



www.cracksintheice.org.au

CRACKS IN THE ICE MOBILE APP:

The first mobile application (app) for the Australian community with evidence-based information on crystal methamphetamine 'ice'.

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NDARC
National Drug & Alcohol Research Centre

NDRI
national drug research institute



OVERVIEW

- 1 BACKGROUND:
 - Ice use in Australia
 - *Cracks in the Ice* Community Toolkit (www.cracksintheice.org.au)



- 2 THE NEXT STEP IN DISSEMINATION: CRACKS IN THE ICE MOBILE APP



- 3 DEVELOPMENT PROCESS AND BETA TESTING RESULTS





CRACKS IN THE ICE ICE USE IN AUSTRALIA

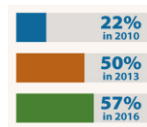
While overall prevalence of methamphetamine use is low...

...growing number of regular users are taking ice as their main form of the drug...

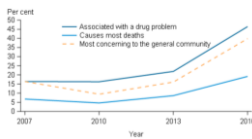
... methamphetamine-related harms are on the rise

... and community concern is high

1 in 70



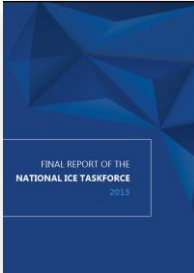
- helpline calls
- AoD treatment episodes
- hospital admissions
- deaths



2016 National Drug Strategy Household Survey. (2017).
 Degenhardt, L., Sara, G., Mckelin, R., Roxburgh, A., Dobbins, T., Farrell, M., Burns, L., Hall, W. (2016)
 Darke, S., Kaye, S., and Duffou, J. (2017)



CRACKS IN THE ICE DEVELOPED AS PART OF COORDINATED RESPONSE



RECOMMENDATIONS

Support families, communities and frontline workers

Recommendation 1

The Commonwealth, state and territory governments should work together to develop an online curated toolkit of information and resources to support families and communities to better understand and respond to the problems caused by ice.



www.cracksintheice.org.au





WHAT IS THE CRACKS IN THE ICE COMMUNITY TOOLKIT?



www.cracksintheice.org.au

Trusted, evidence-based, up-to-date information about crystal methamphetamine for the Australian community.

1. **Get the facts about ice**
2. **What are the effects of ice?**
3. **Staying safe**



Community groups



School communities



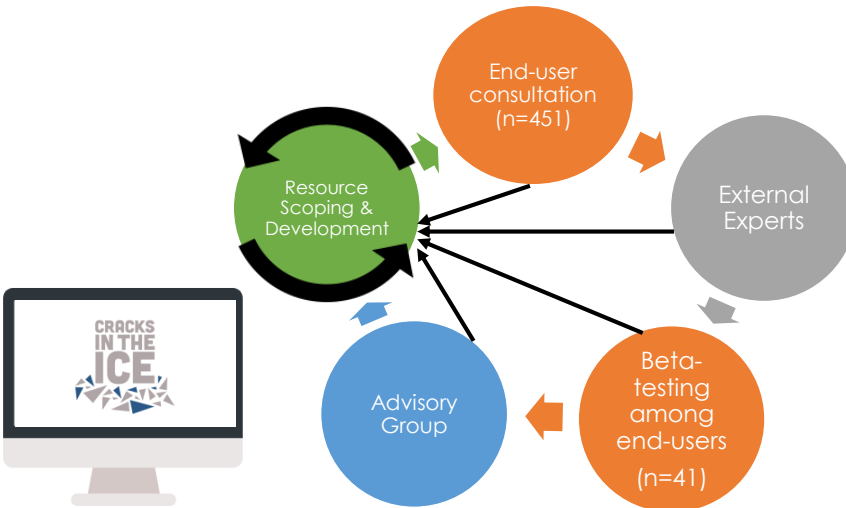
Family members and friends



Health professionals



DEVELOPMENT OF THE CRACKS IN THE ICE COMMUNITY TOOLKIT



CRACKS IN THE ICE COMMUNITY TOOLKIT: REACH AND RESPONSE



>32,000 users
>42,000 visits

AOD Service Provider:

"Great to see Cracks in the ICE up and running. Your booklets are easy to read and will be beneficial to all those in the community who attend our groups and ICE community forums"

Community Member

"Thank you. This will be a great resource for our Support Group."

Parent

"I was out with friends last week and this topic came up and we all admitted that we didn't know enough about it given its popularity. Most importantly how to talk to kids about it, frankly and have some facts. Thank you."

CRACKS IN THE ICE ADDITIONAL RESOURCE NEEDED FOR RURAL AND REMOTE AREAS

Almost half of regional Australians report internet is 'very poor', 'inadequate': University of Canberra survey

Share on Facebook | Share on Twitter | Print | Email | ...

ABC Rural | By Anna Vidot
Posted 21 June 2016 at 2:28 pm

'The secret': Rural families helping each other through ice addiction

By regional affairs reporter Lucy Barbour
Updated 31 Jul 2017, 9:27am

It is almost two years since the Federal Government's National Ice Taskforce recommended more support for the relatives of drug addicts, but families affected in regional towns say services are still lacking.

RELATED STORY: This is not a beat up, this is real: Ice-related deaths have doubled, study finds
MAP: Whyalla 5000

- Recent population survey indicates...
- Methamphetamine use approx. 2 x higher in remote or very remote areas.
 - Young people 18–24 years old in rural areas also significantly more likely to have recently used ice than city counterparts.

Roche, A. and McEntee, A. (2016). Ice and the outback: Patterns and prevalence of methamphetamine use in rural Australia. Aust. J. Rural Health. doi:10.1111/ajr.12331



CRACKS IN THE ICE TWO PLATFORMS WORK TOGETHER TO INCREASE ACCESS FOR ALL AUSTRALIANS



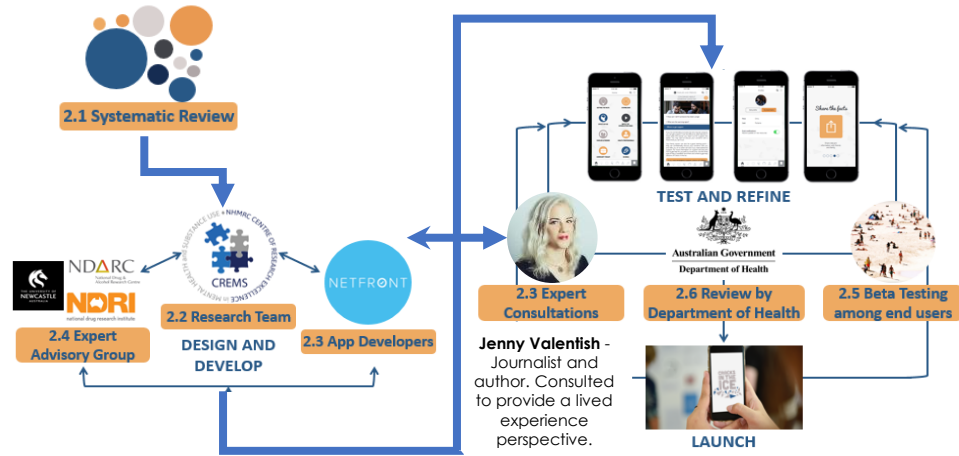
>29,000 Users
>39,000 Sessions



Improved access for rural/remote areas & Tailored to mobile users



CRACKS IN THE ICE MOBILE APP CO-DEVELOPMENT PROCESS



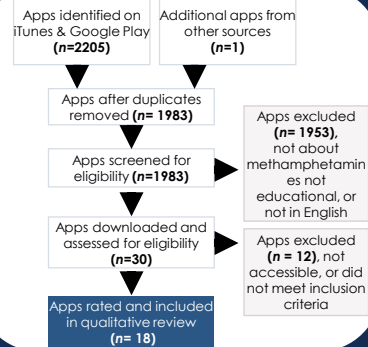


SYSTEMATIC REVIEW METHOD



What did we do?

1. The iTunes and Google Play stores were systematically searched in Apr-17 for **apps containing educational content related to methamphetamines, including ice.**
2. Quality of eligible apps was evaluated using the **Mobile Application Rating Scale (MARS).**



Stoyanov SR, Hides L, Kavanagh DJ, Zelenko O, Tjondronegoro D, Mani M. Mobile app rating scale: A new tool for assessing the quality of health mobile apps. *Journal of Medical Internet Research*. 2015;3:e27

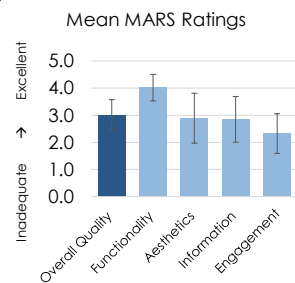


SYSTEMATIC REVIEW RESULTS



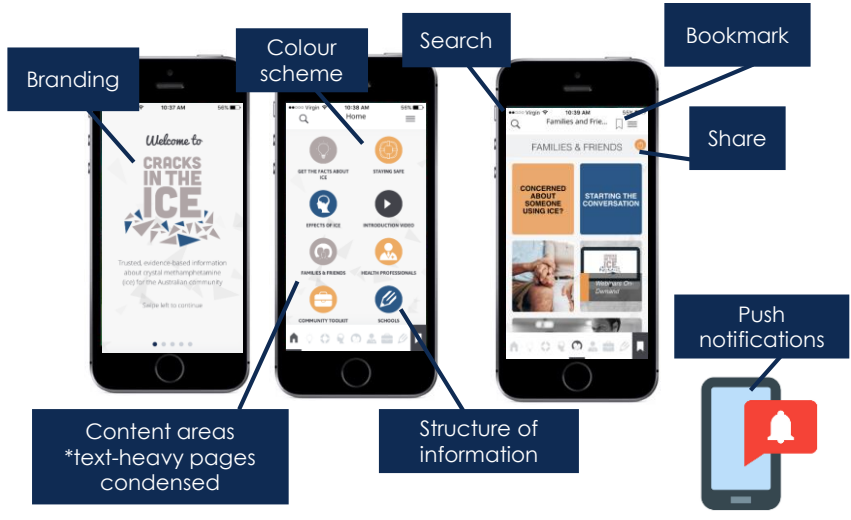
What did we find?

- Very **few apps available** containing educational content about ice. Only 18 met inclusion criteria.
- **Overall quality was acceptable, however not good or excellent.**
- Although overall *functionality* was good, *information provision* was only acceptable and *engagement* was poor.
- **There is a clear need for evidence-based information in an easily accessible app format.**

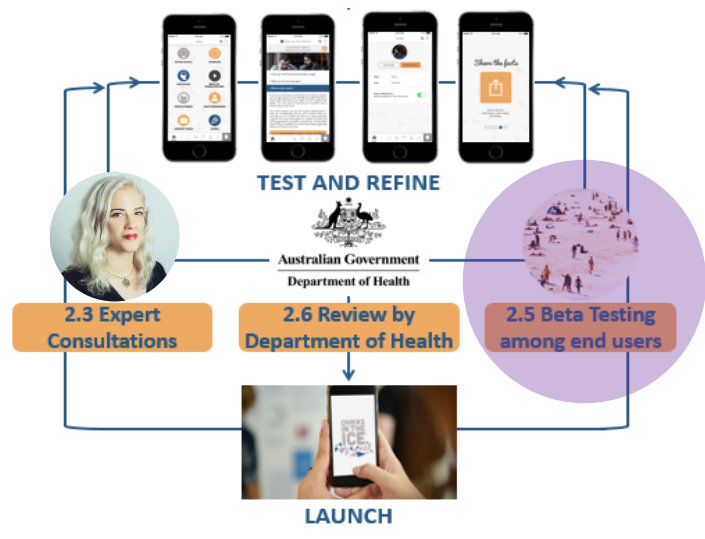


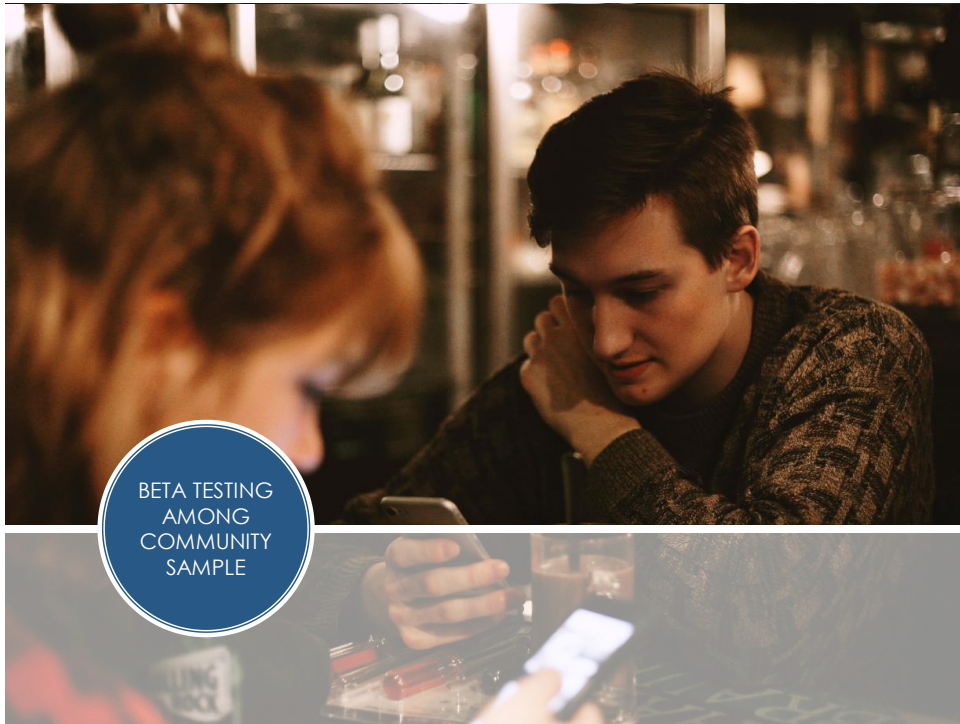
Stoyanov SR, Hides L, Kavanagh DJ, Zelenko O, Tjondronegoro D, Mani M. Mobile app rating scale: A new tool for assessing the quality of health mobile apps. *Journal of Medical Internet Research*. 2015;3:e27

CRACKS IN THE ICE DEVELOPING BETA VERSION



CRACKS IN THE ICE BETA TESTING





BETA TESTING
AMONG
COMMUNITY
SAMPLE



BETA TESTING: METHOD AND SAMPLE



What did we do?

- **Online survey** promoted via **Facebook** and *Cracks in the Ice* **social media/subscriber base**
- Open to **Australians aged 16 years +**
- Participants **used app for 5 minutes** (minimum) before answering questions about its overall **appeal, functionality, and usability**

34 participants completed the survey



**79%
female**



**37 yrs
mean age**



**56%
metro**



**44%
regional /
rural**



**18%
used ice
themselves**



**71%
knew someone
who used ice**



BETA TESTING: OVERALL RESPONSE



What did we find?

Majority liked the app



82% liked app

Easily accessible information within 1 place



94% would use again



85% would recommend

Simple to navigate

I love the colour scheme of the app. It's warm and inviting without being over the top which may be distracting. I love that it is almost a mirror of the website so it will make it easier to use in my work

This is full of good information, very accurate

Easy to use... relevant and up to date. Colours and fonts are good and easy to read.



BETA TESTING: KEY STRENGTHS



What did we find?

Key strengths of the app include...



Quality of information



Offline capabilities



Layout and Visual Design



Usability

94% agreed offline access would be useful

82% liked* the layout
82% liked* the visual design

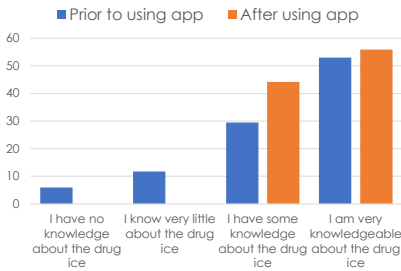
79% used app intuitively OR found it easy to learn how to use

* Selected 'liked' or 'strongly liked' on 5 point Likert scale

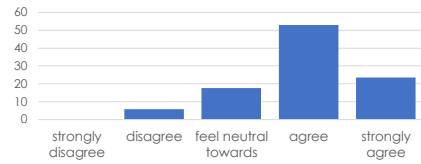
CRACKS IN THE ICE BETA TESTING: PERCEIVED IMPACT ON KNOWLEDGE AND HELP-SEEKING



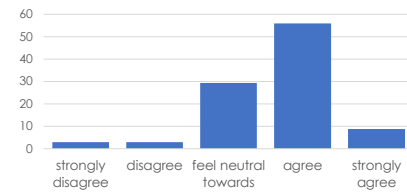
How extensive would you say your knowledge is of the drug ice? (%)



This app is likely to increase knowledge and understanding of ice / ice prevention messages (%)



Use of this app is likely to encourage further help seeking for ice use (if it's required) (%)



CRACKS IN THE ICE AREAS FOR IMPROVEMENT AND REVISIONS MADE IN RESPONSE

Key areas for improvement include...



Mobile friendly info



Infographics and images



Navigation tweaks

CRACKS IN THE ICE

AREAS FOR IMPROVEMENT AND REVISIONS MADE IN RESPONSE

Key areas for improvement include...

- Mobile friendly info
- Infographics and images
- Navigation tweaks

WHAT ARE THE WARNING SIGNS?
 WHERE TO GET SUPPORT
 RELATED CONTENT:
 Starting the conversation

Get the facts abo...
 HOW MANY PEOPLE USE ICE?
 HOW OFTEN DO PEOPLE USE METHAMPHETAMINES, INCLUDING ICE?
 ICE USE IN REGIONAL AND REMOTE COMMUNITIES
 IS ICE USE INCREASING IN AUSTRALIA?
 HOW DOES ICE COMPARE TO OTHER DRUG USE IN AUSTRALIA?

CRACKS IN THE ICE

AREAS FOR IMPROVEMENT AND REVISIONS MADE IN RESPONSE

Key areas for improvement include...

- Mobile friendly info
- Infographics and images
- Navigation tweaks

Schools
 OPTION 1: STAY AWAY
 OPTION 2: PROVIDE EXCUSES
 OPTION 3: LEAVE THE SITUATION
 OPTION 4: BE ASSERTIVE

Schools
 Although it varies from person to person situations where you have to disagree with others or refuse something can sometimes feel awkward and difficult to handle.
 ONLY 1 in 100 YOUNG PEOPLE (14-19 YEAR OLDS) HAVE USED

Schools
 Toby: Come on, just take a pill with me.
 Sophia: No thanks, I don't really want to.
 Toby: And this time?
 Sophia: No thanks, just keep going.



AREAS FOR IMPROVEMENT AND REVISIONS MADE IN RESPONSE

Key areas for improvement include:

- Mobile friendly info
- Infographic and images
- Navigation tweaks

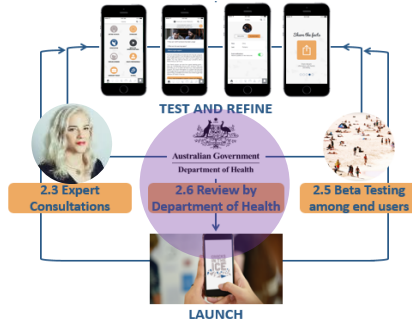
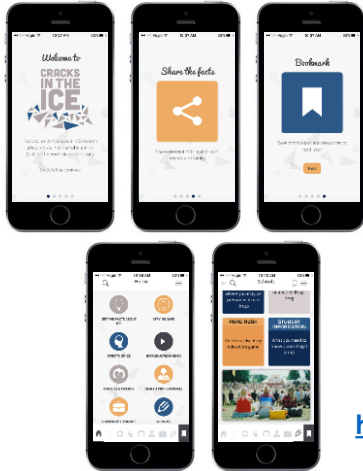
Get the facts abo...
WHY DO PEOPLE USE ICE?
There is no single reason why people use ice (crystal methamphetamine). Usually several things act in combination. Regardless of why someone starts to use ice it can very quickly become a problem. Common reasons for drug use include:
• TO TRY AND HAVE FUN AND FEEL GOOD
• TO FORGET OR HELP COPE WITH PROBLEMS
• TO FIT IN/FEEL PART OF A GROUP

Welcome
Home
• Get the facts about ice
• Staying safe
• What are the effects of ice?
• Families and Friends
• Health Professionals
• Community Toolkit
• Schools
GET SUPPORT NOW
• Take the quiz



WHERE ARE WE NOW?
AND WHERE TO NEXT?

CRACKS IN THE ICE WATCH THIS SPACE! SUBSCRIBE FOR UPDATES



<https://cracksintheice.org.au/subscribe>

CRACKS IN THE ICE IN THE MEANTIME, CHECK OUT THE ONLINE TOOLKIT & WEBINAR SERIES



www.cracksintheice.org.au



<https://cracksintheice.org.au/webinar>



www.cracksintheice.org.au

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