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# WELCOME TO THE CRACKS IN THE ICE WEBINAR SERIES



Australian Government  
Department of Health



UNSW  
AUSTRALIA

NDARC

National Drug &  
Alcohol Research Centre

**NDRI**  
national drug research institute



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# Tackling stigma in a 2018 environment

Mr Jack Nagle



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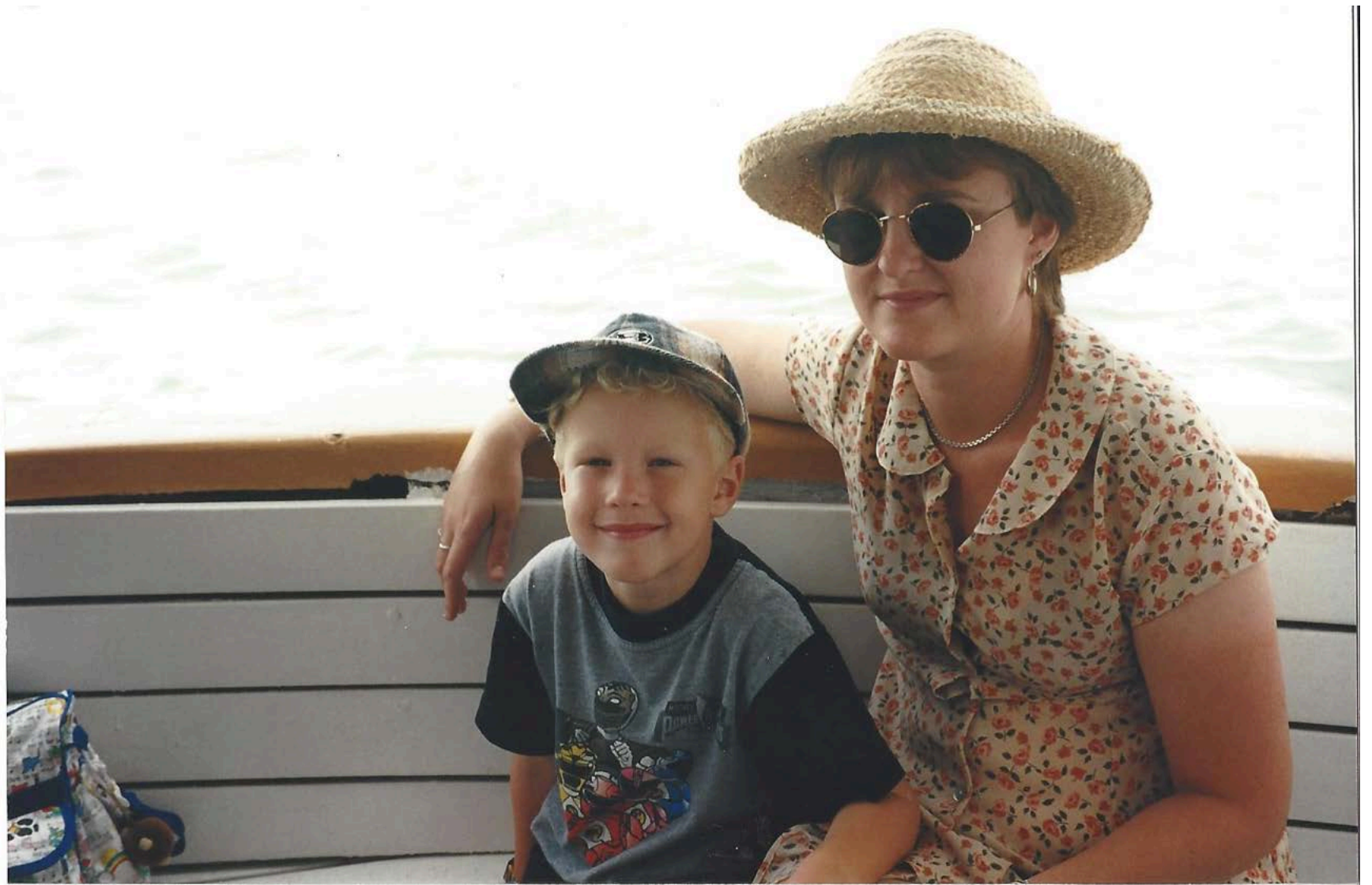
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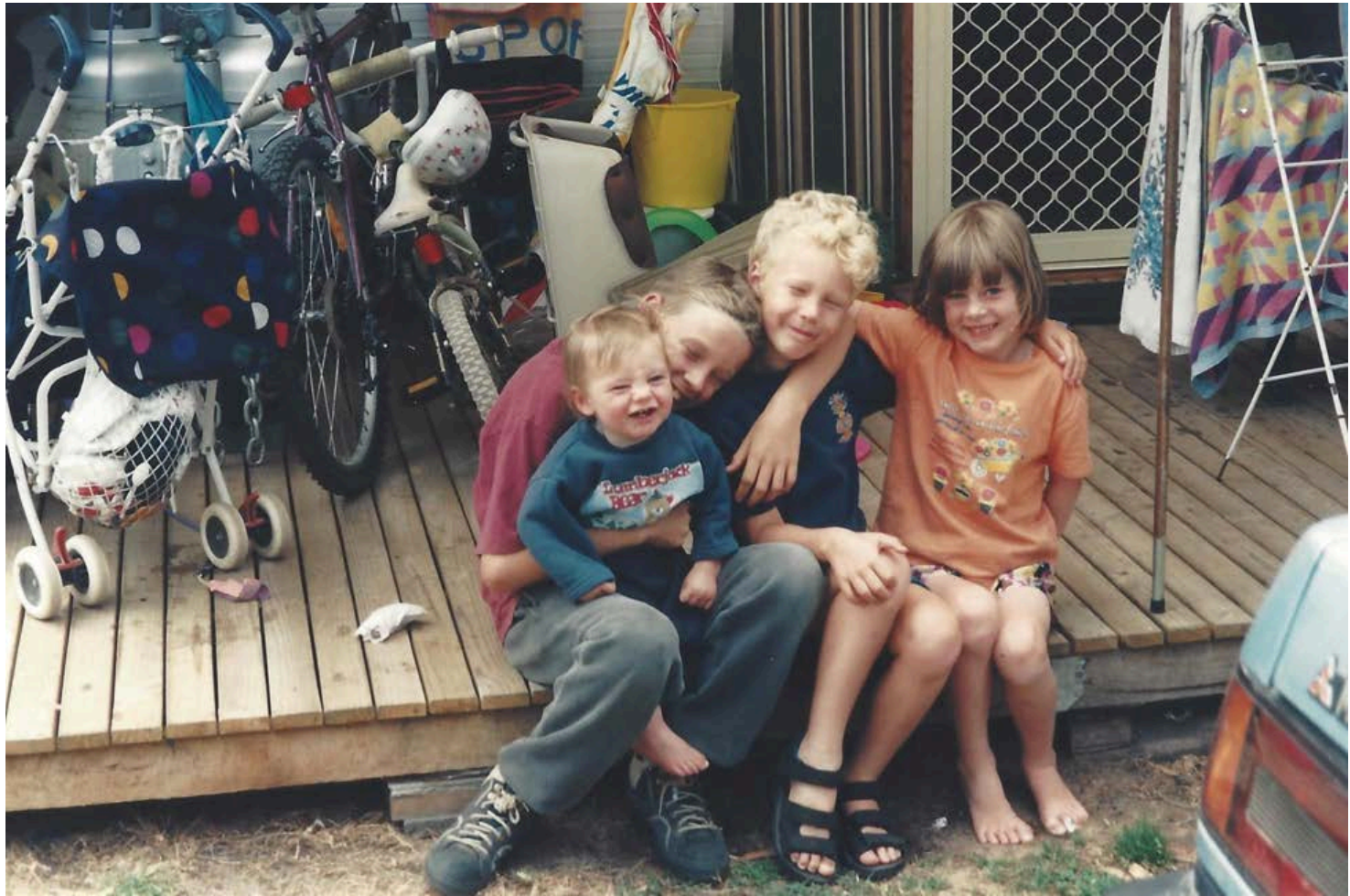


# REALDRUGTALK

*"Shifting the paradigm in dealing with addiction"*











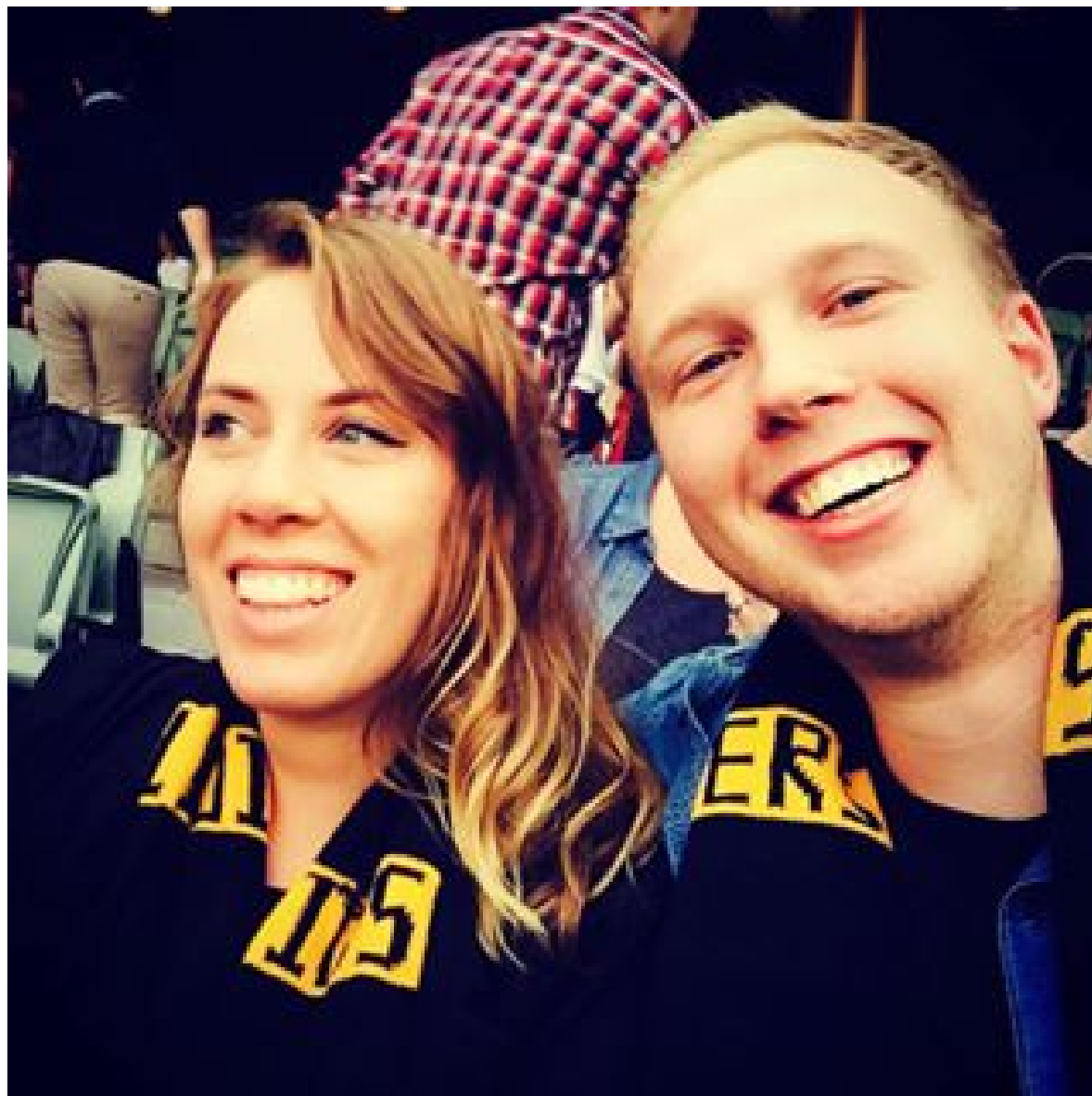
## Melbourne Tigers U18.1 '08

Back row : Andrew Gaze (coach), Sam Patrick #50, Michael Matsias #9, Ben Kelly #14, Thomas Chambers #5, Carolyn Preston (manager)

Front row : Jeff Crowe #23, Matt Preston #8, Jack Nagle #7, Izaack Woodley #10, Igor Hadziomerovic #12.









# ICE NATION

WARNING: GRAPHIC CONTENT



## EXCLUSIVE Victorian-first tests reveal alarming spread of deadly drug



**AN** unprecedented analysis of waste water has revealed the extraordinary extent of the use of the drug ice in Victoria.

Testing at one Melbourne sewage treatment plant on just one day showed that one litre of methamphetamine had been consumed for every 50 people.

Further damning details about the destructive grip of ice on Victoria are expected to be revealed in a report of a state

**SHELLEY HADFIELD**

parliamentary inquiry today. And the Herald Sun can reveal that:

**VICTORIA:** Police will get \$4.5 million extra so all state highway patrol officers can use drivers for drugs, including ice.

**EXPERTS** found the highest traces of methamphetamine in sewage in the area taking in Melbourne's east and CBD.

**THE** Victorian Government will now roll out wastewater drug testing statewide.

**A** SEPARATE Pekington Institute assessment of the impact of methamphetamine, including testing of sewage taken from five Victorian sites and data from more than 40 interviews, found that use of the drug is driving an increase in incidents of domestic violence.

**YOUR STORIES THE TERRIBLE TOLL P4-5**

## Sorry? Shaw he is

**ANNIKA SMETHURST**  
STATE POLITICS REPORTER

**REBEL** MP Geoff Shaw "humbly and sincerely" apologised to State Parliament yesterday — then later told the Herald Sun the reason he went through as a "political farce".

The Frankston MP was suspended from Parliament in June as part of a government motion that also ordered him to repay almost \$7000 for misusing his parliamentary car and to apologise.

But less than an hour after his own apology, Mr Shaw complained about the experience.

"It's all a political farce... for the Government to bring it up and to make all these hoops to jump through," he said.

"I complied with the motion and I said that I was sorry."

Asked whether he was sincere, Mr Shaw said the House had decided that he was.

## Tax axe hits super

**WORKERS** will retire with less superannuation but have more money in their pockets after the Abbott Government cut a deal to kill the mining tax.

The superannuation guarantee will be frozen at 9.5 per cent until 2021. It won't rise to 12 per cent until 2025.

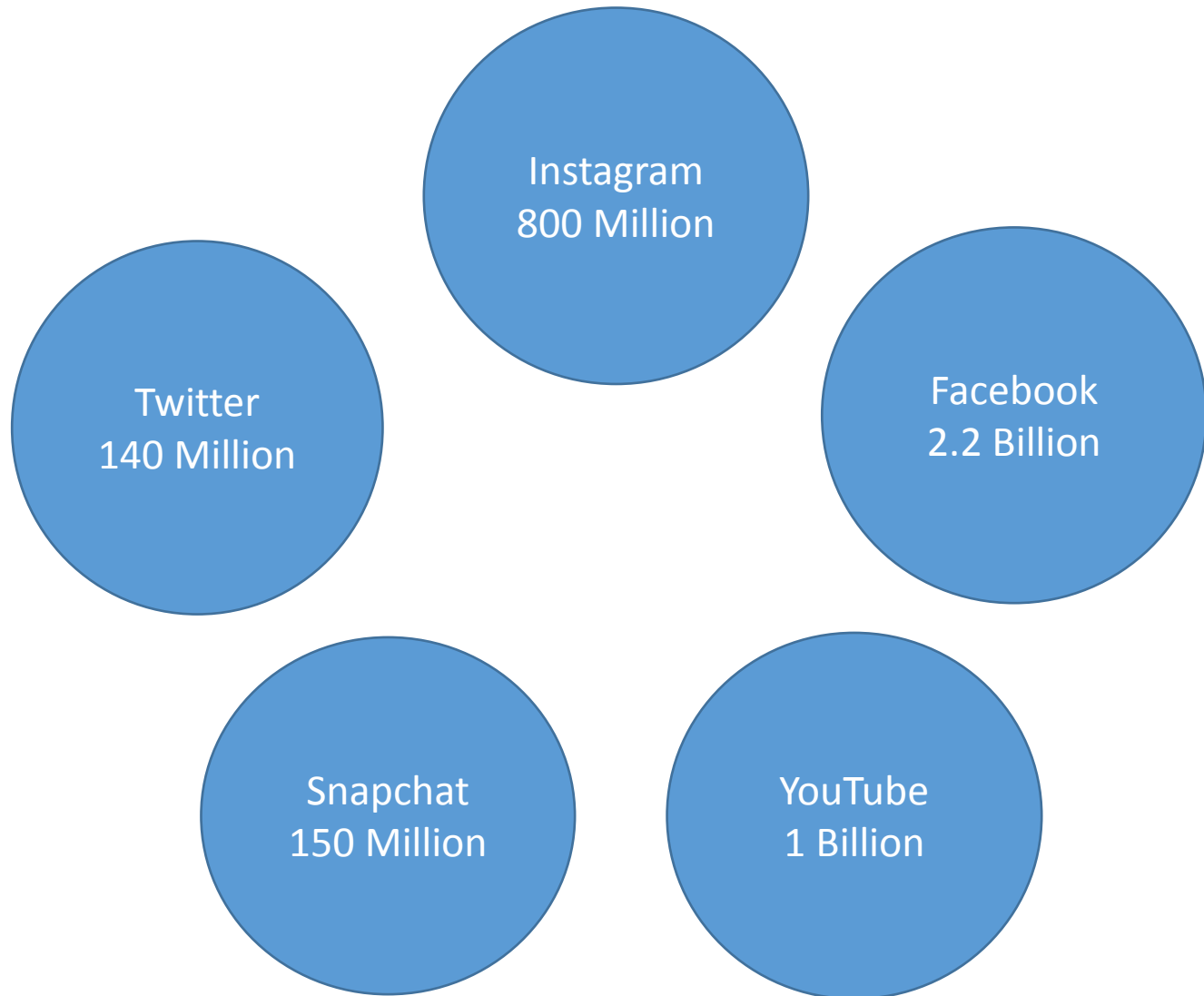
Prime Minister Tony Abbott believes by delaying the rise, workers will have more money in their pockets now.



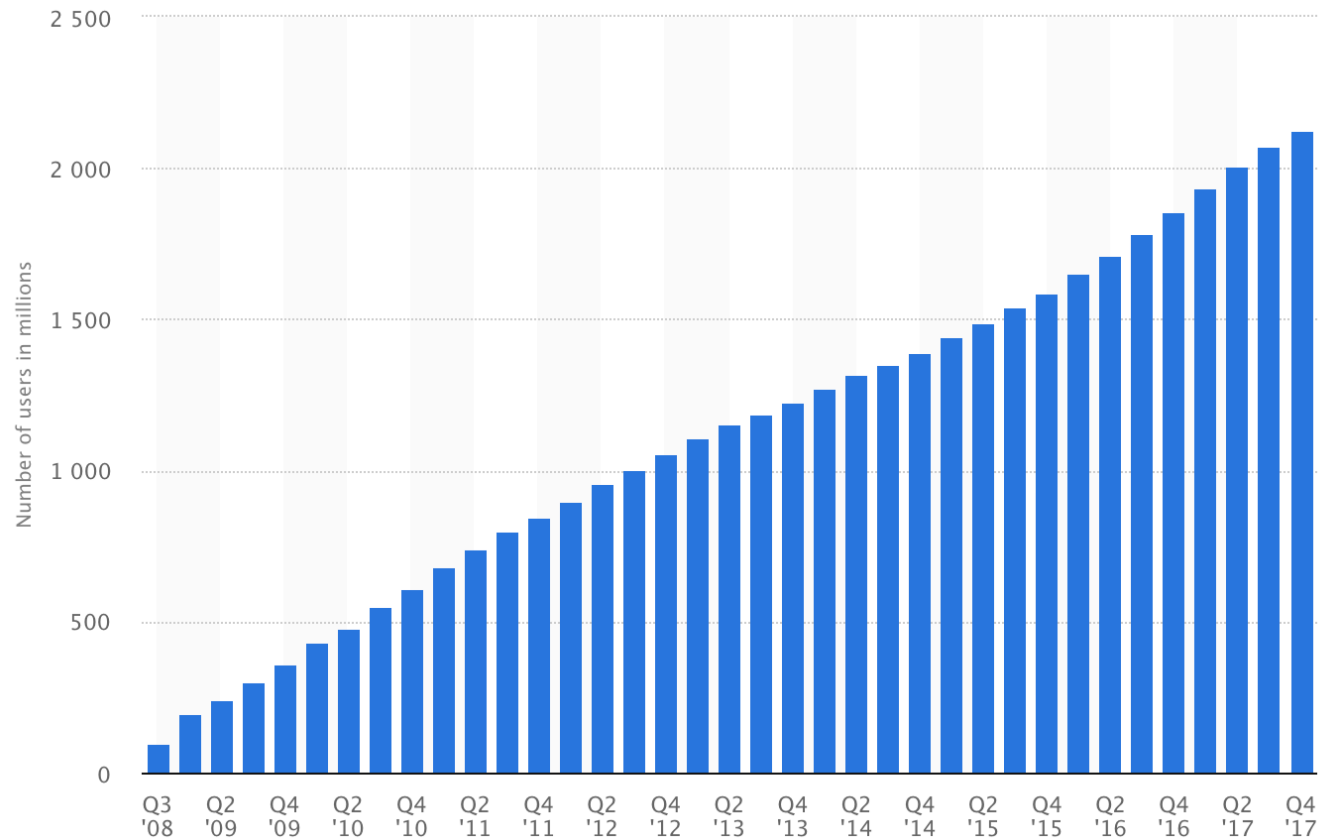
*“Addiction is not the entirety of me. I am me; I am not just my addiction. There is a lot of other stuff to love.” — Ryan Sachse*



# Social Media Users



# Number of monthly active Facebook users worldwide 2017 (in millions)



# Breaking down the stigma

- Using the power of social media
- Smarter targeted campaigns  
e.g. storytelling
- Thinking about it as a business  
i.e. research and target marketing



# REALDRUGTALK

*"Shifting the paradigm in dealing with addiction"*



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@Real\_DrugTalk



Jack Nagle



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# Thank you

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Find out more at:

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