

DRUG & ALCOHOL INFO POP-UP



GUIDE for public libraries

A guide to implementing the Drug & Alcohol Info Pop-Up in your community.



Drug & alcohol info Pop-Up

GUIDE FOR PUBLIC LIBRARIES

The Drug & Alcohol Info Pop-Up is an interactive information display providing access to quality drug and alcohol information for the community.

The display:

- provides people with up to date and accessible information about drugs and alcohol
- identifies support networks and agencies within the local community
- provides people with discussion points around drug issues in our community

The display stand provides access to a range of printed information about alcohol and other drugs from Drug Info, NSW Health and other health agencies.

The interactive component includes:

- Drug Fact Finder tablet display with drug facts and trivia questions
- Know Your Standards standard drink educational pouring and display kit
- events and activities

The information in this toolkit is developed and provided by Drug Info, State Library of NSW and is a guide to implementing the Drug & Alcohol Pop-Up in public libraries.

Drug Info provides up-to-date information about alcohol and other drugs via a dedicated website and through local public libraries in New South Wales. Drug Info is a partnership between the NSW Ministry of Health and the State Library of NSW.

Info Pop-Up program

The Drug & Alcohol Info Pop-Up is a travelling interactive information display providing access to quality drug and alcohol information for the community. The Pop-Up is provided to NSW public libraries on a rotational basis.

The display period will be between 2-3 weeks in duration, in negotiation with the host library.

Host library requirements

By agreeing to host the Drug & Alcohol Info Pop-Up the host library agrees to:

- check the crate and display stands on arrival at the host library and notify Drug Info of any damage
- place the pop-up in a secure area of the host library
- store the crate in a secure, clean and dry area
- promote the info pop-up as widely as possible, using press releases and promotional material from Drug Info
- keep a door count for the display period
- run a minimum of two events or activities during the display period
- count attendance figures, including school groups and numbers attending related activities and events, and provide these to Drug Info for reporting to NSW Health
- keep track and report on information resource material distribution during the display period
- take photos of the pop-up in situ and provide these to Drug Info for reporting to NSW Health
- complete an evaluation at the end of the display period
- send Drug Info copies of any media coverage.

Program outline

During the display period the host library is required to display the interactive stands in their library and run a minimum of two events or activities in their community. Resources are included for pop-up events and/or satellite displays in branch libraries.

The Drug & Alcohol Info Pop-Up program is based on the Know Your Standards and Know Your Drug Facts programs for public libraries. More information on these programs is available on the Drug Info website.

Additional ideas for events and activities are available in the *Drug Info Activity Booklet*, which is supplied to libraries hosting the pop-up display.

Reporting and evaluation

The Drug & Alcohol Info Pop-Up is an evaluated program and host libraries are asked to complete an evaluation at the end of the display period Pop-Up installation using the online form:

<https://plsnsw.wufoo.com/forms/drug-and-alcohol-info-popup-evaluation-form/>

Evaluation measures used for the Pop-Up include:

- number of programs and events delivered around the interactive information display
- number of promotional material and information distributed
- number of visits to the host library during the display period (door count).

Delivery and pick-up of Pop-Up

The info Pop-Up will be delivered to a nominated address by courier. At the end of the display period the host library will repack the display into the supplied crate and it will be picked up by courier (arranged by State Library staff). A set of forwarding address labels will be supplied.

Drug & Alcohol Info Pop-Up components

The Drug & Alcohol Info Pop-Up consists of:

- An iPad stand plus an iPad loaded with the Drug Fact Finder. This stand is powered. An extension cord and iPad plug are supplied.
- A pull-up Drug Info banner
- Standard drink educational pouring and display kit
- Know Your Limits beer goggle kit
- Drug Info activity booklet

Information resources and promotional material will be sent to your library in a separate delivery.

You will also be provided with a range of printed information about alcohol and other drugs from Drug Info, NSW Health and other health agencies for display on the Pop-Up.

Drug Fact Finder

The Drug Fact Finder is an interactive tablet-based display featuring introducing interesting facts about different drugs. The Drug Fact Finder features:

- Colourful images
- Facts about 16 different drugs
- Quiz questions
- QR-code links to more detailed information on the Drug Info website

The Drug Fact Finder is loaded onto the homescreen of the iPad supplied with the Drug & Alcohol Info Pop-Up. It can also be used on any tablet the library uses, and is accessible at the following URL:

<https://druginfo.sl.nsw.gov.au/drugfactfinder/>

Program details

Know Your Drug Facts

Know Your Drug Facts is a drug education program and awareness campaign. Use the Drug Facts Library Kit and promotional collateral to promote drug information.

Find information about the Know your Drug Facts program at:

www.sl.nsw.gov.au/public-library-services/services/drug-info-public-libraries/know-your-drug-facts-program

Find resources to order and download at:

www.sl.nsw.gov.au/public-library-services/services/drug-info-public-libraries/know-your-drug-facts-program/resources

COLLATERAL TO PROMOTE

- The Facts postcards
- Showbags containing pens, The Facts postcards, Know Your Standards pocketcards and any other promotional material you wish to include.

Know Your Standards

Know Your Standards is an alcohol awareness program. Use the Know Your Standards resin kit and promotional collateral to promote alcohol awareness.

Find information about the Know your Standards program at:

www.sl.nsw.gov.au/public-library-services/services/drug-info-public-libraries/know-your-standards-program

Find resources to order and download at:

www.sl.nsw.gov.au/public-library-services/services/drug-info-public-libraries/know-your-standards-program/resources

COLLATERAL TO PROMOTE

- Know Your Standards pocket guides and/or postcards
- Literary Mocktail recipe postcards
- Showbags containing pens, The Facts postcards, Know Your Standards pocketcards and any other promotional material you wish to include.
- Standard drinks guide
- Australian Alcohol Guidelines infographics.

Social Media

Twitter, Facebook and other forms of social media are effective methods of communication. You could use these channels to provide links to useful online resources in order to reinforce the messages and to support people to make informed decisions and choices about drinking.

Use the following hashtags on Twitter and Instagram

#infopop-up #knowyourstandards #drugfacts #nswpubliclibraries

SAMPLE TWEETS:

How much do you know about illicit drugs? Test your knowledge at the Drug & Alcohol Info Pop-Up @ XX Library this week

Do you know how many standard drinks are in your favourite drink? Learn more at XX library with the Drug & Alcohol Info Pop-Up #knowyourstandards @druginfoibsnsw

Do you know how much wine (beer/scotch/tequila/champagne etc) is in a standard drink? Take the standard drinks pouring challenge at XX Library to find out #knowyourstandards #nswpubliclibraries

Reporting

IMPORTANT! Don't forget to fill in an evaluation at the end of your Pop-Up installation. Please use the online form:

<https://plsnsw.wufoo.eu/forms/drug-and-alcohol-info-Pop-Up-evaluation-form/>

This form allows you to include images, which we may include in publications such as reports to NSW Health and on our website, and on our social media channels.

Please note that any images received will be attributed to your library and include a caption of the event. We understand most libraries now have consent to release photos for use in print and social media. When you send your photos you are agreeing to them being used in print and social media (online). If you do not want photos to be used online please do not send them. We look forward to receiving and sharing your photos

Hosting checklist

To get the most out of the Drug & Alcohol Info Pop-Up, here are some important steps to take:

Before you host

- Complete the online form:
<https://plsnsw.wufoo.com/forms/drug-alcohol-info-popup/>
- Liaise with the Drug Info team at the State Library of NSW to finalise your display period and other important details
- Devise a plan or schedule to display the pop-up at library branches and community events
- Plan for at least two events/activities to run while hosting the display
- Order promotional material from the Drug Info website:
<https://www.sl.nsw.gov.au/public-library-services/services/drug-info-public-libraries/promotions-and-partnerships/promotional>
- Promote the pop-up to your community through social media and library eNewsletters
- Advise your local CDAT that you will be hosting the pop-up, and consider working together on community events. Not sure who to contact? Contact the Drug Info team, or consult the CDAT website:
<https://nswcdat.org.au/get-involved/>

While hosting

- Display the pop-up in a prominent position in your library together with Drug Info promotional material and your Drug Info collection of books and pamphlets
- Keep track of library attendees via your library's door counter
- Run at least activities or information sessions at your library and/or at community outreach events
- Record details of events and activities (eg. number of mocktails served, number of attendees at a standard drinks demonstration)
- Take some photographs of the pop-up display in its different locations, and of any events you host

After you host

- Follow the courier instructions provided to return the pop-up to the State Library
- Complete the pop-up evaluation form:
<https://plsnsw.wufoo.com/forms/drug-and-alcohol-info-popup-evaluation-form/>
- Keep the conversation going:
 - Run the Drug Fact Finder on display tablets throughout your library service and at outreach events
 - Keep your Drug Info collection in a visible area with Drug Info signage. Order supplies of promotional material as required
 - Promote your Drug Info service on your library's social media channels
 - Serve mocktails at library events and distribute mocktail recipe cards
 - Sign up for the PLS eNews for regular news and updates about Drug Info:
<https://www.sl.nsw.gov.au/public-library-services/services/keep-date-public-libraries/public-library-services-eneews>