

# Head Shop Products: Promoting Harm Reduction

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# 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:

**USE YOUR HEAD**  
Harm Reduction Information  
LEGAL HIGHs OR OTHERWISE

### BE SAFE- It is Safer not to Use Drugs

However, if you have made a decision to use, it is important to know that there are risks to taking both legal and illegal drugs. This booklet contains information to help reduce those risks.

**Remember:**

- Drugs can and do affect people in differing ways. Also, a person can react differently at different times to the same drug or combination of drugs.
- Taking drugs can make you feel good but this isn't always the case. Remember, not all the effects of taking drugs are positive. Unpleasant effects and reactions to drugs can include:
  - feeling depressed or anxious
  - having hallucinations you don't want
  - finding it hard to come down
  - not being able to sleep
  - feeling paranoid
  - having fits (convulsions)

**If you're safe and do the right thing for you, you can reduce the risk of having a bad experience.**

### BE SAFE- Use Your Head to Reduce Risk

**General:**

- Don't use alone. Have a friend you trust with you, using with friends means there can be someone to help if things go bad.
- If you are in a group, get someone to stay straight to keep an eye on the situation.
- If you are trying something new, take small amounts to test its strength and effects.
- If you have not used for a while your tolerance may be low; even using small amounts can be dangerous. Be careful.
- Try to limit the number of drugs you take at one time. It can be hard to judge the effects when drugs are used together. Using a combination of drugs can be unpredictable.
- Be prepared - learn the signs in this booklet.

**If you're snorting:**

- Infections can be passed on in blood particles (so small you can't see them). Always carry your own toilet and never share it.

**If you're injecting:**

- Injecting a drug is always dangerous and is riskier than taking drugs in other ways.
- If you are going to inject, always use sterile (clean) equipment. NEVER share works, spoon, filter or water; sharing any of these can cause infections and blood borne viruses such as HIV and Hepatitis.

**If you're taking pills:**

- Take them in halves to test the effects.

### BE SAFE- Use Your Head if Things Go Bad

If you do have a negative experience or have side effects that are hard to manage, there is assistance available.

If it's an emergency (such as overdose, loss of consciousness, difficulty breathing):

- Don't Panic
- Call 999 and ask for an ambulance
- Stay with the person until the ambulance arrives
- Be honest with the ambulance crew about what the person has taken

Have a look overleaf - there's more information on overdose and the recovery position.

If you have longer term effects such as depression, anxiety or addiction contact a drug or support service in your local area by calling:

**1800 459 459**  
Mon - Fri, 9am - 5pm

Ask for a local community drug service or for the number of your local or regional drugs task force who can direct you to the nearest service.

If you want more information on harm reduction, call the **Anti-Lifey Drug Project** on:

**1800 78 63 23**  
Mon - Fri, 10am - 5pm

### BE SAFE- Use Your Head - the Facts on Overdose

The symptoms of overdose can include:

- Shopped or shallow breathing
- Loss of consciousness
- Turning blue (look out for blue lips)
- Inability to be roused
- Slurping slowness
- Slit pupils

**What to do?**

Responding to someone who is having a bad experience or overdose is a scary experience. Remember to stay calm and follow the steps below:

1. Check for breathing
2. Call 999
3. Stay with the person
4. Be honest with the ambulance crew
5. What you should do depending on the answer
6. Detailed information on the signs you'll need are over the page.

**If someone overdoses:**

- Don't give them hot drinks
- Don't walk them around
- Don't put them in a bath or a shower

Why? Because all of these things can increase circulation which can mean the drugs are absorbed quicker by the body.

### USE YOUR HEAD TO REMEMBER ...The Recovery Position

Putting someone in the recovery position opens their airways and reduces the risk of choking.

- The person is lying flat on their back, with their hands by their sides
- Open the person's airway - tilt their head back and lift their chin
- Straighten their legs and place the arm nearest you at right angles to their body
- Put their other arm across their body and place the back of their hand on the cheek nearest you
- Grab the leg furthest away from you just above the knee, pull it up, keeping the foot flat on the ground. This is now their support leg
- Keep their hand on their cheek, and use their upper leg to roll them towards you onto their side
- Tilt their head back to ensure the airway is open
- Make sure both the knee and hip of their upper leg are at right angles

### USE YOUR HEAD TO REMEMBER ...Rescue Breathing

If a person is not breathing, give them to breathe of rescue breathing.

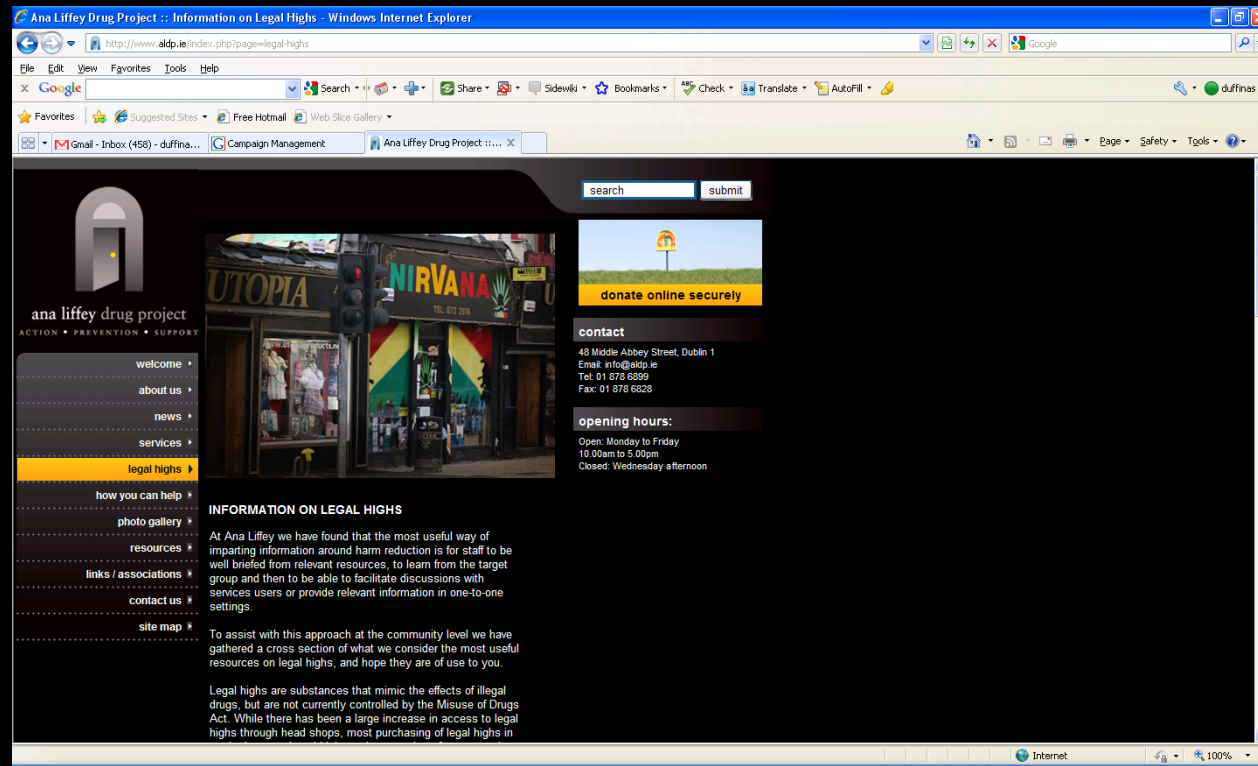
- The person is lying flat on their back, with their hands by their sides
- Remove anything you can see in their mouth, but don't lift their chin
- Pinch their nostrils together using your first finger and thumb
- Take a deep breath and make a good seal around their lips with your mouth
- Blow steadily until you see their chest rise
- Take your mouth away, and let their chest deflate
- Repeat steps 3-6

### USE YOUR HEAD TO REMEMBER ...Chest Compressions

If you are doing rescue breathing, but the person isn't moving at all, or is getting bluer or colder, start chest compressions.

- Find the place where the ribs meet the breastbone and lay 2 fingers there
- Put the heel of your other hand on their breastbone, just above where your 2 fingers are
- Keeping your shoulders above the centre of the person's chest and your arms straight, press down on the chest by about 1.5 - 2 inches
- Release the pressure, but keep your hands where they are. This is a chest compression.
- Do 30 chest compressions at a rate of 100 compressions per minute. This will take just under 20 seconds
- Give 2 breaths of mouth to mouth
- Continue the cycle of 30 chest compressions to 2 breaths of rescue breathing until help arrives. Doing chest compressions is physically demanding and where possible, alternate with someone else.

# “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

headshop - Google Search - Mozilla Firefox

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&oq=

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

The screenshot displays the Google Adwords Campaign Management interface within a Windows Internet Explorer browser. The left sidebar shows a list of online campaigns: Drug Addiction, Family, Funding, General, Head shops, and Homeless. The main content area shows a table of ads with the following data:

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

# 'Duck, Dive & Survive' - SMS Service for people experiencing problem substance use...

Welcome to Bulktext.ie - The world's #1 choice for SMS text messaging! Global coverage! - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.bulktext.ie/sms\_hist.aspx

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

Welcome to Bulktext.ie - The world's...

1800 786828						
01/Dec/2009 16:59	30/Nov/2009 10:57	1	1	EXPAND		
Hi Paul, The pre-entry group for the Welcome Programme takes place on Thursday mornings at 10.30 am in Ana Liffey, 51 Middle Abbey Street. Take care, Ana Liffey						
02/Dec/2009 12:41	02/Dec/2009 12:41	115	115	EXPAND		
Be aware that it has been reported to us that there have been 3 deaths in the last 24 hours in Dublin possibly from bad heroin. Be safe, Ana Liffey						
02/Dec/2009 17:29	02/Dec/2009 17:23	115	115	EXPAND		
Another death in Dublin City has been reported to us - Spread the WORD there is possibly bad heroin out there. Be safe, Ana Liffey. (Reply STOP to opt out)						
03/Dec/2009 12:29	03/Dec/2009 11:07	115	115	EXPAND		
Spread the WORD: It is safer not to use drugs alone. Be safe, Ana Liffey. (Reply STOP to opt out)						
03/Dec/2009 12:32	03/Dec/2009 12:32	1	1	EXPAND		
Hi Aidan, you are now signed up to receive FREE text messages from the Ana Liffey. Free call the Ana Liffey on 1800786828						
03/Dec/2009 12:34	03/Dec/2009 12:34	1	1	EXPAND		
Hi Seamus, you are now signed up to receive FREE text messages from the Ana Liffey. Free call the Ana Liffey on 1800786828						
03/Dec/2009 12:59	03/Dec/2009 11:10	115	115	EXPAND		
Spread the WORD: If someone is using drugs, it is safer to take smaller amounts to test its strength and effect. Be safe, Ana Liffey. (Reply STOP to opt out)						
03/Dec/2009 13:01	03/Dec/2009 13:01	2	2	EXPAND		
Spread the WORD: If someone is using drugs, it is safer to take smaller amounts to test its strength and effect. Be safe, Ana Liffey. (Reply STOP to opt out)						
03/Dec/2009 13:02	03/Dec/2009 13:02	2	2	EXPAND		
Spread the WORD: It is safer not to use drugs alone. Be safe, Ana Liffey. (Reply STOP to opt out)						
03/Dec/2009 13:03	03/Dec/2009 13:03	2	2	EXPAND		
OVERDOSE: Don't panic. Put them in the recovery position, dial 999, ask for an ambulance and stay with them until the ambulance arrives. (Reply STOP to opt out)						
03/Dec/2009 13:29	03/Dec/2009 11:12	115	115	EXPAND		
OVERDOSE: Don't panic. Put them in the recovery position, dial 999, ask for an ambulance and stay with them until the ambulance arrives. (Reply STOP to opt out)						
03/Dec/2009 14:50	03/Dec/2009 14:50	1	1	EXPAND		
Hi Seamus, you are now signed up to receive FREE text messages from the Ana Liffey. Free call						

Done

# Finally...

## Resources available:

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