



**Annual Report
June 2014**

Drug Education Network Inc.



1/222 Elizabeth Street Hobart



1/72 Tamar St Launceston

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Part 1 Introduction

This is the Drug Education Network (DEN) report to the Board of Directors for the twelve month period of 1 July 2012 to 30 June 2013.

Part 1 provides the Annual Reports to the Board of Directors

Part 2 provides the Auditor and Financial Reports

The Drug Education Network (DEN) delivers a range of health promotion, prevention, and early intervention programs to reduce the harm associated with alcohol, tobacco and other drug (ATOD) use across Tasmania.

The DEN recognises socio-economic determinants, cultural and gender factors that influence the uptake of alcohol, tobacco and other drugs, and works closely with communities and key stakeholders to increase its reach in education and resource provision.

Our vision is to:

Improve the health and well-being of all community members through provision of resources and education aimed at reducing the impact of alcohol, tobacco and other drugs.

Drug Education Network (DEN) was established by Lions Australia in 1986 to provide information to the community to reduce the harmful impact of Alcohol and other Drugs.

It has always maintained a Health Promotion and Prevention focus.

It is now a community sector agency funded by the Department of Health and Human Services – Alcohol and Drug Service under the National Drug Strategy.

DEN develops and provides resources, education and training services to the Tasmanian population.

Part 1 Annual Report

1.1 Chair's Report

2013-14 has been a year of change and achievement for the Drug Education Network, DEN. It is, therefore, a privilege to write my first Chair's Report for this year's Annual Report. Firstly, I would like to recognise the service of our former Chair, Mike Kelly and to thank him for his contribution to DEN. His analytical and considered approach has been missed. I would also like to thank both the Board members and DEN staff for their professionalism and ongoing commitment to the vision of DEN.

While the DEN is funded by the Department of Health and Human Services to improve the well-being of Tasmanians through prevention, health promotion, education and training to the sector and wider community, the organisation continues to evolve in providing this state-wide service.

Our strategies

During the reporting period, the focus was on delivering a quality service and developing resources to address the needs raised by service providers and community groups. These services made a considerable contribution to primary health because of our increased emphasis on prevention. This also supported the role of DEN as a Lead Agency for the Strategic Framework for the Promotion, Prevention and Early Intervention for Alcohol, Tobacco and Other Drugs (ATOD).

DEN continued to work collaboratively with a number of organisations as we delivered our prevention messages. Some highlights included:

- The collaboration with Tasmania Police over the development and launch of the *Party Rules* booklet. This booklet was designed to help parents and young people plan parties where alcohol may be involved.
- Working with Department of Education personnel to develop resources for the National Health and Physical Education curriculum for use with both students and teachers.
- Raising awareness of the dangers of the Tasmanian poppy by working with the Poppy Industry Public Safety and Education Committee to reduce harm through educating the industry and broader community about the significant danger of Tasmanian poppies, in line with best practice.

DEN also designed a number of mass media campaigns to increase awareness of ATOD across Tasmania. These included the highly visible media messages on backs of buses such as '4 drinks is bingeing' aimed at prompting Tasmanians to rethink their attitudes to alcohol.

Our people

Our work would not have been as innovative without the direction shown by our State Manager, Ronnie Voigt and the capability of her staff. While there have been a number of staff changes, DEN prides itself on the continuance of its services, and support for ongoing professional development of its staff and Board members. Some key learning opportunities included participation in The Australian Institute of Company Directors' educational courses, attendance at the 'Workplace Law Fundamentals' and '99U' conferences, and revising the DEN Constitution.

The future

While DEN is small, it is acknowledged as a key 'best practice' organisation in the ATOD sector. It will continue to strategically deploy its resources to provide a high quality state-wide service to the prevention of alcohol, tobacco and other drug use and their related harm in the Tasmanian community.

1.2 State Manager's Report

Following several years focussing on systems, structural issues and quality improvement, we have spent this year ensuring we have an excellent workforce and strengthening the role and direction of DEN.

This year, the sector has demonstrated a renewed confidence in DEN's work. The sector are increasingly requesting DEN's assistance in program delivery, and seeking collaboration in projects. We have involved a number of new organisations in our work, built stronger relationships with partners and developed a consultative approach that enables others to understand how to deliver the best outcomes for their target groups.

Incorporating the Principles of Drug Education into our work with other organisations and developing practical applications to match these principles has led to a significant change in the way organisations deliver to others. Services regard us highly for this work.

The Lead Agency role has taken nearly two years to develop. Like any new project, this has required time to explore opportunities and develop plans for the work. I am encouraged by a clearer direction within the constraints of the project and the increased engagement of other organisations in the work. We are now well into the Lead Agency Action Plan with activities planned until 2017. The appointment of a Project Officer with ATDC on a shared arrangement has been beneficial.

Engaging and supporting communities to implement local relevant responses to AOD issues has been an ongoing focus this year and provides models for sharing with other communities.

DEN's work has been achieved through a strong focus on our direction, and the exceptional work of staff in designing and developing the products to facilitate essential learning. The team continually promote DEN through exceptional work. They share a desire to create effective and outstanding products to influence others in their AOD work. Some of these products take many hours of time, often have many layers of challenges, and sometimes require debate, testing, and reworking to meet our high standards and our aim of changing people's attitudes and behaviours regarding drugs.

I want to thank everyone for sharing the vision of influencing the health and well-being of Tasmanians, for challenging themselves to always do better, and challenging each other to provide the best and most far-reaching services possible.

The high level of resource development and standard of service is due to staff skills and willingness for relentless research, continual improvement of their work, and courage to try new approaches.

Thank you also to the members of the Board for the quality of your input and clear commitment to the future work of DEN. Your continual encouragement of the work and support to my position is essential and appreciated.

The continued focus on the delivery of quality services for DEN is outstanding and I thank everyone involved for this commitment.

DEN has achieved much during this year and some of these achievements and highlights have included:

Development of an **online platform for AOD teaching resources**

Design and production of the **Party Rules** booklet

Adaption of the **Tasmanian Teen Drinking Facilitator's Manual**

AOD Harm Cards - development of AOD harm cards, SmartBoard app and online game for our subdomain

Design and delivery of the **BUS/Taxi mass media** '4 drinks is bingeing' and 'Sip Don't Swig' campaign

A number of good quality **Workbooks and Facilitator Guides**

Development of the **AOD Storytelling Dice**

Release of the improved '**Suspend Smoking, not the Student**' DEN File

Release of '**Schools in Community, Community in Schools**' DEN File

Adaption of the FADE '**Alcohol Workbook**'

Securing of funding for the **PPEI Project Officer**

Support to Social Determinants of Health Network, Gamechanger Campaign and TasCOSS

Collective Impact Forums

Focus testing and editing of the **Wiser and Older** booklet

Brief Intervention Training

Food as a Brief Intervention

Representation on a number of Nicotine working groups

Delivery of Rotary's RYDA programme in the North

Exceptional evaluation results for program delivery

Breakfast series to **HPE teachers**

Delivered AOD training under the **PCYC Tender**

Poppy Industry

Ronnie Voigt

State Manager 2014

1.3 Board of Directors

DEN operates under a Board of Directors. Board membership in 2013/14 is shown below.

<i>DEN Board Membership 2013/2014</i>	
Chairperson	Sandra Lovell
Secretary	Judy Travers
Treasurer	Lynden Pennicott
Board Member	Michael Robinson
Board Member	Wayne Moore
Public Officer	David Daniels
External Auditor	Ian Donald Camm
Consultant Accountant	Brian Claridge

Part 2 Activities and Services

2.1 Auditor's Report

2.2 Financial Reports

The DEN operates under a Board of Directors. Board membership in 2012/13 is shown below.

