INNOVATIVE SOLUTIONS TO MONITOR AND PREVENT THE DIFFUSION OF NOVEL PSYCHOACTIVE SUBSTANCES

Ornella Corazza, MA, Ph.D
Academic Research Lead & Principal Lecturer
Postgraduate Medicine, University of the Hertfordshire, UK

E-mail: o.corazza@herts.ac.uk
NPS as an expanding Galaxy
Is this situation OUT of CONTROL?

2002-2004

Products identified

2008-2010

412 products identified

2010-2012

00 products identified
Viewpoint

‘Legal highs’ an inappropriate term for ‘Novel Psychoactive Drugs’ in drug prevention and scientific debate

Ornella Corazza\textsuperscript{a,b}, Zsolt Demetrovics\textsuperscript{c,*}, Wim van den Brink\textsuperscript{d}, Fabrizio Schifano\textsuperscript{a}

\textsuperscript{a} ReDNet Project, School of Pharmacy, University of Hertfordshire, UK
\textsuperscript{b} King’s College, Institute of Psychiatry, UK
\textsuperscript{c} Institute of Psychology, Eötvös Loránd University, Hungary
\textsuperscript{d} Academic Medical Center of the University of Amsterdam, The Netherlands
Level of knowledge on NPS among Health Professionals

Level of knowledge about “legal highs”
(5 point Likert ‘s scale)
Most used NPS

- "Spice drugs": 42.60% Yes, 26.50% No, 26.50% I don’t know, 4.40% Missing
- Mephedrone: 36.80% Yes, 30.90% No, 27.90% I don’t know, 4.40% Missing
- Salvia divinorum: 35.70% Yes, 34.30% No, 25.70% I don’t know, 4.30% Missing
- GHB, GBL: 35.80% Yes, 19.40% No, 40.30% I don’t know, 4.50% Missing
- BZP: 27.70% Yes, 27.70% No, 40.00% I don’t know, 4.60% Missing
- Methylone: 24.20% Yes, 28.80% No, 42.20% I don’t know, 4.80% Missing
- MDPV: 15.40% Yes, 24.60% No, 55.40% I don’t know, 4.60% Missing
- Bromo-Dragonfly: 10.90% Yes, 20.30% No, 64.10% I don’t know, 4.70% Missing
- Butylone: 6.30% Yes, 19.00% No, 69.80% I don’t know, 4.90% Missing
- Kratom: 1.60% Yes, 20.00% No, 70.80% I don’t know, 4.60% Missing
- Flephedrone: 10% Yes, 20.30% No, 71.90% I don’t know, 4.70% Missing
- NRG-1: 50% Yes, 14.30% No, 79.40% I don’t know, 4.70% Missing
- Naphyrone / NRG-1: 50% Yes, 15.60% No, 78.10% I don’t know, 4.70% Missing
- 6-APB: 50% Yes, 10.90% No, 82.80% I don’t know, 4.70% Missing
FACING THE CHALLENGE?
First prevention programme designed for NPS across the EU based on the efficacy on ICT tools

Funded by the EC Executive Agency for Health and Consumers in the Framework of the Public Health Programme [2009 12 26]

Awarded the 2013 European Health Award
COLLABORATORS

- EMCDDA-EU
- UNODC-UN
- Antidrug Departments
- Health Departments
- National Focal Points
- Canadian Centre on Substance Abuse (CCSA)
- Drug Treatment Centres (also in Eastern Europe – Poland, Hungary, Russia)
- Various Universities across the EU
- Charities/Harm reduction
- Police/US Army
- Network of professionals based in 36 countries
OBJECTIVES

- To develop specific, balanced, non judgmental prevention messages using technological tools
- To enhance scientific knowledge and understanding of new drugs
- To assess the risks associated with the dissemination of information on new drugs and the potential of ICT tools in field of drug prevention
TARGET GROUPS

• Young people (16-24) who don’t have access to appropriate drug information and/or treatment services (the online community, high school students, university students, etc.)

• Health and other professionals working directly with the above group who are often not up-to-date with information, or have completely inaccurate information
KEY ACHIEVEMENTS (27 months)

- Established the first EU-wide prevention programme for NPS based on the efficacy of ITC (Mobile phones; videos; social networking; virtual learning environments)
- Various EU-wide survey among YP; HP
- Identified over 650 new products
- Produced 187 technical reports
- 31 peer-reviewed publications
- 134 international conferences
- 200+ press and media interviews
- Launched the international conference on NPS attended annually by professionals from over 30 countries (now at its 4th edition)
REDNET RESEARCH PROJECT: METHODOLOGY

- Research
- Dissemination
- Drug testing
1. RESEARCH
INTERNET AND MEDIA MONITORING ACTIVITIES

- Scientific Databases
- Google search engine: 10 languages in English, German, Polish, Italian, Spanish, Norwegian, Flemish, Hungarian, Farsi and Arabic (i.e. websites, videos, drug forum, Facebook, Instagram)
- Global Public Health Intelligence Network (GPHIN) media data
- Knowledge exchange among experts within our network (EMCDDA; Poison Centres; WADA; Police; Charities, etc)
Monitoring Synthetic Drugs and Other New Psychoactive Substances (NPS)

Challenges Monitoring NPS
- Rapid appearance of new substances on the market
- Need for robust and timely monitoring systems
- Users can purchase substances online, making traditional monitoring methods less effective
- Mix of substances and new markets require a more systematic approach

Requires Innovative Approaches and International Collaboration
- 2013 project to monitor the global spread of new drugs by monitoring media, scientific publications, and health information
- 2014 project in Ottawa, Canada, to identify emerging trends and share information on new substances

Proposed Event-Based International Early Warning System

International Coordinating Centre
- Establish and maintain agreed-upon criteria and approaches for monitoring new substances
- Develop standardized reporting templates for national coordinating centres to use when processing P2P notifications and alerts
- Responsible for providing the national coordination centre with summaries and analysis of new substances

National Coordinating Centre (NCC)
- Responsible for the timely dissemination of information about new substances
- Performs an initial review of information to determine whether there is a need for further investigation

Detection of an Event
- Event (E/I) is a significant change in the substance-related mortality and morbidity of significant scale
- Examples include: sudden death, serious illnesses, drug-related deaths, hospitalizations, or injuries

Validation and Risk Assessment of Event
- Validate and assess the risk of an event and determine the appropriate action
- P2P notifications are issued to the NCC, which then determines if there is a need to engage an international network

Investigation
- Collection of all relevant information from national and international sources
- Analysis of data to identify patterns and trends

Alert
- Alert issued to the international network

Contact Matthew M. Young
www.ccsa.ca | www.cdl.ca

About CCSA
A national non-profit organization that brings people and knowledge together to reduce the harm of alcohol and other drugs on society.

2014-09-16 16:33:15
become a distributor

WHERE BUY N-JOY?
World Wide Distributors
www.wipe-out.it
...we want put your name here!

about n-joy aroma
Aroma Mango
Not for sale to minors
Web Monitoring in IRAN

Novel Psychoactive Substances (NPS): a Study on Persian Language Websites

Imanollah Bigdelli, PhD 1, 3, Ornella Corenza, PhD 2, 3, Zoe Aslanpour, PhD 1, 3, and Fabrizio Schifano, MD 1

1 School of Public Health, Tehran University of Medical Sciences, Tehran, Iran
2 School of Public Health, University of Turin, Turin, Italy
3 Research Institute of Endemic Diseases of Iran, Tehran, Iran
General Hospital Psychiatry

journal homepage: http://www.ghpjournal.com

Drops of madness? Recreational misuse of tropicamide collyrium; early warning alerts from Russia and Italy

Francesco Saverio Bersani, M.D. a,b,c, Ornella Corazza, M.A., Ph.D. a,c, Pierluigi Simonato, M.D. a, Anna Mylokośta, M.S. d, Ermelinda Levari, M.D. e, Raffaele Lovaste, M.D. e, Fabrizio Schifano, M.D., F.R.C.Psych. e

a Institute of N. S. U., Milan, Italy. b Institute of N. S. U., Milan, Italy. c Institute of N. S. U., Milan, Italy.
Performance and Image Enhancing Drugs (PIEDs), or simply “enhancement or life-style drugs”, as umbrella terms used to describe products taken to improve human attributes and capacities. These include:

- Structure of function of muscles
- Weight loss
- Stimulants
- Cosmetic appearance of the skin
- Sexual behaviour and function
- Cognitive functions
- Sedatives
- Mood and social behaviour
PIEDS share some similarities with recreational drugs, especially NPS, but also attract the attention of people who do not consider themselves ‘drug user’ and are generally vulnerable to cultural pressure to optimise their self-image and performance.
Welcome to MyDrugPlace.com

Try our drugs list alphabetically ordered:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

MyDrugPlace.com is an international online pharmacy providing a large variety of drugs and medications. We offer the most convenient and reliable way to order prescription drugs online without having a prior prescription. By shopping at MyDrugPlace.com you get many benefits, such as:

* Best quality of prescription drugs available.
* Secure online ordering system.
* Discreet packaging for your order.
* FREE shipping available.
* NO PRIOR PRESCRIPTION NEEDED!

Over 250 prescription drugs are available to you below in alphabetical order. We are proud to be able to offer this selection of medications to our customers and online shoppers. In case you do not find the medications you wish, please contact us at info@MyDrugPlace.com and we will do our best to find it for you.

Try our drugs list alphabetically ordered:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Examples of commonly asked questions on Internet drug fora

• I am new to this, how do...?
• Which drugs should I use..?
• Do they work?
• Is this safe?
• Where can I buy?
• How much should I use?
• How do I inject?
Review Article

Sexual Enhancement Products for Sale Online: Raising Awareness of the Psychoactive Effects of Yohimbine, Maca, Horny Goat Weed, and Ginkgo biloba

Ornella Corazza,1 Giovanni Martinotti,2 Rita Santacroce,1,2 Eleonora Chillemi,2 Massimo Di Giannantonio,2 Fabrizio Schifano,1 and Selim Cellek3

1 School of Life and Medical Sciences, University of Hertfordshire, College Lane, Hatfield AL10 9AB, UK
2 Department of Neuroscience and Imaging, University “G. d’Annunzio”, 66100 Chieti, Italy
3 Cranfield University, Bedfordshire MK43 0AL, UK
The consumption of these products was associated with the occurrence of adverse events and the induction of psychological symptoms, such as mood changes, anxiety, and hallucinations as well as addictive behaviours.
ORIGINAL ARTICLE

The diffusion of Performance and Image-Enhancing Drugs (PIEDs) on the Internet: The Abuse of the Cognitive Enhancer Piracetam

Ornella Corazza¹, Francesco Saverio Bersani¹,², Roberto Brunoro¹, Giuseppe Valeriani¹,³, Giovanni Martinotti⁴ and Fabrizio Schifano¹

¹Departments of Postgraduate Medicine & Pharmacy, School of Life and Medical Sciences, University of Hertfordshire, UK; ²Department of Neurology and Psychiatry, Sapienza University of Rome, Rome, Italy; ³Department of Medical-Surgical Sciences and Biotechnologies, Sapienza University of Rome, Rome, Italy; and ⁴Department of Neuroscience and Imaging, Gabriele d’Annunzio University, Chieti, Italy
### TABLE 2. Summary of the characteristics of the nonmedical use of piracetam

<table>
<thead>
<tr>
<th>Reasons</th>
<th>Descriptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online availability</td>
<td>Piracetam is easy to purchase over the Internet, where it is sold at a discounted rate and may be adulterated</td>
</tr>
<tr>
<td>Price</td>
<td>Prices of piracetam sold online vary from about 0.70 to 1.10 € for 1 gram;</td>
</tr>
<tr>
<td>Effects</td>
<td>Improvement in learning, memory, concentration, and “verbal intelligence”; Pharos hallucinations; mood improvement; enhancement of dream experiences</td>
</tr>
<tr>
<td>Dosages and way of assumption</td>
<td>As a cognitive enhancer it is taken orally with dosages up to 9.6 g/die. As a psychedelic drug, it is taken orally at dosages up to 80 g/die or through nasal insufflations at dosages up to 7 g/die</td>
</tr>
<tr>
<td>Use in combination with other substances</td>
<td>It is often consumed in concomitance with other cognitive enhancers such as choline, caffeine, Adderall, and acetyl-l-carnitine or other psychoactive drugs such as ketamine, methamphetamine, LSD, cocaine, alcohol, and ‘kratom’/Mitragyna speciosa</td>
</tr>
<tr>
<td>Side effects</td>
<td>Psychomotor agitation, dysphoria, “feeling weird”, tiredness, dizziness, memory loss, headache, and severe diarrhea</td>
</tr>
<tr>
<td>Misusers</td>
<td>Misusers are generally students who use piracetam to improve their cognitive performances and/or polydrug abusers who use it to experience a range of psychedelic states</td>
</tr>
</tbody>
</table>

### TABLE 3. Relevant users’ experiences in relation to piracetam misuse. SWIM: Someone Who Is Not Me; Met: Methamphetamine; K: Ketamine

**Piracetam as a cognitive enhancer for non-medical purposes**

I am studying Spanish right now pretty intensely, and piracetam is one of many among my supplement arsenal. I can tell you that it is much easier for me to memorize vocab and verbs. Also, I am becoming more and more fluent by the day. I believe that piracetam is enabling me to comprehend and converse in Spanish very well. Granted, I took 3 years in high school and 3 quarters in college, but now that I am self-learning “the rest”, it is all coming together quite nicely. Piracetam provides me with extreme focus and an unreal ability to memorize though (Longevity, 2007).

I take 1.2–1.6 g of piracetam 3 times a day 4–5 hours spaced out between dosages. I take around 1.5–2.1 g of choline bitartrate with my breakfast. I would also add some acetyl-l-carnitine to the mix, around 1–3 g a day. The dosage, I believe, have a whole lot to do with the end-product you will experience. Superhuman memory? Well, just as a little marker of results, I've been periodically tested my digit span on the brainage site. I'm up to 14 now (Treato, 2013).

I've used 1000mg of piracetam with 500mg choline source. It works, whatever that means. You feel more articulate and you can literally feel your head throb. I found improved verbal intelligence more than anything. Everything seemed to require less effort, there were less mental blocks etc. I noticed my typing speed improved, although I made more spelling errors (Brainmetu, 2011).

SWIM often used caffeine (500–600 mg) with an attack dose of piracetam (8000 mg) for staying awake at night for learning. The combo works well, it really helps SWIM focus (Drugs-forum, 2006b).
I needed to drive a truckload of possession from San Antonio to Los Angeles quickly [...] So I resolved to push straight trough with the help of modern pharma'.
- 693 participants across the UK (14-21 years old)
- 78% girls and 58% boys suffered low self-esteem and confidence in their body image

All parliamentary group on body-image, 2012
REASONS

- 94% media, including television, magazines, music videos, adverts and social media (68%);

- to ‘look good’ by 83% of female and by 54% male respondents;

- 60% of girls avoid certain activities because of they  ‘feel bad’ about their looks: 19% (team/club); 19% social event; 15% school.
2. Drug Testing
OPTIONS FOR ANALYSIS

Identity
What's the active chemical?
Is there more than one active component or a mixture?

Purity
Are batches consistent?
What about different supply sources?

Biological Analysis (plasma, urine or hair)

Pharmacokinetics
Technical reports

Mephedrone Report
Psychonaut Web Mapping Research Project

The Psychonaut Web Mapping Research Group
Paolo Deluca (1), Fabrizio Schifano (2), Zoa Furia (3), Magi Farre (4), Liv Flesland (5), I Minelli (3), Stefania Paganon (3), Teuvo Pelti Siemann (7), Arvid Skute (5), Marta Torren Kneefl (8)
1 - Institute of Psychiatry, King’s College London
2 - School of Pharmacy, University of Hertfordshire
3 - Servizio Salute Regionale Marche, Ancona
4 - I M M Hospital del Mar, Barcelona, Spain
5 - Bergen clinics foundation, Bergen, Norway
6 - A-Clinic Foundation, Helsinki, Finland
7 - Addiction Research Group, Department of Psychiatry and Psychotherapy, Essen, Germany
8 - De Steul, Brussels, Belgium

This report has been prepared with the collaboration of: Alessandro Marchi, Manuela Pasinetti, Joan Mestre Pinto, Alessandro Ricci

Salvia Divinorum Report
Psychonaut Web Mapping Research Project

The Psychonaut Web Mapping Research Group
Paolo Deluca (1), Fabrizio Schifano (2), Zoe Davey (1), Ornella Corazza (3), Magi Farre (4), Liv Flesland (5), Miia Mannonen (6), Aino Majap (3), Stefania Paganon (3), Teuvo Pelti Siemann (7), Arvid Skute (5), Marta Torren (4), Cinzia Pezzolesi (2) and Kneefl (8)
1 - Institute of Psychiatry, King’s College London
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7 - Addiction Research Group, Department of Psychiatry and Psychotherapy, Essen, Germany
8 - De Steul, Brussels, Belgium

This report has been prepared with the contribution of: Stefano D’Olizzi, Je Alessandro Marchi, Manuela Pasinetti, Joan Mestre Pinto, Alessandro Ricci

Bromo-Dragonfly Report
Psychonaut Web Mapping Research Project

The Psychonaut Web Mapping Research Group
Paolo Deluca (1), Fabrizio Schifano (2), Zoe Davey (1), Ornella Corazza (2), Lucia di Furia (3), Magi Farre (4), Liv Flesland (5), Miia Mannonen (6), Aino Majap (6), Valentina Minelli (3), Stefania Paganon (3), Teuvo Pelti Siemann (7), Norbert Scherbaum (7), Hoger Siemann (7), Arvid Skute (5), Marta Torren (4), Cinzia Pezzolesi (2) and Peer van der Kneefl (8)
1 - Institute of Psychiatry, King’s College London
2 - School of Pharmacy, University of Hertfordshire, Hatfield, United Kingdom
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7 - Addiction Research Group, Department of Psychiatry and Psychotherapy, LVR-Hospital Essen, Germany
8 - De Steul, Brussels, Belgium

This report has been prepared with the contribution of: Stefano D’Olizzi, Jeshnor Jebadurai, Alessandro Marchi, Manuela Pasinetti, Joan Mestre Pinto, Alessandro Ricci.
5f-PB-22
Also known as: Psyclone*, PB-22

WHAT IS IT?
5f-PB-22 is a synthetic cannabinoid compound contained in products which are advertised on the Internet as a legal alternative of Cannabis. It has been detected being sold in ‘herbal incense’ products in Japan since December 2013, and increasingly reported in online chat forums since March 2013.
SMAIL IS:
A multiregional automated free E-mail/SMS information service for health professionals working in the field of substance misuse, especially including Novel Psychoactive Substances (NPS)

Using SMAIL is easy and free:
Step one: Complete the registration form and then click submit.
http://www.novelpsychoactivesubstances.eu/smail/

Step two: We will process your information, and send you a welcome text message and e-mail you the instructions.

Step three: Start using SMAIL

At the 1st year

126 users
22 countries
260 searchers
57 technical reports on NPS

Developed by Postgraduate Medicine, School of Life and Medical Sciences, University of Hertfordshire
For the latest news about the Psychoactive Substances, please go to: http://novelpsychoactivesubstances.eu/
SMAIL ENABLES REGISTERED USERS

• (to send an SMS/emails with the chemical or brand name (i.e. Spice drugs), and receive within seconds emails/SMS with scientifically-based information on the nature and the potential risks of novel psychoactive substances;

• to receive SMS/emails that contain alerts or invites to events.
ADVANTAGES

• Speed and portability – having information on a mobile with a response time of a few seconds will ensure its practicability and utility in emergency situations.

• High-quality – a multidisciplinary team of experts involved in the project will ensure the quality of the shared information.

• Up-to-date – updates of the information will occur on a regular basis, with no noticeable disruption of service for the user.

• Bi-directional – the search volume generated by the users helps to identify new NPS trends. If a keyword not available in the system is searched, an alert is sent to the research team in order to provide a fast response.
First analysis of the SMAIL service

Analysis on 557 searches from 22
Unidentified substances in the SMAIL service

- Unknown compounds /Nickname: 47.50%
- Classic substances of abuse: 12.40%
- Users’ error typing: 12.00%
- Compounds/Nicknames added after: 12.00%
- Compounds not recognised by SMAIL: 11.40%

142 Potentially not identified NPS

Health professionals searched info on “classic substances”
<table>
<thead>
<tr>
<th>Time</th>
<th>Type</th>
<th>Searched</th>
<th>Found</th>
<th>Name</th>
<th>Mobile</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>16:55</td>
<td>SMS</td>
<td>MDMA</td>
<td>No</td>
<td>No Match</td>
<td></td>
<td></td>
</tr>
<tr>
<td>16:58</td>
<td>SMS</td>
<td>Heroin</td>
<td>No</td>
<td>No Match</td>
<td></td>
<td></td>
</tr>
<tr>
<td>17:10</td>
<td>SMS</td>
<td>Ketamine</td>
<td>No</td>
<td>No Match</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:21</td>
<td>SMS</td>
<td>Ketamine</td>
<td>No</td>
<td>No Match</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20:11</td>
<td>SMS</td>
<td>Lash</td>
<td>No</td>
<td>No Match</td>
<td></td>
<td></td>
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<tr>
<td>20:12</td>
<td>SMS</td>
<td>MAM 220</td>
<td>No</td>
<td>No Match</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20:18</td>
<td>SMS</td>
<td>Do you</td>
<td>No</td>
<td>No Match</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:49</td>
<td>SMS</td>
<td>Meat</td>
<td>No</td>
<td>No Match</td>
<td></td>
<td></td>
</tr>
<tr>
<td>21:05</td>
<td>SMS</td>
<td>Real Devil</td>
<td>No</td>
<td>No Match</td>
<td></td>
<td></td>
</tr>
<tr>
<td>21:49</td>
<td>SMS</td>
<td>Joe</td>
<td>No</td>
<td>No Match</td>
<td></td>
<td></td>
</tr>
<tr>
<td>21:45</td>
<td>SMS</td>
<td>Major</td>
<td>No</td>
<td>No Match</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:34</td>
<td>SMS</td>
<td>I think it</td>
<td>No</td>
<td>No Match</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:29</td>
<td>SMS</td>
<td>Text</td>
<td>No</td>
<td>No Match</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:07</td>
<td>SMS</td>
<td>Mephedrine</td>
<td>No</td>
<td>No Match</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:44</td>
<td>SMS</td>
<td>B-Alp</td>
<td>No</td>
<td>No Match</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:48</td>
<td>SMS</td>
<td>Allop</td>
<td>No</td>
<td>No Match</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:48</td>
<td>SMS</td>
<td>Allop</td>
<td>No</td>
<td>No Match</td>
<td></td>
<td></td>
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<tr>
<td>15:18</td>
<td>SMS</td>
<td>Anisa</td>
<td>No</td>
<td>No Match</td>
<td></td>
<td></td>
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<tr>
<td>15:17</td>
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<td>Mephedrine</td>
<td>No</td>
<td>No Match</td>
<td></td>
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<tr>
<td>15:50</td>
<td>SMS</td>
<td>Metal</td>
<td>No</td>
<td>No Match</td>
<td></td>
<td></td>
</tr>
<tr>
<td>17:09</td>
<td>SMS</td>
<td>Metal</td>
<td>No</td>
<td>No Match</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Social Network and new compounds
VIRTUAL DRUGS EXHIBITION
ART COMMUNICATION PROJECT

A competition was organised among a group of 72 students (18-24 years old) at both the Film and Media Department at the University of Hertfordshire and the Marche Region Academy of Arts (Accademia di Belle Arti of Macerata, Italy), in collaboration with the ‘Stammibene’ project. The videos, in English and Italian, were uploaded to a dedicated ReDNet Art Communication website (www.clipshow.info), which was launched in February 2012. Since then, the website has recorded over 2,345 visits.
ONLINE ARCHIVE IS AVAILABLE NOW

Watch the keynotes and all the presentations of 3rd International Conference on NPS online

Download the PowerPoint presentations in PDF

Download all the Poster presentations

No software install needed

Register Now
Use of ReDNet resources: results from an evaluating survey

Most used ReDNet resources

- Website: 48.5%
- Academic papers: 34.1%
- Newsbites: 31.9%
- Database/Tech folders: 26.3%
- Conference material: 23.7%
- SMAIL: 17%
- Correspondence with researchers: 16.3%
- First Inter. Conference on NPS: 15.2%
- Short films/Art communication: 6.7%

How relevant did you find the ReDNet information?

- Not relevant/Not particularly relevant: 3.3%
- Relevant to Very relevant: 96.7%


What differences has this made to what you/your organisation do?

- Makes me/my organisation aware of new emerging issues: 48.5%
- Means decisions are evidence-based: 34.1%
- Enables services/treatment to be tailored to specific needs: 26.7%
- Makes me think in a different way: 23.7%
- Update/revise policies/code of practice/conduct: 18.9%
- Produce a base-line against which progress can be monitored: 18.5%
HIGH WISE

Leading the focus on new drugs information
Level 1
Free and open to all
Latest news / About / Team

Level 2
Registered Users
Database / Factsheets

Level 3
Registered Users
E-Learning / Online courses / Discussion board

Young Audience
ARE YOU HIGH WISE?
Our supporters
WAYS FORWARD

- International collaboration
- Multidisciplinary teams
- Multilingual Internet and media monitoring (GPHIN; SMAIL)
- Use of technology, especially mobile phones, for rapid information exchange
- Communication strategies to translate technical language into attractive prevention messages for wider audience
- New legislation and sanctions to combat the diffusion of NPS/illegal material on the internet
- More socio-cultural studies on life-styles
Email: o.corazza@herts.ac.uk

Thank YOU for your attention