Cracks in the Ice End-user Consultation: Summary of Results

SURVEY 1

What were the aims of the study?

An online survey was conducted to better understand the information needs about ice (crystal methamphetamine) among the Australian community, and to inform the development of an online website about ice for the community. Ethics approval was obtained from the UNSW Human Research Ethics Committee in December 2015 (HC15732). Participants were invited to complete an online survey asking questions about the following topics:

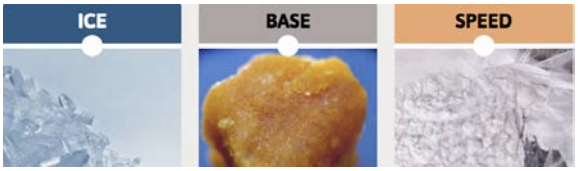
- Patterns of ice use
- Consequences of use
- Help-seeking preferences
- Topics of most interest
- Reasons for visiting a website about ice

Who were the participants?

Members of the Australian community (aged 16 years and over), were recruited through Facebook advertisements over a 2 week period from December 2015 to January 2016. A total of **451 participants** (55% female, mean age = 28.8 years) completed the survey. Of these, 5% identified as Aboriginal or Torres Strait Islander, 27% were students, 31% parents, 5% health professionals and 2% teachers.

What did the survey find?

Use of methamphetamines, including ice:



- **38%** (n=155 people) had used some form of methamphetamine in their lifetime (including ice, base or speed).
- **30%** (n=137) had used ice in their lifetime,

and of these individuals, **22%** reported using weekly and **64%** had been using ice for more than one year.

Consequences of use

- **29%** (n=130) had experienced family or relationship problems as a result of their own or someone else's ice use.
- **20%** (n=86) had been pushed, hit or assaulted by someone using ice.

Help-seeking preferences

Receiving help from a friend or family member for problems relating to ice use was the preferred source of help, followed by seeking help from a counsellor or a psychologist, or a general practitioner.

Reasons for visiting a website about ice

Reason*	%
To get information for myself	**41%**
To find out how to get help for a friend/family member	**30%**
I've heard the term 'ice epidemic' and want more info	**27%**
To get information for a friend/family member	**27%**
To find out how to get help for myself	10%
I'm a health profession and want more information to help a client	6%
I'm interested in trying ice in the future and want to know more before I do	3%
I'm a teacher looking for educational resources to use	0.7%

**Participants could choose multiple responses*

The community also wanted additional information about:

- How to help a family member using ice
- How to protect yourself from aggressive behaviour
- Long-term effects of ice
- Ice and the law
- Warning signs of dependence

Summary

- This survey provided important insights into the information needs of the Australian community in relation to crystal methamphetamine (ice).
- Results indicate that community members want evidence-based information about ice, particularly about how to help a friend or family member.
- The results of this study were used to inform the initial development of the online toolkit about crystal methamphetamine, *Cracks in the Ice.*

SURVEY 2

What was the aim of the study?

An online survey was conducted to gain feedback about the beta-version of the ***Cracks in the Ice*** online toolkit and companion booklet. Participants were asked to comment on the content and language, design, layout, images and navigation. Ethics approval was obtained from the UNSW Human Research Ethics Committee in July 2016 (HC15732).

Who were the participants?

Members of the Australian community (aged 16 years and over), were recruited through Facebook and Twitter, as well as through the research teams' personal and professional networks. Recruitment and beta-testing took place over a 5 week period during August and September 2016. A total of **41** community members (49% female, mean age = 31 years) completed the online survey. Of these, 39% were parents, 36% were students, 17% were health professionals and 5% were teachers. Participants had a wide range of occupational backgrounds (e.g., business owner, AOD worker, early education worker, tradesperson).

Participants were asked to complete and online survey to give feedback about:

- General impressions of the website,
- Ease of navigation,
- Whether the content was easy to understand and informative,
- How much they liked/disliked the images and infographics used on site, and
- Likelihood of engaging with specific website features (e.g., a quiz).

Participants were also asked about the design and layout and; the amount and order of content in the accompanying *Cracks in the Ice* booklet.

What did the survey find?

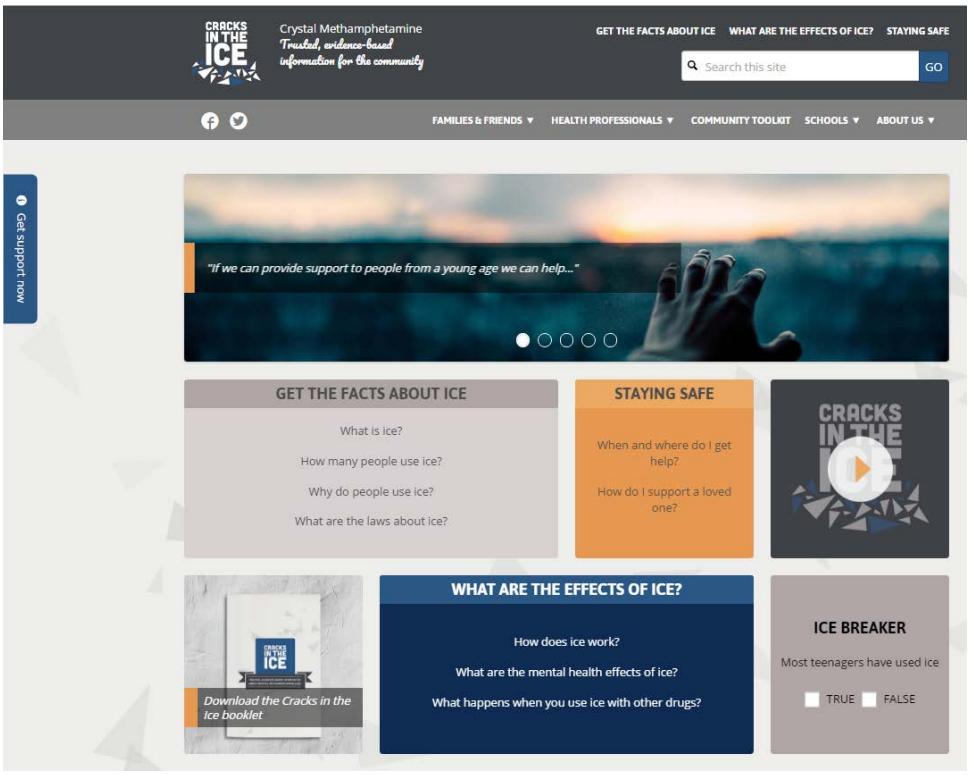
Overall, feedback on the beta-version of the *Cracks in the Ice* website and accompanying booklet was very positive. All participants (**100%)** rated the content as easy to understand and informative and **93%** rated the site's navigation as 'good' or 'very good. A sample of open-ended responses is given below:

- ✓ *"Very simple layout. Very digestible".*
- ✓ *"Communities is great as it's important for people to feel like they are not alone".*
- ✓ *"Staying Safe is good, it ties in with a non-judgemental approach to those who may be using or intending to use without alienating them"*
- ✓ *"The variety of different sources people can access for help is great".*
- ✓ *"I like Starting the Conversation as this is one of the hardest parts of dealing with an ice user. It is well set out and understandable".*
- ✓ *"It invites the reader rather than attempting to frighten them."*

Commonly identified areas for improvement on the toolkit related to increasing the level of engagement and personal connection, increasing ease of navigation and balancing the "low prevalence, high impact" message. For the Cracks in the Ice booklet, suggestions for improvement related to the inclusion of case studies and information on why people use ice.

What Next?

On the basis of the beta-testing feedback, a number of changes were made to the content, design and layout of the website, including the incorporation of personal stories and experiences, new images and infographics and features to improve ease of navigation e.g. drop-down menus, show/hide functionality.



We would like to thank the many community members from around the country who provided their input and feedback during the development of this resource, and who so generously shared their experiences and stories. **The *Cracks in the Ice* toolkit can be viewed at www.cracksintheice.org.au**

CRACKS IN THE ICE

Crystal Methamphetamine
Trusted, evidence-based information for the community

FOR MORE INFORMATION AND UPDATES ABOUT THE LAUNCH OF THE SITE, SUBSCRIBE NOW AT:

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Cracks in the Ice

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