

alcoholdrughelpline

0800 787 797



He kai a te rangatira he korero



Annual Report

1 July – 30 June 2008

adan

alcohol drug association new zealand



The alcohol drug helpline is an information, referral and intervention service that offers confidential information, insight and support to people about their own or someone else's drinking.

Alcohol Drug Helpline Annual Report for 2007 – 2008 prepared by

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Kia Ora, Alcohol Drug Helpline, how may I help?

"I don't know if you can help me. I've always thought that there was no help for me and that I would, with luck, get through my children's childhoods without killing them."

"Killing them?"

"Yes, I am mortified to say it and ashamed and embarrassed, but I drive drunk every day when I go to get the children from school."

"And what made you decide to call us today?"

"I'm tormented by what I do, and oh, I don't know, I was sitting here crying, knowing I'm about to have my first drink, and I just looked in the phone book and there was your number in red. No one knows how I drink, but after lunch, when all the housework and stuff is done, I have my first wine. By the time it's time to get the children I've often had at least 4 glasses of wine."

"And do you continue to drink?"

"I do, and never less than a bottle a day. I can't imagine life without it, but I've had enough of feeling like this every single day of my life."

Caller received a Brief Intervention resulting in her referral to an AOD assessment agency, was posted a motivational DVD and The User Guide as support and a help to marshall her thoughts before she had her first appointment. Caller expressed enormous relief at having told a bit of her story. "I can't believe I've done it, and you've been so kind and helpful."

Caller rang back frequently during the following weeks, as she attempted to cut down, having made her goal to start drinking after picking up her children. After her assessment and counselling were in place, caller called back to say how amazed she is that there are people willing to help her with what she thought was an insurmountable problem. She had ceased drink-driving and was in a harm-reduction programme.

While these scenarios are an accurate reflection of calls to the Helpline, identifying information has been changed e.g. age and place of residence.



Welcome to the first published Annual Report from the Alcohol Drug Helpline.

It is with great pleasure that the Helpline provides a breakdown of the type of calls, demographics and geographical analysis of calls in this publication. In addition to providing a published annual report, the Helpline will in future provide quarterly updates to stake holders and to the alcohol and other drug treatment services in New Zealand.

The Helpline began as the Canterbury Alcohol Helpline, a pilot commissioned by the Alcohol Advisory Council of New Zealand in 1995. Key milestones include:

1. A national service in February 1997 operating from 7pm - 11pm.
2. In 1997 the hours were extended to 2pm to 10pm.
3. In 1999 hours were extended from 10am to 10pm and 'Brief Intervention Counselling' introduced on the phones Monday to Friday 10am to 6pm.
4. On 5 December 2002, the official inclusion of other drugs was launched by the then Minister of Health and the name changed to the Alcohol Drug Helpline.
5. In mid-2003 Brief Intervention Counselling became available from 10am to 10pm, seven days a week. This was the beginning of the professionalization of the Helpline, with a steady increase in the number of paid employees.
6. In 2003 a new phenomenon in New Zealand drug using culture occurred – the arrival of methamphetamine. Calls in the 2003/04 year spiked to 17,000, a 30% increase.
7. 2007 saw 100% fully professionalized staffing, due to additional funding from the Ministry of Health.
8. By June 2008, the Helpline has received a total of 126,000 calls and more than half of these were received in the last 5 years.

As well as providing information and early intervention services, the Helpline has also developed:

- A stand alone web site www.alcoholdrughelp.org.nz;
- Assisted referrals to Auckland CADS;
- Support and continuing care with Auckland CADS Detoxification clients;
- Call back and out of hours answering service;
- Family Interventions based on Kina Trust's family Inclusive Practice;
- A strengthening of relationships with alcohol and drug treatment providers and alignment of Helpline services with AOD best practice.



The strongest sense I have of the Helpline is that of a unique service – a slice of New Zealand, in which volunteers have freely given of their time to support other New Zealanders. Some volunteers have gone on to paid positions with the Helpline, other have used the Helpline as a stepping stone in their careers. Over time the Helpline has developed into a professionally staffed service, steadily increasing the level of intervention available to callers while retaining its original motivation to make a difference in people's lives.

From its beginning as the Alcohol Helpline in 1997, when it received 3,100 calls through to this operational year when the Alcohol Drug Helpline received 16,000 calls, it has endeavoured to provide a quality service to the people of New Zealand.

On behalf of all the Helpline team, we hope that you find our annual report offers further insights into the nature of calls to this very important service.

Yours sincerely

Cate Kearney
CEO



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ALCOHOL DRUG HELPLINE HIGHLIGHTS

Delivered a quality service to 12,000 first time callers to the Alcohol Drug Helpline and 4,000 repeat callers from around New Zealand: within the modest budget of \$606,000.

Provided 2,805 brief interventions, 2,596 family interventions and 1,067 call backs.

Responded to callers whose trigger to call has been the ALAC social marketing campaign.

Identified opportunities to extend the Helpline services within available resources:

- Call-backs to Auckland CADS clients extended to detox callers
- Pasifika telephone line 0800 787 799 June 2008
- Family Interventions tailored for Helpline via Kina Trust follow-up training

Fully professional staffing for the first time in the Helpline history and move to their own floor with sound proofed offices and training facilities. Increased service development and monitoring via management team.

Kia Ora, Alcohol Drug Helpline, how may I help?

Look, this is embarrassing. I'm a young lawyer. I've awoken from yet another night of no memory of what I did the night before beyond going to a work do.

So how can I help?

I still want to be able to drink as it is so much of my work environment, so I guess I want to know how I can cut down.

Well we can certainly talk about some strategies for reducing the amount you drink. Would you like to do that? Before we do that I'll ask you some questions about exactly how much you drink on any one occasion and whether alcohol causes problems anywhere else in your life. Would that be ok?

Yes, I guess I need to get real and look at myself a bit harder. OK go for it.



EXECUTIVE SUMMARY

- E.1 There were 15,983 valid calls to the Helpline in the 2007/08 year, a 5% increase from 2006/07. These 15,983 calls generated 18,122 queries about alcohol or other drugs, indicating some callers discuss more than one substance.
- E.2 Alcohol-related calls comprised 72% of all valid calls to the Helpline.
- E.3 Drug-related calls comprised 33% of all calls. For 8% of calls there was no specific substance identified.
- E.4 After alcohol, the next most called about drug group is cannabis (12%) followed by "P", methamphetamine (8%).
- E.5 Of the total calls, 17.5% were categorised as a Brief Intervention call. During the 2008 year these calls increased from the average of 199 per month in the 2007 year to 234 a month.
- E.6 Of the total calls, 16% were categorised as a family intervention call, a reduction from 18% due to the increased self calling.
- E.7 Of the total calls, 7% were "call backs" an increase from 735 to 1067. These calls comprise call backs to detox clients, assisted referrals, and to callers who call outside of Helpline hours.
- E.8 22% of calls resulted in referrals.
- E.9 The majority of callers (79%) are adults aged 25-59. This year has seen over a third increase in the 12-18 and over 60 age groups calling the Helpline (but they still make up less than 2000 of our 16,000 callers).
- E.10 More women than men call the Helpline (59%:41%). The number of female callers decreased slightly due to fewer calls from "concerned others" (decrease of 14%). The greatest increase (24%) has been in men calling about themselves.
- E.11 The largest single group of callers over the past year has been women in the 35-44 age group calling about themselves and identifying alcohol as their primary drug. They are followed by men in the same age group also calling about their own issue with alcohol.
- E.12 Calls from Maori and Pacific Peoples show a slight decrease from the previous year following the general theme of decreased concerned other calls regarding drugs other than alcohol. There has not been the same increase in Maori and Pacific male self calls as with Europeans in this year.
- E.13 The Helpline employs 4.8 FTE Brief Intervention Counsellors and 2.2 FTE management. This staffing level has increased due to Ministry of Health increasing resource to the Helpline in 2007 to allow for a fully professionalized service after nine years of training and supporting a volunteer pool to provide coverage of the Helpline shifts. A range of staffing, service and infrastructure initiatives have been developed over this year.



- E.14 A Helpline Pasifika line was piloted in June 2008. While targeted promotion has occurred in Auckland community papers, thus far we no calls have been received on the dedicated number.
- E.15 The Alcohol Drug Helpline web site, www.alcoholdrughelp.org.nz launched in July 2006, has continued to average 4,500 hits per month. Callers who found out about the Helpline through the web site increased from 510 in the 2007 year to 660 in the 2008 year. This site will be upgraded in August 2008.
- E.16 The Addictions Treatment Directory www.addictionshelp.org.nz was launched in June 2006. Since its launch, the average monthly hits have been around 4800. The last two months have been over 10,000. An online evaluation resulted in positive feedback although very few users took time to complete the evaluation. The Directory has been reviewed and a 2008 hard copy will be published in July 2008.
- E.17 Budget for 2008/09 attached. Audited financial accounts will be available in September 2008. Any surplus funds are ring-fenced and accrued for capital expenditure and special projects.

ACKNOWLEDGEMENTS

ADANZ would like to thank the Alcohol Advisory Council of New Zealand and the Ministry of Health for their continued support of the Alcohol Drug Helpline.

The Helpline and ADANZ management wish to thank the Helpline team for their ongoing commitment to the development of this service and to improving the services that are offered to the people of New Zealand.

Kia Ora, Alcohol Drug Helpline, how may I help?

Thanks for your suggestions I really appreciate them, I feel better equipped to deal with going out tonight and not drinking. I didn't know what I was going to say if people asked me why I wasn't drinking and now I have some good ideas.

Feel free to call us back and talk over the strategies if you need to and good luck. We're here from 10am to 10pm 7 days a week.



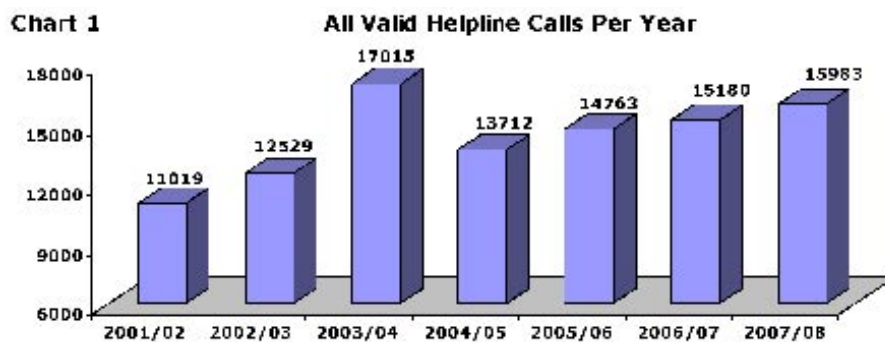
PART ONE: STATISTICAL ANALYSIS

1. VALID CALLS

There were 15,983 valid calls to the Helpline in the 2007/08 year. Chart 1 shows the history over the past 7 years. The 2003 year (“p” year) continues to stand out as a clear exception in the general upward trend in call volumes.

1.1 CALL VOLUME COMPARISON: 2001/02 – 2007/08

Chart 1: Comparison of total valid calls to the Helpline: 2001/02 – 2007/08

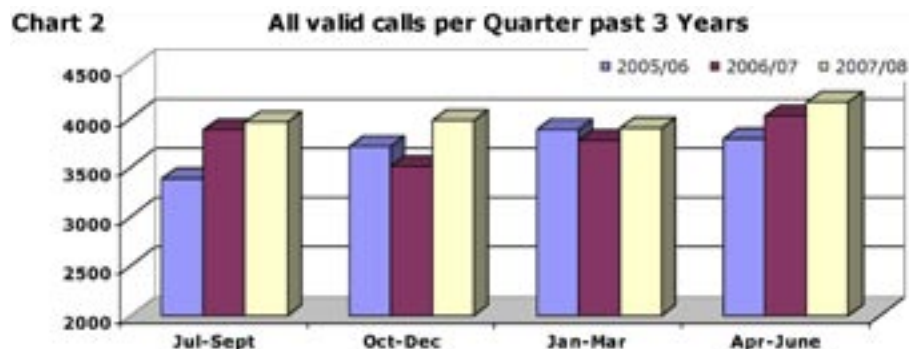


There was a 5% increase in calls when compared to the previous financial year. The average daily rate peaked at 53 in April with the launch of the TV campaign.

1.2 CALL COMPARISON BY QUARTER

The April-June quarter is again the highest quarter for the year. It is likely that increases can be attributed to advertising campaigns.

Chart 2: Comparison of valid calls by quarter: 2005/06 – 2007/08



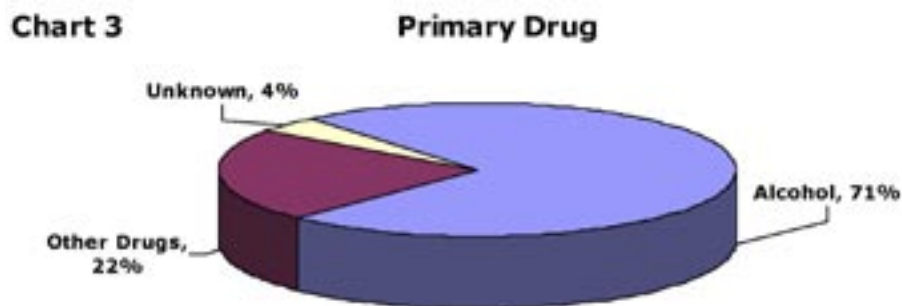
2. ALCOHOL- AND DRUG-RELATED CALLS

2.1 PRIMARY DRUG IDENTIFIED

Alcohol was identified as the “primary drug” in 71%, and “involved” in 72%, of valid calls, compared to 62% of the 2006/07 calls. This is an increase of 19% in alcohol-related calls.

Calls where “other” drugs were identified as primary, decreased to 27% from 33%. This reflects the increase in alcohol calls and the reduction of 12% in “other” drugs. A further 4.0% of calls are coded as “unknown”, a reduction from the 7% last year.

Chart 3: Alcohol-related and drug-related calls 2007/08

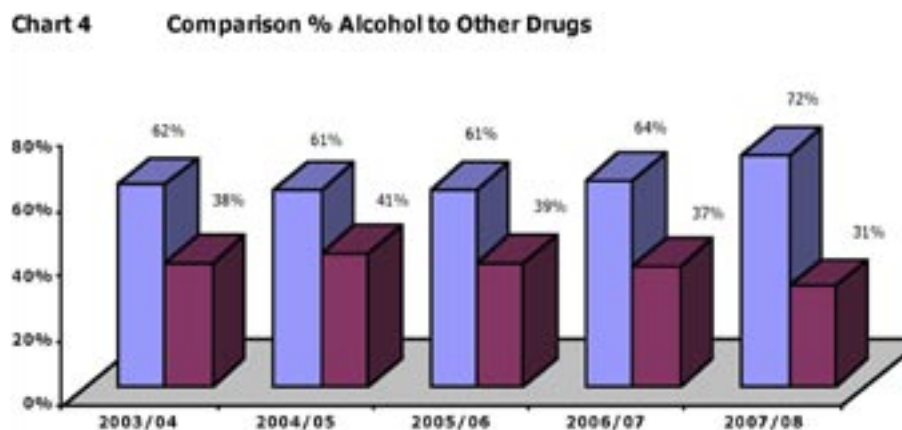


2.2 COMPARISONS OF ALL DRUGS

The proportion of alcohol related calls has continued to increase since 2005 and most significantly in this year, corresponding to ALAC’s social marketing campaign.

Comparing over a five year period, 11% of the calls where alcohol is the primary drug also involve other drugs. Cannabis retains its role as the most frequently mentioned secondary drug.

Chart 4: Call Comparison for “all drugs”: 2003/04 -2007/08

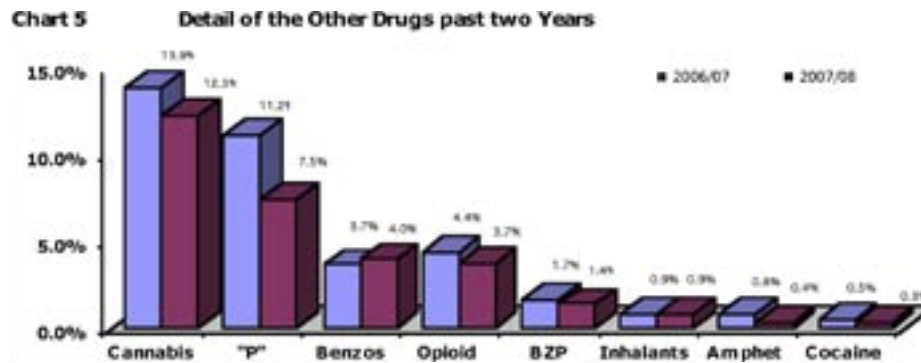


2.3 OTHER DRUG CALLS

Alcohol is the most commonly discussed drug. The next most called about drug group is cannabis (12%) followed by "P", methamphetamine (7.5%).

By far the most significant change over the past year has been the 31% reduction in "P" related calls from almost 1,700 to virtually 1,200. Most of the reduction has been in the last 6 months where all "P" calls have reduced by 45% and those from concerned others have halved.

Chart 5: Percentage of Other Drug-related calls in 2007/08



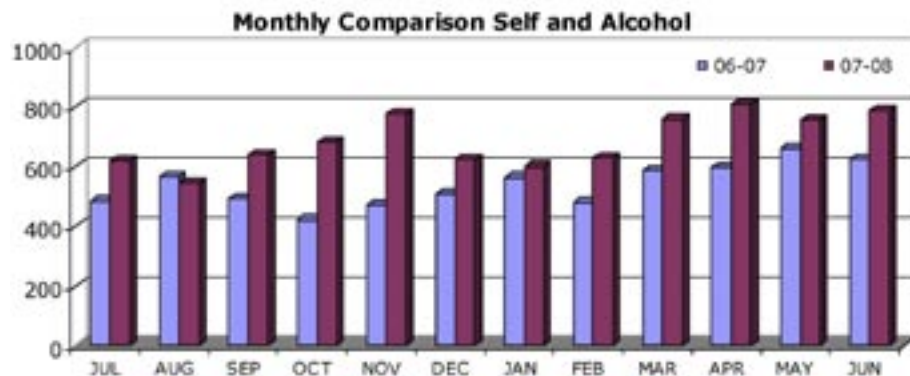
2.4 RELATIONSHIP OF CALL TYPE TO DRUGS

The two following graphs show the greatest difference in call trends for the year.

2.3.1 Monthly Comparison of Alcohol and Self Callers

The graph below shows the greatest area of increase is callers calling about their own issue with alcohol.

Chart 6: Self calling with own Alcohol Issue



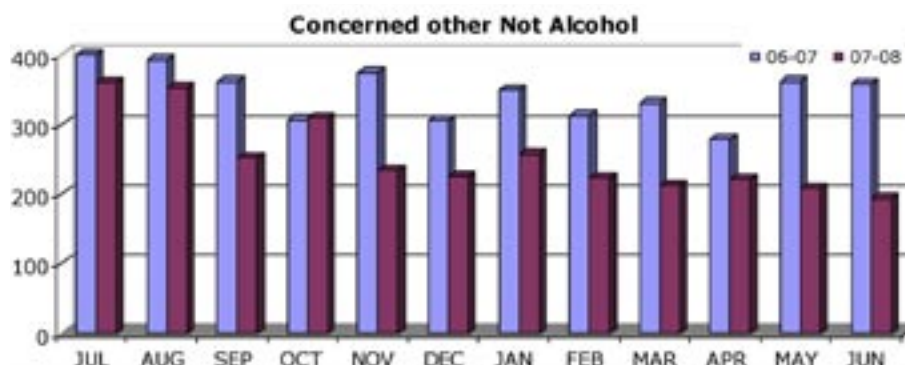
Every month shows an increase compared with 2006/07. Over the year the increase is almost 1800 callers which amounts to a 28% increase on last years total of 6,450.



2.3.2 Concerned Other Callers

The graph below shows the reduction in “concerned other” callers who are calling about someone with an issue with drugs other than alcohol.

Chart 7: Concerned others calling about Other Drugs



Here every month shows a decrease with May and June being the most significant.

Kia Ora, Alcohol Drug Helpline, how may I help?

Hi there, I'm sick of drinking and have tried to stop but I just can't. I've have tried a self-help group but that didn't work.

There is other help available.

Oh, is there? I'm a forestry worker and I know I drink because I'm lonely but I really want to beat it and get fit and have a life. I'd like to be able to have a beer on a hot day.

So you'd like to be able to cut down?

Yeah, I'm over feeling so unhappy and guilty

Would you like to talk about some strategies for cutting down, and maybe about what else you could do in the evenings when you finish work?

I would. I just can't do it on my own.

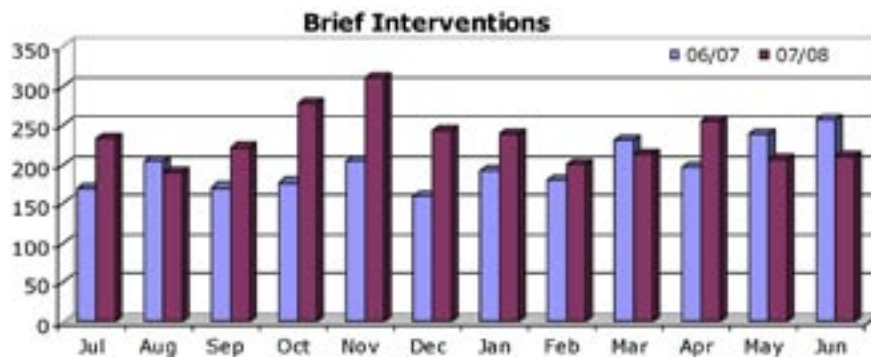


3. INTERVENTIONS AND INFORMATION OFFERED

3.1 BRIEF INTERVENTION CALLS

Brief intervention calls increased slightly to 2,805 (17.5%) from the 2,383 (15.7%) of calls in the 2006/07 year. The peak in November correlates with a high level of “self” calls.

Chart 8: Brief Intervention Calls by Month 2006/07 and 2007/08



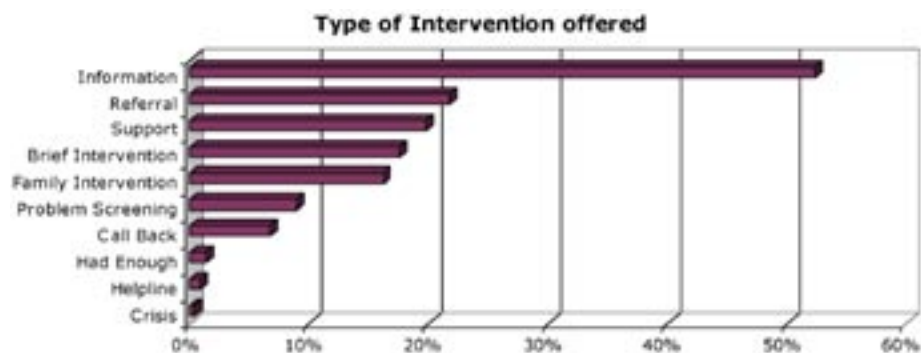
3.2 FAMILY INTERVENTIONS

Family Intervention is a new category added in July 2006. In this year, 2,596 (16.2%) of all calls to the Helpline were Family Intervention calls, slightly less than the 2,782 (18%) in 2006/07, due to an overall reduction in the number of concerned other calls.

3.3 INFORMATION AND REFERRAL

Over half of all Helpline calls result in resources being sent to the caller. This category, information calls, has increased slightly throughout the year along with call backs and support calls. Calls resulting in a referral have declined, although they remain the second largest call category.

Chart 9: Information and Referral Type

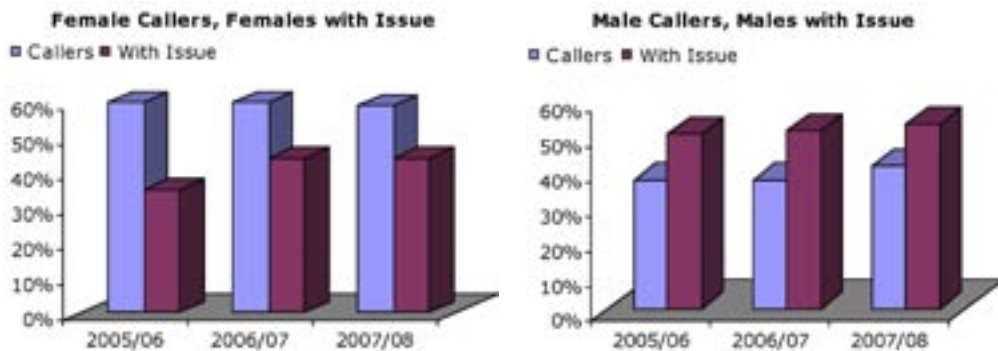


4. DEMOGRAPHICS

4.1 GENDER

The well established pattern of more women than men (59%:41%) calling the Helpline has continued. The corresponding pattern of more males being identified as those with the issue has also continued.

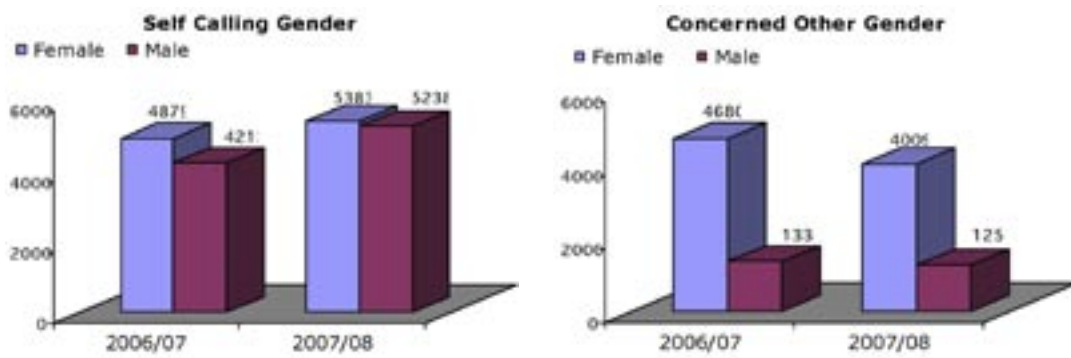
Chart 10: Gender of Callers compared to those with issue



This year the number of female callers decreased slightly and the number of male callers increased by 17%.

The main decrease has been in the numbers of woman calling as "concerned others", (decrease of 14%). The greatest increase (24%) has been in men calling about their own AOD use issues.

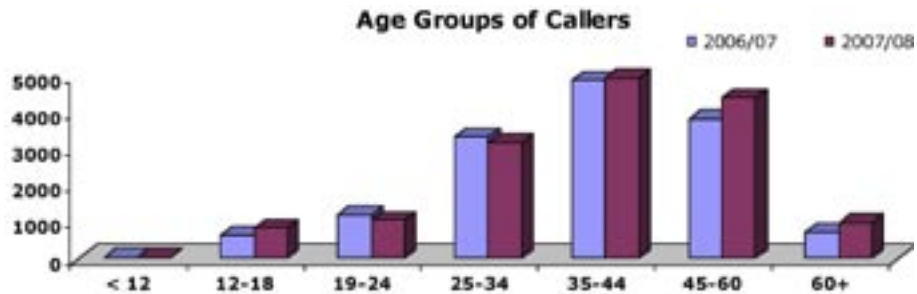
Chart 11: Caller Gender and Type



4.2 AGE

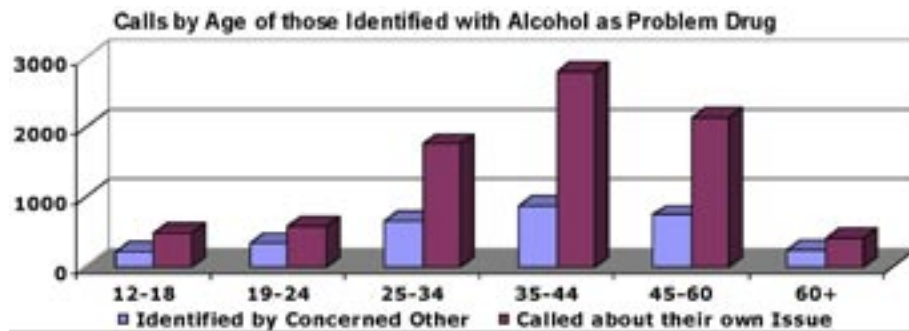
The graph below shows that the greatest percentage increase in callers this year occurred in the 12-18 age group and the 45 – 60+ age groups.

Chart 12: Age Groups of Callers



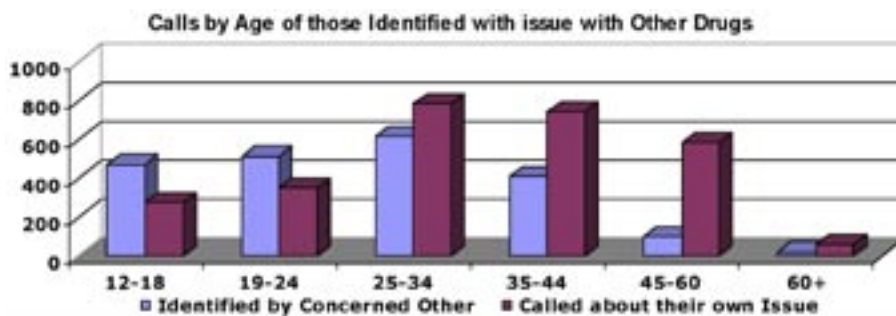
The graph below shows that in all age groups a higher proportion (72%) call about their own alcohol use compared with calls from concerned others.

Chart 13: Age Comparison with Alcohol-related calls



Calls about other drugs generate more concerned other calls (43%) than alcohol. In the 12-25 age categories 61% of the other drug calls are from concerned others.

Chart 14: Age Comparison with Drug-Related calls



4.3 ETHNICITY

Chart 15 Ethnicity of The Caller; and Ethnicity of the Person Identified with the Problem

Calls from Maori and Pacific Peoples show a slight decrease from the previous year following the general theme of decreased concerned other calls regarding drugs other than alcohol. However there has not been the same increase in male self calls as with the Europeans.

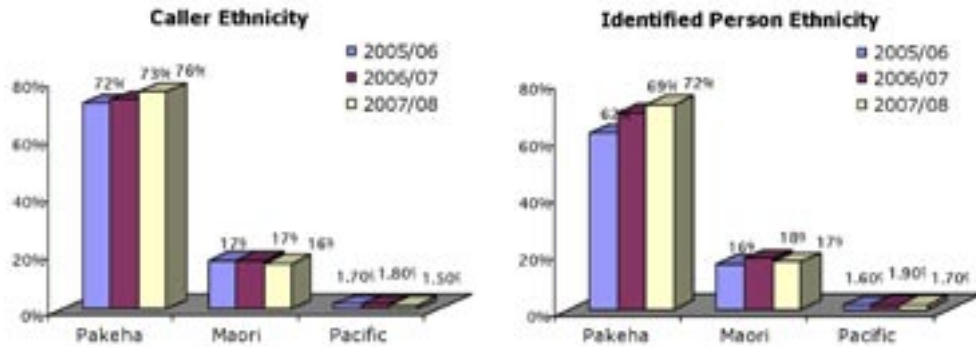
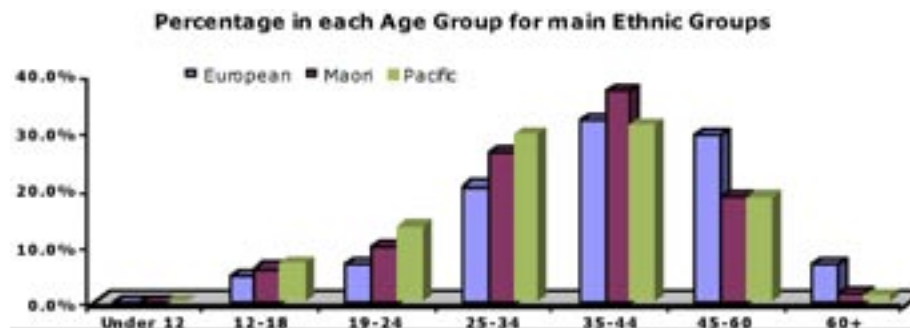


Chart 16 Comparison of Caller Age Groups by Ethnicity



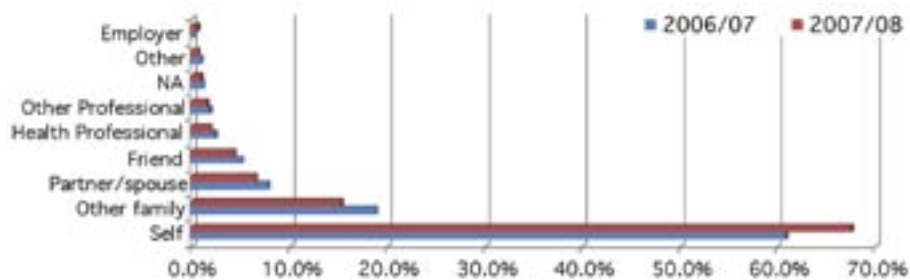
European callers tend toward the older age groups than the Maori and Pacific callers



4.4 RELATIONSHIP OF CALLER TO IDENTIFIED PERSON

This is a very significant change over the past 4 years. The percentage of callers calling about themselves has increased from 42% in 2005, to 47% in 2006, 61% in 2007, to reach 68% this year. It is a combination of more “self” calling but also less “concerned other” calling: self calling has increased by 17% but concerned other calling has reduced by 14%.

Chart 17: Relationship of Caller to Person with the Problem



Kia Ora, Alcohol Drug Helpline, how may I help?

Hey, I need some help with the hooch. I'm starting to think about getting a job and realize that there will probably be a drug test. Is there any way I can cut down enough to pass a drug test?

No, long term cannabis users need quite a long period of time to test clean.

OK then, I kinda knew that. Tell me the stuff. I just can't imagine life without cannabis, but I have a young family and my partner is sick of me and my dope-smoking friends.

Caller happy to receive information about professional help, to be able to call back for support, and to receive a self-guided workbook.

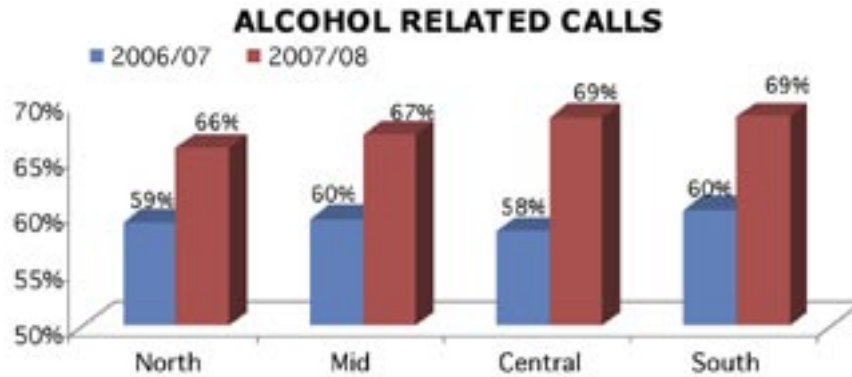
Called 3 months later to say he was making "real good progress, and just about to ready to have a drug test, and apply for a job."



5. HELPLINE CALLS BY DHB REGION

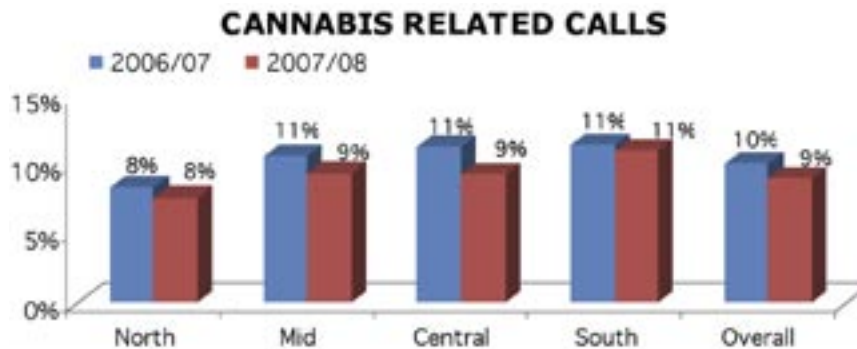
5.1 ALCOHOL CALLS BY DHB REGION

Alcohol related calls have increased in this year in all DHB regions, with slightly more alcohol-related calls in Central and Southern regions.



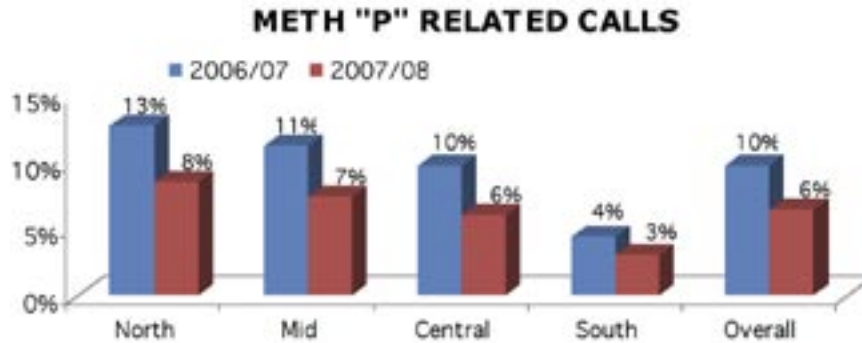
5.2 CANNABIS CALLS BY DHB REGION

Cannabis-related calls have reduced in all DHB regions over this year. This is a one percentage increase in calls between Northern and Midland and Central and a 3% increase in cannabis calls in the Southern region compared against the northern region

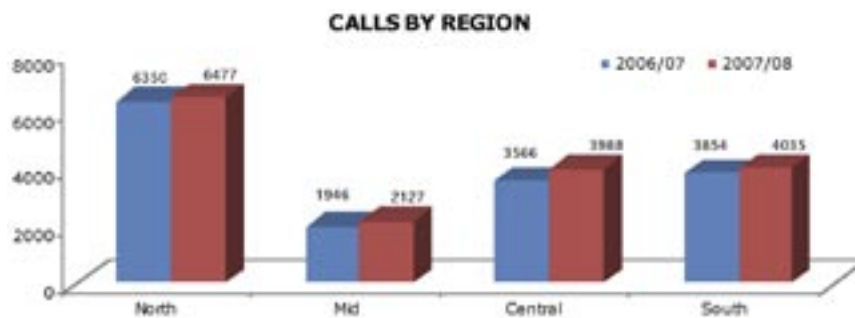


5.3 METHAMPHETAMINE CALLS BY DHB REGION

Methamphetamine calls are less than in 2006/07 with the number of calls decreasing as one moves down the Islands. The most Methamphetamine calls are received from Northern DHBs and the fewest from the six Southern DHBs.



5.4 OVERALL CALLS BY REGION



Greatest increases have been in the Mid and Central regions.

6. RESOURCES

41,753 resources were sent to callers, of which 32,424 were Helpline Mini-cards. A total of 1069 "Had Enough" videos/DVDs and kits were sent and a variety of other specifically alcohol related resources (3,300) were sent in response to 2,850 of the 11290 calls where alcohol was identified as the primary drug. These callers also received 4200 other publications. A variety of drug-related resources (2774) were sent in response to 1,162 calls.



PART TWO: QUALITATIVE FEEDBACK FROM HELPLINE CALLERS

7. THEMATIC ANALYSIS

The following THEMES are constant in feedback recorded, along with numerous thanks for many of the calls.

RELIEF (that there is someone to talk to and hear other options appropriate as needed)

REALISATION (that the “bit of a problem” is actually “more of a problem”) via a Brief Intervention using motivational interviewing techniques

ENHANCED MOTIVATION (to change / stay changed)

VALUED (that someone would ring me every day to support me, that I am not judged)

AWARENESS (that the Helpline exists / callers had no idea prior to looking in the phone book or hearing/seeing an ad)

7.1 Relief

Thanks so much for listening to me. My heart rate has gone down and I feel I can cope. My first reaching out for help was after seeing an ad in the newspaper and I thought “I can use that”. And that began my road to recovery. 30 year-old mother of 2 struggling with old thoughts of managing by using cannabis – 10 months clean.

You have been such a help. I have thought and thought about ringing and I heard a radio ad today and finally got over my embarrassment.

I’m so glad that you guys are there to talk to, I feel so much calmer now, you do a great job - 45yr woman, repeat caller in recovery from alcohol abuse.

Thank you so much for your help today. You must be a group of really patient and understanding people. You have helped me so much, thank you for listening.

Thank you for listening, I have had no luck from other services today and I really appreciate that you just listened to me. I feel so much better.

When I finished detox they said “Ok you’re fine, we’ve closed your file” and I thought “Wow this is scary!” And then I found about this service and it’s just great. Now I feel that I can look forward to a new day tomorrow, knowing that I’ve got support if I need it. I’ve got you guys wired into my phone.

Answering-service call back. It is amazing. I never expected you to call back. So often people say they will call back and don’t. It has been so good to have someone to talk to. Thank you.

Relapsed P user, beating himself up. “Wow, thank you so much for being here today, I have some goals in mind to get clean again. More people need to know about you guys...Thank you again”.



Sister of alcohol dependent person, who rang last week, rang again today. Said "Do you know that if it wasn't for you I don't think I could have coped. When you said that you are here for me also, it was like a weight had been taken off my shoulders. Having been through detox myself and now trying to support my sister through the same things, has been bringing up old issues for me. You allowed me to face them safely, thank you so much again".

"I was on my way home to look in the phone book for a number to ring and I heard your ad on the radio...what a coincidence" – mother of son with alcohol issues.

30-year-old female having heard the radio ads, and seen the TV ads, calling for help. She cried with relief at the end of the Brief Intervention, having had no idea what to do about a long-standing problem. Thanked and thanked and thanked us.

Female concerned other – thank you so much for hearing me. I've been desperate to know who to tell and what to do. I just looked in the book, but didn't expect to have so much support. (re partner's P use).

7.2 Realisation

I've been listening to your ads all day today. Yes, it sounded just like me, so here I am. I need a bit of help. Well, a lot really.

Yeah, I've been avoiding it for ages, but the ads have been on the radio and I decided to ring. I've just pulled over to call you.

Young Male heard radio ad – remembered the number because he realised that he's not an alcoholic but maybe is starting to drink too much. Really pleased that we can send him stuff, and that we could briefly discuss plans to keep to a safe limit, and that he can call us back as he tries some strategies.

I heard your ad while I was at the garage today and couldn't wait to get home to ring. I was going to call a couple of weeks ago but didn't have the courage. Things have got progressively worse and I really need to do something about it. I think I'm drinking just to deal with my problems, I don't see myself as an alcoholic. Female 35-44.

Female alcohol user at the beginning of call. I'm so ashamed, I'm not a horrible person. End of call – not so ashamed now, I'm so relieved to know what I can do.

Male 36 - I've listened to those ads so many times in the car. They ring so true. Every time I've heard them I've quickly turned them off saying to myself, no, I can do it myself. But the reality is today, I can't. I've now been done DIC and I'll lose my job. Please tell me how I can get help.

I heard your ad again today and even though I didn't get the number, I looked you up in the phone book and - did you ever read that book *Feel the Fear?* Well I have, and now I really want to get some help.

I've heard your ads on the radio, and I know I'm not like some skid row bum, but I realise I do have a problem with drinking more than I would like.



Gone are the days when I used to enjoy just a glass of wine. I've listened and listened and the ad has finally pushed me to do this (ask for help).

I listen to the ads on the radio, about finances and not going to work, and the more you hear them the more you say to yourself, that's me. Male 37 .

Male 42 - I've been thinking of calling this number for months. I hear it in the car. Then I think oh no, I don't need to do that. But I've really had enough. No one knows I drink. I drink three bottles of whisky a week with coke, so not only do I have alcohol to give up, but caffeine and sugar. I've had enough. I'm not sure what to do.

50 year old woman. Keep hearing your ads on the radio and think oh gosh that sounds like me. I dread a 50th birthday I'm going to. I just so don't want to make a fool of myself yet again. I've got to get this sorted.

Male 40 I've heard your radio ad and know I just can't keep going the way I am.

Male 40 Heard the discussion on talk-back and your number was given out. Alcohol is like a monkey on my back. Then I heard the radio ad and it was like a flash-back to last week. I nearly didn't go into work I felt so awful.

30's something male; saw TV ads, that's me mate! I've got to do something now, for my kids and wife's sake.

7.3 Motivation

I heard your ad about how the person gets to 5.30pm and needs to drink, that's exactly how I am, I'm glad I heard your number because I've been going to AA for the last 9 months and that isn't really working for me so it was great to hear that there is another option. Female 40+.

Thanks for your suggestions I really appreciate them, I feel better equipped to deal with going out tonight and not drinking. I didn't know what I was going to say if people asked me why I wasn't drinking and now I have some good ideas.

This caller rang back later to compliment me on the help he had received. Had contacted a GP, had an appointment for an assessment and was awaiting a visit from 2 AA members. He was looking forward to receiving Had Enough and the User Guide.

Male 30-35 - Well I heard the ad a couple of months ago and every time I hear it I think "I must ring", I've been putting it off, but now I've lost my license, my relationship is on the rocks and I'm probably going to lose my job . So I plucked up the courage and finally rang you guys.

I've called this service before and it just the best service around. Thank you. I feel so much better. Female 32 Cannabis Brief Intervention.

30-year-old female having heard the radio ads, and seen the TV ads, calling for help. Cried with relief at the end of the Brief Intervention, having had no idea what to do about a long-standing problem.



7.4 Valued

Male late 40's. "If it wasn't for you guys while I was detoxing on my own I probably wouldn't be alive today – and I certainly couldn't have kicked the drugs without you. Just knowing I could ring you when it got too hard is what got me through. Thank you and God bless you all."

Male – 29 –Maori, said he saw the ads on TV and kept thinking it was him – and it was lots of other guys he knows. Finally rang and said it "was awesome to talk about it", he felt much more mellow and not judged. Was going to ring an agency and try a new strategy tomorrow after work.

I have spent months wondering how I could tell someone without the family knowing. And you haven't judged me at all. I feel as if I have some value.

Male 47 pleased that he is down to 15 beers after being on litre of vodka. "I very much like your calls. Please keep calling me"..

7.5 Awareness

No I'd never heard of you, but heard the ad today while driving the kids to school.

Yeah heard it on the Breeze. Really had no idea what to do. I've tried by myself but hey I just can't do it. Ringing you from my car.

Hi, I just heard your ad on the radio, it sounded like me, so I rang. No, never knew about you before.

Yeah, I saw your ad on TV. What happens at this number? I watched the ad where the guy hurts the kid. I've never done this but I could have. I've picked up the phone then hung up and then again and now I've got through. What sort of help is there for a guy Like me? I'm 30 and I binge drink at the weekends and Friday night. It's causing problems in my family.

Employer calling for advice on how to help employee who'd asked for help. Employee had been listening to the radio ads, and finally couldn't stand it and asked employer for help. Call proceeded as normal. 10 minutes later same employee called and said "Are you the one I talked to before? I've got another one!"

Male – 40s – going to do something about his drinking – minor binges that he now sees are a problem. Looked up number on web site – he had seen the ads several times, thought they were really good, hard-hitting, but had never noticed the Helpline number.

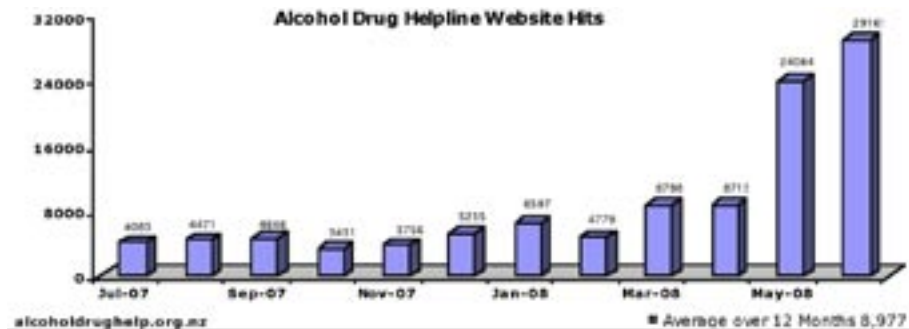
Several of my friends heard your number on the radio over the last week and have given it to me. Keep up with the advertising because I didn't even know that you existed till now. Mother of woman with alcohol issues.



ALCOHOL DRUG HELPLINE WEBSITE

The Helpline web site was launched in July 2006. Since its launch, it has received a steady number of visits per month with a three-fold increase over the past two months.

The Web site will be upgraded in 2008. It will be more interactive, with blog and interesting areas. Its purpose will be to intentionally and easily direct visitors to call or email the Helpline.



Callers who found out about the Helpline through the web site increased from 510 in the 2007 year to 660 in the 2008 year



Kia Ora, Alcohol Drug Helpline, how may I help?

Look, I'm worried about something and wonder if I might talk to someone.

You can talk to me.

I play social cricket. I always enjoy the cricket but the club buys a keg and somehow I always end up drinking myself into oblivion. I don't drink otherwise and wonder if it is possible that I have a problem. Is it a problem to drink like that? I'm wondering if maybe I don't go to cricket to play cricket, but for the alcohol.



