



European Web Survey on Drugs 2021: Irish Findings **Methods and recruitment**

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A new landscape



EVOLVING MARKETS

Production and supply
Contents and purity
Technological advances



SOCIO-CULTURAL

New media
Proliferation of nightlife



NEW USER GROUPS

Across society
New subcultures
Young females



HARMS

Polydrug
Stimulant deaths
Unknown market contents

Drug use populations can no longer be as easily defined

Groups

Service users

General population

Nightlife community

Subcultural - chemsex

Psychedelics

Hidden populations

Current indicators

NGO/ Addiction Services

Treatment data

Seizure data

General population survey

Death data/ Hospital data

Future

Targeted studies/ Web surveys

Waste water/Syringe analysis

New services/ Drug checking

New opportunities online

- Cost effective
- Quick
- Relatively cheap

- Large and diverse audiences
- Anonymity

- Frequency
- Amount
- Complementary

- Detailed
- Realistic
- Timely picture
- Role in EWS



*Not without limitations

European Web Survey on Drugs (EWSD)

- Collaborative cross national survey led by the EMCDDA
- 2016 (6 countries), 2017 and 2018 (10 countries)
- Patterns of use, frequency, amount, market estimates
- Standardised questions /Cognitive review
- Careful design of recruitment strategy
- Data sharing and publishing
- 2020 Mini Survey in Ireland



EWSD 2021

Over 18 who lived in Ireland and had used certain drugs over the past 12 months

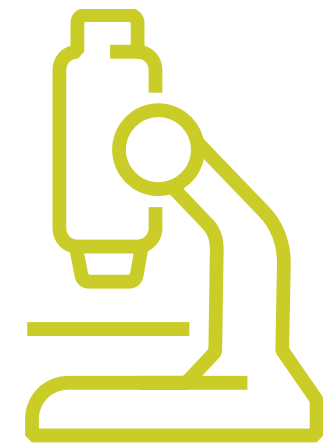
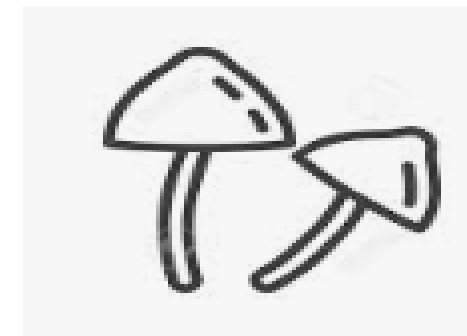
Types of drugs

- Cannabis
- Cocaine
- MDMA, amphetamines, methamphetamine
- Heroin
- New psychoactive substances (NPS)
- Nitrous oxide
- Psychedelic mushrooms

Types of questions

- **Frequency** and **amount** consumed on a typical day
- Drug **use patterns** according to sex and age
- The **reasons why** people use drugs, by drug type
- The **main sources** used to obtain drugs
- The **impact of COVID-19** on drug use

Who did we want to reach?



New groups

Those not represented in treatment data
(non dependent populations)

Nightlife

People who use across social settings

Hard to reach 'Hidden'

Females and other genders

New psychoactive substance users and 'Psychonauts'



How?

Step 1

Step 1

Communications Strategy

Step 2

Step 2

Developing social assets and messaging

Step 3

Step 3

Press release and on-going media communication

Step 4

Step 4

Social media, paid media and stakeholder communication



Has your drug use changed during COVID? Your experiences can help inform harm reduction and future EU policy. Take part in an anonymous EU-wide survey at the link below. #TalkDrugs #EuropeanDrugSurvey



European Web Survey on Drugs

We want to learn about different groups in Ireland who use different types of drugs. Help us improve our work and anonymously share your experiences with cannabis, cocaine, MDMA, ketamine, mushrooms and more here in our survey #IrishDrugTrends #EuropeanDrugSurvey

With the closure of nightlife did you stop using drugs?

Did you use new drugs or in new ways? Help us understand the latest trends to inform #harmreduction in Ireland.

Take part in our anonymous survey at the link below.

#IrishDrugTrends #TalkDrugs



Design by Jacky Sheridan

SEX & DRUGS | 09 APR 21
Your Chance To Take Part In The EU Web Survey on Drugs



Take the EU drug survey



STUART CLARK

RELATED

Call for Irish participants in EU drug trends survey

The HSE and Health Research Board have today launched the EU Web Survey to explore current drug trends in Ireland.

TOP NEWS | 19 MARCH, 2021. WRITTEN BY [KATIE DONOHOE](#).

Take the EU Drug Survey



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HSE DRUG SURVEY - DRUG TRENDS IN IRELAND

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LIFESTYLE & SPORTS | 18 MAR 21
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Figure 1. Participants by country

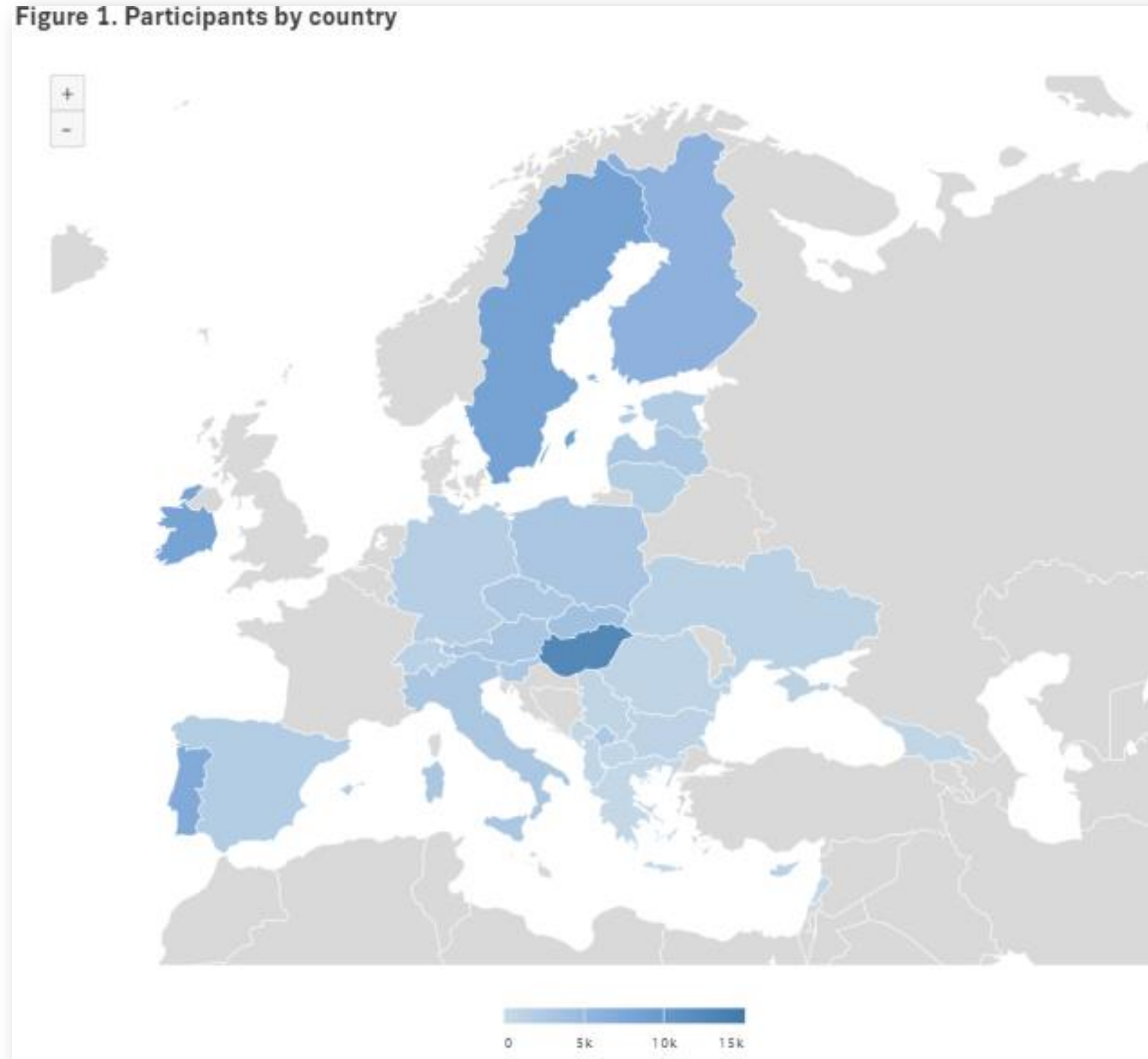
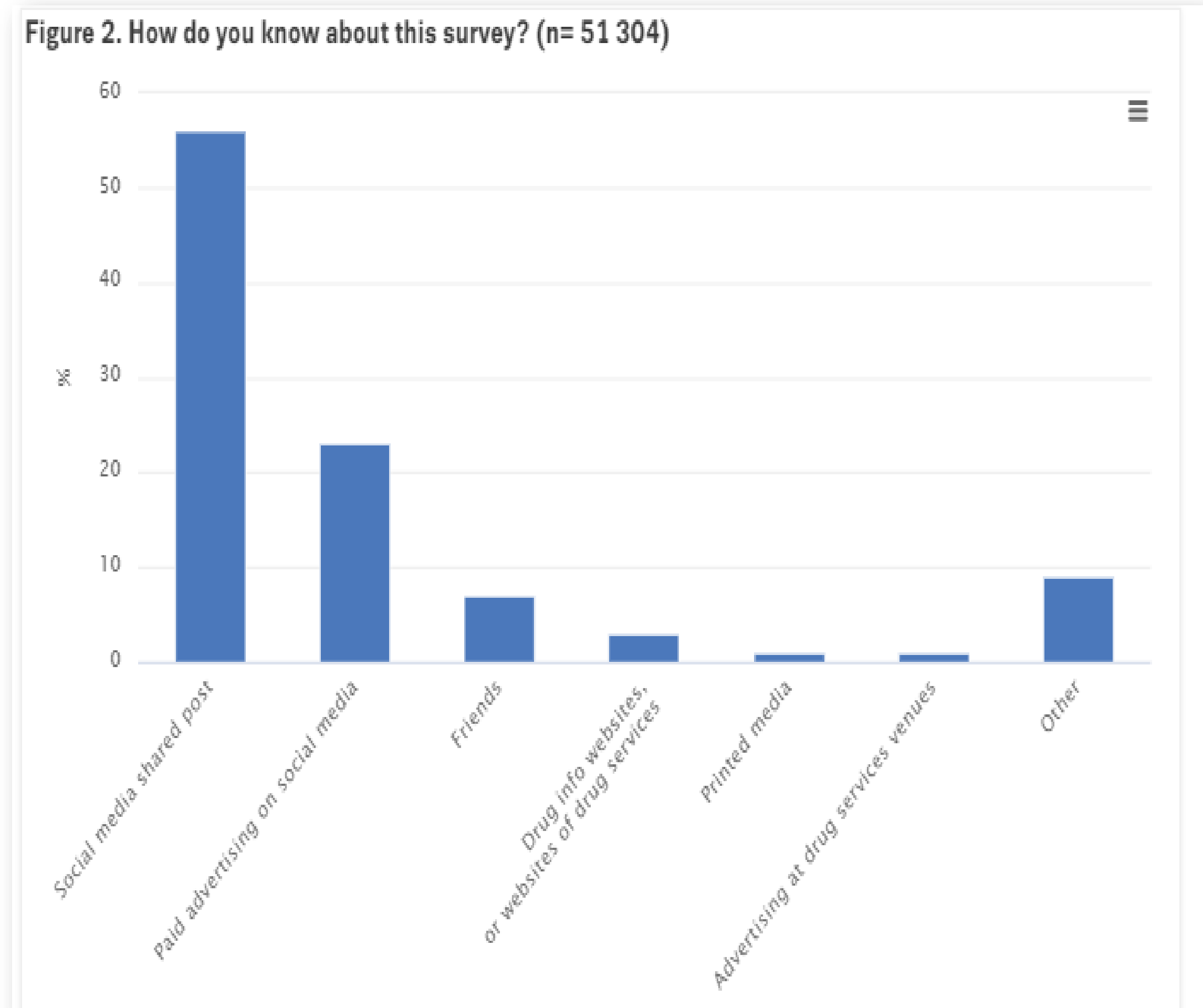


Figure 2. How do you know about this survey? (n= 51 304)



	Males	Females	18-24 years	25-35 years	>35 years
	N=2685	N=1312	N=1624	N=1630	N=795
Platform					
Facebook	37.3	37.4	38.6	42.2	23.3
Music Magazine	18.0	22.9	21.2	13.3	26.1
Drugs.ie	17.9	13.8	9.5	17.4	29.2
Instagram	14.2	9.8	17.6	12.1	4.3
Radio Station websites	2.7	8.8	5.3	4.8	2.3
Reddit Forums	4.4	0.5	2.6	3.9	2.8
EMCDDA website	1.6	1.7	1.3	1.8	2.8
Other	4.0	5.1	3.9	4.6	9.3

Irish recruitment findings

Platform	% of people who agreed to participate	Total number of participants
Facebook	34	38711
Google	6	403
Instagram	38	6117
Youtube	2	251
Twitter	51	1520
Reddit	67	452
Other/unknown	17	36860

Findings from all countries involved in EWSD 2021

Source: EMCDDA, 2021



Who took part?

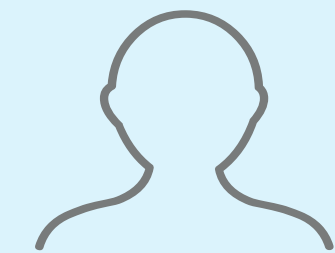
The findings confirm a new landscape of substance use r profiles in Ireland

- 3.5% received treatment in the last year
- 2% currently in treatment

After tax monthly earnings

- 29% <1,000
- 16% >3,000

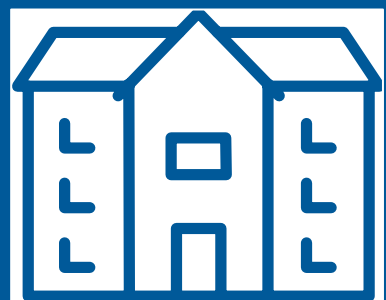
- 66% Males
- 33% Females
- 0.2% Identify as Other
- 1.1% Prefer not to say



Age

- 44% 18-24
- 37% 25-34
- 12.4% 35-44
- 5.7% ≥45

Mean age 28
Median age 26



- 63% employed
- 26% current student
- 81% attended or completed third level
- 7% unemployed



- 48% live in City
- 90% identify as Irish



Recruitment discussion

- ▶ Targeted age demographic advertisements yielded greater rewards (18– 35 yo)
- ▶ Music magazines are central to developing trust and engagement
- ▶ We need to understand motivations to engage/not engage (huge reach, how can we maximise greater engagement?)
- ▶ Explore other social channels for greater comparison
- ▶ Occasional user groups want to share experiences, shape dialogue and inform harm reduction and policy – possible buy in but also use of open ended questions for qualitative feedback
- ▶ Pilot QR codes in central locations, third-level institutions and nightlife – track engagement and sources



Thank you!

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