

CRACKS IN THE ICE

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

PROMOTION KIT

CRACKS IN THE ICE IS AN ONLINE TOOLKIT PROVIDING TRUSTED, EVIDENCE-BASED, AND UP-TO-DATE INFORMATION AND RESOURCES ABOUT CRYSTAL METHAMPHETAMINE (ICE) FOR THE AUSTRALIAN COMMUNITY.

In April 2015, the Australian Government established a National Ice Taskforce to provide advice to Government on the impacts of ice (crystal methamphetamine) in Australia and actions needed to address this growing problem. The Final Report of this Taskforce stated that "The first priority must be supporting families, workers and communities to better respond to people affected by ice." (Commonwealth of Australia, Department of the Prime Minister and Cabinet, Final Report of the National Ice Taskforce, 2015).

As part of a coordinated response to this need the Australian Government Department of Health funded development of Cracks in the Ice, an online toolkit to provide evidence-based information about ice (crystal methamphetamine) for the Australian community.

In 2017, Cracks in the Ice was recognised by the Australian Rotary Health Knowledge Dissemination Award at the Society for Mental Health Research Conference. The award was for excellence in bridging the gap between knowledge gained through research and the dissemination of that knowledge to clinicians, consumers and carers, and its implementation into policy and practice.

In 2021, Cracks in the Ice was also awarded the TheMHS Award for Mental Health Promotion or Mental Illness Prevention by the Mental Health Services (TheMHS) Learning Network at the annual conference. The award recognised an outstanding impact in mental health promotion.

The Cracks in the Ice portal was updated in 2021 with an improved design and user experience based on feedback from over 2000 Australians including people who use ice, their families and friends, health professionals and community members.

WHO IS BEHIND CRACKS IN THE ICE?

Cracks in the Ice was developed with input from community members across Australia in consultation with researchers from the Matilda Centre for Research in Mental Health and Substance Use, the University of Sydney, the National Drug and Alcohol Research Centre, University of New South Wales, the National Drug Research Institute, Curtin University, and the Centre for Brain and Mental Health Research, the University of Newcastle.

For more information, please visit:
cracksintheice.org.au/about-cracks-in-the-ice

KEY MESSAGES ABOUT CRACKS IN THE ICE

- Access the toolkit at cracksintheice.org.au
- The Cracks in the Ice Community Toolkit was informed by input from over 500 community members from around Australia.
- It was developed in collaboration with researchers from the Matilda Centre for Research in Mental Health and Substance Use, the University of Sydney, the National Drug and Alcohol Research Centre, University of New South Wales, the National Drug Research Institute, Curtin University, and the Centre for Brain and Mental Health Research, the University of Newcastle.
- The toolkit provides the Australian community with trusted, evidence-based information and resources about crystal methamphetamine or ice.
- It has resources for everyone in the community including people who use ice, family and friends, parents, community groups, teachers, and health professionals.
- There is a dedicated section for community members holding forums on ice in their own community with tools such as presentations and handouts.
- The toolkit provides a range of evidence-based resources including fact sheets, guidelines, and printable handouts covering information about the effects of ice, tips for how to stay safe, and information about where, when and how to get help or support.
- A smartphone app (iPhone and Android) is available and provides offline access for Australians who often do not have reliable internet access, such as regional and rural residents.



CRACKS IN THE ICE SOCIAL MEDIA

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FACEBOOK

USE THESE POSTS TO PROMOTE CRACKS IN THE ICE:

The Cracks in the Ice Community Toolkit is an online toolkit providing the Australian community with trusted, evidence-based information about crystal methamphetamine (ice). Find out more at cracksintheice.org.au.

Cracks in the Ice is an online community toolkit providing the Australian community with trusted, evidence-based information about crystal methamphetamine (ice). Subscribe to receive email updates about Cracks in the Ice cracksintheice.org.au/subscribe or find out more at cracksintheice.org.au.



TWITTER

USE THIS POST TO PROMOTE CRACKS IN THE ICE:

Check out the latest resources and information available about crystal methamphetamine for community, education & health groups. Go to cracksintheice.org.au

Want to know more about crystal methamphetamine, 'ice'? Go to cracksintheice.org.au



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CRACKS IN THE ICE IMAGES FOR DISTRIBUTION

Download high resolution versions from
cracksintheice.org.au/community-toolkit/promotion-kit



CRACKS IN THE ICE



cracksintheice.org.au



Australian Government

**Department of Health
and Aged Care**



THE UNIVERSITY OF
SYDNEY
—
Matilda Centre