**CAYAD PROJECT LIBRARY: PROJECT DESCRIPTION TEMPLATE**

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| **Project title:**  | BUZZED  |
| **Year started:** | 2016  |
| **Target group:**  | The campaign is targeted at young people aged 14 -24, either directly or through those who influence them – whanau, friends, role models, teachers, coaches or health professionals**.**  |
| **Issues addressed:** | The issues addressed include: * Reducing harmful use of alcohol and other drugs
* Safety
* The harms of use such as drink driving, FASD and mental health challenges
* Improving access to; and increasing knowledge of help options
* reduced supply of alcohol to minors
* Delayed or preventing use in young people under 17
* shifting attitudes towards AoD in NZ

These issues are also addressed in a strengths based approach by highlighting messages of love, care, resilience, connectedness, looking after others, alternative activities and overall wellbeing.  |
| **Main activity or intervention**  | CAYAD Auckland created **BUZZED,** anonline storytelling campaign to help stimulate conversation around the harms of alcohol and other drugs with young people; and to inspire change. This is achieved through storytelling highlighting personal experiences that young people may relate to. We believe individuals can have a positive influence on others by sharing their experiences, thoughts, coping strategies and inspirations for the future.In 2016 BUZZED filmed and released 12 individual’s stories featuring well-known New Zealanders Tiki Taane, Mike King and Marcus Powell, along with other every day kiwis, including three young people. BUZZED also released a video focused on Methamphetamine (meth) to highlight some of the harms and the specific help options available. In 2017 BUZZED is carrying out further filming and plans to release another 10 stories and a series of themed videos. A youth reference group is being established to help ensure BUZZED is relevant to young people and help shape the future direction of the campaign.  |
| **Results to date:**  | Since launching in May 2016, BUZZED has released 12 stories, generated over 1250 followers on Facebook and reached over 90,000 people. The meth themed video launched in November 2016 was viewed over 3000 times on You Tube (in 5 days) and featured in six major media publications online. An evaluation of BUZZED in 2016 showed that: * 90% thought it was effective for increasing discussion and debate on AoD harms;
* 90% thought it was effective for inspiring individuals to take action against harms;
* 52% took action\* as a result of seeing BUZZED stories; and
* 20% had thought about or spoken to others about taking action against alcohol or drug harms in their community.

*\*Taking action included: asking for help, speaking to someone about their AoD use, supporting someone to get help, encouraging others to talk about t their journey/share their story, discussing or taking action against an AoD harm in their community*The video posts created numerous discussions on NZ media and Facebook sites regarding AoD harms and the inspiration of those sharing their stories, with hundreds of comments of support. Behaviour change comments included: "Mike Kings video of himself changed me, it's been 15 years'"Thanks I rung (a support service) I'm meeting with today at 1, I've quit weed for 2 weeks but keep getting angry at lil things. Whoever sent this thanks a million xx""I’m 10 months clean myself so his message really resonates with me”Other positive comments include: “It’s great to see social media bring used positively for a change. If these videos can inspire just one lost soul to seek help or help themselves they’ve done their job”"great to see influential bros stand up and take ownership, good work”“Wow great to see these guys admit their struggles with their self-destroying drug it takes a lot of mana and strength to own up to it like them, hopefully your story is heard from others struggling with this addiction kia kaha to you all Tiki you simply the best inspiration to our Māori people young and old”BUZZED has also: * Enabled CAYAD to develop a partnership with Te Ātea Marino and Tupu, a Maori and Pacific addiction treatment providers in Auckland that meets the two aims of increasing discussion and debate about AoD related harm and increasing access to services for young people. Through this partnership we created BUZZED wallet cards featuring the treatment service’s contact details, so that when young people are exposed to BUZZED they are also aware of culturally responsive treatment options. CAYAD, Tupu and BUZZED have also partnered at community events to promote both the discussion and debate and their services.
* Acted as a conduit to access support for young people, such as a 23 year old in West Auckland whose family friend contacted us for information on where to access help for a meth addiction. We provided them with comprehensive information on available services, options for support and resources for the family and friends of the young person.
* Inspired a 25 year old West Auckland resident to use BUZZED videos while taking her own story of alcohol and drug addiction and journey of change, to Rangitoto College. This young person presented to five year 11 health classes and one year 13 health class, creating opportunities for discussion about alcohol and drug related harms and promoting the BUZZED campaign. She expressed gratitude to the BUZZED team for the campaign resources, which she felt gave more weight to her story and enabled the young people to see others talking openly about their journeys with addiction or substance misuse. As a result of this, and of other schools’ interest in utilising BUZZED to create conversations, the CAYAD team are creating a discussion guide to support the conversations.

[www.buzzed.co.nz](http://www.buzzed.co.nz) [www.facebook.com/buzzednz](http://www.facebook.com/buzzednz)  |
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