



City of Amsterdam

Drugs Alert Team Amsterdam



Floor van Bakkum

Jellinek Prevention

Tobias van Dijk

Public Health Service Amsterdam (GGD)



Founded summer 2015

Four team members:

- John Bombeeck (GGD)
- Tobias van Dijk (GGD)
- Floor van Bakkum (Jellinek)
- Vivian Schipper (Jellinek)



Background

Between October 26 2014 and February 25 2015:

- 17 tourists were hospitalized, and 3 tourists died in Amsterdam
- All of them had taken 'white' heroin that was sold as cocaine
- heroin was bought on the streets in the city center
- A large scale campaign was carried out throughout the city of Amsterdam to warn people against dealers selling white heroin as cocaine



Background

Large electronic signs were placed all around the city center





Background

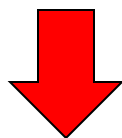
- Posters and flyers were distributed among clubs, coffeeshops, bars, and hotels
- Social media campaign
- Drug testing kits were developed and distributed





Background

The evaluation of this campaign showed that a lot things needed to be organised more structurally in order to be able to deal more effectively with this kind of incidents in the future.



Drugs Alert Team Amsterdam



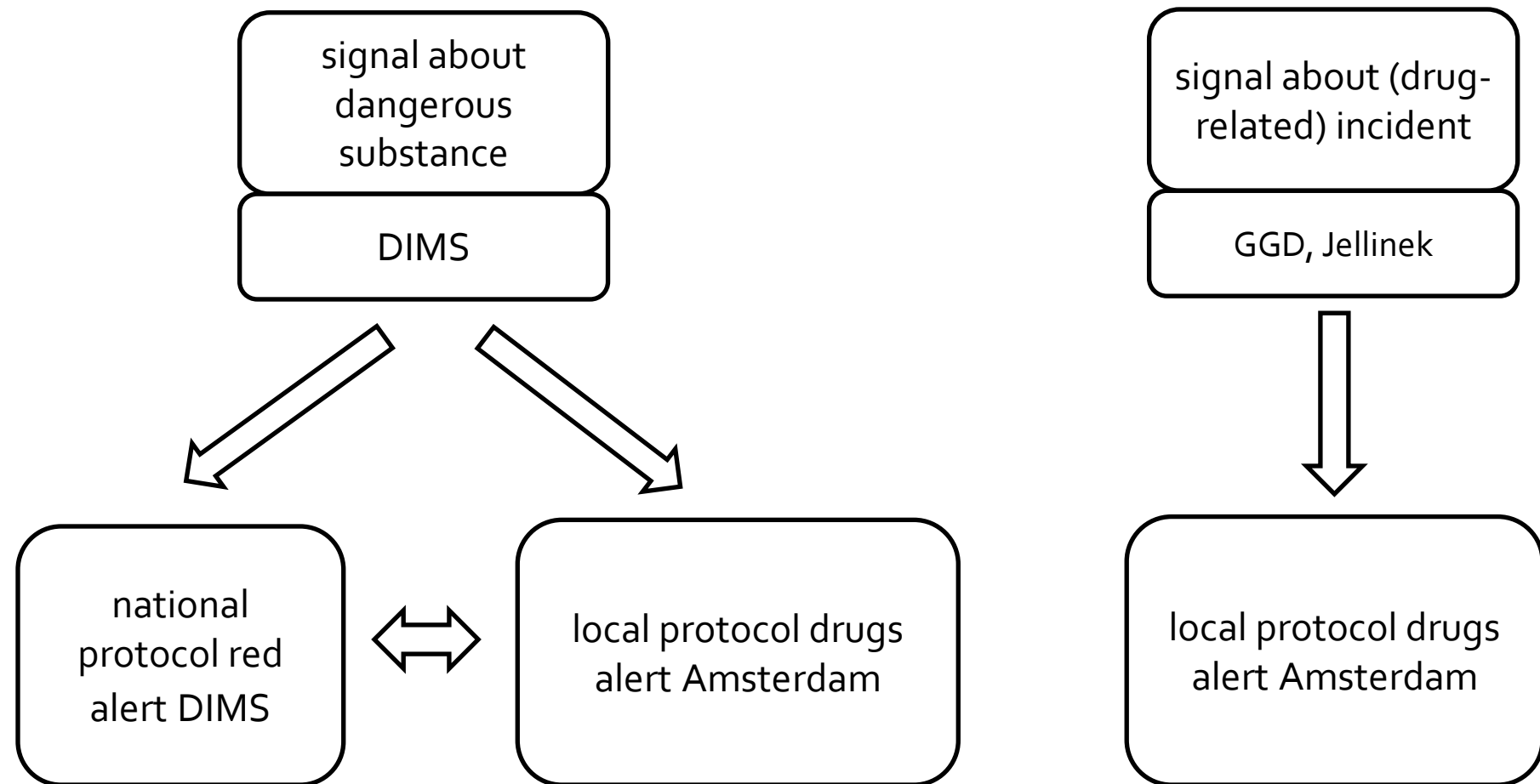
Why a Drugs Alert Team?

The decision to start a campaign to warn people for drugs with acute health risks requires specific knowledge of the market and substances.



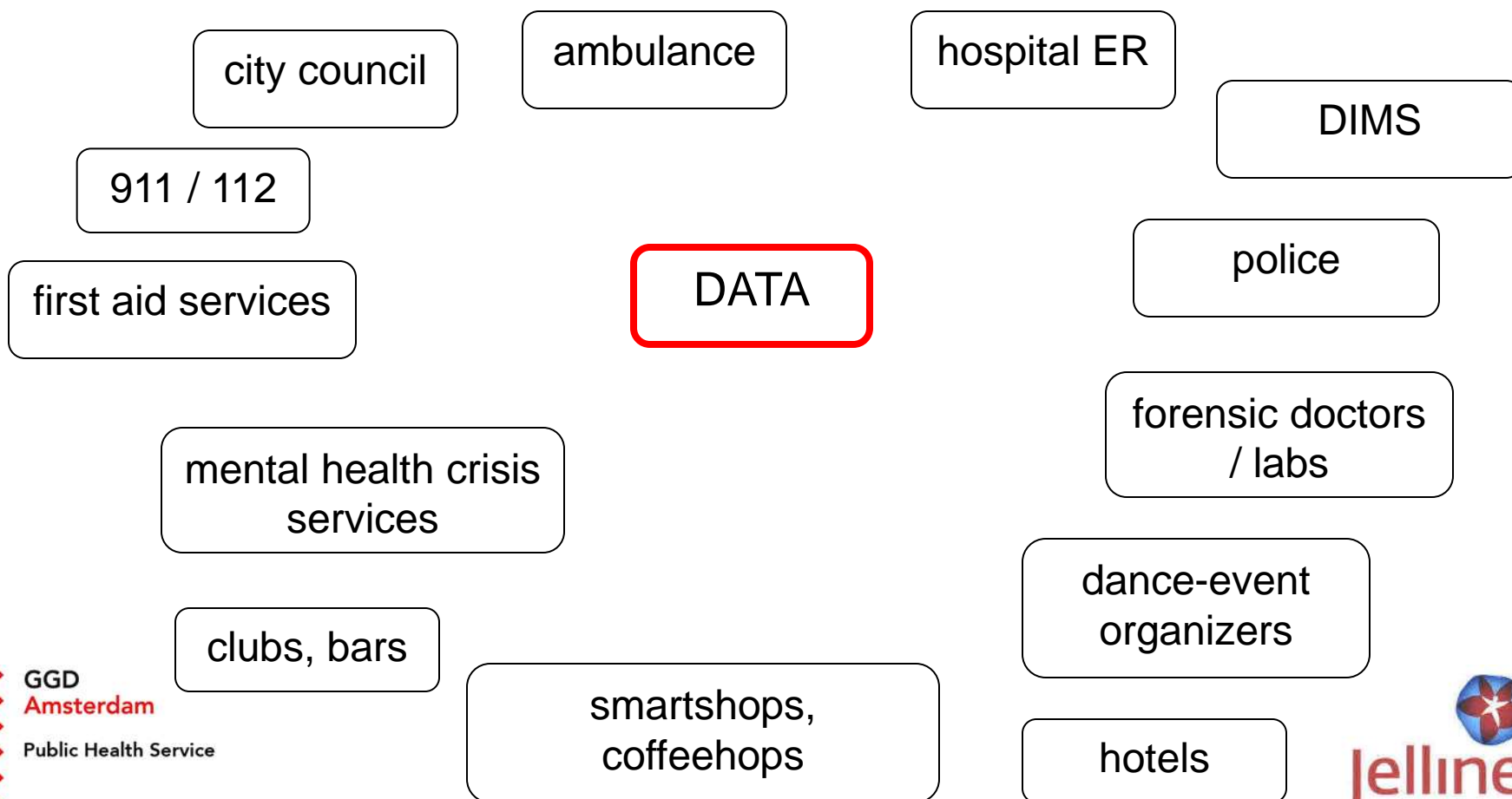
Purpose

- Obtain and use information about (possible) health risks to prevent future drug-related health incidents by starting a warning campaign if needed
- Monitor drugmarkets and provide network with relevant actual information (risk analysis)





Network partners





What are alert situations?

Drugs with acute health risks:

- Contaminated drugs
- Highly dosed drugs
- New or unknown substances
- Drugs that is sold as something else



Method

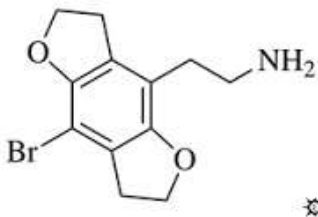
Two guiding principles:

- Be conservative in our approach
- Specific targeting of the audience (narrowcasting)



Method

1. Incoming signal
2. Meeting DATA
3. Gather additional information
4. Determine strategy (choose scenario)
5. Communication (start within 24 hrs)
6. Termination
7. Evaluation



What information is needed?

1. What?
2. Where?
3. Who?
4. When?
5. How?





Reachability

- 24-7 through designated phone number
- through 911 operator (emergency)
- by email