

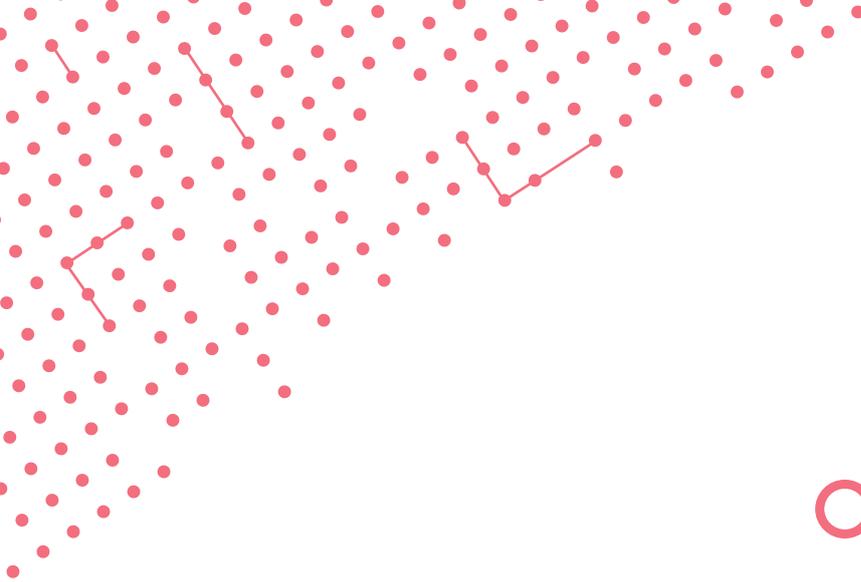


ANNUAL REPORT

# DEN 2020

A YEAR FOR  
DIGITAL TRANSFORMATION



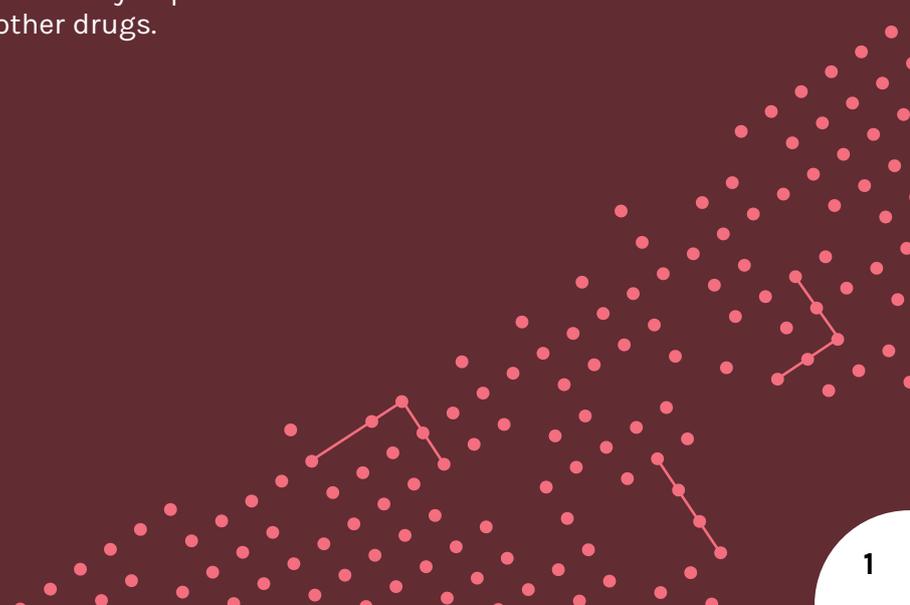


# A Year For Digital Transformation

Transformation into the digital world has been fundamental to DEN's growth. Marking the founding steps on this digital journey, the 2019-2020 Annual Report has been developed with this transformation in mind.

## Acknowledgement of Country

The Drug Education Network acknowledges the strength, resilience and capacity of the Tasmanian Aboriginal people and their deep and lasting cultural heritage, beliefs and relationship as ongoing custodians of the land and waters of lutruwita /Tasmania. We recognise that our organisation operates on the land of the traditional custodians and we pay our respect to Elders past and present. DEN is proud to work with the Tasmanian Aboriginal community to prevent the harms caused by alcohol, tobacco and other drugs.



# To prevent and reduce harm from drugs through leadership and education.

The Drug Education Network (DEN) is a Tasmanian not-for-profit registered charity with a clear vision: Communities free from the harms of drugs. Founded in 1986 by a partnership between the Australian Lions Drug Awareness Foundation and the Australian Drug Foundation as "The Lion's DEN."

DEN began as a small resource library funded to provide pamphlets and educational material to Tasmania for 15 months. Supported by the community, our founders and various funding partners, the Lion's DEN became an incorporated entity in 1993, transforming into the Drug Education Network: a name that carries on to this day.

**"I feel a lot more confident having developed my understanding of what is necessary and relevant to teach in the primary years"**

- DEN Session Participant

We provide leadership, projects, resources, education, training and events in a variety of formats using current evidence and best practice methods. DEN is lead agency for Alcohol Tobacco and Other Drug (ATOD) health Promotion, Prevention and Early Intervention (PPEI) in Tasmania, and is an active member of several working groups.

We provide our services across Tasmania for and with the whole population. DEN works in a landscape of courageous partnerships with organisations across health, education, justice and community sectors to develop innovative and effective solutions and have a meaningful impact to prevent harm from drugs in our island community.

With every service we provide, DEN neither condones nor condemns the use of drugs. Rather, we acknowledge that drug use exists irrespective of legal status or societal norms. Our goal is to meet people where they are and encourage open dialogue that empowers the individual to be the primary agent of their own physical, mental and emotional wellbeing.

## Follow our team



/drugeducationnetwork



/drugeducationnetwork



/drugedtast



/company/drugeducationnetwork

# A Note from the Board Chair



On behalf of the Drug Education Network (DEN) Board I am delighted to present DEN's Annual Report for the 2019/2020 financial year.

It is an opportunity to share and celebrate the achievements of DEN over the last 12 months, and to recognise the important contribution made by the DEN Board, team and our partners in working towards our vision.

The DEN Board continues to focus on preparedness for the future; to provide the Tasmanian Community with education material and training on the topic of alcohol, tobacco and other drugs (ATOD); through our 5-year strategic plan and Board of Governance framework.

Nothing could have prepared either DEN or the Community for COVID-19. DEN moved quickly to respond to the need to deliver services online, maintains the support and communication lines into Community throughout the COVID-19 response and into recovery.

The DEN team have worked hard to produce a series of educational videos and support messages to continue providing educational, evidence-based information across the state during this difficult and stressful time.

I wish to thank all Board members for their ongoing effort, tenacity and consideration. I also extend my thanks to Michael Robinson, Judy Travers and Sandra Lovell who retired from the Board this year. Their contribution to DEN over considerable years has grounded and advanced the work of DEN, and evolved and improved the governance of this organisation.

We were also very pleased to welcome new directors, Tom Lillywhite and Simon Angilley, whose skills complement those of the existing Board.

Despite the challenges thrown our way in light of COVID-19, DEN has maintained a solid financial position in 2019-2020. DEN is appreciative of the ongoing support of the Tasmanian Government; and particularly the Minister for Mental Health and Wellbeing, Hon. Jeremy Rockliff MHA; for their ongoing support, advice and assistance.

DEN is building on the learnings and resilience acquired in this most challenging of times. We look forward to the coming year to be even more effective in working towards our vision: communities free from the harms of drugs.

**Philip Holliday**  
Chair of the Drug Education Network Board of Directors

# A Note from the CEO



DEN has served the Tasmanian community for 34 years. We're all about starting conversations about drugs. We help families start the conversations with their loved ones: for example, about being safe around alcohol.

We provide education and training to community front line workers, including teachers and school nurses, by providing evidence-based best practices in drug education, referral pathways and brief intervention. And we provide specialist training to alcohol and other drug workers in AOD prevention and early intervention.

COVID-19 has further highlighted the need for DEN, with alcohol and other drug use increasing during the pandemic. With the demand for treatment rising, now, more than ever, prevention and drug education is needed. A curveball like a pandemic takes its toll on everyone, but it's something we're all in together. I am proud of DEN's contribution to the community. In light of the pandemic restrictions, the DEN team adapted rapidly.

We moved our traditional face to face education and training online, through new online resources, live videos, and online training sessions. All these examples highlight the continual evolution and growth of this long-standing organisation.

DEN does not work alone. Along with our incredibly talented team, we've had DEN consultants and many other organisations work with us to reduce the harms of drugs to our community through leadership and education.

I'd like to also acknowledge our funding partners: The Tasmanian Department of Health Alcohol and other Drug Services, Primary Health Tasmania, The Tasmanian Community Fund, and the Australian Drug Foundation.

Thank you also to all the businesses who have made donations to DEN in this past year. Each donation helps us stretch our funding to reach more of those who need our services.

During the 2019/2020 financial year, we have experienced many successes and this report showcases a few of our highlights.

**Shirleyann Varney**  
Chief Executive Officer of the Drug Education Network

# Our Board

DEN wouldn't be where it is today without the ongoing support, selflessness, and broad professional skills of our board members.



David Daniels  
Public Officer



Michael Robinson  
Ordinary Member



Sandra Lovell  
Ordinary Member



Simon Angilley  
Ordinary Member



Tom Lillywhite  
Ordinary Member



Philip Holliday  
Chairperson (President)



Wayne Moore  
Vice Chairperson



Allison Matthews  
Vice Chairperson



Judy Travers  
Secretary



Emma Lovibond  
Treasurer

# Our Team

We're so proud of our small and nimble team, and the high-impact work they do.



Shirleyann  
CEO



Anita  
Finance Officer



Maria  
Educator (South)



Dave  
Educator (South)



Maurice  
Education (North)



Elida  
Policy & Research  
Officer



Kory  
Finance Assistant



Zoe  
Project, Systems  
& UX Developer



Mary-Jane  
Administration  
Coordinator



Michelle  
Administration  
Assistant

# The people we support:



**Front line workers  
in community service  
organisations**

More info 

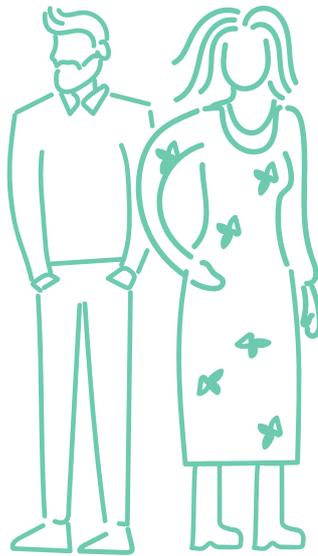
**Community members**

More info 



**AOD  
specialist  
workers**

More info 



**Students**

More info 

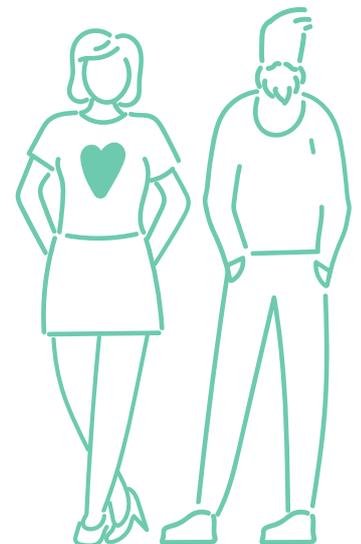


**School  
Teachers**

More info 

**AOD peer  
workers**

More info 



Is this you? Please get in touch  
with our team at [admin@den.org.au](mailto:admin@den.org.au)

# An Unexpected Reality: COVID

In response to the COVID-19 pandemic, DEN has implemented changes to the way we provide our services:

## RESOURCES

AOD resources continue to be available for the community sector and community members online, via post, and with contactless pickup.

## LIVE ONLINE SESSIONS

Training and education sessions are offered live online.

## ONLINE SHARING

Thirteen key health promotion and prevention video messages have been created and shared online via Facebook and LinkedIn as part of our campaign "Staying Safe While Staying Home."

## RECORDED SESSIONS

Recorded training sessions, as requested by UTAS are being developed to enable their students to access our educational sessions as part of a self-directed e-learning model. Primary Education Students accessed their first pre-recorded session in August 2020.

## EDUCATION

In partnership with UTAS, a health promotion and early intervention AOD unit for degree level Community Service Students is in development (20 hour elective unit).

## INFORMATION LINE

The DEN Information and Referral telephone line continued to be available between 9am to 5pm, Monday to Friday, on 1300 369 319.

## RADIO CAMPAIGNS

DEN worked with Southern Cross Austereo (state-wide), Hobart FM and City Radio (Launceston) to air four different community messages. These messages had a harm minimisation and prevention focus and provided listeners with details on how to seek help.

## REMOTE SERVICE

A Telephone AOD Brief Intervention Session Template was developed to assist AOD generalist and specialist workers moving to online client service provision.

## All government recommended workplace guidelines are being followed:



Completion of a COVID-19 Safety Plan in line with Worksafe Tasmania's requirements.



Risk management registers updated and in response, pandemic policies developed.



Visitors by appointment only and in line with government guidelines for social distancing.



Many of our staff continue to work from home part-time.



Staff who return to the office space do so on a rostered schedule to ensure 1.5m distancing can be implemented at all times.

## Our Vision

Communities free from the harms of drugs



## Our Purpose

To prevent and reduce harm from drugs through leadership and education

## Our Values

### Professionalism

We demonstrate professionalism through leadership, integrity and accountability

### Excellence

We are a quality organisation that is both creative and evidence-based

### Respect

We are non-judgemental and treat ourselves and others with respect, fairness and compassion

### Collaboration

We are collaborative, responsive and inclusive in all that we do

## Objective 1. Provide leadership in evidence based drug education

### 1.1

Increase the profile and impact of DEN as the lead agency in Drug Education.

### 1.2

Undertake initiatives to reduce stigma and discrimination.

### 1.3

Inform government and non-government stakeholders through the provision of credible evidence-based education.

### 1.4

Build and maintain meaningful partnerships across all sectors and with research and education institutions.

## Objective 2. Provide best practice education, training and resources to improve the health and wellbeing of communities

### 2.1

Develop quality services and resources that are informed by evidence and research.

### 2.2

Develop and implement contemporary alcohol, tobacco and other drug (ATOD) education support and training.

### 2.3

Provide targeted initiatives for specific at-risk and vulnerable populations.

### 2.4

Develop targeted initiatives that prioritise education about legal drugs and drugs of community concern.

### 2.5

Raise awareness and develop resources and training for ATOD-related health conditions.

### 2.6

Implement evaluation frameworks to demonstrate the quality and impact of DEN's programs, products and services.

### 2.7

Develop and deliver workforce education and training services for non-ATOD organisations.

## Objective 3. Be the credible and influential voice in PPEI across the ATOD and community sectors

### 3.1

Increase profile and impact of DEN as the PPEI lead agency for the ATOD sector.

### 3.2

Grow PPEI lead agency brand awareness in the Community sector.

### 3.3

Develop programs or initiatives that support DEN's PPEI focus.

## Objective 4. Be a sustainable and agile organisation

### 4.1

Retain and support our diverse and engaged staff in a purposeful work environment.

### 4.3

Implement processes to achieve appropriate organisational accreditation.

### 4.4

Grow and diversify DEN's income structure.

### 4.2

Ensure excellent governance practices across the organisation.

#### 4.2.1

Support organisational effectiveness, including skill development and succession planning.

#### 4.2.2

Support a responsive and effective governance structure for the organisation, including monitoring and reporting practices.

# DEN Activities by Objective

## Objective 1

Provide leadership in evidence-based drug education

Rural Mental Health Tasmania Conference by Marion Hale - "Women, Alcohol and Pregnancy - Are We Telling the Truth?"

Winter School in Brisbane, July 2019, by Maria Duggan - "Women's attitudes to cannabis use during pregnancy: pleasure, medicine or poison?"

ATDC conference 2020 abstracts submitted and accepted:

wungana makuminya co-delivery between DEN and the TAC  
"Getting more for your training dollar"

DEN is currently working with the ATDC's Local Drug Action Team overdose initiative for 2020. This significant leadership project has been making steady progress, having now completed an organisational get-ready training and a follow up Q&A session.

Tobacco Free Communities George Town co-delivery between DEN and UTAS  
"Real-world financial incentive programmes for promoting smoking cessation: Results and lessons learnt from the Tobacco Free Communities trials"

ATOD Peer Workforce Project: Funded by the Tasmanian Community Fund, Primary Health Tasmania, and the Tasmanian Health Services South. This significant leadership project has been making steady progress with the project partners now having completed two sessions and a follow up Q & A session.

## Objective 2

Provide best practice education, training and resources to improve the health and wellbeing of communities

An updated Fetal Alcohol Spectrum Disorder (FASD) prevention campaign developed in co-design with young people resulting in a series of Healthy Pregnancy 'Postcards' and posters. This health promotion campaign explicitly targets a younger cohort of men and women, with a design that is fresh, vibrant and design to engage with messages including:

"Be alcohol-free this pregnancy", "Our healthy pregnancy starts with us" and "Pregnancy + Alcohol 'don't mix'". DEN conducted focus-testing sessions through our relationships with youth services, including Youth Arc and Headspace, as well as Hobart College students, to seek input and feedback on the design of these resources.

The poster and postcards were distributed in March 2020. DEN engaged with a range of community sector, education and primary health organisations to introduce the resource. To date, 255 postcards and 28 posters have been disseminated.

13 key health promotion and prevention video messages which we shared online via Facebook and LinkedIn in our "Staying Safe While Staying Home Campaign."

[More info](#)

A Pinterest Board has also been created with a collection of curated FASD resources which provide current evidence, diagnostic criteria, FASD management and prevention approaches. This board has been designed specifically for services we have worked with, including school health nurses, youth workers and teachers.

[More info](#)

[More info](#)

Throughout the festive season in December, a social media health promotion campaign featured the Mocktails + Mastery resource, highlighting holiday-themed non-alcoholic drink recipes and mental health and social wellbeing messages. This campaign reached 2194 Facebook users.

[More info](#) 

The "More Options for Managing Pain" resource will be distributed to community members through a collaboration with the Friendly Society Pharmacies in the Hobart region during the latter part of 2020. This resource gives community members information on how opioid-type substances work, what to look out for, how to minimise the risks and have additional options to consider for managing pain alongside healthcare professionals.

[More info](#) 

DEN has launched an overdose safety campaign: "Take a picture, Save a life". This campaign focuses on encouraging viewers to save an image of overdose information on their phone or other device, so that they have this information at hand and know how to recognise signs of overdose and how to get help.

[More info](#) 

A suite of seven community-focused resources were revamped and released through DEN's partnership with the Australian Lions Drug Awareness Foundation (ALDAF) with the following titles: *Nicotine... is it just smoke? Talking about Alcohol and Drugs, How are you doing?, Worried about someone's alcohol and other drug use? Cannabis...is it just a weed?, Party Safe, and Alcohol...Is it just a drink?.* These have been well received by the sector and community and have been distributed to school health nurses, community sector organisations and to community members via the Brighton LDAT program.

[More info](#) 

The Tobacco Free Communities project is a multi-organisation collaboration inside specific communities to provide an innovative approach for people who want to stop smoking. This project was driven by the community, with the local George Town pharmacy running the program, and major partner the Flinders Island Aboriginal Association Inc. (FIAAI) working out of the George Town Neighbourhood House and Community Hub to support ATSI identifying participants. 55 participants enrolled, achieving a quit rate of 32.7%.

[More info](#) 

**"Informative, well organised and presented. [DEN] were personable and directed content relevant to our needs."**

- DEN Session Participant

## Objective 3

### Be the credible and influential voice in PPEI across the ATOD and community sectors

The Connection (DEN's newsletter) is sent monthly to over 800 subscribers, with a focus in each edition on one resource, one project and details of upcoming training opportunities

[More info](#)

A session in the Northwest was conducted with ATOD, community sector and allied health workers on refreshing case management skills alongside DEN's interactive resources. Further sessions were scheduled for early 2020 but these have been deferred due to the current social distancing restrictions. Brief Intervention Scaffold Masterclass has been developed and trialled with an ATOD specialist service in the NW and a statewide ATOD and other intervention service.

[More info](#)

PPEI Community of Practice (COP) draws together professionals across many different sectors to promote PPEI best practice, share and collaborate on PPEI initiatives. This COP met four times in this period and will meet again in August 2020. The COVID-19 pandemic impacted on the plan to convene a regional PPEI forum in September/October with a date in 2021 being worked towards.

[More info](#)

Addressing cannabis use with pregnant women: Using gender-responsive approaches is a new resource addressing perinatal cannabis use for ATOD workers and primary health care workers; including midwives, GP's and nurses; is currently in development. This was shared with primary healthcare colleagues for their feedback prior to the COVID-19 pandemic.

[More info](#)

Health promotion via Community Radio: As part of COVID-19 response, DEN worked with Southern Cross Austereo (state-wide), Hobart FM and City Radio (Launceston) to air four different community messages. These messages had a harm minimisation and prevention focus and provided listeners with details on how to seek help.

Health Promotion via Social Media: Of the 110 Facebook posts from DEN, 70 contained specific content or messaging regarding ATOD prevention. Youtube Impressions up 70% (52.1k) and views up 56% (6.8k) compared to prior year. A Pinterest Board has also been created with a collection of curated FASD resources which provide current evidence, diagnostic criteria, FASD management and prevention approaches. This board has been designed specifically for services we have worked with, including school health nurses, youth workers and teachers. Throughout the festive season in December, a social media health promotion campaign featured the Mocktails + Mastery resource, highlighting holiday-themed non-alcoholic drink recipes and mental health and social wellbeing messages. This campaign reached 2194 Facebook users.

[More info](#)

Connect with us to receive updates about our new projects, resources, and exciting training or education opportunities!

[SIGN UP](#)

# Objective 4

Be a sustainable and agile organisation

In DEN's Educator team, we welcomed Dave Reynolds in July 2020 and farewelled Educator Marion Hale. We've also welcomed a number of consultants to assist with various strategy and planning including: Courtney Goudswaard, to assist with the implementation of DEN's Marketing and Communication Strategy; Mai Frandsen, to assist in the finalisation of the George Town Incentivised Smoking Cessation Project; and Dr Anne Heath, to assist and coordinate DEN's QIP accreditation process.

DEN uses current research and stakeholder consultation to inform the types of training and educational sessions developed to suit the needs of Tasmanian workplaces, schools, and the community.

We'd like to acknowledge how quickly the team was able to adapt and respond to COVID – moving to working from home, internal staff training via Zoom, releasing the 'Staying Safe while Staying Home Community Campaign' in a timely manner.

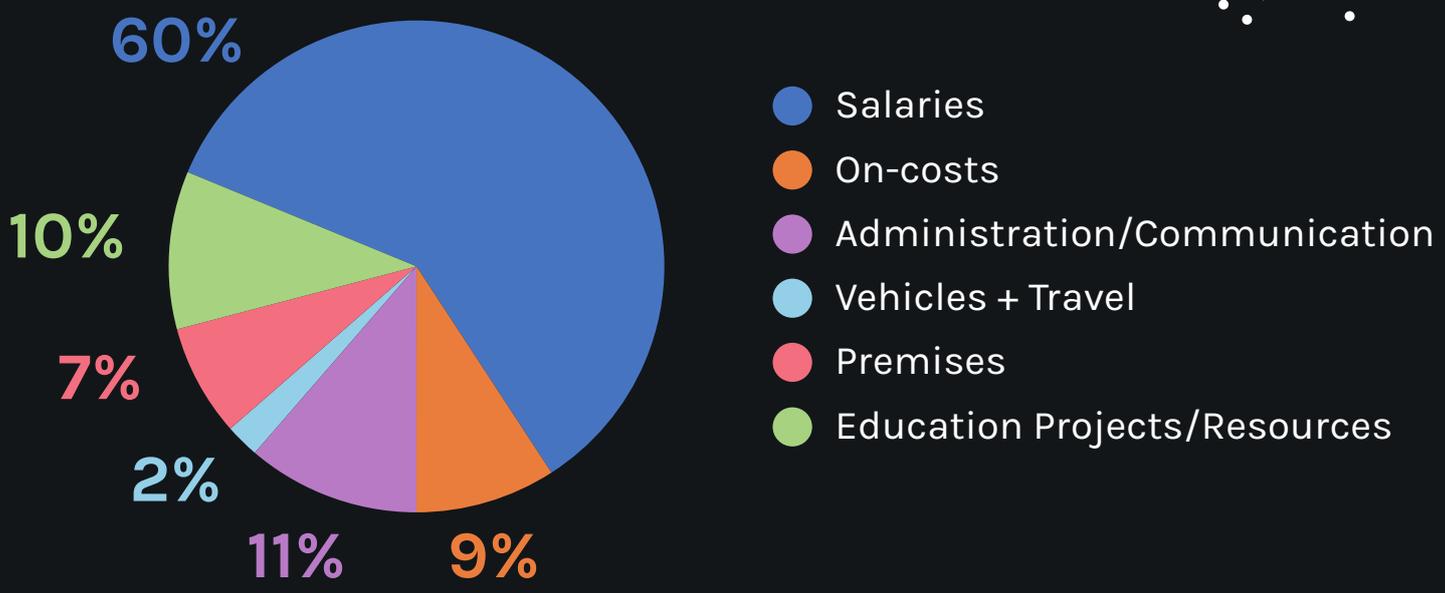
A thank you to all the organisations and community members that made a tax free donation during this year. They are always received with heartfelt thanks and allow DEN to stretch our funding to assist more people.

**“I would recommend all new AOD workers do this workshop.”**

- DEN Session Participant

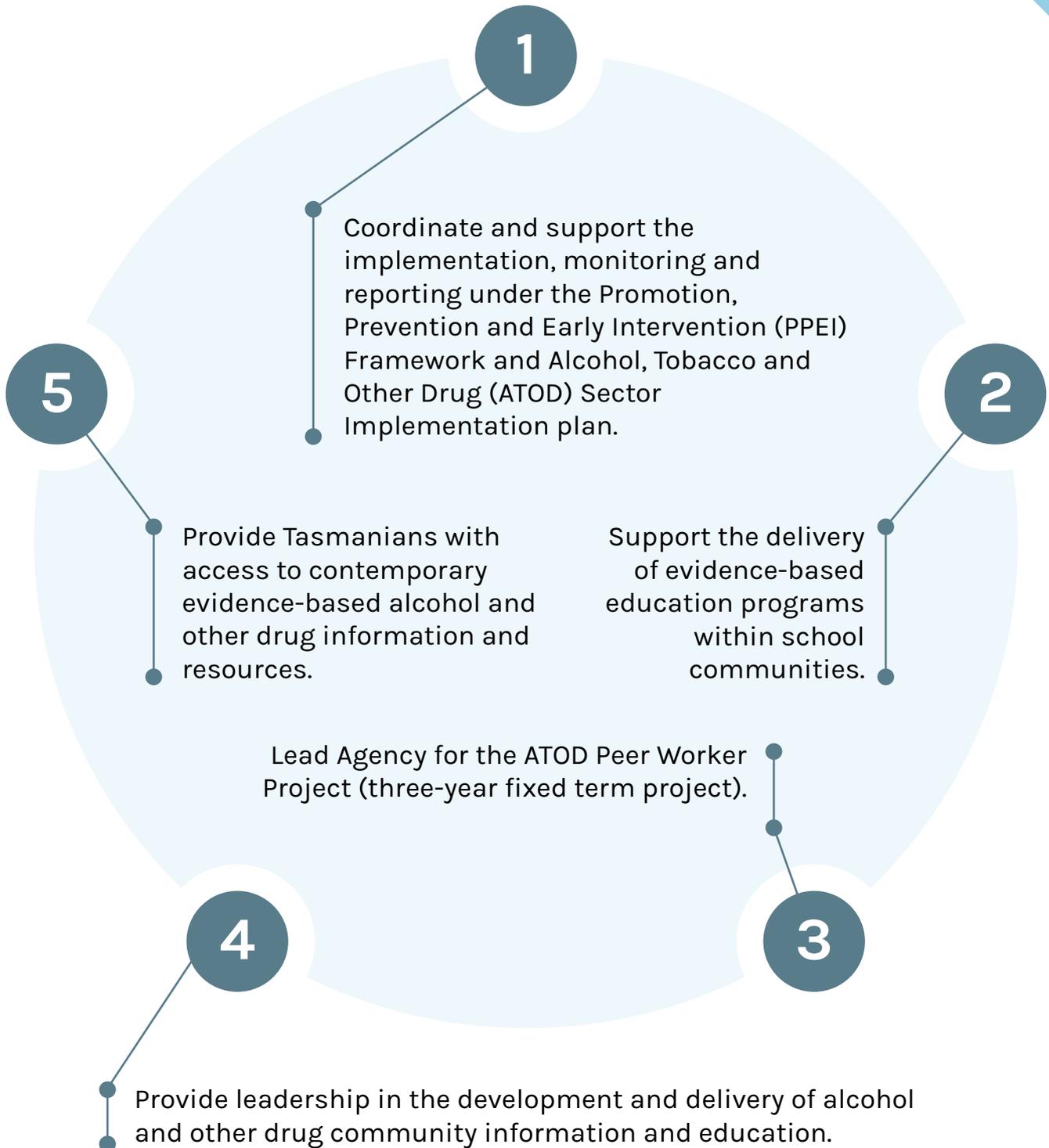
If you'd like to donate please get in touch with Shirleyann at [ceo@den.org.au](mailto:ceo@den.org.au)

DEN utilises funds to best support our service provision in Tasmania



# DEN Activities by Funding

Our 5 core activities funded by DEN in 2020.



# DEN's Impact Overview

An impactful year in the face of unprecedented session and workplace restrictions. Our strategic goal of becoming an agile team contributed greatly to our successes.

Number of training sessions conducted:

70

Feedback responses from session participants:

188

Changed Knowledge

94%

of 657 participants reported\* they had built on their knowledge of the topic overall.

Changed Awareness

83%

of 369 participants reported\* a changed awareness and knowledge about the topic.

Changing Behaviours / Practices

84%

of 219 participants reported\* they intend to change their practices and behaviours in response to the knowledge gained in the ATOD session.

\* In this reporting period.

2454

DEN Hardcopy Resources provided.

92

DEN Digital Resources provided.

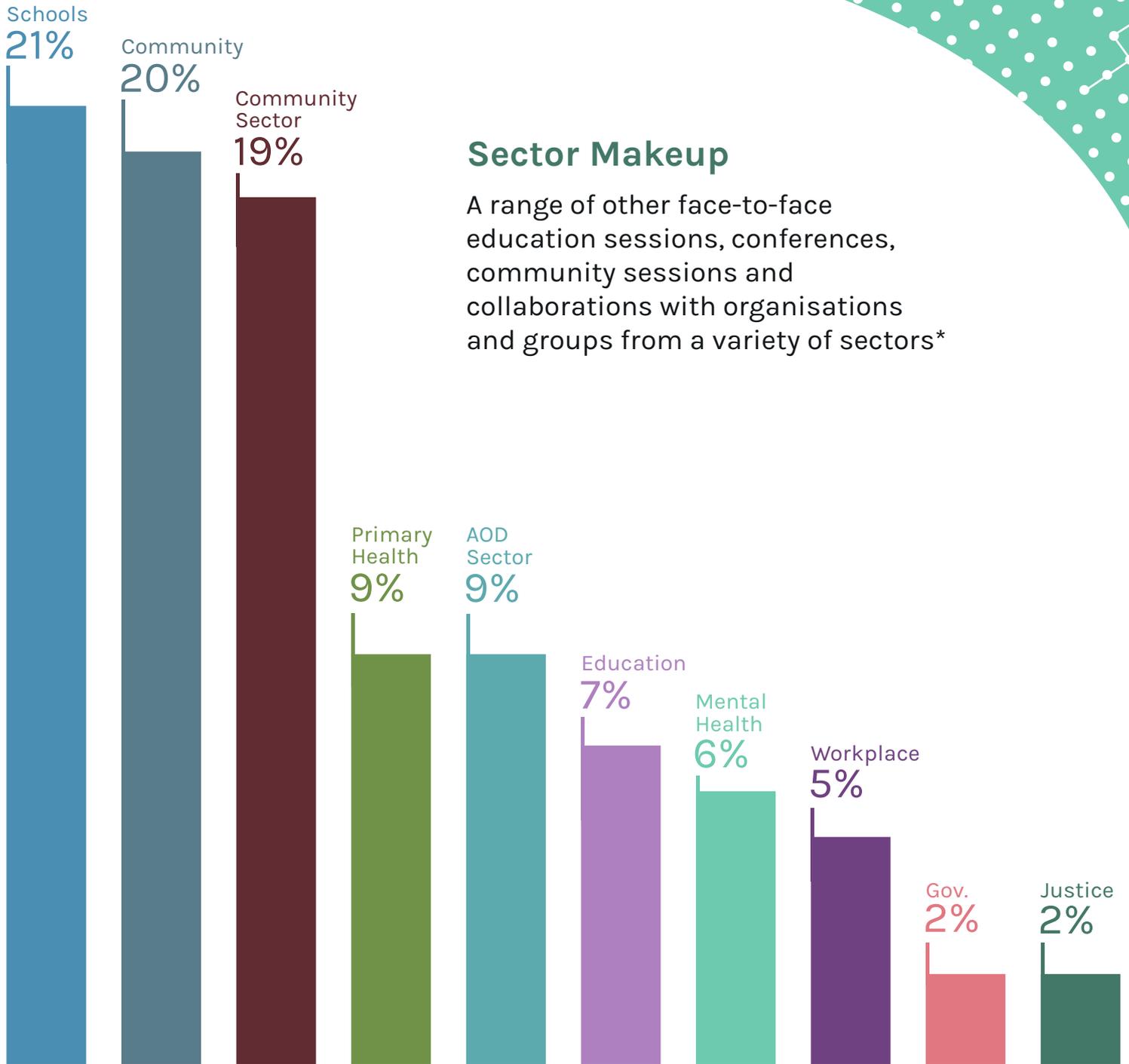
3866

DEN Resource page visitors.

9051

DEN Video Resource Views on YouTube.

# DEN Sessions and Collaborations



## Sector Makeup

A range of other face-to-face education sessions, conferences, community sessions and collaborations with organisations and groups from a variety of sectors\*

\*Based on a sample size of 91 participants.

**“[DEN] have done a great job & generated much interest & conversation around ATOD”**

- DEN Session Participant



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