

Head Shop Products: Promoting Harm Reduction

Tony Duffin - Director

Ana Liffey Drug Project



Purpose and content of the presentation:

- With a focus on Head Shops, the purpose and content of the presentation is
- To set the context the Ana Liffey works in.
 - To share Ana Liffey's recent experience.
 - To inform you of what Ana Liffey is doing as an active member of the North Inner City Drugs Task Force - Treatment & Rehabilitation Network.



Ana Liffey...

"During the early-1980s, drug policy and service provision in Dublin struggled to adapt to what became known as the 'opiate epidemic', the first wave of injecting heroin use in a city previously accustomed to much less risky drug use. This adaptation was not helped by the lack of formal drug policy-making structures or by the assumption that the only legitimate health and social service interventions were those which had abstinence as their goal. It was against this background that Frank Brady S.J. and Mara de Lacy set up the Ana Liffey Drug Project in 1982, a project which introduced the concepts of 'user friendliness', 'low-threshold', 'outreach' and 'peer education' work."

(Dr Shane Butler, Addiction Research Centre, Trinity College Dublin)



Setting the scene in North Inner City Dublin...

- North Inner City Dublin has a unique profile:
 - High density of licensed and off licence alcohol premises in a small area.
 - High density of Headshops within a small area.
 - High density of Methadone clinics in a small area.
 - A high level of poverty within a small area.
 - A high level of illicit drug seizures within a small area.



Working with people experiencing problem drug use...

- Mid 2009 we started to notice a shift towards the use of head shop products among a group of I.V. drug users.
- Their product of choice to inject was 'Snow' which they explained was better than cocaine; although the come down was heavy.
- People, within this cohort, began injecting the product straight away... more bangs for your buck!
- People told us that the drug lasted longer i.e. they would take one hit and they would get effects lasting, reportedly, up to 24 hours.

One medical professional's experience:

“Over the past 3 months I have become increasingly aware of abuse of a substance sold as bath salts in ‘head’ or ‘hemp’ shops. Patients describe an effect similar to ‘ecstasy’ or cocaine. I understand that there are 3 substances called ‘snow’, ‘blow’ and ‘vanilla sky’. The former, ‘snow’ appears to be the most popular. They also report that it prolongs the effect of heroin and defers the withdrawal phase of heroin use. They report either snorting or injecting. Injection appears to be associated with significant local tissue damage as a disproportionate number of patients have attributed marked local inflammation or DVT to use of this substance.

This abuse is very common in certain populations. I saw 20 drug users at a hostel for homeless persons this morning and over half reported use of ‘snow’ within in the past month.”

(December 7th 2009 Member of Safetynet Primary Care for Homeless People.)

“Use your head”

Harm reduction leaflet

- The purpose of the leaflet is to get generic harm reduction information to the customers of Headshops.
- The leaflet will be available in as many Headshops as possible.
- The leaflet will be made available to community, voluntary and statutory drug services.

“Use your head”

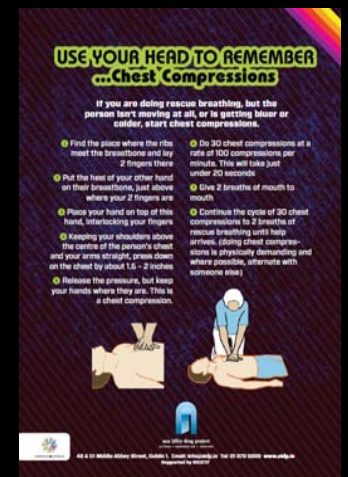
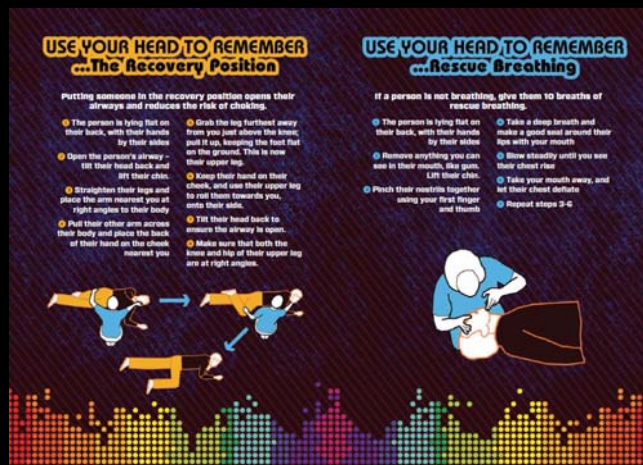
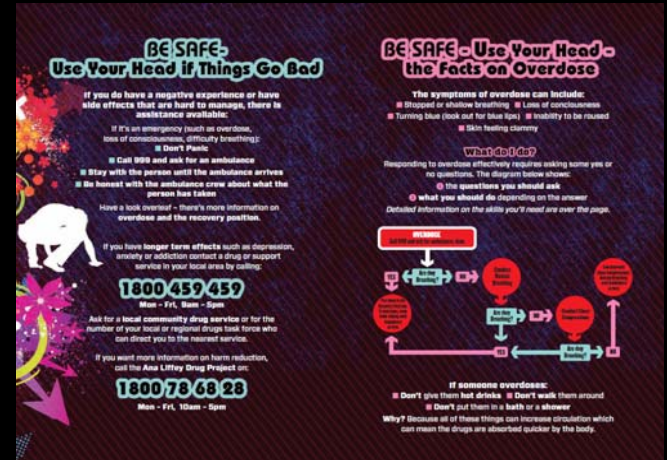
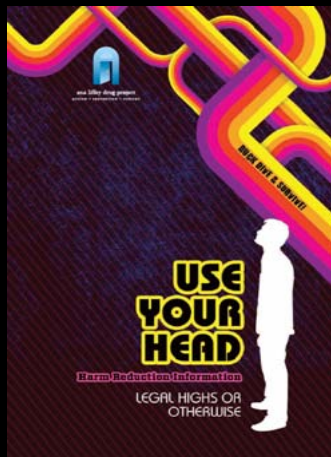
Harm reduction leaflet

The process...

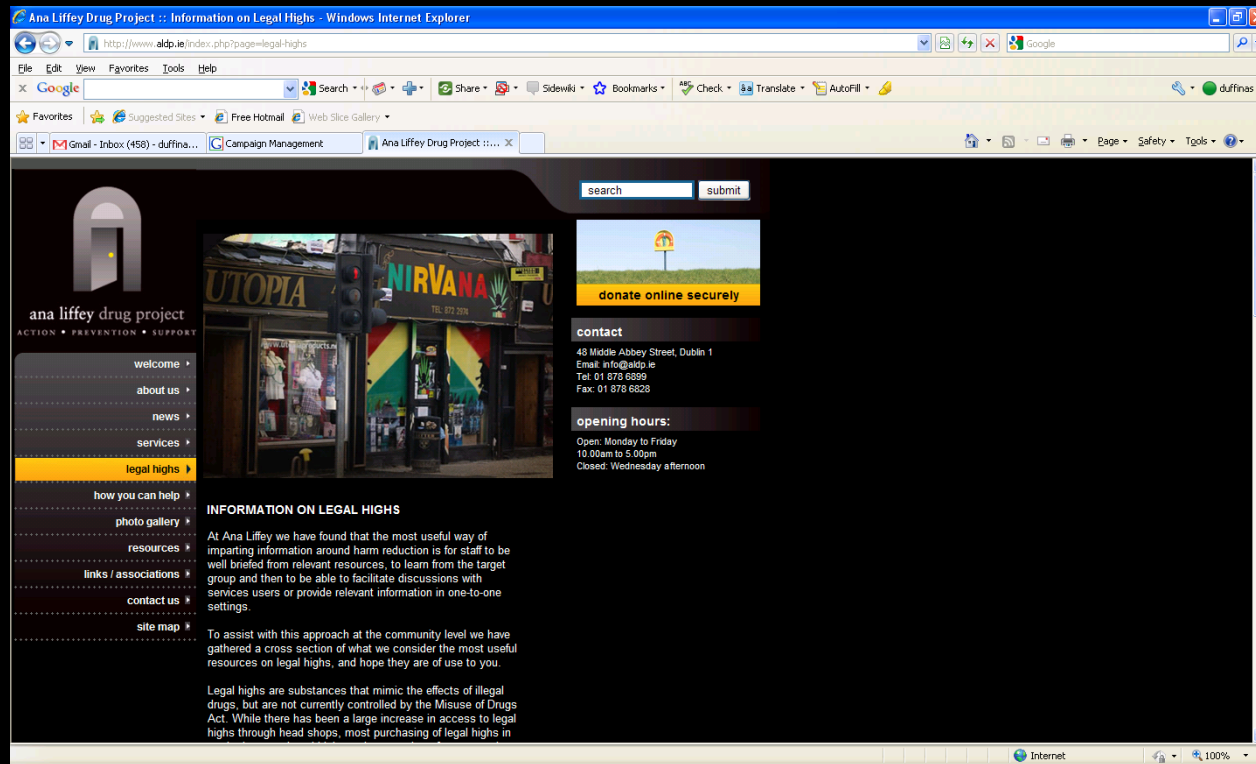
- Generic Harm Reduction information brought together by the Team at Ana Liffey.
- Given to the Peer Support Group for input.
 - Feedback taken and text adapted.
- Given to two Local Youth Projects for input.
 - Feedback taken and text adapted.
- Text given to Graphic Designer for high end graphic design.
- Peer Support Group and Youth Projects to comment on design.
 - Feedback taken and design adapted.
- Content and design signed off on and sent to printers.
- Leaflet put out to Headshops and make available to drug services via Local and Regional Drug Task Forces.

“Use your head”

Harm reduction leaflet:



“legal highs” web page:



<http://www.aldp.ie/index.php?page=legal-highs>

Online sales of Headshop products...Google Adwords Campaign

A keyword cloud from one Headshop website:

“head shop free delivery legal weed smart shop party pills legal highs head shop skip to head shop search site search europe's largest head shop chain free delivery worldwide over only my account my wishlist my cart checkout log in your language english spanish category navigation new products smoke xxx incenses bestsellers bath salts bestsellers legal highs bestsellers kratom salvia sex smoking papers smoking papers ocb papers rizla papers zig zag papers rips brand quintessential tips other brands gauzes and spoons grinders plastic wood metal vaporisers wholesale smoke xxx g buy now add to wishlist add to compare vanilla sky g out of stock add to wishlist add to compare smoke xxxx g buy now add to wishlist add to compare lime fantasy capsules buy now add to wishlist add to compare shisha charcoal pieces out of stock add to wishlist add to compare spice gold g out of stock add to wishlist add to compare wild cat g buy now add to wishlist add to compare white ice resin g buy now add to wishlist add to compare smoke xxx joint buy now add to wishlist add to compare raging bull capsules buy now add to wishlist add to compare snow g buy now add to wishlist add to compare recharge g buy now add to wishlist add to compare king bbb g buy now add to wishlist add to compare magic g buy now add to wishlist add to compare flake g buy now add to wishlist add to compare hurricane charlie g buy now add to wishlist add to compare are you looking for cannabis seeds or grow equipment check out our other sites customer service for internet orders only please use the shop locator if you want to call one of our shops head shop locator wholesale info frequently asked questions delivery times terms and conditions downloads privacy policy returns policy info nirvana is europe's largest head shop chain and is based in dublin ireland head shops are also known as smart shops smoke shops and head stores tel site map search terms advanced search contact us”

Online sales of Headshop products...Google Adwords Campaign

The screenshot shows a Google search for 'headshop' in a Mozilla Firefox browser window. The search results are displayed on the 'Web' tab, showing results 1-10 of about 50,800. The search was performed from Ireland. The results include organic links for Dublin Headshop, Himalayan Crafts, and RTÉ News, as well as sponsored links for Ana Liffey, Headi Shops, and Legal Herbal Alternatives.

headshop - Google Search - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.google.ie/search?hl=en&client=firefox-a&hs=dr&rls=org.mozilla%3Aen-US%3Aofficial&q=headshop&btnG=Search&meta=cr%3Dcountry:IE&aq=f&oeq=

Most Visited Getting Started Latest Headlines Customize Links Free Hotmail Windows Marketplace Windows Media Windows

Analytics Settings - Google Analytics Keyword cloud

Web Images News Books Translate Scholar Google Mail more ▾

duffinas@gmail.com | Web History | Settings ▾ | Sign out

Google headshop Search Advanced Search

Search: ☐ the web ☒ pages from Ireland

Web [+ Show options...](#) Results 1 - 10 of about 50,800 for headshop. (0.36 seconds)

Did you mean: [head shop](#)

[Dublin Headshop, wholesale, retail, online suppliers](#)
Wholesale Headshop Suppliers, Party Pills, Spice Gold, ZoHai, Salvia, Bongs, pipes, seeds, [irishheadshops.com/-](#) [Cached](#) - [Similar](#) - [🗨](#) [📄](#) [🗕](#)

[Himalayan Crafts 14 Brews Hill, Navan, Co.Meath - Hydroponics ...](#)
In our Head Shop you will find all strains of Cannabis seeds, Mushroom Kits, Books, Games, Pipes & Bongs and lots lots more. ... [www.thc.ie/-](#) [Cached](#) - [Similar](#) - [🗨](#) [📄](#) [🗕](#)

[RTÉ News: Head shop destroyed in Capel Street fire](#)
12 Feb 2010 ... Capel Street in Dublin city centre will remain closed for the weekend following a fire that destroyed a head shop and sex shop early this ...

Sponsored Links

[Ana Liffey](#)
For people affected by problem substance use. [www.aldp.ie](#)
48 Middle Abbey Street, Dublin

[Headi Shops](#)
We've tested these and they rock
Not available in stores
[www.grasscity.com](#)

[Legal Herbal Alternatives](#)
Adult Novelties & Fun Stuff.

Done

start [Contacts - Microsoft ...](#) [Microsoft Word](#) [Microsoft PowerPoint ...](#) [headshop - Google S...](#) EN 10:07

Online sales of Headshop products...Google Adwords Campaign

Campaign Management - Windows Internet Explorer

https://adwords.google.com/cm/CampaignMgmt?__u=1816404325&__c=5810882485&stylePrefOverride=2#c.c.14542605.create

File Edit View Favorites Tools Help

Google google adwords Search Share Sidewiki Bookmarks Check Translate AutoFill google adwords duffinas

Favorites Suggested Sites Free Hotmail Web Slice Gallery

Gmail - Buzz - duffinas@gmail... Campaign Management

Page Safety Tools

All online campaigns

- Drug Addiction
- Family
- Funding
- General
- Head shops
- Homeless

Help

- How much text can I have in my ads?
- Where are my filter and report options?
- Why is my ad status?
- Keyboard shortcuts
- Help Centre

Go

New ad Change status... More actions...

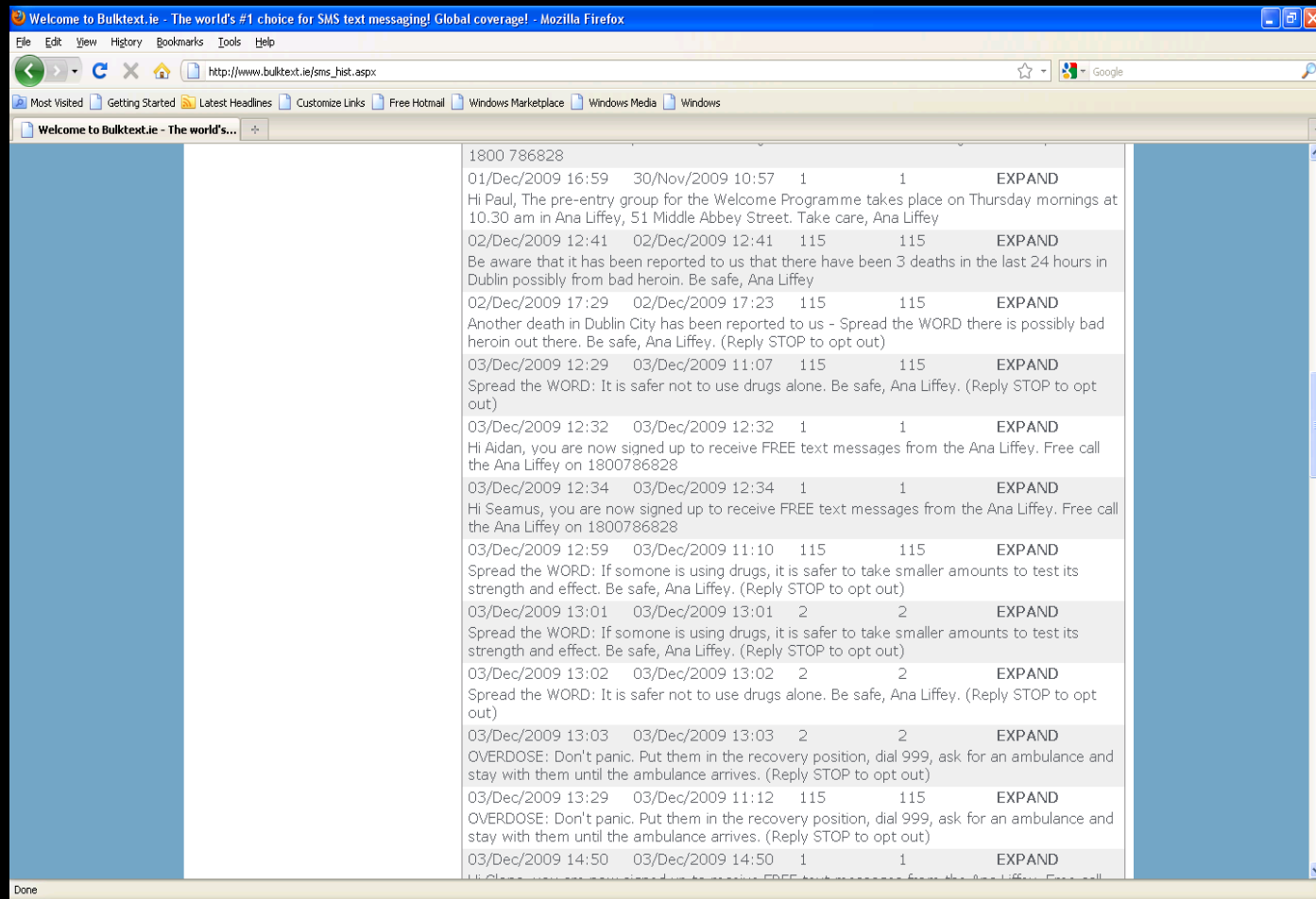
	Ad	Ad group	Status	% Served	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.
	Total - all ads				620	45,336	1.37%	\$0.75	\$466.55	2.5
<input type="checkbox"/>	Drug Addiction Search Search for drug addiction information with our search engine. www.aldp.ie	Addiction Search Engine	Approved	3.62%	33	1,642	2.01%	\$0.73	\$24.16	2
<input type="checkbox"/>	Alcohol Abuse Working with people affected by problematic substance use. www.aldp.ie	Alcohol Abuse	Approved	10.19%	88	4,618	1.91%	\$0.83	\$73.03	2.5
<input type="checkbox"/>	Addiction Help Here Is an addiction taking over your life? See advice on addictions here www.aldp.ie	Addiction	Approved	11.43%	96	5,182	1.85%	\$0.72	\$69.56	2.1
<input type="checkbox"/>	Addiction Information Search for addiction information with our customised search engine. www.aldp.ie	Addiction Search Engine	Approved	11.09%	69	5,030	1.37%	\$0.75	\$51.78	2.1

Done

Internet 150%

start Campaign Mana... presentation tony.duffin on 's... Microsoft Excel -... Calendar - Micro... RE: Garda Liaiso... Microsoft Off... Microsoft Power... EN 12:23

‘Duck, Dive & Survive’ - SMS Service for people experiencing problem substance use...



Finally...

Resources available:

- <http://www.aldp.ie/index.php?page=legal-highs>
- Email info@aldp.ie to register for SMS service.
- Email info@aldp.ie to request copies of “Use Your Head” leaflet.