



Knowledge translation in action: Evaluation of a digital health initiative in illicit substance use

Authors: STEPH KERSHAW¹, LOUISE BIRRELL¹, KATRINA CHAMPION¹, HANNAH DEEN¹, ANNA GRAGER¹, LEXINE STAPINSKI¹, NICOLA NEWTON¹, FELICITY DUONG¹, FRANCES KAY-LAMBKIN^{1,2}, MAREE TEOSSON¹, CATH CHAPMAN¹

¹The Matilda Centre for Research in Mental Health and Substance Use, The University of Sydney, Sydney, Australia
²Hunter Medical Research Institute, Newcastle, Australia

BACKGROUND:

- Crystal methamphetamine ('ice') use is a significant global public health concern.
- *Cracks in the Ice* (CITI) is the first centralised online portal for evidence-based information about the drug in Australia. The portal also provides links to treatment and support services.
- A national online survey was conducted to evaluate whether CITI is meeting the needs of the community and improving knowledge and attitudes about ice.

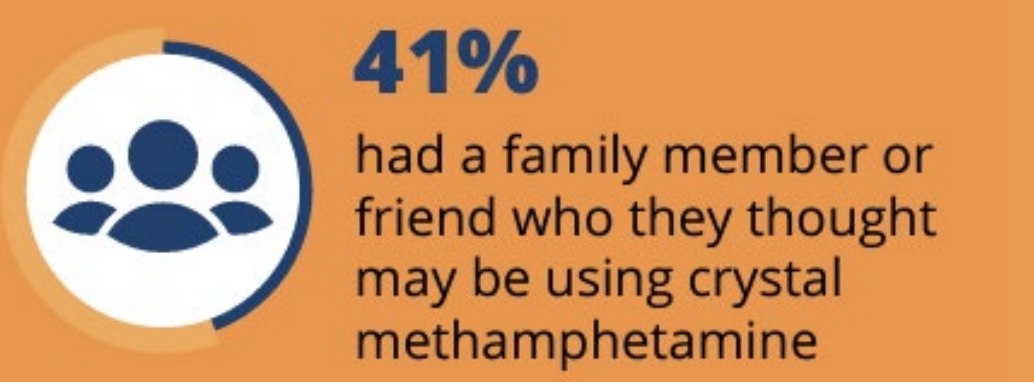
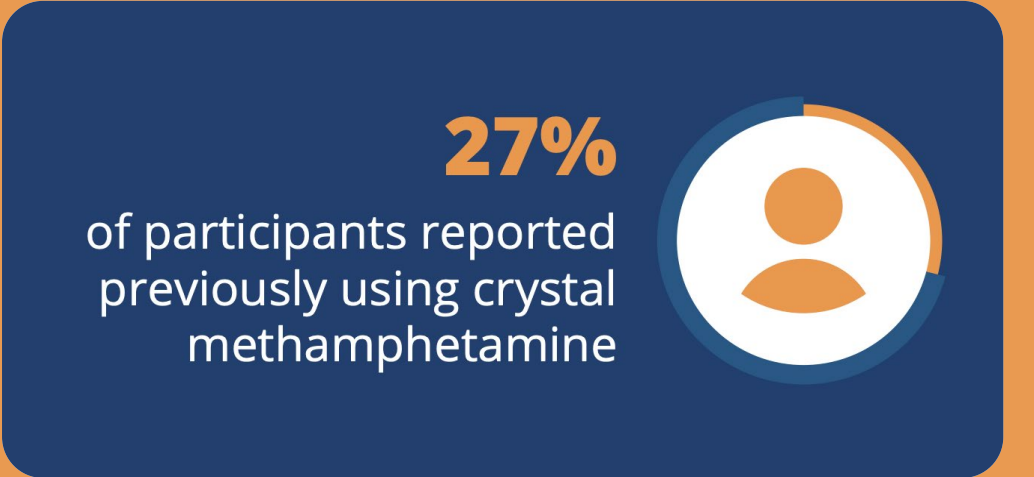
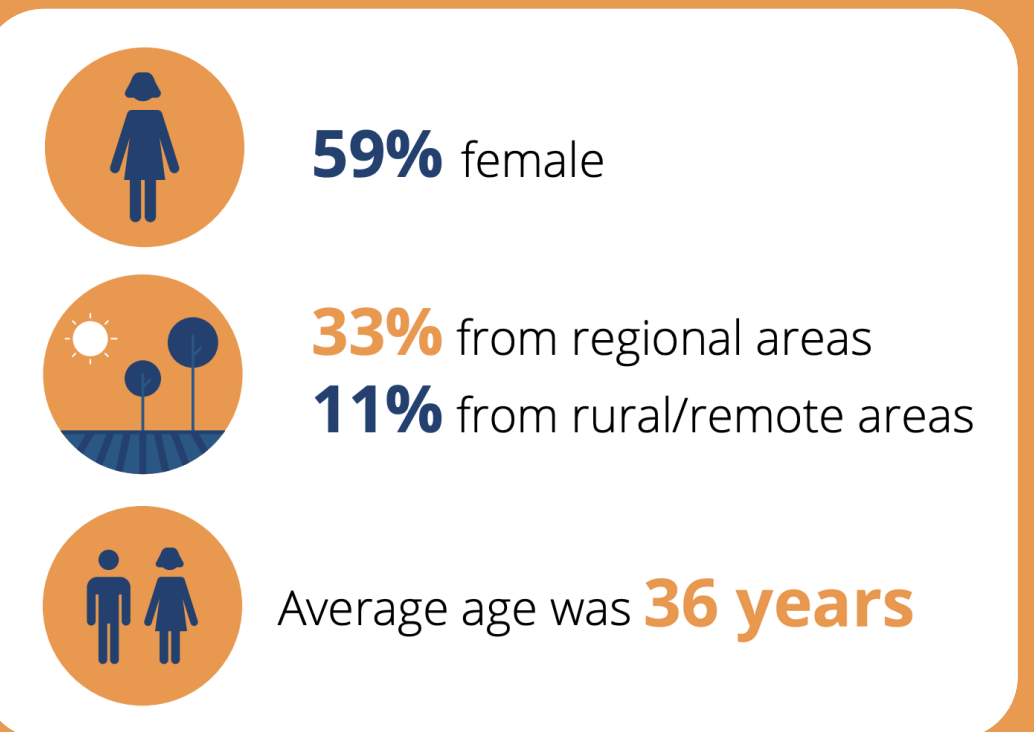
METHODS

- N = 2,108 Australian participants.
- Cross-sectional, online survey examined participants' perceptions of CITI and their knowledge/attitudes about ice.
- The System Usability Scale (SUS) was used to assess website usability
- People who had previously visited the website and those who had not ("naïve") were recruited.
- Naïve participants undertook a guided site tour to compare their knowledge and attitudes pre and post website exposure.

RESULTS

- Response to CITI was overall positive, indicating CITI is meeting the needs of the Australian community.
- The average SUS score of 73.49 (SD 13.30) indicated good site usability.
- Knowledge of ice was generally good, but many held negative or stigmatising attitudes.
- Website visitors had significantly higher baseline knowledge than naïve participants (p<.001).
- Interaction with CITI during the survey guided site tour led to immediate improvements in knowledge about ice (p<.001) and a decrease in stigmatizing attitudes (p<.001).

CONCLUSION: CITI demonstrates the important role of eHealth resources in improving knowledge, reducing stigma, and potentially leading to an increase in help-seeking behaviour.



After exposure...



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@cracksintheice
 info@cracksintheice.org.au



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