



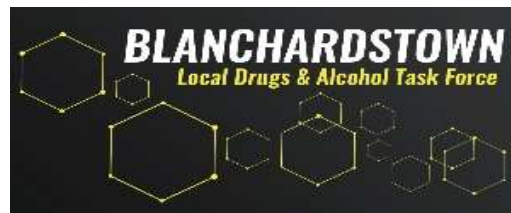
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**Comhairle Contae
Fhine Gall**
Fingal County
Council



Iceberg of Intimidation

Continuum of Behaviour

**Higher Order
17 + Years Old**

Influence

**Middle Order
13 - 20
Years old**

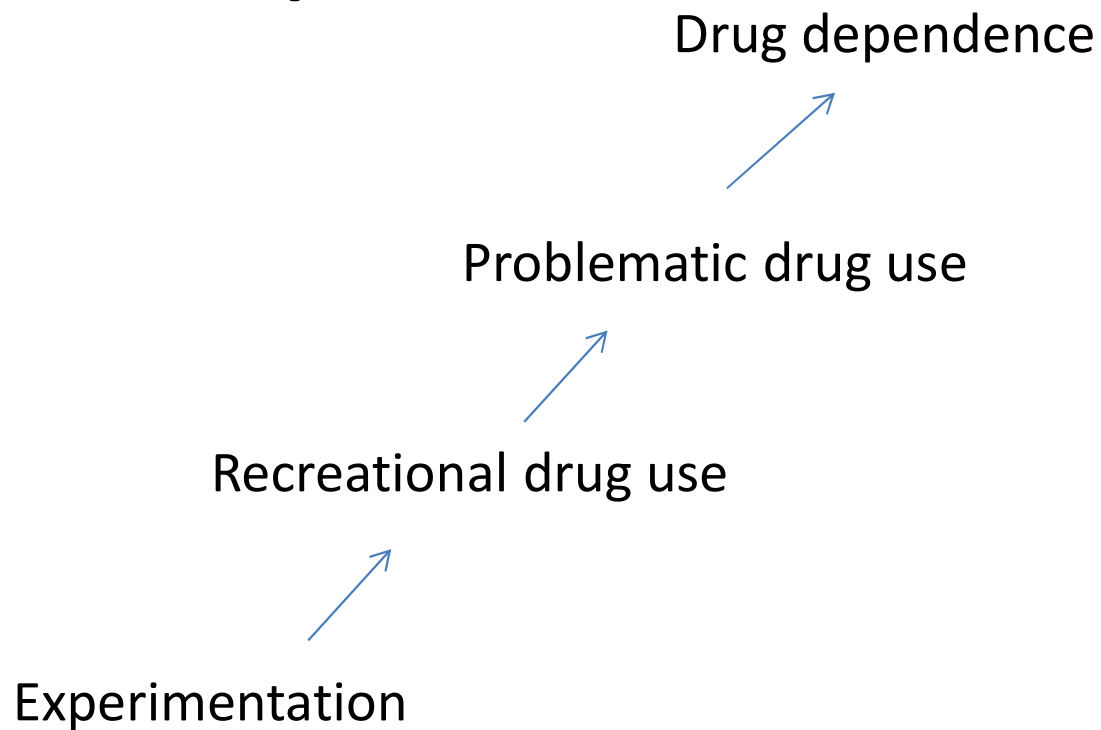
Influence

**Lower Order
8 - 16
Years old**

Gun Crime
Drug-Gangs
Drug Dealers
Drug Debt Intimidation
Drug related Crime
Drug users
families residents
burglary
property damage
anti-social behaviour etc
Window breaking/car damage
Graffiti/ bullying/Intimidation.
Little or no parental direction/support

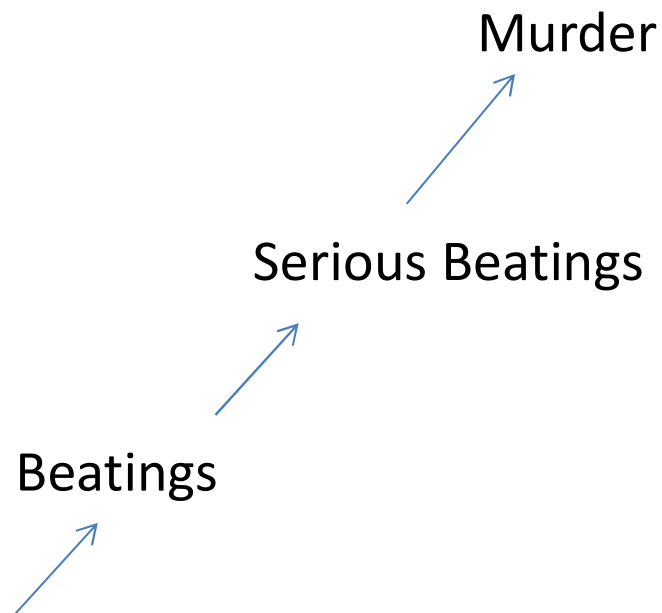


Ascending, progressive & ordered development:



THINK BEFORE YOU BUY

Ascending, progressive & ordered development



Dunne's Brothers "you think we're bad, watch what's coming after us"

THINK BEFORE YOU BUY

Behaviour

- Experimentation / Recreational = Gateway behaviour
- Passive
- Unaware or ignore wider social or personal consequences of what they are doing
- Not to blame
- Non Judgemental
- Point out and raise awareness of wider social & personal consequences

THINK BEFORE YOU BUY

How many people ?

- NACDA General Pop Study 2016 -9% of adults living in Republic of Ireland and Northern Ireland between 15 & 64 years of age tried drugs in last year
- Census 2016 – 6.6m (4.8 Million in Republic of Ireland & 1.8 million lived in Northern Ireland)
- Those aged between 15 and 64 years numbered 4, 102,869 for the whole of Ireland (3,022,869 in the Republic and in Northern Ireland 1,080,000)
- 9% of 4, 102,869 = 369,258..... engaged in recreational drug use each week.....
- BLD&ATF Drug & Alcohol Trends Monitoring System = RDU 90%

THINK BEFORE YOU BUY

Those in Treatment

<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>
<u>8,692</u>	<u>8,283</u>	<u>7,903</u>	<u>8,894</u>	<u>9,670</u>	<u>9,710</u>	<u>9,094</u>

Sources: National Drug Treatment Reporting System, Health Research Board, CSO for population data 2007-2016.

THINK BEFORE YOU BUY

369,258 RDU = How Much Money

€10 Per Week = €192,014,269 Per Year

€50 Per Week = €960,007,130 Per Year

€100 Per Week = €1.9billion Per Year

Anecdotal evidence

Depending on drug of choice or context many multiples....

Harms:

- **Anthony Campbell: 20**
- **Sean Scully: 8**
- **Shane Geoghegan: 28**
- **Melanie McCarthy:16**
- **Martin O'Rourke: 24**
- **Trevor O'Neill :41**



THINK BEFORE YOU BUY

What Community Thinks

- “ “Even more Gardaí will not solve this”
- “There but for the grace of god..it could be me, you or that lady over there”
- “It will never be sorted there is too much money involved”
- What can the community do, the community can do nothing”

(RTE Drive time Vox-pop)

Where does the problem lie?

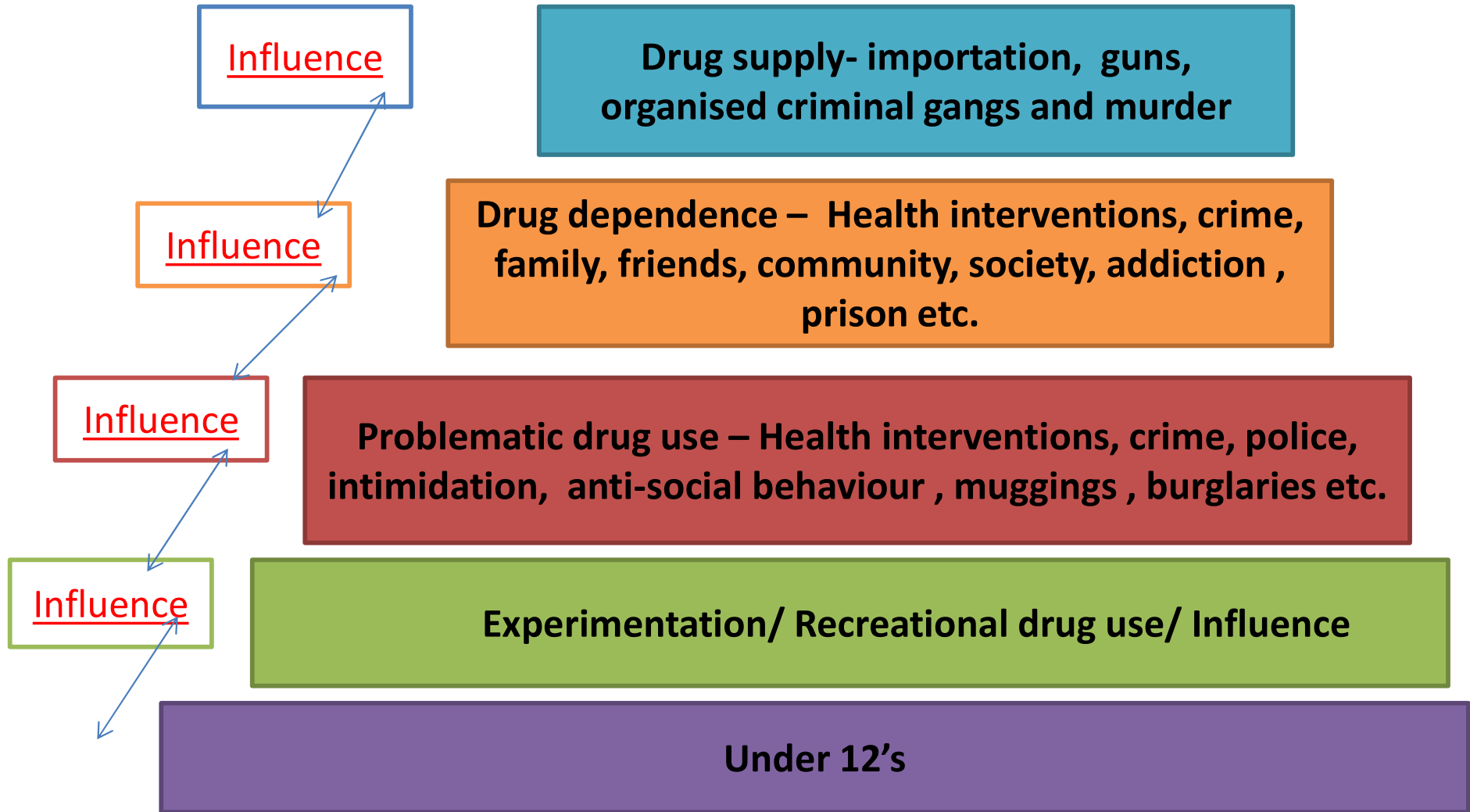
THINK BEFORE YOU BUY

- Nature V's Nurture
- Social & Societal Problem
- Package

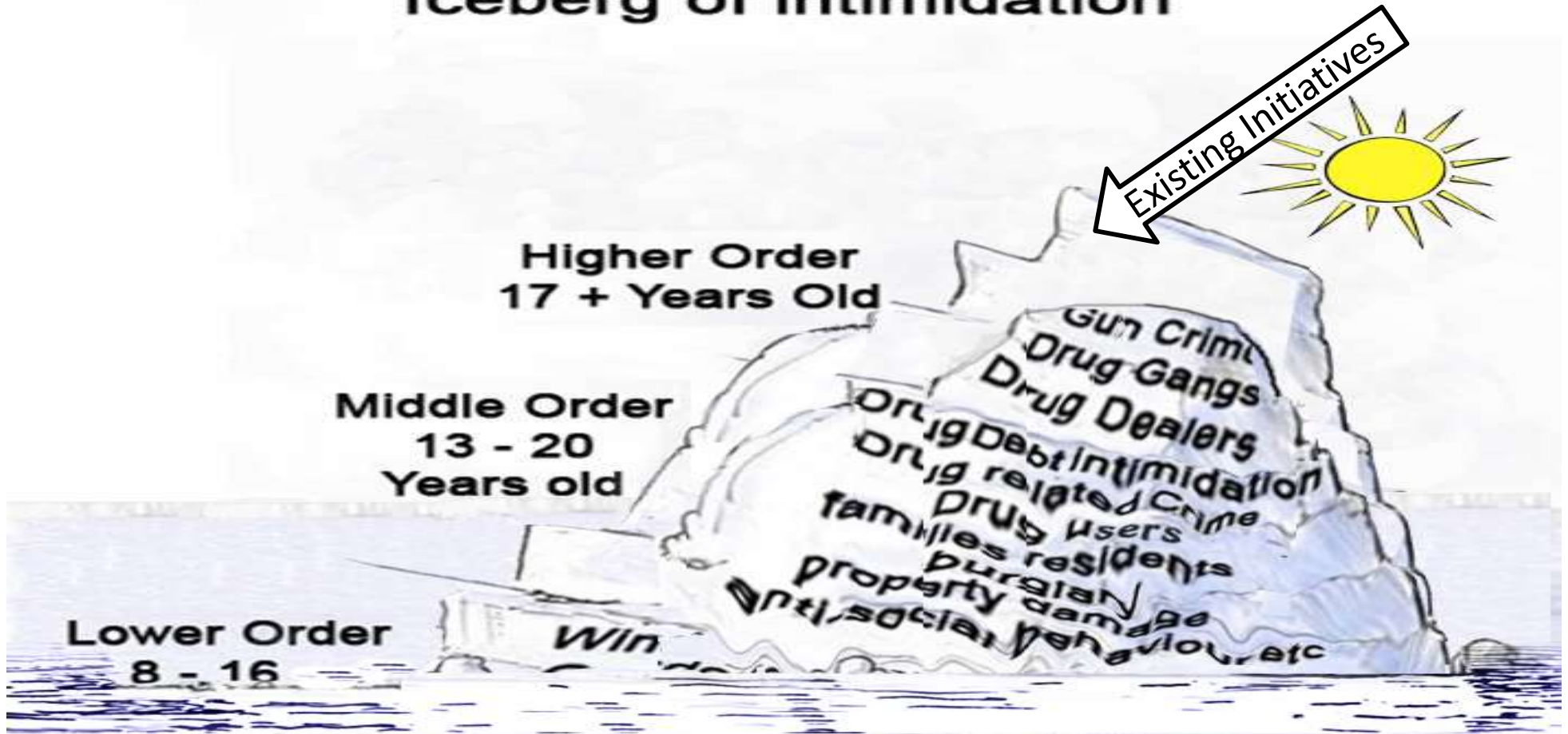
DEMAND

Demand is the necessary precondition for production, distribution & supply of any product...this includes illicit drugs

If we had a one shot magic wand



Iceberg of intimidation



Aim: of TBYPB

To tackle the underlying cause of the drugs issue

Do we have a magic wand???

We believe we have:


- TBYS campaign - Kick start a conversation & get people to discuss/ask themselves:
- Do I want to be associated with the drugs issue?
- Do I want to create and be part of the demand/supply chain
- Do I want to provide the motive (money) behind all the crime and violence
- Do I want to risk bringing criminals, police, or violence to my parents, family, home or community
- Do I want to be part of the package

Provide Community with alternative narrative



- Appeal to social conscience
- Promote the development of a moral code

Highlight;

- The apathy of the unaffected
 - Recreational drug use (RDU) as a social problem
 - Personal risks
 - Violence caused by RDU
 - The demand that RDU produces
 - Harms to innocent people
 - Affects on wider community and society in general
- 

“What the community can do”

THINK BEFORE YOU BUY

- Challenge the normalisation and trivialisation of recreational drug use
- Face up to friends/family who use or glorify drugs or those who trivialises drugs in Print Media, Radio or TV
- Point to heartache caused by RDU and to the motive (money) this behaviour provides

THINK BEFORE YOU BUY

Recent survey

1st July 2021

HRB National Drug & Alcohol Survey

1 in 4 adults 15 to 64 years of age

Equivalent to nearly 900,000 (@10= €468m)

Use by women doubled 8% to 16%

THINK BEFORE YOU BUY

Why this campaign can work:

Smoking in public places

M.A.D.

Never Ever Drink and Drive

THINK BEFORE YOU BUY

Support:

Gardaí

Several JPC's

All Political Parties

Irish Collage Of GP's

FAI

Sport Ireland

All local community groups

THINK BEFORE YOU BUY

Resources Developed

- *Posters*
- *Website*
- *Short video (1 minute)*
- *Long video (4 Minutes)*
- *Teacher/Youth leader's Training Pack (40 minute class)*

THINK BEFORE YOU BUY

REMEMBER

**IT ALWAYS
HARMS SOMEONE**

“THINK BEFORE YOU BUY”

THINK BEFORE YOU BUY

Thank You