

Media alert

Please cascade to all media staff

28 February 2020

New guidelines for communicating about crystal methamphetamine released

Mindframe and Cracks in the Ice have released new guidelines to inform, support and empower media to report safely and responsibly about crystal methamphetamine in ways which minimise harm, stigma and discrimination while maximising help-seeking behaviour.

Yesterday the NSW government launched the Report of the Special Commission of Inquiry into the Drug 'Ice' (the Inquiry). The Inquiry investigated the nature, prevalence and impact of crystal methamphetamine ('Ice') and other illicit amphetamine type stimulants, the adequacy of existing measures and options to strengthen NSW's response to these drugs.

The Inquiry highlights the need to address stigma related to illicit drug use and recognises the impact of this stigma on the community. As such the Inquiry recommends the NSW Government collaborate with other state and territory governments and the Australian Press Council to strengthen the implementation of the *Mindframe* media guidelines. *Mindframe* plan to meet with media standards agencies to support the implementation of these priorities as outlined in the Inquiry.

Misinformation, stigma and discrimination about crystal methamphetamine not only affects the person using ice, but also their families, friends and community. Media portrayals have the potential to impact community attitudes and behaviours and have implications on broader policy development.

[Crystal methamphetamine in the media: A guide to non-stigmatising and accurate reporting](#) has been developed for the media to support communications on the back of the Inquiry and for all further communications about this drug.

[Cracks In the Ice](#) is an online toolkit of evidence-based and up-to-date information and resources about crystal methamphetamine, which can inform accurate communications.

Any coverage of this report should include details of [help-seeking](#) information along with any other crisis support lines that may be required.

**Crystal methamphetamine support**

National Alcohol and Other Drugs Hotline: 1800 250 015

Online resources

Counselling Online:
counsellingonline.org.au
Cracks in the Ice:
cracksintheice.org.au/when-and-where-do-i-get-help
Alcohol and Drug Foundation:
adf.org.au/resources/druginfo/

State-based support

New South Wales: Stimulant Treatment Line -
Sydney metro: 02 9361 8088
Regional and rural NSW: 1800 101 188
Northern Territory: Break the Ice - 1800 131 350
Victoria: Ice Advice - 1800 423 238
Western Australia: Meth Helpline - 1800 874 878

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Language guidelines

Consider the language you use

Use these terms	Instead of
✓ Crystal methamphetamine use	✗ Ice abuse, ice misuse, problem ice use
✓ Person who uses crystal methamphetamine	✗ Ice user, ice abuser
✓ Person with a dependence on crystal methamphetamine	✗ Ice user, ice addict, meth-head
✓ Person who has stopped using crystal methamphetamine	✗ Clean, sober, drug-free
✓ Person with lived experience of crystal methamphetamine dependence	✗ Ex-ice addict, former ice addict, used to be a...
✓ Currently using crystal methamphetamine	✗ Using again, fallen off the wagon, had a setback

Resources at: mindframe.org.au and cracksintheice.org

An initiative of  **EVERYMIND**

Support for journalists

To support media professionals *Mindframe*, in consultation with the [DART Centre Asia Pacific](#), has developed [self-care resources](#) for journalists media professionals reporting on high profile incidents.

Contact Information

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