



WELCOME TO THE CRACKS IN THE ICE WEBINAR SERIES



Australian Government
Department of Health



THE UNIVERSITY OF
SYDNEY
—
Matilda Centre



Housekeeping

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This webinar is being recorded and will be made available on the Cracks in the Ice portal, along with a handout of the slides.

3

Please type your questions using the comment box available.



**Best practice media
reporting of Crystal
Methamphetamine**

22nd October, 2019

Everymind

Everymind is a leading national Institute dedicated to reducing mental ill-health, reducing suicide and improving wellbeing for all Australians.

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Session overview

1. Introduction to *Mindframe* for Alcohol and Other Drugs and *Mindframe*
2. Current portrayal of media report of Crystal Methamphetamine
3. Impact of media reporting
4. Guidelines for reporting on crystal methamphetamine.
5. Questions
6. Self-care



Mindframe for Alcohol and Other Drugs



Mindframe for Alcohol and Other Drugs

Guidelines for communicating about
alcohol and other drugs.



- Collaborates with the media and other stakeholders to communicate safely, respectfully and responsibly about alcohol and other drugs (AOD).
- Aim to positively influence the quality of media reporting on AOD-related issues, improve community attitudes towards people living with issues related to AOD use and increase help-seeking behaviour.



Reporting on crystal methamphetamine

Why?

- High level of stigma and discrimination associated with crystal methamphetamine ('ice') use.
- Stigma and discrimination not only affect the person using the drug, but also their families, friends and community.



Current portrayal of crystal methamphetamine

- When crystal methamphetamine is reported in the media it is not always but often reported in a way that is....
 - Alarmist.
 - Contributing to moral panic.
 - Disproportion to actual social issue.
 - Portraying people using methamphetamine as immoral.
 - Focusing on crime.
 - Emotive.



Impact of media reporting

- Media is often the primary source of information on methamphetamine therefore needs to be accurate and helpful.
- Media sensationalism may be shaping public perceptions and anxieties about the scope and magnitude of the problem associated with crystal methamphetamine.
- Can contribute to stigma and negative community attitudes about people who use crystal methamphetamine, which can in turn decrease help-seeking.
- Alarmist media representations can initiate spontaneous, ill-advised policy reactions, with inevitable but detrimental consequences.



The role of the media

The media has a role to play in raising awareness of crystal methamphetamine issues as a public health issue and prevention behaviour.

Promoting better understanding



Reducing stigma



Promoting help-seeking behaviour



Intervene early
and help
increase help-
seeking behaviour



Common myths about crystal methamphetamine

Myth	Fact
Australia is in the grip of an “ice” epidemic.	Although the effects of crystal methamphetamine use can be serious, crystal methamphetamine use is far less common than other illicit substances like cannabis (marijuana) and ecstasy (MDMA).
It is impossible to recover from crystal methamphetamine dependence.	While challenging, with the right treatment and support, recovery from crystal methamphetamine dependence is possible. There are many services available to those seeking help and advice on their drug use.
Crystal methamphetamine will cause psychosis and violence in all people.	Most people who use crystal methamphetamine will not experience psychosis or become violent. These are only potential side effects of using the drug and are more likely to affect people who use the drug regularly or heavily.
If you try crystal methamphetamine once, you’re hooked.	Although crystal methamphetamine is a powerful drug that can cause dependence in some people, not all Australians who use it become dependent on the drug.
People who use crystal methamphetamine differ in appearance to others in the community.	People who use crystal methamphetamine don’t look any different from others in the community.
People using crystal methamphetamine never want treatment.	People who use crystal methamphetamine do access treatment, particularly when it’s in a form that’s appropriate for them and targets the multiple factors that lead to crystal methamphetamine use and its impacts on their life.



Reporting on crystal methamphetamine: The person behind the substance

- Use person-centred language. E.g. instead of ‘ice addict’ describe a person as ‘person who uses crystal methamphetamine.’
- Presenting all people who use crystal methamphetamine as delinquent, psychotic and violent is inaccurate and can lead to further stigma and prevent people from seeking help.
- Be sensitive and remember the way in which a person who uses crystal methamphetamine is portrayed in the media can impact their life as well as the lives of their families and significant others.



Reporting on crystal methamphetamine : Helpful ways

- Report in the context of the prevalence of other drugs such as cannabis, MDMA cocaine, alcohol and tobacco.
- Crystal methamphetamine use is public health issue and media portrayals should reflect this.
- Portraying dependence as a treatable condition.



Reporting on crystal methamphetamine: Harmful ways

- Reporting in a way that encourages panic can increase stigma and discrimination and prevent people from seeking help. For example using the terms “ice epidemic” or “meth-heads are all psychos” perpetuates stigma.
- Sensationalising negative facts about crystal methamphetamine, or selectively reporting about the drug’s prevalence or effects at the expense of accuracy, can cause result in public worry.
- Avoid reporting inaccurate, stereotypical or stigmatising images and descriptions of people who use crystal methamphetamine (e.g. ‘meth mouth’, before and after photos).



Language

Use these terms	Instead of
✓ Crystal methamphetamine use	✗ Ice abuse, ice misuse, problem ice use
✓ Person who uses crystal methamphetamine	✗ Ice user, ice abuser
✓ Person with a dependence on crystal methamphetamine	✗ Ice user, ice addict, meth-head
✓ Person who has stopped using crystal methamphetamine	✗ Clean, sober, drug-free
✓ Person with lived experience of crystal methamphetamine dependence	✗ Ex-ice addict, former ice addict, used to be a...
✓ Currently using crystal methamphetamine	✗ Using again, fallen off the wagon, had a setback



Help-seeking



Crystal methamphetamine support

National Alcohol and Other Drugs Hotline: [1800 250 015](tel:1800250015)

Online resources

Counselling Online:

counsellingonline.org.au

Cracks in the Ice:

cracksintheice.org.au/when-and-where-do-i-get-help

Alcohol and Drug Foundation:

adf.org.au/resources/druginfo/

State-based support

New South Wales: Stimulant Treatment Line -

Sydney metro: [02 9361 8088](tel:0293618088)

Regional and rural NSW: [1800 101 188](tel:1800101188)

Northern Territory: Break the Ice - [1800 131 350](tel:1800131350)

Victoria: Ice Advice - [1800 423 238](tel:1800423238)

Western Australia: Meth Helpline - [1800 874 878](tel:1800874878)



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Mindframe



mindframe.org.au




Case Study- Helpful Communications

NSW Premier launches new inquiry into drug ice

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By [Lisa Visentin](#)
November 12, 2018 – 3:27pm



NSW Premier Gladys Berejiklian has commissioned an inquiry into the drug ice, which will report back by next year on what further measures can be taken to address addiction as well as bolster law enforcement.



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Ms Berejiklian acknowledged there had already been several inquiries into the issue at both national and state levels, as she announced a new Special Commission of Inquiry on Monday.

Pill testing: head of NSW inquiry into amphetamine use visits ACT trial

Commissioner Dan Howard attends Groovin the Moo trial despite Berejiklian government opposing the policy



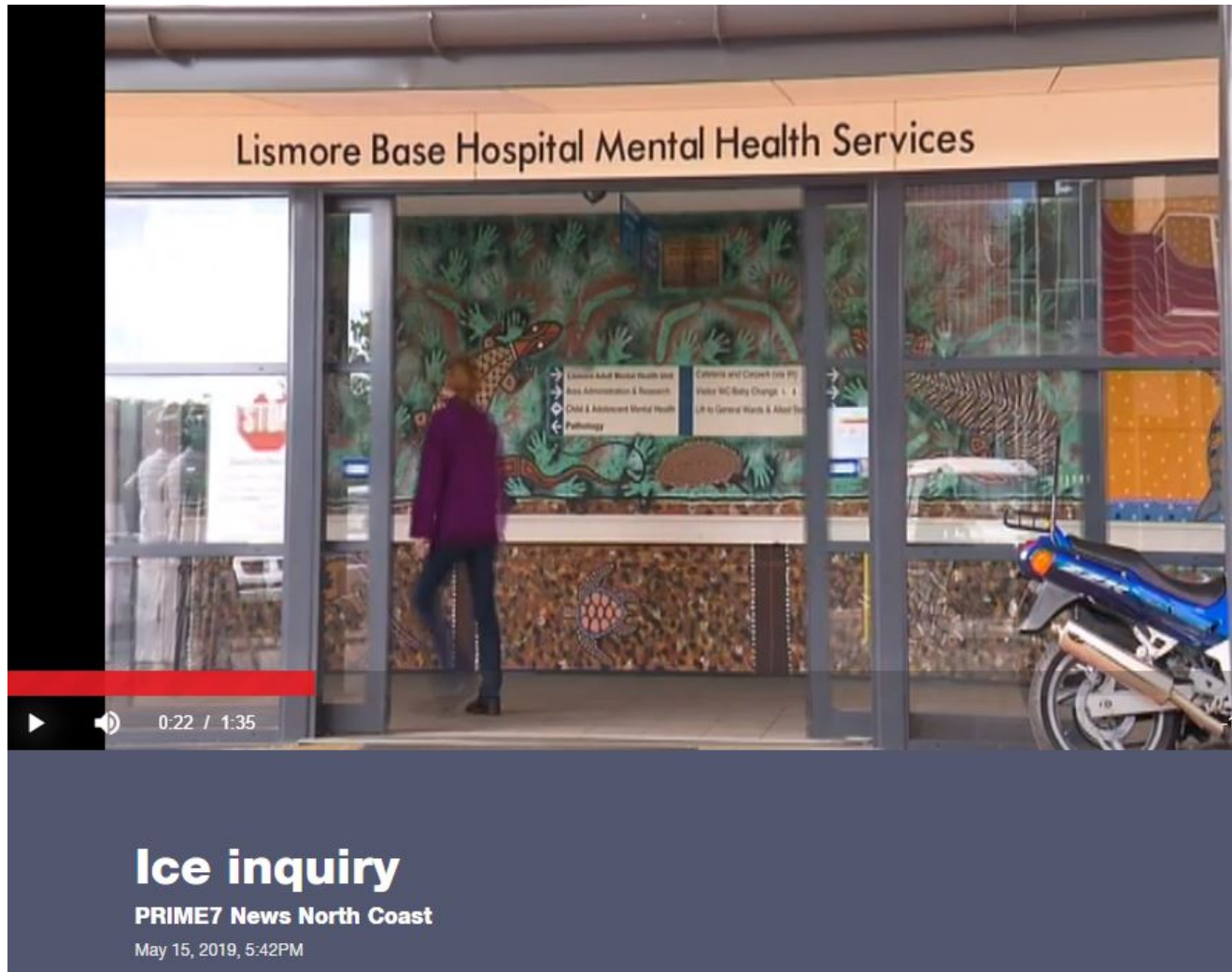
▲ A worker demonstrates the pill testing facilities at the Groovin the Moo festival in Canberra. The head of a NSW drug inquiry visited for a first-hand look. Photograph: Tracey Nearmy/Getty Images

The head of a special inquiry into illicit amphetamine use in [New South Wales](#) visited a pill testing trial in the ACT to get a first-hand look at “the logistics and mechanics” of substance testing, despite the government continuing to say it opposes the policy.

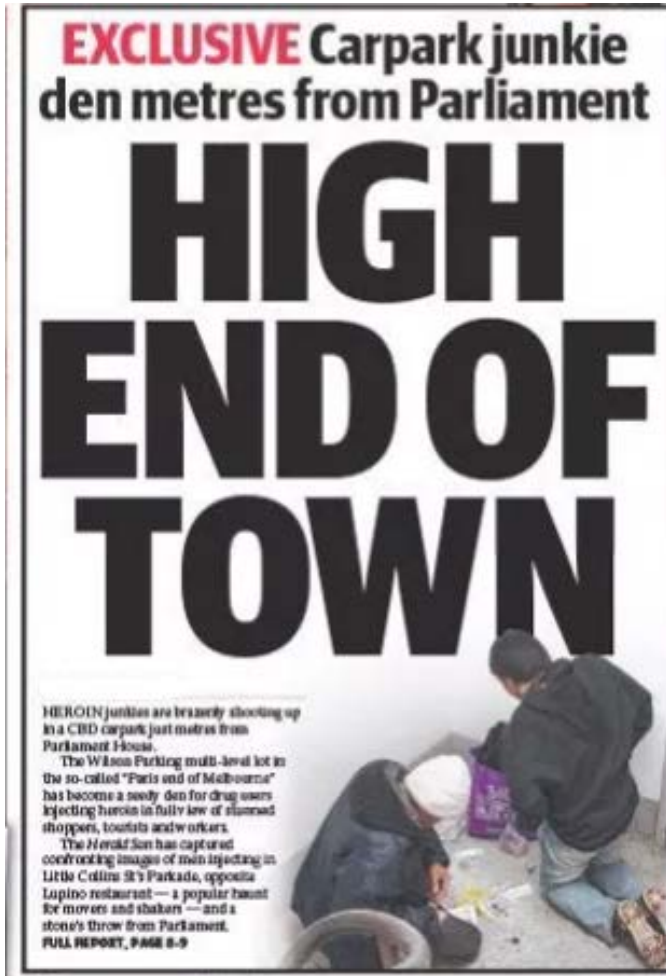
Ahead of the first hearing of the government-commissioned inquiry into the drug “ice” on Tuesday, Guardian Australia can reveal commissioner Dan Howard SC attended a pill testing trial at the Groovin the Moo festival in [Canberra](#) last month.



Case Study- Helpful Communications



Case Study



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Full coverage: Australia's war on ice

Crystal methamphetamine, better known as ice, was declared a "national menace" by Tony Abbott during his time as prime minister.

Highly addictive, the drug can be turned out in makeshift laboratories and has devastating effects on its users.

The impact is perhaps being felt most keenly in rural areas, where health professionals have warned an entire generation is at risk.

With ice-related crime on the rise, a national taskforce has been set up to tackle the problem.

ICE EPIDEMIC



[How ice use affects families and what they can do](#)



Mindframe and Cracks in the Ice resource

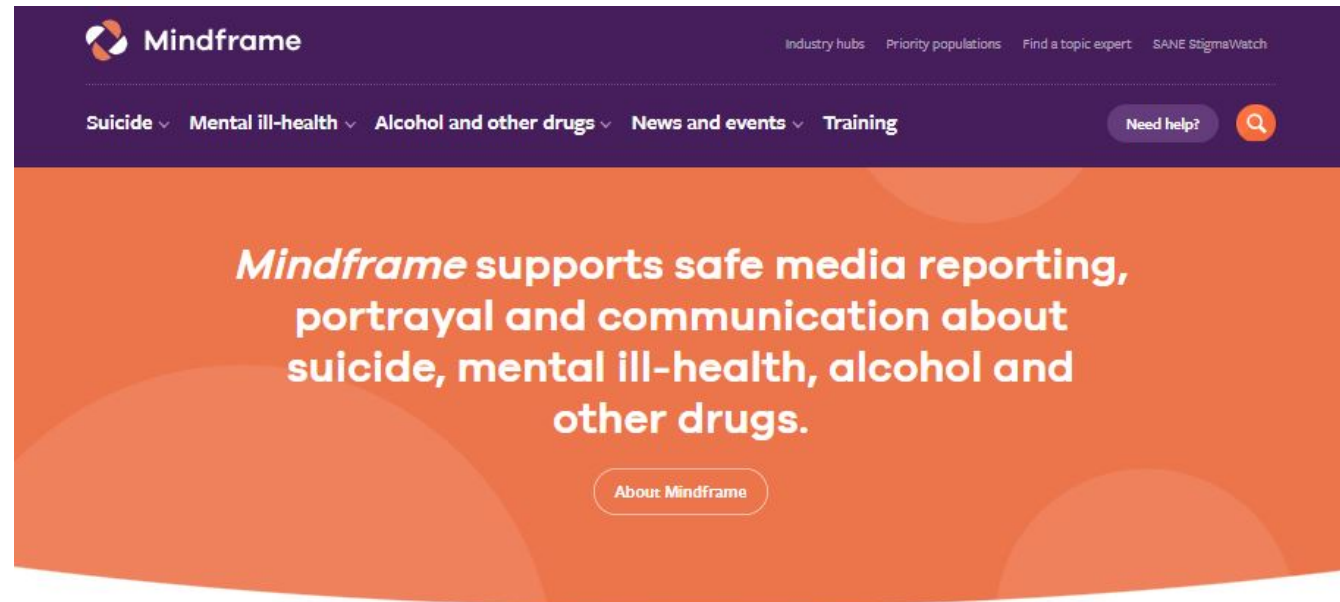
- *Cracks in the Ice* and *Mindframe* have created a resource for reporting on crystal methamphetamine.
- It will be ready and released in a couple of weeks.
- This resource is to be used alongside the *Mindframe* for Alcohol and Other Drugs guidelines.



Mindframe



Mindframe resources: website



FIND GUIDANCE FOR COMMUNICATING ABOUT



Thank you!

www.mindframe.org.au

Twitter: [@MindframeMedia](https://twitter.com/MindframeMedia)

Mindframe@health.nsw.gov.au



Self-care

Talk to someone you trust or contact a service if in need of immediate support.



Alcohol and Other Drugs Support

National 24/7 Alcohol and Other Drugs Hotline: [1800 250 015](tel:1800250015)

Other 24/7 support services

Counselling Online: counsellingonline.org.au

Family Drug Support: [1300 368 186](tel:1300368186)

Lifeline: [13 11 14](tel:131114)

Kids Helpline: [1800 551 800](tel:1800551800)

Beyond Blue: [1300 224 636](tel:1300224636)

MensLine: [1300 789 978](tel:1300789978)

Other resources

Turning Point: turningpoint.org.au

Alcohol and Drug Foundation: adf.org.au

Positive Choices: positivechoices.org.au

Head to Health: headtohealth.gov.au

headspace: headspace.org.au

ReachOut: au.reachout.com



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