



PARLIAMENT OF AUSTRALIA

PARLIAMENTARY JOINT COMMITTEE ON LAW ENFORCEMENT

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MEDIA RELEASE

Inquiry into the public communications campaigns targeting drug and substance abuse

On 16 October 2019, the Parliamentary Joint Committee on Law Enforcement (committee) resolved to inquire into and report on public communications campaigns targeting demand for drugs and substance abuse.

The committee will examine the impact of such public campaigns on drug abuse by different community cohorts. While prescription drug and alcohol misuse and abuse are key community concerns, the committee's role is to report on law enforcement issues related to the Australian Crime Commission, the Australian Federal Police and general trends and changes in criminal activities. As such, the inquiry will focus on campaigns targeting the abuse of illicit drugs.

The committee has extended the closing date for submissions to **27 March 2020**.

- Any person who makes a submission to the committee can request that the submission be received, wholly or in part, in confidence, meaning that it will not be made public, or that the submission be made public but with the name of the submitter withheld.
- Any person wishing to make a submission to this committee, or make contact with this committee in relation to this inquiry who requires the use of an interpreter can contact the committee secretariat via the Translating and Interpreting Service (TIS National) on 131 450. TIS National is a free service.

The inquiry's terms of reference and further information can be found on the committee's website at:

https://www.aph.gov.au/Parliamentary_Business/Committees/Joint/Law_Enforcement/CommsCampaignsDrugAbuse or by contacting the committee secretariat on +61 2 6277 3419 or le.committee@aph.gov.au.

Inquiry into the public communications campaigns targeting drug and substance abuse

Terms of Reference

Pursuant to subsection 7(1) of the *Parliamentary Joint Committee on Law Enforcement Act 2010*, the committee will inquire into and report on public communications campaigns targeting demand for drugs and substance abuse, with particular reference to:

- a) the efficacy of different approaches to such campaigns, including:
 - i. 'shock advertising', informational campaigns and the use of social marketing;
 - ii. the use of campaigns aimed at various audiences, including, but not limited to, children at an age before they would typically become illicit drug users, Indigenous communities and Culturally and Linguistically Diverse groups; and
 - iii. international approaches;
- b) research and evaluation methods used to plan, implement and assess the effects of such campaigns;
- c) identifying best practice approaches to designing and implementing campaigns, including social media, digital channels and traditional advertising, to guide Australia's approach to drug demand reduction;
- d) the efficacy of the current and past National Drug Strategy in achieving demand reduction through public communications campaigns; and
- e) any related matter.