

**How can we change the
market culture?**

**Initiatives to reduce demand for
Methamphetamines**

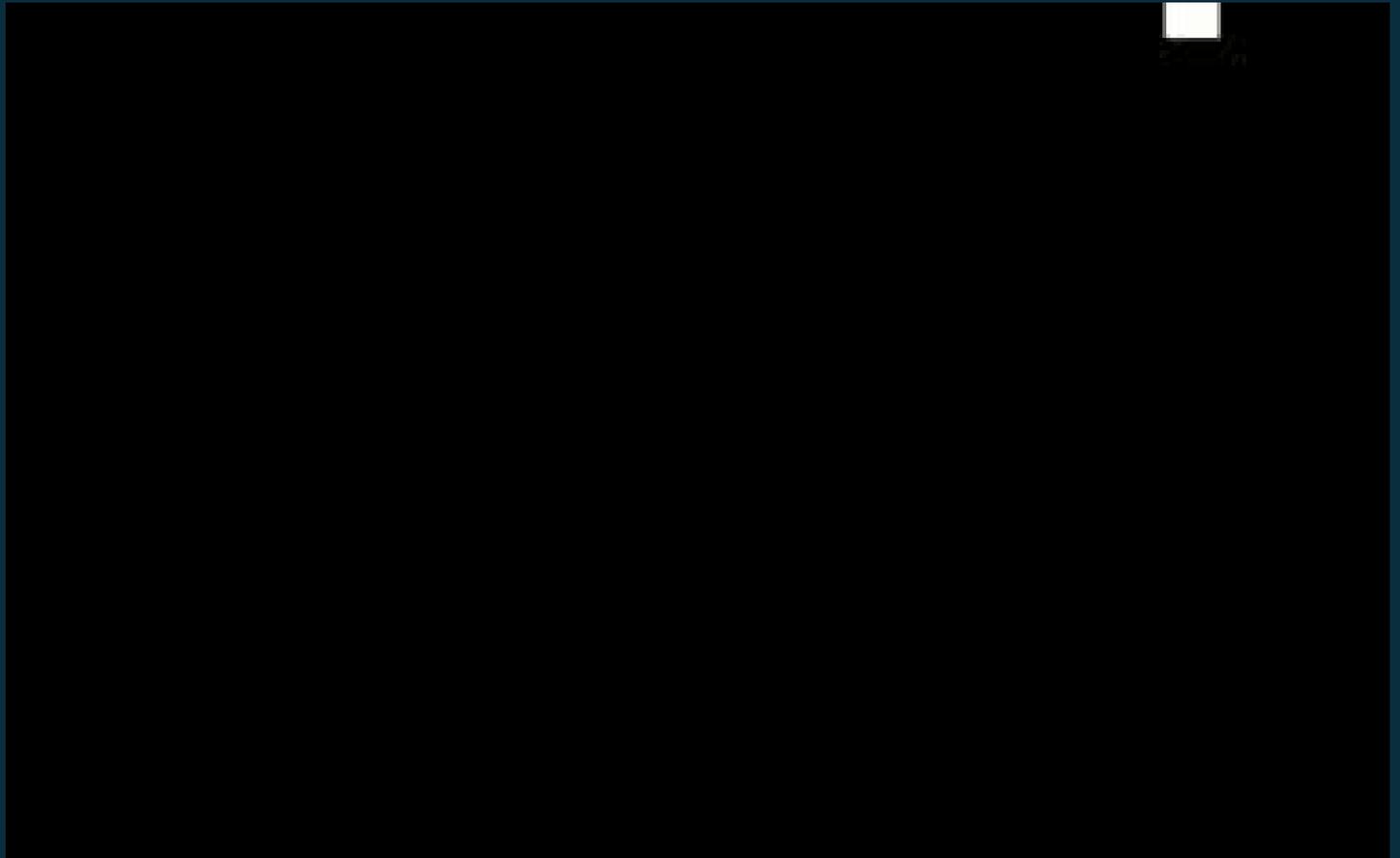
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Drug Free Australia
June 2014**



This presentation covers

- An overview of methamphetamine use
- Why is there is a lucrative market Australia?
- Why do we NEED preventative action?
- What can be done ? Successful models of demand reduction

Meth – it hurts, damages and destroys ...



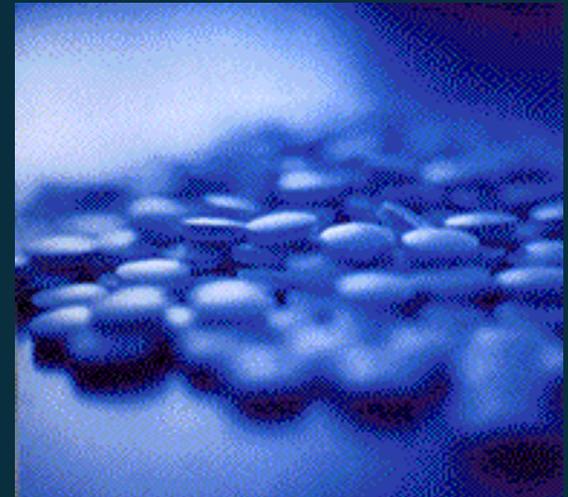
Australia – Recent Drug Use

Compare drug usage rates 1—24 year olds in Australia NZ and Sweden,

Substance	Australia	New Zealand	Sweden
Opiates	0.2	0.10	0.17
Cocaine	2.10	0.60	0.50
Cannabis	10.3	14.6	2.61
ATS	2.10	2.10	0.8
Ecstasy	3.0	2.60	0.10

Recent Drug Use – Meth

- Globally, **Methamphetamine** continues to dominate the ATS business.
- Methamphetamine is the predominant ATS in South-East Asia: 122.8 million pills were seized.



- Source: United Nations World Drug Report 2013

Recent Drug Use – Meth



Evidence pictures from the seizure by state and federal authorities in Brooklyn of 200kg of methamphetamine hidden in the tyres of a truck being shipped to Melbourne.

Recent Drug Use – Meth

- 20 tonnes of illegal drugs worth \$2.7 billion were seized in Australia during the past year.
- **Victoria** last year had the biggest percentage increase of any state in seizures of ice and other amphetamines, with more than 1.8 tonnes grabbed in what was a 35 per cent increase in the number of busts.

Source: ACC Report 2014



Bikie Gangs + O/S Syndicates

Victoria Police's Deputy Commissioner Ashton has revealed that bikie gangs and overseas criminal syndicates were taking advantage of the highly addictive aspect of ice "to actively hook thousands of young Victorians".

Source ACC Report 2014



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Recent Drug Use – Meth

- Ice-related call-outs in regional Victoria increased by nearly 200 per cent in 2013 from the previous year.
- The issues dealt with have included mental health symptoms, psychosis and anxiety, injuries as a result of accidents and violence.
- Children as young as 14 are getting hooked and the regional areas of Latrobe, Moorabool, and Horsham have recorded the highest rates per capita.

- Source: Turning Point 2014



Why Australia?

- **Price**

Australians are prepared to pay world record prices for meth:

- China pays \$7000 per kg
- USA - \$100,000
- Australia – \$320,000



- **Soft or token penalties for traffickers?**



- **Lack of knowledge of the meth**



Meth - Why is the demand so high?

Accessibility

Acceptability

Availability

Apathy - Lack of
political will to
educate

Normalisation

Gives **permission**
for:

- Peer pressure
- Risk taking behaviour
- Use of high disposable income
- Adult role modelling of drug use

Why Australia?

- **Lack of awareness of meth harms**



- **Lack of Political Will**
 - National School Drug Education dismantled
 - Educational media campaigns short-lived

Why Australia?

Without a Prevention focus our **Drug Policy** has been **likened to putting the 'Ambulance at the bottom of the cliff' -**

More political emphasis and government resourcing is allocated to treatment and harm reduction rather than primary prevention



Why do we NEED to take PREVENTATIVE action?

- Early aging process and preventable health issues – both mental and physical



High negative impact on safety and productivity in workplaces



Increased risk and danger on our roads



Increased violence

- Victoria Police has investigated 14 homicides in as many months in which the killers are thought to have been on ICE.
- Victims included Kara Doyle, 24, whose boyfriend blasted her with a sawn-off shotgun after an ice bender last year and Maddison Murphy-West, 20, whose suspected killer had a raging ice habit.



Increased violence in our communities, families and relationships

For example:

Methamphetamine has been blamed for the majority of violent and property crimes in Warrnambool –

- violence
- burglary
- theft



Increased child abuse and neglect

United Nations Convention on the Rights of the Child needs to be prioritised.

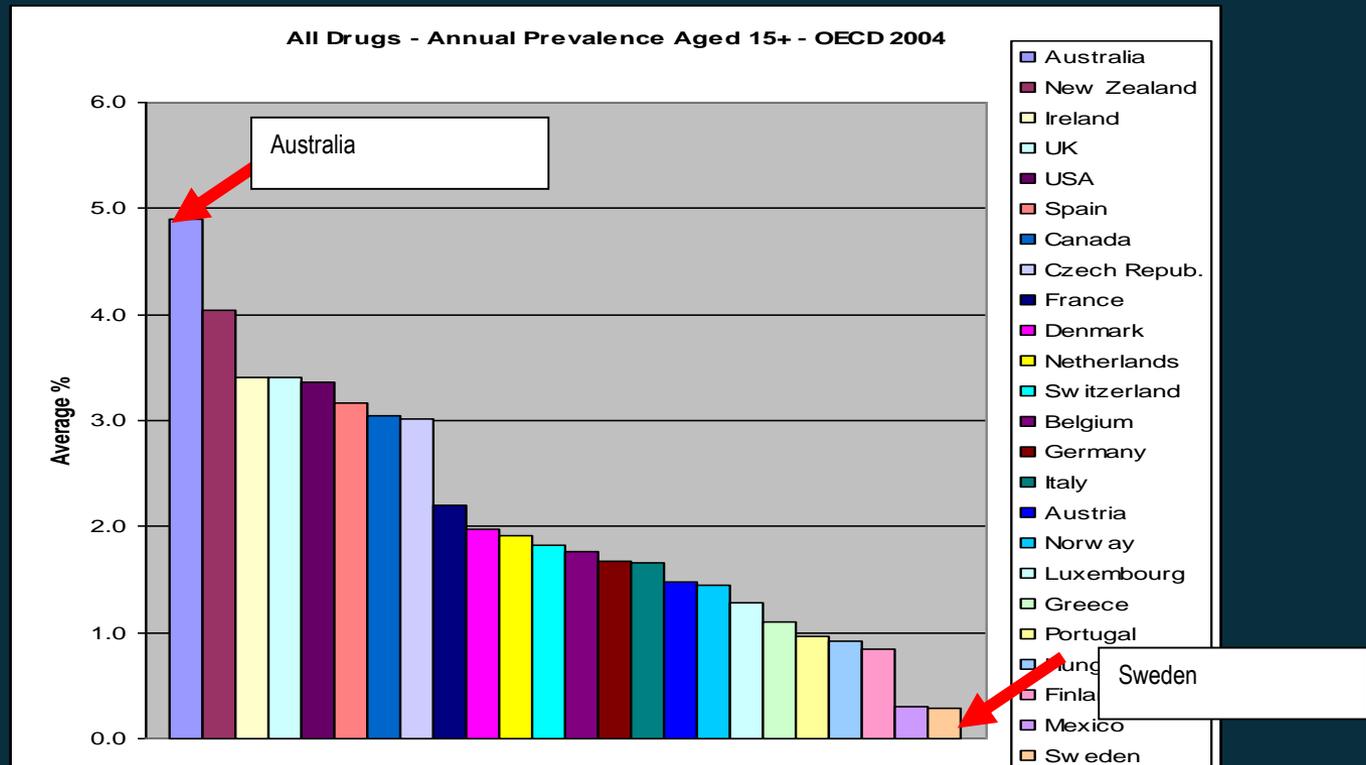
The most ratified Human Rights Convention globally



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What can be done? Successful Models of Demand Reduction

In the 1970s Sweden had the highest levels of drug use in Europe, but had the lowest levels of drug use in the developed world by the new millennium



Drug Free Australia

What can be done? Successful Models of Demand Reduction

How did Sweden achieve this?

- A restrictive drug policy
- **Emphasis on rehabilitation of all problem drug users**
- Court-enforced rehab as against court enforced prison
- **Use is still criminalised to send a clear message about the harms of illicit drugs, especially methamphetamine**

If Australia wants to follow best-practice, we need only follow Sweden's experience.

What can be done? Successful Models of Demand Reduction

- **Sweden's 'Compassionate policing'**
Stockholm County Police combine with Social Services in an early intervention approach when minors are found to be using drugs



What can be done? Successful Models of Demand Reduction

- Sweden's 'Top Down & Bottom Up Approach' is the key to their successful drug strategy. This is a combination of **Political Will + Leadership** from the Swedish Government combined with the implementation of education and health programs



What can be done? Successful Models of Demand Reduction



Sweden's Mentor Program

- Part of the Mentor Foundation, an international organization working with drug prevention around the world.
- Formed in Sweden in 1994
- The target groups are young people between the ages of 13-17, parents with children 6-18 years and schools.
- 3 key programs: Mentoring, Parenting and Inspiration activities that create study motivation, among others.
- Aims to prevent abuse by building relationships between young people and adults.

What can be done? Successful Models of Demand Reduction

Sweden's Mentor Program



What can be done? Successful Models of Demand Reduction

United States

Community Anti-Drug Coalitions of America (CADCA)

- **CADCA**
- <http://www.cadca.org>

CADCA assists community coalitions by providing the support they need to become stronger, more effective and better able to sustain population-level reductions in substance abuse rates and related problems.

What can be done? Successful Models of Demand Reduction

United States

- **Prevention Programs for Young Rural Teens**

2 Research studies show that prevention programs conducted in middle school can reduce methamphetamine abuse among rural adolescents years later.



Adolescents who participated in both programs showed a relative reduction in lifetime methamphetamine abuse of 65% compared with the controls

What can be done? Successful Models of Demand Reduction

United States

- **Media and public service campaigns**

The Partnership for a Drug-Free America "Meth Stories: Affecting Your Community"

Learn the Link - Young people are learning the link" between drug abuse and HIV/AIDS. *Learn the Link* is the focus of NIDA's current public service campaign, designed especially for young people

<http://hiv.drugabuse.gov/english/message/psas.html#party>

What can be done? Successful Models of Demand Reduction



3 years, 5 months later

1 year later



7 months later

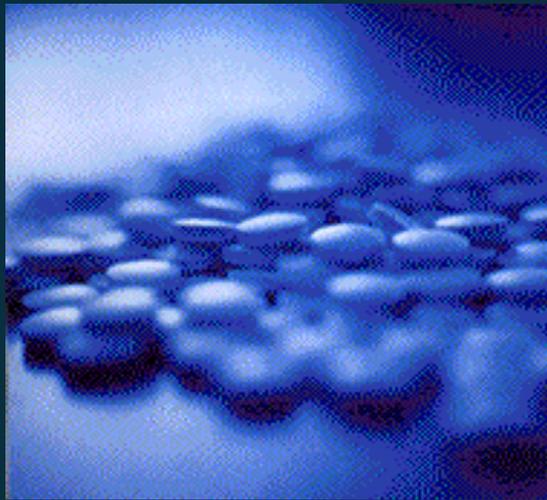
11 months later

Watch this space ...

Iceland – Strategic Taskforce to 2020 with quantifiable KPI's

The main goals of the policy are:

- to prevent young people from starting to consume alcohol or other drugs
- to restrict access to alcohol and other drugs
- to protect groups at risk from the damaging effects of alcohol and other drugs
- to ensure that those who have addiction problems have access to continuous and coordinated services
- to reduce health damage and deaths related to consumption of alcohol, or other drugs, consumed by individuals.



Thank you