

National Campaign media release

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The Australian National Council on Drugs (ANCD) today welcomed the launch of the 3rd phase of the [National Illicit Drugs Campaign](#) by Minister Christopher Pyne.

Referring to the launch, Chairman of the ANCD, Dr John Herron said:

“The aim of this campaign is to reduce the number of people who become involved with drugs by educating young people on the risks and potential harmful consequences of drug use. The advertisements provide dramatic but accurate information about the dangers from using ice, marijuana, ecstasy and amphetamines.”

ANCD Campaign Reference Group Chair, Professor Margaret Hamilton stated:

“The development of this prevention campaign is the result of significant research and focus testing to ensure that we send young people messages that are both clear and credible. It is expected that this campaign will actually reinforce many of the negative views that young people currently hold for illicit drugs.”

Noting some previous criticisms on public campaigns on drug use, Dr Herron added:

“There is often debate that public campaigns on drugs are unrealistic and counter productive, but that is not the case with Australia’s National Illicit Drug Campaigns. The ANCD has worked closely with the government on every phase of these campaigns to ensure advertisements are based on clinical advice and resonate with the target audience. I think we should also remember that anti-smoking public education campaigns which use graphic advertisements are rightly given credit for some of the significant reductions in tobacco use in Australia over the past decade.”

Noting the range of campaign resources Prof Hamilton added:

“The campaign will be supported by a range of resources that will be useful for young people, parents and professionals. These resources include a website, brochures, a 1800 free-call information line, and a booklet which is being sent to every household.”

The ANCD is the principal advisory body to Government on drug and alcohol issues.

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