SPICE PREVENTION
IN THE CITY OF FRANKFURT

STADT FRANKFURT AM MAIN
DRUG COORDINATION DEPARTMENT

RENA TE LIND-KRÄ M ER
THE „FRANKFURTER WEG“
FOR DRUG POLICY

- Drug trend research
- Interdisciplinary cooperation
- Help and interdiction – they only work together
- A pragmatic approach, for pragmatic answers
- Innovative measures
WHAT'S NEW ABOUT SPICE PRODUCTS?

• A large number of new substances
• Marketed professionally
• Sold via the internet
• Falsified list of active ingredients
• Misinformation about the way of using it
• New restrictions are circumvented quickly
PREVENTION IN THE INTERNET AGE

• Teaching media competence
• Providing fact-based information
• Encouraging risk awareness
• Training risk competence
SPICE PREVENTION IN FRANKFURT

• Drug trend research
• Researching blogs and forums for new trends
• Information of educators and parents through seminars, brochures and websites
• Information of consumers through the website www.Legal-High-Inhaltsstoffe.de
TARGET GROUPS OF SPICE PREVENTION

- Adolescents
- Parents
- Educational professionals
- Social Workers
- Spice consumers
TARGET GROUP
SPICE CONSUMERS

- The curious
- Regular users or substitutors
- Experimenters
GOALS

• Establishing contact with consumers
• Informing with facts
• Encouraging risk awareness
• Offering advice and help
• Preventing injury or bodily harm
CONCLUSIONS

- Monitoring Trends continuously
- Interdisciplinary cooperation
- Fast provision of targeted information
- Promoting risk awareness
- Researching blogs and forums frequented by consumers
- Utilizing the web 2.0 to inform and advise consumers
Thank you very much for your attention!