

# Media Guidelines for Communicating About Crystal Methamphetamine



*This resource is by Mindframe and Cracks in the Ice.*

*These evidence-informed guidelines are designed to assist the media in reporting safely and responsibly on crystal methamphetamine ('ice').*



**Summary:** These evidence-informed guidelines are designed to inform, support and empower media to report safely and responsibly on crystal methamphetamine ('ice') in ways which minimise harm, stigma and discrimination while maximising help-seeking behaviour.

The guidelines include detailed information on:

- Communicating about someone who uses crystal methamphetamine
- Helpful ways to communicate about crystal methamphetamine
- Harmful ways to communicate about crystal methamphetamine
- Language advice
- Help-seeking information and services

The guidelines are supported by two brief resources:

- **Myths card:** convenient information on some common myths about crystal methamphetamine
- **Language guide:** what terms to use when referring to someone who uses crystal methamphetamine

**Developers:** This resource was developed through a partnership of Mindframe for Alcohol and Other Drugs and Cracks in the Ice, and reviewed by content experts, people with lived experience and media professionals.



Crystal Methamphetamine  
*Trusted, evidence-based  
information for the community*

GET THE FACTS ABOUT ICE

WHAT ARE THE EFFECTS OF ICE?

STAYING SAFE

[www.cracksintheice.org.au](http://www.cracksintheice.org.au)



**Mindframe**

**Year:** 2019

**Cost:** Free

**Evidence base:** This resource has undergone expert review.

[Access the Crystal Methamphetamine in the Media communications guidelines](#)



Australian Government  
Department of Health, Disability and Ageing

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