

DRUG & ALCOHOL MINI HUB



Tool kit for public libraries

A guide to implementing the Drug and Alcohol Mini Hub in your community.



March 2019

Drug & alcohol mini hub

TOOL KIT FOR PUBLIC LIBRARIES

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

The mini 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 including:

- NSW Health Drug Facts booklets and other drug and alcohol information
- *Know Your Standards* and *Know your drug facts* promotional material
- CDAT promotional information
- *Stay Strong and Healthy* Aboriginal Alcohol and Pregnancy resources

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 Mini Info 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.

Mini hub program

The Drug and Alcohol Mini Hub is an interactive information display designed to complement existing library events and programs. The hub is provided to NSW public libraries upon request.

Host library requirements

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

- check the banner and tablet stand on arrival at the host library and notify Drug Info of any damage
- place the mini info hub in a secure area of the host library
- store the packaging in a secure, clean and dry area
- promote the mini 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 tablet stand in their library and run a minimum of two events or activities in their community. Host libraries are supplied with a range of information resources and promotional material allowing them to support library programs and events during the display period.

The Drug & Alcohol Mini Hub program is based on the existing 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 Mini 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.com/forms/drug-and-alcohol-mini-info-hub-evaluation/>

Evaluation measures used for the hub include:

- number of programs and events delivered around the interactive information display
- 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 packaging and it will be picked up by courier (arranged by State Library staff). A set of forwarding address labels will be supplied.

Drug and alcohol info hub components

The Drug & Alcohol Mini Hub consists of a tablet display stand and pull-up banner.

- Tablet display stand includes an iPad with interactive content. This stand is powered. An iPad plug is supplied.
- Drug Info pull up banner

The hub stand and pull up banner are delivered in padded bags. The stands require some assembly.

The stand and banner 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 A5 brochure stand

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

Information resources for display on hub:

- NSW Health Drug Facts booklets
- Literary mocktail cards
- Drug Facts postcards
- Know Your Standards pocket cards
- CDAT information brochures
- Your Room postcards and promotional merchandise
- show bags
- pens and other Drug Info promotional merchandise
- Alcocups

Program details

Know Your Drug Facts

Use the Drug Facts Library Kit and promotional collateral to promote drug information.

COLLATERAL TO PROMOTE

- The Facts postcards
- NSW Health Drug Facts booklets
- CDAT information brochure
- Showbags (with pens, The Facts postcards and Know Your Standards pocketcards)

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

Know Your Standards (alcohol awareness)

Use the Know Your Standards resin kit and promotional collateral to promote alcohol awareness

COLLATERAL TO PROMOTE

- Know Your Standards pocketcards
- Stay Strong and Healthy postcards
- Literary Mocktail recipe postcards
- CDAT information brochure
- Showbags (with pens, The Facts postcards and Know Your Standards pocketcards)

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.

Promotion and reporting

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.com/forms/drug-and-alcohol-mini-info-hub-evaluation/>

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

#druginfo@sl.nsw.gov.au

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 @druginfo@sl.nsw.gov.au

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

Images

Post your drug & alcohol info hub images to the Drug Info Facebook page or email images to drug.info@sl.nsw.gov.au for inclusion on Facebook and Pinterest.

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.