Prevention of illegal drug consumption in the Federal Centre for Health Education (BZgA)

International Conference on SPICE prevention issues, September 25-26

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Frankfurt, 26.09.2012
The Federal Centre for Health Education: Fields of activity

- HIV/AIDS-Prevention
- Addiction Prevention
- Sex education and family planning
- Nutrition and physical activity
- BZgA
- Health of children and adolescents
- Health and schools
- Blood and plasma donation
- Organ donation
### Prevention of “substance abuse, addiction prevention”

#### Target groups
- Children
- Adolescents
- Adults

#### Access by
- Mass communication
  - TV/cinema spots
  - Billboards, posters
  - Print advertisements in magazines
  - Brochures, flyer
- Internet/SMS
  - Websites
  - Social Networks
  - Online self tests and programmes for behavioural change
- Personal Communication
  - School based activities (join-in-circuits, film festivals)
  - Peer education programmes
  - Special events (sport)
  - Educational programmes and material for multipliers (teachers etc.)
Addiction Prevention: BZgA-Programmes and Campaigns

- **Primary prevention**
  Target groups “children, parents, adults”

- **Tobacco prevention**
  Target group “adolescents” / “adults”

- **Alcohol prevention**
  Target group “adolescents” / “adults”

- **Prevention of illegal drug consumption**
  Target group “(consuming) adolescents” / “adults”

- **Prevention of gambling addiction**
  Target group “(young) adults”

- **Prevention of computer game and online addiction**
  Target groups “children, adolescents, parents”
## Use of illegal substances in Germany

### 12 months prevalence of consumption of illegal substances in Germany, 2011

<table>
<thead>
<tr>
<th>Substances</th>
<th>Prevalence (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any illegal substance</td>
<td>14.3%</td>
</tr>
<tr>
<td><strong>Cannabis</strong></td>
<td><strong>13.5%</strong></td>
</tr>
<tr>
<td>All illegal substances except Cannabis</td>
<td>2.8%</td>
</tr>
<tr>
<td>Ecstasy</td>
<td>1.0%</td>
</tr>
<tr>
<td>LSD</td>
<td>0.3%</td>
</tr>
<tr>
<td>Amphetamine</td>
<td>1.6%</td>
</tr>
<tr>
<td>Kokain</td>
<td>0.9%</td>
</tr>
<tr>
<td>Crack</td>
<td>0.0%</td>
</tr>
<tr>
<td>Heroin</td>
<td>0.0%</td>
</tr>
<tr>
<td>Schnüffelstoffe</td>
<td>0.2%</td>
</tr>
<tr>
<td>Psychoaktive Pflanzen</td>
<td>0.7%</td>
</tr>
</tbody>
</table>

*Quelle: BZgA-Drogenaffinitätsstudie 2012 (CATI, 5,000 interviews, 12-25 years)*
BZgA-Concept of prevention of illegal drug consumption

- Clear focus on Cannabis since Cannabis is the most common illegal drug:
  7% (12- to 17-year olds) and 39% (18- to 25-year olds) report cannabis use at least once in their live (life time prevalence, BZgA, 2012).
  3% of the 18- to 25-year olds consume cannabis more than ten times a year (regular cannabis use, BZgA, 2012).

- Psychology
  Drug use can be considered as a rather “normal” behaviour in adolescence. It needs to be differentiated from ongoing misuse of drugs (Silbereisen & Reese, 2001; Moffit, 1993)

→ Selective prevention
  Specific approach for different target groups or risk profiles
www.drugcom.de

- Start in 2001
- Extensive information pool on legal and illegal drugs (drug and addiction lexicon, FAQs)
- Latest news and monthly special topic, current reports from drug research
- Knowledge quiz and self-tests: cannabis check, check your drinking
- Individual counselling service via e-mail and online-chat
- For cannabis consumers: Programme for behavioural change („Quit the Shit“) since 2005
- For risky drinking patterns: Programme for behavioural change („Change your Drinking“) since 2009
www.drugcom.de is under continuous review and evaluation

- Approximately 2.500 hits/visitors per day
- User statistic: mainly 18 to 30 years old; 42% female, 70% male
- One of the most visited websites of the BZgA
- High ranking in search engines as google
- Onsite-study:
  - (Very) good ratings regarding website-usability and comprehensibility of texts
  - High recommendation rates
Kiffen und die Folgen im Alltag


Die Realität weggekipft

Stattdessen bekifft zu sein, empfindet manche Konsumierende Angst und erleben sich selbst, als wenn sie außerhalb ihres Körpers stehen oder als wenn die Welt um sie herum nicht mehr real ist. Normalerweise klingen diese Effekte mit dem Nachlassen der Wirkung wieder ab. Fallberichten zufolge kann die verzerrte Wahrnehmung jedoch über längere Zeiträume bestehen oder sogar wieder
Topic „Legal Highs“

Information in
- News
- Lexicon (Spice)
- Special topics
Summary 1

- Prevention of illegal drug consumption in the BZgA focuses on cannabis consumption
- It addresses specific target groups and makes a difference between regular users and adolescents trying out drugs
- It consists mainly in a high-standard internet-platform www.drugcom.de because the target group uses this medium to search for information (anonymously)
- www.drugcom.de offers objective and up-to-date information about the effects, the short-term and long-term risks of illegal drugs used in Germany
- It offers behavioural change programmes (alcohol, cannabis), self tests and (interactive) and the possibility to contact qualified counsellors (individually/anonymously)
Summary 2

- Studies show: Users of new psychoactive substances – such as “legal highs” – are generally no “new” user groups.

- Therefore www.drugcom.de is the best way to reach these target groups since it is very well established as the information website on legal and illegal drugs in Germany.

→ As for the BZgA: A new national and universal prevention strategy for “legal highs” is not needed.
Thank you for your attention!

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Quit the Shit (QTS) – Basic Information

- 50-days counselling programme for cannabis-addicted adolescents and young adults
- Aim: To help reduce or quit cannabis consumption
- More than 3,500 users so far
- Start: August 2004
- RCT-study from 2006-2008
- Successful transfer to local counseling services in Germany