



6th International Conference on Drugs and Young People: Making the Connections

CONFERENCE REPORT



June 2011
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This is the official report on the 6th International Conference on Drugs and Young People: Making the Connections. The conference was convened by the Australian Drug Foundation (ADF) and took place on 2-4 May 2011 in Melbourne, Australia.

Message from the CEO, Australian Drug Foundation

The Australian Drug Foundation was extremely proud to host the *6th International Conference on Drugs & Young People*. Our theme, *Making Connections*, focused on bringing together practitioners, researchers, policy maker's, young people and workers from across Australian and other parts of the world.

If we were in any doubt about change in our world it was evident all the way through the conference with the use of Twitter and other social media. There is a lot to be gained from acknowledging and incorporating the experience of young people and the following key themes emerged during the event;

- We need to learn from the majority of young people who do not misuse alcohol and other drugs. The emerging research into positive psychology will make a very important contribution to this. Our focus can often be too much on the negative.
- Young people want to be actively engaged in alcohol and other drug issues, so we all must ensure this is done in a meaningful way. It needs to be specific, not tokenistic and suit how they want to engage.
- Social media is critical and we need to do this with consideration and purpose.
- Alcohol is still the number one drug of concern, not just in Australia but overseas including countries like New Zealand and the UK.
- The role of parents and families in prevention and intervention was extensively discussed and they have significant influence on young people so there is great opportunity for our sector to harness these relationships for positive change and to build awareness.

The challenge now facing us is to take the wisdom, research, innovative ideas and divergent views presented, and bring them forward to make a real difference to the way drugs negatively impact the lives of young people.

Yours sincerely,



John Rogerson
Chief Executive Officer

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Acknowledgments

The Australian Drug Foundation gratefully acknowledges the support of the following sponsors and supporters:

Conference Supporting Partner: The Noffs Foundation

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(Australian Youth Forum Initiative)

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Alcohol Advisory Council of New Zealand (ALAC)

New Zealand Drug Foundation

The Myra Stoicesco Charitable Trust

Beyondblue: the national depression initiative

Melbourne Convention and Visitors Bureau

Goods Sports

Australian Drug Foundation Information Services (*DrugInfo*)

The attendance of our keynote speakers was made possible through sponsorship by the New Zealand Drug Foundation and the Ian Potter Foundation. The Youth Rapporteurs and the Youth Panel was sponsored by the Australian Youth Forum.

Support for Delegates to Attend

Support by the Myra Stoicesco Charitable Trust allowed subsidised and full registrations to be offered to young presenters and delegates. ALAC funded a conference scholarship program enabling seven delegates from New Zealand to attend. The AER Foundation's 2011 Conference Attendance Grants program supported nine delegates from five organisations to attend.

Organising Committee

The ADF Conference Organising Committee comprised of Rosemary McClean and Geoff Munro. Waldron Smith Management was contracted as Conference Managers and our thanks go to Ms Jade Comerford and her team.

Program Committee

The Conference Program Committee was vital to the development not only of the program but the direction and philosophy of the conference. They brought vision, passion and an unequalled level of expertise and knowledge to the task.

Annie Bleeker	National Cannabis Prevention & Information Centre
Dr Jagdish Dua	The Noffs Foundation
Dr Cameron Duff	Monash University
Sarah Helm	Alcohol Advisory Council of New Zealand (ALAC)
Professor Dan Lubman	Turning Point Alcohol and Drug Centre
Rosemary McClean	Australian Drug Foundation
Catherine Milburn	New Zealand Drug Foundation
Geoff Munro	Australian Drug Foundation
David Murray	Youth Substance Abuse Service
Matt Noffs	The Noffs Foundation
Ronan O'Connor	The Noffs Foundation
Robyn Ramsden	Australian Drug Foundation
Linda Randall	Youth Affairs Council of Victoria Inc.
Jennifer Rose	Youth Affairs Council of Victoria Inc.
Caroline Salom	Centre for Youth Substance Abuse Research (CYSAR)
Jac Torres-Gomez	AER Foundation
Lynne Venning	Victorian Department of Education and Early Childhood Development
Clancy Wright	Australian Drug Foundation

Our thanks also go to the many other individuals who assisted in the development and delivery of the program. We also thank everyone who acted as Session Chairs during the conference.

Conference Venue

The conference venue was on level 1 Melbourne Convention and Exhibition Centre, South Wharf, Melbourne.

Filming

As a result of a partnership with Moreland Hall, some sessions of the conference were filmed. This footage will be edited and posted on the ADF website and eventually on an AOD/Mental Health sector web based video repository currently being developed. The aim is to promote information and knowledge sharing across the sector. Our thanks go to Moreland Hall for filming and to everyone who gave permission for the footage of their presentations to be used.

Background to the Drugs and Young People conferences

The ADF convened the first Drugs and Young People conference (DYP) in response to demand from practitioners and researchers in 1998 and periodically ever since. The intent is to provide people working in the fields of youth, drugs, health, education, law enforcement, justice and other related sectors, with access to evidence-based theory and practice in alcohol and other drug prevention, treatment and policy. It allows national and international experts and community based workers to share their expertise and skills.

The ADF judged it timely to convene another DYP. With alcohol firmly on the government and community agenda, there is a need to ensure that other drugs impacting on young people are also addressed, and that the particular issues facing young people and those working with them are taken into account. There had been many significant developments since the last DYP Including:

- a new generation of workers joining the field;
- new and relevant research emerging; and
- significant changes in how drugs and related issues such as mental health, criminology, and treatment are addressed through policy and services.

Conference Themes

The chosen theme "Making the Connections" reflected a number of important issues which emerged in early consultations in the development of the conference program: understanding the complexity and interaction of factors which influence and impact on young people lives; the opportunity for diverse sectors to meet and exchange knowledge and expertise; translating research into practice; and the growing importance of social media and technology in young peoples' lives today and its potential role.

United Nations International Year of Youth

The conference received official recognition from the United Nations as an event supporting the UN International Year of Youth. The theme for the IYY is Dialogue and Mutual Understanding: essential considerations in working with and for young people on drug issues.

Delegates

A total of 405 individuals attended the conference. Their diverse professions and occupations attest to the widespread impact of drug issues on young people everywhere.

Delegate Profile

The delegates attended from the following locations: 93% of the delegates were from Australia, 5% came from New Zealand and the Asia Pacific region and 2% from the rest of the world (Cambodia, China, India, Mexico, Mongolia, Uganda and USA). Of the Australian delegates: 44% were from Victoria, 14% from NSW, 13% from Queensland, 7% from the ACT, 5% from South Australia, 4% from West Australia, 3% from Tasmania and 3% from the Northern Territory.

Delegates identified as being from the following types of organisations:

Not for profit organisations	36%
State Government departments	30%
University	15.5%
Community Agency	8.5%
Federal Government Departments	2.8%
Other	7.0% (included secondary schools, local government)

Delegates identified as being from the following sectors

Health	43%
Education	24.6%
Youth	21.1%
Law enforcement	9.9%
Welfare	1.4%

Conference Format

The conference was held over three days with a mix of plenary and concurrent themes. Each day started with one or two invited keynote speakers. The rest of the program was abstract-based with multiple streams.

Conference Program

The conference program consisted of five invited keynote speakers, 107 individual presentations¹, 10 interactive sessions, nine poster presentations and seven Resources Showcase presentations.

Keynote speakers

Invited speakers were identified by the Program Committee for their experience and ability to provide comprehensive, challenging and innovative insights to the conference themes. Overall, the speakers comprised a mix of international and Australian expertise. The keynote speakers were:

- **Associate Professor Kim Schonert Reichl** (Canada): a respected researcher and commentator on adolescent social and emotional development; stress and coping; and developmental programs for at-risk youth.
- **Professor Iain McGregor**, University of Sydney. Iain's expertise is in long term effects of addictive drugs and alcohol on behaviour and brain function.
- **Mr Aram Barra** (Mexico), works in HIV/AIDS and harm reduction issues. He represents Latin America and the Caribbean at Youth R.I.S.E., a global network of young people working on drug policy and its link to HIV/AIDS.
- **Dr Jane Burns**, Executive Director, Cooperative Research Centre for Young People, Technology and Wellbeing. Jane has a special interest in how technology can be used to promote the mental health and well being of young people.
- **Mr Scott Wilson**, Director, Aboriginal Drug and Alcohol Council & Deputy Chairperson National Indigenous Drug and Alcohol Committee, a leading commentator on the impact of alcohol and drug issues on Indigenous people.

Program Formation

Submissions were called for internationally, along the themes of Education & Training; Patterns & Cultures; Prevention & Early Intervention; Harm Reduction; Treatment; Research; and Policy Legal Issues. Submissions were invited as oral presentations, posters and interactive sessions. Particular emphasis was given to

¹ Conference Presentation slides (where permission has been granted by the presenters) can be accessed through the Conference and Events section of the ADF website at www.adf.org.au.

submissions which involved and included young people both in the content and the delivery of the presentations.

Over 150 abstracts for papers and workshops were received and were each reviewed by a panel of program consultants. The formal criteria for qualification were:

- (i) relevance to the conference and its audience;
- (ii) originality, and
- (iii) soundness in methodology and argument.

Papers selected for inclusion in the program were allocated to an individual concurrent session, according to the specific subject. With the exception of the interactive (workshop) presentations, each concurrent session addressed a common subject or topic and contained between two and four separate presentations.

Conference Events

Symposia

Two research organisations, (the National Cannabis Prevention and Information Centre, Sydney and the Centre for Youth Substance Abuse Research Information, University of Queensland) used the conference as an opportunity to each deliver a symposium on Day 2 of the conference. These were well-attended and received.

Resources showcase

A new initiative trialled was the Resources Showcase. A number of submissions had been received detailing the development and delivery of information, educational and intervention resources. The Showcase provided an opportunity for presenters to profile these to interested practitioners in a hands-on, interactive fashion. The aim was to provide delegates with the chance to examine resources closely and to discuss with the presenters the background to the resources, their use and the outcomes achieved.

The Resources Showcase was held during morning tea and lunch on Day 1 and Day 2 of the conference.

Launches

At lunchtime each day, a new resource was launched.

- Monday 2 May: Professor Iain McGregor launched the DVD "*Cannabis Facts: Clearing the Smoke*" on behalf of NCPIC (the National Cannabis Prevention and Information Centre).
- Tuesday 3 May: Professor John Saunders launched his new text book "*Young People & Alcohol: Impact. Policy. Prevention. Treatment*".
- Wednesday 4 May: John Rogerson launched the new *DrugInfo* website, providing the most up-to-date, international data available.

Welcome Reception

At the conclusion of the program proceedings on Day 1 a welcome reception was held for delegates as an opportunity to relax and network with fellow delegates. Music was provided by the youth jazz trio, "*Jazz de Résistance*", comprised of students from the VCA and Music University of Melbourne. Drinks and canapés were served. The Reception was an accredited **Good Hosts** event, where all aspects of the event were planned and assessed against a set of criteria to ensure a safe and inclusive event was held where alcohol was served responsibly. **Good Hosts** is a workplace initiative of the Australian Drug Foundation.

Overview of Proceedings

Day 1: Monday 2nd May 2011

Welcome to Country Ceremony

A formal Welcome to Country Ceremony had been organised with the appropriate ceremonial elder. Unfortunately, at the very last moment, Aunty Joy Murphy, Wurundjeri elder of the Kulin Nation, could not attend due to ill-health. The Australian Drug Foundation apologises for this unavoidable omission. A formal acknowledgment of the traditional owners of the land and their ancestors was given by CEO of the Australian Drug Foundation, John Rogerson, in his opening address.

Opening address

John Rogerson opened the conference, welcoming delegates and keynote speakers from locally, interstate and overseas; and acknowledging the conference supporters.

Recognising the passion, energy and courage required to achieve change in drug issues, John highlighted the many opportunities in front of state and federal politicians. He also noted the time and patience required to achieve significant change in this sector, e.g. after thirty-five years of tobacco reform and we are now just seeing the possibility of plain packaging; not to mention ten years since Australia's first and only safe injecting facility opened with no others in sight. However, Australia is beginning to see more open and constructive debate on dealing with alcohol and drug issues.

It was particularly relevant that this conference was being held during the United Nations *International Year of Youth*. The IYY theme of "Dialogue and Mutual Understanding" and the theme adopted for this conference of "Making the Connections" set a challenge for all attending. John urged delegates to make the most of this opportunity to engage, listen and connect over the three days, leaving delegates with a sense of infinite possibilities to kick-off the event.

Opening Address: *ANZ Police (ANZPAA) Alcohol Misuse Strategy 2010 - 2012: Addressing alcohol misuse – the Australia and New Zealand Policing Response*

Chief Commissioner Simon Overland, Victoria Police

The Australia New Zealand Policing Advisory Agency (ANZPAA), a joint initiative of Police Ministers and Commissioners, has developed an Alcohol Misuse Strategy 2010 – 2012 which aims to improve community safety through promoting individual and social responsibility in the consumption of alcohol. Chief Commissioner Overland gave an overview of the issues facing the community regarding young people and alcohol. He stressed that it is a minority of young people who disproportionately cause problems for all young people and their image in society and the media. He profiled the key components of the strategy and the strategic direction of the ANZPAA Board in responding to alcohol misuse and improving community safety and discussed Operation Unite. This initiative aims to enforce that alcohol misuse is not acceptable and provides an extra 8-10 police in each area to address antisocial behaviour.

Keynote Address 1: *Promoting Strengths and Reducing Risks in Children and Youth: Recent Research Findings And Strategies For Building Resiliency*

Dr Kim Schonert-Reichl, Associate Professor, Faculty of Education, University Of British Columbia, Canada

Assoc Prof. Schonert-Reichl's address covered the existing and emerging research on promoting resilience in children and young people and so reducing the risks of drug use and other poor social outcomes. The role of positive psychology in promoting happiness was discussed. For example, people who are optimistic have better health and are less likely to engage in risky alcohol behaviors. The need to learn from the experiences of young people who look after themselves and others was emphasised. Kim generated the quote of the conference, *'Every child needs someone in their lives who is crazy about them!'*

Keynote Address 2: *Young People Leading the Drug Policy Revolution*

Aram Barra, Youth R.I.S.E., Senior International Working Group Member, Mexico

The Youth RISE network is diverse and represents many regions of the world, is youth-driven, and aims to give a voice to young people affected by drug policy, those who use drugs and those who seek to empower them. Any effective policy must be realistic about drug use and recognize that young people use drugs. There are ways to include young people and

involve them in policy and program design, rather than criminalize them for using drugs. Aram showcased some of the inspirational work that young people that are doing around the world.

Concurrent sessions on Day 1 included streams devoted to Youth leadership and action; School based prevention and early intervention; Family focused prevention and treatment; Cannabis and Smoking; Patterns and cultures in diverse populations; Harm Reduction; Gay, lesbian, bi-sexual and transgender youth and drug use; Community-based sport; and Role of Media, as well as four interactive sessions.

Day 2: Tuesday 2nd May, 2011

Keynote Address 3: *Alcohol and Drugs and Indigenous Young People*

Scott Wilson, Director Aboriginal Drug and Alcohol Council (SA) Inc, Adelaide

Scott gave a moving overview of the key issues and challenges facing young Indigenous young people with regard to alcohol and drugs. He is the oldest living male of his family. Aboriginal and Torres Strait Islander people have a much lower life expectancy than their non-indigenous counterparts. Despite this, the Close the Gap report only mentioned alcohol 3 times and drugs are only mentioned in an organisational name. Substance misuse funding in the area of prevention is almost non-existent, and is usually one-off. The biggest issue is consultation, not only with stakeholders but with people on the ground. There needs to be more incentives to attract young people into Indigenous programs. Substance misuse is currently considered by government as a social issue and not the important health issue it is.

Concurrent sessions on Day 2 included streams devoted to Indigenous Youth; Prevention and early intervention in families and community; School drug education; Parenting strategies for adolescent alcohol use; Mental health and drug issues; Marketing and alcohol use; and Youth drug services; as well as symposia presented by the National Cannabis Prevention and Information Centre and the Centre for Youth Substance Abuse Research. Five interactive sessions were also presented.

Day 3: Wednesday 4th May, 2011

Keynote Address 4: *Drugs and Young Brains: An Irresistible Force Meets a Mutable Object*

Professor Iain McGregor, Professor of Psychopharmacology Arc Professorial Fellow, University Of Sydney, Sydney

Prof. McGregor gave a very entertaining and informative overview of the current understanding of child and adolescent brain development and the impact of drugs on that development. Adolescent appetites encourage huge consumptions, including alcohol and drugs, which also facilitates social interaction (paramount to teenagers). He outlined emerging research into cannabis potency, oxycontin and the mental health effects of legal herbal highs.

Keynote Address 5: *Digital Resilience: a new way of thinking about the prevention of mental health problems*

Associate Professor Jane Burns, Executive Director, Cooperative Research Centre for Young People, Technology and Wellbeing

Dr Burns explored the exciting potential of social media and other emerging technologies as the channels of choice to communicate with, involve and engage young people in health and lifestyle issues. Social networking has completely changed the way that people interact, engage and manage their relationships. Young people do not differentiate between online and real life socializing.

In summary she noted that young people prefer to seek information from their peers, and online; Internet and related technologies can, and should, be harnessed to develop online programs and resources to provide quality, evidence-based information about AOD use to young people, via media they find relevant and can relate to; these technologies allow for the quick, widespread dissemination of evidence-based information delivered to a large number of young people via relevant media; rapid developments in technology and related policies e.g. the National Broadband Network, Australia are only going to increase the potential for informing and engaging young people about issues of AOD use via online. She urged us to think about young people less as 'problematizing' and more as solutions

to issues and to involve young people in deciding how we wish to engage with young people.

Dr Burns outlined the new Cooperative Research Centre for Young People, Technology and Wellbeing which has just been established and which aims to develop an e-mental health platform and encouraged us all to get involved.

Concurrent sessions on Day 3 included streams devoted to: Using technology; Youth drug use; Emerging challenges; and Innovations in treatment.

Youth Rapporteur Panel

Sponsored by the Australian Youth Forum

Aram Barra, policy youth advocate, chaired the youth rapporteur panel session. The youth rapporteurs involved were Sally Cameron and Haylea Fitzsimmons; criminology honours students from the University of Melbourne, Jamie Moore, a member of the Australia Youth Forum and Tim Kanoa from the Victorian Indigenous Youth Advisory Council. The panel was an opportunity to involve and hear the views of young people from a range of backgrounds and disciplines. It was a personal reflection and assessment on which each young individual thought to be the central themes of the conference. More so, it was an opportunity to critique current practice from the young persons' perspective.

The central issues raised by the panel reflected the diversity in background but were also cohesive and overlapping, creating a youth voice both strong and powerful. What was central for all four speakers was the need for youth involvement and engagement within the sector. Jamie highlighted the need to provide greater opportunities for youth leadership, specifically within key roles rather than as tokenistic involvement. It's not necessarily obvious to young people that they can be involved and make a difference. Both Jamie and Sally advised that we need to enhance awareness for potential involvement. One of the central themes of the conference that could be utilised to enhance awareness was felt to be new technologies and online media. A further way in which young people could be more involved according to the panel, was either through direct involvement in the conference itself or post conference as an accompanying youth session.

The need to address the specific needs of minority groups, rather than treating youth as a homogenous group, was reflected by the voice of the panel. In particular, Tim drew upon his own experience and identity as an Indigenous person working within the youth sector. He raised the complexity of needs faced by the Indigenous population and how unfortunate it was that there was not a stronger Indigenous voice present at the conference. Tim utilised his own personal experience, a technique that was reflected in Haylea's presentation. The strength of personal narrative was recognised by the panel, as a powerful tool for engaging and communicating with youth. It was the personal narratives expressed by the youth panel, which were not only the most emotive, but also the most influential.

The Rapporteur session was well received and attended by a large number of people. The question and answer session that followed, although short, highlighted the energy and interest in hearing what young people had to say. In the future the conference could further be enhanced by a greater commitment to include the experiences and views of such vibrant young individuals.

Please see the Appendices for biographic details on panel members.

Note: Thank you to Haylea and Sally, two of the rapporteurs for preparing this report.

Themes that emerged

Engaging young people in policy and programs

The need for a fundamental shift in having young people viewed as essential to the solution, and not embodying them as the problem, was a common thread across the conference. All of the keynote addresses recognised this in different ways, as well as many other presenters. From respecting and being prepared to learn from their knowledge and experience of being a young person coping with drug issues; to involving them in policy decision making; ensuring representation; and communicating through their channels of choice.

The importance of engaging young people *in a meaningful way* and not tokenistic-ally was stressed. Too often, programs and services draft a young person onto their board or form a youth advisory group, without considering the best way to ensure youth participation. A number of barriers must be considered: the type of person willing to meet once a month on a board or advisory group may not be representative of the group you need to engage; a young person is unlikely to be prepared or able to speak up in a group of older more experienced adults; and the ever changing dynamics of youth culture and drug use attitudes and practices cannot be represented by a few individuals. Developing the use of communication technology, including social media, to involve young people was seen as an important tool.

A major criticism was the need for more young people to be involved in the conference, both as presenters and as delegates. The challenge we, as conference organisers, face is that the Drugs and Young People conferences are designed primarily for practitioners, researchers and policy makers. We encourage and support the participation of young people where possible. It was noted that many young people would find a three day conference like this extremely boring and, in some cases, intimidating. Other ways of involving more, and a broader range of, young people must be found. Some suggestions which emerged were: more subsidised places for young people; hosting a one-day, parallel youth conference, organised and delivered by young people; or having an online, virtual conference tailored for young delegates. The Organising Committee commit to exploring these options for the next DYP.

The role of social media and other technology

Emerging as a key theme at the Conference was that the significant potential of the Internet and related new technologies, to inform and engage young people in issues relating to AOD use, is gaining increasing recognition. Consultations with young people show that they are most likely to seek information, including information about AOD use, from their peers and online.

The capabilities of the Internet allow for the quick, widespread dissemination of quality, evidence-based information via media young people find relevant and feel comfortable to use and thus are more likely to engage with. This is only going to increase as technologies develop, particularly with advancements such as the National Broadband Network currently being rolled out across Australia.

In addition to Dr Jane Burns' keynote address, a number of presentations contributed to this theme and a number of common messages emerged. To make the most of the opportunity afforded by digital and social media, drug education, prevention and treatment practitioners must ensure the development of relevant and flexible web-based materials to keep up with rapid changes in AOD use patterns and to allow the provision of tailored information, specific to each individual's needs. Major challenges include the rapidly changing nature of the technology, as well as the changing and patterns and nature of alcohol and drug use. Many services are dabbling in the use of blogs, Facebook, Twitter etc but a number of presenters advised of the need to do social media properly or not at all, as poorly delivered strategies will turn away young people. A major upcoming challenge identified is the proposed ISP-level Internet filter, which would act to block 'refused classification' content, including 'detailed instruction in drug use'. This in effect could block websites containing material designed to assist people who use drugs to do so more safely.

Gay, Lesbian, Bi-sexual and Transgender Youth and Drug Use

A concurrent session was devoted to the theme of gay, lesbian, bi-sexual and transgender (GLBT) young people, their drug use issues and the programs targeting them. This session proved very popular and was well received.

Presenters discussed a number of significant issues which same sex attracted young people are currently experiencing. That is, patterns, motivations and contexts of drug use in comparison to heterosexual youth. Presenters discussed the significant issues faced by same sex attracted youth, alluding to experiences

of intolerance as central to patterns of drug usage. What remained predominant was the need to create programs which were accessible and supportive for a group of individuals reluctant to undertake them. There was a discussion upon the adverse consequences experienced by a group of largely discriminated youth, who felt they were unable to access services, which were in the past unsupportive of their sexual orientation. Involving the young people themselves, engaging youth through leadership and action was one means in which presenters felt minority groups could be empowered. Additionally, there was an appeal to technology as a means of engaging with and changing the attitudes of drug use among same sex attracted youth.

Conference Closing

John Rogerson, CEO, Australian Drug Foundation, closed the conference reflecting on the breadth and depth of the presentations, the enthusiasm and commitment evident across forums and the challenges identified. John thanked everyone for contributing to a successful conference.

John then invited the Anti-Racism Action Band (A.R.A.B.) to close the conference with a high energy rap and dance performance, which ended proceedings on a positive and upbeat note.

Media Analysis Report

A media and communications plan for the conference was prepared and implemented by the Australian Drug Foundation Media Unit. As well as utilising traditional print and electronic media, online and social networking strategies were employed.

In summary:

- The 6DYP campaigns achieved 48 items of media coverage, including print, TV and radio (sample attached);
- Hot topics picked up by the media from 6DYP included: alcoholic energy drink data released (27 media items), iphone drinking application data released at the event and alcohol advertising (sample attached);
- 60% of all ADF media enquiries (75 total) for the months of April and May were related to 6DYP – most of these enquiries came during the three days of the event; and

- More than one third of all media coverage (137 total items) achieved by the ADF for the months of April/May were in response to our 6DYP work.

Please see Appendices for full details.

Conference Evaluation

All the delegates received an online survey immediately after the conference, asking about their experience and level of satisfaction with all aspects of the conference. There was a response rate of 35%.

Quality

Generally there were high levels of satisfaction. The percentage of delegates who rated the aspects of the program **as meeting or exceeding expectations** were as follows:

Overall quality of the program	93.2%
Overall education value of the program	93.2%
Keynote speakers	97%
Range of topics	98.5%
Format of sessions	92.4%
Relevance to role	93.2%

Venue

Despite problems with noise and audio visual services, generally there were high levels of satisfaction. The percentage of delegates who rated the aspects of the venue **as meeting or exceeding expectations** were as follows:

Catering	95.3%
Venue staff	98.4%
Session rooms	90%
Audio-visual	76.8%
Wireless Access	45.7

The delegates were asked how often they thought the Conference should be held. Over 70% said very second year, almost 23% said very year and only 7% thought every third year.

Main criticisms

Apart from comments related to the problems with external noise impacting on some sessions and difficulties experienced with the audio-visual services, the main criticism related to the need to have more young people attending and presenting at the conference.

Appendices



Youth Rapporteur Panel

To ensure we finish the conference hearing from young people and the issues important to them, our final session will feature a Youth Rapporteur Panel (1.30-2.30PM, Wed. May 4th 2011).

This session will be facilitated by Aram Barra.

Our Youth Rapporteurs are:

- Sally Cameron
- Haylea Fitzsimmons
- Tim Kanoa
- Jamie Moore

They have been asked to report back on the following issues, based on their experience at the conference:

- What issues important to young people have been addressed?
- What, if anything, should change because of this conference?
- What needs to be communicated from this conference through youth networks?

There will also be time for questions to the panel and audience discussion.

This session is sponsored by the Australian Youth Forum



Profiles of Youth Rapporteurs

Haylea Fitzsimmons: Criminology Honours Student at the University of Melbourne

Haylea completed her Arts degree in International Politics and Criminology studies at the University of Melbourne last year. She is currently completing her Honours degree in Criminology. Her thesis, as a component of her honours year, will seek to explore the effect of Needle and Syringe Exchange programs upon the lives of workers and their clients. Specifically, she will explore the lived experiences of stigma, through interviews with NSEX workers and advocacy groups. As part of her Honours year she is undertaking an internship at the Australian Drug Foundation. During her undergraduate degree, Haylea studied in America at Boston College and was awarded a Kwong Lee Dow Young Leadership Scholarship for academic achievement and leadership skills among her peers.

Tim Kanoa: Victorian Indigenous Youth Advisory Council State Coordinator

Tim is a descendent of the Gunditjmara Tribe. He is the State Coordinator for the Victorian Indigenous Youth Advisory Council (VIYAC). VIYAC provides the Indigenous Young People of Victoria with a voice. The program offers an opportunity to discuss the issues which Young Indigenous people experience, in a safe and supportive environment. Previously, Tim worked for the Foundation for Young Australians (FYA) as a project officer on the Indigenous Youth Leadership Program (IYLP). Prior to this position Tim worked for the Koorie Heritage Trust Cultural Centre as a Project Officer, publishing a booklet on a non-indigenous perspective of the Stolen Generation in Victoria.

Jamie Moore – Member of the Australian Youth Forum Youth Engagement Steering Committee, currently in Corporate Relations with BoysTown and completing his Masters in Psychology at the University of Queensland

Jamie works in Brisbane as a Corporate Relations Manager for BoysTown and was previously with Youth Futures WA in Perth. Jamie is an active volunteer and has a strong interest in alleviating youth homelessness and has been heavily involved in marketing and relationship development with youth organisations. Jamie has worked on several large research projects around school-aged mentoring, resilience and most recently with AusAid on a social empowerment project in Sri Lanka. Jamie has a keen interest in how corporate business can help to alleviate social issues facing young people and is passionate about engaging young people via sport and recreation.

Sally Cameron: Criminology Honours Student at the University of Melbourne

Sally completed her BA in Criminology and Political Science with a Diploma in French Language at the University of Melbourne last year and is currently completing her Honours degree in Criminology. Sally's main interest is in innovative approaches to further social justice. Her thesis is on approaches to post-conflict reconstruction (which traditionally focus on legal and institutional reform) but instead seeking to generate a complementary set of programs or tools that focus more on grassroots engagement in effecting social change. Sally is currently undertaking an internship at the Australian Drug Foundation as part of the Honours program.

Media Analysis Report

6th International Drugs and Young People Conference

This conference was dedicated to exploring the impact of drug use on young people and how youth related drug problems can be responded to by various human service fields.

The conference theme "Making the Connections" reflected a number of important issues:

- Understanding the complexity and interaction of factors which influence and impact on young people lives;
- The opportunity for diverse sectors to meet and exchange knowledge and expertise; and translating research into practice;
- The growing importance of social media and technology in young peoples' lives today and its potential role; and
- The role that young people themselves are playing in addressing drug use in the community.

Media Goals included:

- Increasing registrations of attendance before the event and
- Increasing awareness of key AOD issues during this event.

Media tools utilised included:

Media Releases

- 070411 – *United Nations jumps on board with youth drug event*
- 290411 – *New Study: Young people more likely to buy alcohol when mixed with energy drinks*

Media Alerts / Communiqués

- Communiqués summarising presentations sent to key media representatives
- Speeches of keynotes and CEO sent out to media representatives
- Media alerts highlighting each day's key presentations:
 - 020511 – *International drugs and young people conference opens in Melbourne today*
 - 020511 – *Drug and alcohol services failing most at risk*
 - 030511 – *Keeping our kids safe: cannabis, parenting and alcohol promotion*
 - 040511 – *Ecstasy use, schoolies and the teenage brain: risky behaviour on the rise*

Other contacts / PR

- Ensured all ADF staff have the 6DYP Conference in their signature February to March
- Targeted all major metro media for event calendars - March/April
- Heads up to all key health and youth affairs writers who may have wanted to attend (offered media passes) – February to March.

Online

- ADF Website:

- Utilised ADF website to guide people to information about the event
- 6DYP brand on home page
- 6DYP to take over Events page
- Daily video teasers were placed on 6DYP page of ADF site
- Presentations and video files to be placed on site.

Social Networking

- Pre-event, we used Twitter and FaceBook to connect with attendees, generate followers and attract interest from the public
- Tweets around statistics of young people and drugs/alcohol went out in the lead up to the event, which generated discussion
- 100s of minute-to-minute live updates were tweeted simultaneously from various sessions during the event
- A live twitter feed was broadcast at the event, during the youth forum using the hashtag #6dyp.

Outcomes

Barriers to coverage:

- *Pre-conference* media was reduced due to a national focus on the pending British royal wedding.
- The Federal budget was released on the second day of the conference at midday.
- By day two, much of the coverage set for broadcast / publication was cancelled due to the following unforeseeable events:
 - announcement of Bin Laden's death
 - announced Fairfax job cuts and the
 - New Zealand tornado.

Coverage achieved:

- The 6DYP campaigns achieved 48 items of media coverage, including print, TV and radio (sample attached).
- Hot topics picked up by the media from 6DYP included: alcoholic energy drink data released (27 media items), iphone drinking application data released at the event and alcohol advertising (sample attached).
- 60% of all ADF media enquiries (75 total) for the months of April and May were related to 6DYP – most of these enquiries came during the three days of the event.
- More than one third of all media coverage (137 total items) achieved by the ADF for the months of April/May were in response to our 6DYP work.
- We sent out 190 tweets to the Twittersphere to keep our 119 followers up-to-date with various presentations. This achieved countless conversations and retweets using our hashtag.

Total 6DYP Media Coverage:

	QLD	SA	NSW	TAS	VIC	NT	ACT	WA	NAT	Total
Print	1	1	1	0	4	0	0	1	1	9
TV	2	0	5	0	3	0	0	0	0	10
radio	0	1	8	0	11	0	0	1	4	25
Online	0	0	0	0	1	0	0	0	3	4
Total	3	2	14	0	19	0	0	2	8	48

Sample coverage:

iPhone app for booze hounds

Greg Thom
technology reporter

YOUNG drinkers will soon be able to use an Australian-designed iPhone app to keep tabs on their alcohol consumption.

Users can customise their smartphone to track how many drinks they have consumed and monitor the amount of cash they spend.

It has a simple navigable interface that can be discreetly accessed.

The project is the first of its kind to include feedback

from young drinkers on what they would like to see in such an app and why they would use it.

A 2007 Australian National Drug Strategy Household Survey found 19 per cent of teenagers aged 16-17 admitted drinking at least weekly.

Australians aged 20-29 were found to frequently drink in a way that put them at risk.

Angela White, of the Centre for Youth Abuse Research, said with smartphones being such an

ingrained feature of young Australians' lives, designing an app to tackle alcohol abuse was a perfect way to reach those most at risk.

"We are looking at this technology as a tool. A mobile phone is something all young people have," she said.

Young people had suggested what they would like to see in such an app.

Ms White said the ability to count calories was important to women.

"Men were more concerned with tracking

how much they spent on drinks," she said.

The app is due to go live in August after being field-tested by a group of young drinkers next month.

Details of the collaborative effort between the University of Queensland and Queensland Institute of Technology will be presented at the 6th International Conference of Drugs and Young People in Melbourne today.

Caffeine cocktails slammed

Kids

wired

on alco

drinks

Karen Collier
consumer reporter

CHILDREN as young as 12 are downing alcoholic energy drinks to get a dangerous high.

Research on the appeal of caffeine and booze cocktails in cans has exposed the disturbing trend.

The study has reignited calls for mixes to be banned from all bottle shops and bars in the country.

Medical authorities say they encourage bingeing and "wide awake drunks".

"People feel wired and energetic and keep going when drinking them, and the harms associated with that are huge," Centre for Health Initiatives director Prof Sandra Jones warned.

Research to be presented at the Australian Drug Foundation's International Conference on Drugs and Young People in Melbourne next week suggests an alarming attraction.

Prof Jones said it was widely assumed the drinks, which have caffeine or herbal stimulants and up to 8 per cent alcohol, were popular with university students. But young teens admitted getting them illegally for a buzz at parties.

Cans could also be confused with soft drinks or non-alcoholic energy drinks such as V and Red Bull, and were most liked by girls because of their sweet taste.

Alcoholic energy drinks sold in Victoria include Pulse, High NRG and Elevate.

"The feedback we got from ... 12 to 17-year-olds was that these drinks are attracting a far younger audience than previously thought," Prof Jones said. "They know what they are and they like the design of them."

The University of Wollongong study sought comment about Pulse.

Peter Murphy, managing director of distributor Independent Distillers Australia, said it would back measures to help stop underage drinking, but banning products was not the solution.

"Our experience with the alcopops tax shows targeting one product leads to unintended consequences such as substitution," he said.

collierk@heraldsun.com.au



Warning: Sandra Jones

6DYP Media Coverage Register:

Medium	Media Outlet	Date	state	Topic	Time/Page	Duration/Size	Audience/Reach	Interviewee
Radio	3AW Melbourne	29-Apr-11	VIC	Alcohol energy drinks and 6DYP	10.03am	.21mins	155,000	Sandra Jones
Print	Herald Sun	29-Apr-11	VIC	Alcohol energy drinks and 6DYP	p9	189.63sq.cms	495,000	
Radio	ABC Illawarra	29/04/2011	NSW	Alcohol promotion	10.07am	9.02mins	5,300	Sandra Jones
Print	Adelaide Advertiser	30-Apr-11	SA	Alcohol advertising	p39	128.80 sq.cms	239,319	Sondra Devoran
Print	Australian Women's Health	01-May-11	NAT	Ecstasy Use	p46	1057.36 sq.cms	92,666	
Print	Sunday Times (Perth)	1/05/2011	WA	AEDs	p30	186.03 sq.cms	293,244	Sandra Jones
Print	Sunday Telegraph	01-May-11	NSW	AEDs	p19	58.53 cms.sq	617,824	
Online	ABC News	2/05/2011	NAT	Alcohol research	online	page		Simon Overland
Online	Shepparton News	2/05/2011	VIC	Alcohol research	online	page		Simon Overland
Online	Nine MSN	2/05/2011	NAT	Alcohol research	online	page		Simon Overland
Radio	SBS Ethnic radio	2/05/2011	NAT	AEDs and 6DYP	6.10am	0.58mins	n/a	
Radio	2GB Sydney	2/05/2011	NSW	AEDs	4.16am	8.04mins	8,000	Sandra Jones
Radio	2GB Sydney	2/05/2011	NSW	AEDs	4.05am	0.56mins	8,000	Sandra Jones
TV	NBN News Gold Coast	2/05/2011	QLD	ADF logo only	6.32pm	1.40mins	n/a	
Radio	Triple J News	2/05/2011	NAT	Aram and 6DYP	4.02pm	0.33mins	53,000	Aram Barra

TV	Channel 10 News (Melbourne)	2/05/2011	VIC	6DYP issues	6.16pm	1.24mins		199,000	Sandra Jones and Geoff Munro
TV	Channel 7 (Melbourne)	2/05/2011	VIC	ADF logo only	6.12pm	1.48mins		293,000	
TV	Channel 10 News (Melbourne)	2/05/2011	VIC	ADF logo only	5.01pm	1.55mins		170,000	
radio	ABC 774 Melbourne	2/05/2011	vic	6DYP Overland	11.03am	0.42mins		81,000	Simon Overland
Radio	ABC South West WA	2/05/2011	VIC	AEDs	11.10am	7.33mins	n/a		Sandra Jones
Radio	ABC South West WA	2/05/2011	VIC	AEDs	7.44am	0.38mins	n/a		Sandra Jones
Radio	3AW Melbourne	2/05/2011	VIC	AEDs	5.03pm	0.34mins		100,000	Sandra Jones
Radio	i98 FM Wollongong	2/05/2011	VIC	AEDs	12.02pm	0.44mins		9,300	
Online	AAP Newswire	2/05/2011	NAT	Alcohol research					Simon Overland
Print	Herald Sun	3/05/2011	VIC	iPhone app and 6DYP	p2	103.93 sq.cms		495,000	Angela White
Print	Border Mail	3/05/2011	VIC	Alcohol research	p10	63.75 sq.cms		24,330	Simon Overland
Print	The Age	3/05/2011	VIC	Alcohol research	p9	48.87 sq.cms		195,900	Simon Overland
Radio	ABC 774 Melbourne	3/05/2011	VIC	iPhone app and 6DYP	12.07pm	0.50mins		71,000	Angela White
Radio	Radio National (Life Matters)	4/05/2011	NAT	Alcohol advertising	9.05am	12.17mins		5,000	Sondra Devoran
Radio	Triple M Sydney	4/05/2011	NSW	AEDs	7.07am	0.08mins		30,000	
Radio	5AA Adelaide	4/05/2011	SA	AEDs	6.34am	0.31mins		49,000	Sandra Jones
Radio	2LT Lithgow	4/05/2011	NSW	iPhone app and 6DYP	1.50pm	2.11mins	n/a		Geoff Munro

Radio	2LT Lithgow	4/05/2011	NSW	iPhone app and 6DYP	1.43pm	7.10mins	n/a	Geoff Munro
Radio	2UE	4/05/2011	VIC	AEDs	11.17am	5.39mins	35,000	Sandra Jones
Radio	Joy FM	4/05/2011	VIC	AEDs	9.01am	0.19mins	n/a	Sandra Jones
Radio	Triple J News	4/05/2011	NAT	AEDs	8.02am	0.35mins	50,000	Sandra Jones
Radio	6PR Perth	4/05/2011	WA	AEDs	8.01am	0.25mins	47,000	Sandra Jones
Radio Print	ABC 774 Melbourne Redcliffe & Bayside Herald	4/05/2011	VIC	AEDs	7.55am	0.44mins	174,000	Sandra Jones
radio	SBS Ethnic Radio	04-May-11	QLD	6DYP AEDs	p22	23.49 sq.cms	34,835	
Radio	ABC Illawarra	06-May-11	vic	6DYP ethnicity	6.47am	5.34mins	n/a	Carmel Guerra
		29-Apr-11	NSW	Alcohol energy drinks and 6DYP	8.33am	.49mins	5,800	Sandra Jones
Radio	ABC Illawarra	29-Apr-11	NSW	Alcohol energy drinks and 6DYP	6.31am	.48mins	9,500	Sandra Jones
TV	NBN Newcastle	10-May-11	NSW	AEDs	6.25pm	1.46mins	65,000	Sandra Jones
TV	NBN Tamworth	10-May-11	NSW	AEDs	6.25pm	1.46mins	23,000	Sandra Jones
TV	NBN Gold Coast	10-May-11	QLD	AEDs	6.25pm	1.47mins	n/a	Sandra Jones
TV	NBN Lismore	10-May-11	NSW	AEDs	6.25pm	1.47mins	25,000	Sandra Jones
TV	NBN Coffs Harbour	10-May-11	NSW	AEDs	6.25pm	1.45mins	n/a	Sandra Jones
TV	NBN Central Coast	10-May-11	NSW	AEDs	6.25pm	1.47mins	n/a	Sandra Jones