



***From “Alcohol is a Drug – TOO!” to “Looking after YOUR Mind!”***

### **ADCA creates a new partnership with the National Illicit Drugs Campaign**

The Alcohol and other Drugs Council of Australia (ADCA) has announced a new partnership with the Australian Government’s National Drugs Campaign (NDC) offering Drug Action Week organisers the ability to order free NDC promotional material.

“ADCA is pleased to be working with the National Illicit Drugs Campaign,” the Chief Executive Officer of ADCA, Mr David Templeman said. “These additional resources enable event organisers to provide materials to satisfy the increasing demand created by the continuing success of Drug Action Week.”

In addition to the Drug Action Week promotional packs, the NDC resources available include:

- youth booklets describing the harmful effects of drug use and directing young people to relevant support services;
- posters featuring the six print advertisements developed for this stage of the NDC;
- postcard depicting a clandestine ecstasy laboratory; and
- glow-in-the-dark wristbands featuring the NDC logo and website address.

More information about the resources and an online order form are available on the NDC website at: <http://www.drugs.health.gov.au/internet/drugs/publishing.nsf/Content/campaign-resources>

Please place your order before 5 pm Friday 4 June using the online form or by emailing [nationaldrugscampaign@health.gov.au](mailto:nationaldrugscampaign@health.gov.au) to allow for postage in time for the beginning of Drug Action Week.

The Drug Action Week promotional packs are fast running out. So far over 400 events have been registered, and ADCA is expecting to again reach its 600 event target for 2010. Register for the DAW promotional material at [www.drugactionweek.org.au](http://www.drugactionweek.org.au) by Friday 4 June to receive your pack.

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