

**National
Illicit Drugs
Campaign:
Evaluation
of Phase
One**

APRIL 2003



National Illicit Drugs Campaign: Evaluation of Phase One

April 2003

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A campaign reference group from the Australian National Council on Drugs was formed to contribute to the development of the National Illicit Drugs Campaign. This group comprised:

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Preface



The Hon. Trish Worth MP
Parliamentary Secretary to the
Minister for Health and Ageing

I am very proud of the development and implementation of the Government's National Illicit Drug Strategy "*Tough on Drugs*". A key component of the *National Drug Strategic Framework*, the strategy is progressed through the Ministerial Council on Drug Strategy (MCDS) and the Intergovernmental Committee on Drugs (IGCD) and supported by the Australian National Council on Drugs (ANCD). It represents a truly national approach to setting priorities for tackling drug misuse.

Tough on Drugs provides a balanced package of measures including a tougher approach to drug traffickers, combined with education, treatment and rehabilitation programs. Since its launch in 1997, we have committed \$625 million to improving law enforcement, education, and treatment and rehabilitation programs across Australia.

We believe very strongly that the Government has a key role to play in educating people of all ages about the risks associated with illicit drugs. This means not only developing education programs for schools – it is also vital to ensure that the wider community is aware of the real risks of illicit drug use.

In recognition of this, a working group appointed by and including members of the ANCD was established to contribute to the development of the National Illicit Drugs Campaign. The first phase of the campaign focused on encouraging parents to talk to their children about drugs and promote a healthy family life. The second phase, currently under development, will focus on young people.

We know that parents can have a major influence in their children's lives, but many feel they lack sufficient knowledge about drugs and are unsure about how to talk to their children about this complex and difficult subject. The campaign, which began in March 2001, included a range of activities designed to ensure that all parents had access to accurate information about drugs and strategies for how to talk to their children about the dangers of illicit drugs. The evaluation of this first phase of the National Illicit Drugs Campaign has shown that this approach can and does work.

Overall, the results of the evaluation showed that three in five parents felt that the campaign made it easier to talk to their children about drugs. Three in four did actually talk to their children about these difficult issues and the majority of these parents said they intended to discuss illegal drugs further with their children in the future. In addition, the evaluation found the campaign had a significant impact amongst teenagers, with one in two finding that it helped them talk to their parents about the issue.

I am very pleased with the results of this campaign and believe it has been successful, assisting many families to have more open discussions about the dangers of illicit drug use. I am also aware that the positive results of the campaign have been favourably received by the Prime Minister.

Finally, I would like to thank everyone involved in the development of this first phase of the campaign for their dedication and commitment, and I congratulate them on its success.



Trish Worth

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Abbreviations and acronyms

ABS	Australian Bureau of Statistics
ACT	Australian Capital Territory
ANCD	Australian National Council on Drugs
IGCD	Intergovernmental Committee on Drugs
LSD	lysergic acid diethylamide
MCDS	Ministerial Council on Drug Strategy
NESB	non-English speaking background
NIDC	National Illicit Drugs Campaign
NIDS	National Illicit Drug Strategy
TARPs	target audience rating points
TV	television

Overview of the campaign

The National Illicit Drugs Campaign (NIDC) is part of the Commonwealth Government's National Illicit Drugs Strategy (NIDS), which includes a balanced package of measures aimed at reducing the supply of, and demand for, illicit drugs. The NIDC plays an important role in the strategy, as one of a number of prevention initiatives.

The campaign was launched in March 2001 and the initial phase targeted primarily parents and carers of 8–17-year-olds. This phase of the campaign focused on informing parents and carers about the positive role they can play in preventing drug use amongst children, and providing support for them in this role. The aim was to deter children from initiating or continuing the use of illicit drugs by improving parents' and carers' skills in communicating with their children. Secondary targets of this phase of the campaign were young people and community groups.

The NIDC will have a second phase targeting young people directly; this second phase is currently being developed. For simplicity, in the remainder of this document the term 'campaign' is used to refer to the initial phase of the NIDC, and the term 'parents' is used in place of 'parents and carers'.

A campaign reference group, appointed by and including members of the Australian National Council on Drugs (ANCD), was established to provide advice during the development of the campaign.

Design of the campaign

The campaign was based on formative research carried out in 1998 and 1999 with parents of children aged 12–17. This research comprised focus group discussions, in-depth interviews and telephone interviews.

Formative research was also undertaken in 1999 with parents from non-English speaking backgrounds (NESB). The research involved a wide range of methodologies including a literature and data review, demographic analysis, consultations with key informants, and focus group discussions and in-depth interviews with NESB parents.

Before the campaign, parents and young people were surveyed to obtain benchmark data on pre-campaign attitudes and knowledge. The campaign's impact was evaluated by surveying parents, young people and members of the community after the campaign, in May–June 2001. In addition, continuous tracking surveys of community members aged 35–54 years were carried out before and during the campaign.

During the discussions with parents at the formative research stage, many people expressed the belief that the best age to positively influence their children not to initiate illicit drug use was 8–11 years, before they were likely to be exposed to illicit drugs. Based on these results, the target group of parents for the NIDC was expanded to include those with children aged 8–11 years for the pre-campaign and post-campaign surveys.

The post-campaign evaluation included a survey of NESB parents in June 2001. The NESB strategy targeted parents from 16 language groups: Arabic, Bahasa Indonesia, Bosnian, Chinese, Croatian, Greek, Italian, Korean, Khmer, Macedonian, Polish, Russian, Serbian, Spanish, Turkish and Vietnamese. The post-campaign evaluation was focused on a subset of these language groups, based on variables such as size of community and recency of arrival. The language groups surveyed post-campaign were Cantonese, Mandarin, Vietnamese, Arabic and Spanish. Where necessary, the term 'mainstream parents' is used to distinguish the parents participating in the May–June 2001 survey from the NESB parents.

The campaign consisted of:

- three television (TV) commercials
- press advertisement of the campaign launch for mainstream and NESB parents
- print advertising for mainstream and NESB parents (four magazine advertisements)
- outdoor advertising (one billboard advertisement)
- a parent booklet (available in English and in 16 other languages; the language-specific booklets available to NESB parents could be requested through the telephone information line)
- a parent leaflet, '10 ways to encourage young people to talk with you about drugs'
- two 30-second radio advertisements (for NESB parents in 16 languages)

- a telephone information/counselling line (an 1800 number)
- a campaign website
- various public relations activities for mainstream and NESB audiences.

The National Drug Strategy Reference Group for Aboriginal and Torres Strait Islander Peoples considered the campaign messages to be relevant to Indigenous peoples, particularly those in urban settings. The group therefore endorsed the media strategy of the NIDC, which included major Indigenous media outlets.

Evaluation of the campaign

To evaluate the campaign, quantitative surveys of mainstream and NESB parents, community members and youth were carried out at different stages, as described below and summarised in the accompanying table. The questionnaires used in the surveys are included in this report at the end of the relevant chapters.

Mainstream parent surveys

- A national telephone survey at the developmental stage of the campaign, with 1004 parents of children aged 12–17 years, in February 1999.
- A national telephone survey at the pre-campaign stage, with 1846 parents of 8–17-year-olds, in August–September 2000.
- A national telephone survey after the campaign, with 1800 parents of 8–17-year-olds, in May–June 2001.

NESB parent survey

- A telephone survey in Sydney and Melbourne after the campaign, with 510 NESB parents, in June 2001.

Youth survey

- A national face-to-face and telephone survey at the developmental stage, with 924 young people aged 15–17 years, in March 2000. This survey included pre-campaign questions.
- A national telephone survey after the campaign, with 604 young people aged 15–17 years, in May–June 2001.

Community survey

- A national telephone survey at the pre-campaign stage, with 403 adults aged 18–69 years (who are not parents of 8–17-year-olds), in August–September 2000.
- A national telephone survey at the post-campaign stage, with 419 adults aged 18–69 years (who are not parents of 8–17-year-olds), in May 2001.

Tracking surveys

- A series of national telephone tracking surveys, carried out over a seven-week period (starting the week before the campaign and covering the implementation of the campaign), with a total of 1206 adults aged 35–54 years, between March and May 2001. The total number of adults included approximately 300 in the initial pre-campaign wave and 150 in each subsequent weekly wave.

The table below provides an overview of the surveys discussed in this report.

Survey characteristics

Survey characteristics	Pre-campaign surveys				
	Parent	Youth	Parent	Community	Tracking: initial wave
Sample	Parents of 12–17-year-olds	Young people aged 15–17 years	Parents of 8–17-year-olds	Community members aged 18–69 years with no children 8–17 years	Community members aged 35–54 years —initial pre-campaign wave
Methodology	Telephone	321 telephone, 603 door-to-door	Telephone	Telephone	Telephone
Date	February 1999	March 2000	August–September 2000	August 2000	March 2001
Sample size	1004	924	1846	403	300
Maximum 95% CI	± 3.1%	± 3.2%	± 2.3%	± 4.9%	± 5.7%
Survey characteristics	Post-campaign survey				
	NESB parent	Youth	Parent	Community	Tracking waves
Sample	Parents of 8–17-year-olds	Young people aged 15–17 years	Parents of 8–17-year-olds	Community members aged 18–69 years with no children 8–17 years	Community members aged 35–54 years —weekly waves following pre-campaign wave
Methodology	Telephone	Telephone	Telephone	Telephone	Telephone
Date	June 2001	May–June 2001	May–June 2001	May 2001	March–May 2001
Sample size	510	604	1800	419	906 (average of 150 adults/wave)
Maximum 95% CI	± 4.3%	± 4.0%	± 2.3%	± 4.9%	± 8.0%

CI = confidence interval (the 95% CI is based on a sample estimate of 50%)

Structure of the report

This report is an assessment of how effective the campaign was in achieving its objectives. Chapter 1 summarises the development and implementation of the campaign. Subsequent chapters each focus on a particular aspect of the campaign or evaluation. Chapters 2–6 discuss the methodology and results of the above surveys, as follows:

- Chapter 2 — parents of 8–17-year-olds
- Chapter 3 — parents of non-English speaking backgrounds
- Chapter 4 — young people aged 15–17 years
- Chapter 5 — general community aged 18–69 years (excluding parents of 8–17-year-olds)
- Chapter 6 — tracking surveys of general community aged 35–54 years (including parents of 8–17-year-olds).

The final chapter (Chapter 7) contains an evaluation of the public relations strategy, telephone information line, website and booklet delivery.

Summary of findings

The detailed findings of the surveys are discussed in Chapters 2–6. This section brings together and compares the results for the different target groups. It refers to surveys at the developmental, pre-campaign (benchmark) and post-campaign stages.

Campaign awareness and reach

To measure awareness of the NIDC and related media coverage, respondents were asked whether they had recently seen, read or heard anything in the media about illegal drugs. The following list shows the proportion of people in various target groups who responded positively:

- parents — 89%
- NESB parents — 76%
- youth — 79%
- community members — 88%.

The media topics most likely to be recalled varied among the different groups as follows:

Parents

- the capture and availability of illegal drugs (38%)
- an aspect of the campaign or booklet (37%)

NESB parents

- general advertising/media (52%)
- an aspect of the campaign or booklet (23%)
- drug busts and captures/seizures (22%)
- the consequences of drug use (19%)

Youth

- an aspect of the campaign or booklet (22%)
- general media information on illegal drugs (21%)
- drug busts and captures/seizures (19%)

Community members

- general media information on illegal drugs (29%)
- drug busts and captures/seizures (26%)
- injecting rooms (21%)
- an aspect of the campaign or booklet (19%).

Respondents were asked whether they had recently seen, read or heard any *advertising* about illegal drugs. The proportions of respondents who had done so over the campaign period were as follows:

- parents — 77% (78% of these identified a TV commercial)
- NESB parents — 55% (26% of these identified a TV commercial and 21% an NIDC message)
- youth — 62% (64% of these identified a TV commercial)
- community members — 76% (79% of these identified a TV commercial).

Respondents were asked *where* they had seen, heard or read about this advertising campaign related to illegal drugs. The main sources of advertising cited by respondents in the post-campaign survey were as follows:

Parents

- TV commercials (88%)
- the booklet (24%)

NESB parents

- TV commercials (64%)
- the NESB press campaign (28%)
- the booklet (21%)

Youth

- TV commercials (87%)
- the booklet (15%)

Community members

- TV commercials (84%)
- the booklet (20%).

Campaign recognition

To gain a measure of advertising recognition, respondents were read a description of the two key television commercials, the booklet designed for parents, the newspaper and magazine advertisements, and the leaflet. NESB parents were also read descriptions of the press and radio advertisements disseminated through ethnic media. Recognition of these elements by respondents following the campaign was high. The proportions of respondents recognising at least one campaign element were as follows:

- parents — 97%
- NESB parents — 86%
- youth — 97%
- community members — 96%.

The table below shows the proportion of respondents in each category that recognised a particular element.

Recognition of campaign elements (prompted)

Element	Respondents recognising a particular element (%)			
	Parents	NESB parents	Youth	Community members
'Lost Dreams' TV commercial	88	56	87	85
'Ad Within Ad' TV commercial	69	26	83	69
Booklet (English version)	68	47	51	52
Press advertising	25	–	22	22
Outdoor advertising	20	39	21	20
Leaflet	9	23	8	4
NESB press	–	39	–	–
NESB radio	–	23	–	–

Message recall of TV commercials

Respondents who recognised the 'Lost Dreams' TV commercial were asked to identify its main message. Most identified the main message of this commercial as 'the negative consequences of drug use', including:

- parents — 84%
- NESB parents — 74%
- youth — 80%
- community members — 84%.

Respondents who recognised the 'Ad Within Ad' TV commercial were asked to identify its main message. Most identified this as the need for increased responsibility by parents for communicating with their children about drugs, including:

- parents — 84%
- NESB parents — 65%
- youth — 83%
- community members — 83%.

The booklet

Those respondents who recognised the booklet were asked how much of it they had read and if they found it useful. Most who recognised the booklet reported that they had read at least some of it, including:

- parents — 78% (53% of all parents surveyed)
- NESB parents — 77% (36% of all NESB parents surveyed)
- youth — 76% (39% of all youth surveyed)
- community members — 65% (34% of all community members surveyed).

Most respondents who had read at least some of the booklet reported that they had found it useful, including:

- parents — 76% (41% of all parents surveyed)
- NESB parents — 80% (29% of all NESB parents surveyed)
- youth — 70% (27% of all youth surveyed).

Community members were asked whether or not they found the booklet relevant to them. Two-thirds (68%) of those who had read at least some of the booklet rated it as ‘very’ or ‘somewhat’ relevant.

Reported action taken in response to the campaign

Respondents who recognised at least one element of the campaign were asked whether they felt that the campaign as a whole had prompted them to take some action. The respondents who recognised at least one campaign element and reported that the campaign had prompted them to take some action included:

- parents — 48% (47% of all parents surveyed)
- NESB parents — 46% (40% of all NESB parents surveyed)
- youth — 35% (34% of all young people surveyed and 40% of those aged 15 years surveyed)
- community members — 15% (14% of all community members surveyed).

Actions reported by these respondents included:

Parents

- talking to their child about drugs (77%)
- thinking more about drugs (25%)
- reading or going to read the booklet (4%)

NESB parents

- talking to their children about drugs (73%)
- thinking more about drugs (38%)

Youth

- not taking drugs (40%)
- seeking more information (28%)
- encouraging others to stay away from drugs (16%)
- encouraging communication between parents and children (12%)

Community members

- talking to their children about drugs (29%)
- thinking more about drugs (24%)
- discussing illegal drugs with other people (20%).

Parents who had seen at least one element of the campaign were also asked whether the campaign as a whole made it more or less difficult for them to talk to their children about illegal drugs. The following responses were reported:

Parents

- 60% (58% of all parents surveyed) found it easier to talk to their children
- 37% found it about the same
- 1% found it more difficult

NESB parents

- 69% (59% of all NESB parents surveyed, and significantly higher than mainstream parents) found it easier to talk to their children
- 23% found it about the same
- 1% found it more difficult.

The key reasons for parents finding it easier to talk to their child about drugs included the following:

Parents

- that the TV commercials facilitated conversations about drugs (57%)
- greater knowledge (55%)

NESB parents

- that the campaign had given them greater knowledge about illegal drugs (68%)
- that the campaign had facilitated discussion (53%).

Young people who had seen at least one element of the campaign were also asked whether the campaign as a whole made it more or less difficult for them to talk to their parents about illegal drugs. In the post-campaign survey, 51% of youth (49% of all youth) found it easier to talk to their parents about illegal drugs, 41% found it about the same and 6% found it more difficult. Young people aged 15 years were significantly more likely than those aged 16 or 17 years to state that conversations with their parents meant it was less likely that they would use the illegal drugs surveyed.

Perceived importance of, and attitudes towards, the illegal drug problem

When questioned on views about the *main* social problem facing young people in Australia today, the most common responses in the post-campaign surveys were as follows:

Parents

- illegal drugs (43%)
- unemployment (14%)

NESB parents

- illegal drugs (36%)
- family or parenting issues (14%)

Community members

- illegal drugs (34%)
- unemployment (22%).

NESB parents also reported that the main social problems facing young people in their own language group included societal pressures (23%) and illegal drugs (15%).

Perceived seriousness of the illegal drug problem

Respondents were asked to rate, on a scale of 1 to 10, how big a problem illegal drug use is amongst young people in Australia, where 10 was 'totally out of control' and 1 was 'not a problem at all'. The proportions rating the problem as 7 or more were as follows:

- parents — 69%
- NESB parents — 66%
- community members — 67%.

Some 32% of NESB parents rated the problem of illegal drug use within their own community at 7 or over.

Respondents were then asked whether they thought the situation was getting better or worse. In the post-campaign surveys, most thought that the situation was getting worse, including:

- parents — 76%
- NESB parents — 66%
- community members — 72%.

Attitudes to illegal drugs

The majority of respondents were presented with three statements and asked which best described their attitude towards their child experimenting with illegal drugs. The table on page 9 shows the proportion of people agreeing with each response.

Attitudes toward drugs

Statement	Respondents agreeing with statement (%)		
	Parents	NESB parents ^a	Community members
No drug or drug taking is OK	80	94	58
Experimentation with marijuana is OK but I'd be concerned about them experimenting with other drugs	17	2	34
Using drugs like marijuana is OK	1	2	4

^a See Chapter 3 for differences between language groups

Young people were presented with the same three statements and asked which best described their *parents'* attitudes towards them experimenting with illegal drugs. The responses were as follows:

- 'No drug or drug taking is OK' — 76%
- 'Experimentation with marijuana is OK but I'd be concerned about them experimenting with other drugs' — 21%
- 'Using recreational drugs like marijuana is OK' — 2%.

Parents and community members were presented with three statements that related to whether drugs could be a problem for them or their family. The table below shows the proportion agreeing with each statement.

Perception of the relevance of drug issues to them and their families

Statement	Respondents agreeing with statement (%)	
	Parents	Community members
Drugs can be a problem to anyone, including my family	94	90
Drugs are a problem but <i>not</i> one that's likely to affect me or my family	27	39
It is very <i>unlikely</i> that drugs will be a problem for my family	39	47

Young people were asked the extent to which they agreed or disagreed with a series of statements about how they communicate with their parents. Between the pre-campaign and post-campaign surveys, there was a significant positive shift in youth attitudes towards communicating with their parents on nearly all statements surveyed, particularly amongst young people aged 15 years. The table below shows the proportion of respondents agreeing with various statements.

Young people's attitude to communicating with their parents

Statement	Young people agreeing with statement (%)	
	Pre-campaign	Post-campaign
I get along well with my parents	85	92
I'm willing to talk to my parents about drugs	76	85
My parents could influence me not to use drugs	70	79
My parents know where to get information about drugs	61	73
Advice from my parents has steered me away from drugs	57	71
My parents know a fair bit about drug issues	61	71

Parents' perceptions of whether their child would be offered and would accept drugs

Parents were asked to think of their child aged 8–17 years who had the most recent birthday, and the age of that child (their 'reference' child) was recorded. Parents were then asked whether they thought it was likely or unlikely that this particular child would be offered a range of legal and illegal drugs in the next 12 months. In the post-campaign surveys, both mainstream and NESB parents with a reference child aged 12–17 years were significantly more likely than parents of 8–11-year-olds to believe their child would be offered any of the listed drugs.

The table below shows the proportion of parents who felt that their child would be offered various drugs.

Perception that their child was likely to be offered drugs in the next 12 months

	Proportion of respondents who thought that their child would be likely to be offered various drugs			
	Parents of 12–17-year-olds		Parents of 8–11-year-olds	
	Mainstream (n = 1133) %	NESB (n = 334) %	Mainstream (n = 667) %	NESB (n = 176) %
Alcohol	80	43	28	27
Tobacco	73	44	23	24
Marijuana	60	30	10	13
Speed (amphetamines) or ecstasy	32	21	4	9
Heroin or cocaine	16	15	2	11

Parents in the post-campaign survey were also asked whether they thought that their ‘reference’ child would accept an offer of these individual drugs. The table below shows the results.

Perception that their child was likely to accept an offer of drugs in the next 12 months

	Proportion of respondents who thought that their child would be likely to accept offer of various drugs			
	Parents of 12–17-year-olds		Parents of 8–11-year-olds	
	Mainstream (n = 1133) %	NESB (n = 334) %	Mainstream (n = 667) %	NESB (n = 176) %
Alcohol	55	25	25	14
Tobacco	18	14	6	7
Marijuana	10	7	2	3
Speed or ecstasy	2	5	2	5
Heroin or cocaine	3	4	2	4

Reported drug use and likelihood of experimentation by youth

Young people were asked whether they had been offered illegal drugs in the previous 12 months. They were most likely to report being offered marijuana (39%), ecstasy (15%), speed (10%) or LSD (9%). Young people were also asked whether they would accept an offer of an illegal drug if offered by a friend in a situation when that friend was using it. Reported acceptance included:

- marijuana — 20%
- ecstasy — 5%
- speed — 5%
- heroin — nil.

Prevention strategies

Respondents were asked what, if anything, they could do to prevent their child (or, for community members, a young person) from using illegal drugs. Their responses were as follows:

Parents

- 96% identified at least one prevention strategy, including
 - discussions on drug use (28% pre-campaign, 56% post-campaign)
 - warning of the consequences of drug use (18% pre-campaign, 29% post-campaign)
 - giving support and encouraging interaction between parent and child (13% pre-campaign, 28% post-campaign).

These increases in reported strategies were significant.

NESB parents (post-campaign)

- 97% identified at least one prevention strategy, including
 - warning of the consequences of drug use (41%)
 - interacting with the child and keeping them busy (35%)
 - encouraging discussion about drug use (32%).

Community members

- 96% identified at least one prevention strategy, including
 - encouraging discussions on drug use (27% pre-campaign, 43% post-campaign; a significant increase)
 - warning of the consequences of drug use (21% pre-campaign up to 30% post-campaign, a significant increase).

Following the campaign, respondents were asked whether they had learnt anything new about illegal drugs in the previous two months. New learning was reported by:

- parents — 19%
- NESB parents — 21%
- community members — 19%.

Communication about illegal drugs

Parents' conversations about drugs

Respondents were asked if they had spoken to anyone about illegal drugs in the previous two months. Responses were as shown below.

Parents

- 50% at pre-campaign and 57% post-campaign reported speaking to someone about illegal drug issues during the previous two months; these conversations took place with their child (17% pre-campaign, 51% post-campaign) or a friend (18% pre-campaign, 30% post-campaign), both significant increases; the most commonly mentioned discussions included talking to their child about drugs (20% pre-campaign, 31% post-campaign) and talking about the consequences of drug use (22% pre-campaign, 24% post-campaign).

NESB parents (post-campaign survey only)

- 38% reported talking to someone about illegal drugs in the previous two months (significantly less than the conversations by mainstream parents); these conversations took place with their child (19%), friends (17%), work colleagues (7%) or husband/wife/partner (5%); the most common discussions included talking to children about drugs (37%), the consequences of drug use (31%) and issues of availability and purity (21%).

Parents' conversations with their children about drugs

Parents were then asked a specific series of questions about how recently and frequently they had conversed with their child about illegal drugs:

Parents

- Most parents reported speaking with their child about illegal drugs in the past two months (63% pre-campaign, 78% post-campaign; a significant increase).

NESB parents

- Most (65%) reported that they had spoken to their child about illegal drugs in the previous two months.

Amongst those parents who had spoken to their child about illegal drugs within the previous 12 months, the most commonly reported prompts for these discussions and topics discussed were as follows:

Parents

- What prompted the discussion?
 - the media (34% at pre-campaign, 45% post-campaign)
 - general discussions about drugs (23% pre-campaign and post-campaign)
 - the NIDC campaign (17% post-campaign only).

- Theme of discussion
 - consequences of drug use (61% pre-campaign, 64% post-campaign)
 - personal experiences with drugs (2% pre-campaign, 29% post-campaign)
 - information about drugs, including the types of drugs and their effects (14% post-campaign only).

NESB parents

- What prompted the discussion?
 - media (51%)
 - general family conversations (40%)
 - the campaign (9%).
- Theme of discussion
 - negative consequences of drug use (72%)
 - drug education (22%)
 - personal experiences with drugs (16%).

Parents were asked about the perceived effectiveness of their conversations in discouraging their child from using illegal drugs. Amongst parents who had ‘ever’ spoken with their child about illegal drugs:

- 78% thought their conversation was effective in discouraging their child from using marijuana
- 84% thought their conversation was effective in discouraging their child from using illegal drugs other than marijuana.

Parents were asked if they intended to speak with their child (again) about illegal drugs in the next two months. The following proportions of the target groups reported that they did:

- parents — 51% at pre-campaign and 58% post-campaign; a significant increase
- NESB parents — 56% (particularly parents with a reference child aged 12–17 years).

Young people’s conversations with their parents about drugs

Between the two surveys (pre-campaign and post-campaign), there was a significant increase in the proportion of young people who reported that they had discussed illegal drugs with their parents in the previous three months (26% pre-campaign, 44% post-campaign). In the post-campaign survey, 31% of young people reported that they had discussed illegal drugs in the previous two months (the campaign period).

Community members’ conversations about drugs

To estimate the degree to which the campaign had prompted public discussion about illegal drugs, community members were asked whether they had spoken to anyone about this subject in the two months before the survey. The responses were as follows:

- more than four in 10 had talked about illegal drugs in the previous two months (43% pre-campaign, 47% post-campaign);
- conversations took place with
 - friends (53% pre-campaign, 43% post-campaign)
 - work colleagues (21% pre-campaign, 30% post-campaign)
 - husband, wife or partner (16% pre-campaign, 18% post-campaign)
 - children (11% pre-campaign, 15% post-campaign)
- the most common topics discussed included
 - the consequences of drug use (25% pre-campaign, 24% post-campaign)
 - availability and purity issues (17% pre-campaign, 14% post-campaign)
 - other messages consistent with the NIDC (7% pre-campaign, 16% post-campaign).

Community perceptions of providing information about illegal drugs

Community members were asked who they felt should be responsible for providing children and young people with information and advice about the dangers of illegal drug use. They said responsibility should lie with:

- parents (70% pre-campaign, 72% post-campaign)
- schools (61% pre-campaign, 65% post-campaign)
- the health department/government (28% pre-campaign, 24% post-campaign).

In both the pre-campaign and post-campaign surveys, 90% of community members agreed that adults (other than parents) who are actively involved in young people's lives professionally or as relations or friends can help prevent young people from using illegal drugs.

Young people's sources of information about illegal drugs

Young people were asked where they had learned the most about illegal drugs. There was a significant increase between the responses in the pre-campaign survey and after the campaign in the proportion nominating schools (23% pre-campaign, 37% post-campaign) and parents (7% pre-campaign, 13% post-campaign) as the most informative sources.

Conclusions

Effectiveness in the primary target group

The campaign was targeted primarily at parents of 8–17-year-olds. Evaluation of the surveys shows that the campaign was effective in achieving its objectives for this target group.

Mainstream parents

Amongst parents of 8–17-year-olds, campaign recall and recognition of its elements were high, particularly for the 'Lost Dreams' TV commercial but also for the 'Ad Within Ad' commercial and the booklet. Consistent with the campaign, key messages retained included the negative consequences of drug use and the need for parents to take greater responsibility for communicating with their children about illegal drugs. Amongst those who recognised the booklet, most had read at least some of it and found it useful.

Half the parents who recognised the campaign believed that it had prompted them to take action, with most of these stating that they had discussed illegal drugs with their children. Most parents had spoken to their child about illegal drugs in the previous two months, and most of these intended to discuss illegal drugs with their child in the future. Parents of 12–17-year-olds in particular increased the frequency of conversations with their children. Amongst parents, key triggers for conversation were the media generally, and the NIDC in particular. Parents felt that the campaign made it easier for them to talk to their children about drugs by acting as a trigger for conversation. They also believed that these conversations with their children were effective, resulting in less use of illegal drugs. Prevention strategies identified by parents were consistent with campaign messages and included interactive communication between parent and child.

Although most parents were confident of their ability to prevent their child from using illegal drugs and to talk to their child about the subject, there was no increase in parents' feelings of confidence between the two surveys. Clearly there are opportunities to further address and reinforce parents' levels of knowledge and their feelings of confidence in the future.

NESB parents

Amongst NESB parents, recognition of the campaign elements was high, and included both mainstream and language-specific campaign elements. As with mainstream parents, key messages were retained and the campaign had greatest impact on parents of 12–17-year-olds. Half the NESB parents who recognised the campaign believed that it had prompted them to take action, with most of these stating that they had thought more about drugs, suggesting that new and relevant information had been delivered. Like mainstream parents, most NESB parents had spoken to their child about illegal drugs in the previous two months, and most of these intended to discuss illegal drugs with their child in the future. Most NESB parents thought that the campaign had made it easier for them to talk about drugs by acting as a trigger for conversation and thought on the subject.

Nearly all NESB parents could identify at least one prevention strategy. NESB parents were less likely than mainstream parents to feel confident in talking to their child on the subject of illegal drugs; however, those who did feel confident also felt that their conversations were effective. Results suggest that NESB parents are possibly at an earlier stage of awareness with regard to illegal drugs issues, and that through the campaign they have begun to engage more with the issues.

Effectiveness in the secondary target group

The secondary target of the campaign was young people aged 12–17 years and adult community members without children aged 8–17 years. As with the primary target group, results suggested that the campaign had been effective. Recall and recognition of the campaign elements were high and the key campaign messages were retained.

Consistent with the communication objectives for this audience, the majority of young people were aware that the NIDC was targeting parents and encouraging them to engage their children in discussions about illegal drugs. One in three young people felt that the campaign had prompted them to act, with most of these stating that as a result of the campaign they would not take drugs or would seek more information about illegal drugs. One in two young people felt that they found it easier to talk to their parents about illegal drugs. The campaign was particularly effective amongst young people aged 15 years, in its positive impact on their attitudes towards the role that their parents could play in providing them with information and support about illegal drugs.

As with the findings amongst other target audiences, recall and recognition amongst community members were high and recall of the key messages was consistent. As would be expected, relative to other target groups, fewer community members acted as a result of the campaign. However, the vast majority of community members believed that parents, schools and the government should be responsible for providing children and young people with information and advice about the dangers of illegal drugs use. Therefore, the campaign's call to action was consistent with community expectations. Also, many community members believed that adults other than parents who interact with young people can help prevent young people from using illegal drugs. Finally, results confirm that the campaign was effective in encouraging discussions in the community about illegal drugs.

Summary

In conclusion, results from the post-campaign survey indicate that the campaign was effective in reaching its primary and secondary target audiences. The campaign encouraged these audiences to engage in discussions with their children and each other about illegal drugs. These findings support the value of research-based public health campaigns, and suggest the need for further reinforcing campaign activity.

1

Introduction

1.1 Background

The aim of Australia's *National Drug Strategic Framework 1998–99 to 2003–2004*¹ is:

... to improve health, social and economic outcomes by preventing the uptake of harmful drug use and reducing the harmful effects of licit and illicit drugs in Australian society.

The framework reaffirms Australia's commitment to the philosophy of harm minimisation. Harm minimisation refers to policies and programs designed to reduce drug-related harm. It aims to improve health, social and economic outcomes for both the community and the individual, and encompasses a wide range of approaches, including:

- supply-reduction strategies designed to disrupt the production and supply of illicit drugs
- demand-reduction strategies designed to prevent the uptake of harmful drug use, including abstinence-oriented strategies to reduce drug use
- a range of targeted harm-reduction strategies designed to reduce drug-related harm for individuals and communities.

The framework underpins national approaches to alcohol and other drug problems, provides broad strategic direction and principles, and expands and strengthens partnerships at all levels and between all relevant sectors. It was built on the recommendations of an independent evaluation of the *National Drug Strategy* in 1997. The *National Illicit Drug Strategy* (NIDS) is a key Commonwealth response to the framework. NIDS comprises a balanced package of measures aimed at reducing the supply of, and demand for, illicit drugs.² It includes prevention, education, law enforcement, research, treatment and rehabilitation.

An important component of NIDS is the National Illicit Drugs Campaign (NIDC), a community-wide information and education campaign. There are two phases to the NIDC. The first is designed to meet the needs of adults, particularly parents and carers of 8–17-year-olds; a second phase will target young people directly. For simplicity, in the remainder of this document, the term 'campaign' is used to refer to the initial phase of the NIDC, and the term 'parents' is used in place of 'parents and carers'.

The Prime Minister launched the NIDC on 25 March 2001, with the commencement of the first phase, which focused on informing parents and carers about the positive role they can play in preventing drug use amongst children, and providing support for them in this role. The aim was to deter children from initiating or continuing the use of illicit drugs by improving parents' and carers' skills in communicating with their children. Secondary targets of this phase of the campaign were young people and community members generally.

Education and prevention initiatives funded under NIDS draw on the expertise of non-government organisations and state/territory governments through the mechanisms of the Australian National Council on Drugs (ANCD) and the Intergovernmental Committee on Drugs (IGCD). The ANCD provides the Prime Minister and the Ministerial Council on Drug Strategy (MCDS) with independent advice on drug issues. The council consists of people with relevant expertise from a broad range of government, non-government and community sectors. As part of the multifaceted role of the ANCD, a campaign reference group was established to provide advice during the development of the community education campaign.

1.2 Communication strategy

Development of the NIDC was based on initial qualitative and quantitative research from 1998. The qualitative research involved 15 focus groups with parents and 65 in-depth interviews with parents and other members of the general community in rural and metropolitan regions, in multiple states. The quantitative stage involved 1004 telephone interviews with parents of 12–17-year-olds. The role of this initial research was to assess the needs of the target group, confirm the appropriateness of the target group and (where possible) help to identify appropriate strategies for effective communication with the target group.

¹ A copy of the framework can be found at www.health.gov.au/pubhlth/strateg/drugs/nds/index.htm

² Whilst the campaign materials refer to 'illicit drugs', for the purpose of this report we have used the term 'illegal drugs' in the results section as this was used in the campaign surveys.

In these studies, parents expressed the belief that the best age to positively influence their children not to initiate illicit drug use was 8–11 years, generally before the likelihood of exposure to illicit drugs. Based on these results, the target group of parents for the NIDC was expanded to include those with children aged 8–11 years.

1.2.1 Target audiences

The primary target audiences of the NIDC were:

- parents of 12–17-year-olds
- parents of 8–11-year-olds.

The secondary target audiences were:

- adult community members other than parents of children aged 8–17 years
- young people aged 12–17 years.

1.2.2 Communication objectives

Parents of 12–17-year-olds

Given the likelihood of a teenager's exposure to illicit drugs and the important role of the family in preventing drug use, parents of teenagers were identified as having the greatest immediate need for information on illicit drugs.

The following were the communication objectives for parents of 12–17-year-olds.

Awareness

Increase awareness of:

- the potential influence parents can have in preventing their teenager from initiating or continuing illicit drug use
- the potential risk of exposure of their child to illicit drugs
- illicit drugs and their harmful effects
- the benefits of informed discussion with their children on the issue of illicit drugs
- effective strategies for productively communicating with adolescents about illicit drugs, including the need for sound information and balanced, open, two-way discussion
- the support and information services available for parents
- the relationship between licit and illicit drug use
- the influence of parents' own drug use on their children.

Attitude

To generate and reinforce:

- parents' confidence in their ability to prevent their child from initiating or continuing illicit drug use
- a sense of personal relevance of the risk of illicit drug-related harm to their children
- parents' responsibility to communicate with their children about avoiding illicit drug use
- the need for recurrent communication with their children on the issue of illicit drugs.

Intention

To generate and reinforce intentions to:

- seek information to better enable themselves to communicate with their children about drug-related issues
- initiate informed discussion with their children on drug-related issues
- practise positive communication strategies when discussing drug-related issues with their children
- review previous discussions on illicit drugs and initiate further discussions
- examine their own drug use attitudes and behaviour in this context.

Parents of 8–11-year-olds

Many parents of 8–11-year-olds also have children aged 12–17 years, so there is considerable overlap between these parent groups; also, the media consumption habits of both groups of parents are similar.

Therefore, the main distinction between these audiences is in the type of information likely to be needed. Parents of younger children are more likely to need information on the types of issues appropriate for discussion with their child and less likely to need information on illicit drugs and their effects.

The communication objectives for parents of 8–11-year-olds are consistent with those for parents of older (12–17-year-old) children. However, the discussion of issues around illicit drug use should be age-appropriate and should take into account that most of these younger children will not have been exposed to illicit drug use.

Youth aged 12–17 years

The primary aim of the campaign was to stimulate two-way communication between parents and children. Therefore, it was important for young people to be aware of the benefits of open dialogue with their parents on the issue of illicit drugs, and aware of their parents' efforts to learn more about illicit drugs and their effects. For the strategy to have greatest impact, it was also important that this group be active rather than passive participants in discussions with parents.

Communication objectives for the teenage target audience were as follows:

Awareness

To raise awareness:

- of the nature and extent of the parents' campaign
- that their parents would be receiving current and sound information about drugs and drug use in that campaign
- that the campaign would be encouraging their parents to discuss issues related to drugs with them.

Attitude

To generate and reinforce more positive attitudes towards discussing issues about drug use with their parents and/or other significant adults.

Intention

To generate and reinforce intentions to:

- be more open to communicating with their parents about drug issues
- initiate discussions with parents about drug issues where appropriate.

Additional requirements

Due to the sensitive nature of the topic, it was imperative that the tone of the campaign be appropriate. Guidelines for the campaign stipulated that it should:

- provide a 'wake up' call for parents to recognise that their child may be exposed to illicit drug use, thus increasing the personal relevance of the message for parents
- reinforce that parents can influence whether their child becomes involved in illicit drug use
- avoid sensationalising the issue of illicit drugs, while acknowledging the harm associated with the use of all illicit drugs
- avoid negative stereotyping of illicit drug users or their families
- be sensitive to the situation of those families who may have children who are currently experiencing harmful drug use, or those who have lost a child through illicit (or licit) drug use
- ensure sensitivity is maintained but not at the expense of the overall prevention message
- be realistic in its depiction of the challenges to positive and effective communication about illicit drug-use issues in families, which the campaign was endeavouring to promote
- be accurate and balanced in its representation of current levels of drug use in Australia, depicting realistic levels of risk while avoiding inflation of perceptions of the problem and the creation of unnecessary panic.

1.2.3 Key messages

Due to the complexity of the issue, a range of messages needed to be communicated to parents in order to achieve the communication objectives. No single element of the strategy could address all of these issues; however, the use of advertising, public relations and resource development provided scope to deliver the key messages to the primary target audience.

Key messages were:

- parents can influence children not to initiate or continue illicit drug use
- parents are an important role model for children
- all teenagers are potentially exposed to, and at risk from, illicit drug use
- for parents this is a 'wake-up' call
- parents can have a positive influence on how children will react if offered drugs
- parents should provide their children with the facts about illicit drugs before the children are misinformed by peers
- informed, two-way and recurrent discussion between parent and child is an effective means of positively influencing a child not to initiate illicit drug use
- parents need to be better informed about illicit drugs to facilitate a productive discussion
- parents can access drug information and support services from the campaign 1800 number and website.

1.3 Campaign components

1.3.1 Creative development of the campaign elements

Following the formative research in 1998–99, the creative development of the NIDC involved eight separate phases of concept testing research over the period January 2000 to January 2001. The purpose of this research was to refine communication materials; it involved predominantly focus group discussions. Group discussions were generally conducted with the primary target group of the campaign — parents with children aged 8–17 years. Young people, who were part of the secondary target group, were sampled in most phases, with the exception of two intermediate research phases. Some of the early research phases also featured in-depth interviews with parents of illicit drug users.

Research was conducted both in rural and metropolitan areas, providing ample opportunity for potential regional differences to emerge. Likewise, parents were included across the range of socioeconomic groups to ensure that the communication was appropriate and relevant to all consumers.

Other sampling criteria included the sex of the parent and the age of children.

The final key campaign elements were:

- a television campaign — three TV commercials
- press, print and outdoor (billboard) advertising — launch press advertisement, four magazine advertisements and one billboard advertisement
- a parent booklet (available in English and 16 other languages)
- a parent leaflet, '10 ways to encourage young people to talk with you about drugs'
- a telephone information/counselling line
- a campaign website
- public relations activities.

1.3.2 Mainstream campaign elements

In order to meet the campaign objectives, the strategy needed to:

- create a sense of personal relevance amongst parents about the issue of illicit drugs and their children
- promote the benefits and reduce the perceived risks of initiating discussion on the subject with their children
- promote consideration of the value and effectiveness of previous discussions with their children about illicit drugs
- stimulate a desire to seek out information on the subject and initiate ongoing discussions with their children.

The strategy aimed to achieve these objectives by employing a range of communication vehicles as outlined on page 20.

Television commercials

Following the launch of the campaign on 25 March 2001, three campaign TV commercials ran nationally on all commercial free-to-air channels, SBS and Pay TV over a six-week period.

'Lost Dreams'

The 'Lost Dreams' commercial contrasts children's expectations of their life with the harsh realities of drug use. It shows a girl who has just had sex, a boy searching through a handbag in a toilet cubicle, a fight between a mother and daughter, and a dead boy being zipped into a body bag. Over each of these scenes we hear the teenager's voice when they were a child telling us what they want to be when they grow up.

The commercial ran for five weeks, starting on the first week of the campaign, with its heaviest placement during the first two weeks of the campaign.

The initial two weeks of television advertising using 'Lost Dreams' were designed to increase the salience of drug issues for parents by providing a 'wake-up call', encouraging parents to recognise that their children might be exposed to illicit drug use.

'Ad Within Ad'

The 'Ad Within Ad' campaign commercial was designed to show how parents could talk about drugs with their children in a range of family settings. The commercial opens with a girl watching TV and talking with her mother. As we watch this scene, the camera pulls back to reveal a father and son watching this whole scene on another television. Whilst they are talking, the camera pulls out further to reveal that this too has actually been part of a TV commercial, and so on.

The 'Ad Within Ad' ran for five weeks, starting in the second week of the campaign, with its heaviest placement being in weeks four to six.

'Tag'

The 'Tag' commercial aimed to inform parents of the pending arrival of the parent booklet and provide a sense of hope. The commercial shows a woman talking to camera about a new booklet about drugs that is soon to be delivered to all Australian households. She tells the viewer that the booklet contains useful information about drugs, about how to talk to your children about drugs, about where to go for further information or help, and about the Federal Government's overall illicit drugs campaign.

The 'Tag' commercial ran for the first two weeks of the campaign only, with each placement following in the same commercial break as 'Lost Dreams'.

Parent booklet

A drug information booklet targeting parents was produced as an integral component of the campaign strategy. The booklet provided information on illicit drugs and their effects, and effective communication strategies for discussing drug issues with children. An all-household letterbox drop was chosen as the means of distributing the booklet; most booklets were delivered in the first week of the campaign.

Print

Newspaper advertisements (reinforcing the launch of the campaign) appeared over a one-week period, which was the first week of the campaign. The full-page advertisements were placed in a range of metropolitan Sunday papers, non-capital city daily papers and regional newspapers.

Magazine advertisements were placed in a range of mainstream titles, targeting parents over a two-month period, starting during the second week of the campaign. The full-page advertisements appeared in *Australian Women's Weekly*, *Woman's Day*, *New Idea*, *That's Life*, *Better Homes and Gardens*, *Good Weekend*, *Sunday Life* (New South Wales and Victoria) and *Sunday Magazine* (New South Wales and Victoria).

The print campaign aimed to provide further information and supportive advice for parents, and pointed to the value of specific sections of the booklet. The advertising aimed to generate personal relevance, without heightening parents' fear of discussing the issue of illicit drugs with their children or sensationalising the issue.

Outdoor

Outdoor (billboard) advertisements were placed in all states and territories except the Northern Territory, the Australian Capital Territory and Tasmania. They ran for two months in April and May, although some billboards continued to carry them during June. The advertisements carried the same headline as the

campaign newspaper advertisement ‘Who’s talking to your kids about drugs if you’re not?’ and was designed to reinforce perceptions of personal relevance of the issue for parents.

Public relations

A comprehensive public relations strategy was implemented to deliver some of the more complex campaign messages, sustain the life of the campaign beyond the advertising, and generate public debate around the campaign’s key themes. The public relations strategy included a high-profile launch for the campaign featuring the Prime Minister and the (then) Commonwealth Minister for Health and Aged Care, and an extensive issues-management component to address misinformation and contentious issues in a timely manner, as they arose in the media.

The public relations strategy also included a sustained publicity strategy to garner editorial support for key campaign themes. It was within the publicity strategy that links to other initiatives were explored. Some themes of the publicity strategy included the harms associated with the use of specific drugs, links to licit drug use, parental role modelling, effective parenting techniques and effective strategies for communicating with adolescents. Some examples of publicity achieved included:

- national television news — ABC, Channel 10, Channel 7, Channel 9, SBS and Sky TV
- national television current affairs — *Insight*, *60 Minutes*, *Today Tonight*
- morning television — *Sunday Sunrise*, *Sunrise*, *Today*
- radio news, programming and extensive talkback — 2UE, 2WS, 2GB, ABC 702
- news sections of all major Australian newspapers, including the cover of the *Sun Herald* and *Canberra Times*
- print editorial — *The Australian*, *Sydney Morning Herald*, *Australian Women’s Weekly*, *The Age*
- specialist publications read by key target audiences, including general practitioners and school counsellors
- letters to the editor in all major metropolitan newspapers.

Information line

An 1800 information line was established to enable the community to request copies of the booklet, or to seek other information or help regarding a drug issue. Calls to this line seeking counselling or treatment information were immediately switched through to state or territory alcohol and drug services.

1.3.3 NESB campaign elements

Formative research conducted among parents of non-English speaking backgrounds (NESB parents) consisted of a comprehensive literature review, demographic analysis and consultation with key informants in order to provide recommendations on the language group selection for community education targeting parents (of teenagers) of culturally and linguistically diverse backgrounds. This research report recommended that 16 language groups be targeted for inclusion in the campaign.

The language groups targeted by the campaign included Arabic, Bahasa Indonesia, Bosnian, Chinese (Mandarin and Cantonese), Croatian, Greek, Italian, Korean, Khmer, Macedonian, Polish, Russian, Serbian, Spanish, Turkish and Vietnamese. Language-specific booklets were available to parents through the 1800 information line.

Two 30-second radio commercials were developed in community languages. The ‘Help Is Available’ commercial ran for the first two weeks of the campaign, coinciding with the launch of the mainstream campaign (25 March 2001) and the ‘Get Them Talking’ commercial ran for four weeks, starting on 1 April 2001.

The newspaper advertisements reinforcing the campaign ran over a five-week period in various language-specific papers. The PR strategy also led to extensive publicity across all language groups.

1.3.4 Indigenous strategy

The National Drug Strategy Reference Group for Aboriginal and Torres Strait Islander Peoples considered the NIDC messages to be relevant to Indigenous peoples, particularly those in urban settings. The group therefore endorsed the campaign’s media strategy, which included major Indigenous media outlets.

The TV commercials for the NIDC ran on 7 Central (formerly Mt Isa satellite), Port Pirie/Broken Hill, WIN Riverland, Imparja, and WIN Mt Gambier. The print component of the campaign included the following Indigenous press: *Koori Mail*, *Yamaji News*, *Jabiru Rag*, *Torres News*, *Weipa Bulletin*, and the *Tennant and District Times*.

1.3.5 Other strategies

Internet

An internet site was developed to house campaign materials and advertisements.³ The site includes publications from both the mainstream and NESB campaign strategies.

Community-based strategies

General practitioners and other health care professionals, teachers, Aboriginal medical services and a number of other professional groups were sent copies of the leaflet. The aim was to prepare them for possible requests for information and support generated by the advertising and public relations component of the campaign.

Stakeholder strategy

A campaign reference group, comprising members of the ANCD, was established to provide advice during the development of the community education campaign. Other advisory groups included members from the Commonwealth/State Intergovernmental Committee on Drugs and the National Illicit Drugs Campaign Implementation Network with Commonwealth, State and Territory representatives from health, law and education sectors.

The strategy targeting stakeholders included the use of electronic newsletters/bulletins to a database of over 600 drug and alcohol and community organisations throughout the development of the campaign. The Alcohol and other Drugs Council of Australia played a key role in disseminating campaign information. Health care professionals, teachers and a number of other professional groups were also provided with information about the campaign to prepare them for an increase in requests for information and support as a result of the campaign.

The campaign timelines are illustrated in Figure 1.1 below.

Figure 1.1 Campaign timelines, showing national target audience rating points for television advertisements

Media description	March				April					May			
	4	11	18	25	1	8	15	22	29	6	13	20	27
Television													
‘Lost Dreams’ 60 sec				250	200	60	60	60					
‘Tag’ 30 seconds				250	200								
‘Ad Within Ad’ 60 sec					60	200	200	200	250				
Booklet delivered													
Newspapers													
Magazines													
Outdoor													
NESB newspapers/radio													

Note: shading indicates periods of activity

³ www.drugs.health.gov.au

2

Parents survey

Summary

This chapter describes the response of parents with children aged 8–17 to the National Illicit Drugs Campaign (NIDC). The response was measured by conducting telephone surveys of parents at the developmental, pre- and post-campaign stages. Survey results were evaluated with particular attention to campaign awareness and reach, campaign recognition and message recall, and reported action taken as a result of the campaign.

Campaign awareness and reach

In the pre-campaign survey, 23% of parents said that they had seen, read or heard advertising about illegal drugs in the media in the previous two months; this figure increased significantly to 77% following the campaign.

Campaign recognition and message recall

Prompted recognition of the campaign elements was high, with nine in ten recognising the ‘Lost Dreams’ TV commercial, and seven in ten recognising the ‘Ad Within Ad’ TV commercial. One in four parents recognised the press campaign, while one in five recognised the outdoor (billboard) advertising and one in ten the leaflet. The majority of parents who recognised the ‘Lost Dreams’ TV commercial recalled its main message as ‘negative consequences of drug use’. Parents who recognised the ‘Ad Within Ad’ TV commercial recalled its main message as ‘the need for increased responsibility for parents to communicate with their children about drugs’. Seven in ten parents recognised the campaign booklet and of these, 78% read at least some of it.

Reported action taken as a result of the campaign

After the campaign, significantly more parents reported taking action with respect to illegal drugs and their children than before the campaign. This action included talking to their children about drugs (77%) and thinking more about drugs (25%). Half the parents who recalled the campaign believed that it had prompted them to take action. Parents also believed that the campaign had made it easier to talk to their children about illegal drugs, because the media generally, and the NIDC in particular, acted as triggers for conversation. Parents of children aged 8–11 were more likely than parents of older children to report having taken action as a direct result of the campaign.

2.1 Introduction

This chapter looks at the impact of the National Illicit Drugs Campaign (NIDC) on one of the campaign's primary target groups — parents with children aged 8–17. In particular, it explores the results of the following quantitative surveys:

- a national telephone survey conducted at the developmental stage of the campaign, with 1004 parents of children aged 12–17 years, in February 1999
- a national telephone survey conducted at the pre-campaign stage, with 1846 parents of children aged 8–17 years, in August–September 2000
- a national telephone survey conducted at the post-campaign stage, with 1800 parents of 8–17-year-olds, in May–June 2001.

The objective of the evaluation was to compare pre- and post-campaign measures of advertising and message recall and recognition, issue salience, intentions, attitudes and behaviour amongst parents of children aged 8–17 years.

2.2 Methodology

The parent developmental survey was conducted in February 1999 by Stancombe Research and Planning. It involved 1004 national telephone interviews with parents of children aged 12–17. The survey was used to inform the development of the campaign strategy.

Following strategy development and before the start of the campaign, Wallis Consulting Group conducted a national telephone survey with 1846 parents of children aged 8–17 years. Interviews were conducted between 18 August and 4 September 2000 and, on average, took 20 minutes to complete.

The Wallis Consulting Group also conducted the parent post-campaign survey, between 23 May and 13 June 2001. This national survey involved 1800 telephone interviews with parents of children aged 8–17 years; on average, interviews took 19 minutes to complete.

Each survey was administered via a computer-assisted telephone interviewing system. The pre-campaign questionnaire underwent two separate pilot tests involving 31 parents in total. For the post-campaign survey, there was one pilot test of 10 interviews. The post-campaign questionnaire was identical to that used in the pre-campaign survey, with the addition of several questions that related to specific aspects of the campaign, such as the leaflet, magazine, newspaper and outdoor advertising. A copy of the post-campaign questionnaire for the parents survey can be found in Section 2.5.

The sampling frame used for both surveys was the latest version of the electronic White Pages on CD-ROM. A disproportionate stratified quota sample was used to ensure that approximately equal numbers of parents were selected from each of five geographic regions (New South Wales/Australian Capital Territory, Victoria/Tasmania, Queensland, Western Australia and South Australia/Northern Territory), and to ensure representation of people from metropolitan and regional locations. Approximately 360 interviews were conducted in each region; in addition, metropolitan and non-metropolitan quotas were set for individual regions to more closely reflect the population distribution. The quota for females (60%) was set higher than for males (40%) to take into account the increasing number of single-parent families and the fact that children are more likely to live with a single mother than with a single father. In most of this report the data have been weighted back to population parameters by location and sex, and have taken into account the sex of sole parents. However, the data presented in Tables 2.1 and 2.2 are unweighted.

Interviews were conducted in the evenings and on weekends, and households were sampled randomly. Up to three call-backs were made to qualifying households to achieve an interview.

When answering some questions, parents were asked to think about the 8–17-year-old child in their household who last had a birthday. The age and sex of this child (referred to here as the 'reference' child) were recorded for use in data analysis. An age-appropriate distribution of the reference children was achieved without setting quotas.

In the developmental survey, it was established that parents consistently displayed specific attitudes toward particular groups of drugs. Considering this finding and because of time constraints, it was decided for some questions in the parents surveys to group heroin and cocaine, and to group ecstasy and speed (amphetamines) for the purpose of data collection.

Statistical tests were conducted to establish whether changes between the responses of subgroups, either within the post-campaign survey or between surveys, were statistically significant. In this report, differences between subgroups that are reported as 'significant' imply that a significant difference at a 95% confidence level has been established.

2.3 Results

2.3.1 Sample characteristics

Age, sex and demographic characteristics

Table 2.1 shows the age and sex distribution of respondents for the parent pre-campaign and post-campaign evaluation samples. The sample demographics are split by age of reference child. The table also shows the age and sex of the reference child and the geographical distribution of the interviews conducted. Not surprisingly, parents of 8–11-year-olds are younger than parents of 12–17-year-olds.

Table 2.1 Parents survey respondents: demographic characteristics

	Developmental (n = 1004)	Pre-campaign (n = 1846)		Post-campaign (n = 1800)	
	%	%	%	%	%
	Parents of 12–17-year-olds (n = 728)	Parents of 8–11-year-olds (n = 728)	Parents of 12–17-year-olds (n = 1118)	Parents of 8–11-year-olds (n = 667)	Parents of 12–17-year-olds (n = 1133)
Respondent sex					
Male	42	42	38	40	45
Female	58	58	62	61	55
Respondent age (years)					
18–34	6	18	3	21	4
35–44	50	64	52	59	51
45–54	38	17	41	19	40
55 or more	5	2	4	1	5
Reference child sex					
Male	47	50	46	53	48
Female	53	50	54	47	52
Reference child age (years)					
8–11	–	100	–	100	–
12–14	46	–	50	–	45
15–17	54	–	50	–	55
Region					
Metropolitan	59	63	60	60	62
Non-metropolitan	41	38	40	40	38
State					
New South Wales/ Australian Capital Territory	35	23	18	20	20
Victoria/Tasmania	28	20	20	21	19
Queensland	19	20	20	21	20
Western Australia	10	18	21	18	21
South Australia/Northern Territory	9	19	20	20	20

– = no responses in this category

Base: All respondents

Note: Totals do not always sum to 100% due to rounding

Table 2.2 shows other key demographics for the two samples.

Table 2.2 Parents survey respondents: other demographic characteristics

	Developmental (n = 1004) %	Pre-campaign (n = 1846) %	Post-campaign (n = 1800) %		
	Parents of 12–17-year-olds	Parents of 8–11-year-olds (n = 728)	Parents of 12–17-year-olds (n = 1118)	Parents of 8–11-year-olds (n = 667)	Parents of 12–17-year-olds (n = 1133)
Marital status					
Single	19	14	18	17	19
Other	80	86	82	83	81
Education					
Primary school	3	1	1	-	2
High school	49	49	48	44	47
Trade/TAFE certificate/diploma	17	24	23	27	24
University	28	26	26	29	27
Other	3	-	2	1	1
Respondent occupation					
Managers/administrators	11	7	8	8	8
Professionals	20	11	9	9	8
Associate professionals	5	7	9	9	10
Tradespersons and related workers	22	9	6	8	8
Clerical and service workers	18	15	16	17	19
Production and transport workers	11	4	4	4	4
Labourers and related workers	5	3	4	3	4
Health, education and social welfare workers –		17	19	14	17
Not in the labour force	9	26	23	25	21
Inadequately described/no response	-	2	2	2	2
Household income					
Under \$40,000	-	28	30	27	28
\$40,000 to \$80,000	-	44	42	44	44
Over \$80,000	-	22	21	22	21
Refused	-	5	7	7	8
Country of birth					
English speaking	85	90	90	92	89
Non-English speaking	15	10	10	8	11

- = no responses in this category

Note: Totals do not always sum to 100% due to refusals and rounding

Base: All respondents

Table 2.2 shows that all three samples have an over-representation of tertiary educated respondents and an under-representation of respondents born in non-English speaking countries as compared to the Australian population.⁴ However, other telephone surveys conducted by the department (eg Cramer and Carroll 1998) have found similar proportions of respondents from non-English speaking countries.

⁴ Source: ABS AusStats publications

Drug use and experience with illegal drug problems

To further understand respondent characteristics, parents were asked about their use of alcohol, tobacco and marijuana. In addition, parents were asked whether they had ever experienced any problems with illegal drugs, or whether a family member or a friend had done so. The results are summarised in Table 2.3.

Table 2.3 Parent drug use and experience with illegal drug problems

	Developmental (n = 1004)	Pre-campaign (n = 1846)		Post-campaign (n = 1800)	
	Parents of 12–17-year-olds %	Parents of 8–11-year-olds (n = 728) %	Parents of 12–17-year-olds (n = 1118) %	Parents of 8–11-year-olds (n = 667) %	Parents of 12–17-year-olds (n = 1133) %
Drink alcohol					
No	19	21	19	15	20
Usually 1–4 drinks	73	69	71	74	73
Usually 5 or more drinks	8	9	8	10	6
Currently smoke cigarettes					
Yes	24	24	19	25	23
No	76	76	81	75	76
Ever tried marijuana					
Yes	42	51	43	55	44
No	58	49	56	44	56
Experienced any problems with illegal drugs (self, family or friends)^a					
Yes	-	33	35	33	34
No	-	67	65	66	65

^a This question was not asked in the parent developmental survey

Note: Totals do not always sum to 100% due to rounding

Base: All respondents

From Table 2.3 it can be seen that, across the three surveys, approximately one in ten parents typically drinks five or more drinks on any occasion and one in four currently smokes cigarettes. The table also shows that in all three surveys, more than four in ten parents of 12–17-year-olds reported having ever tried marijuana (42% developmental, 43% pre-campaign and 44% post-campaign). In the pre-campaign and post-campaign surveys, approximately one in three parents (34%), reported having experienced problems associated with illegal drugs themselves or amongst family or friends.

Number of children

Respondents in the parents survey were asked how many children they had, including those who might live elsewhere. From Table 2.4 it can be seen that more than seven in ten parents in either survey (70% to 72%) had two or three children.

Table 2.4 Number of children of respondents in the parents survey

	Pre-campaign (n = 1846) %	Post-campaign (n = 1800) %
One child	9	10
Two to three children	70	72
Four to five children	17	15
More than five children	4	2

Note: Totals do not always sum to 100% due to refusals and rounding

Base: All respondents

Awareness of communication about illegal drugs in the media

To measure awareness of the NIDC and related media coverage, parents in both surveys were asked whether in the previous two months they had seen, read or heard anything about illegal drugs in the media. Before the campaign launch, 83% of parents replied in the affirmative; this increased to 89% in the post-campaign survey.

In the post-campaign survey, single parents were significantly less likely than those in two-parent households to report being aware of something in the media about illegal drugs (84% to 91%).

Table 2.5 summarises the most frequently reported advertising and/or media coverage of illegal drug issues in the two months before the survey.

Table 2.5 Media items most frequently reported by parents

	Pre-campaign (<i>n</i> = 1846) %	Post-campaign (<i>n</i> = 1800) %
Capture, availability of illegal drugs	49	38
An aspect of the campaign or booklet	–	37
Injecting rooms	29	16
Drug names, prices or composition	5	14
Consequences of drug use	12	13

– = no response

Base: All respondents

From Table 2.5 it can be seen that the most frequently reported items in the media following the campaign were the capture and seizure of illegal drugs (49% at pre-campaign and 38% post-campaign, a significant decrease), and an aspect of the campaign or the booklet (37%, post-campaign only). After the launch of the campaign there was a significant decrease in the number of parents reporting coverage in the media of ‘injecting rooms’ (29% at pre-campaign and 16% post-campaign). There was also a broadening of items reported about illegal drugs, in comparison to the pre-campaign dominance of the issues injecting rooms and the of capture and availability of illegal drugs.

2.3.2 Campaign awareness and reach

Parents were asked specifically whether they had recently seen, read or heard any advertising about illegal drugs. This was an open-ended, multiple-response question. In the pre-campaign survey, one in four parents (23%) responded positively. In the post-campaign survey, this number increased significantly, to three in four parents (77%).

Proven campaign reach

Parents were asked to describe what they had seen, heard or read about the advertising campaign related to illegal drugs.

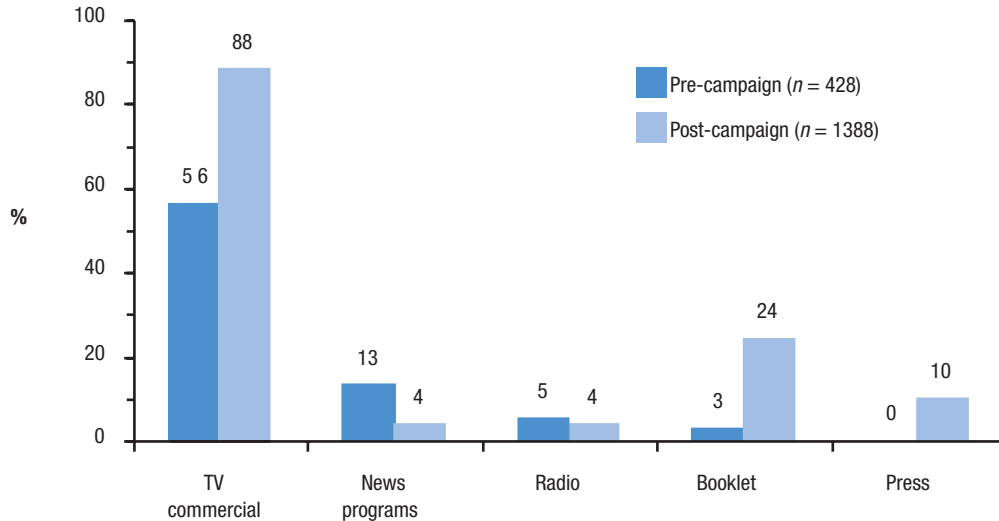
Following the campaign, amongst those parents who recalled seeing, hearing or reading something about illegal drugs recently (*n* = 1388), 78% described one of the TV commercials. In addition, 8% of parents mentioned another piece of information related to the campaign.

Women were significantly more likely than men to recall at least one TV commercial (84% to 70%). Further, women were significantly more likely than men to recall each TV commercial execution: that is, the ‘Lost Dreams’ commercial (51% to 40%), the ‘Ad Within Ad’ commercial (43% to 36%), and the ‘Tag’ commercial (13% to 7%).

Sources of advertising recalled

Parents were asked to describe where they had seen, heard or read about advertising campaigns related to illegal drugs. This was an open-ended, multiple-response question. Figure 2.1 shows where parents reported seeing advertising about drugs. Television is the most highly reported source of recall both before (56%) and after (88%) the campaign. In the post-campaign survey, one in four parents (24%) mentioned the booklet as a source of information.

Figure 2.1 Parents' sources of campaign awareness (unprompted)



Base: Respondents who could recall seeing, hearing or reading any advertising about illegal drugs recently

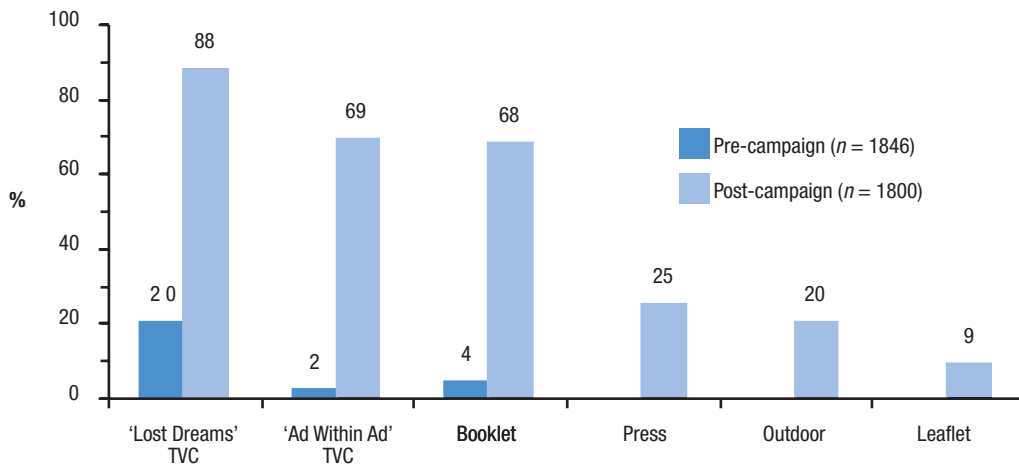
There were no statistically significant differences between subgroups regarding awareness of the campaign information sources.

2.3.3 Campaign recognition

To gain a measure of advertising recognition, respondents in the pre- and post-campaign surveys were read a description of the two key television advertisements and the booklet designed for parents. In the post-campaign survey, respondents were also read a description of the newspaper and magazine advertisements, and the leaflet, to assess recognition of these supportive campaign materials. Almost all parents (97%) recognised at least one element of the campaign. The proportion of parents reporting that they had seen each element is presented in Figure 2.2.

As illustrated in Figure 2.2, 88% of parents recognised the 'Lost Dreams' TV commercial, 69% recognised the 'Ad Within Ad' commercial and 68% recognised the booklet. Twenty-five per cent recognised the press campaign, 20% the outdoor advertising and 9% the leaflet.

Figure 2.2 Parents' recognition of campaign elements (prompted)



Base: All respondents (note that questions about the press and outdoor advertising, and the leaflet, were not included in the pre-campaign survey)

‘Lost Dreams’ TV commercial

Prompted recognition

Prompted recognition of the ‘Lost Dreams’ TV commercial was high, with 88% of parents stating that they recognised the TV commercial after being read the following brief description:

Each scene in the commercial focuses on one young person at a time. In the first scene we see a girl who has just had sex, scene two shows a boy searching through a handbag in a toilet cubicle, scene three shows a fight between a mother and daughter and then the final scene shows a dead boy being zipped into a body bag. Over each of these scenes we hear the teenager’s voice when they were a child telling us what they want to be when they grow up.

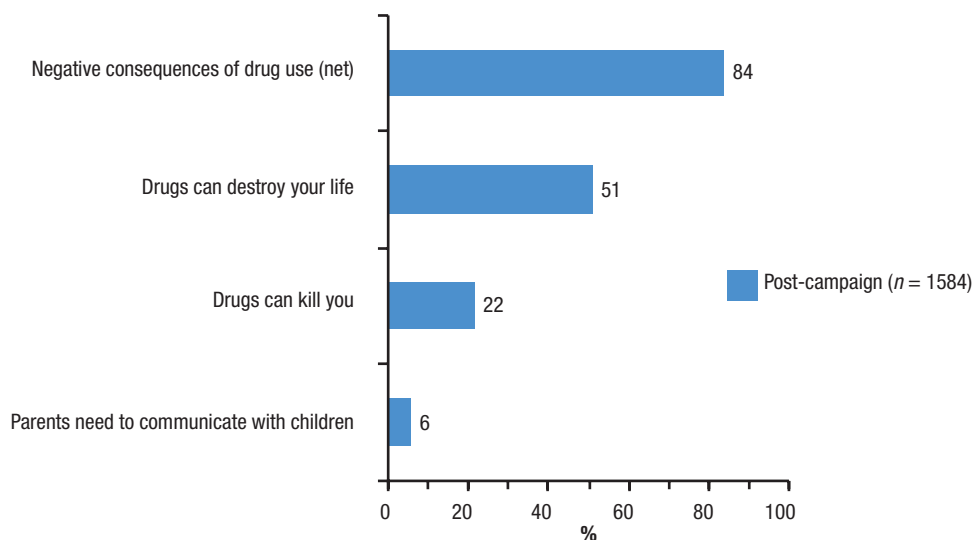
Reporting of awareness of a campaign before its commencement is termed ‘false positive’ recall. The level of false positive recall of the ‘Lost Dreams’ advertisement was relatively high: before the campaign, 20% of parents believed they recognised this TV commercial from the description. This false positive reporting could result from several sources, including recall of health promotion activity unrelated to the particular campaign being evaluated but with a similar message, recall of past campaigns with a similar theme, residue from other campaigns using similar images or messages delivered in the media that had a similar theme but were unrelated to the particular advertising campaign. Other health campaign advertising has shown similar levels of false positive recall where respondents have been read a description of a TV commercial which, as in this case, contained elements that could also apply to previous advertisements on the same health issue (eg Donovan et al 1999).

In the post-campaign survey, women were significantly more likely than men (90% to 85%) to report recognition of the ‘Lost Dreams’ TV commercial.

Recall of the main message

Parents who reported that they could recognise the ‘Lost Dreams’ TV commercial ($n = 1584$) were asked to describe the main message of the advertisement. This was an open-ended question and multiple responses were recorded. As shown in Figure 2.3, the majority of parents could describe a message consistent with the campaign. The ‘negative consequences of drug use’ message was the main one reported from this TV commercial (84%).

Figure 2.3 Main message of the ‘Lost Dreams’ TV commercial as recalled by parents



Base: Parents who recognised the ‘Lost Dreams’ TV commercial

‘Ad Within Ad’ TV commercial

Prompted recognition

Prompted recognition of the ‘Ad Within Ad’ TV commercial was high, with 69% of parents stating that they recognised the TV commercial after being read the following brief description:

The ad opens with a girl watching TV and talking with her mother. As we watch this scene the camera pulls back to reveal a father and son watching this whole scene on another television. Whilst they are talking the camera then pulls out further to reveal that this too has actually been part of a television ad and so on.

Women were significantly more likely than men to report recognition of this commercial (75% to 61%). Recognition of the commercial was greater among younger parents than older parents.

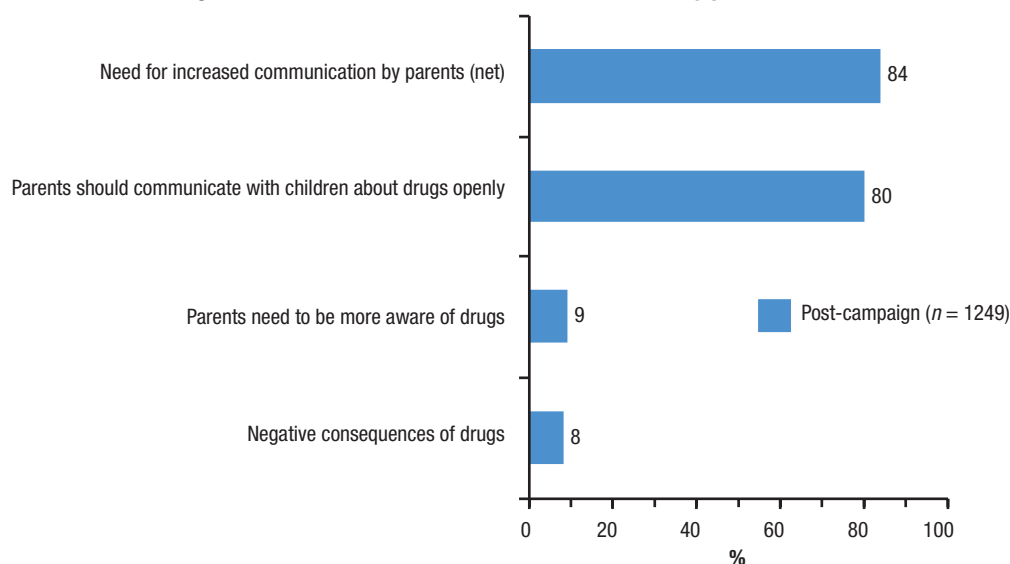
Parents with children aged 8–11 years were significantly more likely to recognise this TV commercial than parents of children aged 12–17 years (73% to 66%).

Recall of the main message

Parents who reported that they had seen the ‘Ad Within Ad’ TV commercial were asked to describe the main message of the advertisement. This was an open-ended question and multiple responses were recorded. As illustrated in Figure 2.4, the majority of parents could describe a message consistent with the campaign. Most parents (84%) reported the main message as the ‘need for increased responsibility amongst parents to communicate with their children about drugs’. However, the proportion of parents who reported this message differed among different groups. In particular, females were significantly more likely than males to report this message (87% to 79%).

There were some differences in the proportion of parents who reported the message that ‘parents should communicate with children about drugs openly’ as the main message of the ‘Ad Within Ad’ TV commercial. In particular, parents who had spoken to their child about illegal drugs in the previous two months were significantly more likely than those who had not done so to report this specific message from the TV commercial (81% to 74%).

Figure 2.4 Main message of the ‘Ad Within Ad’ TV commercial as recalled by parents



Base: Parents who recognised the ‘Ad Within Ad’ TV commercial

Parent booklet

Prompted recognition

Prompted recognition of the parent booklet was high, with 68% of parents stating that they had seen the booklet after being read the following brief description:

As part of this campaign a booklet is being delivered in the mail. The booklet has been written for parents of young people and provides suggestions on how to talk with your child/ren about illegal drugs, information on the most common illegal drugs as well as information on other anti-drug programs that are currently operating in Australia.

Parents who had spoken to their children about drugs in the previous two months were significantly more likely to recognise the booklet than those who had not done so (71% to 58%).

Amount of booklet read

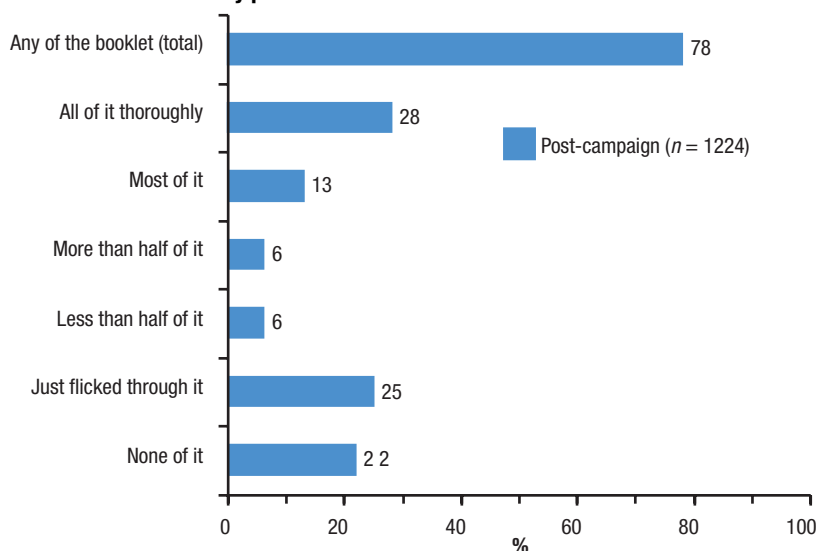
Those parents who recognised the booklet ($n = 1224$) were asked how much of the booklet they had read. Figure 2.5 shows the results.

Almost four in five parents (78%) reported reading at least some of the booklet, including those who had flicked through it. One in two parents (47%) reported that they had read at least half of it (including 28% of parents who had read all of it thoroughly). One in three parents (31%) had read less than half of it (including 25% who reported just flicking through it), and one in four parents (22%) reported that they had read none of it.

Amongst those parents who had seen the booklet, some parents were significantly more likely than others to have read at least some of it. In particular, these groups included those aged 55 years and over (88% to 78%), those who had learnt something new about drugs in the previous two months (84% to 77%), parents who felt that they knew enough about drugs to talk to their child (80% to 71%) and parents who had spoken to their child about drugs in the previous two months (81% to 67%).

Amongst those parents who had seen the booklet, females were significantly more likely than males to report having read more than half the booklet (52% to 39%), as were parents who had spoken to their child about illegal drugs in the previous two months (50% to 29%) and parents who had learnt something new about illegal drugs in the previous two months (56% to 43%).

Figure 2.5 Amount of booklet read by parents

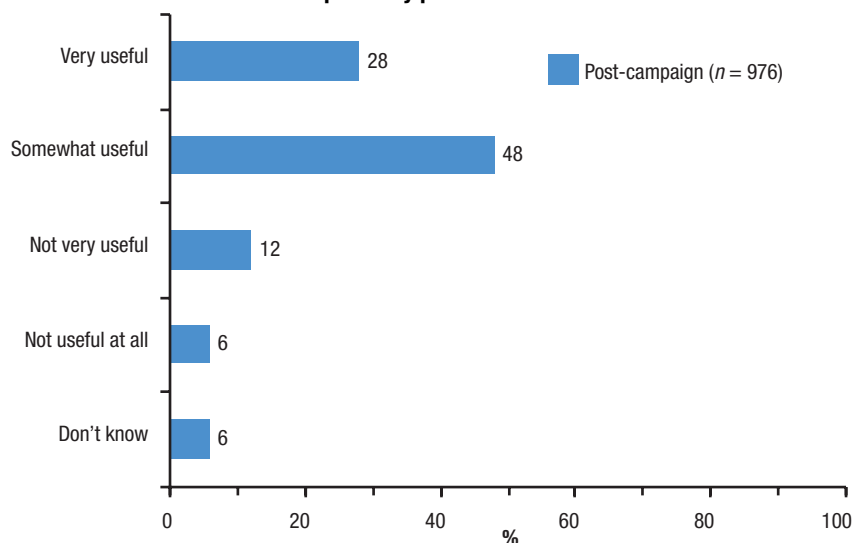


Base: Parents who recognised the booklet

Perceived usefulness of the booklet

Parents who had read at least some of the booklet were asked how useful they found the booklet. Figure 2.6 shows the responses. Three in four parents (76%) found the booklet useful (including 28% who found it very useful and 48% who found it somewhat useful).

Figure 2.6 Usefulness of the booklet as reported by parents



Base: Parents who had read any of the booklet

A number of subgroups reported finding the booklet more useful than others. In particular, women were more likely than men to find the booklet useful (79% to 71%) or very useful (31% to 23%). Parents who had learnt something new about drugs in the previous two months were more likely than those who had not done so to state that they found the booklet useful (83% to 73%) or very useful (39% to 24%).

Other elements of the campaign

Recognition of the print advertising

Twenty-five per cent of parents reported recognition of the press advertising, including the newspaper or magazine advertisements. Men were significantly more likely than women (29% to 21%) to recognise the press advertising.

Recognition of the outdoor (billboard) advertising

One in five parents (20%) recognised the outdoor (billboard) advertisement. Men were significantly more likely than women (24% to 16%) to recognise the outdoor advertising, as were people living in metropolitan areas relative to those in non-metropolitan areas (23% to 14%).

Recognition of the leaflet

Nine per cent of parents recognised the leaflet '10 ways to encourage young people to talk about drugs', with males significantly more likely than females to report recognising the leaflet (11% to 7%).

Parents who recognised the leaflet ($n = 162$) were asked where they had seen the leaflet. The most common places mentioned were the mailbox or letterbox (25%), at school (17%) and the surgery of a doctor or general practitioner (5%). Some parents (32%) could not recall where they saw the leaflet.

Parents were asked if they had kept a copy of the leaflet. Of the 162 people who recognised the leaflet, 49% had kept a copy of it.

2.3.4 Reported action taken in response to the campaign

Parents who recognised at least one component of the campaign ($n = 1743$) were asked whether they felt the campaign had prompted them to take some action. Forty-eight per cent of these parents felt that the campaign as a whole had prompted them to act.

Females were significantly more likely than males to report that the campaign had prompted them to take action (51% to 45%).

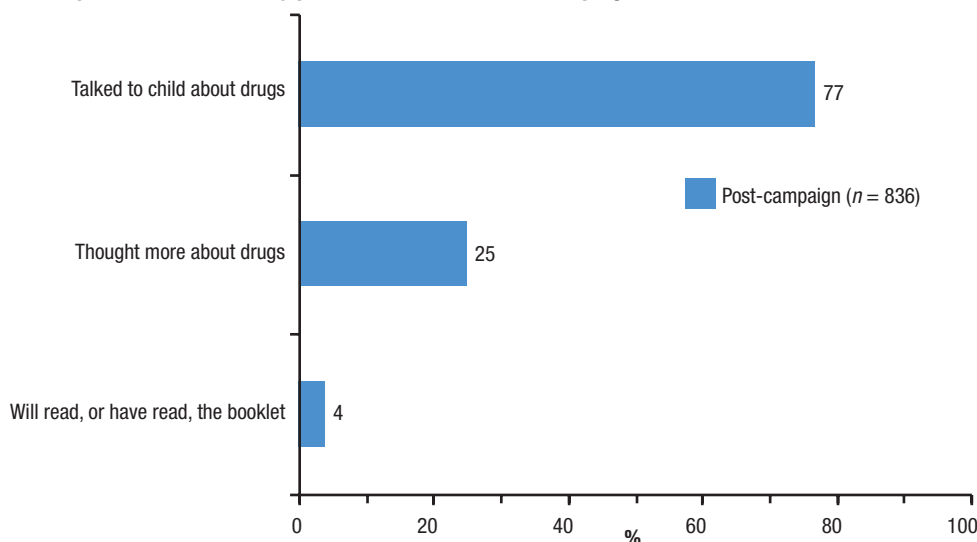
Some parents were significantly more likely to report that the campaign had prompted them to take some action: two-parent households (50% to 40%), those who answered questions about a reference child aged 8–11 years (52% to 46%) and those who lived in non-metropolitan areas (52% to 46%).

Furthermore, parents who reported learning something new about drugs in the previous two months (57% to 46%) were significantly more likely to report that the campaign as a whole had prompted them to take action.

Type of action taken

Figure 2.7 illustrates the reported action taken as a result of the campaign. The action included parents ($n = 836$) talking to their child about drugs (77%), thinking more about drugs (25%) and saying that they had read, or would read, the booklet (4%).

Figure 2.7 Reported action taken by parents as a result of the campaign



Base: Parents who recalled at least one campaign element and reported taking action as a result

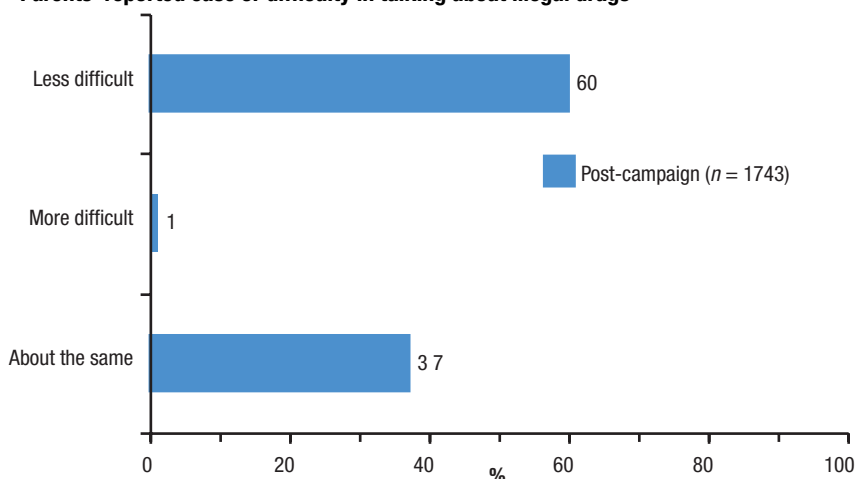
Women were more likely than men (80% to 72%) to report talking to their child about drugs, as were parents with a reference child aged 12–17 years relative to those with a reference child aged 8–11 years (81% to 72%). However, parents with a reference child aged 8–11 years were significantly more likely than those with a reference child aged 12–17 years to report that the campaign made them think more about the issue (29% to 22%).

Reported impact of the campaign in facilitating conversations about drug use

Parents who had seen at least one element of the campaign ($n = 1743$) were asked whether the campaign as a whole made it more or less difficult for them to talk with their children about illegal drugs. Their responses are illustrated in Figure 2.8 below.

As illustrated in Figure 2.8, 60% of parents found it less difficult (33% found it a little less difficult and 27% a lot less difficult) to talk to their children about drugs following the campaign; 37% found it about the same; and only 1% found it more difficult to talk to their child.

Figure 2.8 Parents' reported ease or difficulty in talking about illegal drugs



Base: Parents who had seen at least one element of the campaign

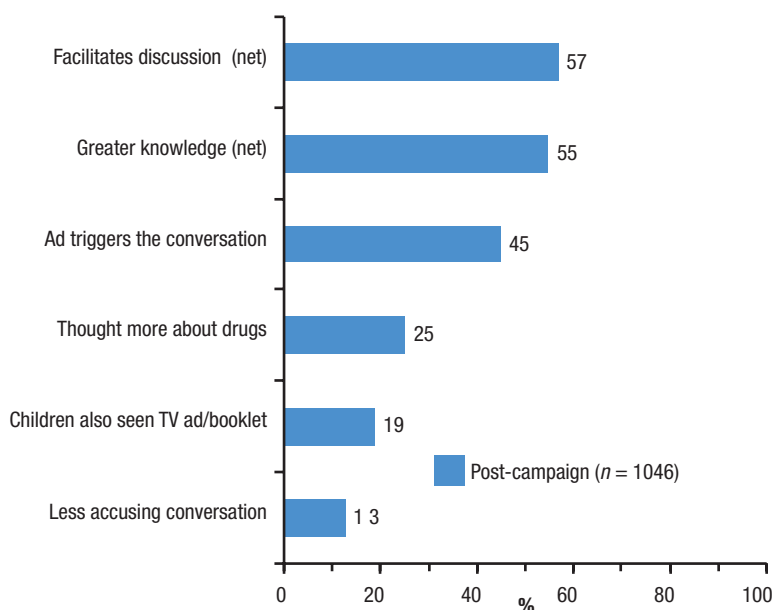
A number of parent groups found it easier to talk to their children about illegal drugs following the campaign, particularly women (63% to 57%), those from two-parent households (62% to 52%) and parents who had learnt something new about drugs in the previous two months (66% to 59%).

Reported reasons for the campaign making it easier for parents to talk to their child about illegal drugs

Those parents who found it easier to talk to their child about illegal drugs were asked their reasons for responding in this way (n = 1046). This was an open-ended, multiple-response question. Parents' responses are illustrated in Figure 2.9.

The key reasons reported by parents for finding it easier to talk to their child about drugs included the TV commercials facilitating or triggering conversation about drugs (45%), thinking more about the issue (25%), that their kids had seen the advertising or booklet too (19%), and that the campaign enabled parents to enter into the conversation about illegal drugs in a less accusing manner (13%).

Figure 2.9 Parents' reported reasons for ease in talking about illegal drugs



Base: Parents who found it easier to talk to their child about drugs following the campaign

Reported reasons for the campaign making no difference to parents when talking to their child about illegal drugs

Those parents who found it 'about the same' to talk to their child about illegal drugs after viewing at least one element of the campaign were asked their reasons for responding in this way (n = 645). This was an open-ended, multiple-response question. Parents' main reasons for responding in this way included their belief that they already had an open, communicative relationship with their children (77%), that drugs were not an issue (6%) or that their children were too young to talk to about the issue (5%).

Reported reasons for the campaign making it more difficult for parents to talk about drugs

Parents who found it more difficult to talk to their child about illegal drugs were asked their reasons for responding in this way (n = 18). Their responses included the feeling that their child would not take them seriously (n = 3), that the child themselves brought the topic up (n = 3), or that they currently spoke to their child about drugs (n = 3).

2.3.5 Perceived importance of, and attitude towards, the illegal drug problem

Perceived importance of illegal drugs as a social issue (unprompted)

Parents in both surveys were asked what they thought was the main social problem facing young people in Australia today. When they were asked this question, parents were not aware that the topic of the survey was illegal drugs. From Table 2.6 it can be seen that the most frequently reported main social problem was illegal drugs. In the post-campaign survey, the proportion of parents likely to report illegal drugs as a social problem facing young people today increased from 37% to 43%. The other most frequently mentioned social problem facing young people was unemployment (15% at pre-campaign and

14% post-campaign), remaining stable across both surveys. Other social problems mentioned as facing young people today included mentions of lack of opportunities (7%), family problems (4%), depression and social alienation (3%) and alcohol abuse (2%).

Table 2.6 Parents' perceptions of important social issues facing young people (first mention)

Perceived issue	Pre-campaign	Post-campaign
	(n = 1846) %	(n = 1800) %
Illegal drugs	37	43
Unemployment	15	14
Lack of opportunities/uncertain future	9	7
Peer pressure	–	6
Family problems/breakdowns	8	4
Depression/social alienation	6	3
Alcohol abuse/drink driving	3	2
Getting in bad crowd/gangs	8	2
Other	14	19

Base: All respondents

Perceived seriousness of the illegal drug problem amongst young people (prompted)

Parents in both surveys were asked to rate on a 10-point scale how big a problem they thought illegal drug use was amongst young people in Australia. The scale ranged from 10 (that the problem was 'totally out of control') to 1 (that illegal drugs were 'not a problem at all'). The responses are summarised in Table 2.7.

Table 2.7 Parents' rating of the seriousness of the illegal drug problem

Rating	Pre-campaign	Post-campaign ^a
	(n = 1846) %	(n = 1800) %
10 'Totally out of control'	13	17
7–9	51	52
5–6	25	19
2–4	9	8
1 'Not a problem at all'	0	0
Mean	7.1	7.4
Don't know	3	4

^a Note: Total does not sum to 100% due to rounding
Base: All respondents

From Table 2.7 it can be seen that 13% of parents in the pre-campaign survey and 17% of parents in the post-campaign survey gave the highest rating of 10 for 'totally out of control' in relation to the illegal drug problem. For both samples, approximately half of the parents gave the seriousness of the problem a rating of between 7 and 9. In contrast, approximately one in ten parents in both samples gave a rating that indicated that illegal drugs were not perceived as a problem (a rating of between 2 and 4), with no parents believing that illegal drugs were 'not a problem at all'. The average rating for both groups was approximately 7.

As with the pre-campaign survey, females in the post-campaign survey were significantly more likely than males to believe the illegal drug problem was 'totally out of control' (20% to 12%). Those who had a family member or friend who had experienced a problem with illegal drugs (24% to 13%) were significantly more likely than their counterparts to believe the illegal drug problem was 'totally out of control'.

Parents were asked whether they thought the illegal drug problem was getting better or worse. The results are summarised in Table 2.8.

Table 2.8 Parents' perception of whether the drug problem is getting better or worse

Perceived change	Pre-campaign (n = 1846)	Post-campaign (n = 1800)
	%	%
A lot worse	41	42
A little bit worse	34	34
The same	14	12
A little better	5	4
A lot better	0	0
Don't know	6	8

Base: All respondents

From Table 2.8 it can be seen that approximately three in four parents thought the problem was getting worse and approximately one in twenty thought it was getting better.

Women (48%) were significantly more likely than men (36%) to report feeling that the drug situation was getting a lot worse. Parents answering questions about a male reference child (36% to 31%) and parents in a non-metropolitan area (38% to 31%) were significantly more likely than their counterparts to report that the situation was getting a little bit worse.

Attitudes towards illegal drugs

In each survey, parents were presented with three statements and asked which best described their attitude towards their child experimenting with illegal drugs. Table 2.9 shows the results from the developmental, pre-campaign and post-campaign surveys.

The responses were reasonably consistent. Following the campaign there was a significant increase in the proportion of parents who believed that 'no drug or drug taking is OK' (76% to 80%). This was driven by parents with a reference child aged 12–17 years, who were significantly more likely than parents with a reference child aged 8–11 years to agree that 'no drug or drug taking is OK' (82% to 77%). Following the campaign, there was a significant decrease in the proportion of parents who believed that 'experimentation with marijuana is OK' (21% to 17%).

Additional analysis revealed that, in the post-campaign survey, parents under 35 years (25%) were significantly more likely than the sample average (17%) to believe that 'experimenting with marijuana is OK'.

Table 2.9 Parents' attitudes towards drugs

	Develop- mental (n = 1004) %	Pre-campaign				Post-campaign	
		Total (n = 1846) %	Parents of 8–11-year-olds (n = 728) %	Parents of 12–17-year-olds ^a (n = 1118) %	Total (n = 1800) %	Parents of 8–11-year-olds (n = 667) %	Parents of 12–17-year-olds (n = 1133) %
		No drug or drug taking is OK	78	76	75	77	80
Experimentation with marijuana is OK but I'd be concerned about them experimenting with other drugs	17	21	21	21	17	18	16
Using drugs like marijuana is OK	3	2	2	2	1	2	1
Don't know	2	1	2	1	2	3	1

^a Does not sum to 100% due to rounding

Base: All respondents

In the post-campaign survey, the belief that ‘experimenting with marijuana is OK’ was significantly more likely to be held by parents who had tried marijuana than by those who had not done so (30% to 5%).

Consistent with the developmental research and the pre-campaign survey, the post-campaign survey found that the belief that ‘no drug or drug taking is OK’ was significantly less likely to be held by parents who smoked (70% to 84%) or had tried marijuana (66% to 93%).

2.3.6 Relevance of the drug problem

Perceived relevance of the drug problem to self and family

Parents in both surveys were presented with three statements that related to whether drugs could be a problem for them or their family. Responses were recorded on a five-point agreement scale. Table 2.10 summarises these responses.

Table 2.10 Parents’ perceptions of the relevance of drug issues to them and their families

	Pre-campaign (n = 1846) %	Post-campaign (n = 1800) %
<i>Drugs CAN be a problem to anyone, including my family</i>		
Agree (total)	95	95
Disagree (total)	4	4
<i>Drugs are a problem but NOT one that’s likely to affect me or my family</i>		
Agree (total)	31	27
Disagree (total)	61	65
<i>It is very UNLIKELY that drugs will be a problem for my family</i>		
Agree (total)	39	38
Disagree (total)	45	48

Base: All respondents

From Table 2.11 it can be seen that, in both the parent pre-campaign and post-campaign surveys, almost all parents (95%) agreed that drugs could be a problem to anyone, including their family. Less than a third of parents (31% at pre-campaign and 27% post-campaign) agreed that drugs were not likely to affect them or their family. Furthermore, two in five parents (39% at pre-campaign and 38% post-campaign) agreed that it would be ‘very’ unlikely that drugs would be a problem for their family. There was no real shift in the beliefs of parents between the two surveys.

Parents’ perceptions of whether their child will be offered drugs in the next 12 months

Parents were asked to think of their child aged 8–17 years who had had the most recent birthday. The age of that child (referred to here as the ‘reference’ child) was recorded. Parents were then asked whether they thought it was likely or unlikely that this particular child would be offered a range of legal and illegal drugs in the next 12 months. The results are summarised in Table 2.11. For parents with a child in either age group, there was a slight decrease in the number who felt that it was likely that their child would be offered any drug (other than alcohol) in the post-campaign survey.

Table 2.11 Parents’ perceptions that their child was likely to be offered drugs in the next 12 months

	Parents of 12–17-year-olds		Parents of 8–11-year-olds	
	Pre-campaign (n = 1118) %	Post-campaign (n = 1133) %	Pre-campaign (n = 728) %	Post-campaign (n = 667) %
Alcohol	81	80	35	28
Tobacco	76	73	26	23
Marijuana	66	60	12	10
Speed or ecstasy	34	32	4	4
Heroin or cocaine	19	16	3	2

Base: All respondents (disaggregated based on age of reference child)

Table 2.11 shows that, in the post-campaign survey, the majority of parents with a reference child aged 12–17 years thought that their child would be offered alcohol (80%), tobacco (73%) and marijuana (60%). Thirty-two per cent believed their child of this age would be offered speed or ecstasy, and 16% that their child would be offered heroin or cocaine.

In both surveys, but particularly in the post-campaign survey, parents with a reference child aged 12–17 years were significantly more likely than parents of 8–11-year-olds to believe their child would be offered any of the listed drugs. In particular, in the post-campaign survey parents with a reference child aged 12–17 years were more likely than parents of 8–11-year-olds to think that their child would be offered alcohol (80% to 28%), tobacco (73% to 23%), marijuana (60% to 10%), speed or ecstasy (32% to 4%), or heroin or cocaine (16% to 2%).

From Table 2.11 it can be seen that, since the campaign, there has been a decrease in the proportion of parents with a reference child aged 12–17 years who feel that their child will be offered marijuana (66% to 60%). Further, there has been a decrease in the proportion of parents with a reference child aged 8–11 years who feel that their child will be offered alcohol (35% to 28%).

In the post-campaign survey, single parents were significantly more likely than parents from two-parent households to report that their child would be offered alcohol (68% to 59%), tobacco (60% to 53%), marijuana (49% to 40%), speed or ecstasy (29% to 20%), or cocaine or heroin (14% to 10%).

Parents answering questions about a female child were significantly more likely than those answering questions about a male child to report that their child would be offered alcohol (64% to 57%) or tobacco (59% to 50%).

Parents who had spoken to their child about drugs in the previous two months were significantly more likely than parents who had not done so to think that their child was likely to be offered drugs; this was the case for all the drugs included in the survey. In particular, they thought their child would be offered alcohol (64% to 47%), tobacco (57% to 43%), marijuana (43% to 34%), speed or ecstasy (23% to 15%), or heroin or cocaine (12% to 6%).

Parents' perceptions of whether their child would accept an offer of illegal drugs

Parents were asked whether they thought their reference child would accept an offer of these individual drugs. Table 2.12 summarises the results.

Table 2.12 Parents' perceptions that their child was likely to accept an offer of drugs in the next 12 months

	Parents of 12–17-year-olds			Parents of 8–11-year-olds	
	Developmental (n = 1004) %	Pre-campaign (n = 1118) %	Post-campaign (n = 1133) %	Pre-campaign (n = 728) %	Post-campaign (n = 667) %
Alcohol	51	54	55	19	25
Tobacco	20	19	18	3	6
Marijuana	11	11	10	2	2
Speed or ecstasy	2	2	2	1	2
Heroin or cocaine	1	0	3	1	2

Base: All respondents (disaggregated by age of reference child)

Table 2.12 shows that, in the post-campaign survey, approximately half of the parents of 12–17-year-olds (55%) believed their child would accept an offer of alcohol. Eighteen per cent of parents of children in this age group believed their child would accept an offer of tobacco, 10% marijuana, 3% heroin or cocaine and 2% speed or ecstasy. These results are consistent with both the parent pre-campaign and developmental surveys.

It should be noted, however, that these parents' perceptions do not correspond to reported drug use of young people aged 12–17 years as determined in other surveys. Data from the 1999 Australian School Students' Alcohol and Drug (ASSAD) survey show that approximately 78% of 12-year-olds have tried alcohol⁵ (White 2001), 30% of 12-year-olds have smoked (Hill et al 2002), 29% of 12–17-year-olds have

⁵ It should be noted that some of this trial could have been sanctioned by parents and occurred within the home.

tried cannabis, 7% have tried ‘speed’ and 4% have tried ecstasy (White, 2001). Following the campaign, more parents with children aged 8–11 believed their child would accept an offer of alcohol (19% to 25%) or tobacco (3% to 6%) relative to the pre-campaign survey.

Parents who thought that their child could be offered certain drugs were also asked whether they thought that their child would accept the offer. Table 2.13 shows the results.

As illustrated in Table 2.13, alcohol and tobacco were the substances that parents thought their reference child was most likely to be offered and accept. While only a small proportion of parents thought their reference child aged 8–11 was likely to be offered speed or ecstasy, heroin or cocaine, there was a high proportion of these parents who believed that their child would be likely to accept this offer.

Table 2.13 Parents’ perceptions that their child was likely to be offered and accept an offer of illegal drugs

	Parents of 12–17-year-olds				Parents of 8–11-year-olds			
	Pre-campaign		Post-campaign		Pre-campaign		Post-campaign	
	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%
Alcohol	1221	67	1284	66	372	54	267	61
Tobacco	1146	25	1173	24	278	18	221	20
Marijuana	991	17	966	15	123	17	95	17
Speed or ecstasy	509	7	504	6	47	17	43	35
Heroin or cocaine	291	2	260	7	35	26	20	60

Base: Parents who thought that it was likely that their child would be offered each drug

2.3.7 Prevention strategies

Potential strategies

Parents in the pre-campaign and post-campaign surveys were asked what, if anything, they could do to prevent their child from using illegal drugs. The most frequently given responses are summarised in Table 2.14.

In the post-campaign survey, 96% of parents could identify at least one strategy to prevent use of illegal drugs. Strategies most frequently identified included encouraging discussion on drug issues (56%), warning children of the dangerous consequences of drug use (29%) and giving support and encouraging interaction (28%). Other frequently mentioned responses included providing education materials on drugs (25%) and being involved in children’s lives or keeping them busy (16%).

Following the campaign, there was a significant increase in the proportion of parents reporting certain strategies for preventing illegal drug use amongst children. In particular, twice as many parents were likely to mention encouraging discussion on drug issues (28% at pre-campaign and 56% post-campaign) and warning of the dangers and consequences of using drugs (18% pre-campaign and 29% post-campaign) as strategies for preventing illegal drug use. There was also a significant increase in the proportion of parents who reported giving support and encouraging interaction as a strategy for preventing illegal drug use following the campaign (13% pre-campaign and 28% post-campaign).

Table 2.14 Potential strategies mentioned by parents for preventing illegal drug use

	Pre-campaign (<i>n</i> = 1846) %	Post-campaign (<i>n</i> = 1800) %
Encourage discussion on drug issues	28	56
Warn of dangers/consequences	18	29
Give support, encourage interaction	13	28
Provide education/materials on drugs	28	25
Be involved with child/keep them busy	7	16
Identified at least one strategy (net)	97	96

Base: All respondents

The strategy of encouraging discussion about drug issues was significantly more likely to be reported by some groups of parents than others. In particular, women were significantly more likely than men to identify discussion as a potential strategy (60% to 50%), as were parents with a reference child aged 12–17 years relative to those with a younger reference child (58% to 51%).

Warning children about the dangers and consequences of using drugs was significantly more likely to be reported as a potential strategy by parents with a reference child aged 8–11 years than by parents of an older reference child (33% to 27%).

Confidence in preventing child from using illegal drugs

Parents were asked how confident they were that they could prevent their reference child from using illegal drugs. The results illustrated in Table 2.15 indicate that between the two surveys there was little shift in parents' reported levels of confidence in this regard.

From Table 2.15 it can be seen that parents with a reference child aged 12–17 years were significantly more likely than parents with a reference child aged 8–11 years to be 'very confident' (32% to 25%) that they could prevent their child from using illegal drugs. Following the campaign, there appeared to be a small increase in the proportion of parents of children of either age group who felt 'very confident' about preventing their child from using illegal drugs, but the difference was not statistically significant. One in four parents with a reference child in either age group (24%) did not feel confident they could prevent their child from using illegal drugs.

In the post-campaign survey, female parents were significantly more likely than male parents to be either confident or very confident that they could prevent their child from using illegal drugs (75% to 70%).

Table 2.15 Parents' confidence in preventing their child from using illegal drugs

	Parents of 12–17-year-olds		Parents of 8–11-year-olds	
	Pre-campaign (n = 1118) %	Post campaign (n = 1133) %	Pre-campaign ^a (n = 728) %	Post-campaign (n = 667) %
Very confident	28	32	22	25
Confident	42	41	48	47
Not all that confident	15	14	18	15
Not confident at all	12	10	8	9
Don't know	3	3	5	4

^a Note: Total does not sum to 100% due to rounding
Base: All respondents (disaggregated by age of reference child)

2.3.8 Communicating with children about illegal drugs

This section presents results from the parent pre-campaign and post-campaign surveys as they relate to communicating with children about illegal drugs.

Discussions about illegal drugs in the previous two months

To understand the degree to which the campaign had prompted public discussion about illegal drugs, parents were asked whether they had spoken to someone about this subject in the previous two months. Table 2.16 shows the results. Following the campaign there was a significant increase in the proportion of parents who reported talking to people about drugs (50% to 57%). It also appears that parents spoke to more than one party about illegal drugs: while there was a modest increase in the number of parents who reported talking about drugs, there was a significant increase in the proportion of parents who were talking to a wider range of people about drugs.

Table 2.16 Parents' discussions about illegal drugs in the two months before the survey: who they spoke to

	Pre-campaign (<i>n</i> = 1846) %	Post-campaign (<i>n</i> = 1800) %
No-one/don't know	50	43
Total yes	50	57
Child/children	17	51
Friend	18	30
Husband/wife/partner	10	22
Other parents	9	7
Work colleague	11	18

Note: Totals do not always sum to 100% due to multiple responses.

Parents were significantly more likely to nominate their children as someone they had spoken to about illegal drugs during the campaign than before it (17% at pre-campaign and 51% post-campaign). Also, parents were significantly more likely to mention friends as someone they spoke to about illegal drugs (18% at pre-campaign and 30% post-campaign).

For parents, the main topics spoken about were consequences of using drugs (22% at pre-campaign and 31% post-campaign), talking to children about drugs (20% at pre-campaign and 31% post-campaign), and availability and purity of drugs (21% at pre-campaign and 12% post-campaign).

Perceived adequacy of knowledge to talk with children about illegal drugs

Parents were asked whether they felt they knew enough about illegal drugs to be confident to talk their child about them. In both surveys, more than three in four parents felt that they knew enough about illegal drugs to talk to their child (77% at pre-campaign and 78% post-campaign). One in five parents (20% at post-campaign and 21% pre-campaign) reported that they did not know enough about illegal drugs to be confident to talk their child about them.

As in the pre-campaign survey, females in the post-campaign survey were significantly more likely than males to report they did not know enough (23% to 16%) to be confident to talk to their child about drugs.

Parents with a reference child aged 8–11 years were significantly more likely than parents of an older reference child (81% to 76%) to feel that they knew enough about drugs to be confident to talk to their child.

Learnt something new about illegal drugs

Parents were asked if they had learnt anything new about illegal drugs in the previous two months. In the pre-campaign survey, 14% of parents reported that they had. This compares with 19% of parents who reported having learnt something new during the campaign period. The new information related to increased availability and use of drugs (36% at pre-campaign and 27% post-campaign), the booklet in the mail (16% post-campaign only), the types of drugs available (16% post-campaign only) and the side effects of drugs (16% at pre-campaign and 16% post-campaign).

Some groups of parents were significantly more likely than others to report that they had learnt something new about drugs in the previous two months. Relative to their counterparts, parents who had spoken to someone about drugs in the previous two months (22% to 15%) and those who had spoken to their children about drugs in the previous two months (21% to 12%) were significantly more likely to report that they had learnt something new about illegal drugs.

Previously spoken to children about illegal drugs

Parents were asked a series of questions about whether they had spoken to their reference child about illegal drugs over certain time periods. The responses to the questions are summarised in Table 2.17.

In the post-campaign survey, 97% of parents with a reference child aged 12–17 years reported that they had ever spoken to their child about illegal drugs; 94% of this group of parents reported that they had spoken to their child in the previous year, and 82% in the previous two months. Following the campaign, there was a significant increase in the proportion of parents who reported speaking to their reference child aged 12–17 years about illegal drugs in the previous two months (69% at pre-campaign and 82% post-campaign).

Table 2.17 also shows that, post-campaign, parents with a reference child aged 8–11 years were significantly less likely than those with an older reference child to have ever talked to their child about illegal drugs (97% to 89%). Consistently, they were also significantly less likely to have talked to their child about drugs in the previous year (88%) and in the previous two months (72%). However, following the campaign there was a significant increase in the proportion of parents who reported speaking to their 8–11-year-old reference child about drugs in the previous two months (55% at pre-campaign and 72% post-campaign).

Table 2.17 Whether parents had recently discussed illegal drugs with their child and, if so, how recently

	Parents of 12–17-year-olds		Parents of 8–11-year-olds	
	Pre-campaign (n = 1118) %	Post-campaign (n = 1133) %	Pre-campaign ^a (n = 728) %	Post-campaign (n = 667) %
Yes				
In the last 2 months	69	82	55	72
Between 2 and 6 months ago	15	9	20	11
Between 7 and 12 months ago	9	3	8	5
More than a year ago	2	2	2	1
No	5	3	14	11

^a Note: Total does not sum to 100% due to rounding.

Base: All respondents (disaggregated by age of reference child)

Results of the post-campaign survey indicate that females were significantly more likely than males to report they had spoken to their child about drugs in the previous two months (81% to 75%).

Triggers for conversation

Parents who reported that they had talked to their reference child in the previous year about illegal drugs were asked whether they could remember how the subject came up. This was an open-ended, multiple-response question. Responses are summarised in Table 2.18.

Table 2.18 What prompted parents' conversation with their child in the previous 12 months

	Pre-campaign (n = 1642) %	Post-campaign (n = 1659) %
Media	34	45
National Illicit Drugs Campaign	–	17
General conversation	23	23
Family/acquaintance using drugs	22	17
Don't know	6	4

– = no responses in this category

Base: Parents who had spoken with their reference child about illegal drugs in the previous 12 months

Table 2.18 shows that, following the campaign, the most frequently reported triggers for conversations about illegal drugs were generally hearing, seeing or reading something in the media, with almost half of the parents (45%) after the campaign and one-third (34%) of the parents before it citing this as a trigger. Seventeen per cent of parents specifically mentioned being prompted by the campaign itself to discuss illegal drugs and approximately one in five said they were prompted to do so by a family member or acquaintance using drugs (17% at pre-campaign and 22% post-campaign).

Female parents were significantly more likely than male parents to state that the NIDC campaign was a trigger for a conversation with their child (21% to 13%).

Themes of conversations

Parents who spoke to their reference child about illegal drugs in the previous 12 months were asked about the sorts of things they had talked about. Table 2.19 shows the most frequently reported responses. In both surveys, parents most frequently talked about the negative consequences associated with illegal drugs (61% to 64%).

Following the campaign, there was a significant increase in the proportion of parents that talked about personal experiences with drugs (2% to 29%) and information about drugs (4% to 14%).

In the post-campaign survey, parents with a reference child aged 12–17 years were significantly more likely than those with a reference child aged 8–11 years to report talking about personal experiences with drugs (32% to 22%). Conversely, parents with a younger reference child were significantly more likely to report talking about providing information about drugs (18% to 12%).

Table 2.19 Themes of conversations about drugs between parents and their children

	Pre-campaign (<i>n</i> = 1642) %	Post-campaign (<i>n</i> = 1659) %
Negative consequences associated with drug use	61	64
Personal experiences with drugs	2	29
Information about drugs	4	14
Availability of drugs	5	7
Drug education	–	13

Base: Parents who had spoken with their reference child about illegal drugs in the previous 12 months

Parents with a female reference child were significantly more likely than those with a male reference child (67% to 61%) to mention talking with their child about the consequences of drug use.

Frequency of conversations

Parents who had spoken with their reference child about illegal drugs in the previous year were asked to report how often they talked to their child about illegal drugs, using a scale that ranged from ‘very often’ to ‘never’. Results are presented in Table 2.20.

Table 2.20 Frequency of discussions about illegal drugs between parents and their children in the year before the campaign

	Parents of 12–17-year-olds		Parents of 8–11-year-olds	
	Pre-campaign (<i>n</i> = 1118) %	Post-campaign (<i>n</i> = 1133) %	Pre-campaign (<i>n</i> = 728) %	Post-campaign (<i>n</i> = 667) %
Very often/often	25	30	12	14
Sometimes/occasionally	56	55	49	52
Not often	12	10	22	19
Not in the last year	7	5	16	14

Note: Totals do not always sum to 100% due to rounding.

Base: All respondents (disaggregated by age of reference child)

From Table 2.20 it can be seen that, following the campaign, the majority of parents with a reference child aged 12–17 (55%) reported speaking to their child ‘sometimes’ or ‘occasionally’ in the previous year. Thirty per cent of parents of children in this age group reported that they spoke ‘often’ or ‘very often’. Parents with a reference child aged 8–11 years spoke with their child about drugs significantly less often than did parents of older children.

Amongst parents with a reference child aged 8–11 years, 33% reported that they did not speak with their reference child about illegal drugs often or in the previous year. Approximately half of this group (52%) reported speaking to their child sometimes or occasionally. A further 14% reported that they spoke often or very often with their child about illegal drugs.

To further establish the frequency with which parents spoke to their children, parents were asked approximately how many times they had done so in the previous year. Results are summarised in Table 2.21.

Table 2.21 Number of times parents had spoken to their child about illegal drugs in the year before the survey

	Parents of 12–17-year-olds		Parents of 8–11-year-olds	
	Pre-campaign (n = 1118) %	Post-campaign (n = 1133) %	Pre-campaign (n = 728) %	Post-campaign (n = 667) %
More than ten times	21	23	9	37
Seven to ten times	12	31	8	27
Four to six times	29	13	28	10
One to three times	28	25	37	11
Not in the previous year	7	5	16	14
Don't know	–	2	–	1

Note: Totals do not always sum to 100% due to rounding.

Base: All respondents (disaggregated by age of reference child)

Amongst parents with a reference child aged 12–17 years, there was a significant increase after the campaign in the number of parents who reported talking to this child about drugs on seven to ten occasions a year. It appears that this shift came from parents who, before the campaign, talked to their child about drugs four to six times a year.

Amongst parents with a reference child aged 8–11 years there was a significant increase in the proportion of parents who talked to their child about drugs more than six times a year. This appears to have come from parents who, before the campaign, talked to their child between one and six times a year, rather than from those who had not talked to their child about drugs in the previous year.

When considering all parents who reported speaking to their child about drugs in the previous year, those parents who reported speaking to their child ‘very often’ or ‘often’ were significantly more likely than those who reported speaking to their child ‘sometimes’ or ‘not often’ to also report that they had spoken to their child seven times or more in the previous year (60% to 8%).

Intention to discuss illegal drugs

Parents were asked whether they intended to talk to their child about illegal drugs in the next two months. Table 2.22 shows the results.

Table 2.22 Parents' intention to discuss illegal drugs in the next two months

	Parents of 12–17-year-olds		Parents of 8–11-year-olds	
	Pre-campaign % (n = 1118)	Post-campaign % (n = 1133)	Pre-campaign % (n = 728)	Post-campaign % (n = 667)
Yes	56	61	43	52
Not sure/it depends	34	9	38	15
No	10	30	19	33

Base: All respondents (disaggregated by age of reference child)

After the campaign, there was a significant increase in the proportion of parents, with reference children in either age group, who intended to discuss illegal drugs with their child in the next two months; there was also a significant increase in the proportion of parents who did not intend to do so. The proportion of parents who were unsure whether they would have a discussion about drugs with their children in the next two months decreased significantly following the campaign.

Further analysis reveals that 64% of parents who had spoken to their child about illegal drugs in the previous two months intended to do so again. Seven per cent stated that they did not intend to speak to their child again in the next two months and 29% were not sure. Amongst parents who had not spoken to their child about illegal drugs in the previous two months, 40% stated that they intended to do so in the next two months, 20% did not intend to speak to them and 40% were undecided.

Female parents were significantly more likely than males to state that they intended to discuss illegal drugs with their child in the next two months (61% to 54%). Parents with a reference child aged 12–17 years were significantly more likely than those with a reference child aged 8–11 years to report that they intended to talk to their children (61% to 52%).

Effectiveness of conversation

Parents who had ever spoken to their reference child about illegal drugs were asked how effective or ineffective they thought these conversations had been in discouraging them from ever using marijuana and other illegal drugs.

Table 2.23 shows the results. Overall, the conversations both before and following the campaign were perceived to be effective. In both surveys, conversations were more likely to be perceived to be effective in discouraging the use of illegal drugs other than marijuana than in discouraging the use of marijuana. In both surveys, parents who had a reference child aged 8–11 years were more likely than parents with an older reference child to believe that their conversations had been ‘very effective’ in discouraging use of marijuana (42% and 37% at pre-campaign; 42% and 38% post-campaign).

Table 2.23 Parents’ perceptions of the effectiveness of conversations with their child

	Pre-campaign			Post-campaign		
	Total (n = 1677) %	Parents of 8–11-year-olds (n = 615) %	Parents of 12–17-year-olds (n = 1062) %	Total (n = 1674) %	Parents of 8–11-year-olds (n = 583) %	Parents of 12–17-year-olds (n = 1091) %
<i>Marijuana</i>						
Very effective	39	42	37	39	42	38
Somewhat effective	40	38	41	39	36	40
Effective (net)	79	80	78	78	78	78
<i>Other illegal drugs</i>						
Very effective	51	51	51	51	52	51
Somewhat effective	34	33	35	33	30	34
Effective (net)	85	84	85^a	84	82	85

^a Discrepancy due to rounding

Base: Respondents who had ever spoken to their reference child about illegal drugs

A number of significant differences in reported effectiveness of conversations in discouraging marijuana use were evident between parents. In particular, female parents (43% to 34%), and parents answering about a male child were more likely than their counterparts to feel that their conversations were very effective (42% to 26%).

There was significant variation in the perceived effectiveness of conversations in discouraging the use of illegal drugs other than marijuana. In particular, female parents were more likely than male parents to state that their conversations with their child were very effective in discouraging the use of illegal drugs other than marijuana (54% to 48%).

2.4 Discussion

Evaluation of the parent post-campaign survey indicates that the campaign achieved its objectives with this primary target audience.

2.4.1 Campaign effectiveness

The communication environment into which the NIDC was launched was cluttered with issues relating to illegal drugs, with almost all parents citing awareness of drug issues in the media within the previous two months. Despite this environment, over one-third of parents spontaneously mentioned awareness of components of the NIDC, indicating that the campaign was able to ‘cut through’ and reach parents at this level.

More than half of the parents surveyed had discussed illegal drugs recently. In particular, they had discussed the consequences of using drugs and had talked to their children about drugs, reflecting the perceived importance of the subject and the campaign's impact.

Recall of the campaign was high and accurate, with three in four parents recalling the campaign and most of these parents identifying the TV commercials or the booklet as their source of campaign awareness. Recognition of the campaign was also high: almost all parents (nine in ten) recognised the 'Lost Dreams' TV commercial and most (seven in ten) recognised the 'Ad Within Ad' commercial. Consistent with the campaign, key messages retained included the negative consequences of illegal drug use and the need for parents to take more responsibility for communicating with their children about illegal drugs. Most parents recognised the booklet (seven in ten parents); amongst these, most had read at least some of it and found it useful.

Generally, women were more likely than men to recognise the TV commercials and recall key messages of the campaign. They had also read more of the booklet and were more likely to have found it very useful. Following the campaign, women were more likely than men to talk to their children and to find these conversations easier. Women were also more likely to feel that the illegal drug issue was 'out of control'.

The campaign targeted parents of children aged 12–17 years, because of the likelihood that teenagers will be exposed to illegal drugs and the important role of the family in preventing drug use. The target audience was widened after the developmental stage to include 8–11-year-olds in response to parents' beliefs that this was a good age at which to begin speaking to children about illegal drugs.

Overall, parents of 12–17-year-olds were more likely than parents of 8–11-year-olds to have talked to their child about illegal drugs, and were more likely to have done so recently. Although parents of 12–17-year-olds were also very confident that they could prevent their child from using drugs, they still did not feel that they knew enough about drugs. Relative to parents with younger children, they had increased the frequency with which they talked to their children and were more likely to intend talking to their child in future, suggesting that age-appropriate strategies had in fact been adopted by parents.

Parents of 8–11-year-olds were more likely than parents of older children to report taking action directly as a result of the campaign, in particular to report having thought more about illegal drugs, suggesting that this was a new and relevant initiative for them.

2.4.2 The campaign's call to action

The proportion of parents who reported that they had taken action with respect to illegal drugs and their child significantly increased between the pre- and post-campaign surveys.

Half the parents who recalled the campaign believed that it had prompted them to take action; most of these parents stated that they had discussed illegal drugs with their children. Most parents had spoken to their child about illegal drugs in the previous two months and most of these parents intended to discuss illegal drugs with their child in the future. The media generally, and the NIDC in particular, were key triggers for conversation. It appears that the campaign provided a 'wake-up call' to parents, enabling them to recognise that illegal drug use was an issue with which they must engage because their child might be at risk of exposure to experimentation.

Parents also felt that the campaign made it easier for them to talk to their child about drugs, essentially by acting as a trigger for conversation. Furthermore, the campaign provided a common ground from which conversations could begin, because the issue was topical or because their child had also seen one of the TV commercials or the booklet. The results suggest that conversations could be conducted in a less accusing manner, because they were stimulated by the campaign activity rather than being interpreted by children as accusing or suspicious. Interestingly, most parents who did not feel that the campaign encouraged them to talk to their child about drugs noted that they already had an open and positive communicative relationship with their child. Parents also appear to be talking to their children about illegal drugs more often. Finally, most parents perceived their conversations with their children to be effective; generally, these conversations were based on campaign-related themes, including the negative consequences of drug use and discussing personal experiences with drugs.

The campaign's call to action, encouraging parents to talk to their children about drugs, is consistent with parent expectations. Before the campaign, encouraging discussion about drug issues was one of the most frequently reported ways of preventing illegal drug use amongst children. Providing education and materials on drugs were also frequently mentioned.

Following the campaign, there was a significant increase in the proportion of parents who reported potential prevention strategies that, consistent with campaign messages, involved interactive communication between parent and child. Nearly all parents could identify at least one prevention strategy, including:

- encouraging discussion on drug issues
- warning of the consequences of drug use
- giving support to their child and encouraging interaction.

Interestingly, the strategy of providing education materials to children (which is potentially effective but is less of a two-way interaction than other strategies mentioned) remained stable across the two surveys, suggesting that parents have added more interactive strategies to their repertoire.

Despite parents having more potential strategies from which to draw to assist them in preventing their child from using illegal drugs, there was no corresponding increase in parents' feelings of confidence that they could prevent their child from using illegal drugs or talk to their child about illegal drugs. Both the pre- and post-campaign surveys indicate that a significant proportion of parents did not feel they knew enough to be confident to talk to their child about illegal drugs (approximately one in five). Nevertheless, one in five parents reported that they had learnt something new about illegal drugs over the campaign period.

Increasing parents' confidence is an important way to facilitate the continued use of prevention strategies. It is also desirable to increase their knowledge about illegal drugs because this creates a sense of empowerment regarding the effectiveness of their conversations about illegal drugs, and thus increases the likelihood that such discussions will occur. Clearly, there are opportunities to further address parents' levels of knowledge and their feelings of confidence in the future.

The research indicated that, both before and following the campaign, the vast majority of parents who had discussed illegal drugs with their children believed that their discussions were effective and would result in less use of illegal drugs.

2.4.3 The salience of illegal drugs to parents

The majority of parents consider illegal drugs to be the most important issue facing young people in Australia. Many believe that the problem is 'out of control' amongst young people, that it is getting worse and that 'no drug or drug taking is OK'. These findings remained consistent before and after the campaign, confirming that the issue remains salient and suggesting that the campaign has avoided sensationalising the issue, which is in keeping with the campaign strategy.

Results of the pre-campaign survey indicated that, while many parents believe that drugs could potentially be a problem for their family, many underestimate the actual likelihood that their child will be offered and accept drugs. Following the campaign, there is a trend to suggest that parents have begun to engage with the issue, with more parents recognising that it is possible that their family could experience an illegal drug problem. Between the two surveys there was little change overall in parents' feelings about whether their child would be offered or accept drugs. However, those parents who had spoken to their child about illegal drugs recently were more likely to feel that their child would be offered drugs and would accept alcohol. This finding could suggest that, through these conversations, parents' estimates of children's illegal drug use may move to be more in line with young peoples' self-reported drug use. Conversely, it may reflect the fact that parents who consider their child may experiment with drugs are more likely to engage in conversations with their child to prevent this.

The media was the most frequently reported trigger for parent-child conversations about illegal drugs in the pre-campaign research, so it was expected that the use of high-profile television commercials as part of the campaign would increase opportunities for discussion about illegal drugs. This proved to be the case, with a significant increase in parents who had spoken to their child about drugs reporting the media in general as a trigger for conversation, and almost one in five parents specifically reporting the NIDC as a trigger for parent-child conversations about drugs.

In conclusion, findings from the parent post-campaign survey indicate that the campaign has been effective in reaching its target audience and increasing the frequency and perceived effectiveness of the conversations that parents have had with their children about illegal drugs, the key primary objective of the campaign.

2.5 Parents post-campaign evaluation questionnaire

- STRICTLY CONFIDENTIAL -
PARENTS' SURVEY
MAY 2001
WG 1975

Screening and introduction

Intro: Good (...), my name is (...) from the Wallis Group. I'm calling on behalf of the Commonwealth Department of Health and Aged Care about a major study the Department is conducting into community attitudes to some of the issues affecting young people today.

S1 May I first ask if there are any 8 to 17 year olds living in this household?

1. Yes (CONTINUE)
 2. No (TERMINATE, OUT OF SCOPE)
-

S1A May I also ask if anyone in this household works in advertising or market research?

1. Yes (EXIT)
 2. No (CONTINUE)
-

S1 May I please speak to the male / female (check quota) parent or guardian in the household?

1. Yes (CONTINUE)
 2. No, Refused (TERMINATE, IN-SCOPE REFUSAL)
 3. Not available (ARRANGE CALLBACK)
-

S2 WHEN SPEAKING TO RESPONDENT SAY: The Department of Health and Aged Care is conducting a major study of parents' attitudes to some of the issues affecting young people today. We're interested in parents' views, so there are no right or wrong answers. The interview, which is totally confidential, should take about 15 minutes of your time and will help the government develop education programs for parents. Is now a convenient time?

1. Yes (CONTINUE)
 2. No (ARRANGE CALLBACK)
 3. Refused (TERMINATE, IN SCOPE REFUSAL)
-

SEX RECORD AUTOMATICALLY

1. Male
 2. Female
-

Issue salience

Q1 First I'd like your views about social problems facing young people today. As a parent, what do you think is the MAIN social problem facing young people in Australia today? (DO NOT READ) (SINGLE RESPONSE ONLY)

1. Illegal drugs
 2. Unemployment
 3. Depression / Social alienation
 4. Youth suicide
 5. Alcohol abuse / Drink Driving
 6. Lack of opportunities / Uncertain future
 7. Family problems / family breakdowns
 8. Gangs / getting in with a bad crowd
 9. Other (specify)
 10. Don't know (Go to Q.4)
-

Q1b What other / any others? (ACCEPT MULTIPLES)

1. Illegal drugs
 2. Unemployment
 3. Depression / Social alienation
 4. Youth suicide
 5. Alcohol abuse / Drink Driving
 6. Lack of opportunities / Uncertain future
 7. Family problems / family breakdowns
 8. Gangs / getting in with a bad crowd
 9. Other (specify)
 10. Don't know (Go to Q.4)
-

General awareness of the issue — (category cued)

Q4 Now thinking about illegal drugs, in the last two months, have you seen, read or heard anything in the media about illegal drugs? It might have been advertising on television, a news or current affairs program or perhaps in newspapers or magazines.

1. Yes (CONTINUE)
 2. No (GO TO Q6A)
 3. Don't know (GO TO Q6A)
-

Q5a What was it that you saw, read or heard about illegal drugs?

(RECORD VERBATIM — PROBE FULLY)

Q5b What else, anything else?

(RECORD VERBATIM — PROBE FULLY)

Q6a Have you spoken to anyone about illegal drug issues in the last two months?

1. Yes (CONTINUE)
 2. No / Don't Know (GO TO Q8)
-

Q6b Who did you speak with? (ACCEPT MULTIPLES)

1. Husband/wife/partner
 2. My child / children
 3. My parent/s
 4. My sister/brother
 5. Other relative
 6. Friend
 7. Doctor / GP
 8. Other parents
 9. School staff
 10. Police
 11. Counsellor
 12. Work Colleague
 13. Other (SPECIFY_____)
 14. Don't Know / Can't Say
-

Q7 What have these conversations been about?

1. Seeking help
2. Seeking information
3. Injecting rooms
4. Capture / seizures of illegal drugs
5. Availability and purity issues
6. Deaths from illegal drug use / overdoses
7. New drugs
8. The anti-drugs campaign
9. Talking to your kids about drugs
10. Education program for parents
11. 'Drugs Destroy Lives'
12. Consequences of using drugs
13. Needle exchanges
14. Drug treatment programs
15. A booklet delivered to the household
16. Other (Specify _____)
17. Don't know

Q8 Have you learnt anything NEW about illegal drugs in the last two months?

1. Yes (CONTINUE)
2. No (GO TO Q10)
3. Don't know (GO TO Q10)

Q9 What was that? (RECORD VERBATIM — OPEN ENDED)

Q10 Still thinking about illegal drug use. Using a 10 point scale where 10 means the problem is totally out of control and 1 means illegal drugs are not a problem at all , how big a problem do you think illegal drug use is amongst young people in Australia?.

- 10 Totally out of control
- 9
- 8
- 7
- 6
- 5
- 4
- 3
- 2
- 1 Not a problem at all
- 11 Don't Know / Can't Say

Q11 Generally speaking, would you say the situation is getting better or worse? (PROBE: A lot/little)

1. A lot worse
2. A little bit worse
3. The same
4. A little better
5. A lot better
6. Don't Know / Can't Say

Q12 I'm now going to read out some things that people have said about illegal drugs. Please tell me whether you agree or disagree with these statements. (READ OUT) (PROBE: STRONGLY DISAGREE/AGREE)

	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree	Don't Know
a) Drugs CAN be a problem to anyone, including my family	5	4	3	2	1	6
b) Drugs ARE a problem but NOT one that's likely to affect me or my family.	5	4	3	2	1	6
c) It is very unlikely that drugs will be a problem for my family	5	4	3	2	1	6

PRE S4 Now some questions about your own situation. Firstly, how many children do you have, including any who might live elsewhere?

(RECORD NUMBER) ___ ___

S4 How old is your child / What are the ages of each of your children starting from the youngest?
(RECORD AGE IN YEARS AS OF LAST BIRTHDAY)

1. Child 1 ___
2. Child 2 ___
3. Child 3 ___
4. Child 4 ___
5. Child 5 ___
6. Child 6 ___
7. Child 7 ___
8. Child 8 ___
9. Child 9 ___
10. Child 10 ___
11. Child 11 ___
12. Child 12 ___

IF ONLY ONE CHILD AGED 8 TO 17 GO TO S6 OTHERWISE CONTINUE.

S5 Of your children aged 8 to 17 years, how old is the one who that had the most recent birthday?

RECORD IN YEARS ___ ___

S6 And is this child a girl or a boy?

1. Girl
2. Boy

Q13 Now thinking about this particular child, which of the following 3 statements best describes how you feel about the possibility of him or her experimenting with illegal drugs? Would you say ... (READ OUT AND ROTATE)

1. Using drugs like marijuana is OK
2. Experimentation with marijuana is OK but I'd be concerned about them experimenting with other drugs
3. No drug or drug taking is OK
4. (None / don't know)

Q14 How confident are you that you can prevent this particular child from using illegal drugs?
Would you say you are... (READ OUT)

1. Very confident
2. Confident
3. Not all that confident; or
4. Not confident at all
5. (Don't Know / Can't Say)

Q15 What, if anything, do you think you can do to help prevent your child from using illegal drugs?
(RECORD VERBATIM — OPEN ENDED)

Perceived risk

Q16 I am now going to read you out a list of different types of drugs. For each drug I read out I want you to tell me whether you think it is likely or unlikely that your child aged (age in S4/S5) will be offered these drugs DURING THE NEXT 12 MONTHS.

Firstly, do you think it is likely or unlikely that this child will be offered (REPEAT & ROTATE DRUGS A-E)?
(PROBE: IS THAT VERY LIKELY/UNLIKELY OR JUST LIKELY / UNLIKELY)

Drug	Very unlikely	unlikely	Neither 50:50	likely	Very likely	Don't know
1. Alcohol	1	2	3	4	5	6
2. Tobacco	1	2	3	4	5	6
3. Marijuana	1	2	3	4	5	6
4. Speed / ecstasy	1	2	3	4	5	6
5. Cocaine / Heroin	1	2	3	4	5	6

Q17 And do you think it is likely or unlikely that your child aged (age in S4/S5) would accept an offer of (drug/s from Q16)? (PROBE: IS THAT VERY LIKELY/UNLIKELY OR JUST LIKELY / UNLIKELY)

Drug	Very unlikely	unlikely	Neither 50:50	likely	Very likely	Don't know
1. Alcohol	1	2	3	4	5	6
2. Tobacco	1	2	3	4	5	6
3. Marijuana	1	2	3	4	5	6
4. Speed / ecstasy	1	2	3	4	5	6
5. Cocaine / Heroin	1	2	3	4	5	6

Analysis of the conversation

Q 18 Now thinking about talking to your child(ren) about illegal drugs. Do you feel you know enough about illegal drugs to be confident that you can talk to your child aged (S4/S5 age) years about them?

1. Yes
2. No
3. Don't know

Q18a Have you spoken to your child aged (age in S4 / S5) about illegal drugs in the past two months?

1. Yes (GO TO Q19)
2. No (CONTINUE)
3. Don't know (CONTINUE)

Q18b Have you ever spoken to your (age in S5) year old about illegal drugs?

1. Yes (GO TO 18C)
2. No (GO TO Q27)
3. Don't know (GO TO Q27)

Q18c Approximately how long ago was that? (Read out)

1. 2 to 6 months ago (CONTINUE)
2. 6 to 12 months (CONTINUE)
3. More than a year (GO TO Q26)

Q19 Can you remember how the subject came up? (RECORD VERBATIM)

Q22 Thinking back to the/se conversation/s you had with youryear old daughter/son, what sorts of things have you talked about in relation to illegal drugs? (RECORD VERBATIM)

Q24 How often do you talk to this (your) child about illegal drugs? Would you say ...(READ OUT)

1. Very often
2. Often
3. Occasionally
4. Rarely; or
5. Never (GO TO Q27)
6. (Don't know) (GO TO Q27)

Q25 Approximately how many times would that be in the past year? (READ OUT)

1. 1 to 3 times
2. 4 to 6 times
3. 7 to 10 times
4. more than 10 times
5. Don't Know / Can't Say

Q26 Generally speaking, how EFFECTIVE or INEFFECTIVE do you feel your conversations with this child have been in discouraging them from EVER using(READ OUT)

(PROBE: To clarify response)

DRUG	Very effective	Somewhat effective	Neither 50:50	Not very effective	Not at all effective	Don't know / Can't say / Not applicable
A. Marijuana	1	2	3	4	5	6
B. Other illegal drugs	1	2	3	4	5	6

Q27 In the next 2 months, do you intend to talk with your child (again) about illegal drugs?

1. Yes
2. No
3. Not sure/ it depends

Recognition of advertising

Q31 Now I'd like you to think about any advertising campaigns about illegal drugs you may have recently seen. Do you recall seeing, reading or hearing any advertising about illegal drugs recently? (IF NO PROBE; Nothing at all?)

1. Yes (CONTINUE)
2. No / Don't Know (GO TO Q34)

Q32 Where did you see, read or hear any part of this advertising campaign? (UNPROMPTED DO NOT READ OUT) (ACCEPT MULTIPLES)

1. TV advertising
2. TV news / current affairs
3. Television program
4. Radio advertising
5. Radio news
6. Radio program
7. Cinema
8. Magazine article
9. Magazine advertising
10. Newspaper article
11. Newspaper advertising
12. Brochure / booklet
13. Website
14. Word of mouth
15. Bus / Tram
16. Local area health service
17. Doctor / General practitioner
18. School activity / education program
19. Information night
20. Other, please specify _____

Q33 Can you describe what you saw, read or heard from this advertising campaign? (ACCEPT MULTIPLES)

21. Article on teaching children about drugs
 22. Ad on television which showed the consequences of using drugs
 23. Ad about a drug booklet
 24. Ad on TV which showed parents talking with their children about drugs
 25. What different drugs look like
 26. Information on dangers of drug use
 27. Other, please specify : _____
 28. Don't know/ can't say/ don't recall
-

Q.33A What else, anything else?

(RECORD VERBATIM)

Prompted recognition

Q34 I'll now describe a television commercial that you may have seen recently. Each scene in the commercial focuses on one young person at a time. In the first scene we see a girl who has just had sex, scene two shows a boy searching through a handbag in a toilet cubicle, scene three shows a fight between a mother and daughter and then the final scene shows a dead boy being zipped into a body bag. Over each of these scenes we hear the teenager's voice when they were a child telling us what they want to be when they grow up.

Do you recall seeing this advertisement?

29. Yes (CONTINUE)
30. No (GO TO Q36)
31. Don't know (GO TO Q36)

Q35 What would you say was the MAIN message of this advertisement?

(RECORD VERBATIM)

Q36 Another commercial that you may have seen opens with a girl watching TV and talking with her mother. As we watch this scene the camera pulls back to reveal a father and son watching this whole scene on another television. Whilst they are talking the camera then pulls out further to reveal that this too has actually been part of a television ad and so on.

Do you recall seeing this advertisement?

1. Yes (CONTINUE)
 2. No (GO TO Q38)
 3. Don't know (GO TO Q38)
-

Q37 What would you say was the MAIN message of this advertisement?

(RECORD VERBATIM)

Q38 As a part of this campaign, a booklet is being delivered in the mail. The booklet has been written for parents of young people and provides suggestions on how to talk with your children about illegal drugs, information on the most common illegal drugs as well as information on other anti-drug programs that are currently operating in Australia.

Do you recall seeing this booklet?

1. Yes (CONTINUE)
 2. No (GO TO Q40x)
 3. Don't know (GO TO Q40x)
-

Q39 How much of the booklet have you read? Would you say (READ OUT)

1. All of it thoroughly
2. Most of it
3. More than half
4. Less than half
5. Just flicked through it; or
6. None of it (GO TO Q40x)
7. (Don't know) (GO TO Q40x)

Q40 Did you find the information in the booklet useful?

1. Very useful
2. Somewhat useful
3. Not very useful
4. Not useful at all
5. Don't know

Q40x There has also been a leaflet produced called '10 ways to encourage young people to talk with you about drugs'. Have you seen this leaflet?

1. Yes
2. No (GO TO Q41)
3. Don't know (GO TO Q41)

Q40x1 Where did you see the leaflet? (ACCEPT MULTIPLES)

1. Doctors/GPs surgery
2. Hospital
3. School
4. Drugs and Alcohol agency
5. Other (specify)
6. (Can't recall)

Q40x2 Did you keep a copy of the leaflet?

1. Yes
2. No
3. Don't know

Q41 A series of full-page advertisements were placed in magazines and newspapers. The advertisements were produced in various colours and posed questions like 'Would you like to know more about drugs than your kids do?' And 'Would you know if your child was using drugs?' The ad also contained a picture of the front cover of the booklet with some text.

Do you recall seeing any of these advertisements?

1. Yes
2. No
3. Don't know

Q42 In some states, there have been large billboards on the sides of roads in relation to this campaign. The billboards show three teenagers talking and the words 'Who's talking to your kids about drugs if you're not?'

Do you recall seeing this billboard?

1. Yes
2. No
3. Don't know

PRE Q43 If code 1 at Q34/36/38/41/42 CONTINUE OTHERWISE GO TO D1:

Q43 Now thinking about this campaign as a whole, would you say it has prompted you to take any action?

1. Yes
2. No (GO TO Q43B)
3. Don't know (GO TO Q43B)

Q43A What action did you take? (PLEASE SPECIFY)

Q43B Do you think that this campaign as a whole has made it more or less difficult for you to talk with your child about illegal drugs? (PROBE: A lot / little)

1. A lot more difficult (CONTINUE)
2. A little more difficult (CONTINUE)
3. About the same (GO TO Q44a)
4. A little less difficult (GO TO Q44b)
5. A lot less difficult (GO TO Q44b)
6. Don't know (GO TO D1)

Q44 Why do you say that? (RECORD VERBATIM)

NOW GO TO D1

Q44A Why do you say that? (RECORD VERBATIM)

NOW GO TO D1

Q44B Why do you say that? (RECORD VERBATIM)

Demographics

D1 Finally just a few more questions to help us analyse the results of the survey.

Firstly, would you mind telling me which of the following age groups you fall into? (READ OUT)

1. 24 years or less
 2. 25–34 years
 3. 35–44 years
 4. 45–54 years
 5. 55+ years
 6. Refused
-

D2 What is your main occupation? (PROBE FOR TITLE AND MAIN DUTIES)

D2b Would you mind telling me which of the following categories your household's approximate annual income from all sources, before tax, falls into?

Would it be (READ OUT)

1. Less than \$ 40,000
 2. \$40,000–80,000
 3. Over \$80,000
 4. (Don't know / Not sure)
 5. (Refused)
-

D3 What is your present marital status?

1. Never Married
 2. Married (including de facto)
 3. Widowed
 4. Divorced
 5. Separated but not divorced
-

D4 What is the highest level of education you have completed?

1. Primary school
 2. Year 10 or below
 3. Year 11 or below
 4. Year 12 or below
 5. Trade/apprenticeship
 6. Other TAFE/Technical Certificate
 7. Diploma
 8. Bachelor Degree
 9. Post-Graduate Degree
 10. Other (SPECIFY)
 11. Refused
-

D5 Were you born in Australia or overseas?

1. Australia (GO TO D7)
2. Overseas (CONTINUE)

D6 What country were you born in? (RECORD COUNTRY)

D7 What is the main language spoken in your home?

1. English
2. Other (SPECIFY)

D8 Do you currently smoke cigarettes?

1. Yes
 2. No
 3. Refused
-

D9 Have you, or a family member, or a friend ever experienced any problems with illegal drugs?

1. Yes
 2. No
 3. Refused
-

D10 Have you ever tried marijuana?

1. Yes
 2. No
 3. Refused
-

D11 And finally, on a day when you have an alcoholic drink, how many drinks do you usually have?

1. None / Don't drink
 2. 1-2 drinks
 3. 3-4 drinks
 4. 5 or more drinks
 5. Refused
-

CLOSE:

Thanks for participating in this survey. Just in case you missed it, my name is (...) calling on behalf of the Department of Health and Aged Care. Ten per cent of my work is checked by my supervisor, so they may call you back to verify your participation. (RECORD NAME..).

3

Parents of non-English speaking background survey

Summary

This chapter describes the response of parents of non-English speaking background (NESB) to the National Illicit Drugs Campaign (NIDC). This component of the campaign targeted 16 language groups, of which five (Arabic, Cantonese, Mandarin, Spanish and Vietnamese) were selected for evaluation. The material used in the mainstream campaign for parents was reinforced by two 30-second radio commercials developed for each of the 16 language groups and by language-specific newspaper advertisements, and the booklet was translated into each of the 16 target languages. There was no specific pre-campaign survey of this group; the evaluation deals with material collected in post-campaign surveys of NESB parents of 8–17-year olds. Survey results were evaluated with particular attention to campaign awareness and reach, campaign recognition and message recall, and reported action taken as a result of the campaign.

Campaign awareness

In the post-campaign survey, 76% of NESB parents said that they had seen, read or heard advertising about illegal drugs in the media in the previous two months.

Campaign recognition

Prompted recognition of the campaign elements was high, with six in ten recognising the ‘Lost Dreams’ TV commercial, and three in ten recognising the ‘Ad Within Ad’ TV commercial.

The proportion of NESB parents who correctly identified the main message of the individual TV commercials was 74% for the ‘Lost Dreams’ commercial and 65% for the ‘Ad Within Ad’ commercial.

Almost one in four parents recognised the radio advertisements and four in ten recognised the press advertisements in their own language.

One in two NESB parents recognised the campaign booklet and of these, 77% read at least some. Seven per cent reported seeing the booklet in their own language.

Different language groups were likely to recognise different elements of the campaign.

Reported action taken as a result of the campaign

Nine in ten NESB parents recognised at least one aspect of the campaign and half of these felt that the campaign as a whole had prompted them to take some action. NESB parents were significantly more likely than mainstream parents to state that the campaign as a whole had made it easier to talk to their child about illegal drugs (69% to 60%). Almost all NESB parents (97%) could identify at least one strategy to prevent their child from using illegal drugs.

3.1 Introduction

This chapter looks at the impact of the National Illicit Drugs Campaign (NIDC) on one of the campaign's primary target groups — parents of non-English speaking background (NESB). To target NESB parents, the campaign used both mainstream and complementary, strategically targeted, language-specific media.

In July 1999, Cultural Perspectives carried out research amongst NESB parents in order to determine which language groups should be targeted in the NESB component of the campaign. The research involved a comprehensive literature review, demographic analysis and consultations with key informants. Sixteen target language groups were recommended, based on criteria such as the size of the language group, English language proficiency, length of time in Australia and socioeconomic risk factors (eg refugee status, unemployment rate, education level and family income). The groups targeted were Arabic, Bahasa Indonesia, Bosnian, Chinese (Cantonese and Mandarin), Croatian, Greek, Italian, Korean, Khmer, Macedonian, Polish, Russian, Serbian, Spanish, Turkish and Vietnamese language groups. Language-specific parent booklets were available through the campaign's 1800 line.

Cramer (1997) noted that little is known about the media habits of NESB people, but summarised some of the information that is available. There is some evidence that television viewing times and channels are generally similar to those of people from an English-speaking background, with Channel 9 (NBN/WIN) and Channel 7 (Prime) being the most frequently watched stations. During peak times, over one-third of both groups were watching television at any one moment, with NESB people more likely to watch Channel 9 and SBS, and people with an English-speaking background more likely to watch Channel 7 and Channel 2 (ABC). The numbers varied depending on country of birth: people born in Asian countries were less likely than those born in other NESB countries to watch peak time or daytime television. Cramer (1997) concluded that commercial television can be an effective medium for reaching NESB people and those who have low proficiency in the English language, particularly when there is a high frequency of exposure to advertising and the conveyed messages are clear.

In view of the above findings, two additional campaign elements were developed for NESB parents, in each of the 16 languages: two 30-second radio commercials and language-specific newspaper advertisements reinforcing the campaign, which ran over a five-week period.

Five of the languages from the 16 language groups were selected for evaluation of the impact of the campaign on NESB communities: Arabic, Cantonese, Mandarin, Spanish and Vietnamese. The basis for this selection is outlined in Section 3.2 below.

The objective of the NESB parent evaluation was to obtain a post-campaign measure of advertising and message recall, issue salience, intentions, attitudes and behaviour amongst NESB parents of children aged 8–17.

This chapter focuses particularly on the results of the quantitative, post-campaign survey — a telephone survey conducted in Sydney and Melbourne, with 510 NESB parents of 8–17-year-olds whose preferred language was Arabic, Cantonese, Mandarin, Spanish or Vietnamese, in June 2001.

Where relevant, the findings of the NESB parent survey are compared with the national post-campaign telephone survey of 1800 parents of 8–17-year-olds, carried out in May–June 2001 (described in detail in Chapter 2). Respondents participating in the latter survey are referred to as 'mainstream parents' in the following sections of this report.

3.2 Methodology

The language groups for the NESB parent post-campaign survey were selected on the basis of size of the language group, existence of community media networks, salience of the issue of illegal drug use and cultural diversity between the groups. The survey was conducted by the Wallis Consulting Group between 8 June and 5 July 2001. On average, interviews took 20 minutes to complete.

Cultural Perspectives provided the sampling frame used for the survey, using a surname-based algorithm to select (from the latest version of the Sydney and Melbourne electronic White Pages) households where there was a high likelihood of one or more of the residents speaking one of the target languages.

Each survey was administered via a computer-assisted telephone interviewing system. The NESB parent post-campaign survey was based on the mainstream parent questionnaire, but included questions on issues facing the respondent's 'language community' and several questions on specific aspects of the NESB parent media campaign.

Before fieldwork began, the NESB parent questionnaire was translated into each of the relevant languages by an assigned multilingual Wallis Consulting interviewer. The translations were checked by multicultural marketing consultants, T&L Advertising, for accuracy and cultural appropriateness. Each interviewer was given feedback on their translation before the commencement of interviewing. Respondents' answers were translated into English and entered onto the computer-assisted telephone interviewing screen. A copy of the English version of the post-campaign questionnaire can be found in Section 3.5.

The survey was restricted to Melbourne and Sydney; due to potential problems with cultural sensitivity, no attempt was made to apply male and female quotas. Respondents qualified for the survey if they were the parent of one or more children aged 8–17 and if their preferred language spoken at home was Arabic, Cantonese, Mandarin, Spanish or Vietnamese.

The survey data were not weighted, because there were no population parameters appropriate to this sampling regime.

Interviews were conducted in the evenings and on weekends and households were sampled randomly. Up to three call-backs were made to qualifying households to achieve an interview.

When answering some questions, parents were asked to think about the 8–17-year-old child in their household who last had a birthday. The age and sex of this child (referred to here as the 'reference' child) was recorded for use in data analysis.

Statistical tests were conducted to establish whether changes between the responses of subgroups, either within the post-campaign survey or between surveys, were statistically significant. In this report, differences between subgroups that are reported as 'significant' imply that a significant difference at a 95% confidence level has been established.

Ten per cent of the mainstream parents in the survey described in Chapter 2 identified themselves as being from a non-English speaking background. Interviews with these NESB parents were conducted in English and questions asked related only to the mainstream parent campaign. Therefore, no attempt was made to exclude these NESB parents from the results of the mainstream survey before making comparisons with the results of the specific NESB parent survey. In this chapter, the results termed 'NESB parents' refer only to the specific NESB parent survey, not to the NESB parents who formed part of the mainstream parent survey.

3.3 Results

3.3.1 Sample characteristics

Table 3.1 shows the preferred language and geographical distribution of the NESB parents surveyed. Approximately 100 interviews were conducted with parents of each language group.

Table 3.1 NESB parents: preferred language spoken at home

	Melbourne (n = 227)	Sydney (n = 283)	Total (n = 510)
Arabic	43	58	101
Cantonese	40	60	100
Mandarin	45	56	101
Spanish	49	51	100
Vietnamese	50	58	108

Base: All respondents

Table 3.2 shows the age and sex of the NESB and mainstream parents surveyed. It also includes details of each language group surveyed.

Table 3.2 NESB respondents: demographic characteristics, compared with mainstream parents

	Mainstream parents (n = 1800)		NESB parents (n = 510)		Arabic (n = 101)	Cantonese (n = 100)	Mandarin (n = 101)	Spanish (n = 100)	Vietnamese (n = 108)
	%	%	%	%	%	%	%	%	%
Respondent sex									
Male	39	39	37	37	37	42	45	33	
Female	61	61	63	63	63	58	55	67	
Respondent age(years)									
18–34	10	10	15	3	7	12	11		
35–44	54	53	45	60	63	47	51		
45–55	32	30	30	33	26	29	34		
55 or more	4	6	10	3	4	12	4		
Reference child sex									
Male	50	46	44	46	45	51	44		
Female	50	54	56	54	55	49	56		
Reference child age (years)									
8–11	37	35	28	39	37	34	35		
12–14	29	32	36	24	36	31	33		
15–17	34	34	37	37	28	35	31		

Note: Totals do not always sum to 100% due to rounding.

Base: All respondents (disaggregated by language)

Table 3.3 illustrates other key demographics for NESB and mainstream parents, and for each of the language groups surveyed.

Table 3.3 NESB respondents: other demographic characteristics, compared with mainstream parents

%	Mainstream parents (n = 1800)		NESB parents (n = 510)	Arabic (n = 101)	Cantonese (n = 100)	Mandarin (n = 101)	Spanish (n = 100)	Vietnamese (n = 108)
	%	%	%%					
Marital status								
Single	19	9	5	5	6	19	11	
Married/de facto/partnered	81	90	95	93	94	81	88	
Education								
Primary school	1	11	19	4	6	11	17	
High school	46	43	45	32	23	45	68	
Trade/TAFE certificate/diploma	25	13	9	16	21	16	2	
University	28	32	27	46	50	27	12	
Respondent occupation								
Managers/administrators	9	8	5	8	25	3	0	
Professionals	9	8	3	15	12	8	3	
Associate professionals	10	5	6	6	3	5	7	
Tradespersons and related workers	8	12	10	14	8	27	4	
Clerical and service workers	19	11	13	21	7	7	9	
Production and transport workers	4	14	11	14	28	10	7	
Labourers and related workers	4	11	5	1	0	15	34	
Health/education/social welfare	16	4	4	4	4	6	4	
Not in the labour force	20	21	35	13	7	16	31	
No response	3	4	9	4	7	3	1	
Household income								
Less than \$40,000	27	58	63	44	44	52	84	
\$40,000 to \$80,000	44	24	15	26	36	31	13	
Over \$80,000	21	8	5	16	9	10	3	
Don't know/refused	8	10	17	14	11	7	–	
Country of birth								
English speaking	90	3	10	–	1	2	1	
Non-English speaking	10	97	90	100	99	98	99	
Year of arrival								
Born in Australia	74	3	10	–	1	2	1	
Pre 1980	na	20	47	8	1	36	8	
1980–89	na	45	29	49	39	46	58	
1990 onwards	na	32	14	39	59	15	32	

na = not applicable; – = no responses in this category

Note: Totals do not always sum to 100% due to refusals and rounding.

Base: All respondents (disaggregated by language)

NESB parents surveyed were significantly more likely than mainstream parents to have an income of less than \$40,000 (58% to 27%), to have a primary school education only (11% to 1%) and to be married or in a de facto relationship (90% to 81%). Mandarin-speakers (50%) and Cantonese-speakers (46%) were significantly more likely than the NESB sample average (32%) or mainstream parents (28%) to have a university education.

Drug use and experience with illegal drug problems

To further understand respondent characteristics, parents were asked whether they, or a family member or a friend, had ever experienced any problems with illegal drugs. The results are summarised in Table 3.4.

Table 3.4 NESB parents' experience with illegal drug problems, compared with mainstream parents

	Yes (%)	No (%)
Mainstream parents (n=1800)	34	66
NESB parents (n=510)	20	79
Arabic (n=101)	33	66
Cantonese (n=100)	3	96
Mandarin (n=101)	10	89
Spanish (n=100)	32	68
Vietnamese (n=108)	22	78

Base: all respondents (disaggregated by language)

Mainstream parents were significantly more likely than NESB parents to state that they themselves, or a family member or friend, had experienced a problem with illegal drugs (34% and 20%).

Number of children

Parents in the NESB survey were asked how many children they had, including those who might live elsewhere. Table 3.5 compares the results with those from the mainstream parents survey.

More than half of the parents from either survey had two or three children (57% NESB to 72% mainstream). Arabic-speakers were significantly more likely than the sample average to have four or more children (40% to 17%).

Table 3.5 Number of children of NESB parents, compared with mainstream parents

Number of children	Mainstream parents (n = 1800) %	NESB parents (n = 510) %	Arabic (n = 510) %	Cantonese (n = 510) %	Mandarin (n = 510) %	Spanish (n = 510) %	Vietnamese (n = 510) %
1	10	25	23	31	42	19	14
2-3	72	57	37	65	53	67	63
4 or more	17	17	40	4	5	14	22

Note: Totals do not always sum to 100% due to refusals and rounding.

Base: All respondents (disaggregated by language)

Awareness of communication about illegal drugs in the media

To measure awareness of the NIDC activity and related media coverage, parents were asked whether in the previous two months they had seen, read or heard anything about illegal drugs in the media. Table 3.6 shows the responses for NESB parents, mainstream parents and individual language groups.

About three in four NESB parents (76%) replied that they had seen, read or heard something about illegal drugs in the media. Whilst this represents a high level of awareness, it was significantly less than that reported in the mainstream parents survey (89%). There were no statistically significant differences between language groups.

Table 3.6 NESB parents' awareness of illegal drug media issues, compared with mainstream parents

	Yes (%)
Mainstream parents (n = 1800)	89
NESB parents (n = 510)	76
Arabic (n = 101)	70
Cantonese (n = 100)	73
Mandarin (n = 101)	85
Spanish (n = 100)	72
Vietnamese (n = 108)	81

Base: All respondents (disaggregated by language)

Table 3.7 summarises the advertising and/or media coverage of illegal drug issues most frequently reported by NESB parents as coverage they had seen in the two months before the survey. The most frequently reported media items following the campaign were general media or advertising (52%), an aspect of the campaign or booklet (23%), and the capture and availability of illegal drugs (22%).

Table 3.7 Media items most frequently reported by NESB parents, compared with mainstream parents

	Mainstream parents (n = 1800) %	NESB parents (n = 510) %	Arabic (n = 101) %	Cantonese (n = 100) %	Mandarin (n = 101) %	Spanish (n = 100) %	Vietnamese (n = 108) %
General media/advertising	43	52	66	38	50	53	52
An aspect of the campaign/booklet	37	23	25	19	20	22	30
Capture, availability of illegal drugs	38	22	6	41	26	19	16
Consequences of drug use	13	19	15	22	16	26	16
Injecting rooms	16	11	10	14	15	10	7
Drug names, prices or composition	14	7	1	4	6	18	6

Base: All respondents (disaggregated by language)

NESB parents were significantly more likely than mainstream parents to mention general media or advertising (52% to 43%). Mainstream parents were significantly more likely than NESB parents to mention an aspect of the campaign or booklet (37% to 23%). Arabic-speakers were significantly more likely than Cantonese-speakers to mention general media or advertising (66% to 38%).

3.3.2 Campaign awareness and reach

NESB parents were asked specifically whether they had seen, read or heard any advertising about illegal drugs recently. This was an open-ended, multiple-response question. Table 3.8 shows the responses for NESB parents, mainstream parents and individual language groups.

Over half the NESB parents surveyed (55%) stated that they had seen, read or heard advertising about illegal drugs recently. This was significantly less than mainstream parents' recall of recent advertising (77%).

Table 3.8 NESB parents' recall of advertising about illegal drugs, compared with mainstream parents

	Yes (%)
Mainstream parents (n = 1800)	77
NESB parents (n = 510)	55
Arabic (n = 101)	41
Cantonese (n = 100)	57
Mandarin (n = 101)	62
Spanish (n = 100)	57
Vietnamese (n = 108)	57

Base: All respondents (disaggregated by language)

Proven campaign reach

NESB parents were asked to describe what they had seen, read or heard about this advertising campaign related to illegal drugs. Their responses are shown in Table 3.9, presented as a proportion of those aware of any advertising about illegal drugs. Amongst those who could recall advertising about illegal drugs in the media, recall of TV commercials was significantly higher amongst mainstream parents than amongst NESB parents (78% to 26%). In contrast, significantly more NESB parents cited campaign-related information than did mainstream parents (21% to 8%).

Table 3.9 NESB parents' recall of information about illicit drugs (unprompted recall), compared with mainstream parents

Source	Mainstream parents (n = 1388)		NESB parents (n = 280)	Arabic (n = 41)	Cantonese (n = 57)	Mandarin (n = 62)	Spanish (n = 57)	Vietnamese (n = 62)
	%	%	%			%	%	%
TV commercial recalled:								
'Lost Dreams'	46		24	44	18	24	19	19
'Ad Within Ad'	40		3	7	0	5	4	0
'Tag'	11		2	2	2	3	0	2
Net recall of TV commercial	78		26	51	19	27	21	21
Booklet	2		8	10	2	5	11	11
Campaign-related information	8		21	5	47	22	7	19

Base: Respondents who could recall seeing, hearing or reading recent advertising about illegal drugs (disaggregated by language)

Sources of advertising recalled

NESB parents were asked to describe where they had seen, read or heard about the advertising related to illegal drugs. This was an open-ended, multiple-response question. Table 3.10 shows the results.

Television was the most reported source of recall amongst NESB parents (64%), followed by press advertising (28%) and the booklet (21%).

Table 3.10 NESB parents' sources of campaign awareness (unprompted), compared with mainstream parents

	Mainstream parents (n = 1388)		NESB parents (n = 280)	Arabic (n = 41)	Cantonese (n = 57)	Mandarin (n = 63)	Spanish (n = 57)	Vietnamese (n = 62)
	%	%	%	%	%	%	%	%
Television	88		64	76	67	68	65	50
Radio	4		11	10	9	10	4	23
Booklet	24		21	10	23	25	26	19
Press	10		28	–	47	52	12	18

– = no responses in this category

Base: Respondents who could recall seeing, hearing or reading recent advertising about illegal drugs (disaggregated by language)

Recall of television advertising was significantly higher amongst mainstream parents than amongst NESB parents (88% to 64%). In contrast, recall of press advertising was significantly higher amongst NESB parents than amongst mainstream parents (28% to 10%), as was recall of radio advertising (11% to 4%). There was no significant difference in recall of the campaign booklet between NESB and mainstream parents.

A number of statistically significant differences emerged between the language groups. In particular, Vietnamese-speakers were significantly more likely than the NESB sample average to recall the radio advertising (23% to 11%) and significantly less likely than the NESB sample average to recall the TV commercials (50% to 64%). Mandarin-speakers were significantly more likely than the NESB sample average to recall press advertising (52% to 28%). Recall of press advertising was also high amongst Cantonese-speakers (although not significantly different given the small number of respondents) relative to the NESB sample average (47% to 28%).

3.3.3 Campaign recognition

To gain a measure of advertising recognition, NESB parents were read descriptions of the two key TV commercials and the booklet designed for parents, all of which were critical elements of the mainstream campaign. NESB parents were also asked if they had seen a copy of the booklet in their own language. They were then read a description of language-specific newspaper and radio advertisements. Table 3.11 shows the proportion of NESB parents reporting that they had seen each element.

Among NESB parents, 86% recognised at least one campaign element, 52% recognised at least one NESB campaign element, 14% recognised only a component of the NESB campaign and 37% recognised at least one component from both the NESB and mainstream campaigns. Seventy-two per cent of NESB parents recognised at least one mainstream campaign element, with 35% recognising a mainstream campaign element only.

As illustrated in Table 3.11, 59% of NESB parents recognised a TV commercial, 47% recognised the booklet, 39% recognised a press advertisement and 23% recognised the radio advertisements. Details of the three press advertisements and a breakdown of their recognition by NESB parents are given in Table 3.13. Recognition of the TV commercials was significantly higher amongst mainstream parents (88%) than amongst NESB parents (59%).

Table 3.11 NESB parents' recognition of campaign awareness (prompted), compared with mainstream parents

%	%	Mainstream parents (n = 1800)		NESB parents (n = 510)	Arabic (n = 101)	Cantonese (n = 100)	Mandarin (n = 101)	Spanish (n = 100)	Vietnamese (n = 108)
		%	%	%					
	TV commercials (net)	90	59	61	51	51	65	67	
	'Lost Dreams'	88	56	56	47	49	63	64	
	'Ad Within Ad'	69	26	33	14	16	38	28	
	Booklet (English language)	68	47	50	36	42	53	56	
	Press (net)	na	39	25	50	50	25	44	
	Radio 'Get them talking'	na	23	19	21	8	20	46	
	Any TV/press/radio (net)	–	86	83	84	84	89	91	

na = not applicable; – = no responses in this category
Base: All respondents (disaggregated by language)

'Lost Dreams' TV commercial

Prompted recognition

Prompted recognition of the 'Lost Dreams' TV commercial was reasonably high, with 56% of NESB parents stating that they recognised the TV commercial after being read the following brief description:

Each scene in the commercial focuses on one young person at a time. In the first scene we see a girl who has just had sex, scene two shows a boy searching through a handbag in a toilet cubicle, scene three shows a fight between a mother and daughter and then the final scene shows a dead boy being zipped into a body bag. Over each of these scenes we hear the teenager's voice when they were a child telling us what they want to be when they grow up.

Prompted recognition of 'Lost Dreams' was significantly higher amongst mainstream parents than amongst NESB parents (88% to 56%). Amongst NESB parents, it was significantly higher amongst those living in Melbourne than amongst those living in Sydney (62% to 51%).

Prompted recognition of this TV commercial amongst parents of the language groups surveyed was as follows:

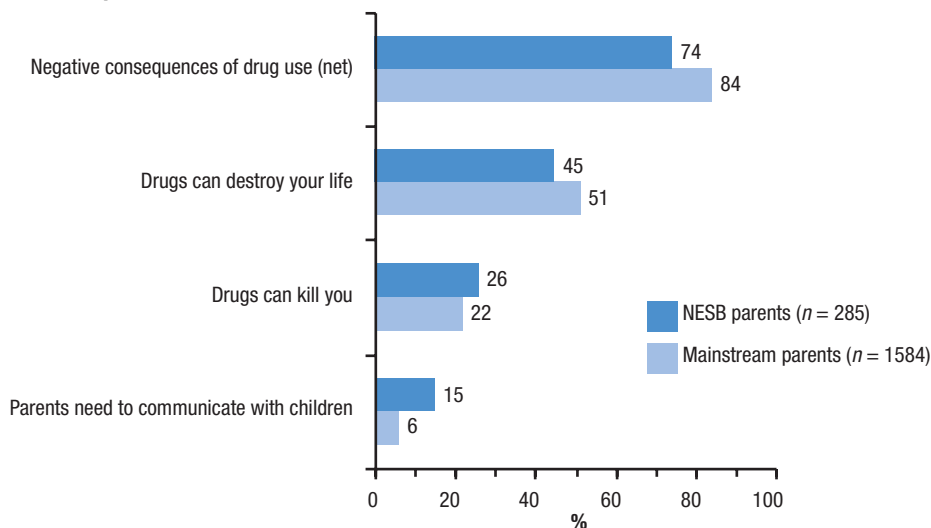
- Vietnamese-speakers — 64%
- Spanish-speakers — 63%
- Arabic-speakers — 56%
- Mandarin-speakers — 49%
- Cantonese-speakers — 47%.

There were no statistically significant differences in recognition of this TV commercial between language groups.

Recall of the main message

NESB parents who reported that they recognised the ‘Lost Dreams’ TV commercial ($n = 285$) were asked to describe the main message of the advertisement. This was an open-ended question and multiple responses were recorded. The majority of NESB parents who recognised this TV commercial could describe a message consistent with the campaign as illustrated in Figure 3.1. The ‘negative consequences of drug use’ message was the main one reported (74% net). Recall of this campaign message was significantly higher amongst mainstream parents than amongst NESB parents (84% to 74%).

Figure 3.1 Main message of the ‘Lost Dreams’ TV commercial as recalled by NESB parents, compared with mainstream parents



Base: Parents who recognised the ‘Lost Dreams’ TV commercial

Recall of the campaign message ‘the negative consequences of drug use’ amongst the language groups surveyed was as follows:

- Vietnamese-speakers — 83%
- Cantonese-speakers — 79%
- Spanish-speakers — 71%
- Arabic-speakers — 67%
- Mandarin-speakers — 67%.

There were no statistically significant differences in message recall based on language group or other variables.

‘Ad Within Ad’ TV commercial

Prompted recognition

One in four NESB parents (26%) stated that they recognised the ‘Ad Within Ad’ TV commercial after being read the following brief description:

The ad opens with a girl watching TV and talking with her mother. As we watch this scene the camera pulls back to reveal a father and son watching this whole scene on another television. Whilst they are talking the camera then pulls out further to reveal that this too has actually been part of a television ad and so on.

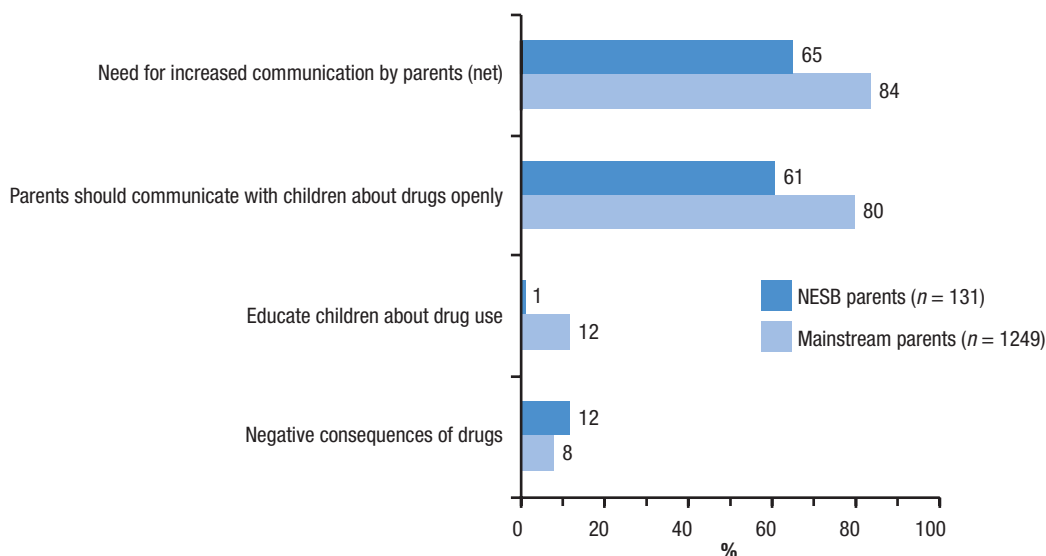
Recognition of the ‘Ad Within Ad’ commercial was significantly higher amongst mainstream than NESB parents (69% to 26%).

Amongst NESB parents surveyed, recognition of the ‘Ad Within Ad’ TV commercial was significantly higher amongst those living in Melbourne than amongst those living in Sydney (30% to 22%).

Recall of the main message

NESB parents who reported that they had seen the 'Ad Within Ad' TV commercial ($n = 131$) were asked to describe the main message of the advertisement. This was an open-ended question and multiple responses were recorded. The majority of parents could describe a message consistent with the campaign, as illustrated in Figure 3.2. The need for increased responsibility amongst parents to communicate with their children about drugs was the main message of this advertisement reported by NESB parents (65%). However, this message was significantly more likely to be mentioned by mainstream parents (84%).

Figure 3.2 Main message of the 'Ad Within Ad' TV commercial as recalled by NESB parents, compared with mainstream parents



Base: Parents who recognised the 'Ad Within Ad' TV commercial

Recall of 'the need for increased responsibility amongst parents to communicate with their children about drugs' as the main message of the 'Ad Within Ad' TV commercial amongst the language groups was as follows:

- Arabic-speakers — 79%
- Spanish-speakers — 76%
- Vietnamese-speakers — 53%
- Cantonese-speakers — 50%
- Mandarin-speakers — 44%.

There were no statistically significant differences in message recall based on language groups or other variables.

Parent booklet

Prompted recognition

Almost one in two NESB parents (47%) recognised the parent booklet after being read the following brief description:

As part of this campaign a booklet is being delivered in the mail. The booklet has been written for parents of young people and provides suggestions on how to talk with your child/ren about illegal drugs, information on the most common illegal drugs as well as information on other anti-drug programs that are currently operating in Australia.

Prompted recognition of the booklet was significantly higher amongst mainstream parents than amongst NESB parents (68% to 47%).

NESB parents living in Melbourne were significantly more likely than those living in Sydney to recall seeing the booklet (53% to 43%).

Recognition of the booklet amongst particular language groups was as follows:

- Vietnamese-speakers — 56%
- Spanish-speakers — 53%
- Arabic-speakers — 50%
- Mandarin-speakers — 42%
- Cantonese-speakers — 36%.

Recall of seeing the booklet in people's own language

All NESB parents were asked whether they recalled seeing the booklet in their own language. Table 3.12 shows the results by language groups as a proportion of all NESB parents and amongst those who recalled seeing the booklet.

Table 3.12 NESB parents who recalled seeing the booklet in their own language

	Proportion of parents recalling seeing booklet in own language	
	NESB parents (n = 510) (%)	NESB parents who recognised the booklet (n = 242) (%)
NESB parents (n = 510)	7	14
Arabic (n = 101)	8	16
Cantonese (n = 100)	6	17
Mandarin (n = 101)	3	7
Spanish (n = 100)	4	8
Vietnamese (n = 108)	12	22

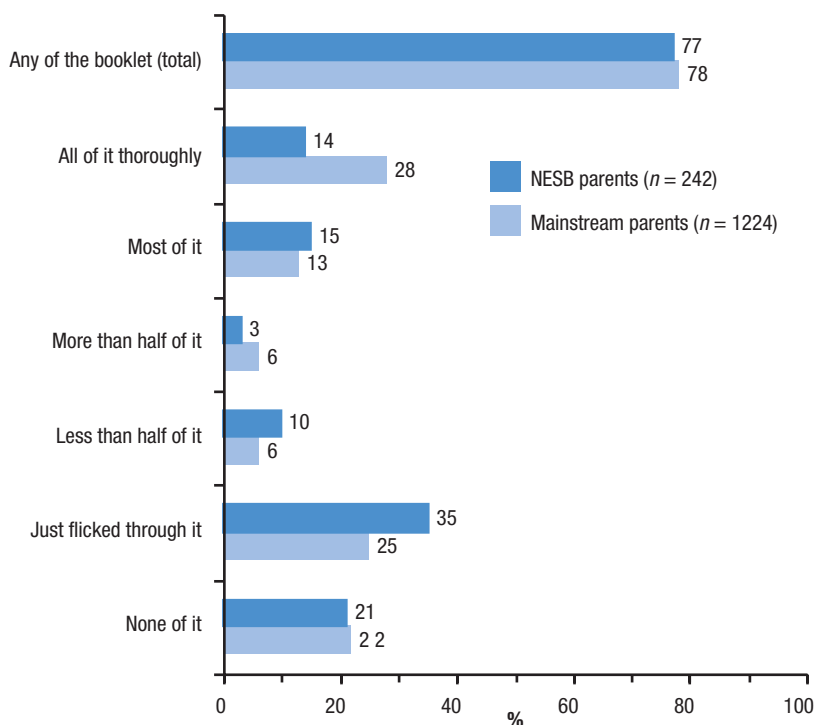
Base: All NESB parents (column 1) and those who recognised the booklet (column 2), disaggregated by language

Seven per cent of NESB parents recalled seeing the booklet in their own language.

Amount of booklet read

NESB parents who recognised the booklet were asked how much of the booklet they had read. Figure 3.3 shows the results.

Figure 3.3 Amount of booklet read by NESB parents, compared with mainstream parents



Note: Two per cent of NESB parent respondents replied 'Don't know'.
Base: Parents who recognised the booklet

Seventy-seven per cent of NESB parents who recognised the booklet reported reading at least some of it, including those who had flicked through it. Thirty-two per cent reported that they had read at least half of it (including 14% who had read all of it thoroughly), 45% had read less than half of it (including 35% who reported just flicking through it) and 21% had read none of it.

Amongst NESB parents who recognised the booklet, those who had learnt something new about illegal drugs in the previous two months were significantly more likely than those who had not done so to state that they had read at least half the booklet (51% to 24%).

Amongst NESB parents in particular language groups who recognised the booklet, the proportions of NESB parents who had read at least some of it were as follows:

- Spanish-speakers — 89%
- Mandarin-speakers — 84%
- Cantonese-speakers — 83%
- Vietnamese-speakers — 68%
- Arabic-speakers — 67%.

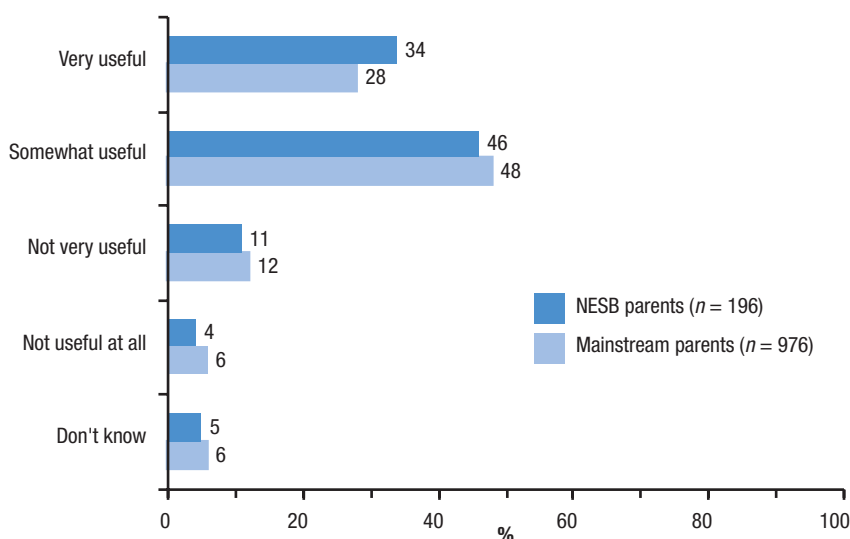
Perceived usefulness of the booklet

NESB parents who had read at least some of the booklet were asked how useful they found the booklet. Their responses are illustrated in Figure 3.4. Eighty per cent of NESB parents found the booklet useful (including 34% who found it very useful and 46% who found it somewhat useful).

The proportions of parents in the language groups surveyed who reported that they found the booklet useful (either very or somewhat useful) were as follows:

- Mandarin-speakers — 89%
- Cantonese-speakers — 84%
- Spanish-speakers — 81%
- Arabic-speakers — 74%
- Vietnamese-speakers — 72%.

Figure 3.4 Usefulness of the booklet to NESB parents, compared with mainstream parents



Base: Parents who had read any of the booklet

Recognition of the press advertising

Table 3.13 shows prompted recognition of press advertising among NESB parents. The three press advertisements ('Drugs destroy lives', 'Would you like to know more about drugs than your kids do?' and 'Who is talking to your kids if you're not?') are described on page 75.

Table 3.13 NESB parents: prompted recognition of press advertising

%	%	%	NESB parents (n = 510)		Arabic (n = 101)	Cantonese (n = 100)	Mandarin (n = 101)	Spanish (n = 100)	Vietnamese (n = 108)
			%	%	%	%	%	%	%
Press (net)			39	25	25	50	50	25	44
		• Drugs destroy lives	26	18	18	36	23	20	31
		• Would you like to know more about drugs than your kids do?	23	10	10	26	31	19	28
		• Who's talking to your kids about drugs if you're not?	19	16	16	22	22	15	22

Base: All respondents (disaggregated by language)

Respondents were read a brief description of each of the three press advertisements. Four in ten NESB parents (39%) reported recognition of at least one press advertisement.

Drugs destroy lives

The description of this advertisement was as follows:

One newspaper advertisement shows a picture of a dead boy in a body bag and the headline that 'DRUGS DESTROY LIVES'. The ad informs the reader that every home in Australia would receive a booklet in the mail providing parents with information to help them talk with their children about drugs.

One in four NESB parents (26%) recognised this advertisement.

Amongst NESB parents, men were more likely than women to recognise this advertisement (31% to 22%).

Recognition of this press advertisement amongst parents of the language groups surveyed was as follows:

- Cantonese-speakers — 36%
- Vietnamese-speakers — 31%
- Mandarin-speakers — 23%
- Spanish-speakers — 20%
- Arabic-speakers — 18%.

Would you like to know more about drugs than your kids do?

The description of this advertisement was as follows:

One newspaper advertisement shows a picture of a dead boy in a body bag and the headline 'WOULD YOU LIKE TO KNOW MORE ABOUT DRUGS THAN YOUR KIDS DO?' The advertisement then goes on to describe a booklet that would be dropped to every household.

Almost one in four NESB parents (23%) recognised this advertisement.

Recognition of this advertisement amongst parents of the language groups surveyed was as follows:

- Mandarin-speakers — 31%
- Cantonese-speakers — 26%
- Vietnamese-speakers — 21%
- Spanish-speakers — 19%
- Arabic-speakers — 10%.

Who is talking to your kids about drugs if you're not?

The description of this advertisement was as follows:

One newspaper advertisement shows three teenagers sitting on the ground talking and the headline 'WHO'S TALKING TO YOUR KIDS ABOUT DRUGS IF YOU'RE NOT?' The ad then suggests 10 ways to encourage young people to talk with you about illegal drugs.

One in five NESB parents (19%) recognised this advertisement.

Recognition of this advertisement amongst parents of the language groups surveyed was as follows:

- Mandarin-speakers — 22%
- Cantonese-speakers — 22%
- Vietnamese-speakers — 22%
- Arabic-speakers — 16%
- Spanish-speakers — 15%.

Recognition of the radio advertisements

Respondents were read a brief description of the radio advertisements and asked whether they had heard these on non-English radio. The description was as follows:

Radio advertisements have been placed on (language) radio. The ads involve a mother and son discussing a television commercial where a boy has died from using illegal drugs and/or the booklet about illegal drugs which has been delivered to their house.

Almost one in four parents (23%) recognised at least one of the radio advertisements.

Recognition of the radio advertisements varied amongst parents of the language groups surveyed as follows:

- Vietnamese-speakers — 46%
- Cantonese-speakers — 21%
- Spanish-speakers — 20%
- Arabic-speakers — 19%
- Mandarin-speakers — 8%.

3.3.4 Reported action taken in response to the campaign

NESB parents who recognised at least one aspect of the campaign ($n = 439$) were asked whether they felt the campaign as a whole had prompted them to take some action; 46% felt that it had done so, which is similar to the figure for mainstream parents (48%).

Reported action in response to the campaign amongst parents of the language groups surveyed was as follows:

- Mandarin-speakers — 55%
- Spanish-speakers — 47%
- Arabic-speakers — 47%
- Cantonese-speakers — 46%
- Vietnamese-speakers — 38%.

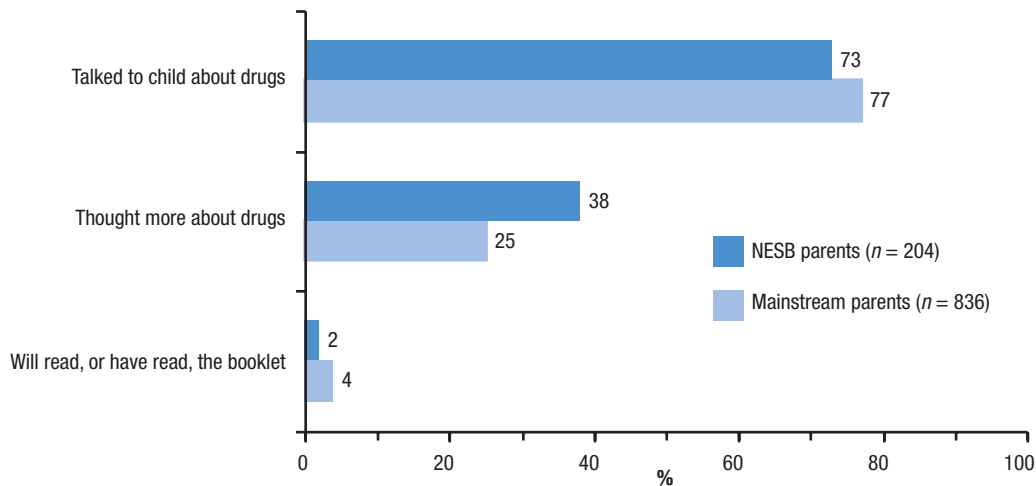
Type of action taken

NESB parents ($n = 204$) were asked what action they had taken as a result of the campaign. Action taken included talking to their child about drugs (73%), thinking more about drugs (38%), and reading or going to read the booklet (2%). These findings are illustrated in Figure 3.5.

NESB parents were significantly more likely than mainstream parents to state that they had thought more about drugs as a result of the campaign (38% to 25%).

NESB female parents were significantly more likely than NESB male parents (79% to 64%) to state that they had talked to their child about illegal drugs, as were NESB parents who had a reference child aged 8–11 years compared to those with a reference child aged 12–17 years (81% to 67%).

Figure 3.5 Reported action taken by NESB parents as a result of the campaign, compared with mainstream parents



Base: Parents who recalled at least one campaign element and reported taking action as a result

Table 3.14 illustrates the differences in action taken as a result of the campaign by NESB parents in different language groups. Spanish-speakers were significantly less likely than the NESB sample average to state that they had talked to their child about illegal drugs as a result of the campaign (43% to 73%). However, they were significantly more likely than the NESB sample average to state that they had read, or would read, the booklet (12% to 2%).

Table 3.14 Type of action taken by NESB parents as a result of the campaign

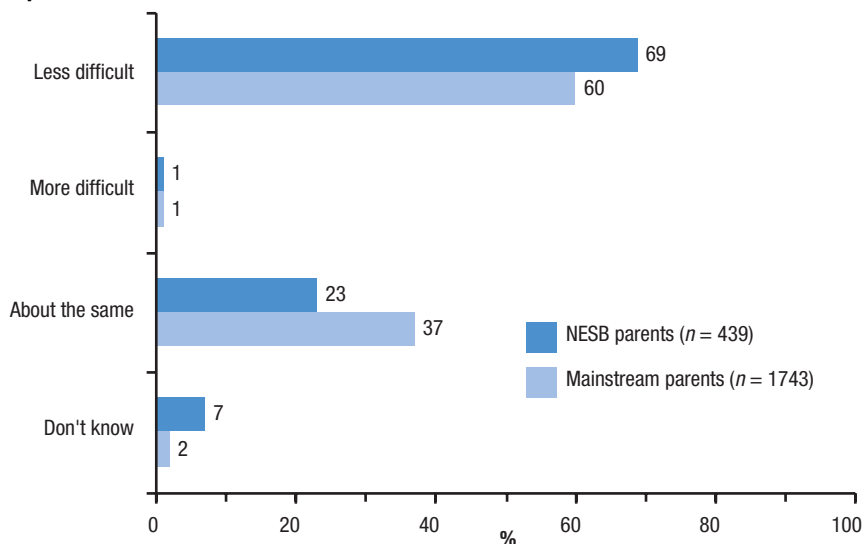
%	%	NESB parents (n = 204)		Arabic (n = 39)	Cantonese (n = 39)	Mandarin (n = 47)	Spanish (n = 42)	Vietnamese (n = 37)
		%	%	%				
Talked to child about drugs	73	77	90	72	43	86		
Thought more about drugs	38	41	28	36	50	32		
Will read, or have read, the booklet	2	0	0	0	12	0		

Base: Respondents who reported taking action as a result of the campaign (disaggregated by language)

Reported impact of the campaign in facilitating conversations about drug use

NESB parents who had seen at least one element of the campaign were asked whether the campaign as a whole made it more or less difficult for them to talk with their children about illegal drugs. Figure 3.6 shows their responses.

Figure 3.6 Reported ease or difficulty in talking about illegal drugs: perceptions of NESB parents, compared with mainstream parents



Base: Parents who had seen at least one element of the campaign

As illustrated in Figure 3.6, 69% of NESB parents found it less difficult to talk to their children about drugs following the campaign, 23% found it about the same and only 1% found it more difficult.

Table 3.15 shows that NESB parents were significantly more likely than mainstream parents to state that the campaign as a whole had made it less difficult to talk to their child about illegal drugs (69% to 60%).

Table 3.15 NESB parents' reported ease or difficulty in talking about illegal drugs

%	%	NESB parents (n = 439)		Arabic (n = 83)	Cantonese (n = 84)	Mandarin (n = 85)	Spanish (n = 89)	Vietnamese (n = 98)
		%	%	%				
	More difficult	1	0	0	0	2	2	
	About the same	23	24	18	14	35	21	
	Less difficult	69	71	65	76	61	72	
	Don't know	7	5	17	10	2	4	

Base: Respondents who had seen at least one element of the campaign (disaggregated by language)

Reported reasons for the campaign making it easier for parents to talk to their child about illegal drugs

Those NESB parents who found it easier to talk to their child about drugs were asked their reasons for responding in this way. This was an open-ended, multiple-response question. Table 3.16 shows the responses.

Table 3.16 NESB parents' reported reasons for ease in talking about illegal drugs, compared with mainstream parents

%	%	Mainstream parents (n = 1046)		NESB parents (n = 304)	Arabic (n = 59)	Cantonese (n = 55)	Mandarin (n = 65)	Spanish (n = 54)	Vietnamese (n = 71)
		%	%	%					
	Facilitates discussion (net)	57	53	53	49	54	44	62	
	Greater knowledge (net)	55	68	80	60	58	72	72	
	Ad trigger for conversation	45	51	51	47	54	37	62	
	Children have also seen TV advertisement or booklet	19	31	36	20	23	37	37	
	Thought more about it	25	26	41	27	20	22	23	
	More informed/knowledge	12	17	12	20	20	19	17	
	Conversing in less accusing manner	13	3	2	2	3	9	–	

Base: Parents who found it easier to talk to their child about drugs following the campaign (disaggregated by language)

The key reasons reported by NESB parents for finding it easier to talk to their child about drugs included the TV commercials facilitating conversation about drugs (51%), thinking more about drugs overall (26%), that their kids had also seen the advertising or booklet (31%), and that the campaign enabled parents to enter into the conversation about illegal drugs in a less accusing manner (3%).

NESB parents were significantly more likely than mainstream parents to report a greater overall knowledge of the subject as the reason for it being easier for them to talk to their child about illegal drugs (68% to 55%).

Reported reasons for the campaign making no difference to parents when talking to their child about illegal drugs

NESB parents who found it 'about the same' to talk to their child about drugs after viewing at least one element of the campaign (n = 99) were asked their reasons for responding in this way. This was an open-ended, multiple-response question. The main reported reasons were the belief that they already had an open, communicative relationship with their children (58%), or that their children were too young to talk about the issue at this time (12%). Some parents felt that drugs were not an issue (13%) or mentioned another reason (18%). These findings were similar to those reported by mainstream parents.

Reported reasons for the campaign making it more difficult for parents to talk about drugs

NESB parents who found it more difficult to talk to their child about drugs ($n = 4$) were asked their reasons for responding in this way. Their responses included the feeling that their child would not take them seriously ($n = 1$), that they currently speak to their child about drugs ($n = 1$) and other reasons ($n = 2$).

3.3.5 Perceived importance of, and attitude toward, the illegal drug problem

Perceived importance of illegal drugs as a social issue (unprompted)

NESB parents were asked what they thought was the main social problem facing young people in Australia today. Table 3.17 shows the responses. At this point in the survey, the parents were not aware that the topic of the survey was illegal drugs.

From Table 3.17 it can be seen that for both NESB (36%) and mainstream parents (43%) the most frequently reported main social problem was illegal drugs. Other social problems mentioned by NESB parents were family or parenting issues (14%), societal pressures (9%) and education or the English language (9%).

Table 3.17 NESB parents' perceptions of important social issues facing young people (first mention), compared with mainstream parents

	Mainstream parents ($n = 1800$) %	NESB parents ($n = 510$) %	Arabic ($n = 101$) %	Cantonese ($n = 100$) %	Mandarin ($n = 101$) %	Spanish ($n = 100$) %	Vietnamese ($n = 108$) %
Illegal drugs	43	36	31	35	37	46	31
Family/parenting issues	6	14	21	16	14	17	5
Societal pressures	12	9	11	9	3	8	15
English language problems	2	9	1	11	13	8	11
Unemployment	14	3	9	4	1	3	0
Crime/violence	3	5	13	0	3	6	6
Other	17	7	9	6	1	8	3
Don't know	3	17	5	19	28	4	29

Base: All respondents (disaggregated by language)

Perceived important social issues facing language groups (first mention)

NESB parents were also asked what they thought was the main social problem facing young people in their language community. Some respondents may share a language group but have vastly different cultural backgrounds. Table 3.18 shows the results.

From Table 3.18 it can be seen that illegal drugs were perceived by parents to be the main social problem facing Vietnamese-speaking young people (23%), whereas societal pressures, such as balancing their own culture and Australian culture, and erosion of their own culture, were the main social problem identified for Arabic-speaking (34%), Spanish-speaking (26%), Cantonese-speaking (26%) and Mandarin-speaking (24%) people.

Table 3.18 NESB parents' perceptions of important social issues facing young people within their own language group

	NESB parents ($n = 510$) %	Arabic ($n = 101$) %	Cantonese ($n = 100$) %	Mandarin ($n = 101$) %	Spanish ($n = 100$) %	Vietnamese ($n = 108$) %
Illegal drugs	15	9	11	9	23	23
Family/parenting issues	9	18	3	8	15	4
Societal pressures ^a	23	34	26	24	26	8
English language problems	5	3	6	9	3	4
Unemployment	1	5	1	1	0	0
Crime/violence	2	4	2	1	1	1
Other	10	7	8	2	14	15
Don't know	35	20	43	46	18	49

^a For example, balancing their own culture and Australian culture, and erosion of their own culture
Base: All respondents (disaggregated by language)

When comparing their own language community to Australia as a whole, NESB parents were significantly less likely to think that illegal drugs were the main social problem facing young people (15% to 36%).

Perceived seriousness of the illegal drug problem

NESB parents were asked to rate on a ten-point scale how big a problem they thought illegal drug use was amongst young people in Australia. On the scale, 10 denoted that the problem of illegal drugs was ‘totally out of control’, and 1 denoted that illegal drugs were ‘not a problem at all’. The responses are summarised in Table 3.19.

Table 3.19 NESB parents' rating of the seriousness of the illegal drug problem, compared with mainstream parents

	Mainstream parents (n = 1800) %	NESB parents (n = 510) %	Arabic (n = 101) %	Cantonese (n = 100) %	Mandarin (n = 101) %	Spanish (n = 100) %	Vietnamese (n = 108) %
Rating:							
10-‘Totally out of control’	17	28	47	11	14	25	44
7-9	52	38	31	36	33	64	30
5-6	19	15	10	21	27	7	11
2-4	8	8	3	13	10	4	5
1-‘Not a problem at all’	0	1	0	1	2	0	0
Don't know	4	11	10	18	15	0	10
Mean rating	7.4	7.7	8.6	6.6	6.6	8.1	8.3

Note: Totals do not always sum to 100% due to rounding.
Base: All respondents (disaggregated by language)

From Table 3.19 it can be seen that 28% of NESB parents gave the highest rating of 10 for ‘totally out of control’ in relation to the illegal drug problem. By contrast, only 17% of mainstream parents gave a rating of 10. On average, NESB parents were significantly more likely than mainstream parents to rate the illegal drug problem as ‘out of control’ (mean score of 7.7 to 7.4) amongst young people in Australia.

On average, Mandarin-speakers and Cantonese-speakers were significantly less likely than the NESB sample average to rate the illegal drug problem as ‘out of control’ (mean scores of 6.6, 6.6 and 7.7 respectively). On average, Arabic-speakers were significantly more likely than Cantonese-speakers to perceive that the illegal drug problem amongst young people in Australia was ‘out of control’.

Perceived seriousness of the illegal drug problem in own language group (prompted)

NESB parents were then asked to rate, on the same scale, how big a problem they thought illegal drug use was amongst young people in their own language group. These results are presented in Table 3.20.

On average, NESB parents were significantly less likely to rate the illegal drug problem as ‘out of control’ amongst young people in their own language group relative to young people in Australia (mean score 6.1 to 7.7).

On average, Vietnamese-speaking parents were significantly more likely to rate the illegal drug problem as ‘out of control’ amongst young people in their language group than were NESB parents as a whole (mean score 8.2 to 6.1). Conversely, Cantonese-speakers and Mandarin-speakers were significantly less likely than the NESB sample average to rate the illegal drug problem as ‘out of control’ (mean scores of 4.4, 4.1 and 6.1 respectively).

Table 3.20 NESB parents' rating of the seriousness of the illegal drug problem amongst young people in their own language groups

	NESB parents (n = 510) %	Arabic (n = 101) %	Cantonese (n = 100) %	Mandarin (n = 101) %	Spanish (n = 100) %	Vietnamese (n = 108) %
Rating:						
10-'Totally out of control'	15	21	5	5	12	33
7-9	17	20	10	5	24	26
5-6	18	13	16	21	25	13
2-4	18	21	26	30	14	5
1-'Not a problem at all'	4	1	11	10	0	0
Don't know	26	25	32	30	25	21
Mean rating	6.1	6.6	4.4	4.1	6.5	8.2

Note: Totals do not always sum to 100% due to rounding.
Base: All respondents (disaggregated by language)

NESB parents were asked whether they thought the illegal drug problem was getting better or worse. The results are summarised in Table 3.21. Amongst NESB parents, 66% thought the problem was getting worse and 12% that it was getting better. NESB parents were significantly less likely than mainstream parents to think that the problem was getting worse (66% to 76%).

Table 3.21 NESB parents' perceptions of whether the drug problem is getting better or worse, compared with mainstream parents

	Mainstream parents (n = 1800) %	NESB parents (n = 510) %	Arabic (n = 101) %	Cantonese (n = 100) %	Mandarin (n = 101) %	Spanish (n = 100) %	Vietnamese (n = 108) %
A lot worse	42	43	67	36	28	31	53
A little bit worse	34	23	10	23	35	35	12
The same	12	7	6	10	3	13	4
A little better	4	12	7	8	5	14	23
A lot better	0	0	0	1	0	0	0
Don't know	8	15	10	22	30	7	8

Base: All respondents (disaggregated by language)

NESB parents who had spoken to their child about illegal drugs in the previous two months were significantly more likely than those who had not done so to state that they felt that the problem was getting worse (70% to 58%). Vietnamese-speakers were significantly more likely than the NESB sample average to state that they felt that the problem was getting better (23% to 12%).

Attitudes towards illegal drugs

NESB parents were presented with three statements and asked which best described their attitude towards their child experimenting with illegal drugs. Table 3.22 shows the results.

NESB parents were significantly more likely than mainstream parents to believe that 'no drug or drug taking is OK' (94% to 80%). Conversely, mainstream parents were significantly more likely than NESB parents to believe that 'experimentation with marijuana is OK but I'd be concerned with them experimenting with other drugs' (17% to 2%).

Spanish-speakers were significantly more likely than the NESB sample average to believe that 'using drugs like marijuana is OK' (8% to 2%) and that 'experimentation with marijuana is OK but I'd be concerned about them experimenting with other drugs' (10% to 2%). They were significantly less likely than the NESB sample average to believe that 'no drug or drug taking is OK' (82% to 94%).

Vietnamese-speakers were significantly more likely than the NESB sample average to believe that 'no drug or drug taking is OK' (100% to 94%).

Table 3.22 NESB parents' attitudes towards drugs, compared with mainstream parents

	Mainstream parents (n = 1800) %	NESB parents (n = 510) %	Arabic (n = 101) %	Cantonese (n = 100) %	Mandarin (n = 101) %	Spanish (n = 100) %	Vietnamese (n = 108) %
No drug or drug taking is OK	80	94	97	93	96	82	100
Experimentation with marijuana is OK but I'd be concerned about them experimenting with other drugs	17	2	1	0	1	10	0
Using drugs like marijuana is OK	1	2	0	0	1	8	0
Don't know	2	2	2	7	2	0	0

Base: All respondents (disaggregated by language)

3.3.6 Relevance of the drug problem

Parents' perceptions of whether they thought it likely that their child would be offered illegal drugs in the next 12 months

NESB parents were asked to think of their child aged 8–17 years who had the most recent birthday. The age of that child was recorded. NESB parents were then asked whether they thought it was likely or unlikely that this particular child would be offered a range of legal and illegal drugs in the next 12 months. The results are summarised in Table 3.23.

About four in ten NESB parents with a reference child aged 12–17 years thought that their child would be offered alcohol (43%) or tobacco (44%) in the next 12 months. Thirty per cent thought that their child of this age would be offered marijuana, 21% speed or ecstasy, and 15% heroin or cocaine.

NESB parents with a reference child in either age group were significantly less likely than mainstream parents to think that their child would be offered alcohol, tobacco, marijuana, speed or ecstasy in the next 12 months.

Amongst NESB parents with a reference child aged 8–11 years, 27% thought that that their child would be offered alcohol in the next 12 months, 24% tobacco, 13% marijuana, 9% speed or ecstasy, and 11% heroin or cocaine.

NESB parents of 12–17-year-olds were significantly more likely (either likely or very likely) than those of 8–11-year-olds to think that it was likely that their child would be offered alcohol, tobacco, marijuana, speed or ecstasy in the next 12 months.

Table 3.23 NESB parents' perceptions that their child was likely to be offered drugs in the next 12 months, compared with mainstream parents

	Parents of 12–17-year-olds		Parents of 8–11-year-olds	
	Mainstream (n = 1133) %	NESB (n = 334) %	Mainstream (n = 667) %	NESB (n = 176) %
Alcohol	80	43	28	27
Tobacco	73	44	23	24
Marijuana	60	30	10	13
Speed or ecstasy	32	21	4	9
Heroin or cocaine	16	15	2	11

Base: All respondents (disaggregated based on age of reference child)

NESB parents who had spoken to their child about illegal drugs in the previous two months were significantly more likely than those who had not done so to state that in the next 12 months it was likely that their child would be offered alcohol (43% to 27%), tobacco (42% to 29%), marijuana (27% to 14%), or speed or ecstasy (20% to 11%).

Table 3.24 illustrates parents' perceptions that it was likely that their reference child would be offered drugs in the next 12 months, disaggregated by language group.

Table 3.24 NESB parents' perceptions that their child was likely to be offered drugs in the next 12 months

	NESB parents (n = 510) %	Arabic (n = 101) %	Cantonese (n = 100) %	Mandarin (n = 101) %	Spanish (n = 100) %	Vietnamese (n = 108) %
Alcohol	37	49	27	27	60	26
Tobacco	37	51	27	16	67	25
Marijuana	23	36	9	8	52	11
Speed or ecstasy	17	27	6	7	35	10
Heroin or cocaine	14	19	5	6	32	7

Base: All respondents (disaggregated by language)

Spanish-speakers were significantly more likely than the NESB sample average to state that their child was likely to be offered alcohol (60% to 37%), tobacco (67% to 37%), marijuana (52% to 23%), speed or ecstasy (35% to 17%), or heroin or cocaine (32% to 14%).

Vietnamese-speakers were significantly less likely than the NESB sample average to state that their reference child would be offered alcohol (26% to 37%), tobacco (25% to 37%) or marijuana (11% to 23%).

Mandarin-speakers were significantly less likely than the NESB sample average to state that their reference child would be offered alcohol (27% to 37%), tobacco (16% to 37%), marijuana (8% to 23%) speed or ecstasy (7% to 17%), or heroin or cocaine (6% to 14%).

Cantonese-speakers were significantly more likely than the NESB sample average to state that it was unlikely that their reference child would be offered alcohol (68% to 56%), tobacco (70% to 57%), marijuana (81% to 66%), or speed or ecstasy (81% to 68%).

Parents' perceptions of whether their child will accept an offer of drugs

NESB parents were also asked whether they thought their reference child would accept these individual drugs. Table 3.25 summarises the proportion of parents who believed their child would accept an offer of specific drugs.

As illustrated in Table 3.25, 25% of NESB parents with a reference child aged 12–17 years thought that their child would accept an offer of alcohol, 14% tobacco 7% marijuana , 5% speed or ecstasy, and 4% heroin or cocaine.

Amongst NESB parents with a reference child aged 8–11 years, 14% thought that that their child would accept an offer of alcohol, 7% tobacco, 3% marijuana, 5% speed or ecstasy (5%) and 4% heroin or cocaine.

NESB parents with a reference child of either age group were significantly less likely than mainstream parents to think that their child would accept an offer of alcohol in the next 12 months.

NESB parents of 12–17-year-olds were significantly more likely than those of 8–11-year-olds to think that it was likely that their child would accept an offer of alcohol (25% to 14%) or tobacco (14% to 7%).

Table 3.25 NESB parents' perceptions that their reference child was likely to accept an offer of drugs in the next 12 months, compared with mainstream parents

	Parents of 12–17-year-olds		Parents of 8–11-year-olds	
	Mainstream (n = 1133) %	NESB (n = 334) %	Mainstream (n = 667) %	NESB (n = 176) %
Alcohol	55	25	25	14
Tobacco	18	14	6	7
Marijuana	10	7	2	3
Speed or ecstasy	2	5	2	5
Heroin or cocaine	3	4	2	4

Base: All respondents (disaggregated based on age of reference child)

Table 3.26 illustrates parents' perceptions that it was likely that their reference child would accept an offer of drugs in the next 12 months, disaggregated by language group.

Table 3.26 NESB parents' perceptions that their child was likely to accept an offer of drugs in the next 12 months

	NESB parents % (n = 510)	Arabic % (n = 101)	Cantonese % (n = 100)	Mandarin % (n = 101)	Spanish % (n = 100)	Vietnamese % (n = 108)
Alcohol	21	16	19	23	39	9
Tobacco	12	15	4	8	28	5
Marijuana	6	2	4	5	19	1
Speed or ecstasy	5	1	2	6	14	1
Heroin or cocaine	4	1	2	6	11	0

Base: All respondents (disaggregated by language)

Vietnamese-speakers were significantly less likely than the NESB sample average to state that their reference child would accept an offer of alcohol (9% to 21%), tobacco (5% to 12%) and marijuana (1% to 6%).

Spanish-speakers were significantly more likely than the NESB sample average to state that it was likely that their child would accept an offer of alcohol (39% to 21%), tobacco (28% to 12%), marijuana (19% to 6%), speed or ecstasy (14% to 5%) and cocaine or heroin (11% to 4%).

NESB parents who thought that their child could be offered certain drugs were also asked whether they thought that their child would accept the offer (Table 3.27). Care must be taken when interpreting the responses of NESB parents of 8–11-year-olds, given the small sample sizes.

Table 3.27 NESB parents' perceptions that their child was likely to be offered and accept drugs in the next 12 months, compared with mainstream parents

	Parents of 12–17-year-olds				Parents of 8–11-year-olds			
	Mainstream		NESB		Mainstream		NESB	
	n	%	n	%	n	%	n	%
Alcohol	1284	66	144	51	267	61	47	43
Tobacco	1173	24	146	29	221	20	43	26
Marijuana	966	15	95	23	95	17	22	18
Speed or ecstasy	504	6	70	21	43	35	16	38
Heroin or cocaine	260	7	51	18	20	60	19	21

Base: All respondents (disaggregated by age of reference child)

One in two NESB parents felt that their 12–17-year-old child would be offered and accept an offer of alcohol (51%), compared with 29% for tobacco, 23% for marijuana, 21% for speed or ecstasy and 18% for heroin or cocaine.

Amongst NESB parents of 8–11-year-olds, 43% felt that their child would be offered and accept an offer of alcohol, compared with 26% for tobacco, 18% for marijuana, 38% for speed or ecstasy and 21% for heroin or cocaine.

3.3.7 Prevention strategies

Potential strategies

NESB parents were asked what, if anything, they could do to prevent their child from using illegal drugs.

Table 3.28 shows the most frequently mentioned strategies reported by NESB and mainstream parents that could be undertaken to prevent their child from using illegal drugs. This table also illustrates these results disaggregated by language group.

Table 3.28 Potential strategies mentioned by NESB parents for preventing illegal drug use, compared with mainstream parents

	Mainstream parents (<i>n</i> = 1800) %	NESB parents (<i>n</i> = 510) %	Arabic (<i>n</i> = 101) %	Cantonese (<i>n</i> = 100) %	Mandarin (<i>n</i> = 101) %	Spanish (<i>n</i> = 100) %	Vietnamese (<i>n</i> = 108) %
Warn of dangers/consequences	29	41	49	38	40	35	42
Give support/encourage interaction	28	30	36	19	19	31	45
Be involved with child/keep them busy	16	35	30	33	37	24	53
Encourage discussion on drug issues	56	32	42	31	25	43	21
Provide education/materials on drugs	25	25	27	21	22	27	26
Identified at least one strategy (net)	96	97	98	97	96	94	100

Base: All respondents (disaggregated by language)

In the post-campaign survey, almost all NESB parents (97%) could identify at least one strategy to prevent illegal drug use amongst their children. Warning children of the dangerous consequences of drug use (41%), being involved with the child and keeping them busy (35%), encouraging discussion on drug issues (32%), giving support and encouraging interaction (30%) and promoting education (25%) were the most frequently reported responses.

NESB parents were significantly more likely than mainstream parents to mention warning of the dangers and consequences of drug use (41% to 29%) and being involved with children or keeping them busy (35% to 16%) as strategies for preventing illegal drug use amongst children. In contrast, mainstream parents were significantly more likely than NESB parents to mention encouraging discussion on drug issues (56% to 32%) following the campaign.

Vietnamese-speakers were significantly more likely than the NESB sample average to mention giving support and encouraging interaction (45% to 30%) and being involved with the child and keeping them busy (53% to 35%) as strategies. In contrast, Vietnamese-speakers were significantly less likely than the NESB sample average to mention the strategy of encouraging discussion between parents and children (21% to 32%).

Mandarin-speakers and Cantonese-speakers were significantly less likely than the NESB sample average to mention giving support and encouraging interaction as a strategy that could be used to prevent illegal drug use amongst children (19%, 19% and 30% respectively). Spanish-speakers were significantly more likely than the NESB sample average to mention encouraging discussion between parents and children (43% to 32%), but significantly less likely than the NESB sample average to mention being involved with the child and keeping them busy (24% to 35%).

3.3.8 Communicating with children about illegal drugs

In this section, results from the NESB and mainstream parents surveys relating to communication with children about illegal drugs are presented.

Discussions about illegal drugs in the previous two months

To understand the degree to which the campaign had prompted public discussion about illegal drugs, NESB parents were asked whether they had spoken to anyone about this subject in the previous two months. Thirty-eight per cent answered affirmatively, significantly less than the 57% of mainstream parents who did so.

Amongst particular language groups, the proportion of NESB parents who reported that they had spoken to someone about illegal drugs in the two months before the survey was as follows:

- Spanish-speakers — 54% (significantly more than the NESB sample average of 38%)
- Vietnamese-speakers — 40%
- Arabic-speakers — 39%
- Mandarin-speakers — 32%
- Cantonese-speakers — 26%.

NESB parents were asked who they had spoken to about illegal drugs. Table 3.29 shows the results. NESB parents were most likely to report speaking to their children (19%), a friend (17%), a work colleague (7%), a husband, wife or partner (5%) or other parents (3%). However, they were significantly less likely than mainstream parents to report having conversations with their children (19% to 51%), their friends (17% to 30%), their partner (5% to 22%) or their work colleague (7% to 18%).

Table 3.29 NESB parents discussions about illegal drugs in the two months before the survey: who they spoke to

	Mainstream parents (n = 1800) %	NESB parents (n = 510) %	Arabic (n = 101) %	Cantonese (n = 100) %	Mandarin (n = 101) %	Spanish (n = 100) %	Vietnamese (n = 108) %
No-one/Don't know	43	62	61	74	68	46	60
Total: yes	57	38	39	26	32	54	40
Child/children	51	19	23	13	12	26	25
Friend	30	17	17	9	19	29	14
Husband/wife/partner	22	5	11	6	4	25	5
Other parents	7	3	1	4	4	2	2
Work colleague	18	7	4	5	9	14	2

Responses do not always sum to 100% due to multiple responses
Base: All respondents (disaggregated by language)

Amongst NESB parents who had spoken to someone about illegal drugs, the main topics discussed were talking to children about drugs (37%), the consequences of using drugs (31%), and drug availability and usage (21%). These findings were very similar to those reported by mainstream parents.

Perceived adequacy of knowledge to talk with children about illegal drugs

NESB parents were asked whether they felt they knew enough about illegal drugs to be confident to talk with their child about them. Seventy-two per cent reported that they did, 23% said they did not and 5% were unsure. However, NESB parents were significantly less likely than mainstream parents to feel that they knew enough about illegal drugs to be confident to talk to their child about them (72% to 78%).

Amongst NESB parents, males were significantly more likely than females to report that they knew enough about illegal drugs to talk to their child (83% to 65%).

Amongst particular language groups, the proportions of NESB parents who felt that they knew enough to be confident to talk to their child about them were as follows:

- Cantonese-speakers — 78%
- Vietnamese-speakers — 75%
- Mandarin-speakers — 70%
- Spanish-speakers — 70%
- Arabic-speakers — 64%.

Cantonese-speakers were significantly more likely than Arabic-speakers to state that they knew enough about illegal drugs to talk to their child about them (78% to 64%).

Learnt something new about drugs

NESB parents were asked if they had learnt anything new about illegal drugs in the previous two months. Twenty-one per cent replied that they had. This finding is similar to the 19% of mainstream parents who said that they had learnt something new about drugs in the previous two months.

NESB parents who had spoken to their children about drugs in the previous two months were significantly more likely than those who had not done so to report that they had learnt something new about illegal drugs (26% to 11%), as were those who could recall at least one campaign element compared to those who could not (26% to 6%).

Amongst particular language groups, the proportion of NESB parents who felt that they had learnt something new about illegal drugs in the previous two months was as follows:

- Spanish-speakers — 34%
- Mandarin-speakers — 22%

- Vietnamese-speakers — 17%
- Cantonese-speakers — 16%
- Arabic-speakers — 16%.

Respondents who had learnt something new about illegal drugs ($n = 106$) felt they had learnt about availability and usage (25%), drug names and prices (25%), how to educate and communicate with children, including what to look out for (15%) and general information (20%).

Previously spoken to children about illegal drugs

NESB parents were asked a series of questions about whether they had spoken to their reference child about illegal drugs over certain time periods. The responses to the questions are summarised in Table 3.30.

From Table 3.30 it can be seen that 89% per cent of NESB parents with a reference child aged 12–17 years reported they had ever spoken to their child about illegal drugs. Amongst those parents who had ever spoken to their child about illegal drugs ($n = 297$), 93% reported that they had spoken to their child in the previous year, and 73% in the previous two months.

Amongst NESB parents with a reference child aged 8–11 years, 81% reported that they had ever spoken to their child about illegal drugs. Amongst those parents who had ever spoken to their child about illegal drugs ($n = 143$), 98% reported that they had spoken to their child in the previous year and 77% that they had spoken to them in the previous two months.

Table 3.30 How recently NESB parents had discussed illegal drugs with their child, compared with mainstream parents

	Parents of 12–17-year-olds		Parents of 8–11-year-olds	
	Mainstream ($n = 1133$) %	NESB ($n = 334$) %	Mainstream ($n = 667$) %	NESB ($n = 176$) %
Yes (ever)	96	89	89	81
In the last 2 months	82	66	72	63
Between 2 and 6 months ago	9	15	11	13
Between 7 and 12 months ago	3	3	5	4
More than a year ago	2	5	1	1
No	3	11	11	19

Note: Totals do not always sum to 100% due to rounding.

Base: All respondents (disaggregated by age of reference child)

Amongst NESB parents, females were more likely than males to report they had spoken to their child about drugs in the previous two months (68% to 59%), as were those who had learnt something new in the previous two months relative to those who had not (81% to 60%).

Table 3.31 shows how recently NESB parents had spoken with their child about illegal drugs, disaggregated by language. Spanish-speakers were significantly more likely than the sample average to state that they had spoken to their child about illegal drugs in the previous two months (79% to 65%).

Table 3.31 How recently NESB parents had discussed illegal drugs with their child

	NESB parents ($n = 510$) %	Arabic ($n = 101$) %	Cantonese ($n = 100$) %	Mandarin ($n = 101$) %	Spanish ($n = 100$) %	Vietnamese ($n = 108$) %
Yes (ever)	87	87	81	79	93	90
In the last 2 months	65	65	51	54	79	72
2–6 months ago	14	14	15	15	10	17
7–12 months ago	4	5	7	4	2	0
More than a year ago	4	3	8	6	2	0
No	14	12	19	21	7	10

Note: Totals do not always sum to 100% due to rounding.

Base: All respondents (disaggregated by language)

Triggers for conversation

NESB parents who reported that they had talked to their reference child in the previous year about illegal drugs were asked whether they could remember how the subject came up. Responses are summarised in Table 3.32.

The most frequently reported triggers for conversations about illegal drugs were generally hearing, seeing or reading something in the media, with 51% of NESB parents citing this as a trigger. General and family conversations were mentioned as a trigger for conversation by 40% of parents, with 9% citing the campaign itself as a trigger.

Table 3.32 What prompted NESB parents' conversations with their child in the previous 12 months, compared with mainstream parents

	Mainstream parents (n = 1659) %	NESB parents (n = 419) %	Arabic (n = 85) %	Cantonese (n = 73) %	Mandarin (n = 74) %	Spanish (n = 91) %	Vietnamese (n = 96) %
Media	45	51	54	62	51	44	48
National Illicit Drugs Campaign	17	9	5	14	15	4	9
General conversation	23	40	25	32	29	53	49
Family/acquaintance using drugs	17	7	7	5	5	12	4
Don't know	4	1	1	0	0	3	0

Base: Parents who had spoken with their reference child about illegal drugs in the previous 12 months (disaggregated by language)

NESB parents were significantly more likely than mainstream parents to cite the media (51% to 45%) and general or family conversations (40% to 23%) as triggers for conversations about illegal drugs.

Conversely, mainstream parents were more likely than NESB parents to state that conversations about illegal drugs were prompted specifically by the NIDC (17% to 9%) or by family or acquaintances using drugs (17% to 7%).

Table 3.32 also shows differences between language groups. Spanish-speaking parents were significantly more likely than the sample average to cite family discussions as the trigger for a conversation with their child about illegal drugs (53% to 40%).

Themes of conversations

NESB parents who had spoken to their reference child about illegal drugs in the previous 12 months were asked what sorts of things they had discussed. Table 3.33 shows the most frequently reported responses.

Table 3.33 Themes of conversations about drugs between NESB parents and their children, compared with mainstream parents

	Mainstream parents (n = 1659) %	NESB parents (n = 419) %	Arabic (n = 85) %	Cantonese (n = 73) %	Mandarin (n = 74) %	Spanish (n = 91) %	Vietnamese (n = 96) %
Negative consequences	64	72	71	79	65	59	85
Drug education	13	22	20	19	18	23	28
Personal experiences	29	16	18	11	9	23	19
Information	14	6	11	3	1	12	1
Availability	7	2	0	1	3	7	0

Base: Parents who had spoken with their reference child about illegal drugs in the previous 12 months (disaggregated by language)

From Table 3.33 it can be seen that NESB parents most frequently talked about the negative consequences associated with illegal drugs (72%).

NESB parents were significantly more likely than mainstream parents to state the negative consequences of drug use (72% to 64%) and drug education (22% to 13%) as conversational themes. In contrast, mainstream parents were significantly more likely than NESB parents to state personal experiences with drugs (29% to 16%) and information about drugs (14% to 6%) as conversation themes.

Vietnamese-speakers were significantly more likely than the sample average to state that topics of conversations with their children about illegal drugs included the negative consequences of drug use (85% to 72%). Conversely, Spanish-speakers were significantly less likely than the sample average to state that they had conversations with their children about the negative consequences of drug use (59% to 72%).

Spanish-speakers were significantly more likely than the sample average to state that the topics of conversations with their children involved information about drugs (12% to 6%) and issues of drug availability and purity (7% to 2%).

Frequency of conversations

NESB parents were asked approximately how many times in the previous year they had spoken to their child about illegal drugs. Results are summarised in Table 3.34.

Amongst NESB parents with a reference child aged 12–17 years, 35% had spoken to their child about illegal drugs more than ten times in the previous year. Twenty-three per cent had spoken to their child about illegal drugs from one to three times during this same period.

Mainstream parents were significantly more likely (54% to 40%) than NESB parents to state that they had spoken to their 12–17-year-old child about illegal drugs seven times or more in the previous year.

Table 3.34 Number of times NESB parents had spoken to their child about illegal drugs in the year before the survey, compared with mainstream parents

	Parents of 12–17-year-olds		Parents of 8–11-year-olds	
	Mainstream (n = 1133) %	NESB (n = 334) %	Mainstream (n = 667) %	NESB (n = 176) %
More than ten times	23	35	37	22
Seven to ten times	31	5	27	5
Four to six times	13	16	10	14
One to three times	25	23	11	35
Not in the last year/ever	5	16	12	20
Don't know	3	5	2	5

Note: Totals do not always sum to 100% due to rounding.
Base: All respondents (disaggregated by age of reference child)

Parents of children aged 12–17 were significantly more likely than parents of children aged 8–11 to state that they had spoken to their child about illegal drugs more than ten times. Twenty-two per cent of NESB parents with a reference child aged 8–11 had done so more than ten times in the previous year; 35% of parents had done so from one to three times during the same period. Mainstream parents were significantly more likely than NESB parents to state that they had spoken to their 8–11-year-old about illegal drugs seven or more times (64% to 27%) in the previous year.

Table 3.35 illustrates the number of times NESB parents reported speaking to their child about illegal drugs, disaggregated by language group. Vietnamese-speakers were significantly more likely than the sample average to state that they had spoken to their child about illegal drugs more than ten times in the previous year (47% to 30%).

Table 3.35 Number of discussions about illegal drugs between NESB parents and their child in the previous year, by language group

	NESB parents (n = 510) %	Arabic (n = 101) %	Cantonese (n = 100) %	Mandarin (n = 101) %	Spanish (n = 100) %	Vietnamese (n = 108) %
More than ten times	30	27	16	20	40	47
Seven to ten times	5	3	5	2	10	5
Four to six times	15	16	15	17	15	14
One to three times	27	26	33	32	24	21
Not in the last year/ever	18	15	27	27	9	10
Don't know	5	13	4	3	2	2

Note: Totals do not always sum to 100% due to rounding.
Base: All respondents (disaggregated by language group)

Intention to discuss illegal drugs

NESB parents were asked whether they intended to talk to their child about illegal drugs in the next two months, and 56% stated that they did. Table 3.36 shows a significant difference between NESB parents with a reference child aged 12–17 years and those with an 8–11-year-old child (62% compared with 44%).

Mainstream parents with a reference child aged 8–11 years were significantly more likely than NESB parents with a child this age to state that they intended to talk to their child in the next two months (52% to 44%).

NESB parents who had spoken to their child about drugs in the previous two months (67% to 34%) were significantly more likely than those who had not done so to state that they also intended to speak to their child about drugs in the next two months.

Table 3.36 NESB parents' intention to discuss illegal drugs in the next two months, compared with mainstream parents

	Parents of 12–17-year-olds		Parents of 8–11-year-olds	
	Mainstream (n = 1133) %	NESB (n = 334) %	Mainstream (n = 667) %	NESB (n = 176) %
Yes	61	62	52	44
Not sure/It depends	9	13	15	21
No	30	25	33	35

Base: All respondents (disaggregated by age of reference child)

Relative to their counterparts, NESB parents who had learnt something new about drugs in the previous two months (66% to 53%) and those who could recall at least one campaign element (58% to 41%) were significantly more likely to report that they intended to talk to their child about drugs in the next two months. Amongst particular language groups, the proportions of NESB parents who intended to talk with their child about illegal drugs in the next two months were as follows:

- Spanish-speakers — 72%
- Vietnamese-speakers — 65%
- Arabic-speakers — 53%
- Cantonese-speakers — 49%
- Mandarin-speakers — 39%.

Spanish-speakers were significantly more likely than the sample average to state that they intended to talk to their child about illegal drugs in the next two months (72% to 56%). In contrast, Mandarin-speakers were significantly less likely than the sample average to state that they intended to talk to do so (56% to 39%).

Effectiveness of conversation

NESB parents who had ever spoken to their children about illegal drugs were asked how effective or ineffective they thought these conversations had been in discouraging the children from ever using marijuana and other illegal drugs.

Table 3.37 shows the results. Overall, parents perceived these conversations to be effective. Ninety per cent of parents of 12–17-year-olds and 89% of parents of 8–11-year-olds perceived that their conversations with their children about marijuana were effective. Eighty-eight per cent of parents of both 12–17-year-olds and 8–11-year-olds perceived that their conversations with their children about illegal drugs other than marijuana were effective.

NESB parents felt that their conversations about drugs were equally as effective in discouraging the use of marijuana as for other illegal drugs. In contrast, mainstream parents felt that these conversations were less effective in discouraging the use of marijuana than other illegal drugs.

Table 3.37 NESB parents' perceptions of the effectiveness of conversations with their child, compared with mainstream parents

	Parents of 12–17-year-olds		Parents of 8–11-year-olds	
	Mainstream (n = 1091) %	NESB (n = 296) %	Mainstream (n = 583) %	NESB (n = 142) %
<i>Marijuana</i>				
Very effective	38	58	42	49
Somewhat effective	40	31	36	40
Effective (net)	78	90	78	89
<i>Other illegal drugs</i>				
Very effective	51	63	52	51
Somewhat effective	34	25	30	37
Effective (net)	85	88	82	88

Base: Ever spoken to reference child about illegal drugs (disaggregated by age of reference child)

Amongst both NESB and mainstream parents, there were no statistically significant differences in perceived effectiveness of conversations between parents with a reference child aged 8–11 years and parents with a reference child aged 12–17 years.

Amongst NESB parents, males were significantly more likely than females to state that their conversations with their reference child about not using marijuana had been effective (93% to 87%).

Amongst particular language groups, the proportion of NESB parents who felt that their conversations with their reference child had been effective in discouraging the child from using marijuana are outlined below:

- Arabic-speakers — 90%
- Cantonese-speakers — 90%
- Mandarin-speakers — 90%
- Spanish-speakers — 90%
- Vietnamese-speakers — 86%.

The proportion of NESB parents who felt that their conversations with their reference child had been effective in discouraging use of illegal drugs other than marijuana are outlined below:

- Cantonese-speakers — 91%
- Mandarin-speakers — 90%
- Arabic-speakers — 88%
- Spanish-speakers — 87%
- Vietnamese-speakers — 86%.

3.4 Discussion

Evaluation of the NESB parent post-campaign survey indicates that the campaign was effective in reaching these parents and in stimulating consideration and discussion of illegal drug issues.

3.4.1 Campaign effectiveness

Most NESB parents cited awareness of drug issues in the media within the previous two months. While half these respondents cited general media coverage or advertising, one-quarter spontaneously mentioned awareness of components of the NIDC, indicating that the campaign had effectively reached NESB parents at this broad level. Additionally, over one-third of NESB parents had discussed illegal drugs recently. In particular, they had talked to their children about drugs and discussed the consequences of using drugs, reflecting the perceived importance of the subject and the campaign's impact.

Reach of the campaign was high, with more than one in two NESB parents recalling advertisements concerning illegal drugs. One-quarter of NESB parents recalled one of the NIDC television commercials and one-quarter recalled other campaign-related information. NESB parents identified the television commercials, in-language press advertisements or the booklet as their source of campaign awareness.

Prompted recognition of the campaign was also high, with more than eight in ten NESB parents recognising at least one campaign element. Approximately six in ten NESB parents recognised one of the TV commercial executions (particularly 'Lost Dreams') and four in ten the in-language press advertisements. Consistent with the campaign, key messages retained included the negative consequences of illegal drug use and the need for increased responsibility amongst parents to communicate with their children about illegal drugs. Half of the NESB parents recognised the booklet, and most had read at least some of it and found it useful.

Vietnamese-speakers were more likely to recognise the radio advertisements than were other language groups. Conversely, Mandarin-speakers and Cantonese-speakers were more likely to recall the press advertising.

Consistent with the finding amongst mainstream parents, parents of 12–17-year-olds were more likely than parents of 8–11-year-olds to have talked to their child about illegal drugs. Relative to parents with younger children, parents of older children spoke more frequently to their child about drugs and were more likely to intend to do so in future, suggesting that age-appropriate strategies had been adopted by parents.

3.4.2 The campaign's call to action

Half the NESB parents who recalled the campaign believed that it had prompted them to take action, with most of these stating that they had discussed illegal drugs with their children, and some parents stating they had thought more about drugs. The finding that NESB parents were more likely than their mainstream counterparts to think more about drugs over the campaign period may indicate that the campaign represented new information for many NESB parents.

Most NESB parents had spoken to their child about illegal drugs in the previous two months, and most of these parents intended to discuss illegal drugs with their child in the future. Seeing, hearing or reading something in the media, family conversations, and to a lesser extent the campaign itself, were stated as key triggers for conversation. It may be that the campaign provided a 'wake-up call' to NESB parents, encouraging them to engage with the illegal drug use issue because their child might be at risk of exposure to experimentation.

NESB parents generally (and Arabic-speakers in particular) felt that the campaign made it easier for them to talk to their child about drugs because it acted as a trigger for more conversation and thought about the subject. NESB parents were more likely than mainstream parents to state that thinking more about drugs had made it easier for them to talk about drugs with their child. Interestingly, amongst NESB parents who felt that the campaign made no difference in talking to their child about drugs, most noted that they already had an open and positive communicative relationship with their child. Finally, most NESB parents found their conversations with their children effective and generally these conversations were based on campaign-related themes, including the negative consequences of drug use.

Nearly all parents identified at least one prevention strategy, such as warning of the consequences of drug use or interacting with children and keeping them busy. Different language groups appeared to prefer different prevention strategies, with Spanish-speakers more likely to mention encouraging open

discussion between parents and children, and Vietnamese-speakers more likely to mention support, interaction, and being involved with the child and keeping them busy. Mandarin-speakers and Cantonese-speakers were less likely to mention giving support and encouraging interaction as a prevention strategy.

Whilst the majority of NESB parents felt confident that they knew enough about illegal drugs to talk to their child, one in four NESB parents did not, and they were less likely than mainstream parents to feel confident in talking to their child on the subject. Females were less likely than males to feel confident in talking to their child about illegal drugs but more likely to report that they had had such a conversation in the previous two months. Approximately one in five NESB parents reported that they had learnt something new about illegal drugs recently, with parents who had spoken to their child about illegal drugs in the previous two months more likely to report learning something new about illegal drugs. NESB parents who felt that they knew enough about drugs to talk to their child also felt that their conversations were effective.

The research indicated that, following the campaign, the vast majority of NESB parents who had discussed illegal drugs with their children believed that their discussions were effective and would result in the prevention of use of illegal drugs.

3.4.3 The salience of illegal drugs to parents

More than one-third of NESB parents considered illegal drugs to be the most important issue facing young people in Australia, but a smaller proportion considered them to be the most important issue facing young people in their own language group. Similarly, more than half of NESB parents believed that the problem of illegal drugs was ‘out of control’ amongst young people in Australia, but significantly fewer believed that the problem was ‘out of control’ within their own language group. Although NESB parents believed that the problem was getting worse, they were less likely to believe this than mainstream parents. The majority of NESB parents believed that ‘no drug or drug taking is OK’, a view that was more likely to be held by NESB than by mainstream parents.

On the whole, NESB parents were significantly less likely than mainstream parents to think that their child would be offered any of the drugs surveyed or accept an offer of alcohol in the next 12 months, although there were variations between language groups. Consistent with results from mainstream parents, older children (12–17-year-olds) were significantly more likely than younger children (8–11-year-olds) to be perceived as likely to be offered any of the drugs surveyed, or to accept alcohol or tobacco.

Interestingly, NESB parents who had spoken to someone about illegal drugs in the previous two months were more likely to think that their child would accept an offer of alcohol or tobacco in the next 12 months. This may suggest that NESB parents are recognising that it is possible that their children could be offered or could accept drugs; conversely, it may reflect the fact that parents who believe their child may experiment with drugs are more likely to engage in conversations with the child to prevent this.

The use of complementary strategies such as high-profile television commercials, public relations and language-specific strategies as part of the NIDC was expected to increase opportunities for discussion about illegal drugs amongst NESB language groups targeted by the campaign. This proved to be the case, with NESB parents reporting recognition of a combination of mainstream and NESB-specific campaign components.

The study confirms that strong variations exist between different language groups regarding parental attitudes and behaviour on issues such as illegal drug use. Recognising these differences, the findings of this study cannot necessarily be generalised beyond the five language groups surveyed. Nevertheless, results from the post-campaign survey indicate that the campaign has been effective in reaching this target audience and encouraging NESB parents to engage in discussions with their children about drugs.

3.5 NESB parents post-campaign evaluation questionnaire

- STRICTLY CONFIDENTIAL -

NESB PARENTS' SURVEY

MAY 2001

WG 1995

Screening and introduction

Intro: Good (...), my name is (...) from the Wallis Group. I'm calling on behalf of the Commonwealth Department of Health and Aged Care about a major study the Department is conducting into community attitudes to some of the issues affecting young people today.

Firstly may I ask, what is the preferred language you speak at home?

Arabic
Cantonese
Mandarin
Spanish
Vietnamese
English terminate suitably
Other terminate suitably

S1 May I also ask whether there are currently any 8 to 17 year olds living in this household?

1. Yes (CONTINUE)
2. No (TERMINATE, OUT OF SCOPE)

S1 May I please speak to a parent or guardian in the household?

1. Yes (CONTINUE)
2. No, Refused (TERMINATE, IN-SCOPE REFUSAL)
3. Not available (ARRANGE CALLBACK)

S2 **WHEN SPEAKING TO RESPONDENT SAY:** The Department of Health and Aged Care is conducting a major study of parents' attitudes to some of the issues affecting young people today. We're interested in parents' views, so there are no right or wrong answers. The interview, which is totally confidential, should take about 15 minutes of your time and will help to develop education programs for parents. Is now a convenient time?

1. Yes (CONTINUE)
2. No (ARRANGE CALLBACK)
3. Refused (TERMINATE, IN SCOPE REFUSAL)

SEX RECORD AUTOMATICALLY

1. Male
2. Female

Issue salience

Q1 First I'd like your views about social problems facing young people today. As a parent, what do you think is the MAIN social problem facing young people in Australia today? (DO NOT READ) (SINGLE RESPONSE ONLY)

(RECORD VERBATIM - PROBE FULLY)

Q1b What other / any others?

(RECORD VERBATIM - PROBE FULLY)

Q1c What do you think is the MAIN social problem facing young people in the (language) community?

(RECORD VERBATIM - PROBE FULLY)

Q1d What else, anything else?

(RECORD VERBATIM - PROBE FULLY)

General awareness of the issue - (category cued)

Q4 Now thinking about illegal drugs, in the last two months, have you seen, read or heard anything in the media about illegal drugs? It might have been advertising on television, a news or current affairs program or perhaps in newspapers or magazines.

1. Yes **(CONTINUE)**
 2. No **(GO TO Q6A)**
 3. Don't know **(GO TO Q6A)**
-

Q5a What was it that you saw, read or heard about illegal drugs?

(RECORD VERBATIM - PROBE FULLY)

Q5b What else, anything else?

(RECORD VERBATIM - PROBE FULLY)

Q6a Have you spoken to anyone about illegal drug issues in the last two months?

1. Yes **(CONTINUE)**
 2. No / Don't Know **(GO TO Q8)**
-

Q6b Who did you speak with? **(ACCEPT MULTIPLES)**

1. Husband/wife/partner
 2. My child / children
 3. My parent/s
 4. My sister/brother
 5. Other relative
 6. Friend
 7. Doctor / GP
 8. Other parents
 9. School staff
 10. Police
 11. Counsellor
 12. Work Colleague
 13. Other (SPECIFY _____)
 14. Don't Know / Can't Say
-

Q7 What have these conversations been about?

1. Seeking help
 2. Seeking information
 3. Injecting rooms
 4. Capture / seizures of illegal drugs
 5. Availability and purity issues
 6. Deaths from illegal drug use / overdoses
 7. New drugs
 8. The anti-drugs campaign
 9. Talking to your kids about drugs
 10. Education program for parents
 11. "Drugs Destroy Lives"
 12. Consequences of using drugs
 13. Needle exchanges
 14. Drug treatment programs
-

15. A booklet delivered to the household
16. Other (Specify _____)
17. Don't know

Q8 Have you learnt anything NEW about illegal drugs in the last two months?

1. Yes (CONTINUE)
2. No (GO TO Q10)
3. Don't know (GO TO Q10)

Q9 What was that?

(RECORD VERBATIM - PROBE FULLY)

Q10 Still thinking about illegal drug use. Using a 10 point scale where 10 means the problem is totally out of control and 1 means illegal drugs are not a problem at all , how big a problem do you think illegal drug use is amongst young people in Australia?.

- | | |
|----|------------------------|
| 10 | Totally out of control |
| 9 | |
| 8 | |
| 7 | |
| 6 | |
| 5 | |
| 4 | |
| 3 | |
| 2 | |
| 1 | Not a problem at all |
| 11 | Don't Know / Can't Say |

Q10a How would you rate the drug problem amongst young people in the (language) community?

- | | |
|----|------------------------|
| 10 | Totally out of control |
| 9 | |
| 8 | |
| 7 | |
| 6 | |
| 5 | |
| 4 | |
| 3 | |
| 2 | |
| 1 | Not a problem at all |
| 11 | Don't Know / Can't Say |

Q11 Generally speaking, would you say the situation is getting better or worse? **(PROBE: A lot/little)**

1. A lot worse
2. A little bit worse
3. The same
4. A little better
5. A lot better
6. Don't Know / Can't Say

PRE S4 Now some questions about your own situation. Firstly, how many children do you have, including any who might live elsewhere?

(RECORD NUMBER) ___ ___

S4 How old is your child / What are the ages of each of your children starting from the youngest?
(RECORD AGE IN YEARS AS OF LAST BIRTHDAY)

- | | | |
|----|---------|-----|
| 1. | Child 1 | ___ |
| 2. | Child 2 | ___ |
| 3. | Child 3 | ___ |
| 4. | Child 4 | ___ |
| 5. | Child 5 | ___ |
| 6. | Child 6 | ___ |
| 7. | Child 7 | ___ |
| 8. | Child 8 | ___ |
| 9. | Child 9 | ___ |

- 10 Child 10 ___
 11 Child 11 ___
 12 Child 12 ___

IF ONLY ONE CHILD AGED 8 TO 17 GO TO S6 OTHERWISE CONTINUE.

S5 Of your children aged 8 to 17 years, how old is the one who that had the most recent birthday?

RECORD IN YEARS ___

S6 And is this child a girl or a boy?

1. Girl
 2. Boy
-

Q13 Now thinking about this particular child, which of the following 3 statements best describes how you feel about the possibility of him or her experimenting with illegal drugs? Would you say ...**(READ OUT AND ROTATE)**

1. Using drugs like marijuana is OK
 2. Experimentation with marijuana is OK but I'd be concerned about them experimenting with other drugs
 3. No drug or drug taking is OK
 4. (None / don't know)
-

Q15 What, if anything, do you think you can do to help prevent your child from using illegal drugs?
(RECORD VERBATIM - OPEN ENDED)

Perceived risk

Q16 I am now going to read you out a list of different types of drugs. For each drug I read out I want you to tell me whether you think it is likely or unlikely that your child aged (age in S4/S5) will be offered these drugs **DURING THE NEXT 12 MONTHS.**

Firstly, do you think it is likely or unlikely that this child will be offered **(REPEAT AND ROTATE DRUGS A-E)?**
(PROBE: IS THAT VERY LIKELY/UNLIKELY OR JUST LIKELY / UNLIKELY)

DRUG	Very unlikely	unlikely	Neither 50:50	likely	Very likely	Don't know
1. Alcohol	1	2	3	4	5	6
2. Tobacco	1	2	3	4	5	6
3. Marijuana	1	2	3	4	5	6
4. Speed / ecstasy	1	2	3	4	5	6
5. Cocaine / Heroin	1	2	3	4	5	6

Q17 And do you think it is likely or unlikely that your child aged (age in S4/S5) would accept an offer of **(drug/s from Q16)? (PROBE: IS THAT VERY LIKELY/UNLIKELY OR JUST LIKELY / UNLIKELY)**

Drug	Very unlikely	unlikely	Neither 50:50	likely	Very likely	Don't know
1. Alcohol	1	2	3	4	5	6
2. Tobacco	1	2	3	4	5	6
3. Marijuana	1	2	3	4	5	6
4. Speed / ecstasy	1	2	3	4	5	6
5. Cocaine / Heroin	1	2	3	4	5	6

Analysis of the conversation

- Q 18 Now thinking about talking to your child(ren) about illegal drugs. Do you feel you know enough about illegal drugs to be confident that you can talk to your child aged (S4/S5 age) years about them?
1. Yes
 2. No
 3. Don't know

- Q18a Have you spoken to your child aged (age in S4 / S5) about illegal drugs in the past two months?
1. Yes (GO TO Q19)
 2. No (CONTINUE)
 3. Don't know (CONTINUE)

- Q18b Have you ever spoken to your (age in S5) year old about illegal drugs?
1. Yes (GO TO 18C)
 2. No (GO TO Q27)
 3. Don't know (GO TO Q27)

- Q18c Approximately how long ago was that? (Read out)
1. 2 to 6 months ago (CONTINUE)
 2. 6 to 12 months (CONTINUE)
 3. More than a year (GO TO Q26)

- Q19 Can you remember how the subject came up? (RECORD VERBATIM)
- _____

- Q22 Thinking back to the/se conversation/s you had with youryear old daughter/son, what sorts of things have you talked about in relation to illegal drugs? (RECORD VERBATIM)
- _____

- Q25 Approximately how many times would that be in the past year? (READ OUT)
1. 1 to 3 times
 2. 4 to 6 times
 3. 7 to 10 times
 4. more than 10 times
 5. Don't Know / Can't Say

- Q26 Generally speaking, how EFFECTIVE or INEFFECTIVE do you feel your conversations with this child have been in discouraging them from EVER using(READ OUT)

(PROBE: To clarify response)

Drug	Very effective	Somewhat effective	Neither 50:50	Not very effective	Not at all effective	Don't know / Can't say / Not applicable
A. Marijuana	1	2	3	4	5	6
B. Other illegal drugs	1	2	3	4	5	6

- Q27 In the next 2 months, do you intend to talk with your child (again) about illegal drugs?
1. Yes
 2. No
 3. Not sure/ it depends

Recognition of advertising

- Q31 Now I'd like you to think about any advertising campaigns about **illegal** drugs you may have recently seen. Do you recall seeing, reading or hearing any advertising about illegal drugs recently? (IF NO PROBE; Nothing at all?)
1. Yes (CONTINUE)
 2. No / Don't Know (GO TO Q34)

Q32 Where did you see, read or hear any part of this advertising campaign? (**UNPROMPTED DO NOT READ OUT**) (**ACCEPT MULTIPLES**)

(**RECORD VERBATIM**)

Q33 Can you describe what you saw, read or heard from this advertising campaign? (**ACCEPT MULTIPLES**)

(**RECORD VERBATIM**)

Q.33A What else, anything else?

(**RECORD VERBATIM**)

Prompted recognition of mainstream media

Q34 I'll now describe a television commercial that you may have seen recently. Each scene in the commercial focuses on one young person at a time. In the first scene we see a girl who has just had sex, scene two shows a boy searching through a handbag in a toilet cubicle, scene three shows a fight between a mother and daughter and then the final scene shows a dead boy being zipped into a body bag. Over each of these scenes we hear the teenager's voice when they were a child telling us what they want to be when they grow up.

Do you recall seeing this advertisement?

1. Yes (**CONTINUE**)
 2. No (**GO TO Q36**)
 3. Don't know (**GO TO Q36**)
-

Q35 What would you say was the MAIN message of this advertisement?

(**RECORD VERBATIM**)

Q36 Another commercial that you may have seen opens with a girl watching TV and talking with her mother. As we watch this scene the camera pulls back to reveal a father and son watching this whole scene on another television. Whilst they are talking the camera then pulls out further to reveal that this too has actually been part of a television ad and so on.

Do you recall seeing this advertisement?

1. Yes (**CONTINUE**)
 2. No (**GO TO Q38**)
 3. Don't know (**GO TO Q38**)
-

Q37 What would you say was the MAIN message of this advertisement?

(**RECORD VERBATIM**)

Q38 As a part of this campaign, a booklet was delivered in the mail. The booklet has been written for parents of young people and provides suggestions on how to talk with your child/ren about illegal drugs, information on the most common illegal drugs as well as information on other anti-drug programs that are currently operating in Australia.

Do you recall seeing this booklet?

1. Yes (**CONTINUE**)
 2. No (**GO TO Q39a**)
 3. Don't know (**GO TO Q39a**)
-

Q39 How much of the booklet have you read? Would you say (**READ OUT**)

1. All of it thoroughly
 2. Most of it
 3. More than half
 4. Less than half
 5. Just flicked through it; or
 6. None of it
 7. (Don't know)
-

Q39a Have you seen a copy of this booklet in your own language?

1. Yes (CONTINUE)
 2. No (GO TO PRE Q40a)
 3. Don't know (GO TO PRE Q40a)
-

Q39b How much of the booklet have you read? Would you say (READ OUT)

8. All of it thoroughly
 9. Most of it
 10. More than half
 11. Less than half
 12. Just flicked through it; or
 13. None of it (GO TO PRE Q40a)
 14. (Don't know) (GO TO PRE Q40a)
-

Q40 Did you find the information in the booklet/s useful?

1. Very useful
 2. Somewhat useful
 3. Not very useful
 4. Not useful at all
 5. Don't know
-

Prompted recognition of NESB media

PRE Q40a As a part of this anti-drug campaign, a series of full page advertisements were also placed in (language) newspapers.

(ROTATE newspaper Qs)

One newspaper advertisement shows a picture of a dead boy in a body bag and the headline, DRUGS DESTROY LIVES. The ad informs the reader that every home in Australia would receive a booklet in the mail providing parents with information to help them talk with their children about drugs.

Q40a Do you recall seeing this newspaper advertisement?

1. Yes
 2. No
 3. Don't know
-

One newspaper advertisement provides pictures and descriptions of different types of illegal drugs with the headline, WOULD YOU LIKE TO KNOW MORE ABOUT DRUGS THAN YOUR KIDS DO? The ad then goes on to describe a booklet that would be dropped to every household.

Q40b Do you recall seeing this newspaper advertisement?

1. Yes
 2. No
 3. Don't know
-

One newspaper advertisement shows three teenagers sitting on the ground talking and the headline, WHO'S TALKING TO YOUR KIDS ABOUT DRUGS IF YOU'RE NOT? The ad then suggests ten ways to encourage young people to talk with you about illegal drugs.

Q40x Do you recall seeing this newspaper advertisement?

1. Yes
 2. No
 3. Don't know
-

Radio advertisements have also been placed on (language) radio. The ads involve a mother and son discussing a television commercial where a boy has died from using illegal drugs and/or the booklet about illegal drugs which has been delivered to their house.

Q40y Do you recall hearing either of these advertisements on (language) radio?

1. Yes
 2. No
 3. Don't know
-

PRE Q43 If code 1 at Q34/36/38/41/42 CONTINUE OTHERWISE GO TO D1:

Q43 Now thinking about this campaign as a whole, would you say it has prompted you to take any action?

1. Yes
2. No (GO TO Q43B)
3. Don't know (GO TO Q43B)

Q43A What action did you take? (PLEASE SPECIFY)

Q43B Do you think that this campaign as a whole has made it more or less difficult for you to talk with your child about illegal drugs? (PROBE: A lot / little)

1. A lot more difficult (CONTINUE)
2. A little more difficult (CONTINUE)
3. About the same (GO TO Q44a)
4. A little less difficult (GO TO Q44b)
5. A lot less difficult (GO TO Q44b)
6. Don't know (GO TO D1)

Q44 Why do you say that? (RECORD VERBATIM)

NOW GO TO D1

Q44A Why do you say that? (RECORD VERBATIM)

NOW GO TO D1

Q44B Why do you say that? (RECORD VERBATIM)

Demographics

D1 Finally just a few more questions to help us analyse the results of the survey.

Firstly, would you mind telling me which of the following age groups you fall into? (READ OUT)

1. 24 years or less
2. 25 - 34 years
3. 35 - 44 years
4. 45 - 54 years
5. 55+ years
6. Refused

D2 What is the occupation of the main income earner in the household? (PROBE FOR TITLE AND MAIN DUTIES)

D2b Would you mind telling me which of the following categories your household's approximate annual income from all sources, before tax, falls into?

Would it be (READ OUT)

1. Less than \$ 40,000
2. \$40,000 – 80,000
3. Over \$80,000
4. (Don't know / Not sure)
5. (Refused)

D3 What is your present marital status?

1. Never Married

2. Married (including de facto)
 3. Widowed
 4. Divorced
 5. Separated but not divorced
-

D4 What is the highest level of education you have completed?

1. Primary school
 2. Year 10 or below
 3. Year 11 or below
 4. Year 12 or below
 5. Trade/apprenticeship
 6. Other TAFE/Technical Certificate
 7. Diploma
 8. Bachelor Degree
 9. Post-Graduate Degree
 10. Other (**SPECIFY**)
 11. Refused
-

D5 Were you born in Australia or overseas?

1. Australia (**GO TO D7**)
 2. Overseas (**CONTINUE**)
-

D5a What year did you arrive in Australia? (**RECORD FOUR DIGITS**)

DXa Do you mind telling me which television channels you watch? (**DO NOT READ OUT**)

1. SBS
 2. Pay TV
 3. Commercial TV
 4. ABC
 5. Other (**SPECIFY**_____)
 6. Do not watch television
-

DXb Which newspapers do you read? (**RECORD VERBATIM**)

DXc And which radio stations do you listen to? (**RECORD VERBATIM**)

D9 Have you, or a family member, or a friend ever experienced any problems with illegal drugs?

1. Yes
 2. No
 3. Refused
-

CLOSE :

Thanks for participating in this survey. Just in case you missed it, my name is (...) calling on behalf of the Department of Health and Aged Care. Ten percent of my work is checked by my supervisor, so they may call you back to verify your participation. (**RECORD NAME.**)

4

Youth survey

Summary

This chapter describes the response of young people aged 15–17 to the National Illicit Drugs Campaign (NIDC). The response was measured by conducting telephone surveys of young people at pre-campaign and post-campaign stages. Survey results were evaluated with particular attention to campaign awareness and reach, campaign recognition and message recall, and reported action taken as a result of the campaign.

Campaign awareness

In the pre-campaign survey, 81% of young people said that they had seen, read or heard advertising about illegal drugs in the media in the previous three months. In the post-campaign survey, 79% of young people had seen, read or heard advertising about illegal drugs in the media over the campaign period.

Campaign recognition

Prompted recognition of the campaign elements was high, with nine in ten recognising the 'Lost Dreams' TV commercial, and eight in ten recognising the 'Ad Within Ad' TV commercial. One in five young people recognised the press advertisement and the outdoor (billboard) advertising, and one in ten recognised the leaflet.

The majority of young people who recognised the 'Lost Dreams' TV commercial recalled its main message as 'negative consequences of drug use'. Young people who recognised the 'Ad Within Ad' TV commercial recalled its main messages as 'the need for increased communication by parents' and 'parents should communicate with children about drugs openly'.

One in two young people surveyed recognised the campaign booklet and of these, 75% read at least some.

Reported action taken as a result of the campaign

One in three young people aware of the campaign felt it had prompted them to take action. Reported action included not taking drugs (40%), seeking more information about illegal drugs (28%) and encouraging others to stay away from drugs (16%). One in two felt that they found it easier to talk to their parents about illegal drugs following the campaign. The campaign appears to have had its greatest impact on young people aged 15.

4.1 Introduction

This chapter looks at the impact of the National Illicit Drugs Campaign (NIDC) on one of the campaign's secondary target groups — young people aged 15–17 years. In particular, it explores the results of the following quantitative surveys:

- a national pre-campaign survey, involving telephone interviews (321) and face-to-face interviews (603), with young people aged 15–17 years, in March 2000
- a national survey at the post-campaign stage, involving telephone interviews with 604 young people aged 15–17 years, in May–June 2001.

Where relevant, the findings of the surveys of young people are compared with the national post-campaign telephone survey of 1800 parents of 8–17-year-olds, carried out in May–June 2001 (using a subset of the data, $n = 619$ parents of 15–17-year-olds). This survey is described in detail in Chapter 2.

The objective of the evaluation was to obtain post-campaign measures of advertising and message recall, perceptions, attitudes, intentions and behaviour amongst young people aged 15–17 years.

4.2 Methodology

The pre-campaign survey was carried out before the launch of the campaign by Blue Moon Research and Planning, who interviewed 924 young people aged 15–17 years, using a combination of telephone and face-to-face interviews. Interviews were conducted between 28 February and 19 March 2000 and on average took 20 minutes to complete. There was one pilot test of the questionnaire, involving 20 interviews. These interviews were carried out as part of a larger developmental study of young people aged 15–24 years undertaken to inform the strategy for the second phase of the NIDC, targeting young people.

The results of the pre-campaign survey for this group suggested that there were no conclusive differences between data collected through telephone interviews or face to face. Therefore, the results of interviews collected using both methodologies (924 in total) were aggregated.

For this survey, quotas were set based on region and on age within sex within region. The data were post-weighted by age to match the national age profile derived from the 1996 Australian Bureau of Statistics (ABS) Census of Population and Housing Statistics.

The national youth post-campaign survey was conducted by the Wallis Consulting Group between 24 May and 10 June 2001. It involved 604 telephone interviews with young people aged 15–17; on average the interviews took 14 minutes to complete. The survey was administered via a computer-assisted telephone interviewing system, and was based on the parent and community survey instruments. There was one pilot test, involving eight interviews, with no modifications to the instrument. A copy of the post-campaign youth survey can be found in Section 4.5.

The post-campaign survey was weighted to distribution quotas derived from the 1996 ABS Census of Population and Housing Statistics.

The latest version of the electronic White Pages was used as the sampling frame for the survey. Permission was obtained from parents of young people before commencement of each interview. Respondents aged 15–17 years were identified using the next-birthday method.

Whilst the methodologies used in the two surveys were not identical, results from both surveys are reported and compared where appropriate.

Statistical tests were conducted to establish whether differences between the responses of subgroups, either within the post-campaign survey or between surveys, were statistically significant. In this report, differences between subgroups that are reported as 'significant' imply that a significant difference at a 95% confidence level has been established.

4.3 Results

4.3.1 Sample characteristics

Table 4.1 shows some demographic characteristics of the youth pre-campaign and post-campaign evaluation samples. It shows the age and sex of respondents, and the geographical area in which the interviews were conducted.

Table 4.1 Youth survey respondents: demographic characteristics

	Pre-campaign (n = 924) %	Post-campaign (n = 604) %
Respondent sex		
Male	50	51
Female	50	49
Respondent age (years)		
15	35	39
16	32	35
17	33	26
Region		
Metropolitan	63	62
Non-metropolitan	37	38
State		
New South Wales/Australian Capital Territory	35	35
Victoria/Tasmania	28	27
Queensland	18	19
Western Australia	9	10
South Australia/Northern Territory	9	9
School/work status		
High school	76	85
Tertiary and further education (TAFE)	5	2
University	4	2
Part-time work	2	3
Full-time work	9	4
Unemployed	3	2

Note: Totals do not always sum to 100% due to rounding.
Base: All respondents

As illustrated in Table 4.1, people interviewed in the post-campaign survey were younger than those interviewed in the pre-campaign survey. In the post-campaign survey people were significantly more likely to be aged 15 years (35% pre-campaign and 39% post-campaign) and significantly less likely to be aged 17 years (33% pre-campaign and 26% post-campaign). They were also more likely to still be at high school than those interviewed in the pre-campaign survey (76% pre-campaign and 85% post-campaign).

Table 4.2 shows other key demographics for the people interviewed in the two surveys. Young people in the post-campaign survey were significantly more likely to have completed year 8 or 9 only (8% post-campaign), and significantly less likely to have completed year 10 only (72% pre-campaign and 64% post-campaign), reflecting their younger age relative to people in the pre-campaign survey. Furthermore, young people in the post-campaign survey were significantly more likely to be living with a parent or guardian only than were those in the youth pre-campaign survey (32% to 22%), and significantly less likely to be living with a parent or guardian and other family members (59% to 67%).

Table 4.2 Youth survey respondents: other demographic characteristics

	Pre-campaign (n = 924) %	Post-campaign (n = 604) %
Highest educational qualification		
Completed year 8 or 9	–	8
School certificate year 10	71	64
HSC or completed year 11 or 12	9	9
None of the above	20	19
Other	–	–
Main language spoken at home		
English	93	95
Other language ^a	8	5
Household situation		
Live with parents/guardians	22	32
Live with parents/guardians and other family members	67	59
Live with sole parent/guardian	7	7
Share with other adults	2	1
Live with spouse/partner	–	1

– = no respondents in this category

^a Sample size for parents of non-English speaking background is very small and caution should be exercised when comparing to mainstream responses.

Note: Totals do not always sum to 100% due to rounding.

Base: All respondents

4.3.2 Campaign awareness and reach

Awareness of illegal drugs in the media

To measure awareness of the campaign activity and related media coverage, young people were asked whether they had recently seen, read or heard anything in the media about illegal drugs. The period mentioned in this question was three months for the pre-campaign survey and two months for the post-campaign survey. In the pre-campaign survey, 81% of respondents stated that they had recently seen, read or heard something about illegal drugs in the media; in the post-campaign survey, the figure was 79%.

In the post-campaign survey, young people who reported that they had discussed illegal drugs with their parents in the previous two months were significantly more likely than those who had not done so to state that they had seen something in the media about illegal drugs in the previous two months (88% to 75%).

Young people were asked to describe what they had seen, read or heard about illegal drugs in the previous two months. The results are shown in Table 4.3. In the post-campaign survey the most frequently reported topics in the media included the government campaign or booklet (22%), general media information (21%) and drug busts and captures/seizures (19%).

Table 4.3 Media items most frequently reported by young people (first mention)

	Pre-campaign (n = 746) %	Post-campaign (n = 478) %
NIDC campaign/booklet (net)	–	22
'Lost Dreams' TV commercial	–	4
'Ad Within Ad' TV commercial	–	5
Booklet	–	5
'Tag' TV commercial	–	1
The anti-drugs campaign	–	6
General information/media	–	21
Drug busts and captures/seizures	37	19
Drug names and compositions	5	10
Consequences of drug use	–	6
Injecting rooms	23	6
Deaths from illegal drug use	21	2
Talking to kids about drugs	7	1
Anti-alcohol ads, drink driving	3	–
Anti-smoking ads/smoking stories	2	–
Heroin trials/needle exchanges	2	–
Treatment/Naltrexone	2	–

– = no responses in this category

Base: Respondents who had seen, heard or read something in the media about illegal drugs

Proven campaign reach

Young people were asked whether they had seen, read or heard any advertising campaigns about illegal drugs recently. This was an open-ended, multiple-response question. In the pre-campaign survey, 27% of young people reported seeing, reading or hearing advertising about illegal drugs recently. In the post-campaign survey this number increased to 62%.

Young people who reported discussing illegal drugs with their parents in the previous two months were significantly more likely than those who did not do so to recall recent advertising about illegal drugs (71% to 57%).

Young people were then asked to describe what they had seen, read or heard about this advertising campaign related to illegal drugs. Table 4.4 shows the responses.

Table 4.4 Young people's recall of the advertising campaign about illegal drugs

	Post-campaign (n = 373) %
'Lost Dreams' TV commercial	35
'Ad Within Ad' TV commercial	29
'Tag' TV commercial	7
Recall of TV commercial (net)	64
NIDC-related information	11
Other drug campaign information	24

Base: Respondents who could recall advertising campaigns about illegal drugs

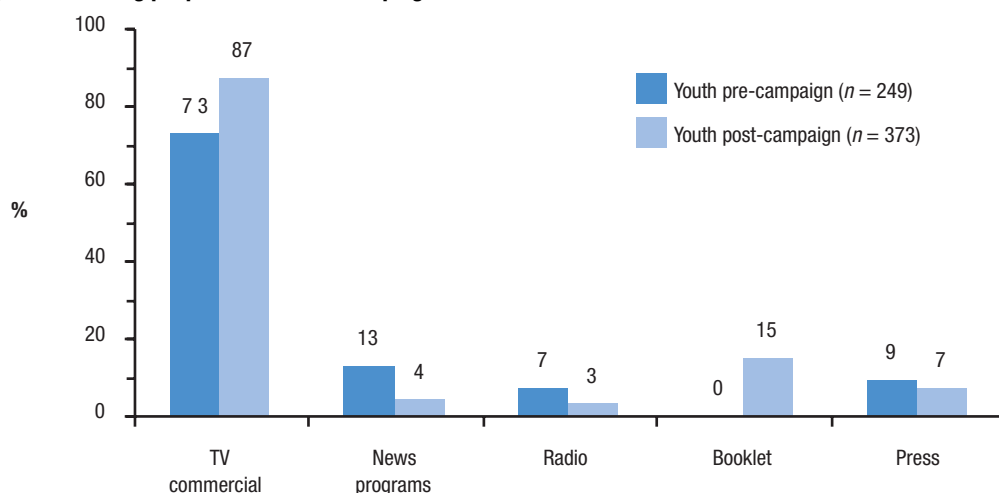
In the post-campaign survey, amongst young people who recalled seeing, hearing or reading something about illegal drugs recently, 64% could recall one of the TV commercials and 11% could recall other information related to the NIDC; 24% also identified messages related to other drug campaigns. In the pre-campaign survey, recall related predominantly to messages from other drug-related campaigns; in particular, the negative consequences of drinking alcohol (37%), a comparison between positive and negative outcomes of drinking or not drinking (21%), and the negative effects of drugs (14%).

Some subgroups were significantly more likely than others to recall particular campaign elements. For example, females were more likely than males to recall a TV commercial (71% to 56%). In particular, females were more likely than males to recall the 'Lost Dreams' TV commercial (41% to 30%) and the 'Ad Within Ad' TV commercial (33% to 25%). In contrast, males were more likely than females to recall other NIDC-related information (14% to 7%). In particular, they were more likely to recall information on the dangers of drug use (8% to 3%).

Sources of advertising recalled

Young people were asked to describe where they had seen, heard or read something from advertising campaigns related to illegal drugs. This was an open-ended, multiple-response question. Figure 4.1 shows the results.

Figure 4.1 Young people's sources of campaign awareness



Base: Young people who recalled seeing, hearing or reading about advertising campaigns on illegal drugs

Television was the most reported source of recalled information both before (73%) and after (87%) the campaign, with a significant increase following the campaign. The booklet was mentioned as a source of information by 15% of young people in the post-campaign survey.

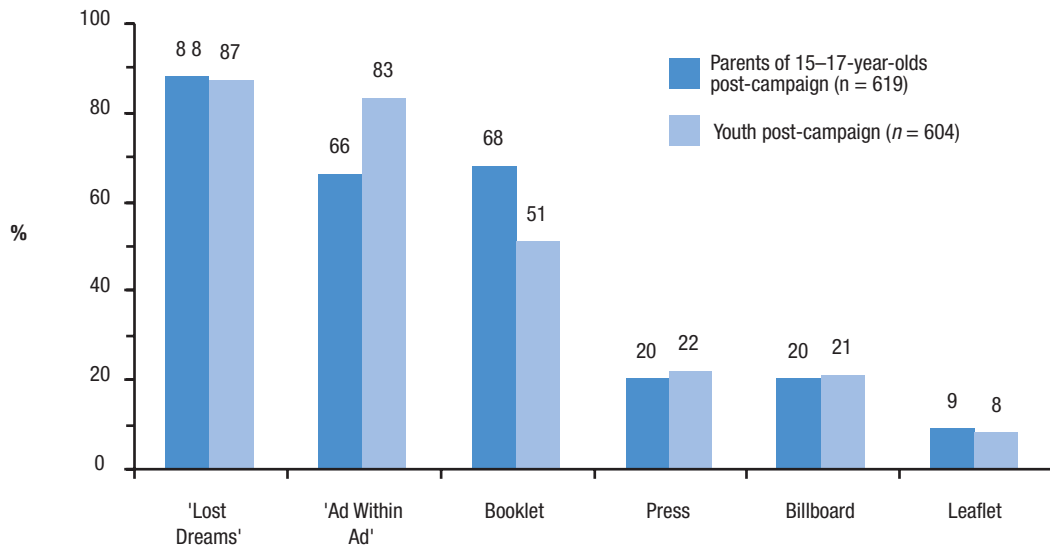
Females (93%) were significantly more likely than males (84%) to report television as the medium through which they saw or heard advertising, and, in particular, to report TV commercials as the source of advertising recall.

4.3.3 Campaign recognition

To gain a measure of advertising recognition in the post-campaign survey, respondents were read a description of the two key television advertisements, the parent booklet, the newspaper and magazine advertisements, and the leaflet. This question was included in the post-campaign survey only. Figure 4.2 compares the responses of young people to those of parents of 15–17-year-olds.

Almost all young people (97%) recognised at least one element of the campaign. As is illustrated in Figure 4.2, 87% recognised the 'Lost Dreams' TV commercial, 83% the 'Ad Within Ad' TV commercial, 51% the booklet, 22% the press campaign, 21% the billboard advertising and 8% the leaflet.

Figure 4.2 Young people's recognition of campaign elements (prompted), compared with parents



Base: All respondents

As can be seen in Figure 4.2, prompted recognition by young people was generally very similar to that reported by parents of 15–17-year-olds, although young people had significantly higher recall of the 'Ad Within Ad' TV commercial and parents had significantly higher recall of the booklet.

'Lost Dreams' TV commercial

Prompted recognition

Prompted recognition of the 'Lost Dreams' TV commercial was high amongst young people: 87% stated that they recognised the TV commercial after being read the following brief description:

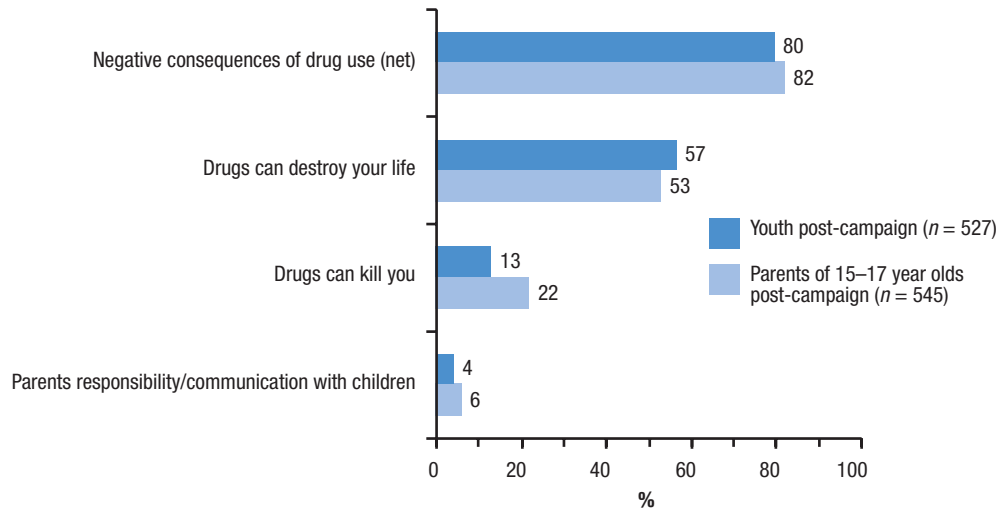
Each scene in the commercial focuses on one young person at a time. In the first scene we see a girl who has just had sex, scene two shows a boy searching through a handbag in a toilet cubicle, scene three shows a fight between a mother and daughter and then the final scene shows a dead boy being zipped into a body bag. Over each of these scenes we hear the teenager's voice when they were a child telling us what they want to be when they grow up.

In the post-campaign youth survey, females were significantly more likely than males (90% to 83%) to report recognition of the 'Lost Dreams' TV commercial.

Recall of the main message

Young people who reported that they could recall the 'Lost Dreams' TV commercial (n = 527) were asked to describe the main message of the advertisement. This was an open-ended question and multiple responses were recorded. Figure 4.3 shows the responses.

Figure 4.3 Main message of the 'Lost Dreams' TV commercial as recalled by young people, compared with parents



Base: Respondents who recognised the 'Lost Dreams' TV commercial

The 'negative consequences of drug use' (80%) was the main message reported for this TV commercial; 82% of parents of 15–17-year-olds also reported this as the main message.

In the post-campaign survey, young females were significantly more likely than males to report a negative consequence of drug use as the main message (83% to 76%).

'Ad Within Ad' TV commercial

Prompted recognition

Prompted recognition of the 'Ad Within Ad' TV commercial was high, with 83% of young people stating that they recognised the TV commercial after being read a brief description. This level of recognition was significantly higher than that of parents of 15–17-year-olds (66%). The description was as follows:

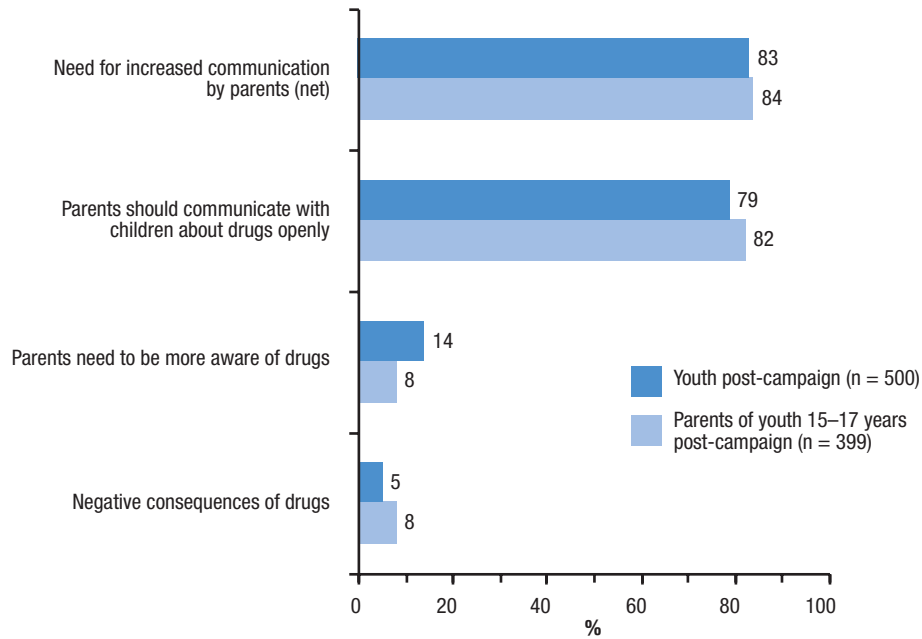
The ad opens with a girl watching TV and talking with her mother. As we watch this scene the camera pulls back to reveal a father and son watching this whole scene on another television. Whilst they are talking the camera then pulls out further to reveal that this too has actually been part of a television ad and so on.

Prompted recognition of this advertisement was significantly more likely among females than males (88% to 78%) and among young people aged 15 (85%) or 16 (86%) than among those aged 17 years (77%).

Recall of the main message

Young people who reported recognition of the 'Ad Within Ad' TV commercial (n = 500) were asked to describe the main message of the advertisement. This was an open-ended question and multiple responses were recorded. Figure 4.4 shows the results.

Figure 4.4 Main message of the 'Ad Within Ad' TV commercial as recalled by young people, compared with parents



Base: Respondents who recognised the 'Ad Within Ad' TV commercial

Most young people could describe a message consistent with the campaign, as illustrated in Figure 4.4. The need for parents to take more responsibility to communicate with their children about drugs was the main message reported by young people (83%). This finding is similar to that for parents, 84% of whom reported this as the main message.

In the post-campaign survey, there were some differences amongst young people who reported the need for parents to take more responsibility to communicate with children as a main message of the 'Ad Within Ad' TV commercial. In particular, females were significantly more likely than males to report this message (86% to 80%). The reporting of the message also increased with age: young people aged 17 were significantly more likely to report it (91%) than those aged 16 (85%) or 15 years (77%).

Young people in metropolitan areas were significantly more likely than those in non-metropolitan areas to recall the message about increased parental responsibility to communicate with children in the 'Ad Within Ad' TV commercial (87% to 77%).

Booklet

Prompted recognition

Prompted recognition of the booklet was high, with 51% of young people stating that they had seen the booklet after being read the following brief description:

As part of this campaign a booklet is being delivered in the mail. The booklet has been written for parents of young people and provides suggestions on how to talk with your child/ren about illegal drugs, information on the most common illegal drugs as well as information on other anti-drug programs that are currently operating in Australia.

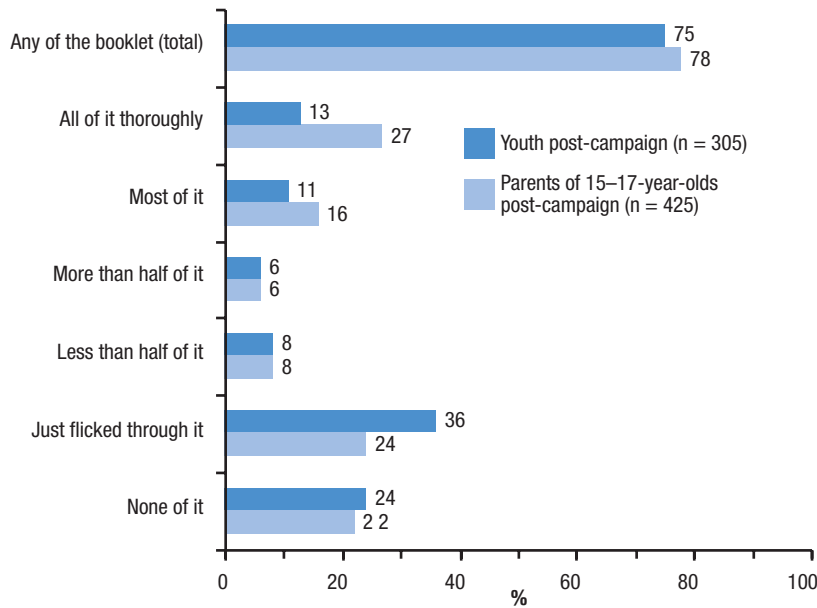
Amongst young people, recognition of the booklet (51%) was significantly lower than for parents (68%). However, given that the booklet targeted parents, this level of recognition is considered reasonably high.

In the post-campaign survey, females were significantly more likely than males to recognise the booklet (55% to 46%). Similarly, young people who had discussed illegal drugs with their parents in the previous two months were more likely to recognise the booklet than those who had not done so (64% to 45%).

Amount of booklet read

Young people who reported that they recognised the booklet ($n = 305$) were asked how much of the booklet they had read. Figure 4.5 shows the results.

Figure 4.5 Amount of booklet read by young people, compared with parents



Base: Respondents who recognised the booklet when read a description

Seventy-five per cent of young people who recognised the booklet had read at least some of it (including those who had just flicked through it), 30% had read at least half (including 13% who had read all of it thoroughly), 44% had read less than half (including 36% who reported just flicking through it) and 24% had read none of it.

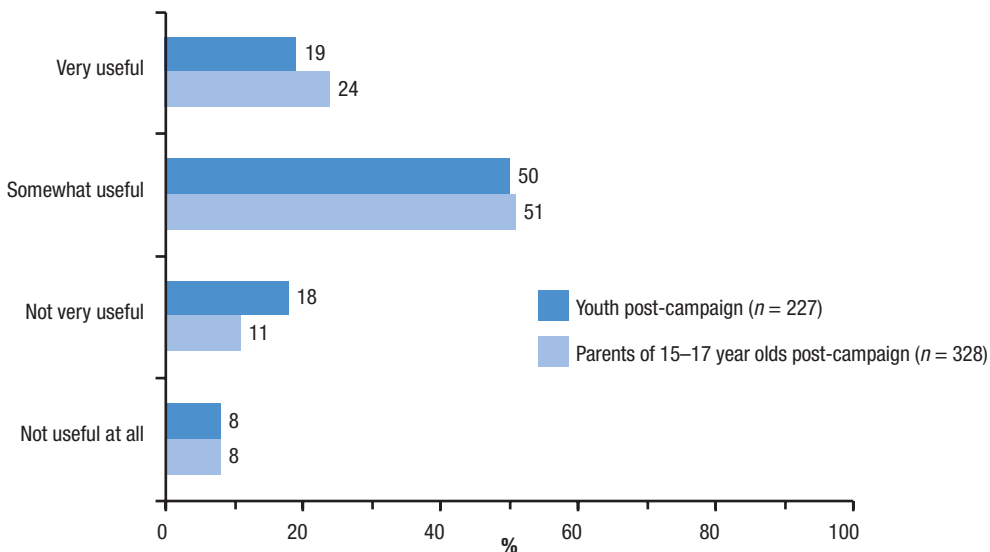
Amongst young people who had seen the booklet, those who had discussed illegal drugs with their parents in the previous two months were significantly more likely than those who had not done so to report having read at least half of the booklet (40% to 25%) or to have at least flicked through it (83% to 70%). Young people who had never discussed illegal drugs with their parents were significantly more likely than those who had done so to report that they had not read any of the booklet (41% to 23%).

Parents of 15-17-year-olds were as likely as young people to have read any of the booklet (78% to 76%) and, in particular, to have read all of it thoroughly (27% to 13%).

Perceived usefulness of the booklet

Young people who had read at least some of the booklet were asked how useful they found the booklet. Figure 4.6 shows the results, which are very similar to those for parents.

Figure 4.6 Usefulness of the booklet as reported by young people, compared with parents' perceptions



Base: Respondents who recognised the booklet and had read at least some of it

Sixty-nine per cent of young people found the booklet useful (including 19% who found it very useful). This was similar to the findings reported by parents (75% of parents of 15–17-year-olds found it useful, including 24% who found it very useful).

The perceived usefulness of the booklet decreased as the age of young people increased. Whilst this result must be viewed with caution given the small sample sizes, it appears that those aged 15 were significantly more likely (78%) than those aged 16 (65%) or 17 years (64%) to report that they found the information in the booklet useful.

Other campaign material

Recognition of the press advertising

Twenty-two per cent of young people could recognise the press or magazine advertisements.

Recognition of the outdoor advertising

Twenty-one per cent of young people recognised the outdoor (billboard) advertising (the outdoor advertising was not displayed in the Northern Territory, the Australian Capital Territory or Tasmania.).

Recognition of the leaflet

Eight per cent of young people recognised the leaflet '10 ways to encourage young people to talk about drugs'. Young people in metropolitan areas were significantly more likely to recognise the leaflet than those in non-metropolitan areas (10% to 4%).

Young people who recognised the leaflet ($n = 47$) were asked where they had seen it. The most frequently mentioned places included school (38%), the mail or letterbox (8%), or at the surgery of a doctor or general practitioner (7%); 27% could not recall where they had seen the leaflet.

Young people were asked if they had kept a copy of the leaflet. Thirteen per cent of those who recognised the leaflet had kept a copy of it.

4.3.4 Reported action taken in response to the campaign

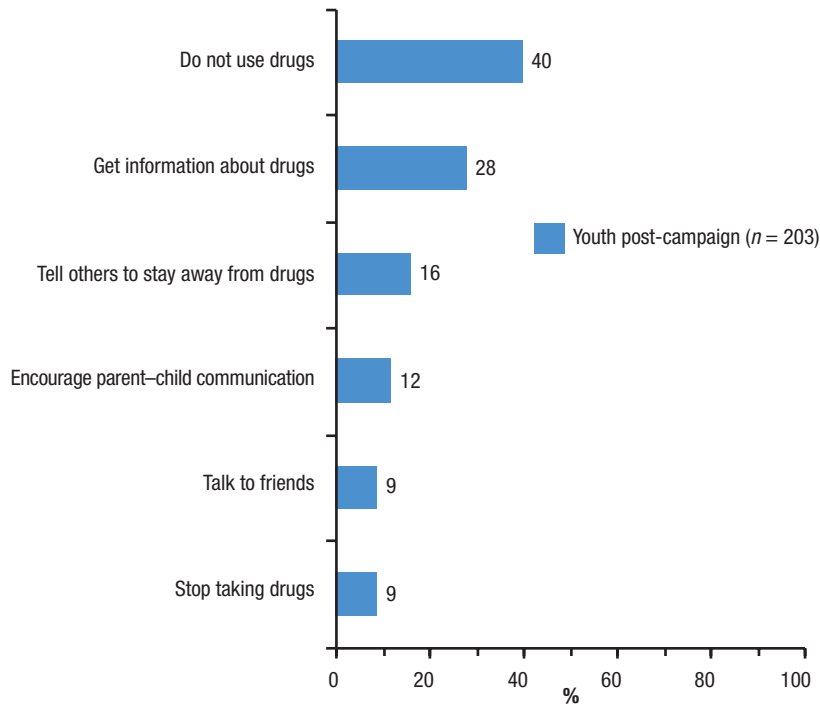
Amongst young people who were aware of at least one aspect of the campaign ($n = 586$), 35% felt that the campaign as a whole had prompted them to take some action (compared to 41% of parents of 15–17-year-olds).

The likelihood of people reporting that the campaign had prompted them to take action decreased with age. In particular, people aged 15 years were significantly more likely than those aged 17 years to report that the campaign had prompted them to take action (40% to 29%). Young people who reported that their parents had ever discussed illegal drug issues with them were significantly more likely to report that the campaign had prompted them to take some action than those who did not (36% to 27%).

Figure 4.7 shows the reported action taken as a result of the campaign. Reported action included not taking drugs (40%), seeking more information about drugs (28%), encouraging others to stay away from drugs (16%) and encouraging communication between parents and children about drugs (12%).

Young people aged 17 years (30%) were significantly more likely than those aged 16 years (16%) and those aged 15 years (10%) to report that they would encourage others not to use drugs as a result of the campaign as a whole.

Figure 4.7 Reported action taken by young people as a result of the campaign



Base: Young people who recalled the campaign and had taken action as a result

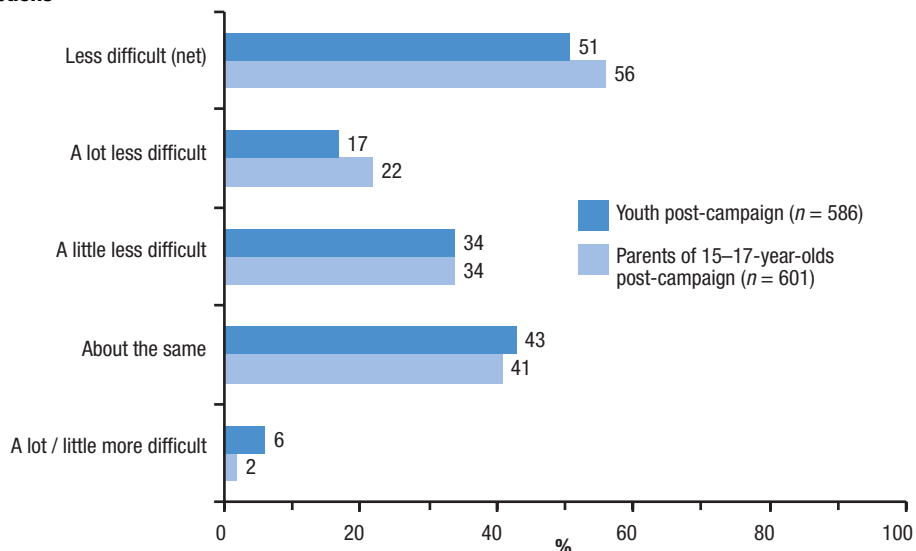
Reported impact of the campaign in facilitating conversations about drug use between parent and child

Young people who had seen at least one campaign element were asked whether the campaign as a whole had made it more or less difficult for them to talk with their parents about illegal drugs. Figure 4.8 shows the results, compared to those for parents with a reference child aged 15–17 years.

Fifty-one per cent of young people found it less difficult to talk to their parents about illegal drugs following the campaign (17% found it a lot less difficult), 43% found it about the same and 6% found it more difficult. In the case of parents, 56% found it less difficult to talk to their children about drugs following the campaign (22% found it a lot less difficult), 41% found it about the same and only 2% found it more difficult.

Young people aged 15 (59%) were significantly more likely than those aged 16 (46%) or 17 years (46%) to report that following the campaign they found it less difficult to talk to their parents about illegal drugs.

Figure 4.8 Young people’s reported ease or difficulty in talking about illegal drugs, compared with parents’ perceptions



Base: Respondents who had seen at least one campaign element

Discussions about illegal drugs

Young people were asked if they had ever had discussions with their parents about illegal drugs and, if so, how recently. The results are presented in Table 4.5. The questions asked in the pre-campaign survey and the post-campaign survey were worded slightly differently with respect to time frames, so some samples cannot be directly compared.

Table 4.5 How recently young people had discussed illegal drugs with their parents

	Pre-campaign (n = 924) %	Post-campaign (n = 604) %
Discussions held:		
In the past 2 months	–	31
2–3 months ago	–	13
In the past 3 months	26	–
3–6 months ago	15	–
4–6 months ago	–	11
7–12 months ago	15	7
More than a year ago	12	10
No	28	26
Don't know	2	1

– = no responses in this category

Base: All respondents

From Table 4.5 it can be seen that, in the pre-campaign survey, 26% of young people reported that they had discussed illegal drugs with their parents in the previous three months. In the post-campaign survey this increased to 44%. In particular, 31% of young people reported such conversations in the previous two months.

In the post-campaign survey, females were more likely than males to state that they had discussed illegal drugs with their parents in the previous two months (35% to 27%). Similarly, young people who reported that they seen, read or heard something about illegal drugs in the media were more likely than those who had not done so to report such conversations (35% to 17%).

In their respective post-campaign surveys, teenagers and parents were both asked whether they had ever had any discussions with parents or children respectively about illegal drugs over a series of time periods. Table 4.6 compares the responses from young people to the responses of parents with a reference child aged 15–17 years. The surveys were conducted over a similar period. Parents were significantly more likely than young people to report that they had discussed illegal drugs (with their child or parent, respectively) in the previous two months (80% to 31%).

Table 4.6 Frequency of discussions about illegal drugs between young people and parents: perceptions of each group

	Post-campaign	
	Youth (n = 604) %	Parents of 15–17-year-olds (n = 619) %
Discussions held:		
In the past 2 months	31	80
2–6 months ago	24	–
7–12 months ago	7	4
More than a year ago	10	3
No, never spoken about drugs	26	3
Don't know	1	1

– = no responses in this category

Base: All respondents

Reported impact of conversations on use of particular drugs

Young people were asked whether the conversations they had with their parents about drugs had made it more likely or less likely that they would use certain drugs, or whether it made no difference. The results are summarised in Table 4.7. Overall, there was no significant difference between the two surveys with regard to reported likelihood of the conversations having an impact on use of particular drugs.

Table 4.7 Impact of conversations with parents on the likelihood of young people using particular drugs

	Pre-campaign (n = 924)			Post-campaign (n = 604)		
	More likely %	No change %	Less likely %	More likely %	No change %	Less likely %
Tobacco	3	55	42	2	52	45
Alcohol	4	65	30	5	65	29
Marijuana	2	46	52	2	46	51
Ecstasy or other designer drugs	1	39	60	0	41	56
LSD or other hallucinogens	–	–	–	1	40	57
Speed	1	39	60	1	41	57
Cocaine	1	39	59	1	38	59
Heroin	1	39	59	1	36	61

– = no responses in this category

Base: All respondents

Comparisons between pre-campaign and post-campaign survey results

Four in ten young people reported that the conversations they had with their parents made it less likely that they would use tobacco (42% pre-campaign and 45% post-campaign) and three in ten that these conversations made it less likely that they would use alcohol (30% pre-campaign and 29% post-campaign). One in two young people reported that such conversations made it less likely that they would use marijuana (52% pre-campaign and 51% post-campaign).

Three in five young people reported that the conversations they had with their parents made it less likely that they would use ecstasy or speed (60% pre-campaign for both drugs and 56% and 57% respectively post-campaign), heroin or cocaine (59% pre-campaign for both drugs and 59% and 61% respectively post-campaign), or LSD (57% post-campaign only).

Comparisons between subgroups in the post-campaign survey

In the post-campaign survey, young people aged 15 were significantly more likely than those aged 17 years to state that the conversations they had with their parents about drugs had made it less likely that they would use tobacco (52% to 34%) and alcohol (35% to 23%).

Fifteen-year-olds were significantly more likely than those aged 16 years or 17 years to state that they were less likely to use any illegal drugs as a result of conversations with their parents, as shown in Table 4.8.

Table 4.8 Young people less likely to use any illegal drugs as a result of conversations with their parents, by age

	Post-campaign		
	15-year-olds %	16-year-olds %	17-year-olds %
Marijuana	62	46	42
Ecstasy or other designer drugs	70	50	43
LSD or other hallucinogens	68	52	48
Speed	70	51	45
Cocaine	71	55	48
Heroin	72	57	51

4.3.5 Young people's attitudes to communicating with their parents

Young people were asked about the extent to which they agreed or disagreed with a series of statements about how they communicate with their parents. This question was asked in the pre-campaign and post-campaign surveys. Responses are summarised in Table 4.9.

Table 4.9 Young people's attitudes to communication with their parents

	Pre-campaign (n = 924)			Post-campaign (n = 604)		
	Agree	Neither agree nor disagree	Disagree	Agree	Neither agree nor disagree	Disagree
	%	%	%	%	%	%
I don't find it easy to talk to my parents	19	13	69	22	5	72
I would pay more attention to what my friends tell me about drugs than what my parents tell me	27	24	50	34	9	56
My parents don't understand people my age	33	24	44	34	9	56
My parents haven't got a clue what goes on these days	17	14	68	17	5	78
I don't think my parents trust me	17	14	68	18	4	78
I know I can get useful advice from my parents on most issues	88	8	5	90	2	8
My parents know a fair bit about drug issues	61	22	17	71	7	19
I know I can go to my parents if I have a problem	84	8	7	89	2	9
My parents could influence me not to use drugs	70	14	16	79	4	16
I get along well with my parents	85	9	6	92	3	5
I'm willing to talk to my parents about drugs	76	12	12	85	3	11
Advice from my parents has steered me away from drugs	57	22	22	71	18	21
My parents know where to get information about drugs	61	21	17	73	13	15

Base: All respondents

Differences between pre-campaign and post-campaign surveys

Following the campaign, a significant shift in positive youth attitudes towards communicating with their parents was reflected in the response to nearly all of the attitude statements. In particular, most young people agreed with the statements 'I get along well with my parents' (85% pre-campaign and 92% post-campaign) and 'I'm willing to talk to my parents about drugs' (76% pre-campaign and 85% post-campaign). Most also agreed with the statements 'my parents could influence me not to use drugs' (70% pre-campaign and 79% post-campaign) and 'advice from my parents has steered me away from drugs' (57% pre-campaign and 71% post-campaign). As well, most young people agreed with the statement 'my parents know a fair bit about drug issues' (61% pre-campaign and 71% post-campaign) and 'my parents know where to get information about drugs' (61% pre-campaign and 73% post-campaign).

Whilst there was a high level of agreement with several other statements between the two surveys, there was no significant increase in the proportion of young people who agreed with these statements. Most agreed with the statements 'I know I can get useful advice from my parents on most issues' (88% pre-campaign and 90% post-campaign) and 'I know I can go to my parents if I have a problem' (84% pre-campaign and 89% post-campaign). Notably, these statements are about communicating generally, rather than specifically about drug use.

In the post-campaign survey there was a significant increase in the proportion of young people who disagreed with some statements. In particular, most young people disagreed with the statements 'I don't think my parents trust me' (68% pre-campaign and 78% post-campaign) and 'my parents don't understand people my age' (44% pre-campaign and 56% post-campaign). Most also disagreed with the statement 'my parents haven't got a clue what goes on these days' (68% pre-campaign and 78% post-campaign).

Differences in youth attitudes within the post-campaign survey

In the post-campaign survey there were some significant differences in youth attitudes to a number of statements:

- ‘I don’t find it easy to talk to my parents’.
Females were more likely than males to agree with this statement (25% to 19%). Young people who reported that they had discussed illegal drug issues with their parents in the previous two months were significantly less likely to agree with this statement than those who had not (18% to 25%).
- ‘I know I can go to my parents if I have a problem’.
Young people who had discussed illegal drug issues with their parents in the previous two months were significantly more likely than those who had not done so to agree with this statement (91% to 87%).
- ‘I would pay more attention to what my friends tell me about drugs than what my parents tell me’.
Fifteen-year-olds were significantly more likely than 17-year-olds to disagree with this statement (60% to 50%).
- ‘My parents don’t understand people my age’.
Seventeen-year-olds were significantly more likely to disagree with this statement (66%) than those aged 16 years (51%) or 15 years (54%). Young people who reported that their parents had ever discussed illegal drugs with them were significantly more likely to disagree with the statement than those who had not done so (60% to 50%).
- ‘I don’t think my parents trust me’.
Seventeen-year-olds were significantly more likely than those aged 15 years to disagree with this statement (83% to 75%).
- ‘I know I can get useful advice from my parents on some issues’.
Females were more likely than males to agree with this statement (93% to 87%).
- ‘My parents know a fair bit about drug issues’.
Young people aged 15 years were significantly more likely than those aged 17 years to agree with this statement (76% to 66%). Young people who had discussed illegal drug issues with their parents in the previous two months were significantly more likely to agree with this statement than those who had not (76% to 69%).
- ‘My parents could influence me not to use drugs’.
Young people aged 15 or 16 were significantly more likely than those aged 17 years to agree with this statement (84%, 80% and 70% respectively). Young people who reported that their parents had ever discussed illegal drug issues with them were significantly more likely to agree with this statement (82% to 74%) than those whose parents had not. Young people who reported that the campaign as a whole had made it ‘a little less difficult’ or ‘a lot less difficult’ to talk to their parents were significantly less likely to agree with this statement than the sample average (87%, 89% and 79% respectively).
- ‘I get along well with my parents’.
Males were more likely than females to agree with this statement (94% to 90%).
- ‘Advice from my parents has steered me away from drugs’.
Young people aged 15 were significantly more likely than those aged 17 years to agree with this statement (75% to 63%), as were young people from a non-metropolitan region relative to those from a metropolitan region (77% to 67%). Young people who reported that their parents had ever discussed illegal drug issues with them were significantly more likely to agree with this statement than those who had not (73% to 61%).
- ‘My parents know where to get information about drugs’.
Young people aged 15 were significantly more likely than those aged 17 years to agree with this statement (77% to 69%), as were young people from a non-metropolitan region relative to those from a metropolitan region (78% to 70%). Young people who reported that their parents had ever discussed illegal drug issues with them were significantly more likely to agree with this statement than those who had not (76% to 64%).

4.3.6 Young people's perceptions of parental attitudes towards illegal drugs

Comparisons between young people: perceptions of parental attitudes towards illegal drugs

Young people were presented with three statements and asked which best described their parents' attitudes towards them experimenting with illegal drugs. Table 4.10 shows the results for the youth pre-campaign and post-campaign surveys. In the post-campaign survey, young people were more likely to state that 'no drug or drug taking is OK' (76%) than in (70%) in the pre-campaign survey.

Table 4.10 Young people's perceptions of parental attitudes towards drugs

	Pre-campaign (n = 924) %	Post-campaign (n = 604) %
No drug or drug taking is OK	70	76
Experimentation with marijuana is OK but I'd be concerned about them experimenting with other drugs	19	21
Using drugs like marijuana is OK	3	2
None of these	8	–
Don't know	–	1

– = no responses in this category
Base: All respondents

In the post-campaign survey, a number of significant differences between subgroups were evident. Males were more likely than females to state that their parents thought that 'no drug or drug taking is OK' (80% to 71%). Conversely, females were more likely than males to state that their parents thought 'experimenting with marijuana is OK' (26% to 16%).

Young people who had discussed illegal drugs with their parents in the previous two months were significantly more likely than those who had not done so to state that their parents felt that 'experimenting with marijuana is OK' (26% to 19%).

Comparisons between young people and parents: perceptions of parental attitudes towards illegal drugs

Table 4.11 compares parental attitudes towards illegal drugs and young people's perceptions of their parents' attitudes. There were no statistically significant differences between the two samples.

Table 4.11 Post-campaign evaluation of young people's perceptions of their parents' attitudes to drug use, compared with parents' attitudes

	Perception (n = 604) %	Parents' attitude (parents of 15–17-year-olds) (n = 619) %
No drug or drug taking is OK	76	82
Experimentation with marijuana is OK but I'd be concerned about them experimenting with other drugs	21	16
Using drugs like marijuana is OK	2	1
Don't know	1	1

Base: All respondents

4.3.7 Young people's sources of information about illegal drugs

Key illegal drug information sources

Young people were asked where they had learned the most about illegal drugs. Table 4.12 shows the results, presented as a proportion of the total mentions.

Young people in the post-campaign survey were significantly more likely than those in the pre-campaign survey to report schools (23% pre-campaign to 37% post-campaign) and parents (7% pre-campaign to 13% post-campaign) as the sources of most of their information about illegal drugs. Friends (23% pre-campaign to 21% post-campaign), television (14% pre-campaign to 10% post-campaign) and the booklet (2%) were also frequently mentioned.

In the post-campaign survey, when comparing results as a proportion of respondents who mentioned a particular category, those aged 17 were significantly more likely than those aged 15 years (38% to 29%) to report friends and personal experience (6% to 1%) as a source of information about illegal drugs. Those aged 17 were significantly more likely than those aged either 16 or 15 years to report magazines as a source of information (9% at 17 years, 4% at 15 and 16 years). Sixteen-year-olds were significantly more likely than those aged 15 or 17 years to report television as a source of information about illegal drugs (21% at 16 years, 14% at 15 years and 11% at 17 years).

Table 4.12 Young people's sources of information on illegal drugs

	Pre-campaign (n = 924) %	Post-campaign (n = 604) %
School	23	37
Friends	23	21
Parents	7	13
Television	14	10
Newspapers	8	4
Magazines	4	3
Siblings	–	2
Personal experience	5	2
Campaign booklet	–	2

Base: All respondents

Males were more likely than females to report television (19% to 13%) and personal experience (5% to 2%) as a source of information about illegal drugs. Females were more likely than males to report magazines (8% to 3%) and siblings (5% to 1%).

Young people in metropolitan regions were significantly more likely than those in non-metropolitan regions to report friends as a source of information (37% to 27%).

Where young people would go to find information about illegal drugs

Young people were asked where they would go or whom they would talk to if they wanted more information about illegal drugs. These findings are presented in Table 4.13. The key sources for seeking further information about drugs included parents/family (33% pre-campaign to 31% post-campaign), school (31% pre-campaign and 31% post-campaign), friends or word of mouth (31% pre-campaign and 20% post-campaign) and the internet (13% pre-campaign and 16% post-campaign).

Table 4.13 Where young people would go for further information on illegal drugs

	Pre-campaign %	Post-campaign %
Parents/family	33	31
School	31	31
Friends/word of mouth	31	20
Internet	13	16
Doctor	13	5
Library	7	5
Other adults	7	4
Campaign booklet	–	3

– = no responses in this category

Base: All respondents

4.4 Discussion

Evaluation of the youth post-campaign survey indicates that the campaign had a positive impact in achieving its objectives with this secondary target audience.

4.4.1 Campaign reach and recognition

The communication environment into which the NIDC was launched was cluttered with media coverage relating to illegal drugs; during the two-month period of the campaign, most young people surveyed stated that they were aware of drug-related issues in the media.

Recall of the campaign was high and accurate, with six in ten young people recalling the campaign and most of these correctly identifying an aspect of the campaign, predominantly the television commercials or the booklet. Prompted recognition of the campaign elements was very high and was consistent with the levels reported by parents. Almost all young people (nine in ten) recognised the 'Lost Dreams' TV commercial, most recognised the 'Ad Within Ad' TV commercial (eight in ten) and half recognised the booklet. Whilst recognition of the booklet by young people was lower than recognition amongst parents, the fact that half of those surveyed recognised the booklet is very positive, considering that it was targeted towards parents.

Consistent with the intent of the campaign and the findings of the parents survey, the key campaign messages retained by young people included the negative consequences of drug use and the need for increased responsibility by parents to communicate with their children about illegal drugs. Amongst the young people surveyed who recognised the booklet, the majority had read at least some of it and most of these had found it useful.

4.4.2 The campaign's call to action

One in three young people aware of the campaign felt that it had prompted them to take action, most stating that as a result of the campaign they would not take drugs or that they would seek more information about illegal drugs. One in two felt that they found it easier to talk to their parents about drugs following the campaign.

In the post-campaign survey, more than four in ten young people had discussed illegal drugs with their parents in the previous two months — a significant increase over the pre-campaign survey. Females were more likely than males to report discussions with their parents. Notably, however, parents were significantly more likely to report discussions about illegal drugs with their children than young people were to report such discussions with their parents.

4.4.3 Young people's attitudes to communicating with their parents

There is evidence that the campaign had a positive impact on youth attitudes, with a significant shift in attitudes between the surveys at the pre-campaign stage and after the campaign. In particular, there is evidence to suggest a shift towards an increased level of communication between young people and parents about illegal drugs. There also appeared to be an increase in young people's confidence in their parents' credibility regarding drug-related issues to which young people may be exposed. Despite the younger age profile of the post-campaign survey sample, it was of interest that the perceived increases in parents' knowledge and credibility on drug issues were noted while no such changes were observed for the non-drug-specific statements 'I know I can get useful advice from my parents on most issues' and 'I know I can go to my parents if I have a problem', suggesting a quite specific campaign effect. Young people also appeared to be able to identify their parents' attitudes to illegal drug use reasonably accurately.

4.4.4 Reported drug use and likelihood that young people will try drugs

There is evidence of a good level of understanding between most 17-year-olds and their parents, and people in this age group were more likely than younger people to believe that their parents understood and trusted them. They were also more likely than other age groups to encourage others not to use drugs.

Following the campaign, there appears to have been an increase in the proportion of young people who reported schools and parents as the source of information about illegal drugs.

The campaign appears to have had its greatest impact on young people aged 15. In particular, people of this age were more likely than those aged 16 and 17 to state that the campaign had prompted them to take action. Fifteen-year-olds found the booklet useful, they were more likely to recall the 'Ad Within Ad' TV

commercial and, following the campaign, they found it less difficult to talk to their parents about illegal drugs. They were also more likely to believe that their parents knew enough about drugs, that their parents could influence them not to use illegal drugs and that conversations with their parents about illegal drugs would make it less likely that they would use any of the drugs surveyed.

This research reinforces that these younger teenage years are a critical age at which to deliver preventative messages relating to illegal drug use.

Overall, the campaign appears to have been effective in its aim of alerting young people to a campaign targeting parents, reinforcing positive attitudes towards discussing illegal drug issues with parents, and generating and reinforcing open communication with parents about illegal drug issues.

4.5 Youth post-campaign questionnaire

- STRICTLY CONFIDENTIAL -
YOUTH SURVEY
MAY 2001
WG 1976

SCREENING AND INTRODUCTION

Good (.....), my name is (.....) from the Wallis Group. I'm calling on behalf of the Commonwealth Department of Health about a study on young people's attitudes toward tobacco, alcohol and other drugs.

S.1 May I first ask if there are any people who live in your household aged 15 to 17 years?

Yes	1	(CONTINUE)
No	2	(TERMINATE)

S.1a If possible, I would like to speak to the person aged 15 to 17 who is the next to have a birthday. Is that person home at the moment?

Yes	1	(CONTINUE)
No	2	(ARRANGE CALLBACK)

FOR RESPONDENTS AGED 15 TO 17, YOU MUST OBTAIN PARENTAL PERMISSION BEFORE PROCEEDING WITH THE INTERVIEW.

RE-INTRODUCE YOURSELF, IF NECESSARY:

Good (.....), my name is (.....) from the Wallis Group. I'm calling on behalf of the Commonwealth Department of Health about a study on young people's attitudes toward tobacco, alcohol and other drugs.

S.2 The interview will take around twenty minutes, and the answers you give will be completely confidential. Your answers will only be looked at together with the response of hundreds of other people we are talking to. Would you be willing to help us?

Yes	1	(CONTINUE)
No	2	(TERMINATE)

S.3 RECORD LOCATION AUTOMATICALLY

CHECK QUOTAS

NSW	1
VIC	2
QLD	3
WA	4
SA	5

S.4 RECORD GENDER AUTOMATICALLY

CHECK QUOTAS

Male	1
Female	2

- S.5 How old were you at your last birthday?
- | | | |
|----------|---|-----------------|
| Under 15 | 1 | (END INTERVIEW) |
| 15 years | 2 | |
| 16 years | 3 | |
| 17 years | 4 | |

CHECK QUOTAS.
FOR RESPONDENTS AGED 15 TO 17, YOU MUST OBTAIN PARENTAL PERMISSION BEFORE PROCEEDING WITH THE INTERVIEW.

- S.6 Record the name of the parent giving permission:
- _____

I'd like to emphasise again that all of your answers are completely confidential, so please feel free to be completely honest.

- Q.1 In the last 2 months, have you seen, read or heard anything in the media about illegal drugs? It might have been advertising on television, a news or current affairs program or perhaps in newspapers or magazines.
- | | | |
|------------|---|-------------|
| Yes | 1 | (CONTINUE) |
| No | 2 | (GO TO Q.4) |
| Don't know | 3 | (GO TO Q.4) |

- Q.2 What was it that you saw, read or heard about illegal drugs?
 (DO NOT PROMPT) (RECORD FIRST MENTIONED VERBATIM)
- _____

- Q.3 What else, anything else? (RECORD VERBATIMS)
- _____

- Q.4 In the last 2 months, have you had any discussions with your parents about illegal drugs?
- | | | |
|------------|---|-------------|
| Yes | 1 | (GO TO Q.7) |
| No | 2 | |
| Don't know | 3 | |

- Q.5 Have your parents ever discussed illegal drugs with you?
- | | | |
|------------|---|-------------|
| Yes | 1 | |
| No | 2 | (GO TO Q.8) |
| Don't know | 3 | (GO TO Q.8) |

- Q.6 How long ago was it that your parents discussed illegal drugs with you? (READ OUT)
- | | |
|----------------------|---|
| 2 to 3 months ago | 1 |
| 4 to 6 months ago | 2 |
| 7 to 12 months ago | 3 |
| More than a year ago | 4 |
| (Don't know) | 5 |

Q.7 In general, would you say that conversations you've had with your parents about drugs have made it MORE LIKELY, LESS LIKELY or made NO DIFFERENCE as to whether you will use ...?

(READ OUT AND ROTATE)	More likely	No difference	Less likely	Don't know
a. Tobacco	1	2	3	4
b. Alcohol	1	2	3	4
c. Marijuana or cannabis	1	2	3	4
d. Ecstasy or other designer drugs	1	2	3	4
e. LSD or other hallucinogens	1	2	3	4
f. Speed	1	2	3	4
g. Cocaine	1	2	3	4
h. Heroin	1	2	3	4

Q.8 Which of the following drugs have you personally ever used? (READ OUT AND ROTATE)

	Yes	No	Don't know	Refused
a. Tobacco	1	2	3	4
b. Alcohol	1	2	3	4
c. Marijuana	1	2	3	4
d. Ecstasy or other designer drugs	1	2	3	4
e. LSD or other hallucinogens	1	2	3	4
f. Speed	1	2	3	4
g. Cocaine	1	2	3	4
h. Heroin	1	2	3	4

(Ask Q.9 of the drugs in Q.8 - Yes 'code 1', all others go to Q.11)

Q.9 Which have you used in the last year? (READ OUT)

Yes	1	
No	2	(GO TO Q.11)
Don't know	3	(GO TO Q.11)

(Ask Q.10 of the drugs in Q.9 - Yes 'code 1', all others go to Q.11)

Q.10 And which have you used in the last four weeks?

Yes	1
No	2
Don't know	3

(IF CODE '1' - YES AT Q.9 (USED DRUG IN THE LAST YEAR), ONLY ASK Q.11 FOR EACH DRUG 'NOT' USED IN THE LAST 12 MONTHS)

Q.11 Have you been offered (READ OUT NAME OF DRUG LISTED) in the last twelve months?

	YES	NO	DON'T KNOW
a. Marijuana	1	2	3
b. Ecstasy or other designer drugs	1	2	3
c. LSD or other hallucinogens	1	2	3
d. Speed	1	2	3
e. Cocaine	1	2	3
f. Heroin	1	2	3

Q.12 If a friend offered you (READ OUT NAME OF DRUG LISTED BELOW) in a situation where they were using it, would you...

READ OUT AND ROTATE DRUGS. READ OUT RESPONSE CODES.

	Definitely say Yes, and take it	Probably Say Yes	Probably Say No	Definitely Say No	(Don't Know)
a. Marijuana	1	2	3	4	5
b. Ecstasy or other designer drugs	1	2	3	4	5
c. LSD or other hallucinogens	1	2	3	4	5
d. Speed	1	2	3	4	5
e. Cocaine	1	2	3	4	5
f. Heroin	1	2	3	4	5

Q.13 This question is about how you get on with your parents. Please tell me whether you personally agree or disagree with each of these statements.

(Wait for response, then ask: Is that strongly agree / disagree or just agree / disagree?)

<i>READ OUT AND ROTATE STATEMENTS</i>	Agree Strongly	Agree	Neither Agree or Disagree	Disagree	Disagree Strongly	Don't Know
I don't find it easy to talk to my parents	1	2	3	4	5	6
I know I can go to my parents if I have a problem	1	2	3	4	5	6
I would pay more attention to what my friends tell me about drugs than what my parents tell me	1	2	3	4	5	6
My parents don't understand people my age	1	2	3	4	5	6
I'm willing to talk to my parents about drugs	1	2	3	4	5	6
I don't think that my parents trust me	1	2	3	4	5	6
I know I can get useful advice from my parents on most issues	1	2	3	4	5	6
My parents know a fair bit about drug issues	1	2	3	4	5	6
My parents haven't got a clue what goes on these days	1	2	3	4	5	6
My parents could influence me not to use drugs	1	2	3	4	5	6
I get along well with my parents	1	2	3	4	5	6
Advice from my parents has steered me away from drugs	1	2	3	4	5	6
My parents know where to get information about drugs	1	2	3	4	5	6

Q.14 Which of the following best describes your parent's attitudes towards illegal drugs? In relation to you, would they believe that...(READ OUT) (SINGLE RESPONSE)

- Using recreational drugs like marijuana is ok 1
- Experimentation with marijuana is ok, but they'd worry about you experimenting with other drugs 2
- No drug or drug taking is ok 3
- (None of these) 4
- (Don't Know) 5

Q.15 From where do you think you have learned the most about illegal drugs?
(DO NOT PROMPT. PROBE FULLY)

Friends	1
School	2
Personal experience	3
Parents	4
Television	5
Radio	6
Newspapers	7
Magazines	8
Campaign booklet	9
Campaign website	10
Doctor	11
Other adults	12
Library	13
Internet	14
Films	15
Music	16
Posters	17
Other (SPECIFY)	18
(Don't Know)	19

Q.16 If you wanted more information about illegal drugs, where would you go or who would you talk to?
(DO NOT READ OUT) (ACCEPT MULTIPLES)

Friends	1
School	2
Parents	3
Doctor	4
Other adults	5
Campaign booklet	6
Campaign website	7
Library	8
Internet	9
Magazines	10
Other (SPECIFY)	11
(Don't Know)	12

RECOGNITION OF ADVERTISING

Q.17 Now I'd like you to think about any advertising campaigns about illegal drugs you may have recently seen.
Do you recall seeing, reading or hearing any advertising about illegal drugs recently? (IF NO PROBE:
Nothing at all?)

Yes	1	
No / Don't Know	2	(GO TO Q.20)

Q.18 Where did you see, read or hear any part of this advertising campaign?
(DO NOT READ OUT) (ACCEPT MULTIPLES)

TV advertising	1
TV news / current affairs	2
Television program	3
Radio advertising	4
Radio news	5
Radio program	6
Cinema	7
Magazine article	8
Magazine advertising	9
Newspaper article	10
Newspaper advertising	11
Brochure / booklet	12
Website	13
Word of mouth	14
Bus / Tram	15
Local area health service	16
Doctor / General practitioner	17
School activity / education program	18
Information night	19
Other (SPECIFY)	20
(Don't Know)	21

Q.19 Can you describe what you saw, read or heard from this advertising campaign?
(PROBE FULLY - RECORD VERBATIM)

PROMPTED RECOGNITION

I'll now describe a television commercial that you may have seen recently. Each scene in the commercial focuses on one young person at a time. In the first scene we see a girl who has just had sex, scene two shows a boy searching through a handbag in a toilet cubicle, scene three shows a fight between a mother and daughter and then the final scene shows a dead boy being zipped into a body bag. Over each of these scenes we hear the teenager's voice when they were a child telling us what they want to be when they grow up.

Q.20 Do you recall seeing this advertisement?

Yes	1	
No	2	(GO TO Q.22)
Don't know	3	(GO TO Q.22)

Q.21 What would you say was the MAIN message of this advertisement?
(PROBE FULLY - RECORD VERBATIM)

Another commercial that you may have seen opens with a girl watching TV and talking with her mother. As we watch this scene the camera pulls back to reveal a father and son watching this whole scene on another television. Whilst they are talking the camera then pulls out further to reveal that this too has actually been part of a television ad and so on.

Q.22	Do you recall seeing this advertisement?		
	Yes	1	
	No	2	(GO TO Q.24)
	Don't know	3	(GO TO Q.24)

Q.23 What would you say was the MAIN message of this advertisement?
(PROBE FULLY - RECORD VERBATIM)

As a part of this campaign, a booklet is being delivered in the mail. The booklet has been written for parents of young people and provides suggestions on how to talk with their children about illegal drugs, information on the most common illegal drugs as well as information on other anti-drug programs that are currently operating in Australia.

Q.24	Do you recall seeing this booklet?		
	Yes	1	
	No	2	(GO TO Q.26x)
	Don't know	3	(GO TO Q.26x)

Q.25 How much of the booklet have you read? Would you say. . . . (READ OUT)

	All of it thoroughly	1	
	Most of it	2	
	More than half	3	
	Less than half	4	
	Just flicked through it; or	5	
	None of it	6	(GO TO Q.26x)
	(Don't know)	7	(GO TO Q.26x)

Q.26 Did you find the information in the booklet useful? (READ OUT)

	Very useful	1
	Somewhat useful	2
	Not very useful	3
	Not useful at all	4
	(Don't know)	5

Q26x There has also been a leaflet produced called '10 ways to encourage young people to talk with you about drugs'. Have you seen this leaflet?

	Yes	1	
	No	2	(GO TO Q27)
	Don't know	3	(GO TO Q27)

Q26x1 Where did you see the leaflet? (ACCEPT MULTIPLES)

	Doctors/GPs surgery	1
	Hospital	2
	School	3
	Drugs and Alcohol agency	4
	Other (SPECIFY)	5
	(Can't recall)	6

Q26x2 Did you keep a copy of the leaflet?

	Yes	1
	No	2
	Don't know	3

A series of full-page advertisements were placed in magazines and newspapers. The advertisements were produced in various colours and posed questions like 'Would you like to know more about drugs than your kids do?' And 'Would you know if your child was using drugs?' The ad also contained a picture of the front cover of the booklet with some text.

Q.27 Do you recall seeing any of these advertisements?

Yes	1
No	2
Don't know	3

In some states, there have been large billboards on the sides of roads in relation to this campaign. The billboards show three teenagers talking and the words 'Who's talking to your kids about drugs if you're not?'

Q.28 Do you recall seeing this billboard?

Yes	1
No	2
Don't know	3

PRE Q29: If code '1' at Q.20/22/24/27/28 CONTINUE OTHERWISE GO TO Q.32:

Q.29 Now thinking about this campaign as a whole, would you say it has prompted you to take any action?

Yes	1	(GO TO Q.30)
No	2	(GO TO Q.31)
Don't know	3	(GO TO Q.31)

Q.30 What action did you take? (Please specify)

Q.31 Do you think that this campaign as a whole has made it more or less difficult for you to talk with your parents about illegal drugs? (PROBE: A lot / little)

A lot more difficult	1
A little more difficult	2
About the same	3
A little less difficult	4
A lot less difficult	5
(Don't know)	6

DEMOGRAPHICS

Q.32 Which of the following best describes your employment status?
(READ OUT) (SINGLE RESPONSE)

Studying at High School	1	(GO TO Q.34)
Studying at TAFE	2	(GO TO Q.34)
Studying at University	3	(GO TO Q.34)
Working part-time	4	(GO TO Q.33)
Working full-time	5	(GO TO Q.33)
Unemployed	6	(GO TO Q.34)
(Refused)	7	(GO TO Q.34)

IF BOTH STUDYING AND WORKING (CODE 1-3 AND 4-5), RECORD STUDYING ONLY.
IF WORKING (CODE 4-5), ASK Q33, OTHERWISE GO TO Q.34.

Q.33 What is your occupation? (PROBE FOR POSITION AND TITLE)

Q.34 And what is the highest educational qualification that you have successfully completed?
(READ OUT)

School certificate or completed Year 10	1
High school certificate or completed Year 12	2
Technical diploma	3
None of the above	4
Other (SPECIFY)	5
(Don't know)	6

Q.35 What is the occupation of the main income earner in your household?
(PROBE FOR POSITION AND TITLE)

Q.36 What is the main language spoken in your home?

English	1
Greek	2
Italian	3
Lebanese	4
Other (SPECIFY)	5

Q.37 Which of these categories best describes your household situation?

READ OUT ALL RESPONSES BEFORE ACCEPTING AN ANSWER - SINGLE RESPONSE ONLY

I live with my parents or guardians	1
I live with my parents or guardians and other family members	2
I share with other adults I'm not related to	3
I live alone	4
I live with my spouse or partner	5
I live with my spouse or partner and our child or children	6
I'm a sole parent or guardian living with my child or children	7
I live with my sole parent or guardian	8
Other (SPECIFY)	9

Thanks for participating in this survey. Just in case you missed it, my name is (...) calling on behalf of the Department of Health and Aged Care.

5

Community survey

Summary

This chapter describes the response of adults aged 18–69, who were not parents of 8–17-year-olds to the National Illicit Drugs Campaign (NIDC). This response was measured by conducting telephone surveys of community members at pre- and post-campaign stages. Survey results were evaluated with particular attention to campaign awareness and reach, campaign recognition and message recall, and reported action taken as a result of the campaign.

Campaign awareness

In the pre-campaign survey, 78% of community members said that they had seen, read or heard advertising about illegal drugs in the media in the previous two months; this figure increased to 88% following the campaign.

Campaign recognition

Prompted recognition of the campaign elements was high, with almost nine in ten recognising the 'Lost Dreams' TV commercial, and seven in ten recognising the 'Ad Within Ad' TV commercial. One in five community members recognised the press campaign and outdoor (billboard) advertising and one in twenty the leaflet.

The majority of community members who recognised the 'Lost Dreams' TV commercial recalled its main message as 'negative consequences of drug use'. Community members who recognised the 'Ad Within Ad' TV commercial recalled its main message as 'the need for increased responsibility for parents to communicate with their children about drugs'.

One in two community members recognised the campaign booklet and of these, 65% read at least some.

Reported action taken as a result of the campaign

Almost all community members (96%) recognised at least one aspect of the campaign. Amongst these, one in seven reported that the campaign had prompted them to take action. Actions included talking to their children about drugs (29%), thinking more about drugs (24%), discussing illegal drugs with other people (20%) and discussing illegal drugs with children other than their own (8%). The vast majority of respondents believed that parents, schools and the government should be responsible for providing children and young people with information and advice about the dangers of illegal drug use. They also believed that adults generally (not just parents who interact with young people) can help prevent young people from using illegal drugs.

5.1 Introduction

This chapter looks at the impact of the National Illicit Drugs Campaign (NIDC) on one of the campaign's secondary target groups — adult members of the community who are not parents of 8–17-year-olds. In particular, it explores the results of two quantitative surveys:

- a national telephone survey at the pre-campaign stage, with 403 adults aged 18–69 years (who were not parents of 8–17-year-olds), in August 2000
- a national telephone survey at the post-campaign stage, with 419 adults aged 18–69 years (who were not parents of 8–17-year-olds), in May 2001.

The objective of these community surveys was to obtain pre-campaign and post-campaign measures relevant to the NIDC, including issue salience, advertising message recall, intentions, attitudes and behaviour, amongst adults aged 18–69 years (without children aged 8–17 years). Where relevant, the results are compared with the survey of parents of children aged 8–17 years, discussed in detail in Chapter 2.

5.2 Methodology

Before the launch of the campaign, the Wallis Consulting Group conducted a national pre-campaign survey. Telephone interviews were held between 24 August and 28 August 2000 with 403 adults who were aged 18–69 years and who were not parents of 8–17-year-olds. On average, the interviews took ten minutes to complete. The pre-campaign survey, based on the parents survey, underwent one pilot test, involving six interviews, with no modifications to the instrument.

The post-campaign survey, also based on the parents survey, involved 419 interviews conducted nationally by telephone with adults aged 18–69 years without children aged 8–17 years. The research was conducted by the Wallis Consulting Group between 18 May and 23 May 2001. On average, the interviews took 15 minutes to complete. The survey underwent one pilot test, involving eight interviews, with no modifications to the instrument. A copy of the post-campaign community survey can be found in Section 5.5.

The sampling frame used for both community surveys was the latest version of the electronic White Pages. Respondents were selected for interview using the next-birthday method. Both samples were administered via a computer-assisted telephone interviewing system and were weighted to distribution quotas derived from the 1996 Australian Bureau of Statistics Census of Population and Housing Statistics.

Statistical tests were conducted to establish whether differences between the responses of subgroups, either within the post-campaign survey or between surveys, were statistically significant. In this report, differences between subgroups that are reported as 'significant' imply that a significant difference at a 95% confidence level has been established.

5.3 Results

5.3.1 Sample characteristics

Table 5.1 shows some demographic characteristics of the community pre-campaign and post-campaign evaluation samples. It illustrates the age and gender of respondents and the geographical area in which the interviews were conducted.

Table 5.1 Community survey respondents: demographic characteristics

	Pre-campaign (n = 403) %	Post-campaign (n = 419) %
Respondent sex		
Male	50	52
Female	50	48
Respondent age (years)		
18–34	38	34
35–54	34	35
55–69	26	31
Region		
Metropolitan	64	64
Non-metropolitan	36	36
State		
New South Wales/Australian Capital Territory	35	35
Victoria/Tasmania	28	28
Queensland	18	18
Western Australia	10	10
South Australia/Northern Territory	9	9

Note: Totals do not always sum to 100% due to rounding.

Base: All respondents

The samples from both surveys are very consistent.

Table 5.2 shows other key demographics for the two samples. As for Table 5.1, the profile between the two samples is very consistent. One in two respondents was a parent of a child outside the age range of 8–17 years. One in ten respondents was born in a non-English speaking country.

Table 5.2 Community survey respondents: other demographic characteristics

	Pre-campaign (n = 403) %	Post-campaign (n = 419) %
Marital status		
Single	43	42
Married/de facto	57	58
Children (not aged 8–17 years)		
Yes	56	52
No	44	48
Education		
Primary school	4	1
High school	46	51
Trade/TAFE certificate/diploma	21	19
University	28	29
Respondent occupation		
Managers/administrators	10	5
Professionals	13	6
Associate professionals	2	12
Tradespersons and related workers	6	6
Clerical and service workers	13	12
Production and transport workers	2	5
Labourers and related workers	3	3
Health, education, social welfare workers	10	12
Not in the labour force	34	36
Inadequately described/no response	6	3
Household income		
Less than \$40,000	32	40
\$40,000–\$80,000	35	29
Over \$80,000	19	16
Don't know/refused	14	15
Country of birth		
English-speaking	91	88
Non-English speaking	9	12

Note: Totals do not always sum to 100% due to rounding.

Base: All respondents

Community involvement in the lives of 8–17-year-olds (other than as a parent)

Respondents were selected for inclusion in the community survey if they were 18 years of age or over, and were not parents of 8–17-year-olds. Of interest to our understanding of these community members was whether they were actively involved in any way in the lives of 8–17-year-olds and, if so, in what capacity. These results are summarised in Table 5.3.

Table 5.3 Community members' involvement in the lives of 8–17-year-olds

	Pre-campaign (n = 403) %	Post-campaign (n = 419) %
Involved in the lives of 8–17-year-olds		
Yes — currently	41	37
Yes — in the past 5 years	21	20
No	38	43
Capacity of involvement		
Family relation	47	46
As a friend	11	16
Through work/profession	15	14
Teacher	9	10
Family friend	10	9
Coach	4	4
Junior club administrator	1	1
Other	6	6

Base: All respondents

As illustrated in Table 5.3, around six in ten community members (62% at pre-campaign and 57% post-campaign) reported involvement with 8–17-year-olds, either currently (41% at pre-campaign and 37% post-campaign) or in the previous five years (21% at pre-campaign and 20% post-campaign).

This level of involvement was primarily as a family relation (47% at pre-campaign and 46% post-campaign), as a friend (11% at pre-campaign and 16% post-campaign), or through work or professionally (15% at pre-campaign and 14% post-campaign).

Drug use and experience with illegal drug problems

To further understand respondent characteristics, community members were asked about their use of tobacco, alcohol and marijuana. In addition, community members were asked whether they, or a family member or friend, had ever experienced any problems with illegal drugs. The results are summarised in Table 5.4.

Table 5.4 Community members' drug use and experience with illegal drug problems

	Pre-campaign (n = 403) %	Post-campaign (n = 419) %
Drink alcohol:		
No	20	21
Usually drink 1–4 drinks	66	65
Usually 5 or more drinks	13	13
Currently smoke cigarettes:		
Yes	21	23
No	79	77
Ever tried marijuana:		
Yes	43	43
No	57	56
Experienced any problems with illegal drugs (self, family or friends):		
Yes	31	32
No	69	68

Base: All respondents

From Table 5.4 it can be seen that, in both surveys, approximately one in five community members reported that they smoked cigarettes (21% at pre-campaign and 23% post-campaign) and approximately two in three that they drank between one and four drinks on any one occasion (66% at pre-campaign and 65% post-campaign). Four in ten community members reported that they had ever smoked marijuana (43% at both pre-campaign and post-campaign) and around one in three reported that they had experienced problems with illegal drugs themselves, or knew a family member or friend who had experienced a problem with illegal drugs (31% at pre-campaign and 32% post-campaign).

5.3.2 Campaign awareness and reach

Awareness of illegal drugs in the media

To measure awareness of NIDC and related media coverage, community members in both surveys were asked whether they had recently seen, read or heard anything in the media about illegal drugs. In the pre-campaign survey, 78% of community members stated that they had seen, read or heard something about illegal drugs in the media in the previous two months. In the post-campaign survey, this figure increased to 88%.

In the post-campaign survey, community members aged 35–54 were significantly more likely than younger or older respondents to state that they had seen, read or heard something about illegal drugs in the media in the two months before the survey (96%, 83% and 89%, respectively), as were married or de facto community members relative to those who were single (92% to 85%).

Community members who reported that they had discussed illegal drugs with someone in the previous two months were significantly more likely than those who had not done so to state that they had seen something in the media about illegal drugs in the previous two months (93% to 84%). Similarly, community members who reported that they had learnt something new about illegal drugs in the previous two months were significantly more likely than those who had not done so to state that they had seen something in the media about illegal drugs in the previous two months (98% to 85%).

Community members were asked to describe what they had seen, read or heard about illegal drugs in the previous two months. These results are presented in Table 5.5.

From the results of the pre-campaign survey presented in Table 5.5, it can be seen that the most frequently reported topics in the media included drug busts and captures/seizures (42%), and injecting rooms (28%). In the post-campaign survey, the most frequently reported topics in the media included media information in general (29%), drug busts and captures/seizures (26%), injecting rooms (21%) and the government campaign or the booklet (19%).

Table 5.5 Media topics most frequently reported by community members

	Pre-campaign (<i>n</i> = 320) %	Post-campaign (<i>n</i> = 377) %
Net NIDC/booklet	–	19
General information/media	–	29
Drug busts and captures/seizures	42	26
Drug names, prices and compositions	3	17
Injecting rooms	28	21
Consequences of drug use	14	13
Don't know	11	3

Base: Respondents who had seen, heard or read something in the media about illegal drugs

Proven campaign reach

Community members were asked whether they had seen, read or heard any advertising campaigns about illegal drugs recently. This was an open-ended, multiple-response question. In the pre-campaign survey, 17% of community members reported seeing, reading or hearing advertising about illegal drugs recently. In the post-campaign survey this number increased to 76% of community members.

Community members who had spoken about illegal drugs in the previous two months were significantly more likely to state that they had seen, read or heard advertising about illegal drugs in the previous two months than those who had not (84% to 69%).

Community members were asked to describe what they had seen, read or heard about the advertising campaign related to illegal drugs. Their responses are illustrated in Table 5.6.

Table 5.6 Community members' recall of advertising about illegal drugs

	Pre-campaign (<i>n</i> = 66) %	Post-campaign (<i>n</i> = 324) %
'Lost Dreams' TV commercial	–	41
'Ad Within Ad' TV commercial	–	43
'Tag' TV commercial	–	12
Recall of TV commercial (net)	–	79
Information consistent with NIDC	42	12
Other drugs campaign	11	2

– = no responses in this category

Base: Respondents who could recall advertising campaigns about illegal drugs

In the pre-campaign survey, 42% of community members who reported seeing, hearing or reading something about illegal drugs recently recalled information consistent with the NIDC — for example, the dangers of drug use (*n* = 17) and advertising about the consequences of drug use (*n* = 11). In the post-campaign survey, 79% of community members who reported seeing, hearing or reading something recently about illegal drugs recalled one of the TV commercials and 12% recalled information consistent with the NIDC.

In the post-campaign survey, a number of subgroups were significantly more likely than others to recall the TV commercials. In particular, respondents aged 18–34 were significantly more likely than those aged 35–54 (87% to 75%) or those aged 55 and over (66%) to recall a TV commercial.

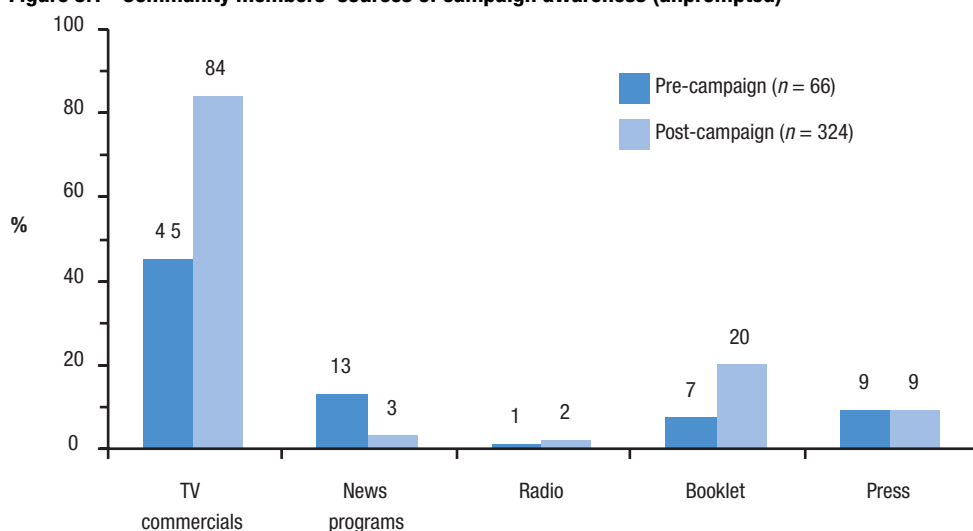
Respondents in metropolitan areas were significantly more likely than those in non-metropolitan areas to recall the 'Lost Dreams' TV commercial (47% to 31%).

Those aged 18–34 were significantly more likely than those aged 55 and over to recall the 'Ad Within Ad' TV commercial (51% to 29%).

Sources of advertising recalled

Community members were asked to describe where they had seen, read or heard about the advertising campaign related to illegal drugs. This was an open-ended, multiple-response question. Figure 5.1 shows the responses.

Figure 5.1 Community members' sources of campaign awareness (unprompted)



Base: Respondents who recalled seeing, hearing or reading advertising about illegal drugs.

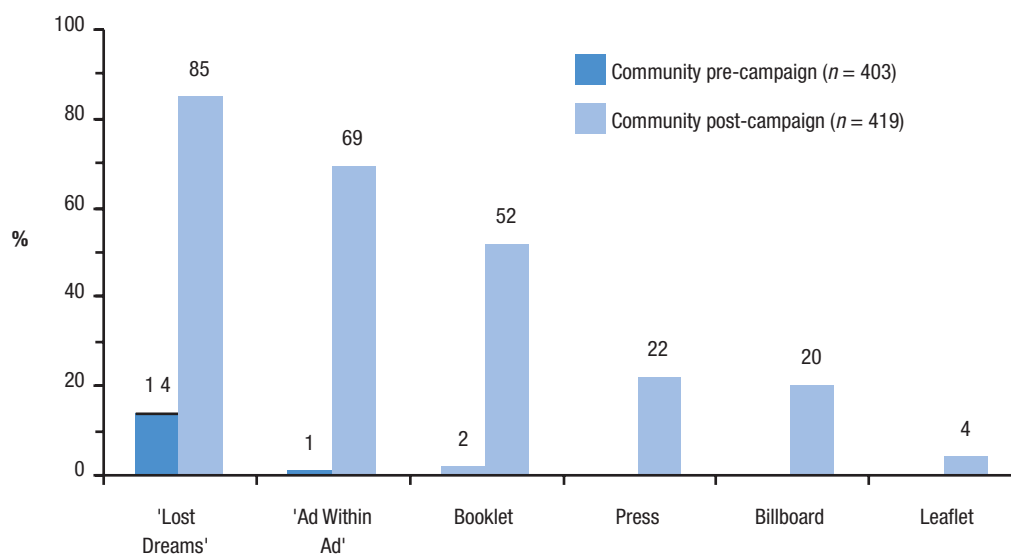
Television was the most reported source of advertising recalled both in the pre-campaign (45%) and post-campaign surveys (84%), with a significant increase between the two surveys. In the post-campaign survey, 20% of community members mentioned the booklet as a source of information. Those aged 18–34 years were significantly more likely than those aged 55 years and over to report TV commercials as a source of campaign recall (90% to 74%).

5.3.3 Campaign recognition

To gain a measure of advertising recognition, respondents were read a description of certain campaign elements and asked if they recognised them. In the pre-campaign survey, respondents were read a description of the two key TV commercials and the booklet. In the post-campaign survey, respondents were also read a description of the print and outdoor (billboard) advertisements. Figure 5.2 shows the proportion of community members reporting that they recognised each campaign element.

In the post-campaign survey, 85% of community members recognised the ‘Lost Dreams’ TV commercial, 69% the ‘Ad Within Ad’ TV commercial, 52% the booklet, 22% the press campaign, 20% the outdoor (billboard) advertising and 4% the leaflet. The ‘false positive’ recall of the ‘Lost Dreams’ TV commercial (14%) was lower than that found in the parents survey (see Chapter 2).

Figure 5.2 Community members’ recognition of campaign elements (prompted)



Base: All respondents (note that questions about the press and outdoor advertising, and the leaflet, were not included in the pre-campaign survey)

Prompted recognition of the TV commercials by community members was very similar to that reported by parents of 8–17-year-olds (88% of parents recognised ‘Lost Dreams’ and 69% of parents recognised ‘Ad Within Ad’). However, recognition of the booklet was lower amongst community members relative to parents (68% of parents recognised the booklet).

‘Lost Dreams’ TV commercial

Prompted recognition

Prompted recognition of the ‘Lost Dreams’ TV commercial was high, with 85% of community members stating that they recognised it after being read the following brief description:

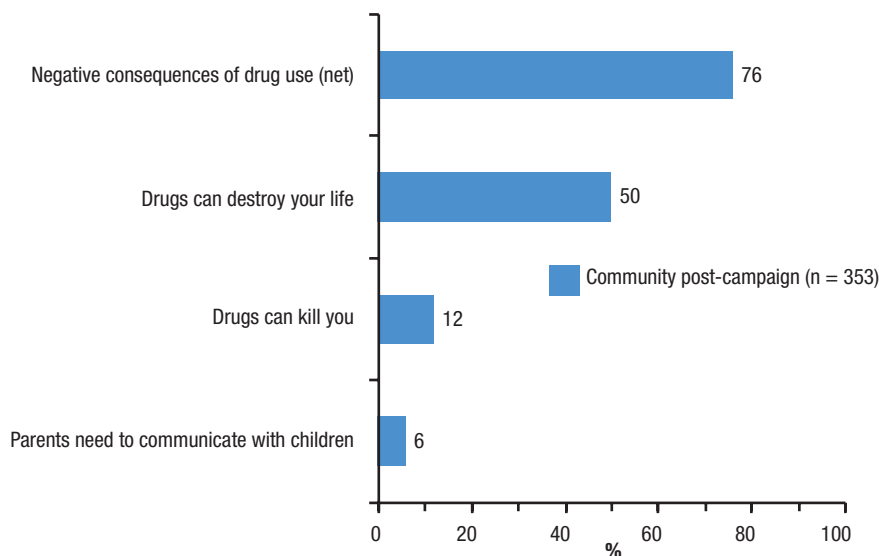
Each scene in the commercial focuses on one young person at a time. In the first scene we see a girl who has just had sex, scene two shows a boy searching through a handbag in a toilet cubicle, scene three shows a fight between a mother and daughter and then the final scene shows a dead boy being zipped into a body bag. Over each of these scenes we hear the teenager’s voice when they were a child telling us what they want to be when they grow up.

Those aged 18–34 years were significantly more likely than those aged 55 years and over (89% to 77%) to report recognition of the ‘Lost Dreams’ TV commercial.

Recall of the main message

Community members who reported that they recognised the ‘Lost Dreams’ TV commercial ($n = 353$) were asked to describe the main message of the advertisement. This was an open-ended question and multiple responses were recorded. The majority of community members could describe a message consistent with the campaign, as illustrated in Figure 5.3.

Figure 5.3 Main message of the ‘Lost Dreams’ TV commercial as recalled by community members



Base: Respondents who recognised the ‘Lost Dreams’ TV commercial

Most community members (76%) recalled the main message of this TV commercial as the ‘negative consequences of drug use’, a similar level to that found in the parents survey (84%).

Females were more likely than males to report the negative consequences of drug use as the main message of this TV commercial (84% to 69%). Recall of the message also varied with age. Community members aged 18–34 years (81%) and those aged 35–54 years (77%) were significantly more likely than those aged over 55 years (64%) to identify the negative consequences of drug use as the main message of this TV commercial.

‘Ad Within Ad’ TV commercial

Prompted recognition

Prompted recognition of the ‘Ad Within Ad’ TV commercial was high, with 69% of community members stating that they recognised the TV commercial after being read the following brief description:

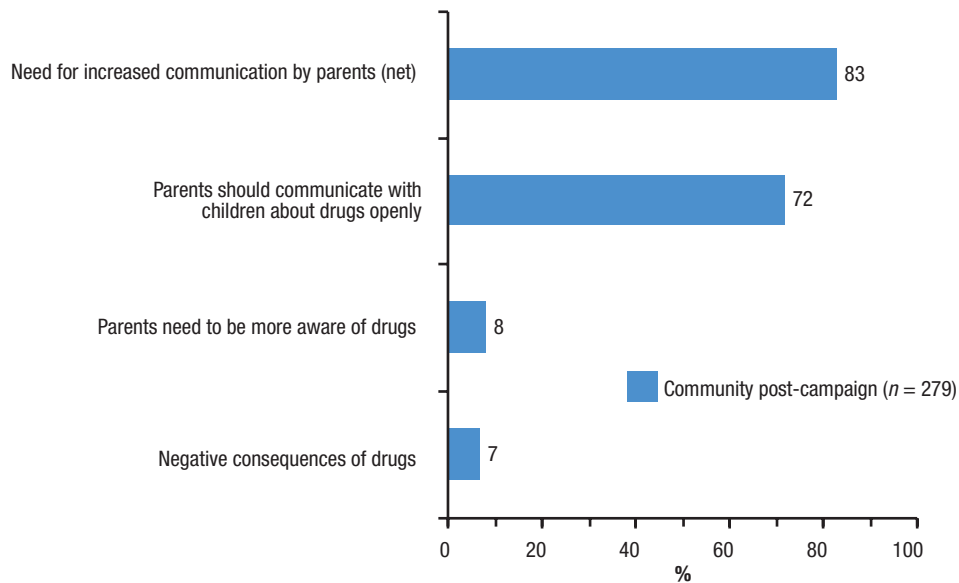
The ad opens with a girl watching TV and talking with her mother. As we watch this scene the camera pulls back to reveal a father and son watching this whole scene on another television. Whilst they are talking the camera then pulls out further to reveal that this too has actually been part of a television ad and so on.

Community members aged 18–34 years were significantly more likely than those aged 55 years and over to recognise this TV commercial (76% to 57%). Community members with children were significantly more likely than those without children to do so (75% to 64%).

Recall of the main message

Community members who reported that they recognised the ‘Ad Within Ad’ TV commercial ($n = 279$) were asked to describe the main message of the advertisement. This was an open-ended question and multiple responses were recorded. The results are illustrated in Figure 5.4.

Figure 5.4 Main message of the 'Ad Within Ad' TV commercial as recalled by community members



Base: Respondents who recognised the 'Ad Within Ad' TV commercial

Most community members could describe a message consistent with the television commercial. The need for increased responsibility by parents to communicate with their children about drugs was the most frequently reported main message of this TV commercial reported by community members (83%). The level of reporting of this message was similar to that in the parents survey (84%).

There were some differences in the proportion of community members in the post-campaign survey who reported the need for increased responsibility by parents to communicate with children as a main message of the 'Ad Within Ad' TV commercial. In particular, this message was more likely to be reported by females than males (90% to 76%) and significantly more likely to be reported by younger people than by older people (88% of respondents aged 18–34 years compared with 73% of respondents 55 years and over).

Booklet

Prompted recognition

Prompted recognition of the booklet was quite high, with 52% of community members stating that they had seen the booklet after being read the following brief description:

As part of this campaign a booklet is being delivered in the mail. This booklet provides suggestions on how to talk to child/ren and young people about illegal drugs, information on the most common illegal drugs as well as information on other anti-drug programs that are currently operating in Australia.

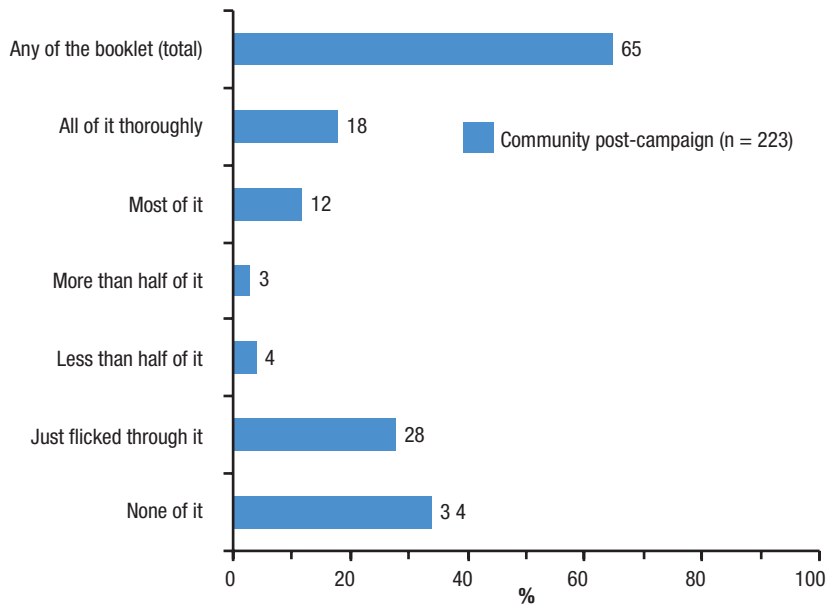
Amongst community members, recognition of the booklet (52%) was significantly lower than for parents of 8–17-year-olds.

In the community post-campaign survey, females were significantly more likely than males to recognise the booklet (59% to 45%), as were community members aged 55 years and over relative to those aged 18–34 years (61% to 45%). Community members who had children were significantly more likely to recognise the booklet than those without children (60% to 43%).

Amount of booklet read

Community members who reported that they recognised the booklet ($n = 223$) were asked how much of the booklet they had read. The findings are illustrated in Figure 5.5. Sixty-five per cent of community members had read at least some of the booklet (including 28% who had just flicked through it); 33% had read at least half of it (including 18% who had read it thoroughly).

Figure 5.5 Amount of booklet read by community members

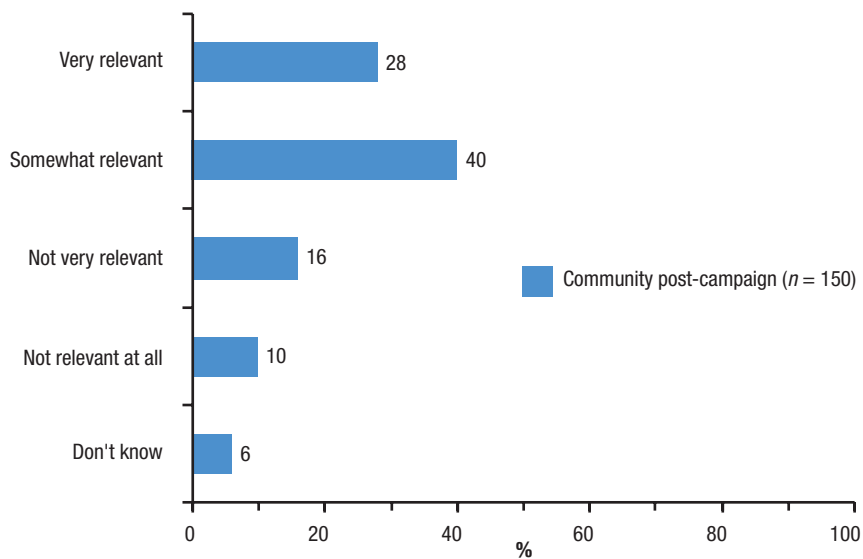


Base: Respondents who recognised the booklet when read a description

Perceived relevance of the booklet

Community members who had read at least some of the booklet ($n = 150$) were asked how relevant they found it. Their responses are illustrated in Figure 5.6.

Figure 5.6 Reported relevance of the booklet to community members



Base: Respondents who had read any of the booklet

Sixty-eight per cent of community members found the booklet relevant (including 28% who found it 'very relevant' and 40% who found it 'somewhat relevant') and 26% did not find it relevant (including 16% who found it 'not very relevant' and 10% who found it 'not relevant at all').

Females were significantly more likely than males to state that the booklet was very relevant (36% to 19%).

Other campaign material

Recognition of the print advertising and outdoor (billboard) advertising

One in five community members (22%) could recognise either the magazine or the newspaper advertisements. The press advertisements posed questions such as 'Would you like to know more about drugs than your kids do?' and 'Would you know if your child was using drugs?'

One in five community members (20%) recognised the billboard advertisements.

Recognition of the leaflet

Four per cent of community members recognised the leaflet ‘10 ways to encourage young people to talk about drugs’.

Community members who recognised the leaflet ($n = 20$) were asked where they had seen it. The most common places mentioned included in the mail or letterbox (20%), at school (11%) and other places (43%).

Community members were asked if they had kept a copy of the leaflet; 20% of those who recognised the leaflet had kept a copy of it.

5.3.4 Reported action taken in response to the campaign

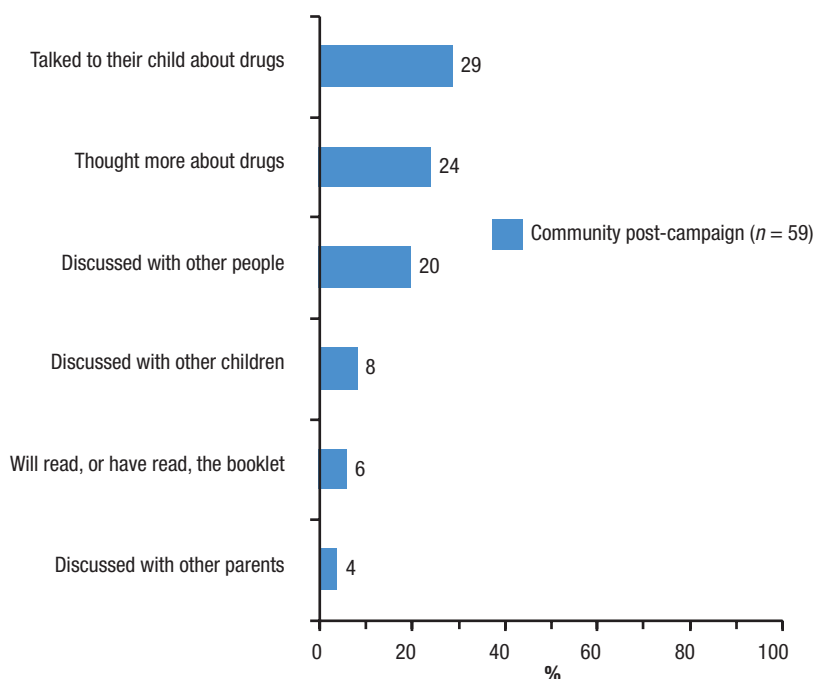
Almost all community members (96%) recognised at least one component of the campaign. Amongst these respondents ($n = 402$), 15% felt that the campaign as a whole had prompted them to take some action, compared to 49% of respondents in the parent post-campaign survey ($n = 1743$).

Female community members were more likely than males to report that the campaign had prompted them to take action (21% to 9%).

Community members who reported learning something new about illegal drugs in the past two months were significantly more likely to state that the campaign had prompted them to take action than those who had not (30% to 11%).

The reported actions taken by community members as a result of the campaign are illustrated in Figure 5.7. They included talking to their children about drugs (29%), thinking more about drugs (24%), discussing illegal drugs with other people (20%) and discussing illegal drugs with children other than their own children (8%).

Figure 5.7 Reported action taken by community members as a result of the campaign



Base: Respondents who recalled the campaign and had taken action as a result

5.3.5 Perceived importance of, and attitude towards, the illegal drug problem

Perceived importance of illegal drugs as a social issue (unprompted)

Community members in both surveys were asked what they thought was the main social problem facing young people in Australia today. At this point in the survey, respondents were not aware that the topic of the survey was illegal drugs. Table 5.7 illustrates community members' responses to this question and also the findings for this question amongst parents of children aged 8–17 years.

In both community surveys, community members were most likely to mention illegal drugs as the main social problem facing young people today (27% at pre-campaign and 34% post-campaign). Unemployment was also frequently mentioned (26% at pre-campaign and 22% post-campaign), remaining stable across both surveys. Other reported social problems included lack of opportunities (10% to 7%), family problems (7% and 7%) and depression and social alienation (8% to 5%). In both the pre-campaign and post-campaign surveys, parents of 8–17-year-olds were significantly more likely than community members to report illegal drugs as the main issue facing young people. In contrast, community members were significantly more likely than parents to report unemployment as the main social problem.

Table 5.7 Community members’ perceptions of the important social issues facing young people (first mention), compared with parents of 8–17-year-olds

	Community members		Parents of 8–17-year-olds	
	Pre-campaign (n = 403) %	Post-campaign (n = 419) %	Pre-campaign (n = 1846) %	Post-campaign (n = 1800) %
Illegal drugs	27	34	37	43
Unemployment	26	22	15	14
Lack of opportunities/uncertain future	10	7	9	7
Peer pressure	–	2	–	6
Family problems/breakdowns	7	7	8	4
Depression/social alienation	8	5	6	3
Alcohol abuse/drink driving	2	1	3	2
Getting in bad crowd/gangs	4	1	8	2
Other	11	14	14	19

– = no responses in this category

Base: All respondents

Perceived seriousness of the illegal drug problem (prompted)

Community members in both surveys were asked to rate on a ten-point scale how big a problem they thought illegal drug use was amongst young people in Australia. On the scale, 10 denoted that the problem was ‘totally out of control’ and 1 that illegal drugs were ‘not a problem at all’. The responses for both community surveys and both parent surveys are summarised in Table 5.8.

Table 5.8 Community members’ rating of the seriousness of the illegal drug problem, compared with parents of 8–17-year-olds

Rating	Community members		Parents of 8–17-year-olds	
	Pre-campaign (n = 403) %	Post-campaign (n = 419) %	Pre-campaign (n = 1846) %	Post-campaign (n = 1800) %
10–‘Totally out of control’	12	19	13	17
7–9	51	48	51	52
5–6	26	19	25	19
2–4	9	9	9	8
1–‘Not a problem at all’	0	0	0	0
Mean	7.0	7.3	7.1	7.4
Don’t know	4	5	3	4

Note: Totals do not always sum to 100% due to rounding.

Base: All respondents

As illustrated in Table 5.8, community members’ perceptions of how ‘out of control’ illegal drug use was amongst young people in Australia were very similar to parents’ perceptions of the situation.

Twelve per cent of community members in the pre-campaign survey and 19% in the post-campaign survey gave the highest rating of 10 for ‘totally out of control’ in relation to the illegal drug problem. Half rated the seriousness of the problem as 7–9 (51% at pre-campaign and 48% post-campaign). In contrast, 9% in both surveys rated the seriousness of the problem as 2–4, indicating that illegal drugs were not perceived as a problem. No community members believed that illegal drugs were ‘not a problem at all’.

In the post-campaign survey, a number of subgroups were significantly more likely than others to rate the illegal drug problem as ‘totally out of control’. In particular, community members aged 55 years and over and those aged 35–54 years were significantly more likely than those aged 18–34 years to rate the illegal drug problem this way (25%, 25% and 11% respectively).

Community members were asked whether they thought the illegal drug problem amongst young people in Australia was getting better or worse. These results, together with parents’ responses to the same question, are summarised in Table 5.9. In all four surveys, approximately three in four community members and parents thought the problem was getting worse. In the community surveys, approximately one in fifteen (6% at pre-campaign and 7% post-campaign) thought the problem was getting better, compared with approximately one in twenty in the parents surveys (5% at pre-campaign and 4% post-campaign).

In the community post-campaign survey, a number of subgroups felt that the drug situation amongst young people was getting a lot worse. In particular, community members aged 55 years and over and those aged 35–54 years were significantly more likely than those aged 18–34 years to state that the illegal drug problem was getting ‘a lot worse’ (50%, 52% and 29% respectively).

Table 5.9 Community members’ perceptions of whether the drug problem is getting better or worse, compared with parents of 8–17-year-olds

	Community members		Parents of 8–17-year-olds	
	Pre-campaign (n = 403) %	Post-campaign (n = 419) %	Pre-campaign (n = 1846) %	Post-campaign (n = 1800) %
A lot worse	43	41	41	42
A little bit worse	31	31	34	34
The same	12	12	14	12
A little better	6	6	5	4
A lot better	0	1	0	0
Don’t know	8	10	6	8

Base: All respondents

Attitudes towards illegal drugs

Community members were presented with three statements and asked which best described their attitude towards young people experimenting with illegal drugs. Table 5.10 shows the results and, for comparison, the results for the parent samples.

Community members’ attitudes to drugs were similar in the pre-campaign and post-campaign surveys: six in ten (61% at pre-campaign and 58% post-campaign) felt that ‘no drug or drug taking is OK’; one in three (32% at pre-campaign and 34% post-campaign) felt that ‘experimenting with marijuana is OK but I’d be concerned about them experimenting with other drugs’.

Table 5.10 Community members’ attitudes towards drugs, compared with parents

	Community members		Parents	
	Pre-campaign (n = 403) %	Post-campaign (n = 419) %	Pre-campaign (n = 1846) %	Post-campaign (n = 1800) %
No drug or drug taking is OK	61	58	76	80
Experimentation with marijuana is OK but I’d be concerned about them experimenting with other drugs	32	34	21	17
Using drugs like marijuana is OK	6	4	2	1
Don’t know	0	4	1	2

Base: All respondents

From Table 5.10, it can be seen that in both the pre-campaign and post-campaign surveys, significantly fewer parents of 8–17-year-olds believed that ‘experimenting with marijuana is OK but I’d be concerned about them experimenting with other drugs’, when compared to community members. This may reflect the fact that the parents of children aged 8–17 years surveyed were, on average, older than the community members surveyed, and that not all community member respondents had children.

In the community post-campaign survey, the belief that ‘experimenting with marijuana is OK’ was more likely to be held by males than by females (39% to 29%), and by those aged 18–34 years than by those aged 35–54 years or 55 years and over (47%, 30% and 13% respectively). This belief was also more likely to be held by those who did not have children than by those who did (46% to 24%).

5.3.6 Relevance of the drug problem

In both the pre-campaign and post-campaign surveys, community members were presented with three statements that related to whether drugs could be a problem for them or their family. Responses were recorded on a five-point agreement scale. Table 5.11 shows the responses and also the responses from the parents survey.

In both community surveys, nine in ten people (91% at pre-campaign and 90% post-campaign) agreed that drugs could be a problem to anyone, including their family. Around four in ten (43% at pre-campaign and 39% post-campaign) agreed that drugs were not likely to affect them or their family. Furthermore, one in two parents (50% at pre-campaign and 47% post-campaign) agreed that it would be ‘very’ unlikely that drugs would be a problem for their family. There was little shift in the beliefs of community members between the two surveys.

When comparing the results of the community and parent samples, it is evident that community members were significantly more likely than parents to agree that drugs are not likely to affect their family. Community members were also significantly more likely to agree that it is very unlikely that drugs would be a problem for their family.

Table 5.11 Community members’ perceptions of the relevance of drug issues for them or their family, compared with parents

	Community members		Parents	
	Pre-campaign (n = 403) %	Post-campaign (n = 419) %	Pre-campaign (n = 1846) %	Post-campaign (n = 1800) %
<i>Drugs CAN be a problem to anyone, including my family</i>				
Agree (total)	91	90	95	95
Disagree (total)	8	8	4	4
Don’t know	2	2	1	1
<i>Drugs are a problem but NOT one that’s likely to affect me or my family</i>				
Agree (total)	43	39	31	27
Disagree (total)	54	53	61	65
Don’t know	3	8	8	8
<i>It is very UNLIKELY that drugs will be a problem for my family</i>				
Agree (total)	50	47	39	38
Disagree (total)	41	43	45	48
Don’t know	9	10	16	14

Base: All respondents

5.3.7 Prevention strategies

Potential strategies

Community members in the pre-campaign and post-campaign surveys were asked what, if anything, they could do to prevent a young person or child from using illegal drugs. The most frequently reported strategies are summarised in Table 5.12.

Table 5.12 Community members' potential strategies for preventing illegal drug use, compared with parents of 8–17-year-olds

	Community members		Parents of 8–17-year-olds	
	Pre-campaign (n = 403) %	Post-campaign (n = 419) %	Pre-campaign (n = 1846) %	Post-campaign (n = 1800) %
Encourage discussion on drug issues	27	43	28	56
Warn of dangers/consequences	21	30	18	29
Discuss/educate about drug use (net)	61	68	74	83
Provide education/materials on drugs	13	11	28	25
Give support/encourage interaction	12	20	13	28
Be involved with child/keep them busy	6	7	7	16
Identified at least one strategy (net)	94	96	97	96

Base: All respondents

Following the campaign, almost all community members (94% pre-campaign and 96% post-campaign) could identify at least one strategy to prevent illegal drug use. In the post-campaign survey, encouraging discussion on drug issues (43%), warning children or young people of the dangerous consequences of drug use (30%) and giving support and encouraging interaction (20%) were the most frequently reported responses. Between the community pre-campaign and post-campaign surveys, there was a significant increase in the proportion of community members mentioning each of these strategies. Other frequently mentioned responses included providing education materials on drugs (11%) and being involved in children's lives or keeping them busy (7%).

Following the campaign, parents of 8–17-year-olds were significantly more likely than community members to report the prevention strategy of encouraging discussion on drug issues (56% to 43%).

The strategy of giving support, encouraging interaction and setting an example was more likely to be reported by community members who had children than by those who did not (25% to 15%).

Responsibility for providing children and young people with illegal drugs information and advice

In both surveys, community members were asked who they thought should be responsible for providing children and young people with information and advice about the dangers of illegal drug use. The results are illustrated in Table 5.13.

Parents were nominated by around three in four community members as the key people who should be responsible for providing children and young people with information and advice about the dangers of illegal drug use (72% at pre-campaign and 75% post-campaign). Schools (61% at pre-campaign and 65% post-campaign) and the health department or government (28% at pre-campaign and 24% post-campaign) were also seen as key sources of information and advice.

Table 5.13 Community members' perceptions of who should provide information and advice about illegal drug use

	Pre-campaign (n = 403) %	Post-campaign (n = 419) %
Parents	72	75
Schools	61	65
Health department/government	28	24
Social/youth/community worker	11	7
Older sisters/brothers/family members	7	7
The media	6	5
Peer-group leaders	4	5

Base: All respondents

The role of adults other than parents in preventing young people from using illegal drugs

Community members were asked their level of agreement or disagreement with a statement that adults (other than parents) who are actively involved in young people's lives can help prevent young people from using illegal drugs. The findings are illustrated in Table 5.14.

Table 5.14 Community members' agreement with the statement that adults other than parents can help prevent young people from using illegal drugs

	Pre-campaign (n = 403) %	Post-campaign (n = 419) %
Strongly agree	46	52
Agree	44	38
Neither	2	3
Disagree	7	4
Strongly disagree	1	1
Don't know	1	2

Base: All respondents

In both surveys, 90% of community members agreed with the statement that adults, other than parents, who are actively involved in young people's lives, can help prevent young people from using illegal drugs. In the post-campaign survey, those aged 18–34 years were significantly more likely than those aged 55 years and over to agree with the statement (94% to 84%).

5.3.8 Communicating with children about illegal drugs

Discussions about illegal drugs in the previous two months

To understand the degree to which the campaign had prompted public discussion about illegal drugs, community members were asked whether they had spoken to anyone about this subject in the previous two months. In the post-campaign survey, 47% of community members stated that they had done so, compared to 43% in the pre-campaign survey.

As illustrated in Table 5.15, community members said that they were most likely to have spoken about this issue to a friend (53% pre-campaign and 43% post-campaign), a work colleague (21% pre-campaign and 24% post-campaign), their husband, wife or partner (16% pre-campaign and 18% post-campaign) or their children (11% pre-campaign and 15% post-campaign).

Table 5.15 Community members' discussions about illegal drugs in the two months before the survey: who they spoke to (comparison with parents of 8–17-year-olds)

	Community members		Parents of 8–17-year-olds	
	Pre-campaign (n = 403) %	Post-campaign (n = 419) %	Pre-campaign (n = 1846) %	Post-campaign (n = 1800) %
No one/don't know	57	53	50	43
Total yes	43	47	50	57
Child/children	11	15	17	51
Friend	53	43	18	30
Husband/wife/partner	16	18	10	22
Other parents	4	1	9	7
Work colleague	21	24	11	18

Note: Responses do not always sum to 100% due to multiple responses.

Base: All respondents

Community members without children were more likely than those with children to talk to a friend about illegal drugs (57% to 30%). Younger community members were significantly more likely than their older counterparts to talk to their friends about illegal drugs (53% of 18–34-year-olds, 35% of 35–54-year-olds and 33% of those aged 55 years and over).

Males were more likely than females to talk to their work colleagues about illegal drugs (33% to 15%).

Topics of conversations about illegal drugs

Community members who had spoken to someone about illegal drugs in the previous two months ($n = 199$) were asked what these conversations had been about. Table 5.16 shows the results.

In both surveys, the most frequently mentioned topics of conversation were the consequences of using drugs (25% at pre-campaign and 24% post-campaign), together with availability and purity issues (17% at pre-campaign and 14% post-campaign) and other messages consistent with the NIDC (7% at pre-campaign and 16% post-campaign).

Table 5.16 Themes of community members' conversation about illegal drugs

	Pre-campaign ($n = 173$) %	Post-campaig ($n = 199$) %
Consequences of using drugs	25	24
Other messages consistent with the NIDC	7	16
Availability and purity issues	17	14
Injecting rooms	15	9
Capture and seizure of illegal drugs	6	7
Other	10	25
Don't know	4	8

Note: Multiple responses allowed.

Base: All respondents

Perceived adequacy of knowledge to talk to a young person or child about illegal drugs

Community members were asked whether they felt they knew enough about illegal drugs to be confident to talk to a young person or child about them. In both surveys, more than half of the respondents felt that they knew enough about illegal drugs to talk to a young person or child about them (53% at pre-campaign and 55% post-campaign). Two in five (43% at pre-campaign survey and 44% post-campaign) reported that they did not know enough to be confident to do this.

In the post-campaign survey, males were more likely than females to report that they knew enough to talk to a young person or child about illegal drugs (60% to 49%), as were people aged 18–34 years relative to those aged 55 years and over (61% to 45%).

Learnt something new about drugs

Community members were asked if they had learnt anything new about illegal drugs in the two months before the survey. There was a significant increase in reported new knowledge in the post-campaign survey compared with the pre-campaign survey (19% to 8%).

In the post-campaign survey, some groups of community members were more likely than others to report that they had learnt something new about illegal drugs in the two months before the survey. In particular, community members who currently interact with 8–17-year-olds were significantly more likely than those who did not, to state that they had learnt something new about illegal drugs in the previous two months (24% to 16%).

Community members were asked to describe what they had learnt about illegal drugs in the two months before the survey. In the post-campaign survey, amongst those who had learnt something new about illegal drugs ($n = 86$), such new knowledge included information about the consequences of using drugs (28%), about drug availability and usage (28%) and about drug prices, names and composition (16%).

5.4 Discussion

Evaluation of the community members surveys indicates that the campaign was successful in effectively communicating with and stimulating appropriate action amongst the Australian community, beyond the key target audience of parents of 8–17-year-olds.

5.4.1 Campaign reach and recognition

Almost all community members were aware of media coverage of illegal drug issues during the campaign period. One in five spontaneously mentioned awareness of components of the NIDC, indicating that the campaign had effectively reached community members. Moreover, half of the respondents had recently discussed illegal drugs. In particular, they had discussed the consequences of using drugs, and had talked to their friends, work colleagues or partner about drugs, reflecting the perceived importance of the subject and the impact of the campaign.

Three in four community members recalled the campaign and most of these community members identified an aspect of it. Community members primarily identified the TV commercials or the booklet as their source of campaign awareness. Recognition of the campaign was almost universal, with most community members recognising at least one component of the campaign, and nine in ten specifically recognising the ‘Lost Dreams’ TV commercial and seven in ten recognising the ‘Ad Within Ad’ commercial. Consistent with the campaign, reported key messages included the negative consequences of illegal drug use and the need for increased responsibility amongst parents to communicate with their children about illegal drugs. Generally, campaign messages were more likely to be recognised by younger respondents. Half of the community members surveyed recognised the booklet; most of these had read at least some of it and found it relevant.

5.4.2 The campaign’s call to action

Between the pre-campaign and post-campaign surveys, there was a significant increase in the proportion of community members who reported that they had taken action as a result of the campaign, by talking to their child about drugs, thinking more about drugs or discussing the topic of illegal drugs. As would be expected given the campaign’s target audience, the proportion of community members taking action as a result of the campaign was lower than that reported by parents of young people aged 8–17 years. The campaign’s aim of encouraging parents to talk to their children about drugs is consistent with community expectations. The vast majority of community members believe that parents, schools and the government should be responsible for providing children and young people with information and advice about the dangers of illegal drug use and that adults who interact with young people (not just parents) can help prevent them from using illegal drugs.

In the two months before the post-campaign survey, half of the community members surveyed had spoken about illegal drugs with their friends, work colleagues, partners or children. Topics of conversation included the consequences of using drugs, other messages consistent with the NIDC or issues around drug availability and purity.

One in two community members felt that they knew enough about illegal drugs to talk to a young person or child about them. In particular, those who had spoken about illegal drugs in the previous two months and those who currently interacted with an 8–17-year-old as a relative, as a friend or professionally felt they knew enough to do so.

Between the pre- and post-campaign surveys, there was a significant increase in the proportion of community members who felt that they had learnt something new about illegal drugs in the two months before the survey. New information related to the consequences of using drugs, drug availability and usage, and drug names and composition.

Following the campaign there was a significant increase in the proportion of community members who reported potential prevention strategies consistent with campaign messages, particularly encouraging discussion on illegal drug use, warning of the consequences of drug use, or giving support and encouraging interaction.

5.4.3 The salience of illegal drugs to community members

The majority of community members believed that illegal drugs were the most important issue facing young people in Australia, that illegal drug use posed a very serious problem amongst young people, and that the problem was getting worse. Most also believed that ‘no drug or drug taking is OK’. These findings were consistent before and after the campaign.

The survey results for community members were generally similar to those for parents of children aged 8–17 years, suggesting that, in keeping with the campaign strategy, the campaign avoided sensationalising the issue of illegal drugs. However, parents of children aged 8–17 years were more likely than community members to nominate illegal drugs as the main issue facing young people and more likely to believe that ‘no drug or drug taking is OK’.

While many community members believed that drugs could potentially be a problem for their family, half of those surveyed thought that it was unlikely that drugs would affect, or become a problem for, their family. Predictably, parents of 8–17-year-olds were significantly more likely than community members to find the potential risk of illegal drug problems personally relevant.

The results confirm that the campaign has been effective in reaching its target audiences and encouraging discussions about illegal drugs in the Australian community.

5.5 Community post-campaign questionnaire

- STRICTLY CONFIDENTIAL -

COMMUNITY SURVEY

MAY 2001

WG 1974

Screening and introduction

Intro: Good (...), my name is (...) from the Wallis Group. I'm calling on behalf of the Commonwealth Department of Health and Aged Care about a major study the Department is conducting into community attitudes to some of the issues affecting young people today.

S1 May I first ask, are you the parent or guardian of a 15 to 17 year old who usually lives in this household?

1. Yes (GO TO CLOSE 1)
2. No (CONTINUE)
3. Refused (TERMINATE)

S1x Are you the parent or guardian of an 8 to 14 year old who usually lives in this household?

1. Yes (GO TO CLOSE 2)
2. No (CONTINUE)
3. Refused (TERMINATE)

S1A May I also ask if anyone in this household works in advertising or market research?

1. Yes (EXIT)
2. No (CONTINUE)

S1 May I speak to a (male / female) in the household aged between 18 and 69 years, who most recently had a birthday?

1. Yes (CONTINUE)
2. No (TERMINATE, OUT OF SCOPE)
3. Refused (TERMINATE, IN-SCOPE REFUSAL)
3. Not available (ARRANGE CALLBACK)

S2 WHEN SPEAKING TO RESPONDENT SAY: The Department of Health and Aged Care is conducting a major study of community attitudes to some of the issues affecting young people today. We're interested in your views so there are no right or wrong answers. The interview, which is totally confidential, should take about 10 minutes of your time and will help the government develop community education programs. Is now a convenient time?

1. Yes (CONTINUE)
2. No (ARRANGE CALLBACK)
3. Refused (TERMINATE, IN SCOPE REFUSAL)

SEX Record sex of respondent

1. Male
2. Female

Issue salience

Q1 First I'd like your views about social problems facing young people today. What do YOU think is the MAIN social problem facing young people in Australia today? (DO NOT READ) (SINGLE RESPONSE ONLY)

1. Illegal drugs
2. Unemployment
3. Depression / Social alienation
4. Youth suicide
5. Alcohol abuse / Drink Driving
6. Lack of opportunities / Uncertain future
7. Family problems / family breakdowns
8. Gangs / getting in with a bad crowd
9. Other (specify)
10. Don't know (Go to Q.2)

Q1b What others / any others? (ACCEPT MULTIPLES)

1. Illegal drugs
2. Unemployment
3. Depression / Social alienation
4. Youth suicide
5. Alcohol abuse / Drink Driving
6. Lack of opportunities / Uncertain future
7. Family problems / family breakdowns
8. Gangs / getting in with a bad crowd
9. Other (specify)
10. Don't know

General awareness of the issue - (category cued)

Q2 Now thinking about illegal drugs, in the last two months, have you seen, read or heard anything in the media about illegal drugs? It might have been advertising on television, a news or current affairs program or perhaps in newspapers or magazines.

1. Yes (CONTINUE)
2. No (GO TO Q4a)
3. Don't know (GO TO Q4a)

Q3a What was it that you saw, read or heard about illegal drugs?
(RECORD VERBATIM - PROBE FULLY)

Q3b What else, anything else?
(RECORD VERBATIM - PROBE FULLY)

Q4a Have you spoken to anyone about illegal drug issues in the last two months?

1. Yes (CONTINUE)
2. No / Don't Know (GO TO Q6)

Q4b Who did you speak with? (ACCEPT MULTIPLES)

1. Husband/wife/partner
2. My child / children
3. My parent/s
4. My sister / brother
5. Other relative
6. Friend
7. Doctor / GP
8. Other parents
9. School staff
10. Police
11. Counsellor
12. Work Colleague
13. Other (SPECIFY _____)
14. Don't Know / Can't Say

Q5 What have these conversations been about?

1. Seeking help
2. Seeking information
3. Injecting rooms
4. Capture / seizures of illegal drugs
5. Availability and purity issues
6. Deaths from illegal drug use / overdoses
7. New drugs
8. The anti-drugs campaign
9. Talking to your kids about drugs
10. Education program for parents
11. 'Drugs Destroy Lives'
12. Consequences of using drugs
13. Needle exchanges
14. Drug treatment programs
15. A booklet delivered to the household
16. Other (Specify _____)
17. Don't know

Q6 Have you learnt anything NEW about illegal drugs in the last two months?

1. Yes (CONTINUE)
2. No (GO TO Q8)
3. Don't know (GO TO Q8)

Q7 What was that? (open ended) _____

Q8 Still thinking about illegal drug use. Using a 10 point scale where 10 means the problem is totally out of control and 1 means illegal drugs are not a problem at all, how big a problem do you think illegal drug use is amongst young people in Australia?

- 10 Totally out of control
- 9
- 8
- 7
- 6
- 5
- 4
- 3
- 2
- 1 Not a problem at all
- 11 Don't Know / Can't Say

Q9 Generally speaking, would you say the situation is getting better or worse? (PROBE: A lot/little)

1. A lot worse
2. A little bit worse
3. The same
4. A little better
5. A lot better
6. Don't Know / Can't Say

Q10 I'm now going to read out some things that people have said about illegal drugs. Please tell me whether you agree or disagree with these statements. (READ OUT) (PROBE: STRONGLY DISAGREE/AGREE)

	Strongly Agree	Agree	Neither	Disagree	Strongly Disagree	Don't Know
a) Drugs CAN be a problem to anyone, including my family	5	4	3	2	1	6
b) Drugs ARE a problem but NOT one that's likely to effect me or my family.	5	4	3	2	1	6
c) It is very unlikely that drugs will be a problem for my family	5	4	3	2	1	6

- Q11 Which of the following 3 statements best describes how you feel about young people experimenting with illegal drugs? Would you say... (READ OUT AND ROTATE)
1. Using drugs like marijuana is OK
 2. Experimentation with marijuana is OK but I'd be concerned about them experimenting with other rugs
 3. No drug or drug taking is OK
 4. (None / don't know)
-

- Q12 Who do you think should be responsible for providing children and young people with information and advice about the dangers of illegal drug use? (DO NOT READ OUT) (ACCEPT MULTIPLES)
1. Schools
 2. The Health Dept / Government
 3. The police
 4. Social worker/youth workers/community workers
 5. Peer group leaders
 6. Church/other religious organisations
 7. The media
 8. Parents
 9. Older sisters/brothers/other family members
 10. The individual child/young person themselves
 11. The family doctor
 12. Drug information and advisory services
 13. Other adults
 14. Other
 15. Don't know
-

- Q13 Do you agree or disagree that adults (other than parents) who are actively involved in young peoples lives, can help prevent young people from using illegal drugs? (PROBE: STRONGLY AGREE / DISAGREE OR JUST AGREE / DISAGREE)
1. Strongly agree
 2. Agree
 3. Neither
 4. Disagree
 5. Strongly disagree
 6. Don't know
-

NOTE: D4, D5 & D6 RELOCATED FROM DEMOGRAPHICS SECTION

- D4 At present, are you actively involved in any way in the lives of 8 to 17 year olds? For example, this could be as a result of the work you do, as a family member or friend or through involvement in a club or organisation?
1. Yes (GO TO D6)
 2. No (CONTINUE)
 3. Don't know (CONTINUE)
-

- D5 In the past five years (other than as a parent) have you been actively involved in any way in the lives of 8 to 17 year olds? (REPEAT IF NECESSARY: this could be as a result of the work you do, as a family member or friend or through involvement in a club or organisation?).
1. Yes (CONTINUE)
 2. No (GO TO Q14)
 3. Don't know (GO TO Q14)
-

- D6 In what capacity are you involved / were you involved? (ACCEPT MULTIPLES)
1. Family relation
 2. Family friend
 3. As a friend
 4. Coach
 5. Teacher
 6. Junior club administrator
 7. Refused
 8. Other
-

- Q14 What, if anything, do you think you could do to help prevent a young person or child from using illegal drugs? (RECORD VERBATIM - OPEN ENDED)
- Q15 Do you feel you know enough about illegal drugs to be confident that you can talk to a young person or child about them?
1. Yes
 2. No
 3. Don't know

Recognition of advertising

- Q16 Now I'd like you to think about any advertising campaigns about ILLEGAL drugs you may have recently seen. Do you recall seeing, reading or hearing any ADVERTISING about illegal drugs recently? (IF NO PROBE; Nothing at all?)
1. Yes (CONTINUE)
 2. No / Don't Know (GO TO Q20)

- Q17 Where did you see, read or hear any part of this advertising campaign? (Unprompted do not read out) (ACCEPT MULTIPLES)

1. TV advertising
2. TV news / current affairs
3. Television program
4. Radio advertising
5. Radio news
6. Radio program
7. Cinema
8. Magazine article
9. Magazine advertising
10. Newspaper article
11. Newspaper advertising
12. Brochure / booklet
13. Website
14. Word of mouth
15. Bus / Tram
16. Local area health service
17. Doctor / General practitioner
18. School activity / education program
19. Information night
20. Other, please specify _____

- Q18 Can you describe what you saw, read or heard from this advertising campaign? (ACCEPT MULTIPLES)

21. Article on teaching children about drugs
22. Ad on television which showed the consequences of using drugs
23. Ad about a drug booklet
24. Ad on TV which showed parents talking with their children about drugs
25. What different drugs look like
26. Information on dangers of drug use
27. Other, please specify : _____
28. Don't know / can't say / don't recall

- Q19 What else, anything else?
- _____

Prompted recognition

- Q20 I'll now describe a television commercial that you may have seen recently. Each scene in the commercial focuses on one young person at a time. In the first scene we see a girl who has just had sex, scene two shows a boy searching through a handbag in a toilet cubicle, scene three shows a fight between a mother and daughter and then the final scene shows a dead boy being zipped into a body bag. Over each of these scenes we hear the young person's voice when they were a child telling us what they want to be when they grow up.

Do you recall seeing this advertisement?

1. Yes
2. No (GO TO Q22)

3. Don't know (GO TO Q22)

Q21 What would you say was the MAIN message of this advertisement?

(RECORD VERBATIM)

Q22 Another commercial that you may have seen opens with a girl watching TV and talking with her mother. As we watch this scene the camera pulls back to reveal a father and son watching this whole scene on another television. Whilst they are talking the camera then pulls out further to reveal that this too has actually been part of a television ad and so on.

Do you recall seeing this advertisement?

1. Yes (CONTINUE)
2. No (GO TO Q24)
3. Don't know (GO TO Q24)

Q23 What would you say was the MAIN message of this advertisement?

(RECORD VERBATIM)

Q24 As a part of this campaign, a booklet is being delivered in the mail. The booklet provides suggestions on how to talk to children and young people about illegal drugs, information on the most common illegal drugs as well as information on other anti-drug programs that are currently operating in Australia.

Do you recall seeing this booklet?

1. Yes (CONTINUE)
2. No (GO TO Q26x)
3. Don't know (GO TO Q26x)

Q25 How much of the booklet did you read? Would you say (READ OUT)

1. All of it thoroughly
2. Most of it
3. More than half
4. Less than half
5. Just flicked through it; or
6. None of it (GO TO Q26x)
7. Don't know (GO TO Q26x)

Q26 How relevant did you find the information in the booklet; would you say....

1. Very relevant
2. Somewhat relevant
3. Not very relevant
4. Not relevant at all
5. Don't know

Q26x There has also been a leaflet produced called '10 ways to encourage young people to talk with you about drugs'. Have you seen this leaflet?

1. Yes (CONTINUE)
2. No (GO TO Q27)
3. Don't know (GO TO Q27)

Q26x1 Where did you see the leaflet? (ACCEPT MULTIPLES)

1. Doctors/GPs surgery
2. Hospital
3. School
4. Drugs and Alcohol agency
5. Other (specify)
7. (Can't recall)

Q26x2 Did you keep a copy of the leaflet?

1. Yes
 2. No
 3. Don't know
-

Q27 A series of full-page advertisements were placed in magazines and newspapers. The advertisements were produced in various colours and posed questions like 'Would you like to know more about drugs than your kids do?' And 'Would you know if your child was using drugs?' The ad also contained a picture of the front cover of the booklet with some text.

Do you recall seeing any of these advertisements?

1. Yes
 2. No
 3. Don't know
-

Q28 In some states, there have been large billboards on the sides of roads in relation to this campaign. The billboards show three teenagers talking and the words 'Who's talking to your kids about drugs if you're not?'

Do you recall seeing this billboard?

1. Yes
 2. No
 3. Don't know
-

PRE Q29 If code 1 at Q20/22/24/27/28 CONTINUE, OTHERWISE GO TO D1:

Q29 Now thinking about this campaign as a whole, would you say it has prompted you to take any action?

1. Yes
 2. No (GO TO D1)
 3. Don't know (GO TO D1)
-

Q29A What action did you take? (PLEASE SPECIFY - RECORD VERBATIM)

Demographics

Finally, just a few more questions to help us analyse the results of the survey.

D1 Firstly, would you mind telling me which of the following age groups you fall into? (READ OUT)

1. 18–24 years
 2. 25–34 years
 3. 35–44 years
 4. 45–54 years
 5. 55–69 years
 6. Refused
-

D2 What is your main occupation? (Probe for title and main duties)? (RECORD VERBATIM)

D2b Would you mind telling me which of the following categories your household's approximate annual income from all sources, before tax, falls into?

Would it be.....(READ OUT)

1. Less than \$40,000
 2. \$40,000 - \$80,000
 3. Over \$80,000
 4. (Don't know / Not sure)
 5. (Refused)
-

D3 What is your present marital status?

1. Never Married
 2. Married (including de facto)
 3. Widowed
 4. Divorced
 5. Separated but not divorced
-

S4 Do you have any children?

1. Yes
2. No (GO TO D7)

S4A How many?

RECORD NUMBER ____ (IF 'DON'T KNOW' RECORD '99')

S5 What (is the age of your child/are the ages of each of your children, starting from the youngest)?
(RECORD AGE IN YEARS AS OF LAST BIRTHDAY)

1. Child 1 ___
 2. Child 2 ___
 3. Child 3 ___
 4. Child 4 ___
 5. Child 5 ___
 6. Child 6 ___
 7. Child 7 ___
 8. Child 8 ___
 9. Child 9 ___
 10. Child 10 ___
 11. Child 11 ___
 12. Child 12 ___
-

D7 What is the highest level of education you have completed?

1. Primary school
 2. Year 10 or below
 3. Year 11 or below
 4. Year 12 or below
 5. Trade/apprenticeship
 6. Other TAFE/Technical Certificate
 7. Diploma
 8. Bachelor Degree
 9. Post-Graduate Degree
 10. Other (Please specify)
 11. Refused
-

D8 Were you born in Australia or overseas?

1. Australia (GO TO D9x)
 2. Overseas (CONTINUE)
-

D9 What country were you born in? (RECORD COUNTRY)

D9x What is the main language spoken in your home?

- English
Other (SPECIFY)
-

D10 Do you currently smoke cigarettes?

1. Yes
2. No
3. Refused

D11 Have you, or a family member, or a friend ever experienced any problems with illegal drugs?

1. Yes
 2. No
 3. Don't know
-

D12 Have you ever tried marijuana?

1. Yes
 2. No
 3. Refused
-

D13 And finally, on a day when you have an alcoholic drink, how many drinks do you usually have?

1. None / Don't drink
2. 1–2 drinks
3. 3–4 drinks
4. 5 or more drinks
5. Refused

GO TO CLOSE 3

CLOSE 1:

We are conducting a major survey amongst youths aged 15–17 years olds about young people's attitudes toward tobacco, alcohol and other drugs. Would it be alright if I arranged to have your child called back as part of this youth survey?

- Yes (EXIT)
No (GO TO CLOSE 2 / EXIT AT RANDOM)
-

CLOSE 2:

We are also conducting a major survey amongst parents of 8 to 17 year olds about parents' attitudes to some of the issues affecting young people today. Would it be alright if I arranged to have you called back as part of this major parent's survey?

1. Yes (EXIT)
 2. No (EXIT)
-

CLOSE 3:

Thanks for participating in this survey. Just in case you missed it, my name is (...) calling on behalf of the Department of Health and Aged Care. Ten per cent of my work is checked by my supervisor, so they may call you back to verify your participation. (RECORD NAME.).

6

Tracking surveys

Summary

This chapter describes the results of tracking surveys designed to gauge awareness of each of the campaign's elements, recall of messages and perceptions of campaign advertising over the first six weeks of the campaign. The surveys involved telephone interviews with people aged 35–54 years, 44% of whom were parents of children aged 8–17 years. Interviews were conducted at weekly intervals over the six-week period.

Relatively small sample sizes were used for the tracking surveys; therefore, the results should be viewed as indicative only. The findings suggest that the campaign, particularly the TV commercials, was very effective in achieving high and immediate 'cut through' and in communicating messages. The campaign advertisement effectively reached its primary target audience of parents of 8–17-year-olds.

Campaign awareness

Reported awareness of recent advertising about illegal drugs grew rapidly over the initial weeks of the campaign, from 14% in the pre-campaign survey to 72% in week two and 85% in week six.

Campaign recognition

Prompted recognition of the campaign was high, with eight in ten respondents recognising the 'Lost Dreams' TV commercial in week two, and nine in ten recognising it in week three. Six in ten respondents reported receiving their booklet by week two.

Perceptions of advertising

A high proportion of respondents reported the campaign's TV commercials as being believable, thought provoking and relevant. For the 'Lost Dreams' commercial, eight in ten respondents felt it was thought provoking and nine in ten thought it was believable.

Parents of 8–17-year-olds, the primary target of the campaign, consistently reported higher levels of perceived relevance for the TV commercials than did other respondents in the tracking survey. This finding suggests that the campaign was effectively communicating with this primary target audience.

6.1 Introduction

This chapter outlines the findings of the continuous tracking research conducted during the first phase of the National Illicit Drugs Campaign (NIDC). The continuous tracking component was designed to provide information on people's awareness of individual campaign elements (particularly television advertising and the parent booklet) as they were implemented; it also looked at the impact of these elements. It was anticipated that the tracking would show the effects building as the campaign progressed, leading to an increase in parents' conversations with their children.

6.2 Methodology

To track the advertising and direct marketing components of the first phase of the NIDC, a series of cross-sectional telephone surveys was conducted over a seven-week period covering the campaign. The fieldwork commenced on 20 March 2001 and was completed by 1 May 2001.

The telephone surveys were conducted by the Wallis Consulting Group with people aged 35–54 years. This age group was chosen to increase the probability of selecting a household that contained parents of children aged 8–17 years because previous research with this target group for this campaign found that 89% of parents with such children were in this age group.

Telephone numbers were randomly selected from the electronic White Pages. These numbers were then used to contact households and to determine whether there was anyone in the household in the relevant age group. The person in the household aged 35–54 years who had most recently had a birthday was interviewed.

A series of cross-sectional weekly national telephone surveys were conducted with 1206 people aged 35–54 years. Three hundred of these interviews were carried out at the pre-campaign stage, to provide a measure of key variables before the campaign activity began; approximately 150 interviews were carried out for each of the subsequent weekly tracking surveys.

Before the interview, respondents were told that the survey was about some recent advertising they may have seen and that it was being conducted on behalf of the then Commonwealth Department of Health and Aged Care. The interviews took approximately ten minutes to administer. A copy of the tracking survey can be found in Section 6.5.

States and territories were sampled to reflect the population proportions. No quotas were set for sex or parental status. Data have been presented in unweighted form.

6.3 Results

6.3.1 Sample characteristics

Table 6.1 shows the sample size and timing for each of the tracking surveys, and the number of respondents who were parents of 8–17-year-olds. Approximately 44% of the total sample were parents of 8–17-year-olds.

Table 6.1 Tracking survey: timing and sample sizes

Survey	Date of fieldwork	Sample size	Number of parents of 8–17-year-olds
Pre-campaign	20–21 March 2001	300	127
Tracking week 1	27 March 2001	150	72
Tracking week 2	3 April 2001	150	73
Tracking week 3	10 April 2001	150	60
Tracking week 4	17 April 2001	150	58
Tracking week 5	24 April 2001	158	66
Tracking week 6	1 May 2001	148	69
Total		1206	525

Table 6.2 summarises the proportion of respondents interviewed in each state or territory. Samples were drawn from each state or territory in line with population parameters, although this method may have produced slight oversampling in some non-metropolitan areas.

Table 6.2 Tracking surveys: number of interviews by state/territory

State/territory	Metropolitan	Non-metropolitan	Total
New South Wales	255	152	407
Victoria	215	80	295
Queensland	97	119	216
Western Australia	88	32	120
South Australia	72	34	106
Tasmania	16	16	32
Australian Capital Territory	14	na	24
Northern Territory	–	–	6
Total	767	433	1206

na = all areas in the Australian Capital Territory were assumed to be metropolitan

– = in the Northern Territory there was no differentiation between metropolitan and non-metropolitan locations

Table 6.3 shows key demographics for the sample. Twenty-nine per cent of respondents were aged 40–44, 26% were 50–54 and 25% were 35–39.

Forty-four per cent of respondents had children aged 8–17. Three-quarters of respondents were married or in de facto relationships (78%), or in the labour force (76%). Three-quarters (76%) of respondents were born in Australia, reflecting the results of other telephone surveys conducted by the department (eg Cramer and Carroll 1998).

Table 6.3 Sample characteristics

Pre-campaign and tracking surveys (<i>n</i> = 1206) %	
Respondent sex	
Male	49
Female	51
Respondent age (years)	
35–39	25
40–44	29
45–49	19
50–54	26
Refused	1
Age of children (years)	
No children aged 8–17	55
Children aged 8–17	44
Marital status	
Never married	10
Married/de facto	78
Widowed	1
Divorced/separated	10
Education	
Primary school	1
High school	48
Trade/TAFE Certificate/Diploma	23
University Other	26.1
Respondent occupation	
Managers/administrators	11
Professionals	12
Associate professionals	7
Tradespersons and related workers	8
Clerical and service workers	17
Production and transport workers	2
Labourers and related workers	5
Health/education/social welfare	15
Not in labour force	21
Household income	
Less than \$40,000	24
\$40,000 to \$80,000	41
Over \$80,000	21
Country of birth	
Australia	76
Other English speaking	14
Non-English speaking	11

Note: Totals do not always sum to 100% due to refusals and rounding.

6.3.2 Issue salience

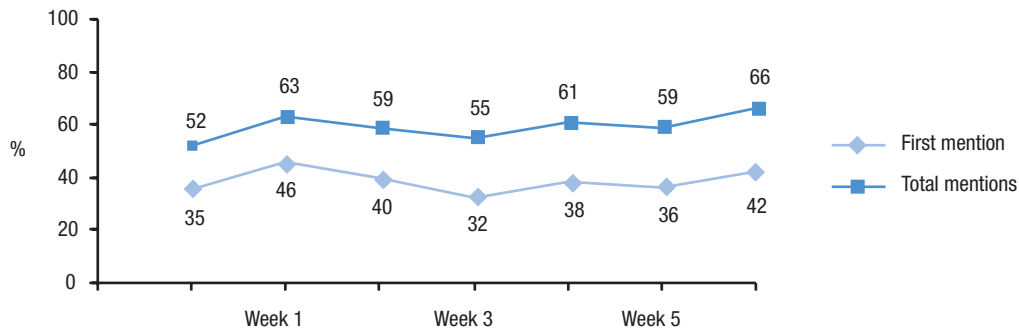
Before being asked about advertising, respondents were asked what they thought was the main social problem facing young people in Australia today. Table 6.4 shows the most frequently mentioned problem to be illegal drugs, with 38% of respondents citing this issue. The second most frequently mentioned problem was unemployment (24%). These results are consistent with previous research undertaken for this campaign (see Chapters 2 and 5).

Table 6.4 Perceptions of important social issues facing young people (first mention)

Pre-campaign and tracking surveys (n = 1208) %	
Illegal drugs	38
Unemployment	24
All other problems	7
Lack of opportunities/uncertain future	6
Boredom/ lack of things to do/lack of venues for recreation	4
Family problems/breakdowns	4
Getting in bad crowd/gangs/peer pressure	4
Depression/social alienation	3
Alcohol abuse/drink driving	2
Lack of discipline	2
Youth suicide	1
Problems with education	1
Don't know/not answered	5

Figure 6.1 shows that, during the campaign, the proportion of respondents mentioning illegal drugs as a major social problem facing young people did not change significantly. As shown in Figure 6.1, before the onset of the campaign the issue of illegal drugs was mentioned by 52% of respondents, with this figure increasing to 66% of respondents by week six.

Figure 6.1 Tracking surveys: perception of illegal drugs as an important social issue facing young people



Base: All respondents

6.3.3 Attitude towards illegal drugs

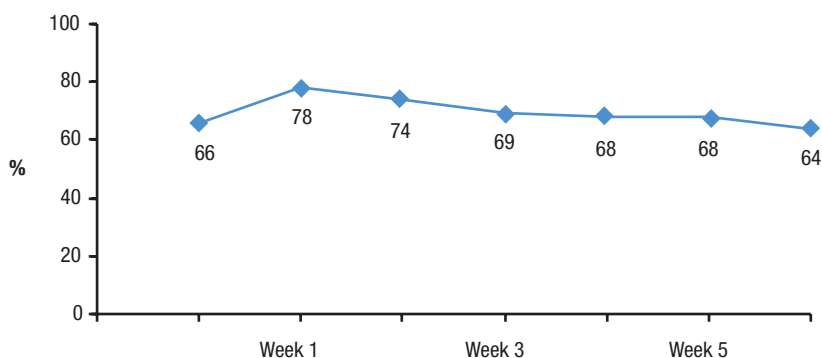
In each survey, respondents were presented with three statements and asked which best described their attitude towards young people experimenting with illegal drugs. Table 6.5 shows that, across all weeks, the majority of respondents reported that they agreed with the statement ‘no drug or drug taking is OK’.

Table 6.5 Tracking surveys: attitudes to drugs

	Pre-campaign (n = 300) %	Tracking surveys during campaign (n = 906) %	Total (n = 1206) %
No drug or drug taking is OK	66	71	70
Experimentation with marijuana is OK but I'd be concerned about them experimenting with other drugs	29	23	24
Using drugs like marijuana is OK	1	4	3
Don't know	4	2	3

Figure 6.2 shows that from the pre-campaign survey to the first week of tracking the proportion of respondents agreeing with the statement ‘no drug or drug taking is OK’ increased from 66% to 78%. However, this measure then gradually returned to pre-campaign level by the end of the campaign. Parents with children aged 8–17 were more likely to agree with the statement ‘no drug or drug taking is OK’ than parents without children aged 8–17.

Figure 6.2 Tracking surveys: proportion of respondents reporting ‘no drug or drug taking is OK’



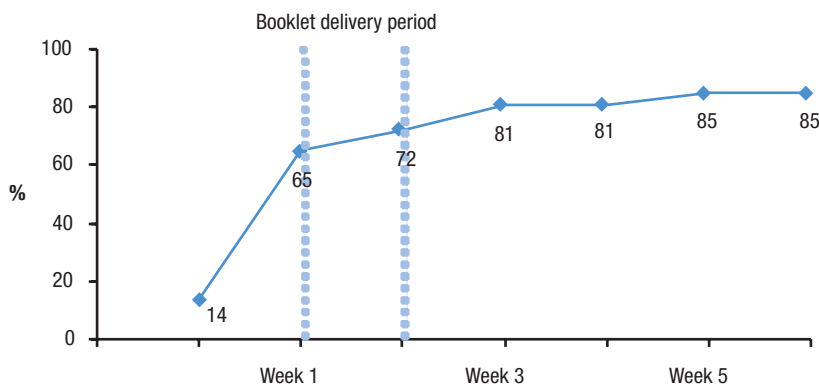
Base: All respondents

6.3.4 Unprompted recall of advertising about illegal drugs

Respondents were asked whether they had recently seen any advertising campaigns about illegal drugs. Figure 6.3 shows the results.

By week one of the campaign, there was a significant increase in awareness of advertising about illegal drugs. This level of awareness continued to increase over weeks two and three, and was sustained during the final weeks of advertising.

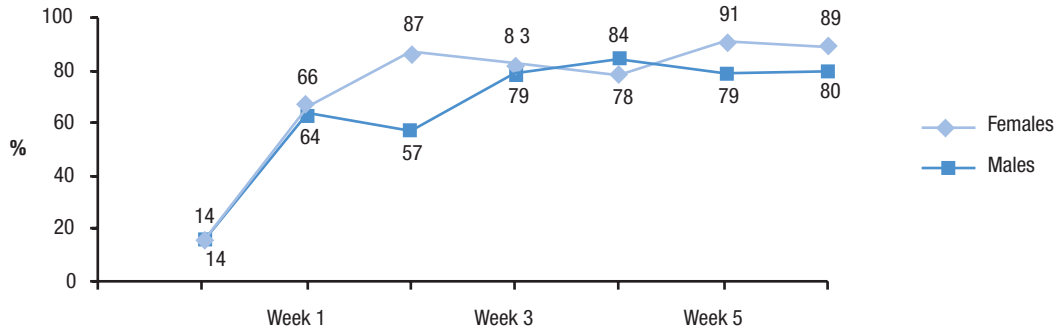
Figure 6.3 Tracking surveys: awareness of recent advertising about illegal drugs



Base: All respondents

By the final weeks of campaign advertising, 89% of females and 80% of males recalled recent advertising about illegal drugs (Figure 6.4).

Figure 6.4 Tracking surveys: awareness of recent advertising about illegal drugs, by sex



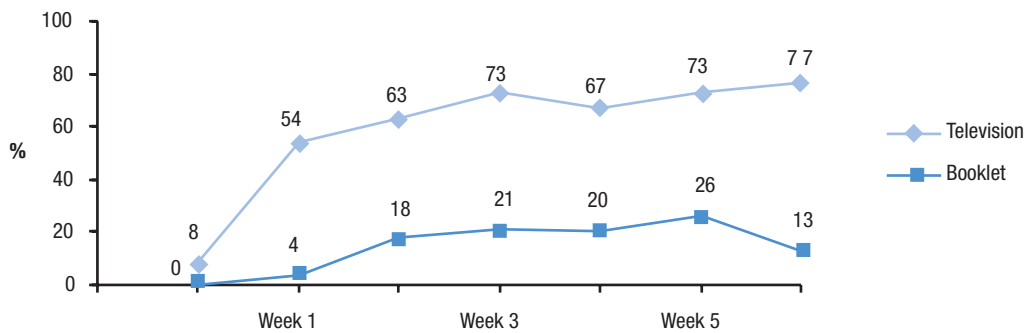
Base: All respondents

Respondents who reported they had seen advertising were asked where they had seen, read or heard the advertising.

Figure 6.5 shows the proportions of all respondents who reported television advertising and the booklet as the media in which they recently saw, read or heard anything about illegal drugs.

Unprompted recall of television advertising increased from 8% in the pre-campaign survey to 54% in week one of advertising, peaking at 77% in week six. Unprompted recall of the booklet increased from nil in the pre-campaign survey to 18% in week two of tracking, when the booklet was being distributed. Unprompted recall of the booklet peaked at 26% in week five.

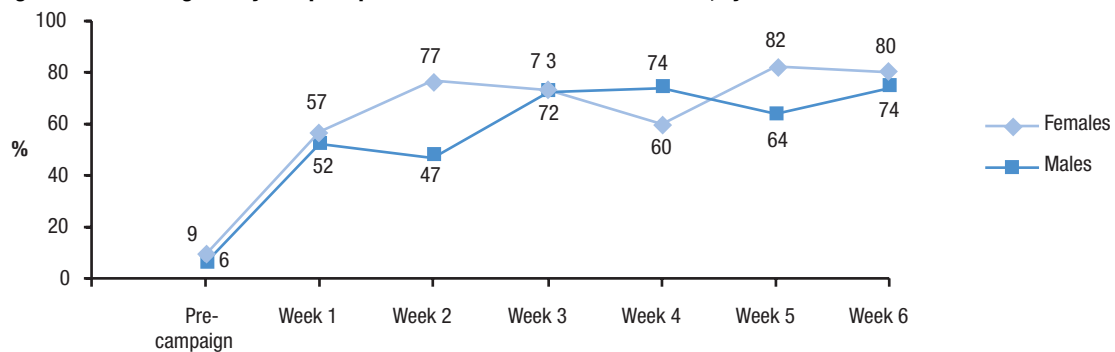
Figure 6.5 Tracking surveys: unprompted recall of television commercials and booklet



Base: Respondents who recalled any advertising

Figure 6.6 shows differences in the proportions of males and females who reported seeing television advertising. By week six of the campaign, 80% of females and 74% of males recalled seeing recent television advertising about illegal drugs.

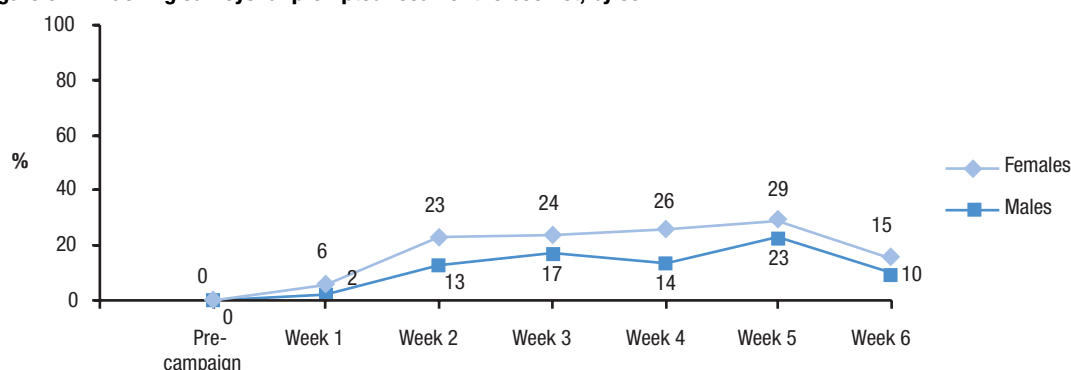
Figure 6.6 Tracking surveys: unprompted recall of television commercials, by sex



Base: Those who recalled any advertising

Figure 6.7 shows the unprompted recall of the booklet, by sex. Females were consistently more likely than males to recall the booklet (unprompted). Recall peaked at 29% of females and 23% of males in week five.

Figure 6.7 Tracking surveys: unprompted recall of the booklet, by sex



Base: Respondents who recalled any advertising

Respondents who reported they had seen any advertising were asked what they thought was the main message of the advertising. Most reported recollections matched a description of the NIDC advertising and information materials.

Table 6.6 Tracking surveys: main messages reported from advertising about illegal drugs

	Tracking (n = 906) %
Negative consequences of drug use	27
Talk/communicate with children	23
Don't use/experiment with drugs	14
Parents' responsibility/role	7
Information for parents	5
Booklet to be delivered	1
Other campaign message	2
Negative campaign message	2
Non-campaign message	3
Other	1

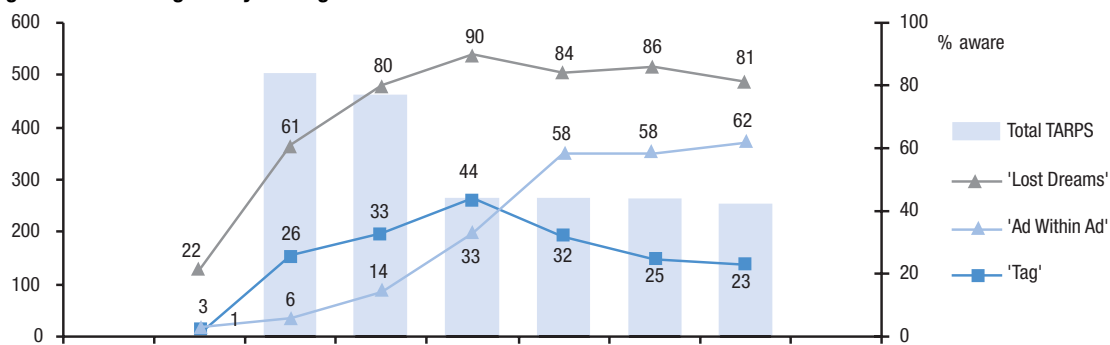
Base: Respondents who recalled any advertising

Across the six weeks of tracking, the main reported messages were 'negative consequences of drug use', 'talk/communicate with children' and 'don't use/experiment with drugs'.

6.3.5 Recognition of TV campaign components

Respondents were read a description of each of the three television commercials of the campaign and asked whether they recalled seeing the commercials. Results are presented in Figure 6.8.

Figure 6.8 Tracking surveys: recognition of television commercials



Base: All respondents

During week one, the television schedule for the 'Lost Dreams' and 'Tag' TV commercials was 250 target audience rating points (TARPs) for each commercial. In week two, the television schedule of these commercials comprised 200 TARPs each and for the 'Ad Within Ad' TV commercial it was 60 TARPs. For weeks three to five, the television buy was a combination of 60 TARPs for the 'Lost Dreams' and 200 TARPs for the 'Ad Within Ad' TV commercial. For week six, the television schedule was 250 TARPs for the 'Ad Within Ad' TV commercial.

Overall, the 'Lost Dreams' TV commercial generated the highest level of recognition, peaking in week three, when 90% of respondents recognised it. The 'Tag' TV commercial generated much lower levels of recognition, peaking in week three, when 44% of respondents reported seeing it. Between weeks two and three, there was a large increase in recognition of the 'Ad Within Ad' TV commercial, coinciding with greater exposure of the advertisement, with recognition continuing to increase until week six, when 62% of respondents reported seeing the commercial.

6.3.6 Recall of TV commercial messages

Respondents who reported seeing any of the television commercials were asked what they thought was the main message of each of these commercials. Table 6.7 summarises the most frequently reported messages, aggregated for all six weeks of tracking. Responses demonstrate that appropriate messages were taken from each TV commercial.

Table 6.7 Television advertising messages

Main message	Seen 'Lost Dreams' (n = 724) %	Seen 'Tag' (n = 277) %	Seen 'Ad Within Ad' (n = 348) %
Negative consequences of drug use	57	1	3
Don't use/experiment with drugs/drugs are a problem	17	5	5
Information/education for parents	–	11	4
Parents responsibility/role	3	3	3
booklet to be delivered/coming	–	18	–
Read the booklet	–	17	–
Drugs kill	9	1	–
Talk/communicate with children	4	21	66
Other NIDC message	4	7	4
Negative NIDC comment	2	3	2
Non-NIDC message	1	2	2
Other	2	1	2
Don't know/not answered	5	14	10

Base: Respondents who recalled any advertising

Across the six weeks of tracking, the most commonly cited main messages for the 'Lost Dreams' TV commercial included 'negative consequences of drug use' and 'don't use/experiment with drugs/drugs are a problem'.

The most commonly cited main messages for the 'Tag' TV commercial included 'booklet to be delivered/coming' and 'read the booklet'.

The most commonly cited main messages for the 'Ad Within Ad' TV commercial included 'talk/communicate with children'.

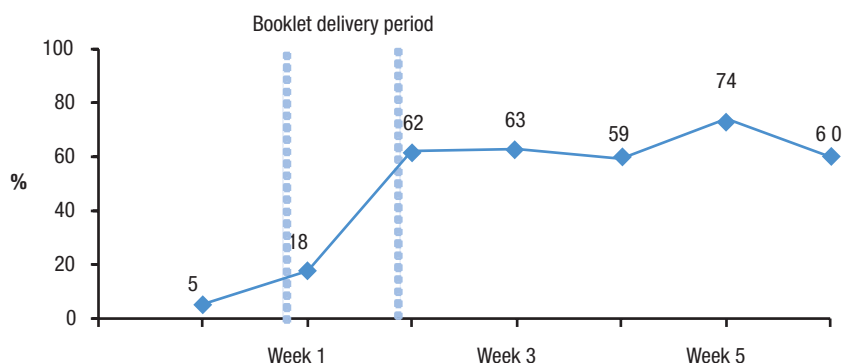
6.3.7 Recognition of other campaign components

One key element of the campaign was the distribution of the parent booklet to all households in Australia. Deliveries started on 27 March 2001, and most households had received the booklet by week two of the campaign. Approximately eight million copies of the booklet were delivered.

An independent audit was conducted to measure the extent of the distribution of the parent booklet (ACNielsen 2001); this is discussed in Chapter 7.

Figure 6.9 shows the proportion of all respondents who recalled receiving the booklet. There was a significant increase in reported receipt of the booklet to 62% during week two; this recognition level remained relatively stable across the surveys. The increased recognition is consistent with the dissemination strategy, as most booklets were delivered between weeks one and two of the campaign.

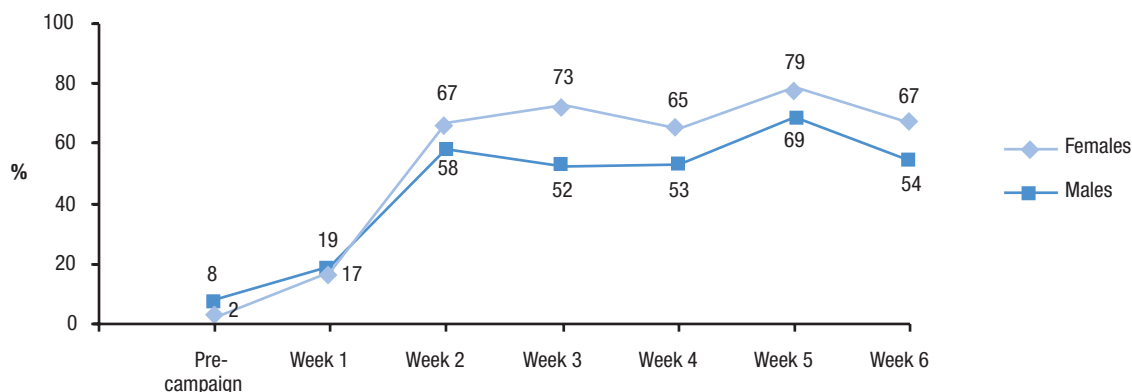
Figure 6.9 Tracking surveys: reported receipt of the booklet



Base: All respondents

Figure 6.10 shows that females were more likely than males to recall receiving the booklet.

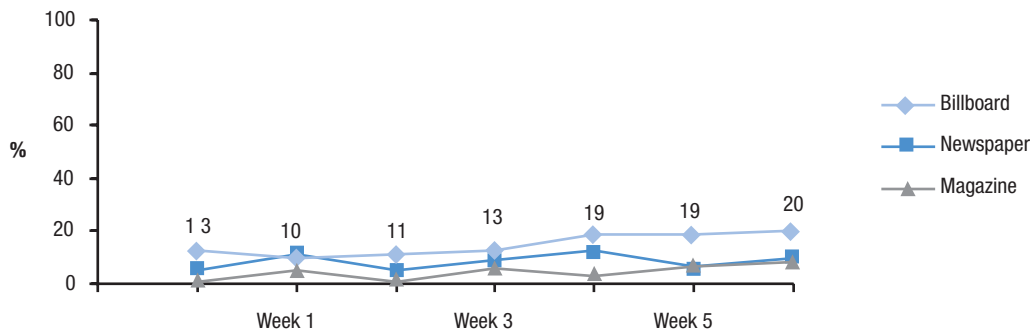
Figure 6.10 Tracking surveys: reported receipt of the booklet, by sex



Base: All respondents

Figure 6.11 shows the proportion of respondents who, after prompting, recalled seeing advertising other than TV commercials or the booklet. It indicates that there was a slow increase in the recognition of each of the other advertising elements. Billboard advertising achieved the highest level of recognition, with one in five respondents recalling this specific advertising by week six. Consistent with the placement of billboards, respondents from metropolitan areas were more likely to report having seen a billboard than were non-metropolitan respondents.

Figure 6.11 Tracking surveys: recognition of other advertising elements



Base: All respondents

6.3.8 Cognitive response to campaign components

Respondents who reported that they had seen the television advertisements were asked whether they found the TV commercials thought provoking, believable or relevant. Table 6.8 shows the results.

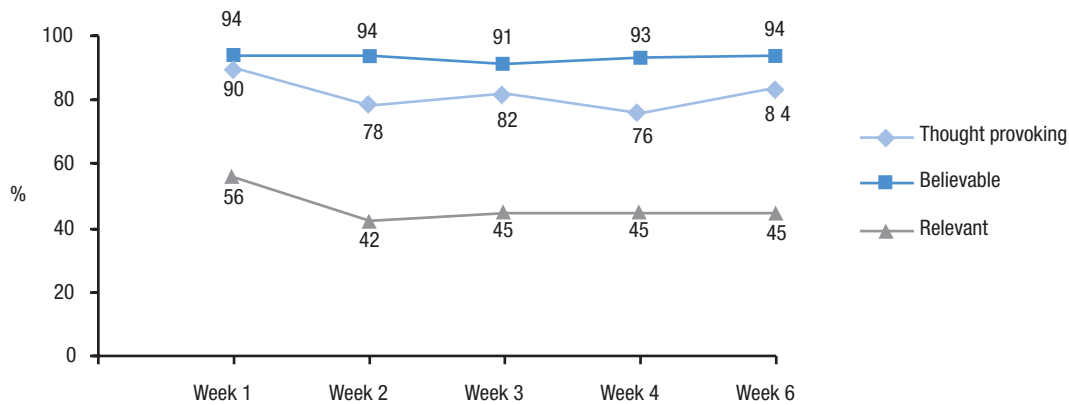
Respondents were more likely to report that the ‘Lost Dreams’ commercial was ‘very or somewhat thought provoking’ and ‘believable’ than either ‘Tag’ or ‘Ad Within Ad’ TV commercials. However, the ‘Ad Within Ad’ commercial was more likely to be regarded as ‘very relevant’ by respondents.

Table 6.8 Perceptions of television advertising

Perception	Seen ‘Lost Dreams’ (n = 724)	Seen ‘Tag’ (n = 277)	Seen ‘Ad Within Ad’ (n = 348)
Thought provoking	%	%	%
Very	44	19	36
Somewhat	37	42	42
Not at all	16	32	16
Don’t know/can’t say	3	7	5
Believable			
Very	62	40	45
Somewhat	31	36	37
Not at all	5	11	13
Don’t know/can’t say	2	13	5
Relevant			
Very	20	20	26
Somewhat	27	23	28
Not at all	52	49	41
Don’t know/can’t say	1	8	5

Figure 6.12 shows perceptions of the ‘Lost Dreams’ TV commercial for all respondents over the duration of the campaign. It indicates that there were high levels of agreement that the ‘Lost Dreams’ TV commercial was both ‘believable’ and ‘thought provoking’.

Figure 6.12 Tracking surveys: perceptions of 'Lost Dreams' TV commercial

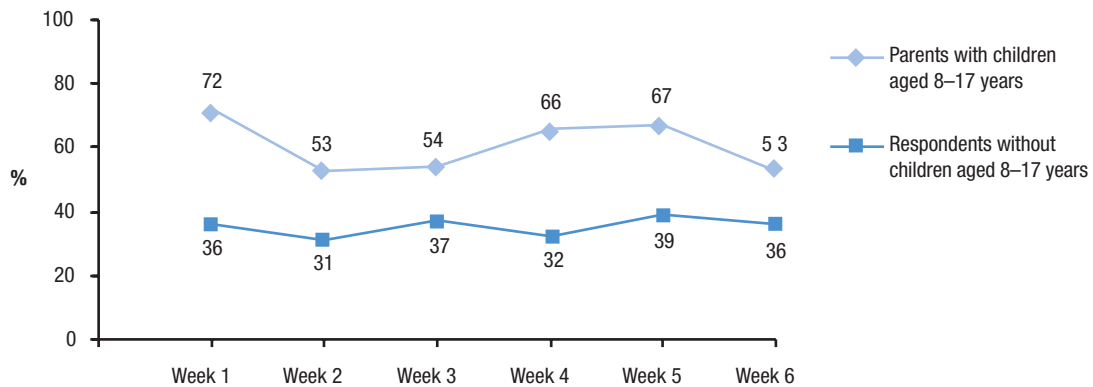


Base: Respondents who recognised 'Lost Dreams' TV commercial

After initial declines on the measures of 'thought provoking' and 'relevant' between weeks one and two, results for the three measures were relatively consistent across the six weeks of the campaign. All measures were slightly higher amongst parents of 8–17-year-olds than for respondents who were not parents of 8–17-year-olds.

Figure 6.13 shows that respondents with children aged 8–17 years were more likely to report that the 'Lost Dreams' TV commercial was 'relevant' (either very or somewhat) than were respondents without children of this age.

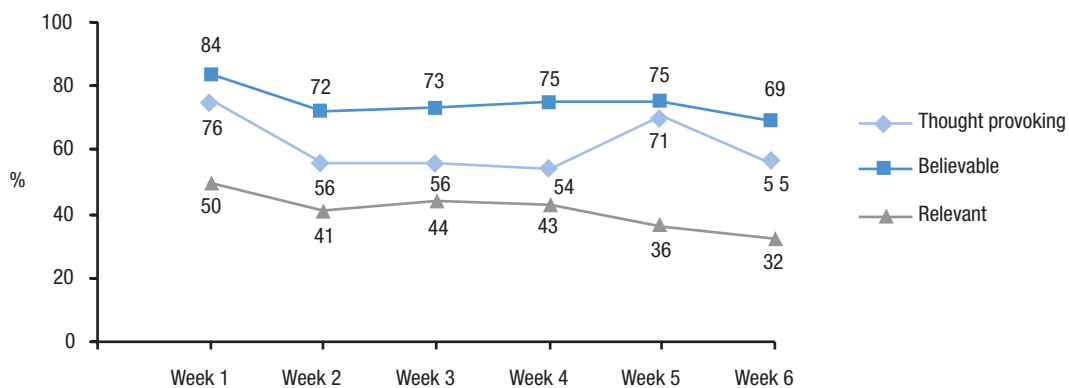
Figure 6.13 Perceived relevance of 'Lost Dreams' TV commercial



Base: Respondents who recognised the 'Lost Dreams' TV commercial

Figure 6.14 shows respondents' perceptions of the 'Tag' TV commercial over the period of the campaign. It indicates high levels of agreement that this commercial was both 'believable' and, to a lesser degree, 'thought provoking'.

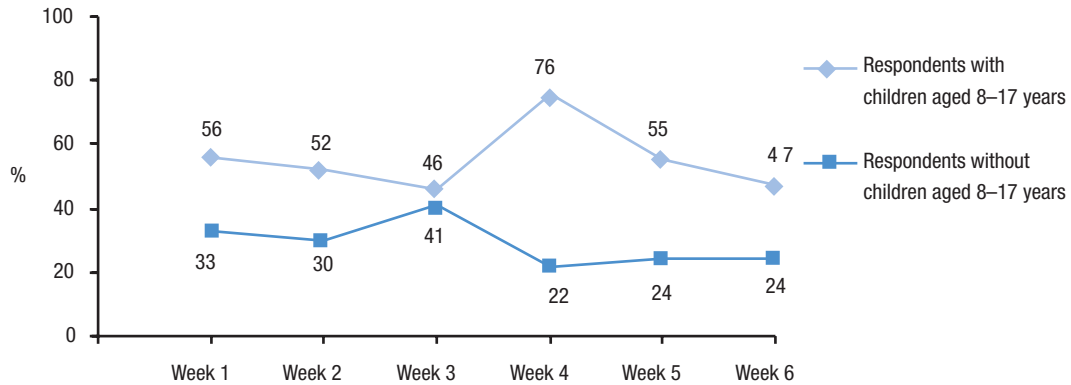
Figure 6.14 Perceptions of 'Tag' TV commercial



Base: Respondents who recognised the 'Tag' TV commercial

Figure 6.15 shows that respondents with children aged 8–17 years were more likely to report that the ‘Tag’ TV commercial was ‘relevant’ than were respondents without children of this age.

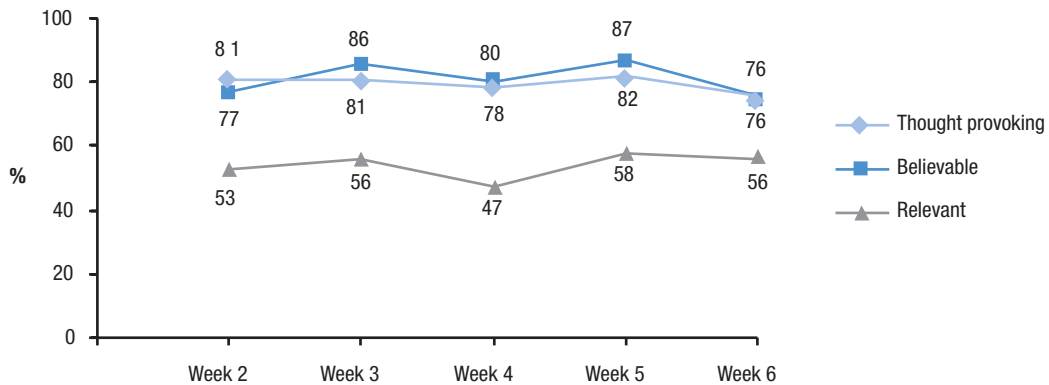
Figure 6.15 Tracking surveys: perceived relevance of ‘Tag’ TV commercial



Base: All respondents who recognised their ‘Tag’ TV commercial

Figure 6.16 shows respondents’ perceptions of the ‘Ad Within Ad’ TV commercial. It indicates that there were high levels of agreement that this commercial was both ‘believable’ and ‘thought provoking’.

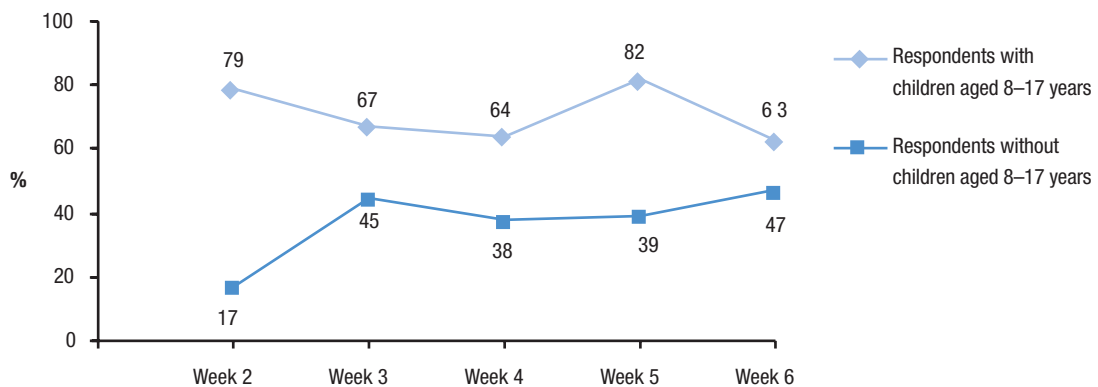
Figure 6.16 Tracking surveys: perceptions of ‘Ad Within Ad’ TV commercial



Base: Respondents who recognised the ‘Ad Within Ad’ TV commercial

Figure 6.17 shows that respondents with children aged 8–17 years were more likely to report that the ‘Ad Within Ad’ TV commercial was ‘relevant’ than were respondents without children of that age.

Figure 6.17 Perceived relevance of ‘Ad Within Ad’ TV commercial



Base: Respondents who recognised the ‘Ad Within Ad’ TV commercial

6.4 Discussion

The aim of the continuous tracking component of the evaluation of the campaign was to gauge awareness of each of the campaign's elements, recall of messages and perceptions of campaign advertising over the first six weeks of the campaign. Given the relatively small sample sizes used, these results should be viewed as indicative rather than as precise estimates of proportions.

The most frequently mentioned main social problem facing young people in Australia was 'illegal drugs', and this did not change significantly over the campaign period.

Reported awareness of recent advertising about illegal drugs grew rapidly over the initial two weeks of campaign advertising, from 14% at pre-campaign to 85% by week six. Amongst respondents reporting awareness of advertising, the proportion specifically citing television advertising increased over the campaign period to a level of 77%. The proportion of respondents citing the booklet as the source of this advertising peaked at 26% in week five, before declining in the final week of campaign advertising.

Unprompted recall of television advertising peaked at eight in ten respondents by the end of the campaign and unprompted recall of the booklet peaked at one in three parents in week five.

Recognition of the 'Lost Dreams' TV commercial peaked at approximately nine in ten respondents, with the main message being reported as the 'negative consequences' of drugs. Recognition of the 'Tag' TV commercial peaked at approximately four in ten respondents in week three; the main message reported was 'talk/communicate with children'. Recognition of 'Ad Within Ad' TV commercial peaked at approximately two in three respondents, with the main message being reported as 'talk/communicate with children'.

Each of the campaign's television commercials was reported as being believable, thought provoking and relevant, especially among parents of 8–17-year-olds. In line with campaign strategy, respondents were more likely to report that 'Lost Dreams' was 'very or somewhat thought provoking' and 'believable' than either the 'Tag' or 'Ad Within Ad' TV commercials. The 'Ad Within Ad' TV commercial was more likely than the other commercials to be regarded as 'very relevant' by respondents.

Consistent with the strategy for delivering the campaign booklet, the proportion of respondents who reported receiving their booklet increased steeply over the first two weeks of the campaign.

These findings suggest that the campaign, and particularly the TV commercials, achieved very high levels of awareness and effective communication of key messages. Furthermore, campaign advertising appears to have been effectively targeted: for the campaign television commercials, parents of 8–17-year-olds consistently reported higher levels of perceived relevance than did other respondents in the tracking survey.

6.5 Continuous tracking survey questionnaire

- STRICTLY CONFIDENTIAL -
NATIONAL ILLICIT DRUGS CAMPAIGN 19/03/2001
CONTINUOUS TRACKING SURVEY
MARCH 2001

Screening and introduction

Intro: Good (...), my name is (...) from the Wallis Group. We're conducting a survey on behalf of the Commonwealth Department of Health and Aged Care on some recent advertising you may have seen.

S1 May I first ask if there is anyone aged 35 to 54 years living in this household?

1. Yes (CONTINUE)
2. No (TERMINATE, OUT OF SCOPE)

S1A And is there anyone in this household who works in advertising or market research?

1. Yes (TERMINATE)
2. No (CONTINUE)

S1 May I speak to the male/female (check quota) in your household who is aged 35 to 54 years and who most recently had a birthday?

1. Yes (CONTINUE)
2. No, Refused (TERMINATE, IN-SCOPE REFUSAL)
3. Not available (ARRANGE CALLBACK)

S2 WHEN SPEAKING TO RESPONDENT SAY: We are conducting a survey on some recent advertising you may have seen. There are no right or wrong answers. The interview, which is totally confidential, should only take about 5 minutes of your time. Is now a convenient time?

1. Yes (CONTINUE)
2. No (ARRANGE CALLBACK)
3. Refused (TERMINATE, IN SCOPE REFUSAL)

SEX Record sex of respondent (QUOTAS)

1. Male
2. Female

Issue salience

Q1 Just before asking about the advertising, I'd like to quickly get your views about social problems facing young people today. What do you think is the MAIN social problem facing young people in Australia today? (DO NOT READ) (SINGLE RESPONSE ONLY)

1. Illegal drugs
2. Unemployment
3. Depression / Social alienation
4. Youth suicide
5. Alcohol abuse / Drink Driving
6. Lack of opportunities / Uncertain future
7. Family problems / family breakdowns
8. Gangs / getting in with a bad crowd
9. Other (specify)
10. Don't know (Go to Q.2a)

Q1b What other / any others? (ACCEPT MULTIPLES)

1. Illegal drugs
 2. Unemployment
 3. Depression / Social alienation
 4. Youth suicide
 5. Alcohol abuse / Drink Driving
 6. Lack of opportunities / Uncertain future
 7. Family problems / family breakdowns
 8. Gangs / getting in with a bad crowd
 9. Other (specify)
 10. Don't know
-

Q2a Now thinking about illegal drugs, have you spoken to anyone about illegal drugs in the last week?

1. Yes (CONTINUE)
2. No / Don't Know (GO TO Q3)

Q2b Who did you speak with? (ACCEPT MULTIPLES)

1. Husband/wife/partner
 2. My child / children
 3. My parent/s
 4. My sister/brother
 5. Other relative
 6. Friend
 7. Doctor / GP
 8. Other parents
 9. School staff
 10. Police
 11. Counsellor
 12. Work Colleague
 13. Other (SPECIFY _____)
 14. Don't Know / Can't Say
-

Q3 Have you learnt anything NEW about illegal drugs in the last week?

1. Yes
 2. No
 3. Don't know
-

Q4 Which of the following 3 statements best describes how you feel about young people experimenting with illegal drugs? Would you say... (Read and rotate)

1. Using drugs like marijuana is OK
 2. Experimentation with marijuana is OK but I'd be concerned about them experimenting with other drugs
 3. No drug or drug taking is OK
 4. (None / don't know)
-

Recognition of advertising

Q5 Now I'd like you to think about any advertising campaigns on illegal drugs that you may have seen recently. Do you recall seeing, reading or hearing any advertising about illegal drugs recently? (IF NO PROBE; Nothing at all?)

1. Yes (CONTINUE)
 2. No / Don't Know (GO TO Q7a)
-

Q6a Where did you see, read or hear any part of this advertising campaign? (Unprompted do not read out) (ACCEPT MULTIPLES) Anywhere else?

3. TV advertising
4. booklet
5. Leaflet
6. Magazine advertising
7. Newspaper advertising
8. Billboard
9. Web site
10. TV news / current affairs
11. Television program
12. Radio advertising
13. Radio news
14. Radio program
15. Cinema
16. Magazine article
17. Newspaper article
18. Word of mouth
19. Bus/Tram
20. Local area health service
21. Doctor / General practitioner
22. School activity / education program
23. Information night
24. Other, please specify _____

Q6b Can you describe what you saw, read or heard from this advertising campaign? (RECORD VERBATIM)?

Q6c What do you think this advertising was trying to say? What else, anything else? (RECORD VERBATIM)

Prompted recognition

Next I would like to ask you some questions about three TV commercials which are part of a national campaign on illegal drugs.

Q7a In the first commercial, each scene focuses on one young person at a time. In the first scene we see a girl who has just had sex, scene two shows a boy searching through a handbag in a toilet cubicle, scene three shows a fight between a mother and daughter and then the final scene shows a dead boy being zipped into a body bag. Over each of these scenes we hear the teenager's voice when they were a child telling us what they want to be when they grow up.

Do you recall seeing this advertisement?

25. Yes
26. No (GO TO Q8a)
27. Don't know (GO TO Q8a)

Q7b What would you say was the MAIN message of this advertisement? (RECORD VERBATIM)

Q7c. Did you find this ad ...? (READ OUT)

- | | |
|----------------------------------|---|
| Very thought provoking | 1 |
| Somewhat thought provoking | 2 |
| Or, not at all thought provoking | 3 |
| (Don't Know/Can't Say) | 4 |

- Q7c. Did you find this ad ...? (READ OUT)
- | | |
|------------------------|---|
| Very believable | 1 |
| Somewhat believable | 2 |
| Not at all believable | 3 |
| (Don't Know/Can't Say) | 4 |

- Q7d. Did you find this ad ...? (READ OUT)
- | | |
|----------------------------|---|
| Very relevant to you | 1 |
| Somewhat relevant to you | 2 |
| Not at all relevant to you | 3 |
| (Don't Know/Can't Say) | 4 |

Q8a In another television commercial, we see a woman in a park with a family playing behind her. She is holding a coloured booklet, and telling us about the booklet and a national Government campaign.

Do you recall seeing this advertisement?

1. Yes
2. No (GO TO Q9a)
3. Don't know (GO TO Q9a)

Q8b What would you say was the MAIN message of this advertisement? (RECORD VERBATIM, PROBE FULLY eg: What was she saying about the booklet?)

- Q8c Did you find this ad ...? (READ OUT)
- | | |
|----------------------------------|---|
| Very thought provoking | 1 |
| Somewhat thought provoking | 2 |
| Or, not at all thought provoking | 3 |
| (Don't Know/Can't Say) | 4 |

- Q8d Did you find this ad ...? (READ OUT)
- | | |
|------------------------|---|
| Very believable | 1 |
| Somewhat believable | 2 |
| Not at all believable | 3 |
| (Don't Know/Can't Say) | 4 |

- Q8e. Did you find this ad ...? (READ OUT)
- | | |
|----------------------------|---|
| Very relevant to you | 1 |
| Somewhat relevant to you | 2 |
| Not at all relevant to you | 3 |
| (Don't Know/Can't Say) | 4 |

Q9a Another commercial that you may have seen opens with a girl watching TV and talking with her mother. As we watch this scene the camera pulls back to reveal a father and son watching this whole scene on another television. Whilst they are talking the camera then pulls out further to reveal that this too has actually been part of a television ad and so on.

Do you recall seeing this advertisement?

1. Yes (CONTINUE)
2. No (GO TO 10A)
3. Don't know (GO TO 10A)

Q9b What would you say was the MAIN message of this advertisement? (RECORD VERBATIM)

- Q9c Did you find this ad ...? (READ OUT)
- | | |
|----------------------------------|---|
| Very thought provoking | 1 |
| Somewhat thought provoking | 2 |
| Or, not at all thought provoking | 3 |
| (Don't Know/Can't Say) | 4 |
- Q9d Did you find this ad ...? (READ OUT)
- | | |
|------------------------|---|
| Very believable | 1 |
| Somewhat believable | 2 |
| Not at all believable | 3 |
| (Don't Know/Can't Say) | 4 |
- Q9e. Did you find this ad ...? (READ OUT)
- | | |
|----------------------------|---|
| Very relevant to you | 1 |
| Somewhat relevant to you | 2 |
| Not at all relevant to you | 3 |
| (Don't Know/Can't Say) | 4 |

Q10a The three ads we have just discussed are part of a national campaign on illegal drugs. Also as part of this campaign, a booklet on illegal drugs is being delivered in the mail. This booklet has been written for parents of young people and provides suggestions on how to talk with children about illegal drugs, information on the most common illegal drugs as well as information on other anti-drug programs that are currently operating in Australia.

Do you recall receiving this booklet in the mail?

- | | |
|---------------|-----------------|
| 1. Yes | (CONTINUE) |
| 2. No | (GO TO PRE Q11) |
| 3. Don't know | (GO TO PRE Q11) |

Q10b How much of the booklet have you read? Would you say (READ OUT)

- | | |
|--------------------------------|--------------|
| 1. All of it thoroughly | |
| 2. More than half | |
| 3. Less than half | |
| 4. Just flicked through it; or | |
| 5. None of it | (GO TO Q10d) |
| 6. (Don't know) | (GO TO Q10d) |

Q10c Did you find the information in the booklet . . . (READ OUT)

- | | |
|----------------------|--|
| 1. Very useful | |
| 2. Somewhat useful | |
| 3. Not very useful | |
| 4. Not useful at all | |
| 5. (Don't know) | |

Q10d Do you intend to read or refer to this booklet (again) in the future?

- | | |
|---------------|--|
| 1. Yes | |
| 2. No | |
| 3. Don't know | |

PRE Q11 If code 1 at Q7a/8a/9a/10a CONTINUE OTHERWISE GO TO Q12

Q11a Now thinking about this illegal drug campaign as a whole, would you say it has prompted you to take any action?

- | | |
|---------------|-------------|
| 1. Yes | |
| 2. No | (GO TO Q12) |
| 3. Don't know | (GO TO Q12) |
-

Q11b What action did you take? (Please specify)

1. Talked to child about drugs
 2. Discussed with other parent
 3. Other (specify)
 4. (Can't Say)
-

Q12 Do you have any children age 8 to 17 years? IF YES: What ages are your children? (READ OUT ACCEPT MULTIPLES)

1. No children aged 8 to 17 years. (GO TO Q15A)
2. 8–11 years
3. 12–14 years
4. 15–17 years

If code 1 at Q7a/8a/9a/10a CONTINUE OTHERWISE GO TO Q15a

Q13a Has the illegal drug campaign made you think more about your children and the dangers of illegal drugs?

1. Yes
2. No
3. Don't know)

Q13b Do you think that this campaign has made it more or less difficult for you to talk with your children about illegal drugs? (PROBE: A lot / little)

1. A lot more difficult (GO TO Q14a)
 2. A little more difficult (GO TO Q14a)
 3. About the same (GO TO Q14b)
 4. A little less difficult (GO TO Q14c)
 5. A lot less difficult (GO TO Q14c)
 6. (Don't know) (GO TO Q15a)
-

Q14a Why do you say that?

NOW GO TO Q15a

Q14b Why do you say that?

NOW GO TO Q15a

Q14c Why do you say that?

Q15a There has also been a leaflet produced called '10 ways to encourage young people to talk with you about drugs'. Have you seen this leaflet?

1. Yes (CONTINUE)
2. No (GO TO Q16A)
3. Don't know (GO TO Q16A)

Q15b Where did you see the leaflet? (ACCEPT MULTIPLES)

1. Doctors/GPs surgery
 2. Hospital
 3. School
 4. Drugs and Alcohol agency
 5. Other (specify)
 6. (Can't recall)
-

Q15c Did you keep a copy of the leaflet?

1. Yes
 2. No
 3. Don't know
-

Q16a As part of the launch of the illegal drug campaign, an advertisement was placed in some Sunday and country newspapers. Do you recall seeing this advertisement?

1. Yes
2. No
3. Don't know

Q16b There have also been advertisements placed in some magazines in relation to this campaign. Can you recall having seen any of these advertisements?

1. Yes
2. No (GO TO Q16D)
3. Don't know (GO TO Q16D)

Q16c In what magazines do you recall seeing these advertisements? (ACCEPT MULTIPLES)

1. Australian Women's Weekly
2. Women's Day
3. New Idea
4. That's Life
5. Better Homes & Garden
6. Good Weekend
7. Sunday Life
8. Sunday Magazines
9. Don't know
10. Other

Q16d In some States, there have been large Billboards on the sides of roads in relation to this campaign. The billboards show three teenagers talking and the words 'who's talking to your kids about drugs if you're not'. Can you recall seeing one of these?

1. Yes
2. No
3. Don't know

Demographics

Finally just a few quick questions to help us analyse the results of the survey.

D1 Firstly, would you mind telling me which of the following age groups you fall into? (READ OUT)

1. 35–39 years
 2. 40–44 years
 3. 45–49 years
 4. 50–54 years
 5. (Refused)
-

D2 What is your main occupation? (Probe for title and main duties)? (RECORD VERBATIM)

D3 Would you mind telling me which of the broad following categories your household's annual income from all sources, before tax, falls into? (Excluding children's income)

Would it be (READ OUT)

1. Less than \$ 40,000
 2. \$40,000–\$80,000
 3. Over \$80,000
 4. (Don't know / Not sure)
 5. (Refused)
-

D4 What is your present marital status?

1. Never Married
 2. Married (including de facto)
 3. Widowed
 4. Divorced
 5. Separated but not divorced
 6. (Refused)
-

D5 What is the highest level of education you have completed?

1. Primary school
 2. Year 10 or below
 3. Year 11 or below
 4. Year 12 or below
 5. Trade/apprenticeship
 6. Other TAFE/Technical Certificate
 7. Diploma
 8. Bachelor Degree
 9. Post-Graduate Degree
 10. Other (Please specify)
 11. (Refused)
-

D6 Were you born in Australia or overseas?

1. Australia (GO TO CLOSE)
 2. Overseas
-

D7 What country were you born in? (_____)

CLOSE ; Thanks for participating in this survey. Just in case you missed it, my name is (...) calling from the Wallis Group on behalf of the Department of Health and Aged Care. Ten per cent of my work is checked by my supervisor, so they may call you back to verify your participation. (RECORD NAME.).

7

Other campaign evaluation components

Summary

This chapter describes a range of additional campaign evaluation components including an account of media response to the campaign, calls to the 1800 telephone information line, analysis of activity on the campaign website and an audit of the campaign booklet delivery.

Print media response

In the initial weeks of the campaign, national and major metropolitan newspapers constantly covered illegal drug issues, many of which were related to the campaign.

1800 information line

From 25 March to 1 June, 12,043 calls were made to the campaign information line, most in the first five weeks of the campaign. A typical caller was a mother aged 30 years or more with a child under 18, requesting a booklet or additional information. This response was consistent with the target audience for the 1800 line. Organisations that called the line were mostly schools or medical practices, ordering copies of the campaign leaflet or booklet. This was in line with the campaign strategy of promoting dissemination of further information about drug issues from these sources.

Campaign website

The popularity of this source of further information increased over the campaign period.

Campaign booklet delivery audit

An independent audit of delivery of the parent booklet indicated that up to nine in ten Australian households had a copy of the booklet delivered during the first week of the campaign.

7.1 Introduction

This chapter contains an assessment of a range of additional campaign components that were implemented to extend the life of the first phase of the National Illicit Drugs Campaign (NIDC), and to help parents and other interested parties to take action as a result of the campaign. In particular, it includes accounts of:

- media response to the public relations strategy, including a tally of the number of articles about the NIDC and other articles about illicit drugs appearing in newspapers over the first four weeks of the campaign
- calls to the 1800 information line, which was established to enable the community to request copies of the booklet, or to seek other information or help regarding drug issues (calls to this line seeking counselling or treatment information were immediately switched through to state/territory alcohol and drug services)
- the campaign website activity
- the independent audit conducted to measure the extent of the delivery of the parent booklet to all Australian households.

7.2 Public relations strategy

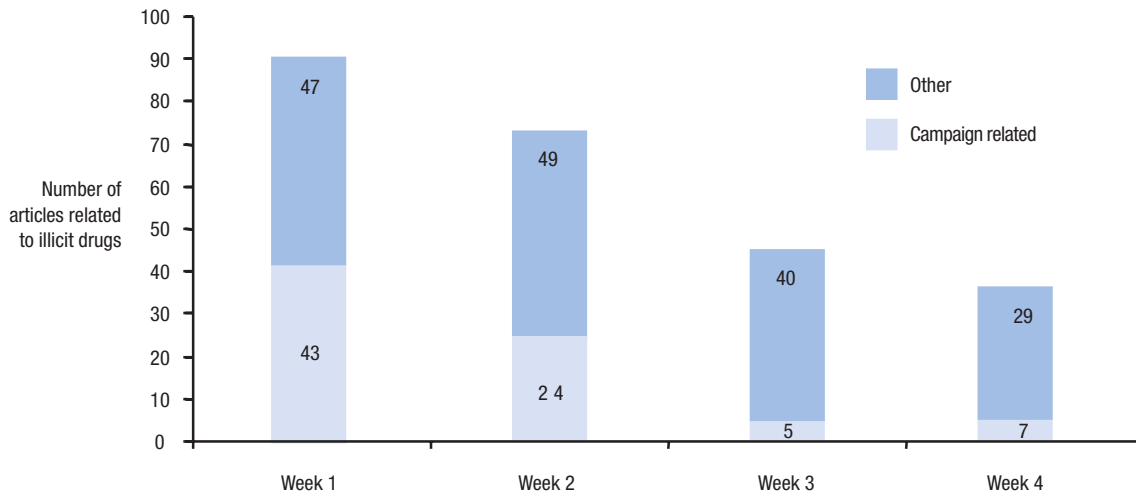
A comprehensive public relations strategy was implemented to deliver some of the more complex campaign messages, sustain the life of the campaign beyond the advertising and generate public debate around the campaign's key themes. The public relations strategy also included a sustained publicity drive to garner editorial support for key campaign themes.

Following the launch, the campaign received blanket national coverage in the following media:

- national television news, including ABC, Channel 10 (Capital), Channel 7 (Prime), Channel 9 (WIN), SBS TV and Sky Channel
- national television current affairs, including *Insight*, *60 Minutes* (Channel 9), *Today Tonight*
- morning television, including *Sunday Sunrise*, *Sunrise*, *Today*
- radio news and talkback radio throughout Australia
- news sections of all major Australian newspapers, including the cover of the *Sun Herald* and *Canberra Times*
- print editorial, including *The Australian*, *Sydney Morning Herald*, *The Age* and *Australian Women's Weekly*
- specialist publications read by key target audiences, including general practitioners and school counsellors
- letters to the editor in all major metropolitan newspapers.

Published newspaper articles in the major national and metropolitan daily titles and the largest regional titles were tallied for four weeks from the campaign launch date. These articles were then divided into those related to the campaign and those related to other illegal drug stories. Figure 7.1 shows the number of articles in each category: during the first week of the campaign (24–30 March 2001), 48% of newspaper articles about illegal drugs were related to the campaign; this proportion fell to 19% in the fourth week of the campaign (14–20 April 2001).

Figure 7.1 Campaign media coverage: number of illegal drug articles published in newspapers



7.3 The 1800 information line

Information about calls to the 1800 information line was collected, and reported on a weekly basis. The information included:

- the reason for the call and its outcome
- where the call was from (state and metropolitan/rural)
- whether the call was from an individual or organisation
- how the caller found out about the 1800 line.

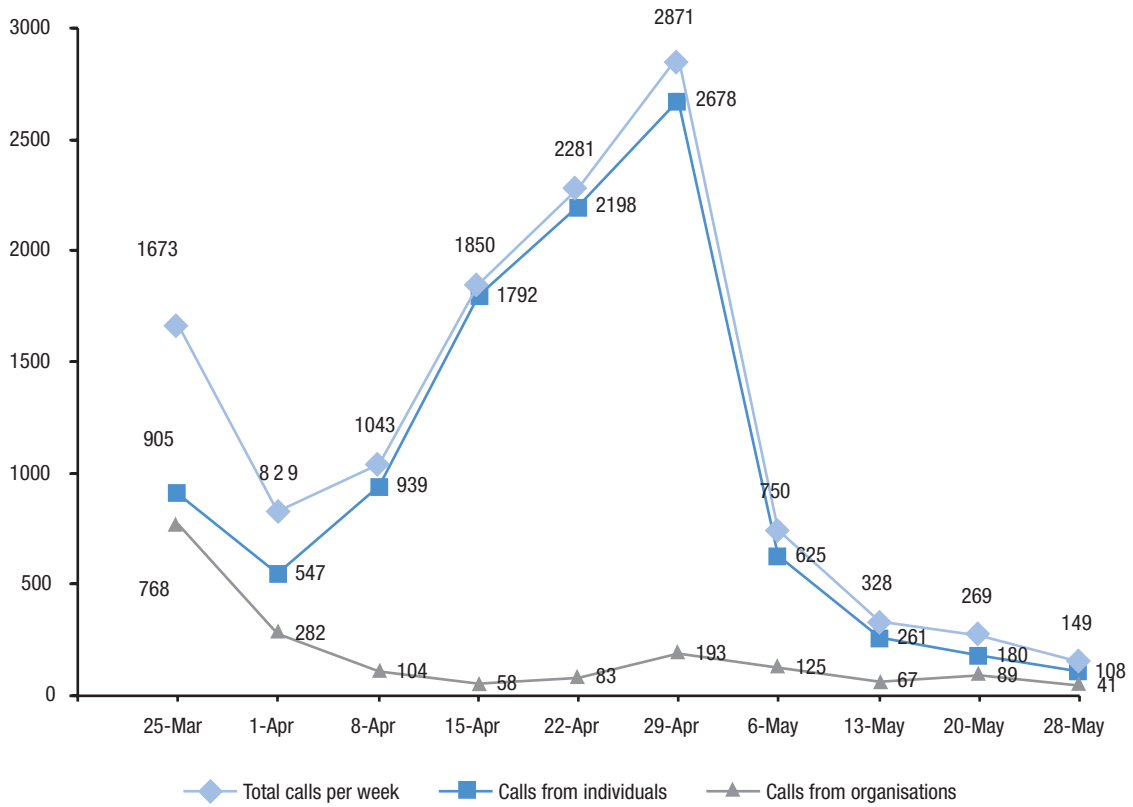
7.3.1 Number and origin of calls

By 28 September 2001, approximately six months after the launch of the campaign, 12,595 calls to the information line had been received, with 96% of calls received by 1 June 2001, approximately two months after the launch. An additional 2% of calls were received in the third month of the campaign (ie until the end of June). Given that the majority of calls were received by 1 June, this report provides detailed information of calls received up until that date — approximately the first two months of the campaign.

For the first eight weeks that the information line was in operation, the call centres were operating every day of the week. In the following weeks, the call centre operated Monday to Friday only. The recorded dates reflect this change in operating hours. In addition to the main 1800 line, there were 16 other 1800 lines, one for each of the 16 language groups targeted by the campaign.

Figure 7.2 illustrates the total number of calls received each week from the campaign launch to 1 June, showing whether the call was from an individual or an organisation. It can be seen from Figure 7.2 that the majority of calls were from individuals.

Figure 7.2 Campaign 1800 line: calls received per week over two months from the launch of the campaign



The majority of calls were made by people living in capital cities, as illustrated in Figure 7.3.

Figure 7.3 Campaign 1800 line: comparison of number of calls from capital cities and from non-metropolitan areas

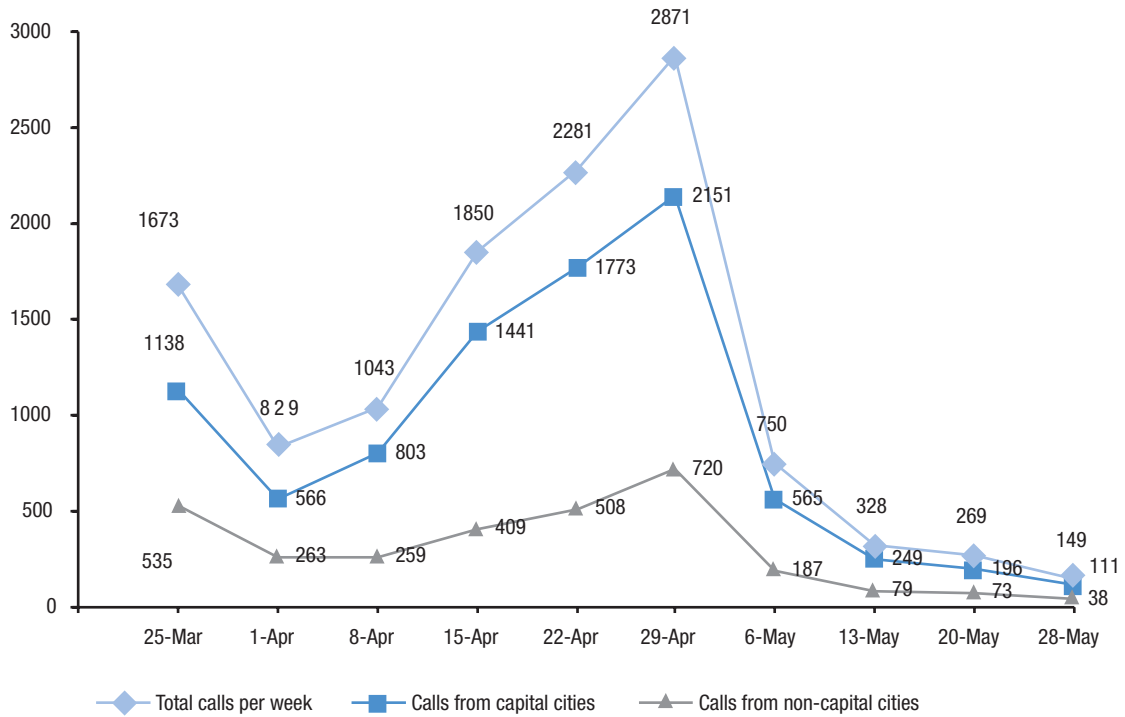


Table 7.1 illustrates from which states and territories the calls were made. Most calls originated from New South Wales (41%), Victoria (27%) and Queensland (16%).

Table 7.1 Campaign 1800 line: proportion of calls by state

Week beginning	Weekly total	NSW %	Vic %	Qld %	SA %	WA %	ACT %	Tas %	NT %
March 25	1673	35	22	20	8	7	4	4	1
April 1	829	31	24	20	10	7	5	2	2
April 8	1043	38	30	18	5	6	2	1	–
April 15	1850	40	33	16	4	6	2	9	7
April 22	2281	42	29	16	4	6	2	1	–
April 29	2871	43	25	17	5	6	2	1	–
May 6	750	43	26	13	6	7	2	2	1
May 13	328	36	27	17	7	9	1	1	1
May 20	269	36	26	18	6	6	2	4	2
May 28	149	42	23	16	5	7	2	2	1
Total	12,043	41	27	16	6	6	2	1	1

– = no responses in this category

7.3.2 Profile of individual callers

As at 1 June, 10,233 calls had been made by individuals to the 1800 line. Of these calls, 78% were made by females and 22% by males; 70% of callers had a child under 18 years of age; and most callers (79%) were aged over 30, 15% were 18–30 and 6% were under 18.

English was the preferred language of 96% of callers; 1% of calls were made by Vietnamese-speakers. No other language group constituted more than 0.5% of the total calls made.

The majority of callers had heard of the 1800 line on television (83%); about one in ten knew of it through the parent booklet. The remaining callers had heard about the number in a newspaper (2%), a magazine (2%) or the leaflet (1%). Table 7.2 shows how callers heard about the number, disaggregated by week.

Table 7.2 How people heard of the 1800 line (individual calls)

Week beginning	<i>n</i>	TV %	Booklet %	Newspaper %	Newspaper %	Leaflet %
March 25	905	39	48	7	1	10
April 1	547	49	45	4	1	7
April 8	939	82	13	2	1	1
April 15	1792	89	6	2	3	–
April 22	2198	94	4	1	2	–
April 29	2678	95	3	1	2	–
May 6	625	80	11	4	6	–
May 13	261	77	15	1	8	1
May 20	180	78	6	2	13	2
May 28	108	44	40	12	3	–
Total	10,233	83	12	2	2	1

– = no responses in this category

Approximately half of the callers rang the 1800 line because they believed that a copy of the parent booklet had not been delivered to their house (54%); 17% of calls were made to request a copy of the booklet, without specifying that it had not been delivered; 11% were made by people who sought another resource. Table 7.3 shows the reasons for calling the 1800 number.

Five hundred and twelve calls (5% of total calls) to the 1800 line were complaints. Complaints were at their highest in the first two weeks of the campaign, with people saying that the TV commercials were too confronting or upsetting, that they were a wasteful use of government funds, that the campaign did not address the real issues such as stopping drug dealers and funding for rehabilitation, or, finally, that the information in the parent booklet was inaccurate, out of date or would encourage children to use drugs.

Table 7.3 Reasons for calling the 1800 line

Week beginning	<i>n</i>	Booklet not delivered %	Seeking booklet %	Seeking other resource %	Complaint %	General information %	Student education %	Counsel/assistance %	Positive feedback %
March 25	905	–	15	5	39	16	6	7	8
April 1	547	–	30	12	22	12	8	6	10
April 8	939	–	46	36	4	11	–	1	2
April 15	1792	13	41	37	1	6	1	1	2
April 22	2198	92	5	3	1	1	2	1	1
April 29	2678	87	6	2	1	1	1	1	1
May 6	625	82	5	3	1	–	3	1	–
May 13	261	71	12	11	1	–	3	–	–
May 20	180	77	1	11	2	–	5	2	–
May 28	108	67	10	6	1	4	4	4	1
Total	10,233	54	17	11	5	5	2	2	2

– = no responses in this category

As at 1 June 2001, most calls by individuals resulted in booklet mail-outs (76%) or leaflet mail-outs (14%), as shown in Table 7.4.

Table 7.4 Results of calls to the 1800 line

Week beginning	<i>n</i>	Mail leaflet %	Mail booklet %	Verbal info %	Refer to ADIS %	Referred to website %
March 25	905	7	12	49	13	8
April 1	547	16	34	27	11	7
April 8	939	15	80	5	2	3
April 15	1792	21	83	3	1	2
April 22	2198	13	88	2	1	2
April 29	2678	12	91	2	1	1
May 6	625	12	82	5	2	2
May 13	261	13	84	5	1	5
May 20	180	6	82	8	3	3
May 28	108	18	73	10	3	6
Total	10,233	14	76	8	3	3

ADIS = Alcohol and Drug Information Service

7.3.3 Profile of callers from organisations

As at 1 June, 1810 calls to the 1800 line had been made by people from organisations. Sixty-five per cent were made from capital cities and 35% from non-capital cities. Most were made from New South Wales (31%), Victoria (24%) and Queensland (21%). Smaller numbers of calls were made from South Australia (10%), Western Australia (8%), Tasmania (3%), the Australian Capital Territory (2%) and the Northern Territory (2%).

The types of organisations from which calls were made included secondary schools (24%), doctors or general practitioners (21%), primary schools (17%), community organisations (13%), local government organisations (6%) and businesses and private enterprise (4%).

Callers from organisations had heard of the 1800 number via a departmental letter (46%), the parent booklet (23%), the television commercials (21%) and the leaflet (13%).

Approximately half of the callers from organisations rang the 1800 number to seek a copy (or copies) of the booklet (51%). Other reasons for calling included requests for other resources (20%), making an educational or student inquiry (13%), making a health professional inquiry (8%), stating that the booklet had not been delivered (6%) or seeking general information about illegal drugs (5%).

Most organisational calls resulted in mail-outs of the leaflet (58%) and/or the booklet (54%). Other calls resulted in referrals to the media unit (6%) or giving verbal information about the campaign (5%).

7.4 Visits to the website

This section estimates the use of the NIDC website. The results must be viewed with caution because the number of visits to the website and the number of unique users is vastly underestimated for two reasons:

- many people who request web pages do so through a third-party internet proxy,⁶ meaning that multiple requests from the same proxy will not reach the server (and hence will not be counted in these statistics)
- the computer system was sometimes not functioning and was therefore not accessible (attempts have been made to estimate contacts during these periods).

The main value of the website statistics relates to trends and patterns over time rather than absolute figures.

Table 7.5 shows the estimated total number of hits for the entire site, the number of page views and the number of unique users. There was an increase in website activity over the period illustrated.

Table 7.5 Campaign website activity

Date	Number of:		
	unique users	page views (impressions)	hits for entire site
March 23–29	183	3,173	17,611
April 3–30	1,821	29,143	152,963
May 1–31	2,962	42,115	228,425
Total	4,966	77,431	398,999

Table 7.6 indicates the most requested web pages over various periods.

⁶ A web proxy is a 'warehouse' that requests and stores webpages so that people who access the internet can draw on that pre-stored information rather than have to source the original internet site. The proxy typically stores this information for between one hour and two-and-a-half days.

Table 7.6 Most requested web pages

Pages	Most requested pages		
	23–29 March	Views 3–31 April	1–31 May
National Illicit Drugs Campaign (NIDC) http://www.health.gov.au/pubhlth/nidc/	247	1107	1597
NIDC — Campaign information http://www.health.gov.au/pubhlth/nidc/campaign.htm	76	674	1142
NIDC — Service providers http://www.health.gov.au/pubhlth/nidc/services.htm	68	609	932
NIDC — Families http://www.health.gov.au/pubhlth/nidc/families.htm	67	672	986
NIDC — Media http://www.health.gov.au/pubhlth/nidc/media.htm	64	617	1009
NIDC — Communities http://www.health.gov.au/pubhlth/nidc/communities.htm	57	443	686
NIDC — Campaign information http://www.health.gov.au/pubhlth/nidc/campaign/materialst.htm	55	544	889
NIDC — Order form http://www.health.gov.au/pubhlth/nidc/order.htm	49	488	748
NIDC — Languages other than English http://www.health.gov.au/pubhlth/nidc/lotel/	48	–	–
NIDC — Service providers http://www.health.gov.au/pubhlth/nidc/services/contact.htm	35	470	1443
NIDC — Campaign information http://www.health.gov.au/pubhlth/nidc/campaign/sheet.htm	–	330	558
Subtotal for the page views above	766	5,954	9,990
Total for the log file	3,173	29,143	42,115

– = no responses in this category

In the first week of the campaign, the most requested web pages included the NIDC, campaign information, service providers, families and media pages. In April, the most requested pages included the NIDC, campaign information and families web pages. In May, the most requested pages included the NIDC, campaign information and service providers web pages.

7.5 Audit of the parent booklet delivery

It was intended that the parent booklet would be delivered to all Australian households within the first week of the campaign, starting on 27 March 2001. Approximately eight million copies of the booklet were delivered. ACNielsen conducted an independent audit to measure the extent of the distribution of the booklet.

The audit was based on a multistage random sampling methodology. Thirty-one delivery areas nationwide were randomly selected. Within each area chosen, a number of subsections were randomly selected. A random start point amongst the households in the street of the selected subsection was chosen. Every household, in numerical order, was interviewed until a quota of ten completed interviews was achieved.

The results indicate that nationally, by the end of the first week of the campaign (1 April 2001), the maximum distribution rate of the booklet was 90%. By the time of the audit (7 and 8 April) it was estimated that a maximum rate of 92% had been achieved. Table 7.7 illustrates the recorded distribution rates.

Table 7.7 Overall distribution of the booklet

	Distribution rate (%)	
	By 1 April 2001	By 8 April 2001
Distribution	84	86
Variance (95% confidence interval)	± 5.6	± 5.3
Range	78–90	81–92

The distribution rate was calculated by:

- excluding the respondents who were unsure about when or if they received the booklet within the specified time
- expressing those households who received the booklet as a proportion of the remainder of respondents
- using a ‘control’ group to adjust estimates to allow for incorrect recall (the control rate was determined by comparing the actual delivery of the parent booklet undertaken by ACNielsen interviewers with subsequent return visits by ACNielsen interviewers to these households to record the perceived delivery and timeliness of delivery of the booklet).

The ‘real’ distribution rate was calculated by expressing the audit distribution rate as a proportion of the control distribution rate.

Table 7.8 shows the reported distribution of the booklet by state. South Australia recorded the highest distribution rate (97%); Queensland (74%) and Western Australia (80%) recorded the lowest household distribution rates by 1 April 2001.

Table 7.8 Reported distribution of the booklet by state

	New South Wales (including the ACT)	Victoria (including Tasmania)	Queensland	South Australia	Western Australia
	%	%	%	%	%
Distribution rate by 1 April 2001	82	91	74	97	80
Variance (95% CI)	± 8.3	± 7.4	± 12.6	± 7.7	± 10.5
Range	74–90	84–99	61–86	89–100	69–90
Distribution rate by 8 April 2001	83	91	82	97	82
Variance (95% CI)	± 8.1	± 7.1	± 10.3	± 6.8	± 10.4
Range	75–91	84–99	72–92	91–100	72–92

CI = confidence interval

7.6 Discussion

The topic of illegal drugs was consistently represented in press articles over the initial weeks of this first phase of the NIDC. The number of campaign-related articles published in national and major metropolitan newspapers during these weeks indicates the effectiveness of the launch of the campaign and other campaign-related publicity activities. However, the level of press coverage appeared to peak in the first week of the campaign and diminish over the following weeks.

The majority of the 12,043 calls to the 1800 line were received during the first five weeks of the campaign and were from individuals. The typical caller was a female parent, aged over 30 years, with a child aged under 18. This finding indicates that promotion of this service was well targeted, with most calls being made in order to seek a copy or an additional copy of the campaign parent booklet, or to seek another information resource. The majority of these calls were prompted by the campaign television advertising or the booklet.

Secondary and primary schools, and medical practices were the most common organisational callers to the 1800 information line. Approximately half these calls were prompted by a letter from the (then) Commonwealth Department of Health and Aged Care; others were in response to the booklet or television

advertising. Most of these calls resulted in the supply of campaign leaflets or booklets, consistent with the strategy of promoting schools and doctors as dissemination channels for further information about drug issues. This strategy was driven by research before the campaign, which indicated that parents would seek further information about drugs from their doctor or school.

The popularity of the campaign website increased significantly over the initial months of the campaign, presumably as awareness of the site increased.

Distribution of the campaign parent booklet to every Australian household was a significant challenge for the campaign. The aim was to achieve this within the first week of the campaign, with the 'Tag' campaign television commercial cueing viewers to watch out for delivery of their booklet. The booklet delivery audit finding that 78–90% of Australian households received their copy of the booklet in the first week represents a significant achievement. It appears that many parents who could not recall having received their booklet called the information line to request one.

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