

GHB Social Media Kit guide

Penington Institute, in partnership with Harm Reduction Victoria (HRVic) and the Association of Participating Service Users (APSU), has launched a new community and peer education campaign to address the evolving health and safety risks experienced by people who use drugs in the context of COVID-19.

The campaign has been developed following extensive consultation with people who use drugs, NSP workers and the broader harm reduction sector.

The first set of resources launched for the campaign focus on GHB – a depressant drug that is an increasing source of drug-related harm around Australia.

GHB-related harms

[Research has found](#) that ambulance callouts in Victoria for GHB increased by 147 per cent between 2012 and 2018, peaking at a record 1,339 attendances in 2017.

GHB has also recently been implicated in overdoses in [Western Australia](#) and [South Australia](#).

We invite you to read the resources and strongly encourage you to share them with your colleagues, communities and broader networks to increase awareness of these important health and safety messages.

What is in this pack?

This pack includes:

- A GHB poster based on the latest evidence
- 10 graphic tiles for sharing on social media, on the following key topics:
 - Dosing and re-dosing
 - Overdose risk and response
 - Mixing GHB with other drugs.

Penington Institute has also created a [specialty GHB page](#) on its website, which includes much of the information found in the poster.

Who is this pack for?

This kit is for people who are likely to encounter people who use GHB in their jobs or regular routines.

That includes people working in harm reduction organisations, NSP and peer workers, treatment organisations, mental health-focused and broader health organisations, but also people working in industries and businesses where GHB is frequently consumed – such as music and other entertainment venues.

However, the most important audience is people who use GHB and are at highest risk of suffering harms related to GHB.

How you can help

The best way you can help is by sharing these resources online. That can be through your private networks or social media.

If you work for a business or organisation which frequently encounters people who use GHB, please share these resources through your professional networks and social media channels.

The more people who see and act on these resources, the more harm we can collectively prevent.

Key messages

The following are important messages which we are seeking to promote through this campaign:

- GHB slows down your heart and breathing. Start small, go slow. There is a thin line between a fun time and an overdose.
- Measure your dose of GHB precisely to the 0.1ml with a syringe barrel without a needle (grab one from a pharmacy or local NSP).
- Be safe during Covid – don't share your plunger, cups or drink bottles.
- Re-dosing on GHB? It's always best to lower your dose each time.
- Don't mix GHB with other drugs, especially alcohol but also other depressants like opioids.
- GHB stays in your system for 5 hours. Remember this if you want to use other drugs or drink alcohol.
- Withdrawal symptoms can include anxiety and agitation, feelings of doom and paranoia, restless sleep, muscle cramps and tremors, sweating, hallucinations, and a fast heartbeat.
- Symptoms of sudden withdrawal from high doses include blackouts and bowel and bladder incontinence. If you have acute withdrawal symptoms, seek medical help immediately.
- You can get addicted in just one week and withdrawal requires support from health professionals.

Suggested text for social media posts

Below are some examples of posts you could write on Facebook, Twitter and Instagram. Feel free to use this text or adapt it.



The risks of GHB are very real.

As Victoria opens up again, those risks will only increase.

Penington Institute has developed a set of evidence-based resources to help people stay safe when using GHB.

The resources cover everything you need to know about GHB including: its effects, dosing, onset and duration, mixing, overdose, dependence and treatment.

Learn more about GHB on Penington Institute's specialty page: www.penington.org.au/ghb



GHB is increasingly involved in drug-related harms – and the risks are real.

As Victoria opens up again, the risks will only increase.

Penington Institute has developed a set of evidence-based resources to help people stay safe when using GHB.

The resources cover everything you need to know about GHB including: its effects, dosing, onset and duration, mixing, overdose, dependence and treatment.

[SOCIAL MEDIA IMAGE]

[First comment] Learn more GHB information on Penington Institute's specialty page: www.penington.org.au/ghb



The risks of GHB are very real – and they are increasing.

@PeningtonNews has developed a set of evidence-based resources to help people stay safe when using GHB, especially as we open up again.

Learn more here: www.penington.org.au/ghb

#GHB #harmreduction #stayingsafe

[SOCIAL MEDIA IMAGE]

Tips on using these resources

After you decide which images you want to use, here are some tips for how you can make the most use of them:

- Tag important contacts including your friends, colleagues and influencers in your industry.
- Include the hashtags **#GHB**, **#harmreduction** and **#stayingssafe**.
- Encourage people to share your post and check out the GHB page on the Penington Institute website.

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