“LEGAL HIGHS, LETHAL LOWS”: A LOCAL HARM MINIMISATION CAMPAIGN

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BACKGROUND

The campaign, launched in December 2012, aimed to highlight the risks of legal highs and recreational substance misuse over the Christmas holiday period. It was re-launched in April 2013 to run throughout the autumn to offer harm minimisation advice to those enjoying music festivals and student fresher’s weeks across Leicestershire & Rutland.

PHASE ONE (Dec 12-Jan 13)- METHODOLOGY

- Posters campaign within local bars, taxis, educational establishments and drug and alcohol treatment services across Leicestershire & Rutland.
- Free Downloadable phone application game called “Life is a Dance Floor” with a competition to win an iPad mini.
- Social network, local radio and youth website promotion.
- Daily news and tweets via social media and the dedicated campaign website www.legalhighslethallows.co.uk

PHASE TWO (Apr–Sept 2013)- METHODOLOGY

- New posters campaign aimed to music festivals within educational establishments and drug and alcohol treatment services across Leicestershire & Rutland.
- New competition to win an iPhone 5 playing our game “Life is a Dance Floor”.
- Promotional staff with branded t-shirt showing a QR code at the Glaston Budget Music Festival’s car park (May 2013), distributing business cards and talking to the visitors about the campaign and the competition to win an iPhone 5.
- Digital tablet questionnaire for festival attendees, over 500 participants answering a range of questions on legal highs.

PHASE ONE- RESULTS

- Over 1000 people visited www.legalhighslethallows.co.uk during this phase, reaching people in Canada, USA, Mexico, Brazil, Australia, India, Portugal, Spain, France and many other countries.
- Not just in the local media, “Legal Highs, Lethal Lows” has been in the national media such as DrugScope, Swanswell or Angelus Foundation, publishing links and news about this successful local campaign.
- The Facebook page has reached people mainly between 18-34 years old and the number of followers on twitter is continuously increasing.
- Increment of submissions asking for help with problems related to legal highs through the online Treatment Journey section of the Substance Misuse Strategic Team website (www.drugs.org.uk)

PHASE TWO –NEXT STEPS FRESHERS WEEK (SEPTEMBER/OCTOBER 2013)

- Student interaction with a member of staff taking photos to create a photomap of Leicestershire that will be uploaded to the Facebook page.
- New competition prizes (iPad Mini and 10 railcards) playing our game “Life is a Dance Floor”.
- Web Banner on Loughborough Students’ Union website.
- Event promotion through Facebook, Twitter and the dedicated campaign website www.legalhighslethallows.co.uk

For more information visit www.legalhighslethallows.co.uk