

New approaches to harm reduction – drugs meter, drinks meter and the High Way Code

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In this session I will discuss the utility of social norms and personalised feedback in promoting gram reduction among the general population. Our on line (www.drugsmeter.com and www.drinksmeter.com) and smart phone apps will be reviewed and evidence provided for their utility. The High Way Code released on April 14 2014 (www.globaldrugsurvey.com/highwaycode) is the first guide to safer drug use voted for by people who take drugs.

As part of GDS2014 we asked almost 80,000 people who take drugs and other experts what strategies they thought would reduce the risk of harm when taking some commonly used drugs. For each strategy we asked them if they usually (>50% of the time) did it; we asked them to score it out of 10 for how important it is in reducing the risk of harm and finally to tell us whether using that strategy increased the pleasure they got from that drug, decreased it or had no effect. The result is beautiful, safer drug is more enjoyable drug use. Bargain!