

Communities working with local media

A common sense guide to 'Working with the Media' is being developed for Community Drug Action Teams (CDATs) and members of the Network of Alcohol and Drug Agencies (NADA).

The guide will assist communities, with the media, to improve reporting of drug-related issues and promote the positive actions that people are taking to make their communities safer and healthier for everyone.



While the guide focuses primarily on print, radio and TV, it acknowledges that the media is changing and goes beyond these traditional forms. The guide encourages the use of other communication tools like the internet, popular culture media, theatre, newsletters and other art forms to get key messages across about drugs and drug use.

The guide is being developed as part of a Media Project in response to the NSW Drug Summit recommendations.

The Project also includes the delivery of media workshops for CDATs, non-government organisations and their local media. Three-hour workshops will be held around the State. Activities will be tailored to local needs.

The guide will be available and the workshops will be delivered in April 2002, depending on the availability of local groups.

The Australian Drug Foundation, in conjunction with the Macarthur Drug and Alcohol Youth Project, Ted Noffs Foundation and Centre for Youth Drug Studies, is implementing the project.

This guide is also available in a web-based format. It can be viewed and down-loaded at:

Working with the media outlines:

- the role of the media and how it works
- examples of what is 'news' and how to present stories in a way that is 'newsworthy'
- tips on how to respond when approached by the media
- tips on how to contact the media and promote your story or event
- steps to establishing a media policy or strategy for your organisation or CDAT.

www.communitybuilders.nsw.gov.au/drugs_action.
Updates on the workshops will also be available on the site.

For more information contact Nikki Maloney, Project Manager, Community Drug Information Strategy tel: 02 9228 3734 e-mail: nikki.maloney@premiers.nsw.gov.au

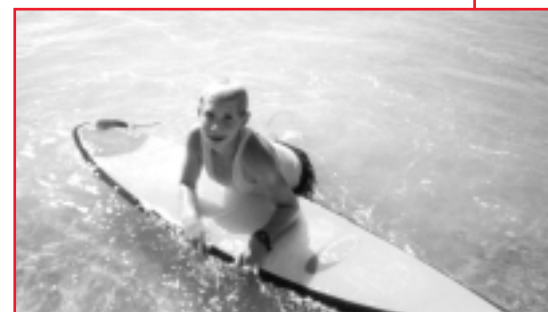
Surfs Up!

Maroubra Beach was the location for an exciting school holiday activity organised by **Randwick CDAT**. 15 young people from La Perouse, Maroubra and Matraville took part in a surfing course held over January 2002.

Randwick CDAT developed an innovative Christmas school holiday

plan for young people from the local area. Activities held included the surfing program and community art workshops.

Maroubra Police will be using the artworks produced during the community art workshops, to give a face-lift to the reception area and an interview room at their Station.



A young participant in the surfing course – healthy minds, healthy bodies, healthy recreational and life options.

2002 promises to be an exciting year with opportunities and resources to support community drug action happening throughout the State.

The first of these is the Media Project (see page cover story). I encourage all CDATs to make use of this excellent resource and to continue promoting the innovative projects occurring in your area.

Later in the year the Community Drug Information Strategy will be launching a State-wide campaign promoting local community drug action. More information will be available in the next edition of *Drug Action*.

Also this year, numerous conferences and events will be held that will provide CDATs with excellent opportunities to raise awareness of drug-related issues in their communities. Some of these events are mentioned in this edition.

Farewell to Jan Heslep (Project Manager, South-West Sydney) who left at the end of last year and Kristine French (Project Manager, Illawarra/South East) who leaves at the end of February 2002. Both have been dynamic in their approach to community action and support and guidance of teams in their regions. On behalf of their colleagues and myself I thank Jan and Kristine for all their hard work.

Yvonne Korn

Yvonne Korn – Project Director,
Community Drug Strategies

Drug Action Editorial Committee

Anjali Boronowskis, *Drugs and Community Action Strategy Project Manager, Central Coast/Hunter*

Jenny Gilbert, *Airds/Bradbury Community Drug Action Team*

Liz Junck, *Drugs and Community Action Strategy Project Manager, Statewide Issues*

Kate Toohey, *Blue Mountains Community Drug Action Team*

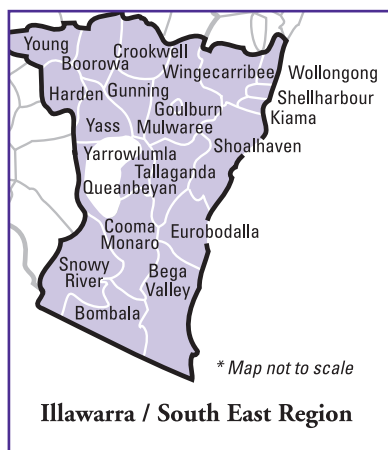
Amanda Pullinger, *Community Drug Information Strategy Project Manager*

In this edition of *Drug Action* we profile the Illawarra & South East NSW region.

For more information about CDATs in your area visit

www.communitybuilders.nsw.gov.au/drugs_action or contact the Project Manager in your region (contact details on page 6).

ILLAWARRA & SOUTH EAST NSW



CDATs already established in the region

- Illawarra & South East Regional CDAT
- Illawarra/Shoalhaven Aboriginal Drug and Alcohol Taskforce
- Bega CDAT
- Shellharbour CDAT
- Shoalhaven CDAT
- Wingecarribee Joynt Youth Action
- Wollongong CDAT
- Monaro CDAT (Cooma, Bombala and Snowy Rivers)
- Eurobodalla Aboriginal Substance Abuse Action Team
- Goulburn CDAT
- Southern Slopes CDAT (covering the western part of the South East Region).

Project Manager – Kristine French
Tel: 02 4224 9903 Fax: 02 4224 9901
E-mail: kristine.french@premiers.nsw.gov.au
Kris is located at
84 Crown Street, Wollongong NSW 2500.

Youth Week 2002

The whole community is encouraged to celebrate young people's achievements and participate in Youth Week 2002 with the theme *Bring it On!!*.

Young people use *Youth Week* as an opportunity to celebrate their lives and culture and to showcase their ideas, achievements and their issues of concern.

Youth Week is a vehicle to focus attention and discussion on specific

issues of concern to young people such as the environment, media attitudes towards young people, entertainment, alcohol and drugs, the law, geographic isolation, racism, discrimination, training, education and employment opportunities.

To get involved in Youth Week or support local activities contact your council and find out what local activities are being organised, or check out the youth week website at www.youthweek.nsw.gov.au

7-14 April 2002

2001 – A YEAR IN REVIEW

The **Illawarra & South East Regional CDAT** held a regional conference in Mollymook and established a regional e-mail database to link CDAT members.

Community drug awareness training was held in **Wollongong, Shellharbour, Goulburn** and at the Illawarra & South East Regional Conference.

Over the past year the **Illawarra/Shoalhaven Aboriginal Drug and Alcohol Taskforce** has worked closely

with the Substance Misuse Committee to develop a model for a holistic healing service for the region. The CDAT also held an art competition through all high schools in the Illawarra. The winning artwork will become the CDAT's logo.

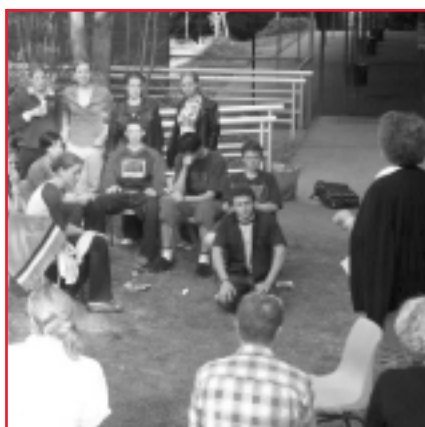
Community awareness/movie nights were held in **Goulburn, Bowral** and the **Illawarra**.

Shoalhaven CDAT held a community awareness forum as part of the *Sex, Drugs and the Strip* project. The project aims to

demystify, for the general community, the role of needle syringe services, and Hep C and HIV.

The **Eurobodalla Aboriginal Substance Abuse Action Team** are organising a family camp to provide information about drugs and alcohol to young people and families in the region, and to increase awareness of local services.

Both **Shellharbour CDAT** and **Southern Slopes CDAT** are planning major community awareness campaigns for early 2002.



Presentation to Joynt Youth Action Youth Forum by Deborah from Macarthur Drug and Alcohol Youth Project. The Joynt Youth Action Youth Forum, held in August 2001, involved five high schools from the Wingecarribee area.



Illawarra & South East Regional CDAT Conference. Attendees met with Illawarra & South East Regional Coordination Management Group members to highlight CDAT activities.

Are You Responsible?

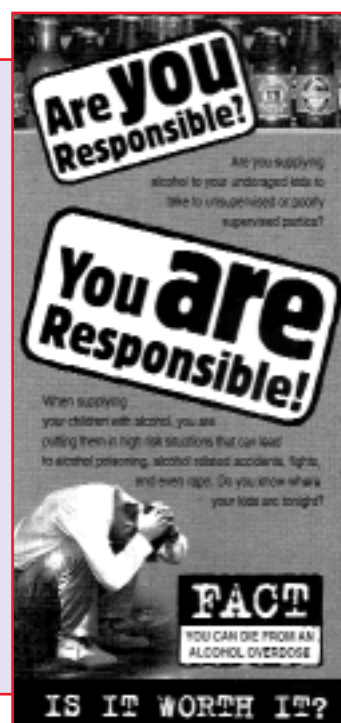
A new underage drinking initiative in Wollongong was launched on 22 November 2001. *Are You Responsible?* reminds retailers and other people who feel it's all right for underage people to buy and consume alcohol that the act is illegal and police will be checking up to ensure the law is upheld.

The penalties for retailers who knowingly sell alcohol to people under the age of 18 include fines of up to \$5500. Similar penalties, including

\$550 on the spot notices, exist for those who purchase alcohol on behalf of young people.

The campaign was developed by Wollongong Police in conjunction with Wollongong City Council and **Wollongong CDAT**.

CDATs across the region plan to use the *Are You Responsible?* campaign. It has already been used in the Shoalhaven, Goulburn and at the Bega Big Day Out!



Action Around the State



The Rainbow Serpent Parade. Picture courtesy of the Coonabarabran Times.

Over 3,000 people attended the Crooked Mountain Concert in **Coonabarabran** on Saturday 20 October 2001. One of the highlights of the event was the Rainbow Serpent Parade sponsored in part by Drugs and Community Action Strategy. The giant Rainbow Serpent (95 metres long) was designed and painted by local school children, and carries healthy lifestyle messages.

Two innovative CDAT projects were recently awarded Commonwealth Community Partnerships Initiative grants to prevent illicit drug use in their local communities. **Orange Community Drug Action Team's** 'Youth for a Positive Future' program aims to provide young people at risk of offending with new skills and opportunities to divert them away from 'at risk' behaviours. The eight-week living skills program incorporates healthy eating, drug education and recreation.

The **Peninsula Community Drug Action Team's** (Central Coast) 'Building a Caring Community' project will provide parents who regularly attend their children's sporting events, with information on drugs, their use and effects. A peer education strategy is also being developed for young people who participate in sporting events to increase their ability to make informed choices relating to drug use.

Hastings CDAT is working with Channel Ten regional television to produce a community service announcement that promotes its work to address drugs issues in the Hastings area (Port Macquarie, Wauchope, Laurieton, the Camden Haven area, and the Hastings Valley). The advertisement is due to go to air in February.

A new and creative project, combining drama and peer education, will help young people in Albury learn about drug related issues. *Breaking Ground* will help the young people involved develop theatre skills, improve their communication skills and allow them to portray issues of concern to young people living in regional and rural areas. This project is based on a recommendation from the **Albury Drug and Alcohol Action Team** and is managed by Albury Council. The Albury Council received \$91,000 from the Casino Community Benefit Fund to help fund this project.

Canterbury CDAT is helping to build links between young people and technology as a drug awareness information medium. A drug information web site will be developed by students at Belmore Boys High. The website will be hosted on the Canterbury Council website.

Gwabegar is a small town of about 300 people situated in the Pilliga Forest in the New England/North West region. Cathy Hastings, Regional Violence Prevention Specialist (Attorney General's

Department), Lizzie Mulder, Project Manager Drugs and Community Action Strategy and Gwabegar community team leaders organised a community information day on 27 November 2001. Information was provided about women's health, alcohol and other drugs, domestic violence and coping with stress. Workers from New England Area Health Service, NSW Police and the Narrabri Family Crisis Centre were invited to present on these topics.

The day before the event the skies opened and torrential rain fell. The roads leading in and out of Gwabegar are not sealed and are often impassable after even light rain, highlighting the isolation of the small town and the issues in relation to access to services. Most presenters could not be there but some threw caution to the wind and hitched a ride with the police officer from Baradine in his four-wheel drive.

The information day went ahead despite the weather conditions and the absence of most presenters. About 15 to 20 people attended and there was dynamic and engaging discussion about violence against women, drugs and parenting. One of the highlights was a sausage sizzle organised by the Gwabegar Youth Group.

A full version of the Gwabegar Information Day article is available on the Drugs and Community Action module in the communitybuilders website at www.communitybuilders.nsw.gov.au/drugs_action



Despite torrential rain, the Gwabegar Information Day went ahead.

Achievements of the Lithgow Drug Action Team



Members of the Lithgow CDAT. Picture courtesy of the Lithgow Mercury.

The **Lithgow Community Drug Action Team** was one of the first CDATs to get up and running under the Drugs and Community Action Strategy in early 2000.

The CDAT did some work identifying the extent and patterns of illicit drug use in the Greater Lithgow Local Government area. From this analysis the CDAT developed four major priority areas for action in the period 2001 – 2002. We are pleased to report that three of the four priorities have received action.

One priority was the development of an intersectoral case management arrangement to address the needs of families in the Lithgow area, who are multiple service users with multiple problems and where drugs are an issue.

An exciting new pilot project has been initiated for 20 families involving representatives from Mid West Area Health, Department of Community Services, Probation and Parole and Housing in a case management protocol that seeks to co-ordinate the input of each of the agencies for each family. This pilot should be completed by mid 2002.

Another priority was the need for quality information on drug effects to be disseminated to young people in the Greater Lithgow LGA. Young people both in and out of school were identified as targets for this information.

With the assistance of the DCAS Special Fund we were able to run a 'Drug Stop' project for young people in the Lithgow area. The Lithgow Youth Housing Program (a CDAT Member) is the lead agency for

this project and is involving staff from relevant government and non-government services. The project will train youth leaders from school populations and young people who have left school with both information about drugs and with the skills to pass this information onto their peers.

Another priority was the engagement of mainstream health service providers such as general practitioners, in the provision of drug and alcohol intervention. We believed this was an important project as many specialist drug and alcohol services have difficulty meeting demand and that there is reluctance by general practitioners to treat drug affected clients.

Coincidentally at about the same time as the CDAT was developing, the Division of General Practitioners implemented a project to encourage general practitioners

to be involved in the shared care of drug affected people. We were able to work closely with the project officer for this project to encourage general practice involvement in the treatment of drug users.

The fourth priority was to increase the capacity of accommodation services to house drug affected young people in the Greater Lithgow area. There is evidence of a significant un-met need for these services, especially crisis accommodation resourced to manage drug affected young people in the Lithgow LGA. We have not yet succeeded in securing increased accommodation but will keep at it!

The CDAT is planning a new round of priority identification to occur early in the year 2002.

Lithgow Community Drug Action Team

Drugs and Community Action Strategy Evaluation

The Review and Reform Division, NSW Premier's Department has commenced an evaluation of the Drugs and Community Action Strategy (DCAS). The evaluation commenced on 12 November 2001 and will continue through to June 2003.

The evaluation examines the Strategy at a Statewide, regional and local level. Questions include: *Does DCAS add value, how and to whom? Does the Strategy change the knowledge, attitudes and behaviour of government and non-*

government workers and community members at a local level? The evaluation will use a mix of qualitative methods and quantitative measures to analyse the Strategy. CDAT members and other stakeholders may be contacted and asked to contribute in some way.

Further information contact:
Dr Elizabeth Coombs, Executive Director
Review and Reform Division
Ph: (02) 9228 4870
E-mail: Elizabeth.Coombs@premiers.nsw.gov.au.

Local Government hosts National Conference on Drugs

The Drugs – National Problems, Local Solutions Conference was held in Brisbane on 4 and 5 December 2001. The Council of Capital City Lord Mayors and the Brisbane City Council jointly hosted the conference. Over 300 people, mainly from local councils across Australia, attended the conference. A major outcome from the conference was the delivery of a Conference Statement, which acknowledged the major role that local councils can and do play in addressing the harms caused by drug use. Excerpts of the conference proceedings will be available on the Brisbane City Council website in late February www.brisbane.qld.gov.au. The NSW Drugs and Community Action Strategy and the work of CDATs were featured in a plenary session.

3rd International Conference on Drugs and Young People 13-15 May 2002

AJC Convention Centre, Randwick, Sydney. Organised by the Australian Drug Foundation, Centre for Youth Drug Studies, in conjunction with the Ted Noffs Foundation and other collaborating organisations. The conference will focus on youth drug policy and practice in prevention, education, community, treatment, and law enforcement, legal and justice issues.

To express your interest in attending the conference please contact the Conference Secretariat, Australian Drug Foundation, PO Box 818, North Melbourne Victoria 3051
Ph: (03) 9278 8108 Fax: (03) 9328 3008
E-mail: events@adf.org.au
Web-site: www.adf.org.au

DRUG ACTION WEEK 24-29 June 2002

DRUG ACTION WEEK provides a great opportunity to promote and highlight the achievements of those working to reduce alcohol and other drug related harm. DRUG ACTION WEEK 2001 saw over 160 activities being held nationwide, from open days, seminars and launches to youth music events, film nights and public forums. You can get involved in DRUG ACTION WEEK 2002 by holding your own event, or by getting involved in other events planned for your area.

Contact your Project Manager for further information.

Who can I contact for more information?

If you would like more information about any of these Government responses to community drug issues, contact the central office staff, Project Manager in your region (see below) or visit the website www.communitybuilders.nsw.gov.au/drugs_action

Project Managers can provide additional resources that explain the Strategies and the work of the Community Drug Action Teams in more detail.

Central Office

General Inquiries – Assistant Project Officer, Community Drug Strategies
Ph: (02) 9228 3731 Fax: (02) 9228 5517

Project Director, Community Drug Strategies

Yvonne Korn
Ph: (02) 9228 5172 Fax: (02) 9228 5517
E-mail: korny@premiers.nsw.gov.au

Project Manager (Statewide Issues)
Liz Junck

Ph: (02) 9228 3583 Fax: (02) 9228 5517
E-mail: junckl@premiers.nsw.gov.au

Regional Offices

Project Manager, Coastal Sydney
Wendy Williamson

Premier's Department – Central office
Ph: (02) 9228 3730 Fax: (02) 9228 5517
E-mail: wendy.williamson@premiers.nsw.gov.au

Project Manager, South Western Sydney
Peter Connie

Premier's Department – Bankstown office
Ph: (02) 9793 1577 Fax: (02) 9793 1865
E-mail: peter.connie@premiers.nsw.gov.au

Project Manager, Western Sydney
Peter Connie

Premier's Department – Parramatta office
Ph: (02) 9633 3233 Fax: (02) 9633 1121
E-mail: peter.connie@premiers.nsw.gov.au

Project Manager, Central Coast/Hunter
Anjali Boronowskis

Premier's Department – Gosford office
Ph: (02) 4337 2300 Fax: (02) 4324 2698 and
Premier's Department – Newcastle office
Ph: (02) 4927 8799 Fax: (02) 4927 8798
E-mail: anjali@premiers.nsw.gov.au

Project Manager, Illawarra/South East
Kristine French

Premier's Department – Wollongong office
Ph: (02) 4224 9903 Fax: (02) 4224 9901
Mobile: 0407 242 340
E-mail: kristine.french@premiers.nsw.gov.au

Project Manager, North Coast
Vacant

Ph: (02) 6648 7229 Fax: (02) 6648 7227

Project Manager,
New England/North West NSW
Lizzie Mulder

Premier's Department – Armidale office
Ph: (02) 6771 4827 Fax: (02) 6771 3658
E-mail: lmulder@bluepin.net.au

Project Manager, Riverina/Murray
Karen MacLean

Premier's Department
Mobile: 0417 268 076
E-mail: karen.maclea@premiers.nsw.gov.au

Project Manager, Western NSW
Annie Fraser

Premier's Department – Dubbo office
Ph: (02) 6881 6377 Fax: (02) 6884 7405
E-mail: afraser@hwy.com.au

Please put me on the mailing list – return slip

Name: _____
Organisation: _____
Address: _____
Postcode: _____
Telephone: _____ Fax: _____
E-mail: _____



Send to: Assistant Project Officer, Community Drug Strategies
Level 32, Governor Macquarie Tower, 1 Farrer Place, Sydney NSW 2000
Fax: (02) 9228 5517