



Crystal Methamphetamine
*Trusted, evidence-based
information for the community*

www.cracksintheice.org.au



@cracksintheice



Got a question? Email Dr Steph Kershaw
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A digital public health initiative

Crystal methamphetamine ('ice') presents not only a 'substance use problem' but also a mental health problem in Australia.



Cracks in the Ice is a national online toolkit providing trusted, evidence-based information for the Australian community.

It provides targeted information and resources for:

- ✓ Community members
- ✓ Families and friends
- ✓ People who use ice
- ✓ Health workers
- ✓ Schools





Reach and impact

Since launch in April 2017, *Cracks in the Ice* has had:



Over
580,000
site users



Over
1 million
pageviews



**Positive
feedback**
from the Australian
community

Digital health initiatives like *Cracks in the Ice* stand to overcome structural, geographical, and attitudinal barriers to AOD and mental health prevention efforts.



Australian Government
Department of Health



THE UNIVERSITY OF
SYDNEY
—
Matilda Centre