

Public Information

Annual overview 2015



The Public Information Department of the Trimbos Institute focuses on providing reliable, objective, and current information about alcohol, smoking, drugs and gaming. Experts from the Trimbos Institute are gathering knowledge and recent findings about these issues. They actively provide information to different target groups using modern communication channels, such as through the phone, online chats, websites, forums, presentations, flyers, videos, email, and (social) media. This annual overview highlights the most important statistics from 2015.

INFOLINES

The Trimbos Institute provides anonymous, scientifically reliable, and accessible information through the Infolines.



Email

- Accessible via the websites

On September 24, 2015, the Gaming Infoline was added to the Alcohol, Drugs, and Smoking Infolines. Since no data are available over the entire year, this annual overview does not contain statistics about the Gaming Infoline.



0900-1995

- Accessible 24/7 via a voice response system
- Calls on workdays between 9:00 and 17:00



Smoking Infoline

1.177x



Personal use	51%
Work-related	22%
Other	12%
Use by others	8%
Education	7%

1. Stop smoking
2. Law/policy
3. Other

"I work in home healthcare. Am I entitled to a smoke-free workplace?"



Alcohol Infoline

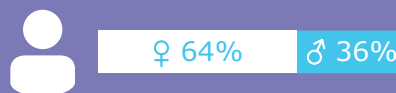
1.291x



Use by others	33%
Personal use	32%
Work-related	15%
Education	10%
Other	9%

1. Coping with an addict
2. Law/policy
3. How to stop drinking

"My partner drinks too much. What can I do?"



Drugs Infoline

2.827x



Personal use	41%
Use by others	27%
Work-related	14%
Education	10%
Other	8%

1. Risks
2. Detection
3. Coping with an addict

"What are the risks of high-dose ecstasy pills?"



1. Cannabis
2. Ecstasy
3. Cocaine

SOCIAL MEDIA



Facebook

Smoking, Alcohol
& Drugs Info

Verslaafd aan Jou
(Addicted to You)

389
likes

1045
likes



www.partyflock.nl

40
questions/
answers

34.870
views



Twitter

@AlcoholDrugInfo

@InfoRoken
(InfoSmoking)

3.363
followers

410
followers

WEBSITES

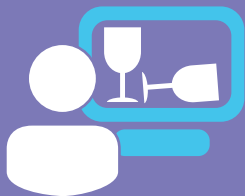


www.rokeninfo.nl

(info on smoking)

367.973
visits

289.248
individual
visitors



www.alcoholinfo.nl

598.775
visits

503.865
individual
visitors



www.drugsinfo.nl

252.684
visits

205.383
individual
visitors

Other websites

www.gameninfo.nl (on gaming)

www.verslaafdaanjou.nl (on addicted loved-ones)

www.drankjewel.nl (on addicted parents)

www.hoepakjijdataan.nl (for parents)

www.drugsenuitgaan.nl (on drugs and partying)

NATIONAL CHAT SERVICE



On workdays between
13:00 and 17:00

The National Chat Service is a cooperative agreement between the Trimbos Institute and regional addiction services. In 2015, the Trimbos Institute handled 9% of the total number of chat services.



Chat Service

1.585x



Personal use	57%
Use by others	23%
Education	13%
Other	4%
Work-related	3%



- About providing care
- Coping with an addict
- Risks



"I want to stop smoking pot. How do I go about that?"



♀ 54% ♂ 46%



- Drugs in general
- Alcohol
- Cannabis
- Ecstasy

Number of contacts

Reason for contact ?



Types of questions

Example of question



Gender

Substances discussed



MATERIALS

Videos

- "On your bike or at the café - where do you do it?!"
<https://www.youtube.com/watch?v=UwysGB7yN2E>
- "Ecstasy and Water Intoxication"
https://www.youtube.com/watch?v=VH6_rECGWuc
- "What every parent should know about ecstasy"
<https://www.youtube.com/watch?v=maKzGBKbMi8>
- Several videos about gaming
<https://www.youtube.com/playlist?list=PL3QuHQOOfCfL3xCS9-sImZzkVrl3FDnkbC>
- Several videos about smoking and pregnancy
<https://www.youtube.com/playlist?list=PL3QuHQOOfCfKaHAaFAek-cfnWE4mditgaA>



Flyer

"What everybody should know about alcohol"
<https://www.trimbos.nl/producten-en-diensten/webwinkel/product/?prod=PFG79055>

Course Materials

"Detecting drug and alcohol use"
Course materials for the training 'Alcohol, drugs, and aggression | Interacting with who are under the influence'.
<https://www.trimbos.nl/producten-en-diensten/trainingen/training/?event=3>

MORE ACTIVITIES



Addicted to You Day

The 4th Addicted to You Day was held April 24, 2015. This is a day for people who have a loved one with an addiction. Through this project "Addicted to You" (www.verslaafdaanjou.nl), the Trimbos Institute and its partner agency Stichting Coke Van Jou focus on the difficult position of friends and loved ones of addicts.



Lectures, Training, and Presentations

Experts from the Public Information Department regularly give presentations, training sessions, and lectures about drugs, smoking or alcohol for groups in the Netherlands and abroad.



Signaling & Monitoring

Due to connections with science, professionals, and the public, the Public Information Department is up-to-date when it comes to new trends and developments in the areas of drugs, alcohol, tobacco, and gaming. They can quickly communicate new information to professionals, and respond proactively to current data needs.

FESAT



The Public Information Department is board member of FESAT, a European network of Drug Helplines.

**SMOKING
ALCOHOL
DRUGS &
GAMING**

**INFOLINE
0900-1995**

€ 0,10/min
* cost of your
cell phone plan