



PROJECT ICE MILDURA;

**a rural town's response to
Australia's ice epidemic**

Michelle Withers



Why?

- To be proactive
- To protect our community

How:

- Project Ice committee formed
- Consulted with lead Drug & Alcohol bodies
- Development of Communications Plan
- Funding from local organisations, businesses & community groups

Multi-faceted Campaign

ice:
the cold, hard facts

Common signs of overdose

- Dilated Pupils
- Agitation
- Shakiness / sweating
- Possible aggression
- Reduced appetite
- Can't sleep / too much sleep
- Poor concentration / memory
- Impulsive behaviours
- Anxiety / depression
- Money problems

It's not IF someone you know is exposed to ICE, it's WHEN!

24 HOUR HELPLINE 1800 888 236
projecticemildura.com.au
LOCAL HELP Sukrayala Community Health Services PH 5022 5444
Mallee District Aboriginal Services PH 5018 4102

PROJECT ICE MILDURA

Prevention better than any cure for 'Ice' epidemic

WITH A NEW DRUG SCOURGE SWEEPING MILDURA, IT'S TIME FOR A ...

WAR ON ICE

Basin strategy ignores flood concerns: Walsh

Businessman donates \$10,000 to help fight 'ice' scourge

DRUG OFFENSIVE

New campaign launched to combat alarming ice epidemic

weather 18°

Ice inquiry to sit in Mildura

Project ICE welcomes hearing

at the single Area in vic

Project ICE

Breaking the ice scourge

Project ICE

Project ICE welcomes hearing

Project ICE

Radio, billboard, TV

Most Successful Elements:

- Community & School Information Sessions
- Stories in the Newspaper
- Television Commercial
- FaceBook Page

Reach of the Campaign:

- 46 ATS trained facilitators
- 80 info sessions delivered
- 3,000 community members attending
- 170,000 people reached via FaceBook Page

Overall Impact of Project:

- 78% increase in awareness of Ice
- 74% increase in understanding of Ice
- 79.4% deterred from experimenting with Ice
- 45.8% recognise Ice use in others

Thank you



**For more information on this
project,**

www.projecticemildura.com.au

FaceBook: Project Ice Mildura