WELCOME TO THE CRACKS IN THE ICE WEBINAR SERIES
Tackling stigma in a 2018 environment

Mr Jack Nagle
REALDRUG TALK

"Shifting the paradigm in dealing with addiction"
Melbourne Tigers U18.1 '08

Back row: Andrew Gaze (coach), Sam Patrick #50, Michael Matsias #9, Ben Kelly #14, Thomas Chambers #5, Carolyn Preston (manager)

Front row: Jeff Crowe #23, Matt Preston #8, Jack Nagle #7, Izaack Woodley #10, Igor Hadziomerovic #12.
EXCLUSIVE
Victorian-first tests reveal alarming spread of deadly drug

ICE PLAGUE

All unprovoked attacks of war veterans revealed to be injured in service of the country.

SHELLEY HAYFIELD

Agnostic, unprovoked attacks on war veterans have been confirmed in every state and territory.

VIC salaries put on hold as war veterans to be included in the pension role.

Shelley Hayfield

The Australian Government has revealed plans to include war veterans in the pension role.

SHEPPARTON AGREEMENT

The announcement of the pension role for war veterans is expected to boost the Australian economy.

Your stories: The terrible toll

Workers and veterans blame the government for not recognizing their sacrifices.

Your stories: The terrible toll

More than 50,000 veterans are estimated to have been injured in service of the country.
“Addiction is not the entirety of me. I am me; I am not just my addiction. There is a lot of other stuff to love.” — Ryan Sachse
Social Media Users

- Instagram: 800 Million
- Facebook: 2.2 Billion
- YouTube: 1 Billion
- Snapchat: 150 Million
- Twitter: 140 Million
Number of monthly active Facebook users worldwide 2017 (in millions)
Breaking down the stigma

• Using the power of social media

• Smarter targeted campaigns  
  e.g. storytelling

• Thinking about it as a business 
  i.e. research and target marketing
REALDRUGTALK

"Shifting the paradigm in dealing with addiction"

Realdrugtalk

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Jack Nagle
Thank you

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Find out more at:

www.comorbidity.edu.au
www.cracksintheice.org.au