

DRUG & ALCOHOL INFO HUB



A guide to implementing the Drug & Alcohol Info Hub in your community.



February 2021

Drug & alcohol info hub

TOOL KIT FOR PUBLIC LIBRARIES

The Drug & Alcohol Info Hub is an interactive information display providing access to quality drug and alcohol information for the community.

The information hub:

- provides people with up to date and accessible information about drugs and alcohol
- identifies support networks and agencies within the local community
- provides people with discussion points around drug issues in our community.

The display stand provides access to a range of printed information about alcohol and other drugs from Drug Info, NSW Health and other health agencies.

The interactive component includes:

- *Know Your Standards* standard drink educational pouring and display kit
- tablet display with content from Drug Info and NSW Health
- events and activities.

The information in this toolkit is developed and provided by Drug Info, State Library of NSW and is a guide to implementing the Drug & Alcohol Hub in public libraries.

Drug Info provides up-to-date information about alcohol and other drugs via a dedicated website and through local public libraries in New South Wales. Drug Info is a partnership between the NSW Ministry of Health and the State Library of NSW.

Info hub program

The Drug & Alcohol Info Hub is a travelling interactive information display providing access to quality drug and alcohol information for the community. The hub is provided to NSW public libraries on a rotational basis.

The display period will be between 2-3 weeks in duration, in negotiation with the host library.

Host library requirements

By agreeing to host the drug & alcohol info hub the host library agrees to:

- check the crate and display stands on arrival at the host library and notify Drug Info of any damage
- place the info hub in a secure area of the host library
- store the crate in a secure, clean and dry area
- promote the info hub as widely as possible, using press releases and promotional material from Drug Info
- keep a door count for the display period
- run a minimum of two events or activities during the display period
- count attendance figures, including school groups and numbers attending related activities and events, and provide these to Drug Info for reporting to NSW Health
- keep track and report on information resource material distribution during the display period
- take photos of the hub in situ and provide these to Drug Info for reporting to NSW Health
- complete an evaluation at the end of the display period
- send Drug Info copies of any media coverage.

Program outline

During the display period the host library is required to display the interactive stands in their library and run a minimum of two events or activities in their community. Resources are included for pop-up events and/or satellite displays in branch libraries.

The Drug & Alcohol Info Hub program is based on the Know Your Standards and Know Your Drug Facts programs for public libraries. Interactive content consists of a mix of drug fact information and an online quiz. A suggested program of activities and display themes is provided in this tool kit.

Reporting and evaluation

The Drug & Alcohol Info Hub is an evaluated program and host libraries are asked to complete an evaluation at the end of the display period hub installation using the online form:

<https://plsnsw.wufoo.eu/forms/drug-and-alcohol-info-hub-evaluation-form/>

Evaluation measures used for the hub include:

- number of programs and events delivered around the interactive information display
- number of promotional material and information distributed
- number of visits to the host library during the display period (door count).

Delivery and pick-up of hub

The info hub will be delivered to a nominated address by courier. At the end of the display period the host library will repack the display into the supplied crate and it will be picked up by courier (arranged by State Library staff). A set of forwarding address labels will be supplied.

Drug & Alcohol Info Hub components

The Drug & Alcohol Info Hub consists of two Tuffline stands.

- Hub stand 1 includes an iPad with interactive content. This stand is powered. An extension cord and iPad plug are supplied.
- Hub stand 2 has a removable shelf for displaying information resources and promotional collateral. It can also be used for demonstrations such as standard drink or mocktail making demonstrations.

The hub stands are delivered in a flight case. The stands require some assembly.

The stands are accompanied by a Pelican case with following items to allow libraries to run programs:

- 1 Know Your Standards resin kit
- 2 pairs of beer goggles
- Marker cones
- 1 Drug Facts Library Kit for display on stand
- 1 Drug Info pull-up banner
- 1 A5 brochure stand

Information resources and promotional material will be sent to your library in a separate delivery.

You will also be provided with a range of printed information about alcohol and other drugs from Drug Info, NSW Health and other health agencies for display on the hub.

Program details

Week 1 – Know Your Drug Facts

Know Your Drug Facts is a drug education program and awareness campaign. Use the Drug Facts Library Kit and promotional collateral to promote drug information.

Find information about the Know your Drug Facts program at:

www.sl.nsw.gov.au/public-library-services/services/drug-info-public-libraries/know-your-drug-facts-program

Find resources to order and download at:

www.sl.nsw.gov.au/public-library-services/services/drug-info-public-libraries/know-your-drug-facts-program/resources



COLLATERAL TO PROMOTE

- The Facts postcards
- Showbags containing pens, The Facts postcards, Know Your Standards pocketcards and any other promotional material you wish to include.

SUGGESTED ACTIVITIES

1. Set up your Know Your Drug Facts display using the Drug Facts Library Kit (supplied).
2. Hand out promotional packages and show bags.
3. Take your kit along to any pop-up library events.
4. Hold your own mini drug and alcohol expo using your display kit. You can also incorporate your Know Your Standards resin kit.

Week 2 – Know Your Standards

Know Your Standards is an alcohol awareness program. Use the Know Your Standards resin kit and promotional collateral to promote alcohol awareness.

Find information about the Know your Standards program at:

www.sl.nsw.gov.au/public-library-services/services/drug-info-public-libraries/know-your-standards-program

Find resources to order and download at:

www.sl.nsw.gov.au/public-library-services/services/drug-info-public-libraries/know-your-standards-program/resources



COLLATERAL TO PROMOTE

- Know Your Standards pocket guides and/or postcards
- Literary Mocktail recipe postcards
- Showbags containing pens, The Facts postcards, Know Your Standards pocketcards and any other promotional material you wish to include.
- Standard drinks guide
- Australian Alcohol Guidelines infographics.

SUGGESTED ACTIVITIES

1. Hold a standard drink pouring challenge.
2. Give a standard drinks demonstration to a group - reading group, seniors' group, youth group, mothers' group or other client groups.
3. Use the beer goggles to demonstrate the effects of alcohol on physical activity.
4. Host a mocktail making demonstration.

Supplementary activities



Standard drinks demonstration

- Hold the Know Your Standards Quiz in your library. Offer a small incentive prize for participation.
- Create a book display using the book titles that are the inspiration behind the Literary Mocktail names.
- Run your own local “literary mocktail” competition – ask library clients to suggest names for mocktails, inspired by books or authors.
- Host a presentation by local police on drugs and the law and run a Find the Facts session or Drug Facts Trivia Game at the end.
- Use the Drug Street Names Quiz and offer a small incentive prize to each participant.
- Run a Find the Facts Scavenger Hunt in your library. Whoever gets to the finish line first wins a prize!
- Take the Hub out and about – set it up at your local shopping centre or fair.



The Hub on display at a shopping centre

- Promote the hub to different groups, eg work with your local CDAT to distribute drug and alcohol resources during digital literacy workshops for seniors, direct parents to the hub after a storytime program.
- Work with local support agencies to hold an information expo.

Promotion and reporting

Social Media

Twitter, Facebook and other forms of social media are effective methods of communication. You could use these channels to provide links to useful online resources in order to reinforce the messages and to support people to make informed decisions and choices about drinking.

Use the following hashtags on Twitter (and Instagram/Tumblr):

#infohub

#knowyourstandards

#drugfacts

#nswpubliclibraries

#druginfohubsns

SAMPLE TWEETS:

How much do you know about illicit drugs? Test your knowledge at the #infohub @ XX Library this week

Do you know how many standard drinks are in your favourite drink? #knowyourstandards @druginfohubsns

Do you know how much wine (beer/scotch/tequila/champagne etc) is in a standard drink? Visit XX Library to find out #knowyourstandards #nswpubliclibraries

Reporting

IMPORTANT! Don't forget to fill in an evaluation at the end of your hub installation. Please use the online form:

<https://plsnsw.wufoo.eu/forms/drug-and-alcohol-info-hub-evaluation-form/>

This form allows you to include images, which we may include in publications such as reports to NSW Health and on our website, and on our social media channels.

Please note that any images received will be attributed to your library and include a caption of the event. We understand most libraries now have consent to release photos for use in print and social media. When you send your photos you are agreeing to them being used in print and social media (online). If you do not want photos to be used online please do not send them. We look forward to receiving and sharing your photos