

Chill Out revisited.

The implementation and impact
of (possibly) the world's first
ecstasy leaflet

Andrew M Bennett

Nostalgia



**The Mersey Drug Training
& Information Centre**

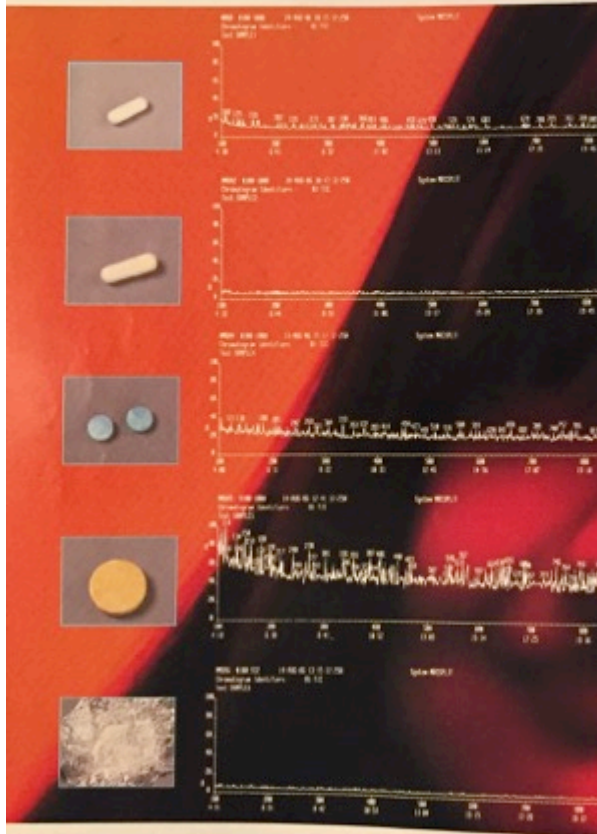




1986

THE AGO

By Peter Nasmyth/Photograph



“The effects you are seeing are the symptoms of poisoning. MDMA is a toxic drug and MDA is definitely stronger . . . We have studies on rats that prove it destroys the brain’s neurotransmitter, serotonin. Also, we found in one LA street survey that about a third of the people who tried Ecstasy don’t try it again. They don’t like the side effects.”

Perhaps more disturbing, this trend of enhancing the strength of the drug draws it uncomfortably closer to other relics of the Seventies like PMA, or Paramethoxyamphetamine, a stronger MDA which, after reports of arm paralysis and several fatalities in 1973, earned the street tag, ‘Death Drug’.



Possibly the biggest youth subculture that Britain had ever seen.



1989

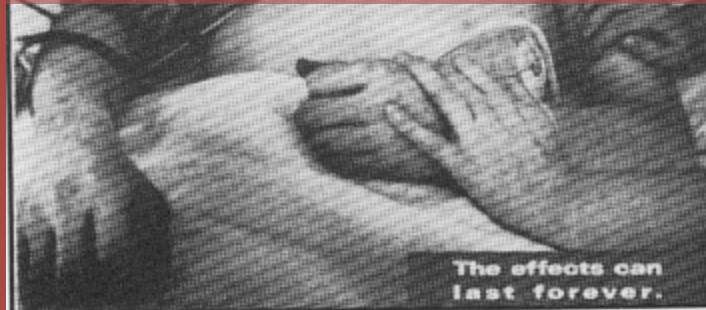


Something had to be done



You should be so lucky

Health policy non-existent
Poor mass media campaigns



The effects can last forever.



◀ ▲ This year's campaign (poster left, TV ad above) blames the drug user for their 'inevitable' death while failing to give concrete advice on how to avoid drug overdose fatalities.

History of Harm Reduction

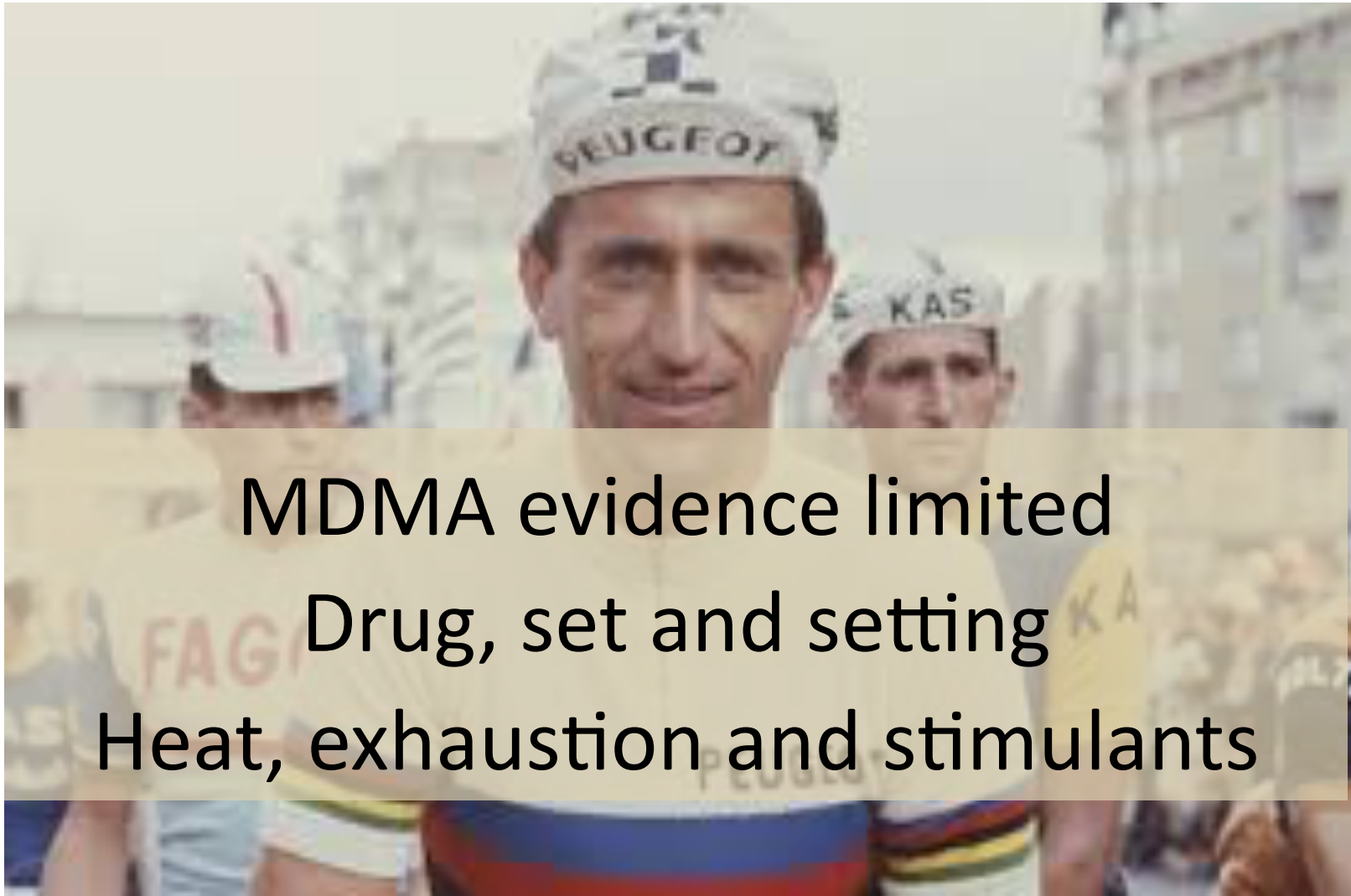
Up until the 1980s, drug services around the world were mainly directed towards 'curing' addictions.



Population based, harm reduction approach

Population based harm reduction became prominent in the mid-1980s as a response to newly discovered HIV epidemics amongst people who inject drugs in some cities

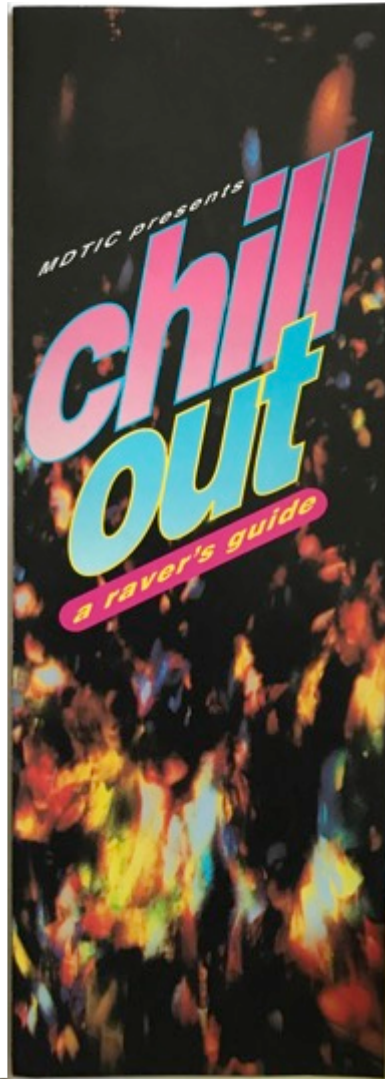
Liverpool was one of the first to open needle exchanges, and attracted hundreds of visitors each year who wanted to learn about the 'Mersey Harm Reduction Model'. 1st International Conference on the Reduction of Drug Related Harm, held in Liverpool, England in 1990.



MDMA evidence limited

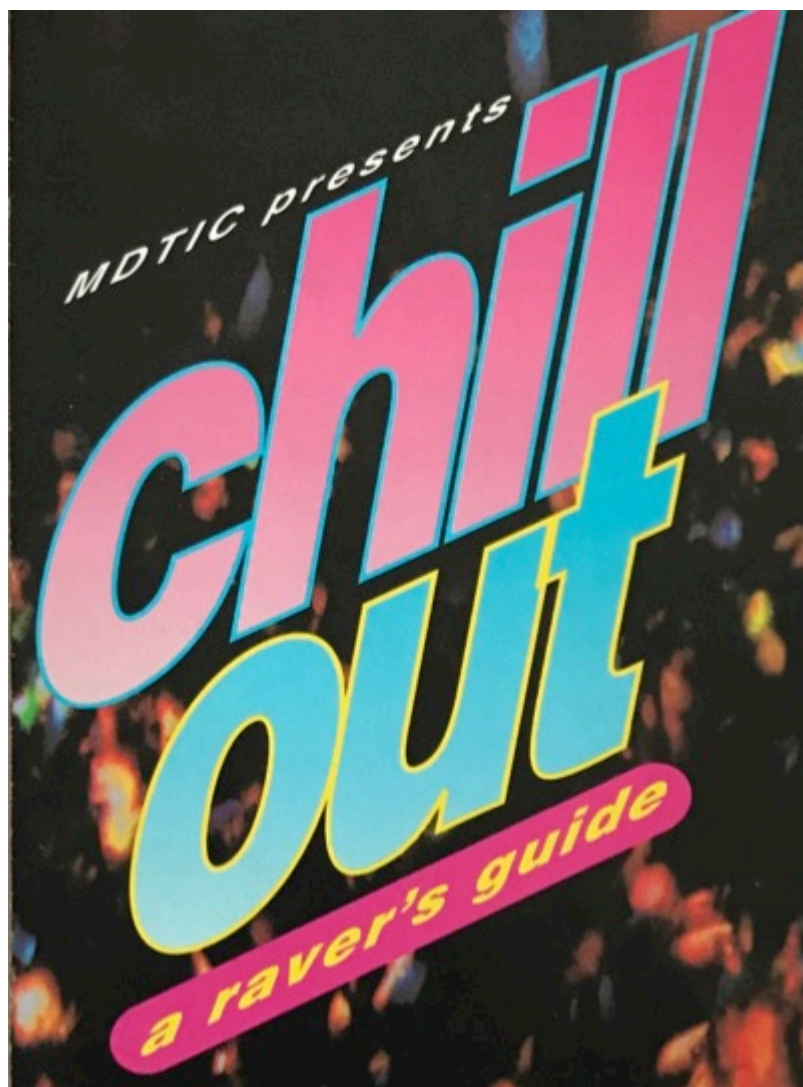
Drug, set and setting

Heat, exhaustion and stimulants



Aims

- To improve knowledge
- To reduce risks
- To facilitate sub-cultural change and reinforce positive rituals and norms



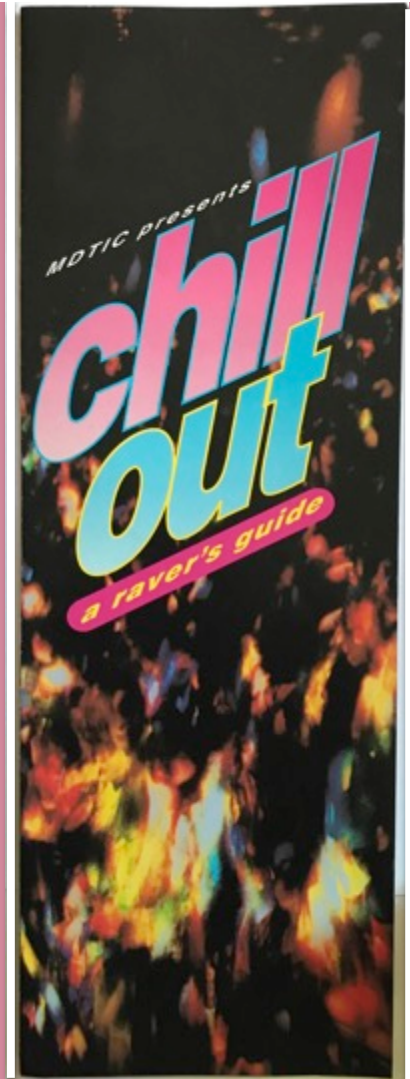
Objectives

- To provide information on the effects of drugs used on the club scene.
- To enable clubgoers to identify potential problems and deal with them effectively.
- To alert them to hazards associated with the set and setting
- To establish standards for safer drug use within the sub-culture.
- To give drug users a trusted contact point for further information

Impact

Feedback

- Positively received by target audience
- 62% 'thought the leaflet was a club flyer'
- 75% kept the leaflet
- 79% showed it to another person
- 85% said it enabled people to avoid problems





“The Echo today highlights a glossy drugs leaflet that every Merseyside parent will view with outrage. It is a youngster's guide to taking drugs that looks and reads like part of a sales brochure”.

The shit really did hit the fan

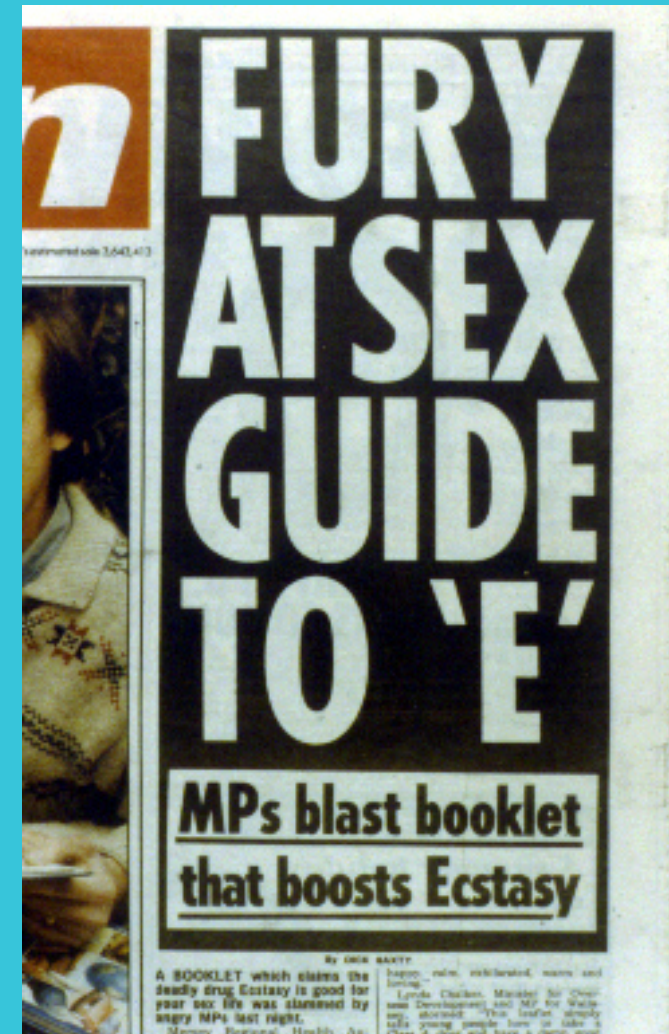


Liverpool Echo, 28 January, 1992

"What a Dope: Daft do-gooder tells kids it's OK to use killer drug."

Local parents should find out where these oddballs hang out and then they should storm the place and dump all 20,000 copies of this pernicious pamphlet into the Mersey, followed by Mr O'Hare."

Daily Star, 29 January, 1992





1991
CHILL OUT



1992
KEEP CHILLIN'



1994
DAISY



1996
CHILL OUT - THE
SECOND COMING



1997
KNOW LIMITS



1998
RELAX



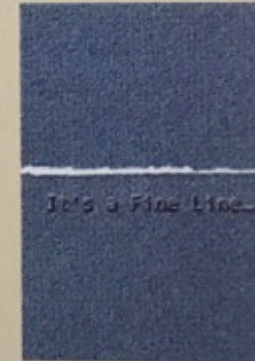
1999
CLUB HEALTH
IBIZA



1999
CHILL OUT -
THE REMIX



2001
PROTECTION



2001
IT'S A FINE LINE

Rubber Lover - Get it on!




www.rubberlover.org.uk

ALSO PICK UP THE 'OUT ON THE TOWN' 18 SAFE TIPS LEAFLET FROM LOCAL SHOPS, BARS & CLUBS OR TELEPHONING 0970 998 9780

© 2015, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100

Whip Clap Away



STI'S

Sexually transmitted infections like gonorrhoea (the clap) are on the increase amongst gay men. To avoid STI's always use a condom for oral and anal sex.

FOR FREE AND CONFIDENTIAL INFORMATION CALL:

The Armistead 0151 708 0907 www.armistead-project.com

Pick up the leaflet

HELPING YOU TO PROTECT YOURSELF AGAINST STI'S

© 2015 THE ARMISTEAD PROJECT



REGRETS I'VE HAD A FEW

EVERY WEEK 1,000 YOUNG PEOPLE SUFFER FACIAL INJURIES AS A RESULT OF DRUNKEN ASSAULT - EVERY YEAR 18,000 ARE SCARRED FOR LIFE

BOTTLES AND GLASSES CAN BE USED AS WEAPONS - LEAVE THEM IN THE VENUE

CRYSTAL CLEAR
 BEING CLEAR AND RESPONSIBLE
 IS THE KEY TO STAYING SAFE
 IN THE NIGHT TIME SOCIAL SCENE
 LOCAL AUTHORITIES

Considerations and implications

"You cannot control an activity merely by shouting out that it is forbidden; you must base your measures on facts and these facts must come from sources that are valued by the people that you wish to influence.

Moreover, information aimed at controlling drug use must be phrased in terms of the values of the subculture, not in terms of the values of the outside world."

The Drugtakers' (Young, 1972)

“It didn’t take too long for that information to appear in medical articles, in materials from organisations like Drugscope and Release and, significantly, in government literature.”

Harry Shapiro, Drugwise, 2013

“This controversy arose primarily because of the serious contradictions that underpin earlier ideologies governing how we think about illegal drug use. **Unless these contradictions are resolved, attempts to develop rational and effective responses to the problem of illegal drug use are likely to continue to fail.**”

Peter McDermott, 1992

Peter McDermott, Michelle Durkin, Alan Matthews, Ian Molyneux and Pat O'Hare

"Whoever it was brought house music and Ecstasy together is a total genius and I want to shake that man's hand".

Anonymous, The Face, Nov. 1991

Thank you

Andrew M Bennett

Public health research, consultancy and
training
Club Health Conference

