

Grim reality to freeze out ice

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Authorities will wage a two-pronged war against the troubles caused by the drug ice amid concerns the epidemic will get worse.

Starting on Sunday, Victorians will be inundated with realistic and gritty images highlighting the addictive and dangerous nature of methamphetamine use.

Illustrating the downward spiral, the “What are you doing on ice?” campaign – which will hit TV, radio, cinemas, newspapers and the web – will also provide information about where to get help.

Mental health minister Mary Wooldridge said it shows what ice really is, a drug that ruins lives.

“What are you doing on ice? forms part of the Coalition’s whole of government approach to reducing the supply, demand and harms,” Wooldridge said.

Hoping to raise awareness about the risks, the Napthine government will also provide a \$2 million Ice Prevention Grants program to help communities tackle the issue locally.

Crime Prevention minister Edward O’Donohue said up to \$100,000 will be offered to community organisations, and councils partnering with community organisations, to enable solutions to the problem to be implemented.

“This is in line with the philosophy of our Community Crime Prevention Program. We are here to facilitate, not dictate. This philosophy has never been more crucial than in our approach to helping communities deal with ice,” O’Donohue said.

The Ice Prevention Grants will fund initiatives that may include in-school or community-wide education and awareness campaigns, as well as initiatives that respond to the impact of ice in individual communities.

Visit www.ice.vic.gov.au for information and advice. For help, call DirectLine on 1800 888 236.