



**#NOT IN MY DRINK**

## **STOPPING DRINK SPIKING**



Event and communication toolkit

2015-2016



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# INTRODUCTION

**To everyone who believes in being social, but being safe.**

The movement to fight Drink Spiking has begun.

Drink Spiking crime is growing at an alarming rate. Recent data indicates that 10's of thousands of victims in the US college and university system have had personal experience of having their drink spiked. In some UK universities, students are reporting that 1 in 3 of them have had their drink spiked. This epidemic is growing and, until now, no-one has taken the lead in acknowledging the problem and working towards reversing this trend.

The 'Not In My Drink' (#NOTINMYDRINK) campaign is intended to change this. Our campaign has been created to help young people make their journey through life a little safer. We will do this by raising awareness of the risks and dangers of Drink Spiking and, through education, we will work to create lasting change in our social behavior. By committing to understanding the risks and the environments within which we are vulnerable, we can all be safer.

Drug Lab 118 has recently launched the #NOTINMYDRINK website and the new Drink Detective - a drink spiking detection test. Over the next few months, we will accelerate our activities in social media and PR, and commit to a relentless stream of information about the issues and challenges of Drink Spiking wherever they occur.

We need your help if we are to make real and lasting social change. Use our guide; be active; spread our message; and join our movement. From today on, tell our story and yours via #NotInMyDrink.

Together, let's put a stop to Drink Spiking.

— **Colin Lyon**

Director, Drug Lab 118

# INTRODUCTION

## Our call to action

#NOTINMYDRINK — help stop the crime of drink spiking

## Join us

**Get educated** — understand the risks of drink spiking

**To be social and safe**

**Be a friend to anyone who might need help**



# ORGANISING AN EVENT



**Raising Awareness**

**#NOTINMYDRINK**

# ORGANISING AN EVENT

In Your Community, you can help raise awareness by taking action to stop drink spiking. You can organise an event at your college, school, university or even the local pub or club. #NOTINMYDRINK is our call to action. Use the steps below as a guide to help create a great event and join our movement.

- 1. Events are intended to create actions and drive changes in behavior** – whether individually or organisationally. Events need to provide a platform for you and your team to communicate our message and be able to audit and follow up to ensure continued support.
- 2. What are the objectives for your event?** Do you want to raise awareness, educate, influence pub and club owners to support #NOTINMYDRINK?
- 3. Reach out to those who may have been spiked:** Personal experiences bring the crime of Drink Spiking to life, those who have been spiked may be willing to share their stories. Commit to learning from the #NOTINMYDRINK website and know the key messages related to staying safe and the symptoms of Drink Spiking. Learn about the Drink Detective and what makes it unique. Together we can reach out, encourage participation and provide help for those who may be at risk.
- 4. Decide what and how you will communicate to your audience.** The venue will influence what medium you choose to share information. Ensure that your message gets the attention of your audience. Bar and club events will be very different from discussions, speeches or media events. Make the communication relevant to the venue.
- 5. What type of event will you hold?**
  1. A community discussion
  2. A #NOTINMYDRINK/ 'Join Us' drive
  3. Concert
  4. Local media event
  5. Social media event
  6. Any other...

# ORGANISING AN EVENT cont...

- 7. Organize with friends:** Find like-minded people (3-5) who can help coordinate and facilitate the event with you. Ask for help from the event location owner.
- 8. Get people to attend:** Asking people you know is usually the easiest way to start gathering an audience. Work with interested parties/organizations to help inform existing audiences (such as Student Unions, club and bar owners).
- 9. Use all available media to communicate the event:** Email, social media, telephone - keep a list of your invitees and how many you expect to attend. For every 50 people, it is reasonable to expect that only about 15-20 will actually attend. Use flyers if the location supports a large audience.
- 10. Do you want the Media to attend?** Make sure the location owner is ok to have Media present.
- 11. Local press:** Do your research - find out local Press numbers and contacts. Create and send out a Press Release in advance (*see suggestions at the end of the toolkit*).
- 12. Remind people (for example):**
  1. Send initial invite two to four weeks in advance
  2. One week before: remind invitees that the event is coming up (and include any extra details to get your audience excited)
  3. The day of the event: send a reminder (using all media like email, social media, sms, telephone)
- 13. Day of the event:** Get there early; meet the location owner or host; set up; use a feedback form (this will help with future events); create a registration for all attendees (if possible)
- 14. During the event:** Be sociable; personally meet as many attendees as possible (this creates strong relationships for the future)
- 15. End of the event:** Thank everyone; Collect feedback and registration forms; leave the venue as you found it; agree when and where to follow up with your team.
- 16. Event over:** Send out thank you letters to everyone possible; Celebrate **#NOTINMYDRINK!!!** Well done!!!



# SOCIAL MEDIA

~~#NOTINMYDRINK~~



# SOCIAL MEDIA

## Getting Organised

- Follow **#NOTINMYDRINK** on Facebook, Twitter and Instagram
- Invite your friends to get involved
- Share the latest campaign updates on your network
- Encourage our followers to make the promise
- Tweet and re-tweet updates and share the latest news and stories from **#NOTINMYDRINK**
- Be media savvy: Use local and national news stories connected to Drink Spiking
- Make sure that content is specific to our campaign and message - images and graphics help to draw attention
- Take group or personal selfies and make the promise to help us fight Drink Spiking



# MESSAGING

~~#NOTINMYDRINK~~

# MESSAGING

## Examples of media messages

These messages are suitable for Twitter in regards to their character limit. Facebook messages can be longer and paragraphed. See below sample message of what an ideal Facebook message would look like:

**'GOING OUT' MESSAGES** — Add link to NIMD website and image where relevant.

- Going out tonight? Make sure you stay safe! **#NotInMyDrink**
- Going on a night out can be dangerous. Make sure you know what you're drinking! **#DRINKDETECTIVE**

**'BE AWARE' MESSAGES** — Add link to NIMD website and image where relevant.

- If our drink was spiked, how would you know? Stay safe with **#DRINKDETECTIVE**
- Ever felt uncomfortable in a bar, club or SU? Use **#NotInMyDrink** whenever you're unsure about the safety of your drink.
- Never leave your drink unattended. Suspicious about the safety of your friends and their drinks? Use **#DRINKDETECTIVE**
- #DRINKDETECTIVE** detects all of the major drugs used to spike drinks. Doubting your drink? Use our tests.

# MESSAGING cont...

## Examples of media messages

**'STATISTIC' MESSAGES** — Add link to NIMD website and image where relevant.

- Did you know that 4 out of 5 victims of drink spiking are female!? **#NotInMyDrink**
- Around half of drink spiking victims are under 24 years old – Remember to be aware! **#NotInMyDrink**
- Scary Statistic:** Between 20 to 30% of drink spiking incidents reported to the police involve sexual assault.

**'BAR' MESSAGES** — Add link to NIMD website and image where relevant.

- Keep **#DRINKDETECTIVE** tests in your bar or club to help keep your customers safe.
- Test kits prevent a bad reputation and unsafe drinking environment. Use **#DRINKDETECTIVE** now.

**'UNIVERSITY' MESSAGES** — Add link to NIMD website and image where relevant.

- Keep your events safe with **#DRINKDETECTIVE** test kits – protecting students against drink spiking.
- Your Students Union could be even safer. Detect spiked drinks with **#DRINKDETECTIVE** test kits.



# BRAND LANGUAGE

#NOTINMYDRINK

# BRAND LANGUAGE

## Guidelines

Every word we speak and every word we write must relate to our target audience. The **#NOTINMYDRINK** brand must adapt to reflect the language of our target audiences. See some guidelines on how we should talk about the brand.

### WE ARE

- /// Confident
- /// Empowering
- /// Welcoming (join us)
- /// Knowledgeable
- /// Results orientated (we can, we will...)

### WE ARE NOT

- /// Dictating
- /// Pleading
- /// Arrogant
- /// Insisting (you should...)
- /// Challenging

# BRAND LANGUAGE

## A Few Facts

- \\ 1 in 3 university students in the UK have had personal experience of having their drink spiked
- \\ Only 2% of incapacitated rape survivors report the assault
- \\ Drink spiking has increased by 3,000 per cent since 1960
- \\ 1 in 10 people in the UK have had experience of having their drink spiked



# TOOLS

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# TOOLS

## How to write a press release

The main purpose of a press release is to **GET ATTENTION** for an event, a new product or a major 'happening' in a business or organisation. Ensure that you inform the identified media outlets well in advance of the event to ensure that they can schedule the event into their diaries.

- \\ **Include:** Who, what, where, when, why and how
- \\ **Be brief:** One page
- \\ **Graphics or photos help, if possible**

# TOOLS

## Free Downloads — Brand Logos



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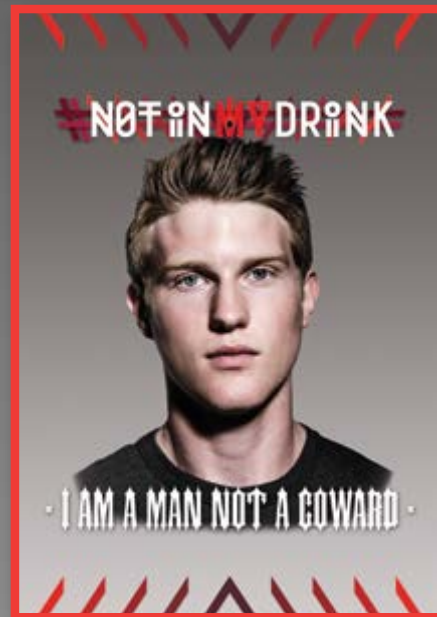
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# TOOLS

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## Free Downloads — Banners



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# CONTACT



[info@druglab118.com](mailto:info@druglab118.com)

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