



Demand Reduction:

- What is it really?
- Why do we need it and
- How do we implement it effectively.



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It has been reported that only 2% of the population of Australia is using Methamphetamine Ice!

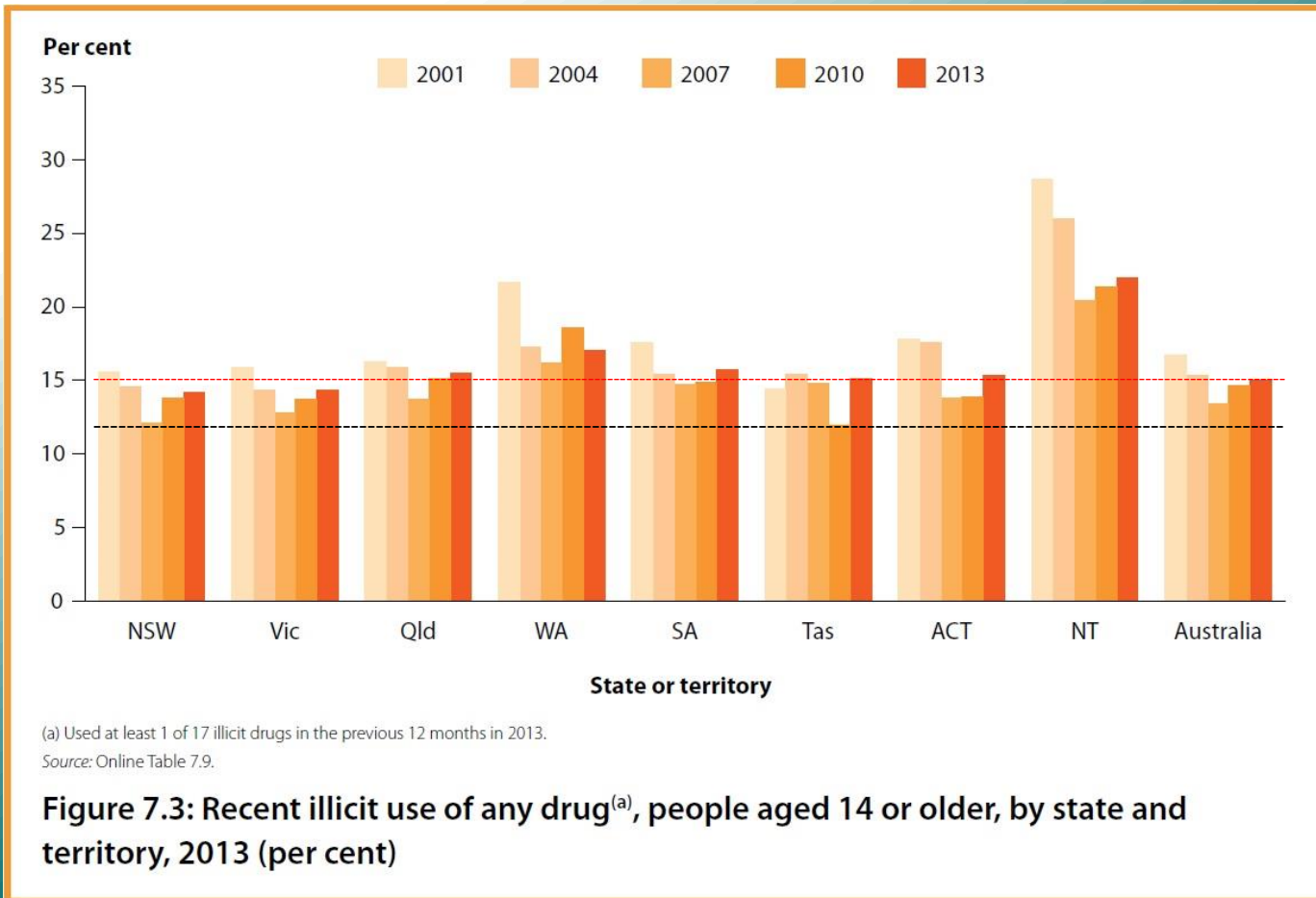
Is this true?

Why is the lowest statistic the one that is promoted most?

Who stands to benefit?



Tasmania Drug Use



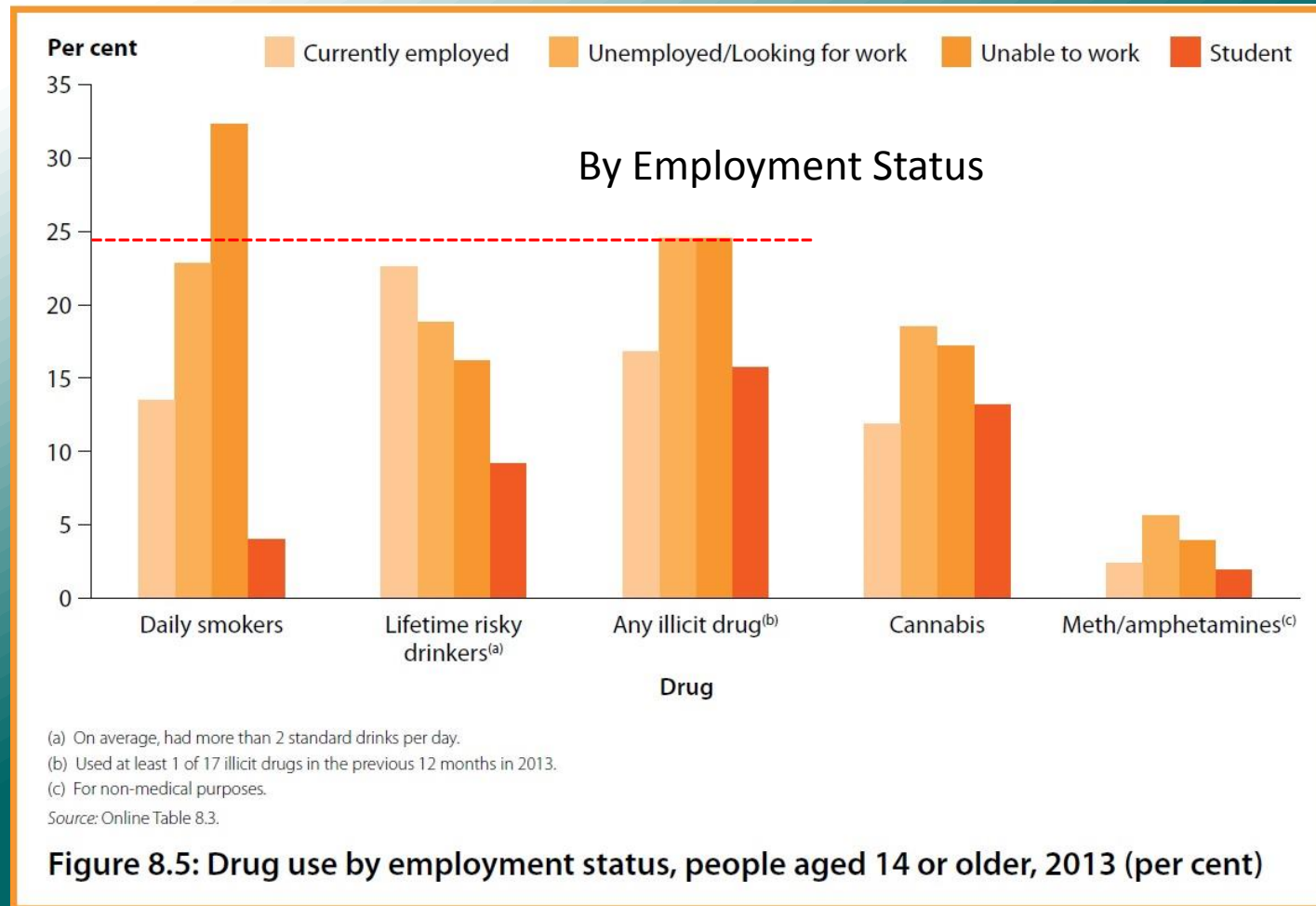
Be careful of
mainland facilitators
telling Tasmanians
that there has been
No increase in drug
use!

Here's why



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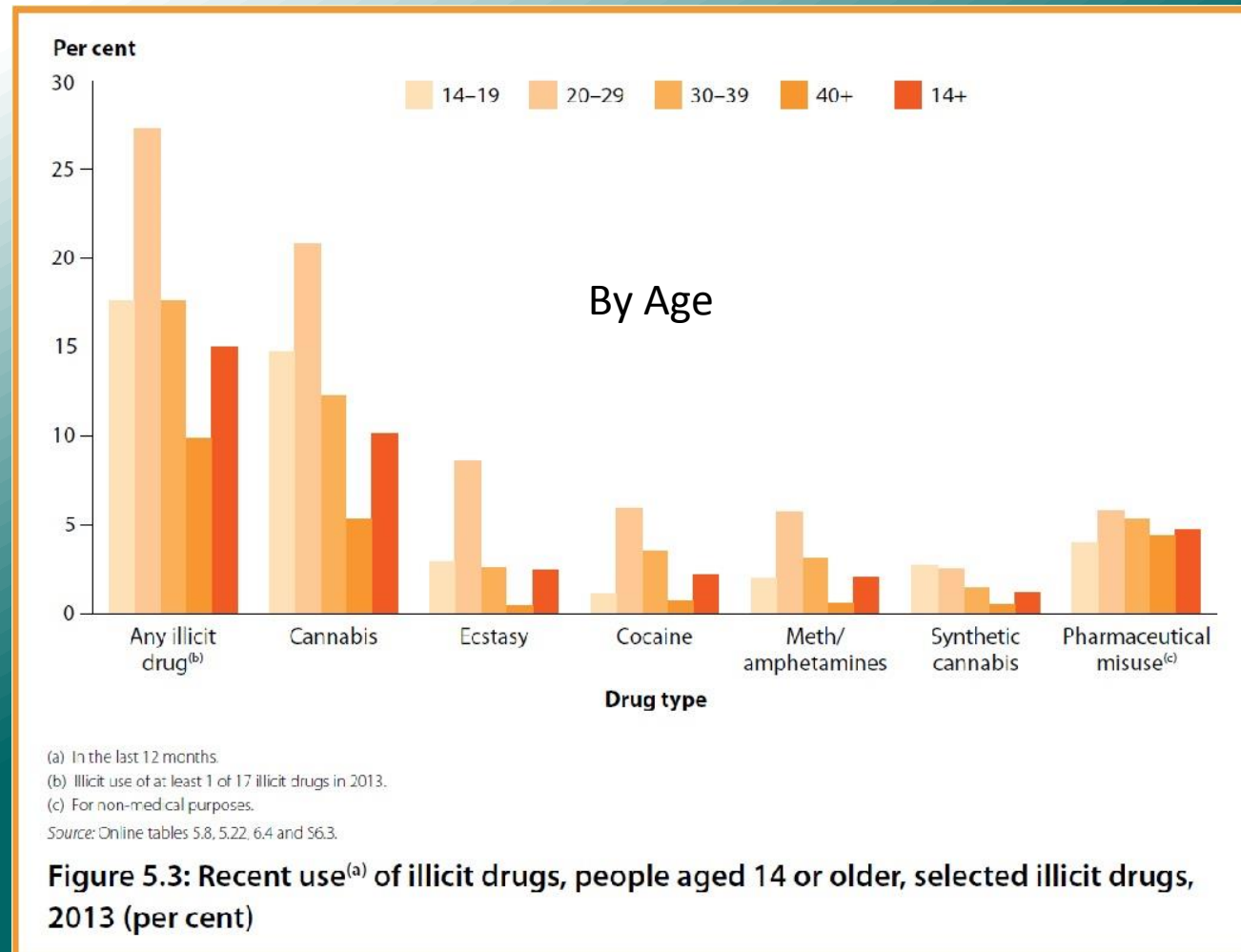
At Risk Populations





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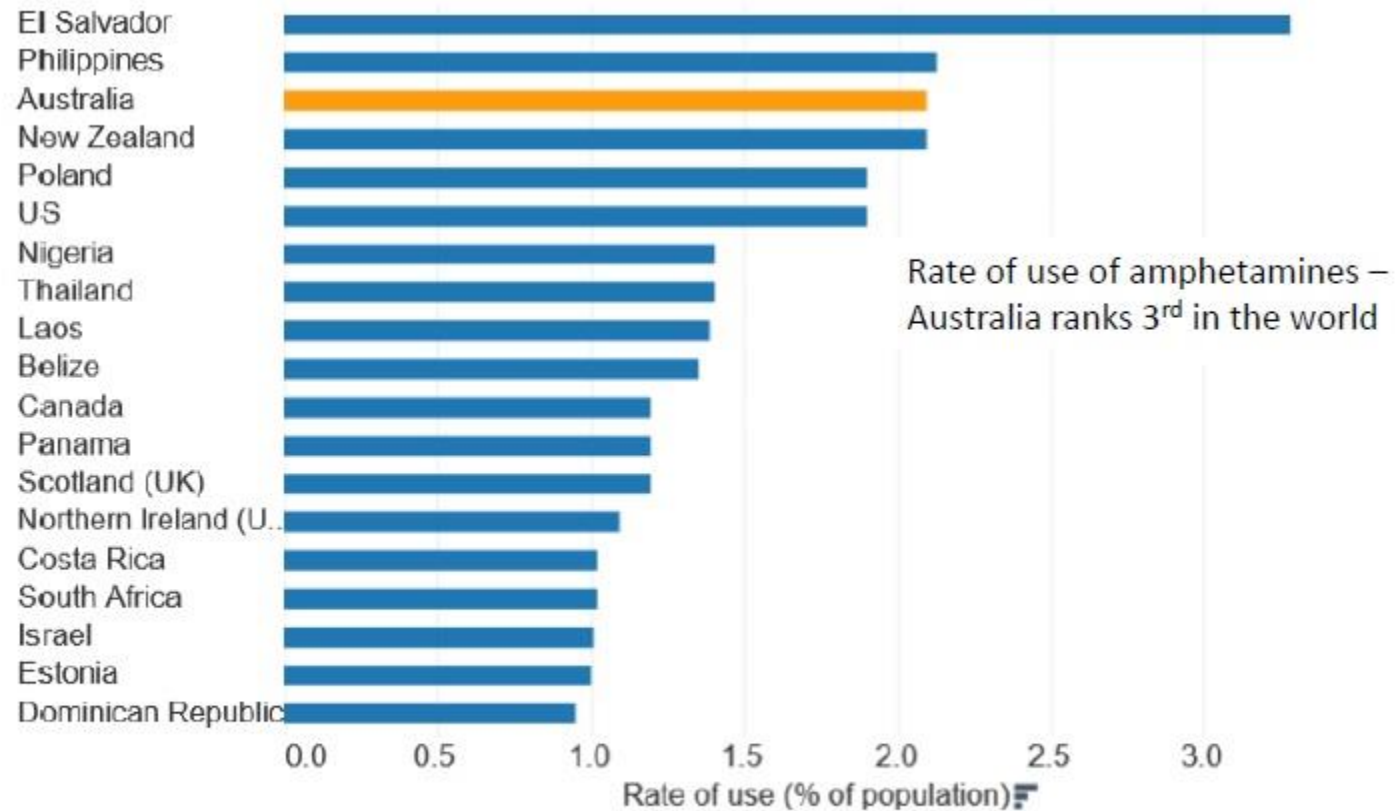
At Risk Populations





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Australia and Amphetamines

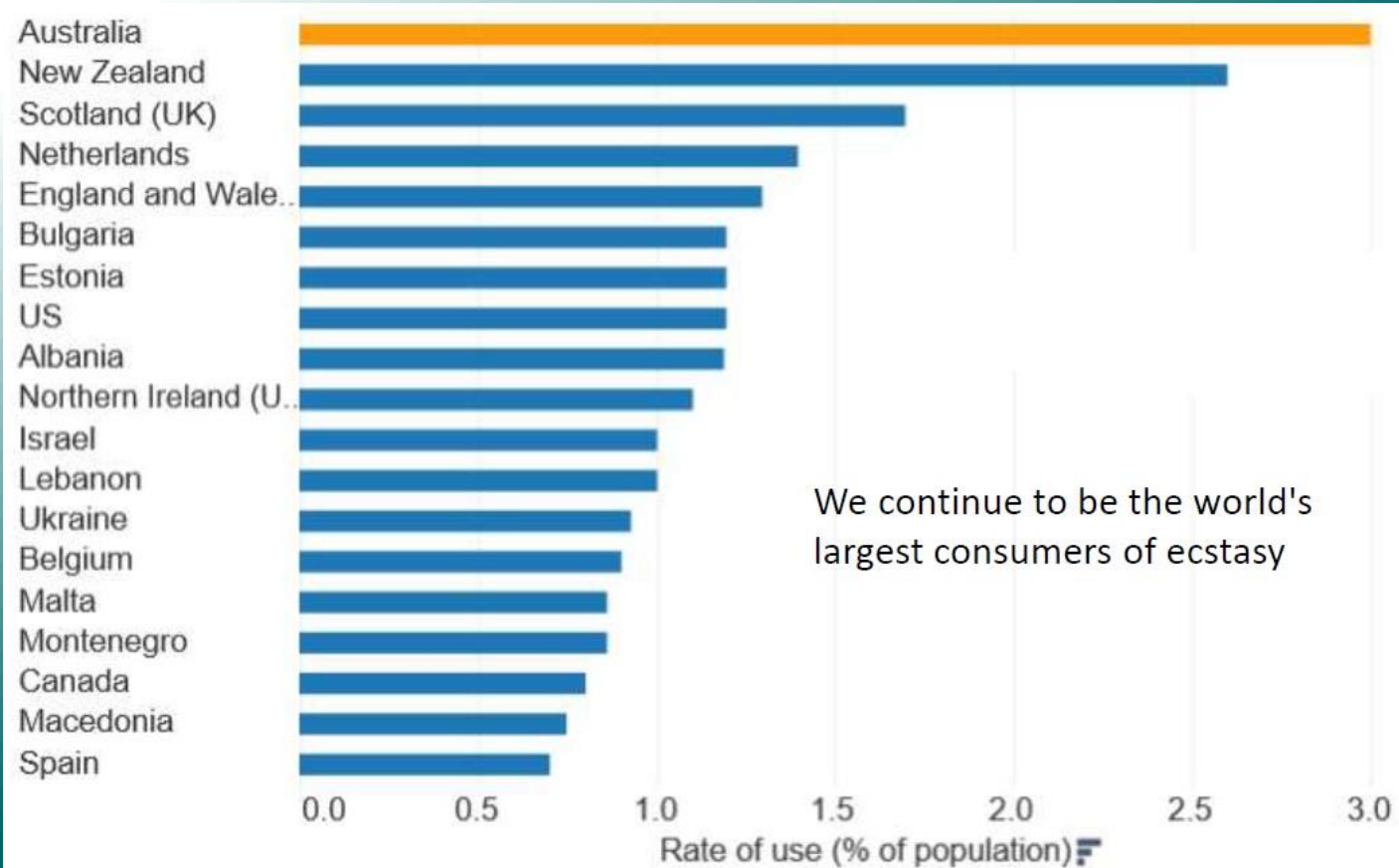


Population rates – 15-64 years (UNODC, 2014) United Nations Office on Drugs and Crime



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Australia and Ecstasy



Population refers to those aged 15-64 years (UNODC, 2014)



- **How did we get into so much trouble?**
- **How do we get out
(what works and What Doesn't)**



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Making Sense
of prevention.
Does it really
work and what
does it look
like?






NEW CURE FOR DRUNKS

THERE IS A CURE FOR ALCOHOLICS THAT HAS SHED ITS RADIANCE INTO THOUSANDS OF DESOLATE HOMES. IT DOES ITS WORK SILENTLY AND SURELY THAT WHILE THE AFFECTED LOVED ONES LOOK ON, THE DRUNKARD IS RECLAIMED, EVEN AGAINST HIS WILL OR WITHOUT HIS KNOWLEDGE.

TAWNY COCAINE PORT →

THE CURE WORKS LIKE MAGIC, CONSISTING ALMOST ENTIRELY OF COCAINE SYRUP AND WEAK GRAPES. IF ANY DRUNKARD DRINKS COPIOUS AMOUNTS OF THIS COCAINE SYRUP, THEY WILL ALMOST INSTANTLY LOSE THEIR NEED AND WANT OF ALCOHOL AND WILL GAIN A NEW WANT FOR LIFE AND FUN.


DR HAROLD BOGG
FOUNDER



SEND DONATIONS OF \$5.00 TO DR. HAROLD BOGG FOUNDER AND GOOD SAMARITAN HELPING THOUSANDS OF DRUNK WIVES, BROTHERS & SONS TO WIN THE FIGHT AGAINST THE BOTTLE WITH A LITTLE HELP FROM HIS COLUMBIAN COLLEGE

TELL THEM TO DRINK MORE THEN HAND THEM BOGG'S TAWNY PORT

TASTE LIKE ALCOHOL



THE CURE IS CLEVERLY DISGUISED IN A VALUABLE PORT BOTTLE THAT FOOLS EVEN THE HARDEST OF ALCOHOLICS

Drunkenness Is a Disease and Can be Cured.

It is now a well-known fact to the medical fraternity and the laity, that Drunkenness is a disease of the entire nervous system, and it is curable, the same as any other malady.

We have at very great expense, discovered a SURE and INFALLIBLE cure for this curse, having found it by many years of constant study and research. This treatment is not to be compared with the worthless quack cures advertised at so much per package, or "Free," &c. It is a different matter from all this to perfect a course of thorough, special treatment that

WILL REALLY DO THE WORK AND CURE forever. This remedy can be given with or without the knowledge of the patient, and can be placed in any food or liquids that the person uses. It is PERFECTLY HARMLESS.

A 1904 advertisement labeling alcoholism a "disease"




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The formula consisted of morphine sulphate (65 mg per fluid ounce),



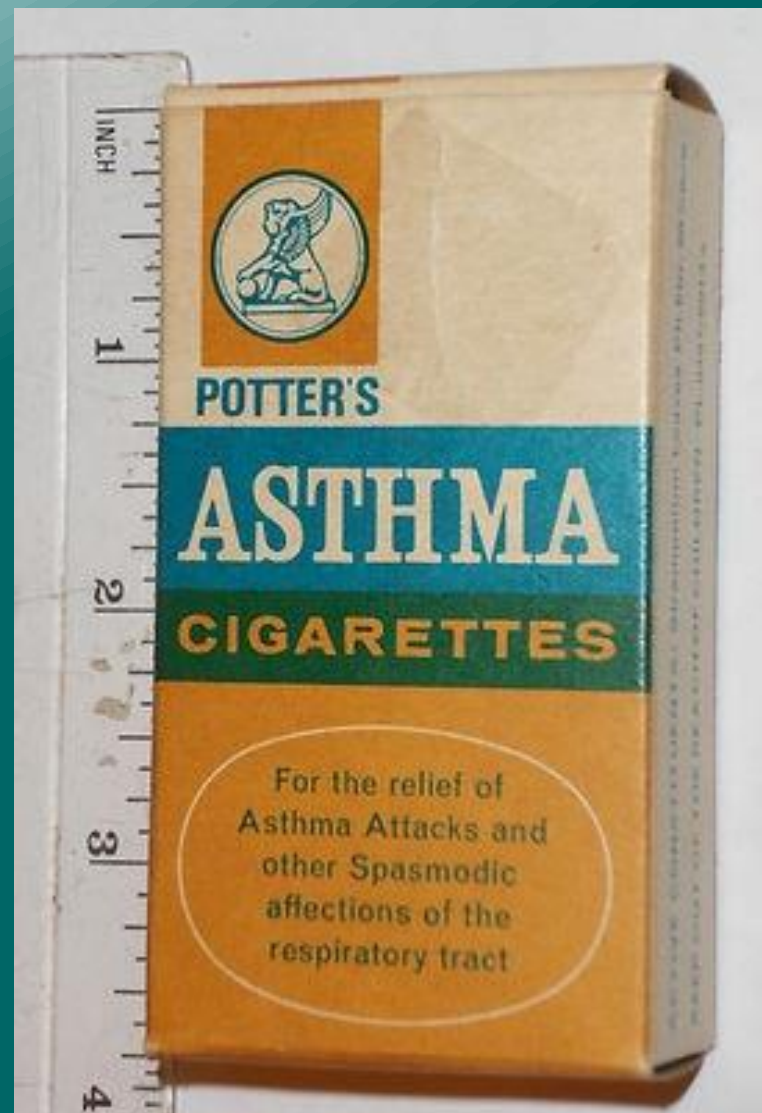


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**COCAINE
TOOTHACHE DROPS**
Instantaneous Cure!
PRICE 15 CENTS.
Prepared by the
LLOYD MANUFACTURING CO.
219 HUDSON AVE., ALBANY, N. Y.
For sale by all Druggists.
(Registered March 1885.) See other side.

© Science Photo Library





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Early Intervention, Prevention or Demand Reduction is not a new concept but confusion has resulted in poor implementation.

Road to Recovery: Report on the inquiry into substance abuse in Australian communities 2006 called for the “prioritisation of prevention”, But what did that mean?

- **Preventing Drug use via stronger law enforcement approaches?**
- **Preventing harm via harm minimisation approaches?**
- **Preventing drug use via treatment, rehabilitation and relapse prevention?**
- **Preventing drug use via demand reduction?**

National Drug Strategy 2010–2015 and Tasmanian Drug Strategy 2013 – 2018 (poorly implemented & focus remained on treatment and law enforcement)

- **Why?**



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Road to Recovery: Report on the inquiry into substance abuse in Australian communities 2006

Pillar 1: Demand reduction

Sounds
Good
How?

Why are we
talking about
supply in
demand
reduction
and Taxation
& regulation

“Demand reduction includes strategies to **prevent the uptake of drug use, delay the first use of drugs,** and reduce the misuse of alcohol, and the use of tobacco and other drugs. This includes providing information and education, for example through **school-based programs** or public-awareness campaigns. Evidence-based early intervention programs, diversion, counselling, treatment, rehabilitation, relapse prevention, aftercare and social integration can help drug users reduce or cease their drug use. The demand for drugs can also be affected by their availability and affordability which can, depending on the drug, be influenced through **supply control, regulation and taxation**”.

Mixed
messages

Sounds Good
What age?
What programs?
What do they even
look like?
Who facilitates them?
Who pays for them?
Where is the funding?
How do we get it?



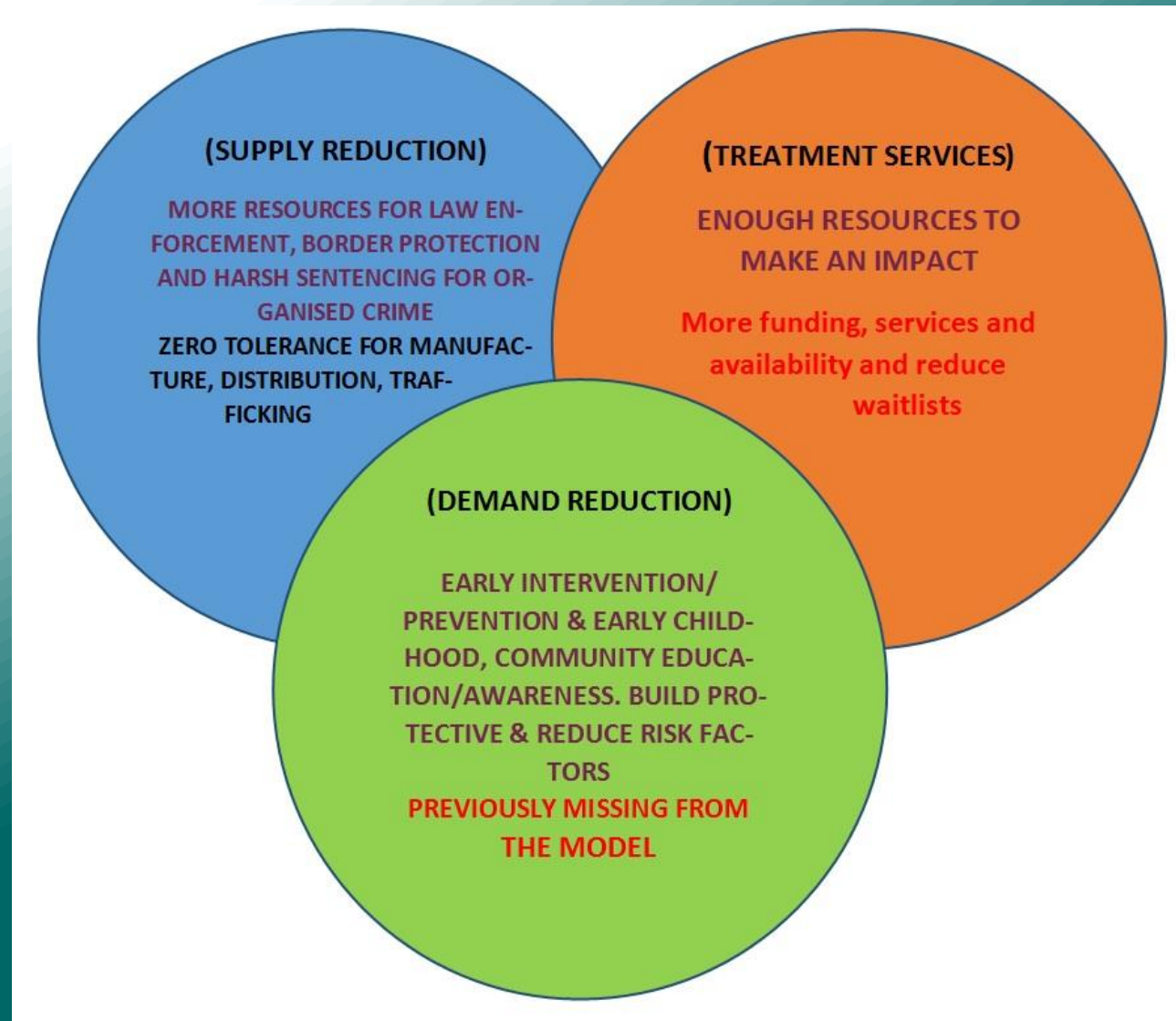
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\$300Million in additional funding for improved treatment, aftercare, education, prevention, support and community engagement to tackle the crystal meth issue.

- Is this good news or is it a token gesture?
- $\$300\text{M} / 25 \text{ million population} = \6M for Tasmania
- $\$6\text{M} / 4 \text{ years} = \1.5M per year
- Now split that into improved treatment, aftercare, education, prevention, support and community engagement.
- Is it enough?
Remember, that is \$3.00 per person per year to try and stop an industry worth Tens of Billions of dollars per year and protect our future generations from drug use?



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Emotional Intelligence in Addiction and Recovery

AFFECTIVE WHEN USED AS A STRATEGY FOR

- **PREVENTION**
- **EARLY INTERVENTION**
- **TREATMENT & RECOVERY**
- **RELAPSE PREVENTION**



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Emotional Intelligence in Addiction and Recovery

AFFECTIVE IN THE PREVENTION OF

- SUBSTANCE ABUSE
- MENTAL ILLNESS
- FAMILY VIOLENCE & BULLYING
- ANTI-SOCIAL BEHAVIOUR
- SCHOOL NON-ATTENDANCE

IMPROVES

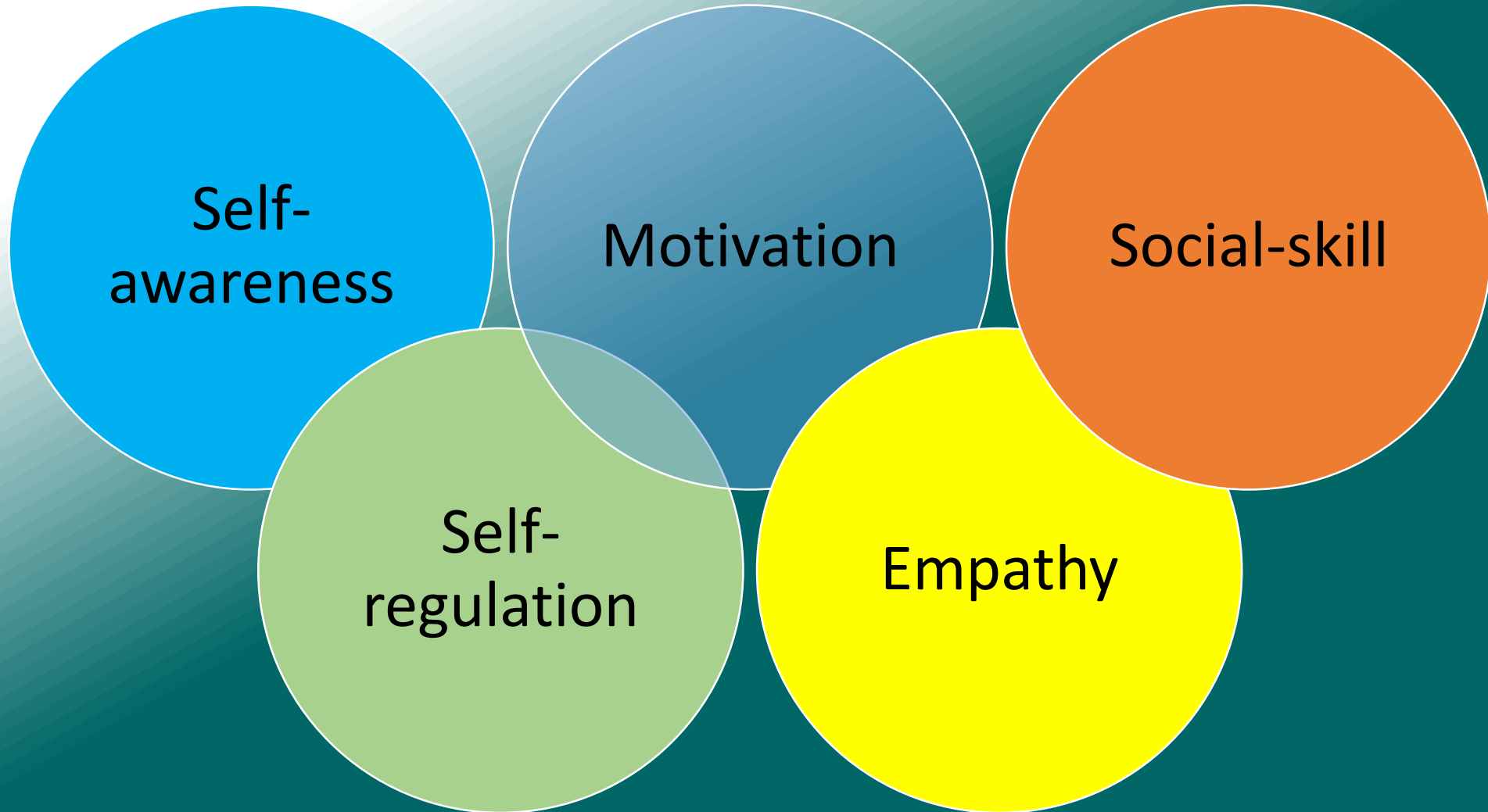
- ACCADEMIC PERFORMANCE & LEARNING
- YOUTH DEVELOPMENT

Greenberg, m.t, Weissberg, R.P, Fredericks, L, Elias, M.J. (2003). DOI: 10.1037/0003-066X.58.6-7.466 · Source: PubMed



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Emotional Intelligence





Self-awareness



Recognize and understand your own moods and motivations and their effect on others. To achieve this state, you must be able to monitor your own emotional state and identify your own emotions.

Emotional Maturity in this trait shows:

- **Confidence**
- **Sense of humour** (can laugh at self)
- **Aware of your impression on others** (can read the reactions of others to know how you are perceived)



Motivation



Internal motivation is marked by an interest in learning. It is also self-improvement vs. a pursuit of wealth and status (as a pursuit of wealth and status is an external motivator).

Emotional Maturity in this trait shows:

- **Initiative and the commitment to complete a task**
- **Perseverance in the face of adversity**



Self-Regulation



Controlling impulses — instead of being quick to react rashly, you can reign in your emotions and think before responding. To express yourself **appropriately**.

Emotional Maturity in this trait shows:

Conscientious and take personal responsibility for your own Actions/work/deeds.

Adaptable (and favourable) to change

When someone is complaining or rude, you do not respond in kind. To respond in a manner which would not escalate the situation. (Realization that when someone expresses anger, they're not always angry at you; they're often just angry and want to take it out on someone.)



Empathy



The ability to understand another person's emotional reaction. This is only possible when one has achieved **self-awareness**—as one cannot understand others until they understand themselves.

Emotional Maturity in this trait shows:

Perceptive - of other's emotions and taking an active interest in their concerns.

Proactive - able to anticipate someone's needs and the appropriate reaction.

Social Situations such as office politics do not phase one who has a firm grasp of empathy.



Social Skills



Identifying social cues to establish common ground, manage relationships and build networks. *Emotional Maturity in this trait shows:*

Communication: Listening and responding appropriately

Influence and Leadership: The ability to guide and inspire others

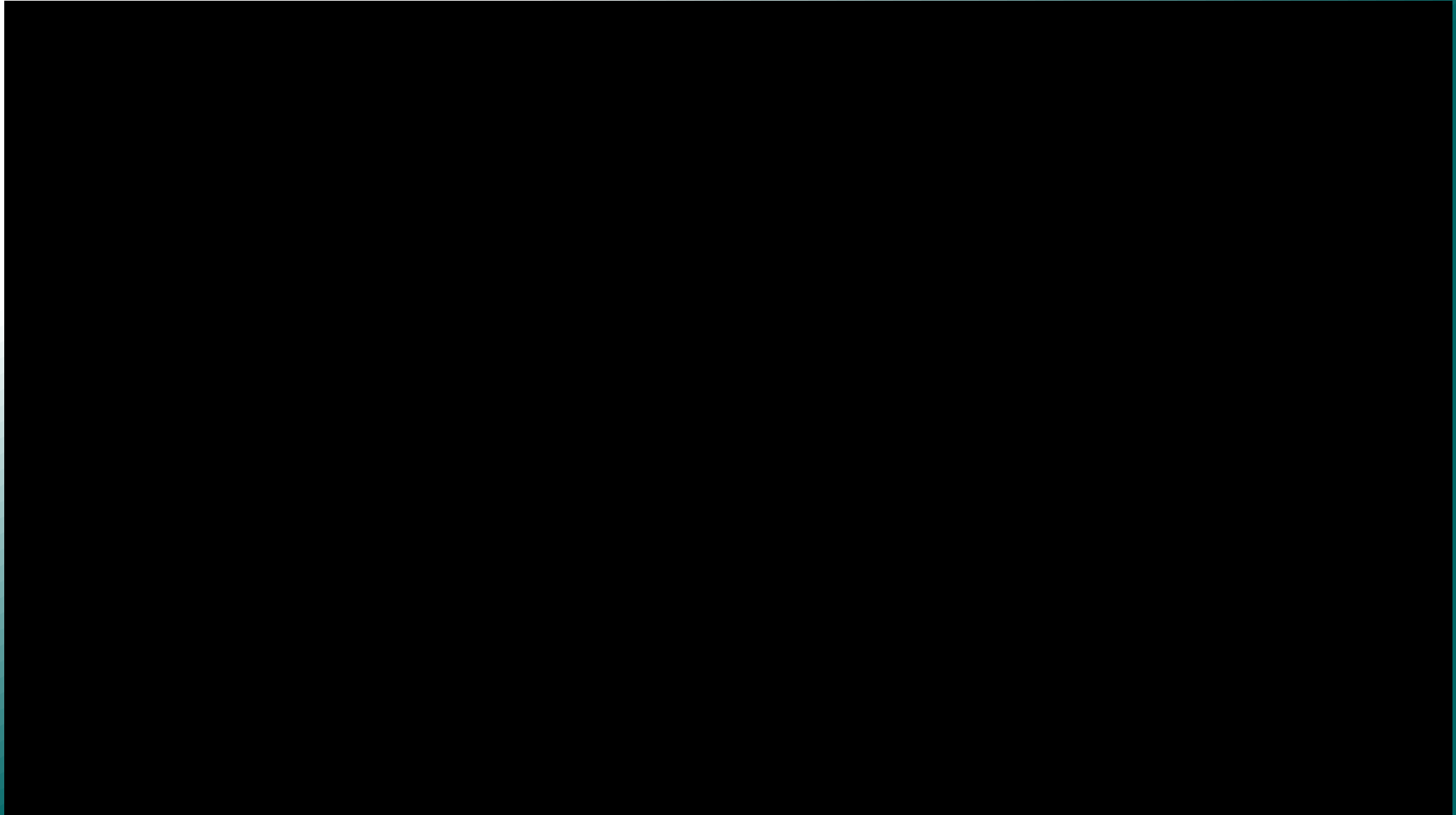
Conflict Management: The ability to diffuse difficult situations using persuasion and negotiation.



Infusing emotional literacy programs into existing school curricula can help increase emotional knowledge and work against the initiation and progression of harmful behaviours such as excessive alcohol consumption, illegal drug use and deviant behaviour (Bruene-Butler, Hampson, Elias, Clabby, & Schuyler, 1997; Elias, Gara, Schuyler, Branden-Muller, & Sayette, 1991).



<http://www.theage.com.au/victoria/can-we-build-a-better-child-20140301-33t4v.html>





BarOn Emotional Quotient-Inventory (BarOn EQ-i®)

Table 2. Comparison of mean EQ score according to patients' characteristics

Characteristic	No. of subjects	EQ, mean (SD)	P value*
Frequency of relapse			
None	70	13.9 (1.6)	0.72
1-3	53	11.7 (1.6)	
4-6	17	9.7 (1.5)	
> 7	20	7.2 (1.8)	

Table 1, Impact of Emotional Intelligence on the Addiction Relapse Z. Raisjouyan et al. One-way ANOVA test was used



Emotional intelligence applications to AOD prevention.

Dimensional component of emotional intelligence	Definitions [16]	Examples of applications
Self-awareness	The ability to recognize and understand one's own moods, emotions, and drives as well as their effect on others.	(1) Confidently making decisions about family issues, peer pressure and drug use. (2) Awareness of family values (3) Recognizing the effect of frequent drug use on family life, academic performance and social support.
Self-regulation	The ability to control or redirect disruptive impulses and moods or the propensity to suspend judgment in order to think before acting.	(1) Knowing when to step away during an argument with a friend, family member, and drug or alcohol user. (2) Learning to be open to making changes in life with limited drug use or methadone drug replacement or maintenance treatment. (3) Developing a sense of trust and integrity with oneself, family and newly found social support group that help deal with regulating drug use.
Motivation	A passion to work for reasons that go beyond money or status or a propensity to pursue goals with energy and persistence.	(1) Providing the best environment to reduce or cease use of drugs or disclose problems to family and support groups even in the face of numerous challenges. (2) Going beyond the call of duty even if it means trying to convince peers to cease AOD use. (3) Being optimistic even when there are low hopes of success.
Empathy	The ability to understand the emotional makeup of other people or the skills in treating people according to their emotional reactions.	(1) Being understanding and inclusive in thinking of the family's perspective when making decisions. (2) Being compassionate when dealing with other people in your life that might provoke you to be angry or aggressive. (3) Being sensitive to other friends or family members who are emotionally and physically affected by your AOD use.
Social-skill	Proficiency in managing relationships and building networks or the ability to find common ground and build rapport.	(1) Being effective in forming bonds with family members and close friends who do not use AOD. (2) Being an effective member of a social support group and friends that help focus on curbing AOD abuse.

Emotional Intelligence: An Untapped Resource for Alcohol and Other Drug Related Prevention among Adolescents and Adults

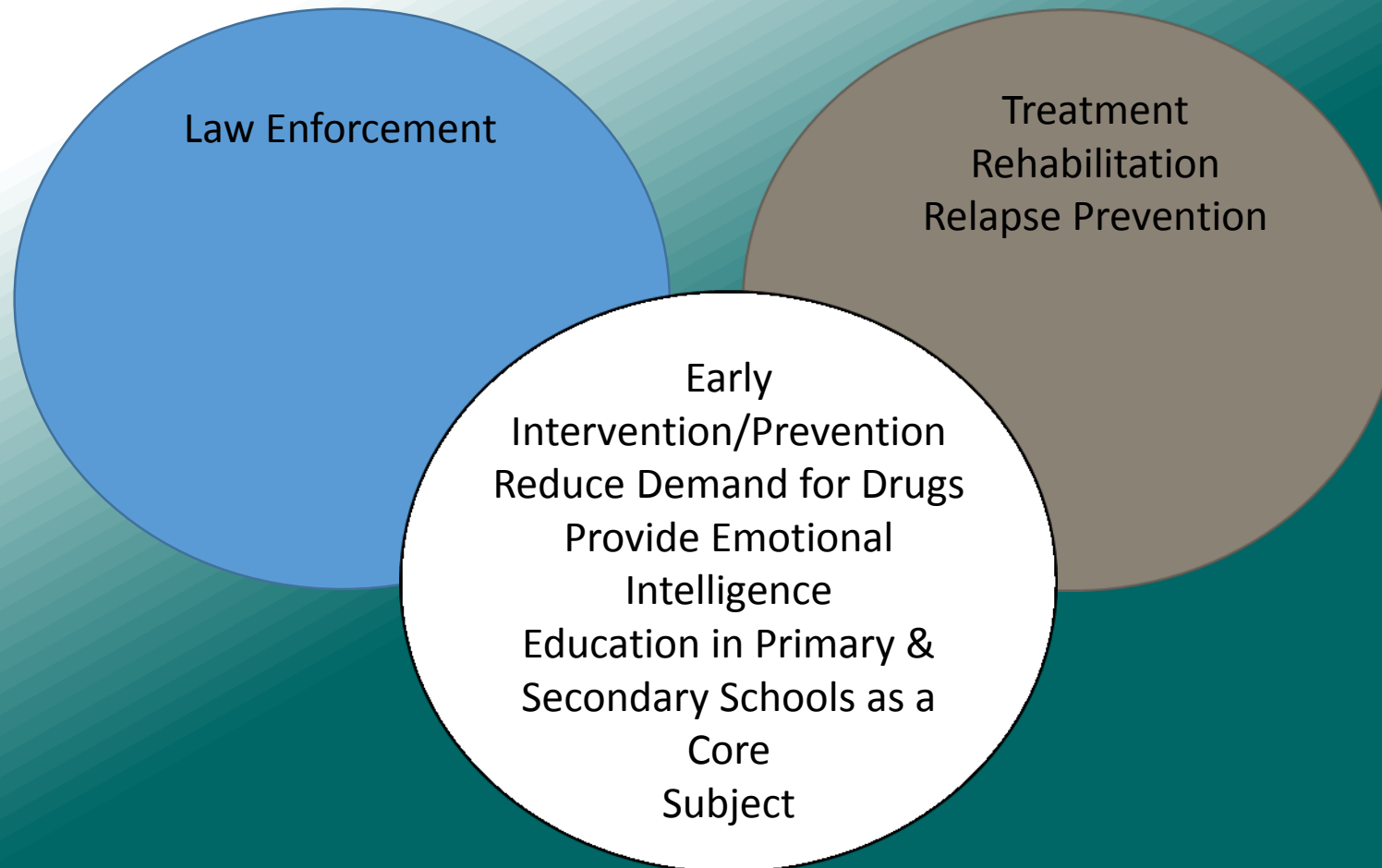


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- The lack of Emotional Intelligence (EI) has been identified and documented as a potential indicator of AOD abuse in adolescents and adults.
- Environmental, social and psychological factors are influential in orientation or disorientation toward abusing drugs and other substances (Z. Raisjouyan et al.
- EQ has a positive impact on preventing addiction relapse as a treatment approach.
- Increasing EQ through educational programs can be used affectively as a preventive approach.
- EI approaches are also effective in reducing the occurrence and relapse of mental illness and family violence

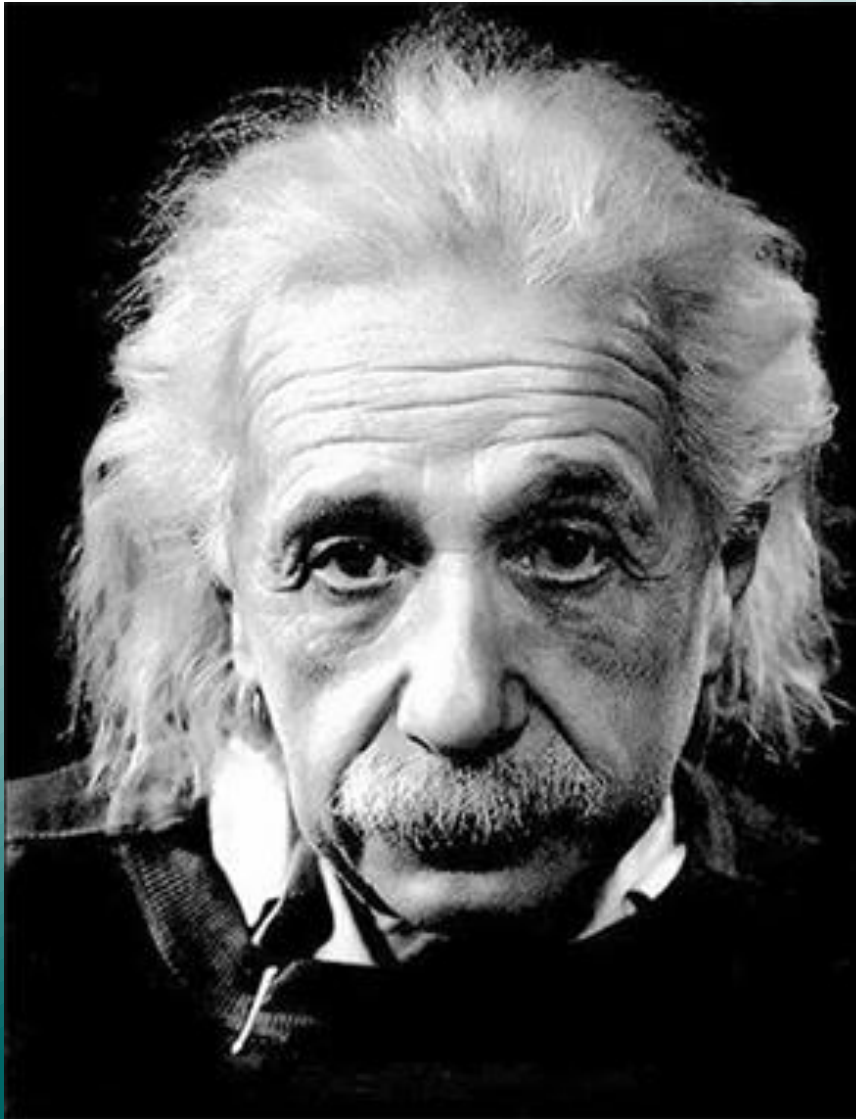


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Insanity:

Doing the same
thing over and over
again and expecting
different results.

Albert Einstein



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https://en.wikipedia.org/wiki/Drug_policy_of_Sweden



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