



Cracks in the Ice Evaluation 2022: Summary of Results

What was the aim of the evaluation?

The *Cracks in the Ice* team conducted an online evaluation survey between February and April 2022. The main aims of the survey were to:

1. Determine if the *Cracks in the Ice* toolkit is continuing to meet the needs of its target audience
2. Assess whether the February 2021 redesign improved site usability and engagement
3. Evaluate whether improvements in knowledge and attitudes associated with using *Cracks in the Ice* are sustained over the long term

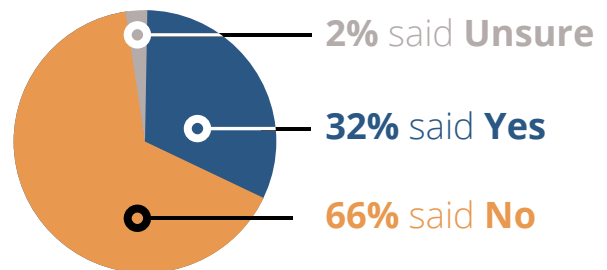
Ethics approval was obtained from the University of Sydney (Project number: 2018/844) Human Research Ethics Committee.

Who were the participants?

Participants were Australian community members aged 18 or over. They were recruited through the *Cracks in the Ice* website, Facebook page, Twitter page and e-newsletter, as well as through paid Facebook advertising.

A total of 736 community members completed the survey. Participants included people who reported previously using crystal methamphetamine, families and friends of people who use crystal methamphetamine, health professionals, and general community members.

Had participants visited *Cracks in the Ice* before



Average age was **41.3 years**



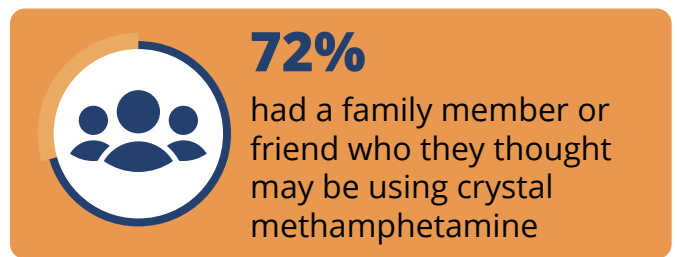
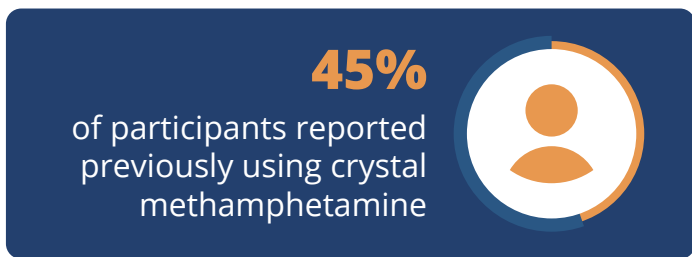
67% female



50% from metropolitan areas



37% from regional areas
13% from rural/remote areas



Participants who reported previously using crystal methamphetamine and families and friends of people who use crystal methamphetamine were invited to complete a follow-up survey one month later.

73 participants completed the follow-up survey, and 77% had visited *Cracks in the Ice* since completing the baseline survey. Of the 73 participants, 49% reported having previously used crystal methamphetamine, and 84% had a family member or friend who they thought was using crystal methamphetamine.

What did the survey find?

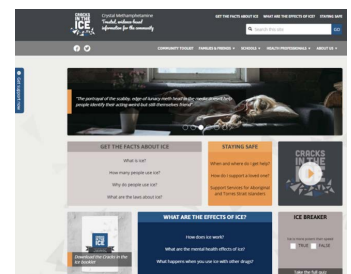
Strengths

Overall, the survey results indicated that the ***Cracks in the Ice* toolkit continues to be helpful, clear in its purpose, strong in its evidence-base and non-stigmatising.**

The survey found that the toolkit was meeting the needs of its target audiences, particularly family and friends and health workers, and had good site usability. Participants also thought that the *Cracks in the Ice* redesign in 2021 improved the site.



Redesign



Initial design

The follow-up survey indicated that exposure to *Cracks in the Ice* was associated with improved knowledge about crystal methamphetamine for up to one month.

Stigmatising attitudes were overall lower compared to the 2018/2019 evaluation with 52% of participants agreed that people needed to be more sympathetic towards people who used crystal methamphetamine. However, stigmatising attitudes were still evident and approximately one in two participants agreed that they avoid people who use crystal methamphetamine whenever possible. Forty percent of participants also agreed that a person who uses crystal methamphetamine could recover if they just stopped using. Also, 71% of people who reported ever having used crystal methamphetamine had experienced discrimination because of their crystal methamphetamine use.

Service availability, both public and private, continues to remain an issue for the community. Almost half of people who had used crystal methamphetamine thought that service availability was 'poor' or 'extremely poor', and this issue was worse for people living in regional, rural and remote areas.

Areas for improvement

- **More resources could be developed for people who use crystal methamphetamine**, as this target audience were less satisfied with *Cracks in the Ice* compared to family and friends and health workers.
- Future content and educational resources on *Cracks in the Ice* focused on **reducing the stigma and misconceptions** around crystal methamphetamine in the Australian community.

- Website fact pages and/or motivational tools will be developed to **address the main barriers to help seeking** reported by people who use crystal methamphetamine.
- Continue to explore how the *Cracks in the Ice* can better serve people in **regional, rural, and remote areas** of Australia.
- Additional **promotion and dissemination** of *Cracks in the Ice* to extend reach into communities and better support those impacted by crystal methamphetamine.

What Next?

Challenging the stigma and attitudes towards people who use crystal methamphetamine, improving site usability and improving access and resources, particularly for people from regional and rural areas will be a focus of the toolkit in the future. The survey results will be further analysed to investigate if interaction with *Cracks in the Ice* impacts help-seeking/barriers to care and attitudes towards people who use crystal methamphetamine.

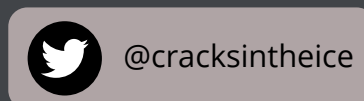
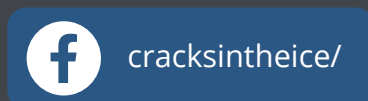
We would like to thank the many community members from around the country who provided their input and feedback during the evaluation of this resource, and who so generously shared their experiences and stories.



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