



FROM TREATMENT WORKS WEEK TO ALCOHOL IS A DRUG – TOO! AND BEYOND

14 YEARS OF THE DRUG ACTION WEEK STORY

The Alcohol and other Drugs Council of Australia (ADCA) initiated Drug Action Week (DAW) as “Treatment Works Week” in 1997, aiming to engage with the Alcohol and Other Drugs (AOD) service delivery sector, raise awareness within local communities across the nation and alert politicians to the issues the AOD use places on the community.

ADCA is proud of the success DAW has achieved over the past 13 years, from the thousands of community events, the DAW promotional gear distributed, the extensive media coverage and acknowledgement from political figures at all levels of Government. As we move from **Alcohol is a drug – TOO!** to **Looking after YOUR mind**, ADCA is pleased that the Minister for Health and Ageing, Ms Nicola Roxon MP has publically announced three-year funding for DAW through the Department of Health and Ageing, securing the event for 2010, 2011 and 2012.

Following on from last year’s (2009) record event, ADCA is actively building event registrations and community support.

WHO CAN RUN DRUG ACTION WEEK EVENTS?

ANYONE! – individuals, schools, sporting clubs, community organisations, rotary clubs, local councils, and large corporations have run events for their members, employees or the general public.

WHAT IS A DRUG ACTION WEEK EVENT?

ANYTHING!

Examples of successful Drug Action Week Events include:

The Bundaberg Indigenous Wellbeing Centre ran a public challenge in the Bundaberg mall, making an obstacle course which participants negotiated without and then with “Beer Goggles”. The “Beer Goggles” were set to give participants the perception of drunk people. It certainly

showed how much harder it is to move about! Over 270 participants attended.

In 2008, the Bendigo Community Health Service ran activities every working day during Drug Action Week. These events were specifically designed to address different audiences and included; a song writing workshop about standard drinks with Bendigo Senior Secondary College Students, an information evening for parents of young adolescents, and an afternoon tea for hospitality staff with an education focus on standard drinks.

In Western Australia, the Leeman Police in conjunction with the Leeman Telecentre, Shire Council and Community held a Drug and Alcohol Awareness Day designed as a family fun day with entertainment including information displays, a soccer match and, jumping castle for the kids. Locals from Leeman and nearby communities such as Greenhead and Eneabba came along to participate in the event.

HOW CAN I MAKE MY DAW EVENT A SUCCESS?

1. Think of an event! If you would like more information, email:
info@drugactionweek.org.au.
2. Register your event! Go to **www.drugactionweek.org.au** and click on 'Register your event'. registered events will receive FREE DAW promotional material.
3. Spread the message! Advise your members, students, club-mates of your activity. Call the local newspaper, radio station and television network, ask them if they have community announcements and if they'd like to promote your DAW event.
4. Remember that you can use DAW to promote your organisation as well as the DAW message: from **Alcohol is a drug – TOO!** to **Looking after YOUR mind!**
5. Think of your target audience!
6. Have a contingency plan for bad weather if holding an outdoors event!
7. Think about disability access, participant numbers, and facilities.
8. Ensure you have insurance coverage for your event.

THINGS TO THINK ABOUT ON THE DAY

1. Put up some signs/ display to let people know you're ready!
2. Use the DAW balloons, (which are coming in the promotional pack)!
3. Engage with as many people as possible.
4. Provide as much information as possible (DAW Factsheets will be available for download via the DAW website in March and April).
5. Get feedback from your participants and let ADCA know how it went!

FOR MORE INFORMATION

The DAW 2010 project officer is Mr Sam Hunt, who can be contacted on 02 6215 9806 or **info@drugactionweek.org.au** if you have any queries.

Have an excellent 2010 DAW.



Australian Government
Department of Health and Ageing



Australian Drug Foundation
• preventing drug problems •

