



Lifeline Publications

CATALOGUE

TELLING THE TRUTH ABOUT DRUGS

Lifeline Code of Practice This catalogue contains a concise and clear guide for the use of Lifeline's drug education literature. Where space permits, this information will now be included on all new publications. We will also include this on existing publications as they are printed.

AIMS

We will clearly state the aims of each publication.

CONTENT

We will clearly state if any content is likely to cause offence.

AUDIENCE

We will clearly state the intended audience.

FUNDING

We will clearly state all funding sources.

Lifeline Publications

Who are Lifeline’s publications designed for?

Lifeline is a drugs and alcohol charity founded in 1971. For more than a decade and a half we have produced a range of publications aimed at specific groups whose lives are affected by drug and alcohol use. Much of the information we produce is aimed at adults and young people who are already using drugs; other publications aim to inform those who may never have used drugs but have profound fears about the use of drugs within the society that they and their children inhabit.

Our publications are produced in conjunction with drug users, this is vital for their acceptability and credibility. The production process is a lengthy one involving talking with the target audience and various experts, before reviewing any relevant research evidence. The publications are then tested and checked to ensure they are accurate, liked and understood by the intended audience before they are printed; that is why they are so popular with that audience. If we make a mistake or information changes we change our publications.






What are the aims of Lifeline’s publications?

The overall aim of our publications is to provide credible up-to-date information in a style that is accessible and trusted by the target group. This on its own will not stop people from using drugs (there is no evidence that any form of mass media will do this). However, accurate and trustworthy information has to be the best starting point for any decision making or positive behaviour change.

Aims for drug users: the intended aim is to reduce the health and social risks from the specific drugs used by the target audience. We will not over exaggerate the dangers or they will not believe us when we tell them about more harmful drugs or methods of use. We will not moralise or condemn drug users for using drugs; we know this to be ineffective. Instead we will attempt to show an understanding of drug users as people, with all the faults, hopes and desires that make us all human.

Aims for non-drug users: the vast majority of young people will use legal drugs such as alcohol, many will go on to use illegal drugs such as cannabis. Drug use now starts at an earlier age; 19% of thirteen year olds have taken a drug (Department of Health, 2002). We therefore aim to provide accurate, credible information for young people and their parents who are living in a world profoundly affected by drug use. As we cannot predict exactly which young people will go on to use drugs, we also aim to provide them with information that may reduce the risks should they ever use drugs. This is not encouraging drug use any more than sex education is encouraging sexual intercourse. It is a responsible pragmatic approach that deals with the world as it is.

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Guidelines for use

To help you to choose appropriate publications we have refined our catalogue to include specific information about the aims, the intended audience, the contents and the funding sources. Where space permits, this information will be included on all new publications and on existing publications as they are reprinted.

Specific aims



The aims symbol will inform you of the specific aims underpinning each publication.

Intended audience and age range



The audience symbol indicates the intended audience and the intended age range for each publication.

Young people aged 13 - 17 in schools and youth club settings: These publications have been specifically designed for use in schools. We still recommend that all of our publications are read thoroughly before they are given out.

Young people engaged in recreational drug use (or other specified drug): These publications are specifically aimed at those young people who are currently engaged in some form of illicit drug use. They have been used in a variety of settings including schools.

Use with under 16s with support: Because of the style and content of these leaflets, Lifeline recommend that these publications are used with under 16s only with the direct approval and constant supervision of an appropriate adult. For example - youth worker, teacher, school nurse, drugs worker, parent.

[Defining an age range is reasonably straightforward with some publications for others it is not. A publication that contains detailed information on injecting drugs is clearly not suitable for use in schools with a class of 13 year olds; however, when confronted with a 13 year old injector who is in danger because of their injecting technique, the publication may form an entirely appropriate part of a wider intervention.]

Specific Groups: These publications are designed for specific groups of people in specific settings. They may not be suitable for a general audience. Lifeline recommends that they only be used with under 16s in a clinical, therapeutic or other appropriate setting and by organisations with guidelines for working with under 16s. The publications will clearly state the intended audience and, where appropriate, further define the age range.

Parents: These publications are designed for parents and carers.

Injecting drug users: These are designed for people already engaged in injecting drug use and should only be used with this group. Lifeline recommends that they only be used with under 16s in a clinical, therapeutic or other appropriate setting and by organisations with guidelines for working with under 16s.

Swearing and explicit imagery



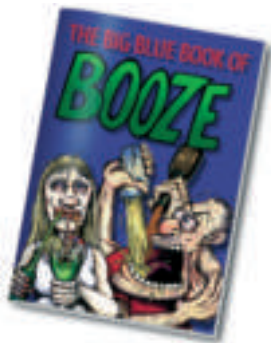
The content symbol will inform of any swearing or explicit imagery used in a publication. Swearing is used in many of our publications as both a reflection of real patterns of speech, to describe sexual practices and as a method of reaching those who are distrustful of 'official' types of literature. Many of our publications contain explicit imagery, some of this drug related, some sexual. When a publication uses extreme language or imagery, it will contain a warning on the front cover.

Funding sources



Lifeline is a charity. Any profits made from the sale of our publications go towards charitable work with drug users. The publications department does not receive any core funding from public bodies. The funding symbol will tell you if funding has been provided for all or part of a publication.

Young People / Schools



B4

The Big Blue Book of Drugs

AIMS
To present the facts about the most commonly available drugs in a realistic down-to-earth-way. It provides detailed information on specific drugs and clearly identifies associated risks and dangers. In addition it explains what getting caught will mean and gives detailed information on looking after your friends if things go wrong.

AUDIENCE Young people aged 13 - 17 in schools and youth club settings.

CONTENT Scenes of drug use. No swearing.

FUNDING Self-financed.

16 A4 text and cartoon

B2

The Big Blue Book of Booze

AIMS
To present the facts about alcohol in a realistic and down-to-earth way. To identify safe limits to drinking. To identify the risks of unsafe sex when intoxicated, clearly identify alcohol as a strong drug and to show heavy drinking as unattractive and anti-social.

AUDIENCE Young people aged 13 - 17 in schools and youth club settings.

CONTENT Scenes of drinking/vomiting. No swearing.

FUNDING Self-financed.

16 A4 text and cartoon

B3

The Big Blue Book of Sex

AIMS
To present the facts about sex in a realistic down-to-earth way. This includes coverage of puberty, sexual health, contraception, pregnancy, sexuality, sexual abuse, communication and decision-making.

AUDIENCE Young people 13 - 17 in schools and youth club settings.

CONTENT Scenes of cartoon nudity, mild sexual scenes and diagrammatic representations of sexual organs. No swearing.

FUNDING Self-financed.

16 A4 text and cartoon

K1

Alcopopshire - Poster

AIMS
To provide information on alcohol and alcopops. The poster and postcards feature information on: drinking, driving and overcrowding cars; advertising; alcohol content; drinking to appear 'hard' risky situations; drinking alone and helping friends. Space is provided for local information.

AUDIENCE Young people aged 13 - 17 in schools and youth club settings.

CONTENT Scenes of drinking/vomiting. No swearing.

FUNDING Originally supported by Pembrokeshire Health Promotion.

P 1600 x 430



K2

Alcopopshire - Postcard Sets

AIMS
A series of six postcards. Featuring scenes from the poster with more detailed information on the back.

AUDIENCE Young people aged 13 - 17 in schools and youth club settings.

CONTENT Scenes of drinking/vomiting. No swearing.

FUNDING Originally supported by Pembrokeshire Health Promotion.

110 x 160 sold in sets of 6



P6

Too Damn Hot!

AIMS

To provide information aimed at reducing drug-related deaths from ecstasy and heatstroke. It describes ways of avoiding heatstroke, warning signs and what to do.

AUDIENCE

Adults and young people engaged in the recreational use of drugs. Use with under 16s with support (see page 3).

CONTENT

Some swearing.

FUNDING

Self-financed.

6 | A5 | cartoon format

P15

Planet Ketamine

AIMS

To provide information on the nature and effects of ketamine. It highlights the associated dangers, how to reduce the risks and deal with overdose.

AUDIENCE

Adults and young people engaged in the recreational use of drugs. Use with under 16s with support (see page 3).

CONTENT

Some swearing.

FUNDING

Originally supported by Manchester City Council.

8 | A5 | cartoon format

P9

The Lads Go Mad In Amsterdam

AIMS

To provide information for young adults on a range of health issues for those contemplating a weekend of drug use in Amsterdam. It includes information about cannabis strength, ecstasy and heatstroke, sex and prostitution, and the dangers associated with drug dependence.

AUDIENCE

Young adults engaged in the recreational use of drugs.

CONTENT

Scenes of drug taking and explicit sexual imagery. Includes swearing.

FUNDING

Self-financed.

16 | 250 x 180 | text and cartoon

P16

Getting Caught With Drugs - A Guide For Under 18s

AIMS

To provide information for young people on the legality of drugs and details what to expect if they are caught by the police, school or parents. It also illustrates the long-term consequences of having a criminal record.

AUDIENCE

Young people engaged in the recreational use of drugs. Use with under 16s with support (see page 3).

CONTENT

Contains no swearing.

FUNDING

Self-financed.

12 | A5 | text and cartoon

P2

Paranoia and the Don't Care Bears

AIMS

To illustrate the nature of stimulant related paranoia and to provide advice on how to respond.

AUDIENCE

Adults and young people engaged in the recreational use of drugs. Use with under 16s with support (see page 3).

CONTENT

No swearing.

FUNDING

Self-financed.

4 | A5 | cartoon format

P5

'E' By Gum!

AIMS

To provide information on the nature and effects of ecstasy. It highlights potential dangers and includes information on how to reduce the risks associated with ecstasy use.

AUDIENCE

Adults and young people engaged in the recreational use of drugs. Use with under 16s with support (see page 3).

CONTENT

Some swearing.

FUNDING

Self-financed.

6 | A5 | cartoon format

P3

Where's Me Slippers?

AIMS

To provide information on the comedown effects of stimulant drugs. It highlights the longer-term effects of stimulant drug use and the dangers of using other drugs to cope.

AUDIENCE

Adults and young people engaged in the recreational use of drugs. Use with under 16s with support (see page 3).

CONTENT

Some swearing.

FUNDING

Self-financed.

4 | A5 | cartoon format

A2

How To Survive Your Parents Discovering You're a Drug User

AIMS

To provide a realistic framework for exploring parental reactions to young people's drug use. It aims to promote debate around the consequences and common reactions of parents who discover that a young person is using drugs.

AUDIENCE

Young people engaged in the recreational use of drugs. Use with under 16s with support (see page 3).

CONTENT

Contains no swearing.

FUNDING

Self-financed.

6 | A5 | cartoon format



Adults And Young People



C2

The 'E' Plan Diet

AIMS

To provide information about weight loss associated with stimulant drug use including body image, diet and reducing the risk of heatstroke.

AUDIENCE Adults and young people, in particular young women, engaged in recreational drug use. Use with under 16s with support (see page 3).

CONTENT Contains swearing.

FUNDING Self-financed.

6 AS cartoon format

C3

Mr Wonderful

AIMS

To illustrate how drug taking leads to a lessening of inhibitions and adversely affects judgement. It warns against trusting strangers, accepting lifts and engaging in unsafe sex.

AUDIENCE Adults and young people, in particular young women, engaged in recreational drug use. Use with under 16s with support (see page 3).

CONTENT Contains swearing.

FUNDING Self-financed.

6 AS cartoon format

S4

Safer Dancing Postcards - Another Dose with Knobs On

AIMS

To provide advice and information on how to reduce the risks associated with leaving a club under the influence of drugs. The cards are taken from poster with additional information on the rear. Text includes information on; driving on drink and drugs, getting home safely, safer sex, getting arrested, looking after friends, and searching procedures.

AUDIENCE Adults and young people engaged in recreational drug use. Use with under 16s with support (see page 3).

CONTENT Contains some swearing, sex card has comic sex scene.

FUNDING Originally supported by Manchester City Council.

125 x 75 sold in sets of six

C1

Claire and Jose Get Off Their Cake

AIMS

To provide information specifically addressing issues relating to ecstasy use, periods/pregnancy and includes advice about the dangers of mixing drugs.

AUDIENCE Adults and young people, in particular young women, engaged in recreational drug use. Use with under 16s with support (see page 3).

CONTENT Contains swearing.

FUNDING Self-financed.

6 AS cartoon format

PI2

Too Damn Hot! Poster

AIMS

To provide advice and information aimed at reducing drug-related deaths from ecstasy and heatstroke.

AUDIENCE Adults and young people engaged in recreational drug use. Use with under 16s with support (see page 3).

CONTENT Contains no swearing.

FUNDING Self-financed.

P 430 x 600

A1

The Time Tripper

AIMS

To provide information on the nature and effects of LSD including advice on how to reduce the risks associated with the use of hallucinogenic drugs.

AUDIENCE Adults and young people engaged in recreational drug use. Use with under 16s with support (see page 3).

CONTENT Contains no swearing.

FUNDING Self-financed.

6 AS cartoon format

S3

Safer Dancing Poster - Another Dose with Knobs On

AIMS

To provide advice and information on how to reduce the risks associated with leaving a club under the influence of drugs.

AUDIENCE Adults and young people engaged in recreational drug use. Use with under 16s with support (see page 3).

CONTENT Contains some swearing and a sex scene.

FUNDING Originally supported by Manchester City Council.

P 600 x 430

S5

The Fabulous Poly-Drug Weekend Experience - Poster

AIMS

To provide information and advice on common problems that can occur when using drugs in a nightclub setting. The poster highlights the major points around avoiding and reducing death from heatstroke, problematic use of ketamine and GHB, mixing drugs and alcohol, getting stopped and searched and the danger of getting charged with possession with intent to supply etc.

AUDIENCE

Adults and young people engaged in the recreational use of drugs. Use with under 16s with support (see page 3).

CONTENT

Some swearing, adult language and themes. Scenes of drink/vomiting, drug use and mild sexual scenes.

FUNDING

Self financed.

P 720 x 520



S6

The Fabulous Poly-Drug Weekend Experience - Postcard Sets

AIMS

To provide information and advice on common problems that can occur when using drugs in a nightclub setting. Taking the form of a series of eight postcards, featuring scenes from the poster with more detailed information on the back. The text covers the following issues:

- Ecstasy and heatstroke; what causes it, the risks and how to reduce them and cope in an emergency.
- Coping with a drug crisis or overdose, ringing for an ambulance, alerting staff, the recovery position.
- Basic information on using stimulants and drinking, the problems in the short and long term and how to avoid them.
- Sex, sexually transmitted disease, pregnancy and the effects of drink and drugs.
- Getting searched, the risks, your rights and dangers of bringing in drugs for other people.
- Getting caught with more than a handful of pills, what will happen to you and the risk of being charged with possession with intent to supply.
- GHB, the risks and how to avoid them.
- Ketamine, the risks and unsuitability of it as a dance drug.

AUDIENCE

Adults and young people engaged in the recreational use of drugs. Use with under 16s with support (see page 3).

CONTENT

Some swearing, adult language and themes. Scenes of drinking/vomiting, drug use and mild sexual imagery.

FUNDING

Self-financed.

110 x 175 sold in sets of eight



Adults And Young People

R12

Cannabis - Frequently Asked Questions

AIMS

To provide accurate information on the nature and effects of cannabis in an accessible question and answer format.

AUDIENCE Adults and young people engaged in recreational drug use. Use with under 16s with support (see page 3).

CONTENT Some swearing.

FUNDING Self-financed.



R2

Prozac - Frequently Asked Questions

AIMS

To provide accurate information on Prozac in an accessible question and answer format, including the dangers associated with mixing with other drugs.

AUDIENCE Adults and young people. Use with under 16s with support (see page 3).

CONTENT No swearing.

FUNDING Self-financed.



R11

Heroin - Frequently Asked Questions

AIMS

To provide accurate information on heroin in an accessible question and answer format. This publication is designed to make people think before embarking on 'casual' or experimental heroin use by highlighting the nature and risks of addiction.

AUDIENCE Recreational drug users and experimental heroin users. Use with under 16s with support (see page 3).

CONTENT No swearing.

FUNDING Development originally funded by the National Charities Board.



R9

Ecstasy - Frequently Asked Questions

AIMS

To provide information on what happens when you take ecstasy and illustrates that you can't know what you are taking. It provides detailed information on the short and long-term dangers and how to guard against them and explains what to do if someone collapses.

AUDIENCE Adults and young people engaged in recreational drug use. Use with under 16s with support (see page 3).

CONTENT No swearing.

FUNDING Self-financed.



R7

Crack

AIMS

To provide accurate information on the dangers of sniffing, smoking and injecting cocaine. It highlights the highly psychologically addictive nature of some forms of cocaine and the effects of bingeing.

AUDIENCE Adults and young people engaged in recreational drug use. Use with under 16s with support (see page 3).

CONTENT No swearing.

FUNDING Self-financed.



R8

Ketamine

AIMS

To provide information about the nature and effects of ketamine and to illustrate the associated dangers including psychological addictive properties, mental health problems and recognising/responding to overdose.

AUDIENCE Adults and young people engaged in recreational drug use. Use with under 16s with support (see page 3).

CONTENT Some swearing.

FUNDING Self-financed.



R6

Acid

AIMS

To provide accurate information on the nature of LSD including dose-related effects and mental health issues.

AUDIENCE Adults and young people engaged in recreational drug use. Use with under 16s with support (see page 3).

CONTENT No swearing.

FUNDING Self-financed.



R10

GHB: The Big Sleep

AIMS

To provide accurate information on the nature and effects of GHB including how to reduce the risk of overdose and the dangers associated with mixing drugs.

AUDIENCE Adults and young people engaged in recreational drug use. Use with under 16s with support (see page 3).

CONTENT No swearing.

FUNDING Self-financed.



R5

Amphetamine

AIMS

To provide accurate information on amphetamines including toxicity, impurity and psychological/physical effects. It also details the impact on users' behaviour, including sexual and aggressive behaviour and the possible outcomes of heavy/long-term use.

AUDIENCE Adults and young people engaged in recreational drug use. Use with under 16s with support (see page 3).

CONTENT No swearing.

FUNDING Self-financed.



Adults And Young People

A5

The A-Z Of Safer Sex Poster

AIMS

To provide accurate information on safer sex.

AUDIENCE Young people aged 16+

CONTENT Explicit language and graphic cartoon sexual imagery.

FUNDING Self-financed.

P 594 x 410



A18

The Drug Laws Poster

AIMS

To provide accurate information on the drug laws, including the Misuse of Drugs Act, the classification of illegal drugs and the major offences under the act.

AUDIENCE Adults and young people.

CONTENT No swearing.

FUNDING Self-financed.

P 600 x 430

A17

Stopped by the Police and You've Got Drugs? Poster

AIMS

To provide accurate information on the consequences of being stopped and arrested in possession of drugs outlining procedures relating to cautions, reprimands, final warnings and being charged with an offence.

AUDIENCE Adults and young people.

CONTENT No swearing.

FUNDING Self-financed.

P 600 x 430



A20

Getting Busted With Drugs - A Pocket Guide for Adults

AIMS

To define the various classes of drugs and the penalty attached to their supply and possession. It has sections on arrest, caution, being charged and appearing in court; in addition it includes information on the impact of a criminal record and on the Rehabilitation of Offenders Act.

AUDIENCE Adult drug users.

CONTENT No swearing.

FUNDING Part funded by the National Lottery Community Fund.

P 120x120 text and cartoon



Adults And Young People

A21

Everything You Need to Know About Cannabis - Now That It's Nearly A Class C Drug

AIMS

To provide accurate information about cannabis, its dangers and its legal status including a section on the proposed changes to its classification. It is designed to provide a framework for debate.

AUDIENCE Young people aged 13 - 17. Use with under 16s with support (see page 3).

CONTENT No swearing, cartoon images of drug taking and sex scenes.

FUNDING Self-financed.

16 AS text and cartoon

N3

Whizzology

AIMS

To provide accurate information about the nature and effects of a range of amphetamine related stimulant drugs including sulphate, paste, crystal meth and khat. It outlines the associated dangers, ways of reducing risk and how to avoid and deal with overdose.

AUDIENCE Adults and young people aged 16+ engaged in the recreational use of stimulants.

CONTENT Some swearing, cartoon images of drug taking and sex scenes.

FUNDING Development originally funded by Manchester City Council.

20 250 x 170 text and cartoon

M5

McDermott's Guide to Cocaine

AIMS

To provide accurate information about the nature and effects of cocaine; in particular it aims to persuade cocaine snorters to realistically assess the current level of drug use, and to avoid other administration routes such as injecting or smoking rock cocaine.

AUDIENCE Adults and young people aged 16+ engaged in drug use.

CONTENT High level of swearing, explicit cartoon scenes of sex and drug taking.

FUNDING Self-financed.

20 250 x 180 text and cartoon

M4

McDermott's Guide to Brown for Beginners

AIMS

To provide accurate information about the risks and consequences of heroin use, in particular it aims to dissuade recreational drug users from experimenting with heroin.

AUDIENCE Adults and young people aged 16+ at risk of experimental or 'casual' heroin use. Use with under 16s with support (see page 3).

CONTENT Some swearing, explicit cartoon scenes of sex and drug taking.

FUNDING Self-financed.

16 250 x 180 text and cartoon

SL1

Tooting Gas

AIMS

To make clear just how dangerous using volatile substances is and to deal with misconceptions. It also details the effects of misusing gas and solvents, including passing out, long-term damage and the high fatality rate of solvent users.

AUDIENCE Young people engaged in recreational drug use. Use with under 16s with support (see page 3).

CONTENT Some rude words that sound like swearing, cartoon images of drug taking and violent death.

FUNDING Self-financed.

8 AS cartoon format



A24

How to Go Out Drinking Without Getting the Tripe Beaten Out of You

AIMS

To look at common causes of alcohol related violence and suggests ways of avoiding them.

AUDIENCE Students and young people aged 16+

CONTENT Some swearing, cartoon images of drug taking and violence.

FUNDING Self-financed.

24 180 x 105 glossy pocket book



Specific Groups

P14

Do Your RIP

AIMS

To provide information and advice that enables young men to adjust to life in a Young Offenders Institution. In particular it deals with 'fitting in', bullying, getting into debt, drug use, fear of rape and issues around being gay in prison.

AUDIENCE Male prisoners aged 18 - 21 years.

CONTENT Explicit language, comic violence and cartoon sexual imagery.

FUNDING Production originally supported with a grant from Lancashire DAT.

16 250 x 180 cartoon and text

A14

On the Beat - Top Tips for Street Workers

AIMS

To provide information and advice about sexual health, sexually transmitted infections, reducing the risks associated with street work, drug and alcohol use, the law and other legal issues.

AUDIENCE Female street-based sex workers. Use with under 16s with support (see page 3).

CONTENT Explicit language and comic sexual imagery.

FUNDING Production originally supported with a grant from National Lottery Charities Board.

16 210 x 210 text and illustrations

A11

Young Carers

AIMS

To explain, in a brief and accessible style, basic information about drugs and alcohol. It highlights common situations experienced by children living in families with drug and alcohol problems, and provides information about accessing the help and support networks available.

AUDIENCE Children or young people who have responsibilities caring for someone in the family with a drug or alcohol problem. Use with under 16s with support (see page 3).

CONTENT No swearing.

FUNDING Self-financed.

4 A5 text and cartoon

A10

Anabolic Steroids - Hardcore Info

AIMS

To provide information about the nature and effects of more than thirty types of steroid and related products. It includes information about side effects, dangers and how to reduce the associated risks.

AUDIENCE Steroid users aged 16+

CONTENT No swearing.

FUNDING Self-financed.

36 180 x 105 glossy pocket book

A19

Out of Jail

AIMS

To provide information about CARATS services in prisons. It identifies the risks of overdose, provides information about relapse prevention, and highlights the difficulties associated with controlled use.

AUDIENCE Male prisoners nearing release aged 18+

CONTENT Explicit language, comic violence and cartoon sexual imagery.

FUNDING Production originally supported with a grant from GMDAP.

2 250 x 180 text and cartoon

A23

Up 4 Rent - with Jack and Martin

AIMS

To provide safety advice about sex working and information about safer sex and drug use. It illustrates how to put someone into the recovery position if they overdose.

AUDIENCE Young male street-based sex workers. Use with under 16s with support (see page 3).

CONTENT Explicit language, comic sexual imagery.

FUNDING Production originally supported with a grant from GMDAP.

8 A5 cartoon format

A22

Polishing your Nails

AIMS

To provide information and advice on the use of volatile substances in a care setting. It outlines the dangers associated with volatile substance use, how to deal with overdose and the problems associated with using drugs to cope with life.

AUDIENCE Young people in care. Use only with Social Services guidance and support.

CONTENT No swearing

FUNDING Production originally supported with a grant from DOH.

6 A5 text and cartoon

A16

Gay Men and Drug Use

AIMS

To provide accurate advice and information about going out on the gay scene, drinking and using drugs, and STIs.

AUDIENCE Gay men aged 16+

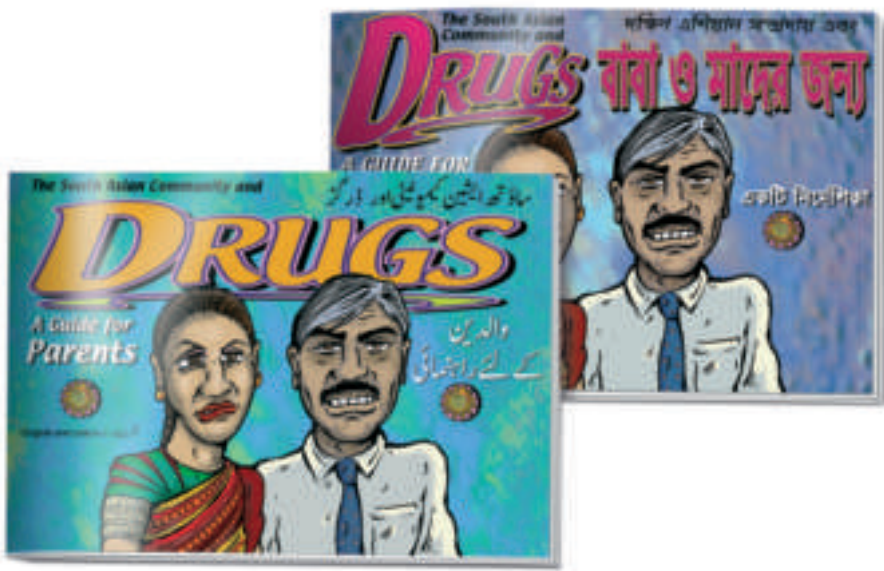
CONTENT Explicit language.

FUNDING Self-financed.

24 180 x 105 glossy pocket book



Parents



F1

Drug Myths - A Parents Guide

AIMS
To challenge a range of myths about people who use drugs, how to spot drug use, the effects of drugs and how young people get involved with them. It advises parents on how to respond to issues raised by young people's drug use.

AUDIENCE Parents.

CONTENT No swearing.

FUNDING Self-financed.

16 | 210 x 235 | text with illustrations

F2

Drug Facts - A Parents Guide

AIMS
To provide accurate information about all the main illegal drugs that are available to young people, and equip parents with the knowledge they need to understand and react to drug use in a rational way.

AUDIENCE Parents.

CONTENT No swearing.

FUNDING Self-financed.

16 | 210 x 235 | text with illustrations

F3

The South Asian Community and Drugs - A Guide For Parents (Urdu and English)

AIMS
To provide advice and information about drugs and drug use, including drug facts and myths, legal issues and dealing with drug use within the family.

AUDIENCE Parents from the South Asian community.

CONTENT No swearing.

FUNDING Self-financed.

16 | 210 x 295 | text with illustrations

F4

The South Asian Community and Drugs - A Guide for Parents (Bengali and English)

AIMS
To provide advice and information about drugs and drug use, including drug facts and myths, legal issues and dealing with drug use within the family.

AUDIENCE Parents from the South Asian community.

CONTENT No swearing.

FUNDING Self-financed.

16 | 210 x 295 | text with illustrations



M2

McDermott's Guide to Do-It-Yourself Detox

AIMS To provide information about coming off a range of drugs. It outlines what to expect, how to go about detox and includes helpful advice on how to maximise the chances of success.

AUDIENCE Dependent drug users. Use with under 16s with support (see page 3).

CONTENT Some swearing and cartoon images of a sexual and violent nature.

FUNDING Self-financed.

16 | 250 x 180 | text and cartoon

M3

McDermott's Guide To Treatment

AIMS To provide information about treatment options for dependent drug users. It includes an outline of the various forms of drug treatment available and advice on how to access these effectively.

AUDIENCE Dependent drug users. Use with under 16s with support (see page 3).

CONTENT Some swearing.

FUNDING Self-financed.

16 | 250 x 180 | text and cartoon

M1

McDermott's Guide to Depressant Drugs

AIMS To provide information about a range of depressant drugs including opiates, methadone, benzodiazepines and alcohol. It includes advice on harm minimisation, the dangers associated with injecting and the risks involved when mixing drugs.

AUDIENCE Dependent drug users. Use with under 16s with support (see page 3).

CONTENT Some swearing.

FUNDING Self-financed.

16 | 250 x 180 | text and cartoon

V1

The Viruses

AIMS To provide basic information in cartoon format about the transmission of HIV, Hep B and C and encourage Hep B vaccination.

AUDIENCE Injecting drug users. Use with under 16s with support (see page 3).

CONTENT Explicit sexual images and language.

FUNDING Self-financed.

6 | A5 | text and cartoon

A13

Who Do They Tell - Drug Users and Confidentiality

AIMS To provide information about confidentiality and record-keeping by drug services, GPs and Health Authorities. It outlines who has access to them, the limits to confidentiality, service user rights relating to written records and describes the role of the regional Drug Misuse Database.

AUDIENCE Dependent drug users. Use with under 16s with support (see page 3).

CONTENT No swearing.

FUNDING Self-financed.

8 | A5 | text and illustrations

H1

Injecting Drug Users & Hepatitis C... or Hugo: The Man With The Talking Liver

AIMS To provide basic information in cartoon format about the role of the liver, how Hep C is caught and how to avoid transmission.

AUDIENCE Injecting drug users. Use with under 16s with support (see page 3)

CONTENT Some swearing, cartoon sexual and drug taking images.

FUNDING Development originally part funded by the British Liver Trust.

4 | A5 | text and cartoon

H2

Hep C... A Viral Time Bomb!

AIMS To provide basic information about how Hep C is caught and how to avoid it. Uses a bullet-pointed format.

AUDIENCE Injecting drug users. Use with under 16s with support (see page 3).

CONTENT No swearing.

FUNDING Development originally part funded by The British Liver Trust.

125 x 75 | laminated

Injecting Drug Users

D6

Overdose - How to Cope in a Crisis

AIMS

To provide information on overdose prevention in a predominantly graphic format that is accessible to those with lower levels of literacy. It includes: recognising overdose, the recovery position, how to get help, and advice on overdose prevention.

AUDIENCE *Injecting drug users. Use with under 16s with support (see page 3).*

CONTENT *No swearing, illustrations of drug use.*

FUNDING *Production originally developed with a grant from GMDAP.*

12 | 192 x 153 | text and graphics

D4

Better injecting

AIMS

To provide information that minimises the risks associated with injecting drug use in a predominantly graphic format that is accessible to those with lower levels of literacy. It includes a step-by-step guide to injecting heroin highlighting the relevant dangers at each stage.

AUDIENCE *Injecting drug users. Use with under 16s with support (see page 3).*

CONTENT *No swearing, illustrations of drug use.*

FUNDING *Production originally developed with a grant from GMDAP.*

28 | 192 x 153 | text and graphics

D5

When Things Go Wrong - Injecting Problems

AIMS

To provide information that highlights specific risks associated with injecting drug use in a predominantly graphic format that is accessible to those with lower levels of literacy. It includes information on how to avoid and respond to problems such as abscesses, 'dirty' hits and artery damage.

AUDIENCE *Injecting drug users. Use with under 16s with support (see page 3).*

CONTENT *No swearing, illustrations of drug use.*

FUNDING *Production originally developed with a grant from GMDAP.*

12 | 192 x 153 | text and graphics

D8

Going in the Groin - injecting in the femoral vein

AIMS

To provide information for current injectors in a predominantly graphic format that is accessible to those with lower levels of literacy. It is designed to deter injecting drug users from injecting in the groin, and to provide a step-by-step guide for existing femoral injectors highlighting the relevant dangers at each stage.

AUDIENCE *Injecting drug users. Use with under 16s with support (see page 3).*

CONTENT *Some swearing, illustrations of drug use.*

FUNDING *Self-financed.*

16 | 192 x 153 | text and graphics

D7

Smoking Brown - How to Chase Street Heroin

AIMS

To provide information for current injectors in a predominantly graphic format that is accessible to those with lower levels of literacy. It includes a step-by-step guide to smoking heroin in order to encourage injectors to switch to smoking and to prevent drug-related death by reducing the risk of overdose for those injectors returning to use following a break.

AUDIENCE *Injecting drug users. Use with under 16s with support (see page 3).*

CONTENT *No swearing, illustrations of drug use.*

FUNDING *Self-financed.*

16 | 192 x 153 | text and graphics



Injecting Drug Users

D1

DIG - A Guide For Injecting Drug Users

- AIMS** To provide information for current injectors that reduces the risk of problems associated with injecting drugs use. It includes information on anatomy and injection sites, the preparation and injection of heroin, and highlights the dangers associated with blood borne viruses, femoral injection and overdose.
- AUDIENCE** Injecting drug users. Use with under 16s with support (see page 3).
- CONTENT** No swearing, photographic images of drug use.
- FUNDING** Self-financed.



D2

DIG Poster - A Guide to the Veins

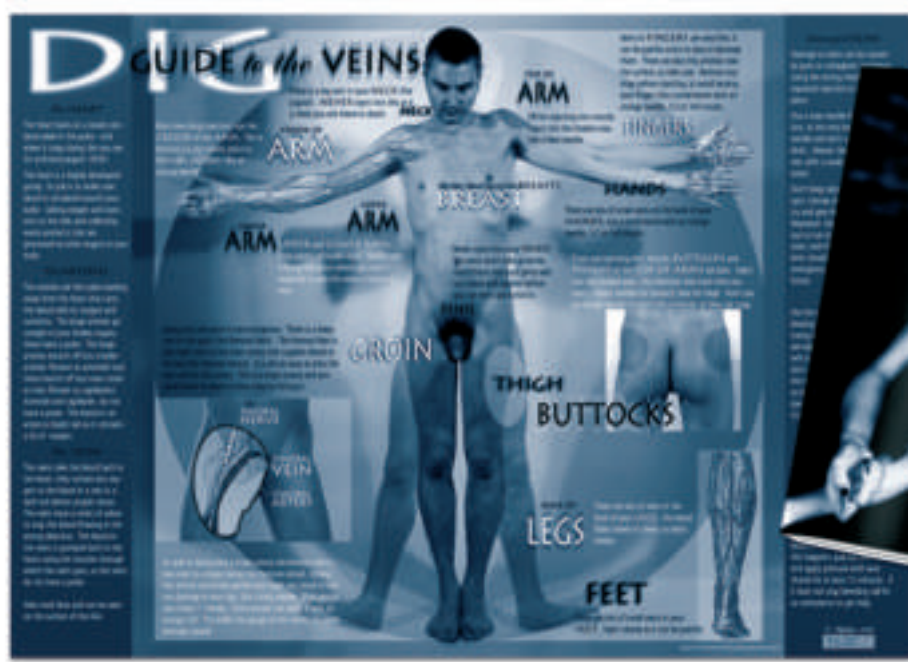
- AIMS** To provide advice for current injectors that reduces the risk of problems arising from injecting drug use. It includes information relating to anatomy and injection sites.
- AUDIENCE** Injecting drug users. Use with under 16s with support (see page 3).
- CONTENT** No swearing, photographic images of drug use.
- FUNDING** Self-financed.



D3

DIG - Injecting Street Heroin Poster

- AIMS** To provide advice for current injectors that reduces the risk of problems arising from injecting drug use. It includes information relating to the preparation and injection of heroin.
- AUDIENCE** Injecting drug users. Use with under 16s with support (see page 3).
- CONTENT** No swearing, photographic images of drug use.
- FUNDING** Self-financed.



Lifeline Project Code of Practice for Drugs Communication Products

Communication Content

All products will:

- Be designed for a specific target group in response to identified need via research/evidence base.
- Meet specified aims and objectives.
- Be guided by existing data, avoiding use of techniques known to be ineffective.
- Materials will be updated as required to address emerging problems and new research evidence.
- Be responsive to the norms and values of the identified target group.
- Aim to promote, using styles and language appropriate to the target group, changes in behaviour and/or attitude relating to the specified health and social issues.
- Include up-to-date, accurate and credible information appropriate to the target group.
- Be inclusive, insofar as is possible within the target group, in terms of gender, sexuality, disability, culture and ethnicity.

Communication Format

Each product will:

- Clearly identify its target group, including an age-rated system of classification.
- Have, wherever possible, the specific aims of the communication clearly stated in a prominent position.
- Where it is not practically possible for the specific aims to be clearly stated (e.g. small information postcards), the product will inform consumers where to get further information (e.g. catalogue, website, compliment slip etc.)

Communication Marketing and Distribution

Advertising and marketing materials (websites, catalogues, flyers, posters and all other forms of promotion materials) relating to each product will:

- Contain the clearest warnings about the content of the product.

This will include warnings of any explicit uses of language and/or imagery, and provide guidance about the age range for which it is intended.

Ordering Lifeline Publications

To order any of our publications complete the enclosed order form and send it to us with payment. If you are ordering on behalf of an organisation funded by local or central government, an NHS Trust or any other major funding body, we can usually arrange credit facilities. Post, fax or e-mail your Purchase Order to us and we will process your order and request payment by invoice.

Commissions

We have undertaken many commissions and accumulated invaluable experience developing interventions in a wide range of situations, from the initial research through to the design and production of appropriate materials or responses. If you have a specific project and want to discuss your requirements and whether we can help contact Michael Linnell. (michael@lifeline.org.uk)

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TELLING THE TRUTH ABOUT DRUGS