

West Lothian DAT

West Lothian Drug Action Team, in partnership with West Lothian Drug and Alcohol Service, Lothian and Borders Police, 360 degrees communications and the Vue Cinema, has launched a new community engagement initiative targeting young people in local communities throughout West Lothian. The campaign, which will run in the Livingston Vue cinema for one year, aims to highlight the potential dangers of substance abuse. The cinema slides will address young people's perceptions of cannabis, alcohol, tobacco and solvent use. A short-life website: www.thetroublewith.com will be running alongside the cinema slides to reinforce the campaign and provide more detailed information and contacts. The four designs will also feature on the front inside cover of the next four issues of the Unreel magazine, which is free to everyone visiting the cinema.

Councillor David McGrouther, Chair of West Lothian Drug Action Team, said: "The aim of these adverts is to educate young people of the dangers of substance misuse and increase their awareness of local support services. We hope that the campaign will help to reduce substance misuse amongst young people in West Lothian."

A set of wallet sized contact cards, depicting the adverts on the front and a list of confidential telephone helplines on the back, have been distributed throughout West Lothian in addition to being made available at the local cinema.

Hilary Smith, Research and Development Officer for WLDAT, commented: "Anecdotal evidence highlights that many young people remain confused over the reclassification of cannabis. These slides address this issue while reinforcing the associated dangers of alcohol, tobacco and solvent use. "

"WLDAT is committed to providing innovative ways of reaching local young people and informing them of the risks associated with substance use. We want this initiative to target young people in a fresh, non-judgemental way, leading them to think more seriously about their substance use."