also shows the incidence of such discussions for 15-17 year olds. It is evident that young people in this age group were less likely to report discussing illegal drugs in the previous two months after Phase Two (26%) than they were following Phase One (31%) or Phase Three (36%). It seems likely that the Parents booklet has played a positive role in these results.

3.3.5 Young people's attitudes to communicating with their parents

Young people were asked about the extent to which they agreed or disagreed with a series of statements on their attitudes towards communicating with their parents about illegal drugs. The proportions who “agreed” with each statement, as well as the corresponding results for 13-24 year olds from the pre-Phase Two survey and for 13-20 year olds from the post-Phase Two survey, are shown in Table 3.5. Due to the greater comparability of the pre-Phase Two and post-Phase Three samples (both cover young people aged 13-24 years) as well as the suitability of the pre-Phase Two survey as a benchmark measure, tests for statistically significant changes have only been conducted on the results from these two surveys.

Overall the post-Phase Three results appear positive with 87% of 13-24 year olds ‘willing to talk to their parents about drugs’ and 89% agreeing their ‘parents could influence them not to use drugs’.

Those aged 18-24 years were less likely to agree with these statements (and more likely to agree their friends’ views on drugs carried greater weight than those of their parents) than those aged 13-17 years. Nevertheless, even amongst 18-24 year olds, 82% were willing to discuss drugs with their parents and 84% felt their parents could influence them against the use of illegal drugs.

In addition, some changes were evident in the attitudes of 13-24 year olds since the pre-Phase Two survey. Specifically, post-Phase Three of the NDC more 13-24 year olds agreed that their parents ‘know a fair bit about drug issues’ (up from 64% to 72%), ‘know where to get information about drugs’ (up from 65% to 70%), ‘could influence them not to use drugs’ (up from 84% to 89%) and that ‘advice from their parents has steered them away from using drugs’ (72% to 79%).

Table 3.5 Young people's attitudes to communication with their parents

	Post-Phase 3	Post-Phase 3 Aged			Pre-Phase 2	Post-Phase 2
	13–24 years	13–20 years	13–17 years	18–24 years	13–24 years	13–20 years
<i>Base: All respondents</i>	<i>(n=1800)</i>	<i>(n=1394)</i>	<i>(n=900)</i>	<i>(n=900)</i>	<i>(n=1800)</i>	<i>(n=1490)</i>
I would pay more attention to what my friends tell me about drugs than what my parents tell me	32	28	22	40	32	26
My parents know a fair bit about drug issues	72 [#]	75	80	66	64	75
My parents could influence me not to use drugs	89 [#]	92	94	84	84	90
I'm willing to talk to my parents about drugs	87	91	94	82	87	93
Advice from my parents has steered me away from drugs	79 [#]	83	88	73	72	81
My parents know where to get information about drugs	70 [#]	74	78	65	65	73

Higher than the pre-Phase Two result at the 0.05 level of statistical significance

Base: All Respondents

3.3.6 Young people's attitudes towards illegal drugs

Attitudes towards marijuana, speed and ecstasy

A series of descriptive statements about marijuana, speed, ecstasy and ice were read to survey participants. For each statement, a randomly selected subgroup of 13-24 year old respondents were asked whether they agreed or disagreed with it as a description of marijuana. To avoid placing excessive respondent burden on 13-14 year-olds, only subgroups of 15-24 year-olds were asked whether they agreed or disagreed with these statements in relation to speed, ecstasy and ice.

Table 3.6 shows the results for marijuana, ecstasy and speed in the post-Phase Three survey compared to those obtained prior to the Phase Two NDC in September 2004. A number of changes are evident in young people's attitudes towards these drugs since the launch of the Youth NDC in mid-2005. In particular, there appears to be;

- Less positive perceptions of the three drugs marijuana, ecstasy and speed. That is, young people are less likely to agree these drugs are 'fun', 'help a person to relax' and are 'good drugs to share with friends'.
- There is greater agreement that these drugs can be associated with various mental health problems, including aggression (marijuana and ecstasy), depression (ecstasy and speed) and paranoia (speed).
- There is also greater agreement that all three drugs can lead to dental problems, although, in keeping with the 'cracked tooth' scene from the 'Ecstasy' TVC, the greatest increase (from 38% to 72%) in agreement was for ecstasy, and
- Following the Phase Three NDC, ecstasy was more strongly associated with being addictive.

Table 3.6 Agreement with descriptive statements about marijuana, speed and ecstasy

	MARIJUANA			ECSTASY			SPEED		
	Pre-Phase 2 (13-24 yrs)	Post-Phase 2 (13-20 yrs)	Post-Phase 3 (13-24 yrs)	Pre-Phase 2 (15-24 yrs)	Post-Phase 2 (15-20 yrs)	Post-Phase 3 (15-24 yrs)	Pre-Phase 2 (15-24 yrs)	Post-Phase 2 (15-20 yrs)	Post-Phase 3 (15-24 yrs)
<i>Base: All respondents</i>	(n=1800)	(n=1490)	(n=1074)	(n=1400)	(n=1090)	(n=726)	(n=1400)	(n=1090)	(n=726)
Agree that (... drug ...)									
<u>Positive Perceptions</u>									
Is a fun drug	25	23	19 [#]	29	28	23 [#]	23	17	10 [#]
Can help a person to relax	69	61	58 [#]	29	27	23 [#]	21	17	14 [#]
Is a good drug to share with friends	31	25	21 [#]	22	20	15 [#]	16	11	10 [#]
<u>Mental health problems</u>									
Can trigger serious mental illness	90	93	90	87	91	92 [#]	87	91	92 [#]
Can make a person paranoid	91	91	89	85	89	87	84	90	90 [#]
Can make a person depressed	90	93	88	79	88	86 [#]	79	88	84 [#]
Can make a person aggressive	71	80	75 [#]	73	85	80 [#]	85	90	89
Can make a person lazy & lethargic	85	86	82	42	52	51 [#]	38	48	47 [#]
<u>Other health issues</u>									
Can lead to dental problems	54	71	69 [#]	38	75	72 [#]	44	73	70 [#]
Is addictive	84	87	87	78	86	85 [#]	86	88	86
Can have unpredictable effects	93	94	92	97	97	97	94	96	95
You don't know what is in it	73	80	73	94	95	94	91	95	92
Makes it harder to drive a car safely	89	92	91	90	93	92	87	90	89
Makes it hard to sleep	na	na	65	na	na	88	na	na	90

[#] Significantly different from the pre-Phase Two result at the 0.05 level of statistical significance

Base: All Respondents

To explore the relationship between attitudes to these three drugs and ice, Table 3.7 shows agreement with each statement for all four drugs in the post-Phase Three survey. The table only shows responses for 15-24 year old respondents as 13-14 year olds were not asked about ice, ecstasy or speed. It is evident from this table that;

- Compared to marijuana, ecstasy and speed, ice is less strongly associated with being ‘a fun drug’ and being ‘a good drug to share with friends’. It is also less strongly associated with ‘helping a person to relax’ than either marijuana or ecstasy.
- Compared to marijuana, ecstasy and speed, ice is more strongly associated with ‘triggering serious mental illness’ and ‘being addictive’. It is also more strongly associated with ‘making a person aggressive’ than marijuana or ecstasy.

Table 3.7 Agreement with descriptive statements about ice (Post-Phase Three)

	Ice	Marijuana	Ecstasy	Speed
<i>Base: Respondents aged 15-24 years</i>	<i>(n=723)</i>	<i>(n=723)</i>	<i>(n=726)</i>	<i>(n=726)</i>
Agree that (... drug ...)				
<u>Positive Perceptions</u>				
Is a fun drug	5	24	23	10
Can help a person to relax	13	65	23	14
Is a good drug to share with friends	4	28	15	10
<u>Mental health problems</u>				
Can trigger serious mental illness	95	88	92	92
Can make a person paranoid	90	90	87	90
Can make a person depressed	89	89	86	84
Can make a person aggressive	89	71	80	89
Can make a person lazy & lethargic	55	84	51	47
<u>Other health issues</u>				
Can lead to dental problems	73	63	72	70
Is addictive	94	86	85	86
Can have unpredictable effects	95	91	97	95
You don't know what is in it	91	70	94	92
Makes it harder to drive a car safely	89	90	92	89
Makes it hard to sleep	85	62	88	90

Base: Respondents aged 15-24 years

Finally, it is worth noting that those 15-24 year olds who recognised the ‘Ice’ TV commercial and identified ice as the drug being discussed in the ad were more likely to associate ice with being addictive (97% to 90%), with having unpredictable effects (97% to 93%) and with making a person paranoid (93% to 85%) than were those who failed to recognise this TV commercial.

Likelihood of accepting an offer of marijuana, speed and ecstasy

All young people were asked whether or not they would accept an offer of various types of drug if the offer was made by a friend in a situation where that friend was using the drug. The drugs tested in this way were marijuana, ecstasy, speed, ice, LSD or other hallucinogens, cocaine and heroin. A response scale of 'definitely say yes and take it', 'probably say yes', 'probably say no' and 'definitely say no' was used. All respondents who gave a response other than 'definitely say no' were classed as being 'at risk' of accepting the drug. Results for 13-24 year olds from the pre-Phase Two and post-Phase Three surveys are shown in Table 3.8. Again, for completeness, results are shown from the post-Phase Two survey but it should be kept in mind that these are for 13-20 year olds only. Significant changes are reported from comparison of the pre-Phase Two and post-Phase Three surveys only.

Table 3.8 'At Risk' of accepting offers from a friend of various illegal drugs

	Def- initely 'Yes'	Prob- ably 'Yes'	Prob- ably 'No'	Net: 'At Risk' **	Def- initely 'No'	'Unsure'/ Refused'
At Risk of accepting offer of						
Marijuana						
Pre-Phase 2 survey (13-24 yrs)	6	14	18	38	61	1
Post-Phase 2 survey (13-20 yrs)	3	11	19	33	66	1
Post-Phase 3 survey (13-24 yrs)	4	11	17	32[#]	68 [#]	<1
Ecstasy						
Pre-Phase 2 survey (13-24 yrs)	3	6	9	19	81	1
Post-Phase 2 survey (13-20 yrs)	1	4	9	14	85	1
Post-Phase 3 survey (13-24 yrs)	2	5	8	15[#]	85 [#]	<1
Speed						
Pre-Phase 2 survey (13-24 yrs)	2	6	7	15	84	1
Post-Phase 2 survey (13-20 yrs)	1	3	7	11	88	1
Post-Phase 3 survey (13-24 yrs)	1	3	5	10[#]	90 [#]	<1
LSD or other hallucinogens						
Pre-Phase 2 survey (13-24 yrs)	1	3	8	12	88	<1
Post-Phase 2 survey (13-20 yrs)	<1	2	8	10	88	2
Post-Phase 3 survey (13-24 yrs)	<1	2	6	9	90	1
Cocaine						
Pre-Phase 2 survey (13-24 yrs)	2	3	5	10	89	1
Post-Phase 2 survey (13-20 yrs)	1	1	6	8	91	1
Post-Phase 3 survey (13-24 yrs)	1	3	5	10	90	<1
Heroin						
Pre-Phase 2 survey (13-24 yrs)	<1	<1	2	3	97	<1
Post-Phase 2 survey (13-20 yrs)	<1	<1	4	4	96	<1
Post-Phase 3 survey (13-24 yrs)	<1	<1	2	3	97	<1
Ice						
Pre-Phase 2 survey (13-24 yrs)	na	na	na	na	na	na
Post-Phase 2 survey (13-20 yrs)	na	na	na	na	na	na
Post-Phase 3 survey (13-24 yrs)	<1	1	3	4	96	<1

[#] Significantly different from pre-Phase Two result at the 0.05 level of statistical significance

** Numbers may not always add exactly due to rounding

Base: All Respondents

From Table 3.8 it can be seen that the proportion of young people aged 13-24 years 'at risk' of accepting a friend's offer of marijuana, ecstasy or speed has decreased significantly since the Youth NDC began in mid-2005. That is, there has been a significant decline in the proportion of young people 'at risk' of accepting offers of the three drugs which were the focus of the 'Youth' NDC.

Table 3.9 'At Risk' of accepting offers from a friend of various illegal drugs

	Total Sample 'At Risk'	'At Risk' Respondents Aged ...	
		13-17 yrs	18-24 yrs
At Risk of accepting offer of			
Marijuana			
Pre-Phase 2 survey (13-24 yrs)	38	32	43
Post-Phase 2 survey (13-20 yrs)	33	27	43 ¹⁵
Post-Phase 3 survey (13-24 yrs)	32[#]	24 [#]	38
Ecstasy			
Pre-Phase 2 survey (13-24 yrs)	19	11	24
Post-Phase 2 survey (13-20 yrs)	14	11	20 ¹⁵
Post-Phase 3 survey (13-24 yrs)	15[#]	9	19 [#]
Speed			
Pre-Phase 2 survey (13-24 yrs)	15	11	18
Post-Phase 2 survey (13-20 yrs)	11	9	15 ¹⁵
Post-Phase 3 survey (13-24 yrs)	10[#]	5 [#]	13 [#]
LSD or other hallucinogens			
Pre-Phase 2 survey (13-24 yrs)	12	8	14
Post-Phase 2 survey (13-20 yrs)	10	9	12 ¹⁵
Post-Phase 3 survey (13-24 yrs)	9	6	10
Cocaine			
Pre-Phase 2 survey (13-24 yrs)	10	6	13
Post-Phase 2 survey (13-20 yrs)	8	7	10 ¹⁵
Post-Phase 3 survey (13-24 yrs)	10	6	13
Heroin			
Pre-Phase 2 survey (13-24 yrs)	3	5	2
Post-Phase 2 survey (13-20 yrs)	4	5	3 ¹⁵
Post-Phase 3 survey (13-24 yrs)	3	2 [#]	3
Ice			
Pre-Phase 2 survey (13-24 yrs)	na	na	na
Post-Phase 2 survey (13-20 yrs)	na	na	na
Post-Phase 3 survey (13-24 yrs)	4	3	4

[#] Significantly different from pre-Phase Two result at the 0.05 level of statistical significance
Base: All Respondents

Further to this, Table 3.9 shows the proportion of young people aged 13-17 years and 18-24 years 'at risk' of accepting offers of these drugs. It is evident that;

- Those aged 18-24 years are more likely than those aged 13-17 years to be 'at risk' of accepting an offer of marijuana, ecstasy, speed, LSD or other hallucinogens and cocaine.

¹⁵ Respondents aged 18-20 years only for the post-Phase Two survey

-
- Since September 2004 (that is, prior to the commencement of the Phase Two NDC) there have been decreases in the proportion of 13-17 year olds ‘at risk’ of accepting offers of marijuana (from 32% to 24%), speed (from 11% to 5%) and heroin (from 5% to 2%).
 - During the same time period, there have been decreases in the proportion of 18-24 year olds ‘at risk’ of accepting an offer of ecstasy (from 24% to 19%) and speed (from 18% to 13%).

3.4 Discussion

The Youth component of the Phase Three NDC comprised television advertising, (a total of 703 TARPs were applied to four Youth TV commercials compared with the 1,430 TARPs which were applied to the Youth TV advertising during Phase Two), advertising using images from the TV campaign which were placed in magazines, street magazines, posters, postcards and on the internet and the Youth booklet and website (*'Where's your head at'*). Young people were also exposed to the Parents campaign including the television and print ads as well as the Parents booklet (*'Talking to your kids about drugs'*).

3.4.1 Campaign reach and recognition

Despite coinciding with significant media coverage of illegal drug use by various sporting figures, the Phase Three NDC appears to have achieved strong 'cut through'. Post-campaign, 82% of young people aged 13-24 years were able to recall some recent advertising about illegal drugs and 72% were able to describe images or messages which were consistent with the campaign.

Recall of advertising was slightly lower than after the Phase Two NDC (82% amongst 13-20 year olds post-Phase Three versus 89% post-Phase Two). However, the total TARP weight applied to the Youth television commercials in Phase Three was only about half that applied during Phase Two.

Virtually all (97%) young people recognised at least one element of the 2007 campaign, particularly the Youth (88%) and Parents (79%) television advertising. The new Youth TV commercial *'Ice'* performed well. It achieved solid recognition of 73% (although reflecting the ad's targeting at 18-24 year olds, recognition was lower amongst 13-14 year olds, females in particular) with the visuals of the girl picking at scabs on her arm and the aggressive young man in the hospital ER appearing to be the most memorable images. Virtually all of those who recognised this ad considered it to be credible and effective, 96% recalled an on-target message (most often the negative consequences of using ice - 46%, the dangers of using it - 19%, its unpredictable effects - 28% and encouragement to abstain from its use - 37%) and 63% correctly identified ice as the drug being discussed in the ad.

Recognition of the non-television elements of the campaign was less extensive. Nevertheless, advertising which used images from the TV commercials in magazines, street magazines, posters (including advertising in venues), postcards and on the internet was recognised by 31% of 13-24 year olds while 46% had seen the Parents booklet *'Talking to your kids about drugs'*. Overall, 67% of 13-24 year olds recognised at least one of the non-television components of the Phase Three NDC.

As in Phase Two, there were also signs that the non-television components may have acted in a more targeted fashion. For example, magazine ads were more likely to be recognised by 13-17 year old females, internet advertising by 13-14 year olds males and 15-17 year old females, while posters and the Parents booklet were more likely to be recognised by 18-24 year old females.

At the same time most elements of the campaign were less likely to be recognised by young people from households where a language other than English is mainly used. It is also noteworthy that members of this subgroup were also less likely to have engaged in conversations with their parents about illegal drugs in the two months before the survey.

3.4.2 The campaign's influence

Activities/attitudes to illegal drugs

Almost four out of five (78%) young people aged 13-24 years felt the campaign had influenced what they did or thought about illegal drugs. Amongst 13-20 year olds this figure was 81% compared with 65% of this age group following the Phase Two NDC.

Typically, the nature of the campaign's influence included young people resolving to think more about illegal drugs and the consequences of using them, to avoid the use of illegal drugs and to confirm existing negative views of drugs and of the decision not to use them.

Attitudes to communication with parents

Fifty-nine percent of young people aged 13-24 years felt the campaign had made it easier to talk to their parents about drugs.

In addition, some changes are evident in the attitudes of 13-24 year olds since the pre-Phase Two survey. Specifically, in the post-Phase Three survey more 13-24 year olds agreed that their parents 'know a fair bit about drug issues' (up from 64% to 72%), 'know where to get information about drugs' (up from 65% to 70%), 'could influence them not to use drugs' (up from 84% to 89%) and that 'advice from their parents has steered them away from using drugs' (72% to 79%).

It should also be noted that, post-Phase Three the proportion of 15-17 year-olds willing to discuss illegal drugs with their parents was 93%, up 17 points from the 76% recorded for this age group prior to Phase One of the NDC.

Reported communication with parents

Following the Phase Three campaign, 38% of young people aged 13-17 years claimed to have discussed illegal drugs with their parents in the previous two months, significantly more than the 25% who reported doing so after the Phase Two campaign.

The Parents booklet '*Talking to your kids about drugs*' appears to have played a role in stimulating parent/child discussions. Those 13-17 year olds who had seen the booklet were more likely than those who had not done so to report having a conversation about illegal drugs with their parents in the last two months (46% versus 31%). Also, amongst 15-17 year olds, the incidence of such discussions was higher after Phase One and Phase Three (when the booklet was distributed to all Australian households) than it was after Phase Two when the booklet was only available by request.

Attitudes towards illegal drugs

Since September 2004 (prior to the Phase Two NDC) there have been changes in the attitudes of 13-24 year olds towards marijuana, ecstasy and speed. Specifically, young people have less positive perceptions of all three drugs – that is, they are less likely to agree these drugs are fun, that they help a person to relax and that they are good to share with friends. These drugs are also more likely to be associated with mental health problems such as aggression, depression and paranoia, dental problems (ecstasy in particular) and addiction.

Attitudes towards drug use

Also since September 2004, there has been a decrease in the proportion of young people aged 13-24 years considered to be ‘at risk’ of accepting a friend’s offer of marijuana, ecstasy or speed. For 13-17 year olds, the proportion ‘at risk of accepting marijuana or speed has decreased while for 18-24 year olds there has been a decrease in the proportion ‘at risk’ of accepting ecstasy or speed.

In conclusion, results from the post-Phase Three survey suggest that, despite a lower media spend than in Phase Two, most young people responded to the Phase Three Youth NDC and that it, (as well as the Phase Two campaign), has had a positive impact on their attitudes and intentions towards illegal drugs including increased participation in discussions about drugs with their parents.

3.5 Youth post-campaign questionnaire

- STRICTLY CONFIDENTIAL -

PR0365Y NATIONAL DRUGS CAMPAIGN PHASE 3 (YOUTH) MAIN STUDY QUESTIONNAIRE V4

Incorporates tailored intro for 18-24 year olds identified in parents survey screening

SCREENING AND INTRODUCTION

INTRO Good (.....), my name is (.....) calling on behalf of the Department of Health and Ageing from the Social Research Centre. We are conducting a major national study of issues affecting young people today.

1. Continue
2. Household refusal (GO TO RR1)
3. Make appointment to screen household
4. Language difficulty (target language) (GO TO ALOTE)
5. Queried how number was obtained (GO TO ATELQ)
6. Wants more information on subject matter (GO TO AINFO)

PRES1 IF REPNUM=11 (RECRUITED FROM PARENTS SURVEY) GO TO S1 INTRO B.
OTHERS GO TO S1 INTRO A

*(HOUSEHOLD SCREENING)

S1 INTRO A I'm just calling to see if there are any 13 to 24 year olds in the household who might be able to help us with this important study....

IF YES PROBE: How many would there be?

INTRO B I'm just calling to see if there are any 18 to 24 year olds in the household who might be able to help us with this important study... (CONFIRM AS NECESSARY: We called this number about a month ago and said we'd call back to see if the 18 to 24 year old would be able to help us out).

IF YES PROBE: How many would there be?

1. One
2. Two
3. Three
4. Four
5. Five
6. Six or more
7. None (GO TO TERMINATION SCRIPT 1)
8. Don't know / Can't say (GO TO TERMINATION SCRIPT 1)
9. Refused (GO TO RR1)

*PROGRAMMER NOTE: WRITE "qualhh=1" TO SAMPLE RECORD WHERE S1<7.

PRES2 IF S1=1 (ONLY ONE 13-24 YEAR OLD IN HOUSEHOLD) GO TO S2 INTRO A
OTHERS (MORE THAN ONE 13-24 YEAR OLD IN HOUSEHOLD) GO TO S2
INTRO B

*(RESPONDENT SELECTION)

S2 INTRO A How old is that person (aged 13 to 24)? (this is just to confirm whether I am required to ask for parental permission before starting the interview)
 INTRO B How old is the 13 to 24 year old with the next birthday - this is just a way of randomising which person to interview.

1. 13 (GO TO QUOCHK, THEN S3)
2. 14 (GO TO QUOCHK, THEN S3)
3. 15 (GO TO QUOCHK, THEN S3)
4. 16 (GO TO QUOCHK, THEN S3)
5. 17 (GO TO QUOCHK, THEN S3)
6. 18 (GO TO QUOCHK, THEN S5)
7. 19 (GO TO QUOCHK, THEN S5)
8. 20 (GO TO QUOCHK, THEN S5)
9. 21 (GO TO QUOCHK, THEN S5)
10. 22 (GO TO QUOCHK, THEN S5)
11. 23 (GO TO QUOCHK, THEN S5)
12. 24 (GO TO QUOCHK, THEN S5)
13. Not sure
14. Refused (GO TO RR1)

*(NOT SURE OF EXACT AGE OF 13-24 YEAR OLD)

S2b Well, would it be....

IF NECESSARY: We're just collecting the age group to make sure we ask the right questions

1. 13 to 14
2. 15 to 17
3. 18 to 19, or
4. 20 to 24
5. Refused (GO TO RR1)

QUOCHK PROGRAMMER CREATE AGE QUOTA VARIABLE FROM S2 / S2b (13-17, 18 - 24)

CHECK AGE QUOTAS WITHIN LOCATION

S2DUMDUMMY VARIABLE FOR AGE QUOTA GROUP

1. 13 to 17
2. 18 to 24

*(PARENTAL PERMISSION (SELECTED RESPONDENT 13-17))

S3 Could I please speak to the parent of guardian of the <insert age from S2 / S2b> year old - I need to get parental permission before starting the interview. Would that be you?

EXPLAIN TO PARENT / GUARDIAN AS NECESSARY: This is an important study to evaluate a major public health campaign being funded by the government.

IF ABSOLUTELY NECESSARY: The study is to evaluate the effectiveness of the national drugs campaign. We will be asking questions about attitudes to illicit drugs and drug use - you can contact our 1800 number to verify the legitimacy of this research (offer 1800 number / Department website as necessary)

1. Continue
2. Parent refusal (GO TO RR1)
3. Refused to pass to parent (GO TO RR1)
4. Make appointment to get permission from parent (TYPE STOP, MAKE APPOINTMENT)

*(RECORD PARENTAL PERMISSION)

S4 In order to show that I have got permission to proceed with this interview would you mind telling me your first name please?

1. Permission given, name provided (RECORD PARENTS NAME)
2. Permission given, name NOT provided (GO TO S4)
3. Parental permission refused (GO TO RR1)

(TRANSITION TO SELECTED 13-24 YEAR OLD)

S5 (Thank you for that) Could I please speak to the < insert age from S2 / S2b> year old?

1. Continue
2. Make appointment to speak with 13-24 year old (TYPE STOP, MAKE APPOINTMENT)
3. Refused to pass on to 13-24 year old (GO TO RR1)

*(SELECTED RESPONDENT INTRODUCTION)

S6 Good (.....), my name is (.....) calling on behalf of the Department of Health and Ageing from the Social Research Centre. We are conducting a major national study on young people's views about drugs and drug use. Would you be willing to help us – the questions are quite straightforward?

It will only take 10 to 15 minutes depending on your answers - I'll make it as quick as I can

Any information you give will be completely confidential. If there are any questions you don't want to answer just tell me so I can skip over them. Your answers will only be looked at together with the responses of hundreds of other young people we are talking to.

Do you have any questions before we begin?

1. Yes (CONTINUE)
2. Not now (STOP INTERVIEW, ARRANGE CALLBACK, RECORD SELECTED RESPONDENT NAME)
3. In-scope refusal (GO TO RR1)

*(LOTES)

ALOTE RECORD LANGUAGE

1. Mandarin (CODE AS LANGUAGE DIFFICULTY FOLLOW UP)
2. Cantonese (CODE AS LANGUAGE DIFFICULTY FOLLOW UP)
3. Vietnamese (CODE AS LANGUAGE DIFFICULTY FOLLOW UP)
4. Italian (CODE AS LANGUAGE DIFFICULTY FOLLOW UP)
5. Greek (CODE AS LANGUAGE DIFFICULTY FOLLOW UP)
6. Arabic (CODE AS LANGUAGE DIFFICULTY FOLLOW UP)

*(QUERIED HOW TELEPHONE NUMBER WAS OBTAINED)

ATELQ Your telephone number has been chosen at random from all possible telephone numbers in your area. We find that this is the best way to obtain a representative sample of all Australians for our study.

2. Snap back to previous question

*(WANTS MORE INFO ON SUBJECT MATTER)

AINFO This is an important study to evaluate a major public health campaign aimed at young people that is being funded by the government.

EXPLAIN AS NECESSARY: We will be asking for young persons views about illicit drugs. The findings will be used to develop education programs for young people.

2. Snap back to previous question

S7 This interview may be monitored for quality purposes. Is that ok with you?

1. Monitoring allowed
2. Monitoring not permitted

S8 GENDER (CODE BY OBSERVATION)

1. Male
 2. Female
-

***ANALYSIS OF THE CONVERSATION (13-17 year olds ONLY)**

PREPAR1 IF S2DUM=1 (13 TO 17 YEAR OLD) CONTINUE. OTHERS GO TO PAR4

*(13-17 YEAR OLDS)

PAR1 In the LAST 2 MONTHS, have you had any discussions with your parents about illegal drugs?

1. Yes (GO TO PAR4)
2. No
3. Don't know / Can't say
4. Refused

*(NOT HAD DISCUSSIONS WITH PARENTS ABOUT ILLEGAL DRUGS IN PAST 2 MONTHS / DK / REF)

PAR2 Have you EVER discussed illegal drugs with your parents?

1. Yes
2. No (GO TO PAR4)
3. Don't know / Can't say (GO TO PAR4)
4. Refused (GO TO PAR4)

*(EVER DISCUSSED ILLEGAL DRUGS WITH PARENTS, BUT NOT IN LAST 2 MONTHS)

PAR3 How long has it been since you discussed illegal drugs with your parents? Would it be....

1. 2 to 3 months ago
2. 4 to 6 months ago
3. 7 to 12 months ago, or
4. More than a year ago
5. (Don't know / Can't say)

*(ALL)

PAR4 Please tell me whether you personally agree or disagree with each of these statements. (PROBE Is that STRONGLY or JUST?)

(STATEMENTS)

- a) I'd pay more attention to what my friends tell me about drugs than what my parents tell me
- b) I'm willing to talk to my parents about drugs
- c) My parents know a fair bit about drug issues
- d) My parents could influence me not to use drugs
- e) Advice from my parents has steered me away from drugs
- f) My parents know where to get information about drugs

(CODE FRAME)

- 1. Strongly agree
- 2. Agree
- 3. Neither agree nor disagree
- 4. Disagree
- 5. Strongly disagree
- 6. (Don't know / Can't say)
- 7. Refused

*PERCEPTIONS OF DRUGS

*(ALL)

PREPER1 Now I'm going to read out a number of statements about drugs....

- 1. Continue

PROGRAMMER NOTE: THERE ARE FOUR DRUGS TO ASK ABOUT – MARIJUANA, SPEED, ICE AND ECSTASY. OF THESE, TWO ARE TO BE RANDOMLY SELECTED TO GO THROUGH STATEMENT LIST AT PER1 AND PER1A.

DRUG TYPES

- 1. Marijuana
- 2. Speed
- 3. Ecstasy
- 4. Ice

***PROGRAMMER NOTE:**

Respondents aged 13 or 14 years only do the battery for marijuana then go to ADV1
All Others: Randomly allocate to 2 out of the 4 drugs (NB: please make sure the same number of respondents 15 to 24 rate each drug - control with "a1" quota)

SUMMARY

13 TO 14

Marijuana only

15 TO 24 (6 possible drug combinations, order of presentation rotated, 12 presentation options of drug combinations)

*(ALL)

PER1 Firstly, thinking about (FIRST DRUG).

Do you personally agree or disagree that (FIRST DRUG).....

(STATEMENTS)

- a) Is a fun drug
- b) Can trigger serious mental illness
- c) Can help a person to relax
- d) Can make a person lazy and lethargic
- e) Makes it harder to drive a car safely
- f) Is a good drug to share with friends
- g) Is addictive
- h) Can make a person aggressive
- i) Can lead to dental problems
- j) Can have unpredictable effects
- k) You don't know what is in it
- l) Can make a person paranoid
- m) Can make a person depressed
- n) Can make it hard to sleep

(RESPONSE FRAME)

- 1. Agree
- 2. Disagree
- 3. Don't know / Can't say
- 4. Refused

*(15 YEARS PLUS)

PREPER1A I'd just like to quickly run through the same things again, this time for (SECOND DRUG).....

- 1. Continue

PER1A Do you personally agree or disagree that (SECOND DRUG).....

(STATEMENTS)

- a) Is a fun drug
- b) Can trigger serious mental illness
- c) Can help a person to relax
- d) Can make a person lazy and lethargic
- e) Makes it harder to drive a car safely
- f) Is a good drug to share with friends
- g) Is addictive
- h) Can make a person aggressive
- i) Can lead to dental problems
- j) Can have unpredictable effects
- k) You don't know what is in it
- l) Can make a person paranoid
- m) Can make a person depressed
- n) Can make it hard to sleep

(RESPONSE FRAME)

- 1. Agree
- 2. Disagree
- 3. Don't know / Can't say
- 4. Refused

RECOGNITION OF ADVERTISING**(ALL)**

ADV1 Now I'd like you to think about any advertising campaigns about illegal drugs you may have recently seen. Do you recall seeing, reading or hearing any advertising about illegal drugs recently? (IF NO PROBE: Nothing at all?)

1. Yes
2. No (GO TO PR1)
3. Don't know (GO TO PR1)
4. Refused (GO TO PR1)

***(RECALLS A CAMPAIGN)**

ADV2 Can you describe what you saw, read or heard in this advertising?
(INTERVIEWER NOTE: MUST NOTE DRUG TYPE IF MENTIONED)
(RECORD VERBATIM)

1. Response given (Specify_____)
2. (Can't say) (GO TO PR1)
3. (Refused) (GO TO PR1)

***(RECALLS A CAMPAIGN)**

ADV2a What else, anything else?

1. Nothing else / don't know
2. Response given (Specify_____)

PROMPTED RECALL**(ALL)**

PR1 I'll now describe a pair of television commercials that you may have seen recently.

In the first commercial there are several scenes which focus on one young person at a time: The scenes include a fight between a mother and her daughter and, in the final scene, a dead boy being zipped into a yellow body bag. Over each scene we hear the teenager's voice when they were a child telling us what they want to be when they grow up. The second commercial opens with a girl watching TV in her bedroom and talking with her mother about the first ad, then we move from one family to another talking about drugs.

Do you recall seeing either or both of these advertisements?

1. Yes
2. No
3. Don't know

***(ALL)**

PR2 I'll now describe another television commercial. The ad opens with a female doctor explaining the negative effects of using a particular drug. As she speaks, we first see a young man in an office looking agitated, then a mother and son fighting in the kitchen resulting in the mother being pushed to the floor, then a girl on a lounge picking at scabs on her arm, and finally we see a young man in a hospital emergency ward throwing a metal bin and smashing a glass panel before being restrained by police officers.

Do you recall seeing this advertisement?

1. Yes
2. No (GO TO PR3)
3. Don't know (GO TO PR3)

*(RECALLS SEEING AD)

PR2b Do you recall what drug this commercial was talking about? (DO NOT FORCE ANSWER)

1. Yes, Ice
2. Yes, Marijuana
3. Yes, Speed
4. Yes, Ecstasy
5. Yes, other drug (Specify)
6. No
7. Don't know

*(RECALLS SEEING AD)

PR2a What would you say was the main message of this advertisement?
(RECORD VERBATIM)

1. Response given (Specify_____)
2. (Can't say)
3. (Refused)

*(RECALLS SEEING AD)

PR2c Do you agree or disagree that this ad is believable? (Wait for response, then say: Is that strongly or just somewhat agree/disagree)

7. Strongly agree
8. Somewhat agree
9. Neither agree nor disagree
10. Somewhat disagree
11. Strongly disagree
12. (Unsure)
13. (Refused)

*(RECALLS SEEING AD)

PR2d Do you agree or disagree that this ad was effective in making you think about what drugs can do to you? (Wait for response, then say: Is that strongly or just somewhat agree/disagree)

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
6. (Unsure)
7. (Refused)

*(ALL)

PR3 Finally I'm going to describe a series of three television ads. Each ad is about a different drug and shows a number of different scenes. The scenes include a boy letting his team mates down in a football match, a girl lying on the floor in a night club as her friends try to bring her around, and a young guy in intensive care with his parents looking on.....(PAUSE)

And a couple more scenes - a young man in a dentist chair looking at an x-ray of his cracked tooth, a guy storming down a hallway and punching a hole in the door, and a dirty lab in a kitchen.

Do you recall seeing ANY of these ads?

1. Yes
2. No (GO TO PR4)
3. Don't know (GO TO PR4)

*(RECALLS SEEING AD)

PR3c Do you agree or disagree that these ads are believable? (Wait for response, then say: Is that strongly or just somewhat agree/disagree)

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
6. (Unsure)
7. (Refused)

*(RECALLS SEEING AD)

PR3d Do you agree or disagree that these ads were effective in making you think about what drugs can do to you? (Wait for response, then say: Is that strongly or just somewhat agree/disagree)

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree
6. (Unsure)
7. (Refused)

*(ALL)

PR4 In the last three months, do you recall seeing any magazine advertisements, postcards or posters using images from these TV commercials?

1. Yes
2. No (GO TO PR5)
3. Don't know (GO TO PR5)

*(RECALLS SEEING ADS USING IMAGES FROM TV COMMERCIALS)

PR4a Have you seen those images in any of these places? (READ OUT) (ACCEPT MULTIPLES)

1. A magazine ad
2. An ad in a free street magazine
3. A postcard, or
4. A poster in a club, pub or bar
5. (None of these)
6. (Can't say)
7. (Refused)

*(ALL)

PR5 Have you recently seen the National Drugs Campaign Booklet titled 'where's your head at? It includes information on the effects of drugs, profiles of young people talking about positive alternatives to drugs and gives information on where to get help if you need it?

1. Yes
2. No (GO TO PR6)
3. Don't know (GO TO PR6)

*(SEEN NDC BOOKLET)

PR5a Where did you see or obtain a copy of this booklet? (SINGLE RESPONSE)
(INTERVIEWER NOTE: FIRST RESPONSE ONLY)

1. School
2. VideoEzy store
3. Youth organisation
4. TAFE/University
5. Friend
6. Library
7. GP surgery
8. Parent
9. Other (Specify_____)
10. (Don't know)

*(ALL)

PR6 As a part of the campaign, a maroon coloured (if necessary say: a reddish brown coloured) booklet called 'Talking With Your Kids About Drugs' is being delivered in the mail. The booklet provides suggestions on how to talk with kids about illegal drugs, information on the most common illegal drugs as well as information on other anti-drug programs that are currently operating in Australia.

Have you seen a copy of this booklet?

1. Yes
2. No (GO TO PR11)
3. Don't know (GO TO PR11)
4. Refused (GO TO PR11)

*(SEEN BOOKLET)

PR6a How much of the booklet have you read? Would you say (READ OUT)?

1. All of it thoroughly
2. More than half
3. Less than half
4. Just flicked through it; or
5. None of it
6. Don't know

*(ALL)

PR11 Have you recently seen any ads for the National Drugs Campaign ON THE INTERNET. There have been scenes from the tv ads including the girl picking at scabs on her arm, a young man having a panic attack in a shopping centre and doctors trying to revive a guy in a hospital emergency room while his distraught parents look on. Have you seen any of this INTERNET advertising?

1. Yes
2. No
3. Don't know
4. (Don't have access to internet) (GO TO PREAC1)

*(ALL EXCEPT THOSE WITHOUT INTERNET ACCESS)

PR11b Have you visited the National Drugs Campaign's website for young people called "Where's your head at"?

1. Yes
2. No
3. Don't know

*ACTION AS RESULT OF CAMPAIGN

PREAC1 IF PR1=1 OR PR2=1 OR PR3=1 OR PR4=1 OR PR5=1 OR PR6=1 OR PR11=1 OR PR11b=1 CONTINUE. OTHERS GO TO OFF1

*(AWARE OF CAMPAIGN)

AC1 Now thinking about this campaign as a whole, what influence, if any, would you say it has had on what you do or think about drugs?

1. Response given (Specify _____)
2. (Can't say)
3. (Refused)

*(AWARE OF CAMPAIGN)

AC1b Do you think this campaign as a whole has made it more or less difficult for you to talk with your parents about illegal drugs? (PROBE: Is that a lot or a little?)

1. A lot more difficult
2. A little more difficult
3. About the same
4. A little less difficult
5. A lot less difficult
6. (Don't know / Can't say)
7. (Refused)

OFFERS OF DRUGS

*(ALL)

OFF1 Now for a couple of quick questions about your experiences with being offered drugs....

Have you been offered (INSERT STATEMENT) in the last twelve months?

(STATEMENTS)

- a) Marijuana
- b) Ecstasy
- c) Speed
- d) Ice

(CODE FRAME)

1. Yes
2. No
3. Don't Know
4. Refused

*(ALL)

OFF2 I'm now going to read out a list of different types of drugs. For each drug I read out please tell me whether, if a friend offered you this drug in a situation where they were using it, you would ... Definitely say yes and take it, Probably say yes, Probably say no or Definitely say no

(ROTATE STATEMENTS)

- a) Marijuana
- b) Ecstasy
- c) LSD or other hallucinogens
- d) Speed
- e) Ice
- f) Cocaine
- g) Heroin

(CODE FRAME)

1. Definitely say yes and take it
2. Probably say yes
3. Probably say no
4. Definitely say no
5. (Don't Know / Can't Say)
6. (Refused)

DEMOGRAPHICS

*(ALL)

D1 To make sure we have spoken with a good range of people, I'd like to ask you a final few questions.

(Just to confirm) Are you currently doing paid work of any kind, even if it's only a temporary or casual position? (INCLUDES SELF-EMPLOYED OR OWN BUSINESS).

1. Yes
2. No
3. Don't Know / Can't Say
4. Refused

PRED2 IF AGED 13 TO 19 YEARS CONTINUE ELSE GO TO D3

*(AGED 13 TO 19)

D2 Are you still attending high / secondary school or have you left school?

1. Still attending
2. Left school (GO TO D3)
3. Refused (GO TO D3)

*(AGED 13 TO 19, STILL ATTENDING SCHOOL)

D2a What year of secondary school are you currently attending?

1. Year 7 or below (GO TO D5)
2. Year 8 (GO TO D5)
3. Year 9 (GO TO D5)
4. Year 10 (GO TO D5)
5. Year 11 (GO TO D5)
6. Year 12 (GO TO D5)
7. (Refused) (GO TO D5)

*(AGED 20-24, OR 13-19 AND LEFT SCHOOL)

D3 What is the highest level of formal education qualification you have completed?

1. Primary School
2. Year 10 or below
3. Year 11
4. Year 12
5. Trade / apprenticeship qualification
6. Other TAFE/ Technical
7. Certificate or Diploma
8. Degree
9. Post Graduate
10. Other (Specify____)
11. Don't Know
12. Refused

*(AGED 20-24, OR 13-19 AND LEFT SCHOOL)

D4 Which one of the following best describes your main activity at the moment? Are you mainly doing... (READ OUT)

1. Paid full-time work (DISPLAY ONLY IF D1=1)
2. Paid part-time or casual work (DISPLAY ONLY IF D1=1)
3. Studying or training
4. Looking for work
5. Doing unpaid voluntary work
6. Retired
7. Home duties, or
8. Something else (Specify____)
9. Don't Know / Can't Say
10. Refused

*(ALL)

D5 Is a language other than English regularly spoken in this household?

1. Yes
2. No (GO TO D7)
3. Refused GO TO D7)

*(LANGUAGE OTHER THAN ENGLISH SPOKEN AT HOME)

D6 What language other than English is regularly spoken at home?

1. Arabic
2. Cantonese
3. Mandarin
4. Greek
5. Italian
6. Vietnamese
7. Spanish
8. Turkish
9. Serbian
10. Croatian
11. Macedonian
12. Other (SPECIFY)
13. Don't Know / Can't Say
14. Refused

*(ALL)

D7 Are you from an Aboriginal and Torres Strait Islander background?

1. Yes
2. No
3. Don't know
4. Refused

*(ALL)

D8 What are your current household living arrangements. For example, do you live at home with your parents, are you sharing with friends, or something else? (SINGLE RESPONSE) (PROBE TO CLARIFY)

1. I live with my parents or guardians
2. I live with my parents or guardians and other family members
3. I share with other adults I'm not related to
4. I live alone
5. I live with my spouse or partner
6. I live with my spouse or partner and our child or children
7. I'm a sole parent or guardian living with my child or children
8. I live with my sole parent or guardian
9. Other (SPECIFY)
10. Refused

END That's the end of survey. Just in case you missed it my name is (...) and this survey was conducted on behalf of the Australian Government Department of Health and Ageing.
Thank you for your cooperation.

ONLY IF NECESSARY:

If you have any queries about this survey, or would like any further information, you can ring the Department of Health and Ageing on 1800 250 015.

RR1 OK, that's fine, no problem, but could you just tell me the main reason you do not want to participate, because that's important information for us?

21. No comment / just hung up
22. Too busy
23. Not interested
24. Too personal / intrusive
25. Don't like subject matter
26. Not applicable / not a parent
27. Don't believe surveys are confidential / privacy concerns
28. Silent number
29. Don't trust surveys / government
30. Never do surveys
31. 15 minutes is too long
32. Get too many calls for surveys / telemarketing
33. Too old / frail / deaf / unable to do survey (CODE AS TOO OLD / FRAIL / DEAF / UNABLE TO DO SURVEY)
34. Not a residential number (business, etc) (CODE AS NOT A RESIDENTIAL NUMBER)
35. Language difficulty (CODE AS LANGUAGE DIFFICULTY NO FOLLOW UP)
36. Going away / moving house (CODE AS AWAY DURATION)
37. Asked to be taken off list and never called again
38. No one 18 plus in household (CODE AS NO ONE 18 PLUS IN HOUSEHOLD)
39. Respondent unreliable / drunk (CODE AS OTHER OUT OF SCOPE)
40. Other (SPECIFY_____)

*(REFUSED)

RR2 RECORD RE-CONTACT TYPE

3. Definitely don't call back
4. Possible conversion

TERMINATION SCRIPT 1

Thanks anyway, but for this survey we need to speak to people aged between 13 and 24 years of age.

ALLTERM

1. Household refusal (INTRO=2)
2. No 13-24 year olds in household (S1=7)
3. DK if 13-24 year olds in household (S1=8)
4. Refused household screening (S1=9)
5. Qualifying household, refused age at respondent selection (S2=14, S2b=3)
6. Quota failure at S2 (age group full)
7. Qualifying household, parent refused permission to interview 13 to 17 year old (S3=2, S4=3)
8. Qualifying household, phone answerer refused to pass on to parent (S3=3)
9. Qualifying household, refused to pass on to selected respondent (S5=3)
10. Respondent refusal (S6=3)

Interviewer Declaration

I certify that this is a true, accurate and complete interview, conducted in accordance with the briefing instructions, the IQCA standards and the AMSRS Code of Professional Behaviour (ICC/Esomar). I will not disclose to any other person the content of this questionnaire or any other information relating to the project.

Interviewer name:

Interviewer I.D:

Signed:

Date

Appendix 1

Descriptions of the campaign television commercials.

Parents

'Lost Dreams'

The 'Lost Dreams' commercial was reprised from the Phase One campaign, and contrasts children's expectations of their life with the harsh realities of drug use. It shows a girl who has just prostituted herself for money, a teenage boy in a toilet cubicle rummaging desperately through a handbag he has stolen, a mother trying to stop her daughter from leaving and being struck by her daughter, and a dead boy in a dark and rainy alley with his eyes wide open as he is being zipped into a body bag. Over each of these scenes, children's voices tell us what they want to be when they grow up. This advertising was designed to increase the salience of drug issues for parents by providing a 'wake-up call', encouraging parents to recognise that their children might be exposed to illicit drug use. A super appears: *Drugs Destroy Lives*, followed by *Let's Work Together Against Drugs*. The Australian Government Crest and the Tough on Drugs logo appear. This is a 60 second commercial.

'Ad Within Ad'

The 'Ad Within Ad' commercial, also reprised from the Phase One campaign, was designed to show how parents could talk about drugs with their children in a range of family settings. The commercial opens with a girl watching TV and talking with her mother. As we watch this scene, the camera pulls back to reveal a father and son watching this whole scene on another television. While they are talking, the camera pulls out further to reveal that this too has actually been part of a TV commercial, and so on. The booklet, *Talking to Your Kids About Drugs*, appears with distribution details, followed by a super: *Let's Work Together Against Drugs*, the phone number (1800 250 015), a website (www.australia.gov.au/drugs) and the Tough on Drugs logo. This is a 60 second commercial.

Youth

'Marijuana'

The commercial opens on a party in a suburban house. We see a boy (who has been smoking marijuana) slumped on a lounge in the corner of a room, staring straight ahead. We hear two girls speaking about how the boy is so out of it and smoking more and more. The camera moves rapidly through a picture on the wall of a city street. The picture comes to life as the camera moves into it and we are suddenly at the scene of an accident. A pedestrian has been hit. Ambulance paramedics are frantically working on someone. The female driver stands there in a daze. She (has been smoking marijuana and) is obviously affected. We see a small bag of grass in her handbag. A policewoman asks her what happened and the girl is confused, saying she didn't see the pedestrian. The camera moves through a window on the side of the ambulance. Suddenly we are in a hospital room. A young man cowers in the corner of a hospital bed in the foetal position. We hear one of his friends speaking about how they "didn't know (marijuana) could mess his head up that much." The camera moves through the screen of a television set in the room on which we see the main street of a country town. A girl is sitting sullenly in the gutter. A nearby girl speaks sadly to her friend about how their friend is not doing well, and how she's changed as a result of using

marijuana. The camera moves through a poster of a grassy scene on the wall behind. We are suddenly at an Aussie Rules match. A player hand-passes a football to his team mate. He clumsily fumbles it, dropping it to the ground. He looks breathless and confused. His team mates shake their heads - it's obviously not the first time. We hear one of them say *"Not again...wake up."* The coach shakes his head, mystified and says *"I don't know what's wrong with him these days"*. A super appears and we hear: *"Marijuana. You don't know what it'll do to you"*. The super also contains a phone number (1800 250 015) and a website address (www.australia.gov.au/drugs) for the Australian Government. This is a 45 second commercial.

'Speed'

The commercial opens on a young guy in a suburban shopping centre. He is shaking uncontrollably, his eyes wide with fear. His back is pressed against a shop window. We hear his friend's voice say he didn't know speed could cause panic attacks. The camera then moves rapidly into a picture of a hallway on his funky T-shirt. The scene comes to life and we turn left into a public toilet off the hallway. A girl has locked herself inside a cubicle, cowering on the floor beside the toilet bowl. She is distraught and paranoid. She is convinced there are people out to get her. Blood is visible where she has repeatedly scratched her own arms. Her friends are at the door, unable to help. The camera moves rapidly through a small airflow vent on the wall. We are suddenly in a suburban house. A young guy is storming down the hallway, yelling angrily. He punches his fist violently through the wall. We hear this girlfriend's voice saying she doesn't know what to do when her boyfriend takes speed and becomes so 'aggro'. The camera then moves rapidly through a picture of a suburban house on a page of an open newspaper on the floor. We travel into the house and we see it is a horribly dirty drug lab. Filth is everywhere as a man mixes chemicals. We hear a young guy's voice say *"You just don't know who's making it"*. The camera then moves rapidly through the screen of a small television set on which we see a hospital emergency room scene. We are suddenly there in the room with a girl obviously on life support. We hear her girlfriend sob that she didn't know what was in the drugs. A super appears and we hear: *"Speed. You don't know what it'll do to you."* The super also contains a phone number (1800 250 015) and a website address (www.australia.gov.au/drugs) for the Australian Government. This is a 45 second commercial.

'Ecstasy'

The commercial opens on a scene in a nightclub. A girl is lying on the floor. She has collapsed and is sweating profusely. Her friends are frantic around her. They ask her if she is alright and roll her over. Her distraught boyfriend watches on. The camera moves rapidly through a nearby TV showing a film clip into in the bedroom of a 16-year-old girl. She is sitting forlornly on her bed, tears rolling down her cheeks. Her boyfriend says he's not sure why she takes ecstasy as she gets so depressed coming down. The camera moves rapidly through the glass of the girl's window and into the window of a building across the road into a dental surgery. A young man is in the chair with a dentist operating on his mouth. We hear the young man's thoughts, as well as the dentist's voice during the examination. Over a rapid montage of damaged teeth close-ups and the guy's agonised face, we hear the dentist remark on how the front teeth have cracked through grinding. We also hear the young man's worried thoughts. The camera moves rapidly through a picture on the wall. The curtains in the picture suddenly become curtains around a bed in an intensive care unit in a hospital. They pull to one side as we see a young man experiencing toxic meltdown. Hospital

staff are frantically trying to reduce his body temperature as his distraught parents look on. We hear the worried voice of his girlfriend. A super appears and we hear: "Ecstasy. You don't know what it'll do to you.". The super also contains a phone number (1800 250 015) and a website address (www.australia.gov.au/drugs) for the Australian Government. This is a 45 second commercial.

'Ice'

The commercial begins with a doctor in a hospital ward talking to camera. A super appears: "Dr. Sally McCarthy, Director of Emergency Medicine, Prince of Wales Hospital Sydney." As she speaks, the camera cuts away to a series of scenes which illustrate what she is referring to. Firstly, a young guy is seen sitting at the desk in his office staring into the middle distance. Although he's wearing a collar and tie, he is quite dishevelled and rubbing his hands together in a strange repetitive motion. His boss and another employee exchange a worried glance in the background. In the next scene a young guy is seen arguing with his crying mother in her kitchen. He pushes her roughly backwards and she falls to the floor. Next we see a girl in her early 20's sitting on a sofa in a suburban lounge room. Her face is ravaged by sores and blemishes. She begins to dig at the wounds on her arms because she feels like there are bugs crawling under her skin. In the final scene two police officers restrain a young guy they have brought to the hospital. He is dishevelled with his shirt open. He gets one arm loose and lashes out at a male nurse. As the nurse falls to the ground, the young guy picks up a metal bin and throws it at a window, shattering it. Security guards and the police struggle to restrain him. Finally a *super* appears, *DON'T LET ICE DESTROY YOU*. The super also contains phone number (1800 250 015) and a website address for the Australian Government. This is a 45 second commercial.