

Know Your Drug Facts Content Planner

This planner contains content that you can use in social media planning (e.g. for preparing Facebook posts, blog entries and web copy) or for print such as in newsletters, articles or on displays and posters.

Use the following hashtags on Twitter, Instagram and Facebook:

#drugfacts

#nswpubliclibraries

#druginfo.nsw

Example content:

A is for AMYL NITRITE

Amyl nitrite is used in medicine for some cardiac medical procedures and can be used to treat cyanide poisoning. In a recreational setting it is used at clubs and dance parties. Find out more at www.druginfo.sl.nsw.gov.au #drugfacts

Did you know that those who use cannabis regularly can take up to three months to have negative urine drug tests? Find out more at www.druginfo.sl.nsw.gov.au #drugfacts

Alcohol is the most widely used drug in Australia. <http://bit.ly/1BsgCoT> #drugfacts

A-Z of Drugs

Name of drug	A – Z of Drugs content
Amyl Nitrite	<p>A is for AMYL NITRITE</p> <p>Amyl nitrite is used in medicine for some cardiac medical procedures and can be used to treat cyanide poisoning. In a recreational setting it is used at clubs and dance parties.</p> <p>Find out more at www.druginfo.sl.nsw.gov.au</p>
Benzodiazepines	<p>B is for BENZOS</p> <p>Benzodiazepines belong to a group of central nervous system depressants called minor tranquilisers. They come as pills in a variety of colours and shapes, according to the brand.</p> <p>Find out more at www.druginfo.sl.nsw.gov.au</p>
Cocaine	<p>C is for COCAINE</p> <p>Cocaine sold on the street is often cut or diluted with other substances, such as glucose, lactose or baking powder.</p> <p>Find out more about cocaine at www.druginfo.sl.nsw.gov.au</p>

Name of drug	A – Z of Drugs content
Benzodiazepines	<p>D is for DOWNERS</p> <p>Benzodiazepines belong to a group of central nervous system depressants called minor tranquilisers. They come as pills in a variety of colours and shapes, according to the brand.</p> <p>Find out more at www.druginfo.sl.nsw.gov.au</p>
Ecstasy	<p>E is for ECCY (or ECSTASY)</p> <p>Ecstasy is a drug made from different chemicals. It can contain both amphetamines and some hallucinogens. Ecstasy is made illegally and is sold as small tablets in various sizes and colours. It can also come in powder form to be inhaled through the nose (snorted).</p> <p>People who make ecstasy often mix or cut the substance with other things to make the drug go further. Some substances in the tablet or powder can have unpleasant or harmful effects. It is difficult to tell what the drug actually contains.</p> <p>Find out more at www.druginfo.sl.nsw.gov.au</p>
Cocaine	<p>F is for FREEBASE</p> <p>Smoking freebase cocaine can cause breathing difficulties, a long term cough, chest pain and lung damage.</p> <p>Find out more at www.yourroom.com.au</p>
Inhalants	<p>G is for GAS</p> <p>The effects of using inhalants mimic alcohol (another depressant) but the effect is much quicker because the chemicals are sent straight to the blood through the lungs.</p> <p>Find out more at www.druginfo.sl.nsw.gov.au</p>
Heroin	<p>H is for HORSE</p> <p>Heroin can come in several forms, but the two most common in Australia are white powder and brown rock.</p> <p>The powder form is dissolved and injected. Dealers normally cut it with other substances, typically caffeine, paracetamol, sugars or starch. The 'brown rock' form of heroin is less pure; it is usually heated and the vapours inhaled. Unrefined heroin (heroin base) is rarely found in Australia.</p> <p>Find out more at www.druginfo.sl.nsw.gov.au</p>

Name of drug	A – Z of Drugs content
Ice, speed & methamphetamines	<p>I is for ICE</p> <p>Ice is the purest form of methamphetamine available in Australia. It usually looks like colourless to white crystals or a coarse crystal-like powder, but it can also appear in other colours. Ice is usually smoked or injected. A drug that is smoked or injected enters the brain more quickly which creates a “rush” that many people find very difficult to resist repeating. This is why some people think it is “more addictive”. Ice is also sniffed through the nose (snorted), swallowed or inserted into the anus (shafted). All forms of ingestion can have a physical and mental impact, including dependence.</p> <p>Find out more at www.yourroom.com.au</p>
Steroids	<p>J is for JUICE</p> <p>Steroids are available in tablet form, injectable water based or oil based fluids, and rub on creams.</p> <p>Find out more at www.yourroom.com.au</p>
Ketamine	<p>K is for SPECIAL K</p> <p>Ketamine is a short-acting general anaesthetic for human and veterinary use. It is usually a powder, though it can also come in liquid form.</p> <p>Find out more at www.yourroom.com.au</p>
LSD	<p>L is for LSD</p> <p>LSD is usually prepared as a liquid, but is generally sold on small pieces of blotting paper known as tabs. They are taken orally, often held under the tongue until the paper dissolves. It is also sold as a liquid, or soaked into sugar cubes.</p> <p>Find out more at www.druginfo.sl.nsw.gov.au</p>
Magic Mushrooms	<p>M is for MAGIC MUSHROOMS</p> <p>It is dangerous to pick and eat wild mushrooms because it is difficult to distinguish edible mushrooms from their poisonous lookalikes. Poisonous mushrooms can cause stomach pains, vomiting and diarrhoea, while some can cause permanent liver damage, respiratory failure, unconsciousness and even death. Symptoms can take up to 40 hours to develop.</p> <p>Find out more at www.druginfo.sl.nsw.gov.au</p>

Name of drug	A – Z of Drugs content
Synthetic Drugs	<p>N is for NPS (NEW PSYCHOACTIVE SUBSTANCES)</p> <p>Synthetic drugs are products containing chemical substances artificially developed to mimic the effects of illegal drugs like cannabis, cocaine and methamphetamine. They come in the form of powders, pills and dried herbs that have been soaked in synthetic chemicals. They are often sold online and through adult stores and tobacconists. These drugs are often promoted or sold as if they are harmless and are called names like herbal highs, party pills, herbal ecstasy or bath salts. Many new psychoactive substances are illegal because of the potential risk of harm they pose.</p> <p>Find out more at www.yourroom.com.au</p>
Heroin	<p>O is for OPIOID DRUGS</p> <p>Heroin is one of a group of very strong pain-killing drugs called opioids. These include opium, morphine, codeine and heroin.</p> <p>Find out more at www.yourroom.com.au</p>
Amyl Nitrite	<p>P is for POPPERS</p> <p>Amyl nitrite is also known as ‘poppers’. The effects are felt within 30 seconds of inhalation and last for two to three minutes.</p> <p>Find out more at www.yourroom.com.au</p>
Amyl Nitrite	<p>Q is for QUIKSILVER</p> <p>Amyl nitrite is a clear, yellow, highly volatile and flammable liquid. The liquid smells sweet and fruity when fresh but like ‘sweaty socks’ when stale.</p> <p>Find out more at www.yourroom.com.au</p>
Steroids	<p>R is for ROIDS</p> <p>Most anabolic androgenic steroids are synthetic products based on the structure of testosterone, the natural male sex hormone responsible for the development of masculine characteristics.</p> <p>Find out more at www.yourroom.com.au</p>
Synthetic Drugs	<p>S is for SYNTHETIC DRUGS</p> <p>It is estimated that a new synthetic drug is being produced and marketed every week; this means that it is unlikely that you will know what you are using or what the compounds will do to you and your friends.</p> <p>Find out more at www.yourroom.com.au</p>

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Tobacco	<p>T is for TOBACCO</p> <p>Tobacco is made from the dried leaves of the tobacco plant. The ingredient in tobacco that has an effect on the mind is nicotine, which is highly addictive.</p> <p>When tobacco is smoked, the nicotine dissolves instantly in the saliva, and is absorbed quickly into the bloodstream. In a few seconds it reaches the brain, and the smoker feels light-headed and dizzy.</p> <p>Find out more at www.druginfo.sl.nsw.gov.au</p>
Speed	<p>U is for UPPERS</p> <p>Speed usually comes in the form of white or yellow powder, but can also be bought as pills. People either sniff it through the nose (snort it), inject it or swallow it in tablet or capsule form. Speed is also known as go-ee, whiz, rev and uppers. People who sell speed often mix or cut the powder with other things that look the same, to make the drug go further. Some mixed-in substances can have unpleasant or harmful effects. It is difficult to tell what the drug actually contains.</p> <p>Find out more at www.yourroom.com.au</p>
Ketamine	<p>V is for VITAMIN K</p> <p>Ketamine is a short-acting general anaesthetic for human and veterinary use. It is usually a powder, though it can also come in liquid form.</p> <p>Ketamine produces a feeling of detachment from one's body and the external world. It does this by reducing or blocking signals to the conscious mind from other parts of the brain, typically the senses.</p> <p>Find out more at www.druginfo.sl.nsw.gov.au</p>
Cannabis	<p>W is for WEED</p> <p>Cannabis comes from the Cannabis sativa plant. The primary active ingredient is THC (delta - 9 tetrahydrocannabinol), a central nervous system depressant. THC can also act as a hallucinogen.</p> <p>Find out more at www.druginfo.sl.nsw.gov.au</p>
Your Room website	<p>Y is for YOUR ROOM</p> <p>Your Room offers information about alcohol and a wide range of drugs, how they can affect people, side effects, withdrawal, and how to get help for yourself or for anyone else who needs it.</p>

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	<p>You can access help, learn about support and treatment options, or test your knowledge about alcohol and other drugs in the Quiz Room.</p> <p>There are resources to order or download, including a range of Indigenous resources.</p> <p>Find out more at www.yourroom.com.au</p>
Hallucinogens	<p>Z is for ZEN</p> <p>Mixing hallucinogens such as LSD with stimulant drugs (such as cocaine or amphetamines) increases the stimulant effects and can further increase the heart rate, place the body under extreme stress and can lead to stroke.</p> <p>Find out more at www.yourroom.com.au</p>

Did you know?

Name of drug	Did you know content
LSD	<p>Did you know that LSD (lysergic acid diethylamide) was originally derived from the fungus ergot, which grows on rye and other grasses? It was first synthesised by a Swiss chemist, Albert Hoffman, in 1938.</p> <p>Find out more about LSD at www.druginfo.sl.nsw.gov.au</p>
Cocaine	<p>Did you know that cocaine is obtained from the leaves of the coca plant, but it can also be chemically synthesised? It is a stimulant drug, as well as a potent local anaesthetic.</p> <p>Find out more about cocaine at www.druginfo.sl.nsw.gov.au</p>
Methamphetamine	<p>Did you know that methamphetamine is a man-made stimulant drug - a more potent form of the drug amphetamine? It was first synthesised from ephedrine in 1918, and was also used during World War II.</p> <p>Find out more at www.druginfo.sl.nsw.gov.au</p>
Cannabis	<p>Did you know that when cannabis is smoked, THC goes quickly into the blood through the lungs? It then goes to the brain and this is when the high is felt. This can happen within a few minutes and can last up to five hours from each time the smoke is inhaled.</p> <p>Find out more at www.yourroom.com.au</p>

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Ecstasy	<p>Did you know that there is some evidence that you can have a hangover effect after the effects of ecstasy have worn off?</p> <p>Symptoms of this include:</p> <ul style="list-style-type: none"> • reduced appetite • disturbed sleep • feeling down • muscle aches • finding it hard to concentrate. <p>Find out more at www.yourroom.com.au</p>
GHB	<p>Did you know that GHB stands for gamma-hydroxybutyrate, which is a depressant? Although it is sometimes called liquid ecstasy it is not chemically related to ecstasy, which is a stimulant. GHB is a naturally occurring substance found in the body.</p> <p>Find out more at www.druginfo.sl.nsw.gov.au</p>
Cannabis	<p>Did you know that those who use cannabis regularly can take up to three months to have negative urine drug tests?</p> <p>Find out more at www.druginfo.sl.nsw.gov.au</p>
Heroin	<p>Did you know that heroin was banned from legal prescription in Australia in 1953?</p> <p>Find out more at www.druginfo.sl.nsw.gov.au</p>
Inhalants	<p>Did you know that as the effects of inhalants begin to wear off, a person may experience effects such as headaches, nausea and dizziness? These effects can last for a number of days.</p> <p>Find out more at www.yourroom.com.au</p>
Heroin	<p>Did you know that people who sell heroin often mix or 'cut' the powder with other things that look the same? Some mixed-in substances may have unpleasant or harmful effects. It is difficult to tell what additives are actually in the drug.</p> <p>Find out more at www.yourroom.com.au</p>
Ketamine	<p>Did you know that one of the more serious effects of using ketamine is that a user may unknowingly harm themselves? There is the potential for people to cut or burn themselves while using the drug.</p> <p>Find out more at www.yourroom.com.au</p>
Cannabis	<p>Did you know that cannabis is the most commonly used illegal drug in Australia? It is made from the dried flowering heads and leaves of a plant called Cannabis Sativa.</p> <p>Find out more at www.yourroom.com.au</p>

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Amyl nitrite	<p>Did you know that taking Viagra or other drugs used to treat erection problems with amyl nitrite and/or other nitrites can cause a serious decrease in blood pressure, leading to fainting, stroke, or even heart attack?</p> <p>Find out more at www.yourroom.com.au</p>
Alcohol	<p>Did you know that using alcohol at the same time as any other drug can be dangerous? This includes drinking alcohol while using medicines from the chemist or doctor.</p> <p>Find out more at www.druginfo.sl.nsw.gov.au</p>
Tobacco	<p>Did you know that tobacco smoking remains the leading preventable cause of death and illness in Australia?</p> <p>Find out more at www.druginfo.sl.nsw.gov.au</p>
Alcohol	<p>Did you know that significant penalties can apply if you sell or supply liquor to a minor in NSW or if you are caught underage drinking?</p> <p>Find out more at www.yourroom.com.au</p>
Steroids	<p>Did you know that there is NO benefit in injecting into the muscle group that is due to be trained on that particular day? Injecting into a particular muscle, such as calves, pectorals, or biceps can be potentially dangerous, and will not lead to any special growth in size of the muscle that was injected.</p> <p>Find out more at www.yourroom.com.au</p>
Cannabis	<p>Did you know that the short - term effects of cannabis can last from two to four hours, but the drug is stored in fatty tissue for anything up to four weeks?</p> <p>Find out more at www.yourroom.com.au</p>
Methamphetamine	<p>Did you know that police can test drivers for recent amphetamine use? Anyone under the influence of speed, base or ice who kills or injures another person while driving a motor vehicle can be sentenced to a term in prison.</p> <p>Find out more at www.yourroom.com.au</p>

Twitter updates

Tweet copy	Character count	Bitly link points to this URL
Alcohol is the most widely used drug in Australia. http://bit.ly/1BsgCoT #drugfacts	83	http://www.druginfo.sl.nsw.gov.au
Did you know that cocaine sold on the street is often cut/diluted with other substances, like glucose, lactose or baking powder? http://bit.ly/1BsgCoT #drugfacts	161	http://www.druginfo.sl.nsw.gov.au
Using benzos at the same time as any other drug including alcohol can be dangerous. http://bit.ly/1BsgCoT #drugfacts	117	http://www.druginfo.sl.nsw.gov.au
Large amounts of caffeine can make the problem worse for people who already have heart problems or anxiety disorders http://bit.ly/1BsgCoT	138	http://www.druginfo.sl.nsw.gov.au
People who make ecstasy often mix or cut the substance with other things to make the drugs go further. http://bit.ly/1BsgCoT #drugfacts	136	http://www.druginfo.sl.nsw.gov.au
Regular users of cannabis can take up to 3 months to have negative urine drug tests http://bit.ly/296PekS #drugfacts	117	https://yourroom.health.nsw.gov.au/Pages/home.aspx
A serious effect of ketamine is that a user may unknowingly harm themselves. http://bit.ly/1BsgCoT #drugfacts	109	http://www.druginfo.sl.nsw.gov.au
There is no benefit in injecting steroids into the muscle group that is due to be trained on that day http://bit.ly/299Q3Pk #drugfacts	134	https://yourroom.health.nsw.gov.au/Pages/home.aspx
Overdose is more likely to occur when mixing heroin and other drugs, especially alcohol or benzos http://bit.ly/1BsgCoT #drugfacts	131	http://www.druginfo.sl.nsw.gov.au

Tweet copy	Character count	Bitly link points to this URL
GHB may have a bitter or salty taste but when mixed in a drink it is difficult to detect http://bit.ly/299RiOq #drugfacts	122	https://yourroom.health.nsw.gov.au/Pages/home.aspx
The effects of mixing hallucinogens with other drugs are often unpredictable and dangerous http://bit.ly/29kDWvD #drugfacts	123	https://yourroom.health.nsw.gov.au/Pages/home.aspx
As the effects of inhalants begin to wear off, a person may experience headaches, nausea & dizziness http://bit.ly/299SpOb #drugfacts	133	https://yourroom.health.nsw.gov.au/Pages/home.aspx
What's the difference between ice and speed? Find out at http://bit.ly/1BsgCoT #drugfacts	89	http://www.druginfo.sl.nsw.gov.au
Get the facts about synthetic drugs at http://bit.ly/294UmFr #drugfacts	71	https://yourroom.health.nsw.gov.au/Pages/home.aspx
Find the facts about legal and illegal drugs at XX library #drugfacts #nswpubliclibraries	89	<i>N.B. replace "XX library" with the name of your library</i>

This content is provided as part of the Know your drug facts program for NSW public libraries.

Know Your Drug Facts is a drug education program and awareness campaign delivered in public libraries in NSW. The aim of the program is to provide community members with information and resources to improve their knowledge and awareness of legal and illicit drugs, their effects and the consequences of their use.

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.