

Putting the freeze on ICE

The Australian Anti Ice Campaign (AAIC) was formed by Gold Coast mum and former ice addict, Andre'a Simmons in order to raise awareness and educate the public as to the incredible dangers of the drug Ice, or Crystal Methamphetamine. The core message is "Not Even Once". The core objective is "Putting the Freeze on Ice"



The winner of the 2017 VSA Gold Coast Community Organisation of the Year, AAIC is led by mum and former Ice addict, Andre'a Simmons. Andre'a, who owned and operated several successful businesses throughout her life, achieved a major milestone by age 21, becoming a millionaire.

After having a life changing experience and losing everything, including almost her life to the drug Ice, Andre'a began devoting her life to the needs of those suffering from Ice addiction. This passion led her to begin educating others on the dangers and effects of the drug.

Over the past year, Andre'a has traveled the country to liaise and train service providers and to act as a referral point for addicts and families in need.

Andre'a is now implementing the Australian Anti Ice Campaign in Australia which is a proven role model program successfully run in the US for the past 10 years, reducing Ice use in eight states by up to 80 percent. This Program consists of school based education, community forums, social media saturation, national billboards and TV commercials with outstanding results.

Further to this, Andre'a (AAIC) has completed dual diagnosis training and has partnered up with Optimal Health Group (OHG) to deliver this training to communities throughout Australia, equipping them with early intervention tools and establishing family support groups nationally.

AAIC's auspice is 'Future For Kids International', who have been working with kids and youth for several years and recognize the desperate need to implement these community development programs.

Andre'a's vision is to show that Ice can steal, kill and destroy anyone who tries it, even once. AAIC has embraced the motto in the US, which has become a source of information and website, notevenonce.com.



Andre'a Simmons and Jay Birch, Presenter, educator and now WA AAIC team leader

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As Andre'a explains: "The AAIC awareness and education program is largely based on The Meth Project, which has been run in eight states of the United States over the past decade and has had a significant impact in those states in terms of reducing the number of people, particularly young people, using Meth, and in terms of reducing the crime associated with meth use."

"The AAIC National Ice Action Strategy does not seek to duplicate services, where those services exist. Rather, it is designed to fit in with and complement existing Ice, other drugs and mental health initiatives and programs in each region across Australia."

"The AAIC's Organisational Structure, and planned expansion of that structure, seeks to establish teams of paid employees in each state and territory, with each team managing small teams of volunteers in each of the 560 local government areas across Australia."

"Each of these volunteer teams will form an AAIC Community Ice Action Team (CIAT). Each CIAT will be provided with the tools (standardised project management systems) and support from their State Head Office to implement each of the AAIC's specific initiatives in each local government area."

While the AAIC acknowledges that alcohol and other drugs cause harm in the community, the focus is clearly on Ice, due to the disproportionate harm it causes as compared to all other drugs.

The various components of the AAIC Ice Action Strategy can be summarised under four separate areas: Public Awareness – To inform the general public of the incredible dangers of trying Ice, even once; Community Forums – To identify and to work in conjunction with existing support services within the particular



Workshops in BHP Mines, Queensland Child Safety and in prisons, stage a major Community Forum in Logan City; commence a weekly live streaming Facebook show called, 'Let's Talk About Ice'; develop our Education Workshop Presenters to also act as Lived Experience Buddies—and in so doing have helped a number of people take the step into rehab and reintegrate into society post rehab; Met with and formed lines of communication with all State and Territory Governments as well as the Federal Government; Develop teams of volunteers in Perth, Melbourne and Toowoomba, Lismore and Leongatha (Vic), and Adelaide.

Andre'a herself has written and produced a 5-song EP about her journey in and out of Ice addiction, available for sale on the AAIC webpage (all proceeds go directly to AAIC to educate youth on the dangers associated with the drug Ice).

In terms of media, AAIC has established a strong relationship with Channel 9 with the possibility of staging a Chanel 9 Celebrity Telethon now in discussions.

"We are planning to launch a major coordinated media and ultimately fundraising campaign in the coming weeks with the guidance and assistance of a professional media organisation."

For more information and to donate visit <https://australianantiicecampaign.org.au/> and www.facebook.com/australianantiicecampaign/