Cracks in the Ice: A web-based toolkit providing trusted, evidence-based information about crystal methamphetamine

Mental Health Promotion or Mental Illness Prevention

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PART B

1. Additional Information about Entry (up to 1 x A4 page)

Methamphetamine use is an increasing global health concern and Australia has one of the highest rates of use worldwide. According to the 2019 National Drug Strategy Household Survey approximately 1.3% of the Australian population (aged 14 or over) reported past year use of methamphetamine. Whilst rates of methamphetamine use in the general population have remained fairly stable over the last decade, we have seen increases in the number of people who regularly use methamphetamine reporting using crystal methamphetamine (‘ice’) as their main form of the drug, as well as increases in rates of regular and dependent use and an increase in harms associated with use including mental health issues. Several sources suggest that rates of crystal methamphetamine use in regional and rural areas of Australia are higher than in metropolitan areas and in 2016, 40% of Australians rated methamphetamine as the drug of most concern (compared to 16% in 2013) overtaking alcohol for the first time in the survey’s history. In April 2015, the Australian Government established a National Ice Taskforce to provide advice on the impacts of crystal methamphetamine in Australia and the actions needed to address this growing problem. The first recommendation of the Taskforce was “to develop an online curated toolkit of information and resources to support families and communities to better understand and respond to the problems caused by ice”.

In February 2016, TheMHS Summer Forum focused on "Cracks in the Ice? Illicit Drugs and the Mental Health Impact on our Communities". Two of the Cracks in the Ice team co-convened the Forum and the discussions over these two days informed the development framework for the toolkit (developed 2016-2017; launched April 3rd, 2017). Cracks in the Ice currently has 107 resources including factsheets, guidelines, animations/videos, training programs, and support programs. The Cracks in the Ice smartphone application (mobile ‘app’) is also available on the two most popular platforms (iPhone and Android) in Australia to enhance reach, providing offline access for Australians without reliable internet access, such as rural and regional residents. Since launch, an additional two enhancements have been developed. Family and Friends Support Program is an online resilience and wellbeing program to support affected friends and family members and is the world’s first and only evidence informed program to offer 24/7 support. Secondly, an adaptation and design of resources to better meet the needs of Aboriginal and Torres Strait Islander peoples is near completion, following a two-year consultation and co-design process. It will be the first of its kind in Australia. In the wake of the COVID-19 pandemic Cracks in the Ice also received funding to support further development and dissemination of evidence-based resources for individuals most impacted by isolation: young people, families and friends, and those living in rural and remote areas.

Cracks in the Ice is a living and responsive program with a strong social media presence and active interface with users of the site. We regularly scope emerging literature and develop new resources in response to new evidence, end-user requests and community need.
2. Address the criteria relevant to category (up to 10XA4 pages)

2.1 Evidence of a significant contribution to the field of mental health on a local, state or national level.

Since its launch, Cracks in the Ice has received over **495,605 site users** and a total of **1,012,329 page views from** across Australia and internationally (Data as of July 31st 2020). Cracks in the Ice mobile app has been downloaded **over 4000 times**.

<table>
<thead>
<tr>
<th>SITE USAGE</th>
<th>SOCIAL MEDIA</th>
<th>PAGE VIEWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>495,605 site users</td>
<td></td>
<td>1,012,329 page views</td>
</tr>
<tr>
<td></td>
<td>Twitter</td>
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<tr>
<td></td>
<td></td>
<td>153,755 impressions</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3,673 total engagements</td>
</tr>
<tr>
<td></td>
<td></td>
<td>806 followers</td>
</tr>
<tr>
<td></td>
<td>Facebook</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>2,821,512 impressions</td>
</tr>
<tr>
<td></td>
<td></td>
<td>148,846 total engagements</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2,256,336 reach</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2,200 page likes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>HARD COPY RESOURCES</th>
<th>TRAFFIC SOURCES</th>
</tr>
</thead>
<tbody>
<tr>
<td>72.7% of users were based in Australia</td>
<td>181,681 hardcopy resources distributed to &gt;900 groups or individuals in Australia.</td>
<td>1. Organic search (77.5%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2. Direct (13.3%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3. Referral (4.2%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4. Social (4.4%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5. Email (0.1%)</td>
</tr>
</tbody>
</table>

**Top 5 (Australia)**
- NSW 30.9%
- VIC 27.9%
- QLD 21.0%
- WA 9.0%
- SA 7.7%

**Top 3 (International)**
- U.S. 23.9%
- Pakistan 2.4%
- Canada 2.3%

Requests for hard copy resources have come from:
- mental and/or youth health services
- drug and alcohol services
- state departments of health
- local councils
- community centres
- support groups

Referrals
People are coming to the Cracks in the Ice through several other sites including a number of government-based websites (e.g. campaigns.health.gov.au) and media sites (e.g. SBS) among others.
2.2 Evidence of innovation and/or recognised best practice.

Given the extremely high levels of community concern about crystal methamphetamine, the plethora of non-evidence based information available online, and the often sensationalised and potentially stigmatising coverage of the issues in the media, *Cracks in the Ice* represents a significant innovation to support best practice, reduce stigma and promote help-seeking. It supports best practice and innovation in two ways:

1. **Provision of trusted, up-to-date information and resources that reflect best evidence to date**

One of the first activities in the iterative design process was to undertake a scoping survey with members of the community (n=451 individuals; 30% had used ice before). Community members reported that having access to information and support that was “trusted” and “evidence-based” was critically important. The review and development of evidence was therefore critical in the development of the toolkit. All internal resources were reviewed or developed by the core team and expert affiliates and based on reviews of national and international evidence. All external resources were assessed for their evidence-base, generalisability and applicability to the Australian context, using an adapted version of the National Health and Medical Research Council (NHMRC) body of evidence matrix, shown below. The development of the app was informed by a formal systematic review of the evidence as well as feedback from end-users.

<table>
<thead>
<tr>
<th>Component</th>
<th>A: Excellent</th>
<th>B: Good</th>
<th>C: Satisfactory</th>
<th>D: Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Evidence base: Was the resource developed on the basis of evidence?</strong></td>
<td>Formally evaluated and findings published.</td>
<td>No formal evaluation; Developed on the basis of published findings OR some testing among end-users has been conducted.</td>
<td>No reference to formal evidence or testing; developed with formal input from experts.</td>
<td>Developed on basis of personal opinion only / unknown.</td>
</tr>
<tr>
<td><strong>Impact and Utility: Range and importance of issues covered</strong></td>
<td>Very large: Covers a range of relevant issues comprehensively.</td>
<td>Substantial: covers more than one relevant issue.</td>
<td>Moderate: Covers a single issue of high importance.</td>
<td>Slight/Restricted: Brief resource, covers a single issue of lesser importance.</td>
</tr>
<tr>
<td><strong>Generalisability: Relevance of the resource to the community and/or target groups for the toolkit.</strong></td>
<td>Relevant to one or more of the toolkit’s target groups.</td>
<td>-</td>
<td>-</td>
<td>Not relevant for any of the toolkit’s target groups.</td>
</tr>
<tr>
<td><strong>Applicability: How applicable is the resource to an Australian context?</strong></td>
<td>Directly applicable to Australian context.</td>
<td>Applicable to Australian context with some caveats.</td>
<td>-</td>
<td>Not applicable to an Australian context / Unsure.</td>
</tr>
</tbody>
</table>

2. **Development of world-first programs and resources that meet identified gaps**

The Family and Friends Support Program (FFSP) provides affected family and friends with a tailored, evidence-informed program that addresses their needs in supporting a loved one using crystal methamphetamine. It also provides an evidence-based training and accreditation program for health workers (the 5-Step Method) to improve their capacity to support family members and friends. FFSP is the world’s first and only evidence informed program to offer 24/7 support to families and friends supporting a loved one using crystal methamphetamine.
methamphetamine. To date, FFSP has attracted 38,913 pageviews (4,777 unique visitors; 30% returning visitors; 6,822 sessions, 5mins and 5.7 pages per session). Engagement is well above the industry average of 2mins, indicating the high relevance and acceptability of FFSP. An adaptation of the program for families supporting loved ones using alcohol and other drugs is also underway.

The development of culturally appropriate resources about crystal methamphetamine and harms to better meet the needs of Aboriginal and Torres Strait Islander peoples is a response to an identified lack of culturally appropriate resources despite evidence of significant harms and impact from crystal methamphetamine among Indigenous Australians. This project has involved a 2-year consultation process with Aboriginal and Torres Strait Islander communities, with a total of 166 participants across 15 focus groups taking part in 4 states/territories in Australia. A preview of the website is currently available. The adaption will undergo beta-testing among communities later this year with an aim to launch publicly by mid-2021. This also represents the first initiative of its kind in Australia.

2.3 Evidence of participation of mental health consumers, in the planning, implementation and evaluation as relevant.

Part 1: Toolkit Development

People with lived experience of crystal methamphetamine use and harms and their families were involved in three out of the five stages of the development of Cracks in the Ice (as per diagram).

The three stages were:

- **Expert consultation:**

  Jack Nagle is a media commentator, recovery advocate and founder of Real Drug Talk. After playing basketball at a high level and being incredibly fit and healthy young man; addiction took over his life taking his health, integrity and spirit. Jack is extremely passionate about using the destruction of his past as his greatest asset to give hope of freedom to people suffering with addiction and educating the community. In early 2016, the Cracks in the Ice team began discussions with Jack about the project. Jack partnered with the Cracks in the Ice team as a Lived Experience Development Advisor and in this role he has been involved in several stages of the project from development to launch and dissemination, including conducting a workshop for the team on the toolkit development, reviewing the beta-version of the toolkit and co-authoring the development paper. He also presented a Cracks in the Ice Webinar on “tackling stigma in a 2018 environment”. Jack also continues to play an ongoing advisory role and assist with dissemination activities.
Jenny Valentish is a journalist and author who has a keen interest in alcohol and other drug prevention and treatment, as well as the dissemination of health information. Jenny has a graduate certificate in Alcohol and Other Drugs from Turning Point/Monash University and is the author of Woman of Substances, a book which investigates the female experience of alcohol and other drugs and draws on her own lived experience of substance use. Jenny formally consulted with the team to provide feedback on the Cracks in the Ice online toolkit and mobile app from a lived experience perspective, making a number of suggestions for ongoing improvements and development.

- **End-user consultation:** An initial survey of end users, including people who use crystal methamphetamine, their families and friends, health professionals and the general community was conducted to scope information needs and to collect data to inform the initial design and development of the toolkit. Over a two week period, 451 individuals (55% female, mean age: 28.8 years) completed the survey. The vast majority of the sample had lived experience of crystal methamphetamine use and its impacts. Just under one third of participants had used crystal methamphetamine in their lifetime and of these, 22% were using weekly; 29% had experienced family or relationship problems as a result of someone using crystal methamphetamine and 19% had been pushed, hit or assaulted by someone using crystal methamphetamine. Information gathered included, participants’ concerns, and needs, why they would visit a site about crystal methamphetamine use and its consequences of crystal methamphetamine use.

- **Beta testing:** Following development of a beta-version of the toolkit a second round of consultation was conducted to ensure that the toolkit was informative, easy to understand and relevant to Australian community. A total of 41 participants completed a detailed online survey on site navigation, engagement and visual appeal, content, tone and user friendliness in August-September 2016. Overall feedback was very positive, and any comments for improvement were reviewed, and the site edited to make the information as concise and engaging as possible. Examples of feedback obtained during beta testing include:
  - “It’s informative and interactive and easy to find information”
  - “I like the mission statement. Evidence based information is important but trust is key”
  - “I like the images as they are relevant and portray the website is for anyone to use. I also like that they aren’t stereotypical”
  - “All the sections are really helpful and helped me understand more about ice and risk associated with it”

Users of the site are also provided with an online feedback form where they can provide direct feedback at any time. In total, Cracks in the Ice has received 373 user requests via https://cracksintheice.org.au/contact. This feedback has provided perspective on what
information and resources are needed. It promotes the generation of new ideas and resources in response to user-identified gaps that the research team may not otherwise have considered. This feedback has resulted in the development or incorporation of other resources for example strong links to the National Comorbidity Guidelines and its online training program. Other examples of resources developed in response to end-user feedback include webpages and factsheets providing information about:

- the effects of crystal methamphetamine on the brain
- the co-occurrence of substance use and mental health issues
- what to do if someone you care about won’t seek support
- how health professionals can support children of parents who use crystal methamphetamine

Part 2: App Development

To enhance the reach and dissemination of the toolkit, a companion Cracks in the Ice smartphone application (mobile app) was developed. A formal systematic review of mobile apps was conducted in April 2017 by the research team to determine the quantity and quality of apps providing information about crystal methamphetamine in Australia. The review found that both the amount and quality of educational apps about the drug crystal methamphetamine were limited, with a clear need for evidence-based information about crystal methamphetamine to be made available in Australia via an easily accessible app format. Following an initial development and feedback from the Expert Advisory Group, a beta version of the Cracks in the Ice mobile app was developed and tested among end-users in September 2017 via an online survey designed to assess overall functionality, usability and appeal of the beta version of the app. A total of 34 participants completed the survey (79% female, mean age: 37 years). Overall feedback on the beta version of the Cracks in the Ice mobile app from the community was very positive, with participants rating the app very highly on its content, layout, visual appeal, usability, functionality and engagement. Jenny Valentish was also consulted to provide in-depth feedback on the beta version of the new Cracks in the Ice mobile app. The app was officially launched on the 9th of January 2018 and was downloaded over 200 times within the first two weeks.

Part 3: Website Evaluation

Between November 2018 and March 2019, the Cracks in the Ice team conducted an online evaluation survey among 2110 community members. The focus was to determine the usefulness of the online toolkit. The three main aims of the survey were to 1) Measure knowledge about, and attitudes, towards crystal methamphetamine and people who use this drug in Australia; 2) Determine whether Cracks in the Ice was useful and meeting the needs of its target audience; and 3) Identify perceived and actual barriers to help-seeking among people who use crystal methamphetamine, as well as their family and friends. A
summary of the results of the survey are included under section 2.5 “Verification and evaluation of the program's effectiveness”.

2.4 Evidence of Partnerships and Linkages (collaboration for continuity between organisations).

Affiliated Networks and Partnerships

*Cracks in the Ice* project collaborates and is affiliated with several organisations on an ongoing basis (refer to Table 1: Endorsements and Affiliated Networks).

Table 1: Endorsements and affiliations of *Cracks in the Ice*

<table>
<thead>
<tr>
<th>AUSTRALIAN GOVERNMENT DEPARTMENT OF HEALTH</th>
<th>CENTRE FOR BRAIN AND MENTAL HEALTH RESEARCH (CBMHR)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PREMISE</strong> PREVENTION AND EARLY INTERVENTION IN MENTAL ILLNESS AND SUBSTANCE USE CENTRE OF RESEARCH EXCELLENCE (PREMISE)</td>
<td><strong>NDRI</strong> NATIONAL DRUG RESEARCH INSTITUTE, CURTIN UNIVERSITY (NDRI)</td>
</tr>
<tr>
<td><strong>CURTIN UNIVERSITY</strong></td>
<td><strong>UNSW</strong> NATIONAL DRUG AND ALCOHOL RESEARCH CENTRE, UNSW (NDARC)</td>
</tr>
<tr>
<td><strong>POSITIVE CHOICES</strong></td>
<td><strong>CIF</strong> ALCOHOL AND DRUG FOUNDATION</td>
</tr>
<tr>
<td><strong>NCETA</strong> NATIONAL CENTRE FOR EDUCATION AND TRAINING ON ADDICTION</td>
<td><strong>NCCRED</strong> NATIONAL CENTRE FOR CLINICAL RESEARCH ON EMERGING DRUGS (NCCRED)</td>
</tr>
<tr>
<td><strong>TURNING POINT</strong></td>
<td><strong>INSIGHT</strong></td>
</tr>
</tbody>
</table>

Part B: Criteria relevant to Category - Page 6
The project team also work closely with Australian Drug Foundation (ADF) and have monthly meetings, with a view to cross promote each other’s programs and activities. For example, Cracks in the Ice promotes the ADFs Local Drug Action Teams (LDAT) program to support communities to work together to prevent and reduce the harmful effects of alcohol and other drugs (including crystal methamphetamine). The Cracks in the Ice toolkit links directly to the ADF LDAT Program from the ‘Community toolkit’ page.

Digital Development Partnerships

Cracks in the Ice works closely with Netfront a digital agency in Sydney which offers custom web design, web development and graphic design services. Netfront have been in partnership with Cracks in the Ice as the web developers since 2016 and this partnership is ongoing as the site continues to be updated and improved. Critical to the success of this partnership is a shared understanding of mental health and substance use issues and the importance of bringing this understanding to the design of the site. Cracks in the Ice also partners with Gilimbaa and IB Creative, two Indigenous creative agencies, to co-develop culturally appropriate resources including animations and infographics for key messages. These agencies oversee the creative design elements and work in partnership with the Cracks in the Ice team to optimise content delivery and improve understanding of key messages among Aboriginal and Torres Strait Islander peoples.

Broadcast and Online Media Partnerships

SBS: In 2015-2017, the Cracks in the Ice team partnered with Keo Films Australia and the Special Broadcasting Service (SBS) to develop a Community Outreach Partnership alongside the TV documentary, Struggle Street: Series 2. Over a two-year period the team worked closely with producers discussing a range of issues including prevalence and impact of substance use and mental health problems among disadvantaged groups, media portrayal of mental health and substance use problems, stigma and duty of care for those participating in the series. Our team reviewed several excerpts from the narration script to "fact check" statistics on substance use and mental health problems and to comment on tone and language. As part of the online content developed to accompany the series,
members of the team were involved in two “myth-busting” online videos, The Truth About Addiction and The Truth About Ice, which have collectively been viewed over 140K times. Before the series went to air, the outreach team at SBS worked very closely with us to ensure there were appropriate links from online video, program and news content surrounding the series, to support services, information and other key resources. Consequently, in the month of December, 2017, when the series aired, sbs.com.au was ranked as the 2nd highest referring site to Cracks in the Ice. In continued partnership with SBS we have developed an online resource and discussion guide to challenge stereotypes around crystal methamphetamine use, addiction and recovery to support communities who are working in this area and members of the team partnered with SBS again in 2019 as outreach partners for Struggle Street: Series 3.

Mindframe: In 2019-2020, the Cracks in the Ice team partnered with Mindframe who provide national guidance, training, and education on the responsible, accurate, and sensitive portrayals of mental illness and suicide by the mass media. Given methamphetamine is frequently covered in the media with a particular focus on potentially stigmatising and sensationalist topics such police services, aggression and violent crime, our team worked closely with Mindframe to develop National evidence-informed guidelines for media professionals on how to report stories about crystal methamphetamine in an accurate and non-stigmatising way. Completion of the guidelines was prioritised to coincide with the scheduled release of the findings from the NSW Special Commission of Inquiry into the Drug Ice. The guidelines were launch via a Cracks in the Ice webinar on the 22nd of October which had 257 registrants and has been viewed over 224 times. Since upload, the guidelines have been viewed 586 times.

Community Engagement and Linkages

The project continues to engage and collaborate with the community through a series of webinars focused on crystal methamphetamine. Since 2017 there have been 11 webinars which have reached a live audience of 2,811. As of 31st June 2020, these webinars have been viewed a further 5,929 times which is a total of 8,740 views. The top 5 most attended webinars were:

1. Trauma and substance use presented by Professor Kath Mills (Matilda Centre)
2. Effects of Ice use during Pregnancy on both the Mother and Baby presented by Dr Mark Greenhalgh (Staff Specialist Neonatologist, Royal Prince Alfred Hospital)
3. Current and promising treatment options for ice dependence presented by Professor Maarten van de Buuse (La Trobe University), Professor Frances Kay-Lambkin (University of Newcastle) and Dr Shalini Arunogiri (Turning Point)
4. Psychosis and other mental health effects of ice presented by A/Prof Rebecca McKetin (National Drug and Alcohol Research Centre, University of New South Wales)
5. **Supporting frontline workers with information and resources about crystal methamphetamine (‘ice’) presented by Allan Trifonoff and Roger Nicholas (National Centre for Education and Training on Addiction)**

The webinars are recorded and made available on the website where they can be viewed on demand. After each webinar a feedback survey is offered to all participants. The feedback from the webinars has been overwhelming and shows a high level of engagement with the community:

- “Thank you for providing this great service, for isolated workers it is invaluable”
- “All the info provided by this mob is outstanding! Keep it coming.”
- “Best webinar that I have ever attended.”
- “I found the information very useful and able to be utilised in a practical way”
- “Well structured, presenter clearly knowledgeable and very relevant to my role.”
- “Thank you - exceeded my expectations! Very informative, relevant and easy to follow. I will definitely be watching again when on website and recommending to colleagues.”
- “The Cracks in the Ice Webinars are always informative.”
- “Very informative, practice based and based on solid research”
- “The information provided in this webinar was invaluable in my work with families impacted by substance use of a family member”

**Online Resource and Support Linkages**

Lastly, *Cracks in the Ice* promotes and links with several organisations who have developed evidence based online resources listed on the *Cracks in the Ice* site. For example, the [training modules for health professionals](#) link to a number of organisations working to support the mental health and alcohol and other drug sector workforce. Similarly, although we don’t collect information about what happens once users leave the *Cracks in the Ice* website we do have information about that there has been over 1,600 people a clicking on an external support link or a get support phone number. The top three links accessed being the [ADF AOD information service](#), [Family Drug Support](#) and [Counselling Online](#).

**2.5 Verification and evaluation of the program's effectiveness**

Since its launch in April 2017, *Cracks in the Ice* has received very positive feedback regarding the site (refer to 2.3) and associated outreach and engagement activities (e.g. webinars, refer to 2.4) and members of the team have made presentations at 39 conferences (national and international, several invited) and at community meetings. There have also been over a million page views of Cracks in the Ice and good engagement with the site and its resources (refer to 2.1) As described earlier, over 181,681 hard copy resources have been distributed to over 900 groups or individuals including mental and/or youth health services, drug and alcohol services, state departments of health, local councils, community centres and
support groups, among others. Requests in the first 12 months following launch exceeded projected numbers and are indicative of the high levels of community need as well as the usefulness of the resources themselves. In recognition of its impact, in 2017 *Cracks in the Ice* won the Australian Rotary Award for Knowledge Dissemination in Mental Health. The award is given to a person or program that has demonstrated outstanding service in the promotion of evidence-based interventions, implementing them into practice or making the public more aware of their existence.

As mentioned in 2.3, an online website evaluation survey was conducted in 2018/2019. The survey was completed by 2110 community members recruited via social media and included responses from people in every state and territory in Australia. Twenty-seven percent of participants reported having used crystal methamphetamine before, 41% reported having a family member or friend who they thought may be using crystal methamphetamine and 44% were from a regional, rural or remote area of Australia. Most (85%) had not visited *Cracks in the Ice* before.

The overall findings of the survey indicated that the *Cracks in the Ice* website was helpful, had a clear purpose, was non-stigmatising and strong in its evidence base. For example, 90% of participants agreed or strongly agreed that the terminology on Cracks in the Ice is non-stigmatising, 91% agreed or strongly agreed that the information and resources have been informed by evidence and 82% agreed or strongly agreed that the support options are useful. The target audiences also indicated that *Cracks in the Ice* was meeting their needs (93% of families/friends, 97% of health professionals and 85% of people who reported using crystal methamphetamine said the site was useful). The overall usability of the site was also rated highly as measured by the system usability scale (SUS). The SUS for *Cracks in the Ice* was 75.8 among people who had seen the site before the evaluation survey and 73.1 for people who had not seen the site before. This is higher than the industry average of 68 for SUS across 500 studies. Although knowledge about ice was generally high among the community participants in the survey, the effects, prevalence and legal implications were less well understood. There is also a high prevalence of negative stigmatising attitudes towards people who use ice, and towards the drug generally in the Australian community. 66% of people agreed that they “would not associate with people who have used ice in the past”, 43% agreed that “people who use ice are dangerous” and 13% agreed that they “should be locked up to protect society”. Many of those who had used crystal methamphetamine (39%) reported having been discriminated against due to their drug use and stigma was identified as a key barrier to help-seeking among people who use ice. Higher levels of knowledge about crystal methamphetamine were associated with less stigmatising attitudes highlighting the importance of continuing to increase access to accurate, evidence-based information about crystal methamphetamine via health promotion initiatives such as *Cracks in the Ice*. 
Conclusion

*Cracks in the Ice* is the first nationally focused online portal in Australia to support individuals, families, health workers and communities to access free, trusted, evidence-based and easy to understand resources about crystal methamphetamine (‘ice’). The development of the smartphone app with offline capabilities also promotes the reach of the program into rural and regional communities of Australia, where levels of crystal methamphetamine use are high and of particular concern. Innovative development of programs and resources for families and friends, Aboriginal and Torres Strait Islander Peoples, and those impacted by the COVID-19 pandemic are underway and represent critically needed responses in this area. The reach and impact of *Cracks in the Ice* are evident at both a national and international level. *Cracks in the Ice* has received a significant and overwhelmingly positive response from individuals and communities reflected in the number of site users, feedback comments and hardcopy resource orders. *Cracks in the Ice* continues to engage close to 20,000 Australians each month through newsletters, webinars and social media and other outreach activities. *Cracks in the Ice* is a responsive and growing resource which ensures that trusted, evidence-based resources are made available to individuals and communities affected by crystal methamphetamine.

Referees

1. **Professor Nicole Lee**  
   Professor at the National Drug Research Institute (NDRI) Curtin University and Director of 360Edge, Melbourne, Australia. Contact details: [Contact details]

2. **Professor Ann Roche**  
   Director of the National Centre for Education and Training on Addiction (NCETA), Flinders University, South Australia. Contact details: [Contact details]
Appendix of Support Material (up to 8 pages)

*Cracks in the Ice* has a policy of publishing in Open Access journals where possible to ensure widespread dissemination of research associated with the site and to promote equity of access to research outputs. Open Access journals require authors to pay publication costs if their article is accepted but the articles are then made freely available to the public and are not limited to those with paid access via academic institutions.

**Publications:**


Screenshots of the *Cracks in the Ice* website:

Please note at time of application, the website is undergoing updates in line with the outcomes from the evaluation so the screenshots may be different to the live website, however the information and resources available is the same.

1/ Homepage:
2/ Health Professionals landing page and Family and Friends landing page
For the purposes of this website, we respectfully refer to Aboriginal and Torres Strait Islander peoples as Aboriginal and Torres Strait Islander peoples. 

About the artwork

Jemma Black is an award-winning, contemporary and Indigenous visual artist. Jemma has also been involved in the development of the design, whilst working closely with the Cracks in the Foundation team. An important aspect of the pattern is its design, which acknowledges that everyone’s journey through crisis is different. The visual elements of the artwork, including the Cracks, the text, and the imagery, carry a message of strength, compassion, cultural strength and diversity of Aboriginal and Torres Strait Islander peoples.
Feedback from end-users

1/Screenshots of feedback from social media (Facebook or Twitter)

**Cracks in the Ice** @cracksintheice

2020 is Int'l Year of the Nurse & Midwife! Thank you to all the nurses & midwives who care for people affected by #AOD issues. Check out our...

Read More

**Bridge Treatment & Recovery Services** shared your post.

February 22 -

If you need any information regarding methamphetamine, check out the app from Cracks in the Ice. Easy to access up to date information and it's free!

**West Coast Youth & Community Support** shared your photo.

12 May at 22:14 -

Just found the best resource that is for everyone struggling with the impact of methamphetamine dependency ... it is evidence based, for families, friends, health staff and those that are using - is factual and easy to understand - most importantly it has really good information that is accurate and reflects the work we do at WCYCS each day in our recovery and clinical support work for all our friends travelling on their own roads to recovery - there is always hope ...

**The TARA Clinic** shared your post!

4 September at 13:49 -

Cracks in the Ice is an incredible initiative that provides people with helpful tools to assist someone using methamphetamine.

**WAPA - WA Primary Health Alliance** @waphnhs - 20h

Australia has one of the highest rates of methamphetamine dependence in the world. Learn more about @cracksintheice and how you can help your community to respond and support people affected by ice use. Read more in the online toolkit: cracksintheice.org.au/pdf/cracks-in...

**DANA @DANAnews1** Sh

This is an amazing resource! Thank you. @spicyideology @adam_searby @jasonharrison2

**Cracks in the Ice** @cracksintheice - Apr 22

#COVID19 continues to significantly impact the Alcohol & Other Drugs sector in Australia. Several peak bodies have created practical evidence-based information & resources to support workers, clients & services during this time. To learn more, visit cracksintheice.org.au/health-profess...

**COVID-19 Resources For AOD Workers and Services**

Ros Rolleston @RNRSos

22 mins ago

Cheers for your gratitude of the vital work of nurses @cracksintheice Big thanks to you for the great resources and evidence guides on working with people affected by methamphetamine 👍

Kazzas Helium Brilliant site. ![Like - Helium](https://helium.com/)

Like - Reply - Message - 20w

Mark Butler @markbtl2381

Replying to @RosRolson @cracksintheice and @ProfFrankAdlamb

Thoroughly enjoyed this informative and engaging webinar. Well done to all involved.

Shabrock McGerkenfinkle These guys do a great webinar series as well...

Like - Reply - Message - 22w

Jimmy Carls recommends Cracks in the Ice.

July 5 -

It's great place to get info where to start to give up ice addiction

Sorrey Leigh recommends Cracks in the Ice.

April 17 -

Education on this subject is so important. I commend everyone involved !

Pauline McLean recommends Cracks in the Ice.

October 8, 2018 -

It is so important that people are educated with the correct information. The media tends to have us believe there is an Ice epidemic. It is certainly a number that we can address and hopefully overcome

Andy McLean recommends Cracks in the Ice.

December 2, 2018 -

Evidence based information on the affects of Ice

Kiri Gerretzen recommends Cracks in the Ice.

August 22, 2018 -

Excellent for those uneducated on methamphetamine and the damage it does to everyone surrounding an meth addicted personality. amazing app! Do try!
2/Quotes & Feedback from End-users

- I’m just writing to show my gratitude to the team for the hard work that has gone into the site and app. I became aware of it through an insight webinar and as a new practitioner, will be better equip as such. What an amazing set of tools at our fingertips and for my clients and families. Many many thanks to your team this is just so invaluable.

- I am finding your resource book invaluable! ... This site is amazing and so up to date! Both of my roles are within the Indigenous community and one is specifically related to Ice. This resource is brilliant! I am devouring the info on your website

- Just found the best resource that is for everyone struggling with the impact of methamphetamine dependency ..... it is evidence based, for families, friends, health staff and those that are using- is factual and easy to understand - most importantly it has really good information that is accurate and reflects the work we do each day in our recovery and clinical support work for all our friends travelling on their own roads to recovery - there is always hope

- Hi. I run a support group in my community, supporting families who have a loved one addicted to Ice and I find your web page very helpful for us

- Booklets are very popular with our clinicians working directly with people affected by ice and their families. As many booklets as you can send would be greatly appreciated.

- Thank you for the resources. I have been asked to present to Child Protection workers and will provide a copy of the flyer and the booklet to each clinician in addition to directing them to the Cracks in the Ice website

- Thank you so much this site is brilliant. I have passed this onto a counsellor at one of the schools as well.

- We have a huge issue with ICE in our community and we have clients accessing our services that your booklet is very relevant to. I put out on the counter the small supply we had and already they have gone.

- Wonderful resource. Thank you for the work you do.

- Thank you for supplying this booklet. I have been told that it is a great resource. I look forward to receiving it and adding it to my Drugs and alcohol resources.

- As the satellite trainer for a prison I currently run a Methamphetamines training package. This booklet would complement the training that I deliver.

- Congrats on a great website. As a member of a CDAT, I would like to order your new resources to display at our upcoming meth workshop for families and carers. Thank you

- Great to see "Cracks in the ICE" up and running. Your booklets are easy to read and will be beneficial to all those in the community who attend our groups and ICE community forums “I think the images are good. They show different demographics and makes the viewer feel *safe*
3/ Evaluation

Results from participants asked whether they agreed or disagreed with several statements about the key aims of the *Cracks in the Ice* website as well as its organisation and aesthetics.

![Bar chart showing the organisation of information on *Cracks in the Ice* makes sense](image)

**Figure 1**: Feedback among website visitors (total sample, family and friends, people who have used ice, health professionals) regarding the organisation of information on *Cracks in the Ice*.

![Bar chart showing the support options listed on *Cracks in the Ice* are useful](image)

**Figure 2**: Feedback among website visitors (total sample, family and friends, people who have used ice, health professionals) regarding the support options listed on *Cracks in the Ice*. 

Appendix - Page 7
Figure 3: Feedback among website visitors (total sample, family and friends, people who have used ice, health professionals) regarding the evidence-base of *Cracks in the Ice*.

Figure 4: Feedback among website visitors (total sample, family and friends, people who have used ice, health professionals) regarding the terminology used on *Cracks in the Ice*. 