

Appendix A Detailed Methodology

A.1 Phase 1 - Inception and project planning

An inception meeting was held with DoHA on 1st February 2010. The aims of this meeting included obtaining a briefing about NCPIC and its establishment from DoHA, identifying key documents and issues, and confirming the methodology and timeframes for the evaluation.

An initial telephone discussion was conducted with the NCPIC Director, Professor Jan Copeland, on 8th February. The aims of this discussion included identifying key documents and data to be provided for the evaluation, identifying key issues to consider, and discussing NCPIC's role in the evaluation and key points for input into this process.

A preliminary program logic (and hierarchy of outcomes) was developed and set out in the Urbis tender. This original version was modified at numerous points throughout the course of the evaluation in light of issues raised in the consultations, the review of key documents, and input provided by DoHA and the NCPIC Director.

A.2 Phase 2 – Background research

A.2.1 Review of key documents

Key documents provided by DoHA and the NCPIC were reviewed. The review of documents informed an understanding of:

- the aims, objectives and activities of the NCPIC as originally intended
- the governance and staffing roles and arrangements
- the planning process for NCPIC and the rationale underpinning the development of specific NCPIC activities and materials
- the appropriateness of the activities undertaken for achieving the identified needs and aims of NCPIC
- the spread and balance of activities and resources across the outcome areas
- the appropriateness of the activities undertaken for contributing towards the priority areas of the National Cannabis Strategy (NCS)
- the efficiency of activity implementation and any challenges or issues experienced.

Documents reviewed included: *The National Cannabis Strategy 2006-2011*, *The National Drug Strategy 2004-2009*, *The NCPIC Strategic Plan 2007-2010*, *NCPIC Annual Work Plans*, *The NCPIC Communications Strategy 2008-2010*, the *NCPIC Application for Funding*, the *Standard Funding Agreement between the Commonwealth of Australia and the University of New South Wales National Drug and Alcohol Research Centre (NDARC)*, *The Cannabis Resource Audit (Alcohol and Other Drugs Council of Australia 2008)*⁷, and information relating to budget and financial resource allocations.

At the commencement of the evaluation, NCPIC provided Urbis with a substantial submission including 61 appendices. This has also been reviewed.

A.2.2 Data review

The submission provided by NCPIC (and accompanying appendices) contained data and evaluative material. This included data relating to website activity and a website user satisfaction survey, data relating to Helpline activity and a Helpline process evaluation conducted by NCPIC, evaluative materials

⁷ Alcohol and Other Drugs Council of Australia (ADCA), *The Cannabis Resource Audit*, May 2008

relating to the workforce training conducted by NCPIC and evaluative materials relating to the National Cannabis Conference (based on feedback forms from attendees).

Where possible, this data has been used to inform an understanding of the impacts and reach of NCPIC's activities (ie across the States and Territories and urban/regional localities), the extent to which the varying target audiences are engaged with NCPIC activities, and user satisfaction.

A.2.3 Quality assessment of information

A quality assessment of a sample of NCPIC materials and publications was conducted. The quality assessment was undertaken to complement the qualitative research findings and to inform an analysis of NCPIC's success in meeting its objective of providing the community with high quality, evidence based information. An approach for selecting materials was developed to ensure that various publication types and formats, publications covering a range of topics, and publications targeted at different stakeholders were considered. The approach involved, in most instances, the selection of the most recent edition of publications. For materials that are not dated resources were selected at random. Input provided by NCPIC and DoHA into the selection of materials was also taken into account.

A brief scan of relevant literature was undertaken to identify and establish a criteria against which to assess the quality of the materials.

The Quality Assessment Criteria please is provided at Appendix C.

A.2.4 Literature scan

A brief scan of current literature was undertaken to provide an evidence base to inform the qualitative evaluation findings. Literature was sought in relation to the following topics: patterns of cannabis use in Australia, community attitudes towards cannabis use, problems associated with cannabis use, and cannabis treatment and prevention. An initial list of key documents relating to these topics was compiled by Urbis and sent to NCPIC to ensure that seminal pieces of research were not overlooked. Documents provided by NCPIC were included in the literature scan.

A.3 Phase 3 – Fieldwork consultations

A.3.1 Consultations with consortium members

Two Urbis team members attended a meeting of the NCPIC Advisory Group (which included the seven consortium members) on 18th February at NDARC. Urbis conducted a one hour workshop with the Group as part of that meeting. Advisory Committee members were subsequently provided with the opportunity to participate in one-on-one follow-up telephone interviews, and a number chose to do so.

An additional interview was also conducted with a key informant from the University of NSW.

The complete consultation list is provided at Appendix B.

A.3.2 Workshop with NCPIC staff members

An on-site workshop was undertaken with NCPIC staff on 1st March. A face-to-face interview was also undertaken with a key staff member unable to attend the workshop.

The staff members consulted are included in the consultation list provided at Appendix B.

A.3.3 Key stakeholder interviews

Interviews were conducted with key stakeholders from a selection of national and State/Territory based Australian organisations including peak bodies, service providers and government agencies. Organisations from a variety of sectors were consulted including drug and alcohol, health, education, youth, legal/criminal justice, evaluation/research, Indigenous and Non-English Speaking Background (NESB). The list of stakeholders to interview was developed taking into account:

- suggestions made by NCPIC, DoHA and in Urbis' tender for the evaluation
- the need to include stakeholders working across all States and Territories (and at State/Territory and national level), as well as a wide range of sectors relevant to the various NCPIC activities.

37 individuals participated in interviews. The interviews were undertaken in a number of formats: one-on-one telephone interviews, teleconferences, face-to-face interviews and emailed responses.

The list of all stakeholders consulted is provided at Appendix B

A.3.4 Interviews with NCPIC clients

A total 21 telephone interviews with clients of the NCPIC Information and Helpline were conducted. Clients were recruited through their contact with the Helpline. At the request of Urbis, over the period 1st-30th March 2010 Helpline staff asked all Helpline callers if they were willing to participate in the evaluation, and if so, their contact details were passed onto Urbis.

The interviews were an average of 10-15 minutes in length.

Participants represented a relatively even gender spread with 52% being female and 48% male. The average age of participants was 46 years old. The youngest participant was 23 years of age and the oldest participant was 69 years of age. Participants were most commonly from New South Wales (52%), followed by Victoria (24%), Queensland (19%), and Western Australia (5%).

A pop-up button advertising the evaluation was also placed on the NCPIC website, but no clients were recruited through this process.

A.3.5 Focus groups with young people

Two focus groups with independently recruited young people were conducted. The key aim of these groups was to inform an understanding of the effectiveness and appropriateness of NCPIC activities and materials for engaging with their target audience, particularly young people. Focus group participants were shown examples of NCPIC materials and resources aimed at young people to encourage a discussion regarding: the appeal, the perceived relevance of information, the presentation and format, the types of messages and approaches, the dissemination methods and the potential impacts on young people's cannabis related attitudes and behaviours.

In total, 21 young people participated in the groups. The first group was young people aged 14-18 years and comprised 10 participants, five female and five male. In addition to exploring the general NCPIC materials for young people, this group tested a sample of NCPIC's preventative materials. It was not specifically required that the participants be cannabis users (although a minority were in practice).

The second group included young people aged 20-29 years and comprised 11 participants, nine male and two female. In addition to exploring the general NCPIC materials for young people, this group tested a sample of NCPIC's intervention materials. Participants in this group were all cannabis users.

A.4 Phase 4 – Analysis and reporting

This Report is being submitted to DoHA, the Director of NCPIC and the NCPIC consortium members. The consortium members will provide feedback on the Report to the Director of NCPIC. DoHA and NCPIC will each be submitting one set of consolidated feedback to Urbis by 3rd May. A teleconference with consortium members is also scheduled to be held on 3rd May. The teleconference will focus on key issues members wish to discuss separately to the feedback provided to the NCPIC Director and overall high level key issues concerning the evaluation findings.

The Final Report will be submitted by Urbis on 10th May.

Appendix B Consultation List

Name	Organisation/position	Consultation method
Consortium members and Advisory Committee Members		
	Department of Education, Employment and Workplace Relations	Workshop with Committee Members
	NSW Police	Workshop with Committee Members
	University of Adelaide	Workshop with Committee Members
	Curtin University	Workshop with Committee Members Follow-up telephone interview
	University of Queensland	Workshop with Committee Members Follow-up telephone interview
	Victoria Police	Telephone interview
	NCETA	Workshop with Committee Members Follow-up telephone interview
	Orygen Research Centre	Workshop with Committee Members Follow-up telephone interview
	AIC	Workshop with Committee Members Follow-up face to face interview
	Lifeline	Workshop with Committee Members Follow-up telephone interview
	NDRI	Workshop with Committee Members Follow-up telephone interview
	Ted Noffs Foundation	Workshop with Committee Members
	NDARC	Workshop with Committee Members Follow-up face to face interview
Department of Health and Ageing representatives		
	Drug Strategy Branch	Face-to-face interview
	Drug Strategy Branch	Face-to-face interview
	Drug Strategy Branch	Face-to-face interview
	Drug Strategy Branch	Telephone interview
NCPIC staff		
		Initial introductory teleconference NCPIC staff workshop Face to face interview
		Face to face interview
		NCPIC staff workshop Telephone interview

Name	Organisation/position	Consultation method
		NCPIC staff workshop
		NCPIC staff workshop Initial introductory teleconference
		NCPIC staff workshop
		NCPIC staff workshop
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		NCPIC staff workshop

Name	Organisation/position	Consultation method
		NCPIC staff workshop
		NCPIC staff workshop
Other UNSW staff		
	UNSW	Face to face interview
Key stakeholders		
National		
	Marijuana Anonymous Australia	Telephone interview
	Australian National Council on Drugs (ANCD)	Telephone interview
	Australasian Professional Society on Alcohol and Other Drugs	Telephone interview
	Alcohol and other Drugs, National Aboriginal Community Controlled Health Organisation (NACCHO)	Telephone Interview
	Alcohol and Drugs Council of Australia, Canberra	Face to face interview
	Alcohol and Drugs Council of Australia, Canberra	Face to face interview
	Alcohol and Drugs Council of Australia, Canberra	Face to face interview
	The Aboriginal Health and Medical Research Council (AH&MRC)	Telephone interview
	Australian National Council on Drugs, Canberra	Telephone interview
Intergovernmental Committee on Drugs (IGCD)		
	Customs and Border Control Representative	Email response
	Department of Employment, Education and Workplace Relations	Email response

Name	Organisation/position	Consultation method
	Northern Territory Department Health and Families	Email response
	Queensland Police	Email response
	Tasmanian Health	Email response
	Tasmanian Police	Email response
	Victorian Police	Email response
	Western Australian Drug and Alcohol Office	Email response

Australian Capital Territory

	ACT Alcohol and Other Drug Sector Project, auspiced by the Youth Coalition	Face to face interview
	ACT Alcohol and Other Drug Sector Project, auspiced by the Youth Coalition	Face to face interview

Victoria

	University Melbourne	Deakin	Telephone Interview
	Victoria Police		Telephone interview
			Telephone interview
	Australian Drug Foundation, Melbourne		Telephone interview
	Education and Training, Turning Point, Melbourne		Telephone interview

New South Wales

	Drug and Alcohol Multicultural Education Centre (DAMEC)		Telephone interview
	Drug and Alcohol Multicultural Education Centre (DAMEC)		Telephone interview
			Telephone interview
	Hemp Embassy, Nimbin		Telephone interview
	Clinical Issues Unit,		Telephone interview

Name	Organisation/position	Consultation method
	Community Services, Sydney	
	Brain and Mind Institute, University of Sydney	Telephone interview
	Family Drug Support, Network of Alcohol and Drug Agencies (NADA)	Telephone interview
	Headspace Campbelltown	Telephone interview
Northern Territory		
	Alcohol and Other Drugs Program Top End, Northern Territory Department of Health and Families	Telephone interview
	Drug Education Health Promoting Schools NT Department of Education and Training	Telephone interview
South Australia		
	Learner Wellbeing and Drug Strategy team, Department of Education and Children's Services, Adelaide	Telephone interview
Western Australia		
	School Drug Education Road Aware (SDERA), Perth	Telephone interview
Tasmania		
	Drug Education, National Schools Tasmanian Education Department	Telephone interview
NCPIC clients		
Helpline clients Total number = 21	n/a	Telephone interviews
Potential NCPIC consumers (young people)		
Young people Total number = 21	n/a	Focus group

Appendix D Fieldwork Instruments

I'm from Urbis –an independent research company which has been asked by the Department of Health and Ageing, which funds NCPIC, to evaluate NCPIC and look at how effectively it's operating. As part of the evaluation we are talking to people who have used NCPIC's products and services. Everything you say to us will be treated confidentially, and you won't be named in our report. We also won't be providing any information which identifies you to the Department. Do you have any questions before we start?

1. How did you first find out about the Helpline?
 - ☐ Advertising
 - ☐ word of mouth (family/friends etc)
 - ☐ NCPIC website or general searches on the internet
 - ☐ Referred to NCPIC by other organisation
 - ☐ Yellow Pages / White Pages
 - ☐ other
2. If you found out about the Helpline through advertising or the website, was sufficient information provided regarding:
 - a) the role and functions of the Helpline (ie to provide advice, information, brief interventions/counselling, referrals etc)
 - b) Who the Helpline is intended for (cannabis users, their families and friends)
 - c) How to contact the Helpline and the hours of operation.
3. Was finding out about the Helpline simple and straightforward? If no, how else could the Helpline best be promoted and advertised?
4. What prompted you to contact the Helpline? Were you ringing in relation to yourself or someone else? What information or help were you hoping to get? Is this the first time you have called the Helpline? If not, how many times have you called? What made you ring back?
5. Did you experience any issues or difficulties with accessing the Helpline? (eg unable to get through to an operator, had to call a number of times etc). If yes, how could these be overcome (eg different operating hours)?
6. What was the outcome of your contact with the Helpline?
 - ☐ Received counselling/brief intervention
 - ☐ Made a 'plan of action'
 - ☐ Referred to the NCPIC website
 - ☐ Supplied with resources/materials
 - ☐ Referred to a service provider/community organisation
 - ☐ Other (specify)
7. Did this outcome meet your needs? Is there anything else that the Helpline could have done to help address your needs?

[For those referred on for further counselling by NCPIC]

8. Did you follow up on this? Why/why not? If not, how likely is it that you will do so? If you did follow up the referral, was it useful?
9. Have you seen or used any other NCPIC resources or materials? If yes, which ones?
- ☐ Website
 - ☐ Factsheets
 - ☐ Cannabis and Driving resources
 - ☐ Real Stories by Young People Postcards
 - ☐ E-Zine and Bulletins
 - ☐ Other
10. What do you think of the quality of these? Did you find them easy to use and understand, relevant to you, and interesting? Did you like how they were presented? *[Prompt: graphics? Amount of text? Language used? Appeal to other young people (where appropriate)]* Do you have any suggestions for how they could be improved?
11. Are there other forms of assistance or resources that would be helpful for addressing your needs?
12. Overall, what difference has NCPIC made for you?
13. Is there anything that you particularly liked or disliked about NCPIC?
14. How could NCPIC be improved in the future?
15. Do you know about or have used any other Helplines? If so, which ones? *[Prompt: the Drug and Alcohol Information Helpline in your State/Territory]* If you have, how did that compare to the NCPIC Helpline? Did NCPIC provide anything different? *[Prompt: was it the same kind of service?]* Which did you prefer? Which would you use in the future?
16. Demographic information:
- Gender:
- Age:
- City/Town of residence:
- ATSI:

Thank you for participating in this interview.

Independent research consultants Urbis have been commissioned by the Department of Health and Ageing to evaluate the National Cannabis Prevention and Information Centre (NCPIC). The key aim of the evaluation is to assess the effectiveness of the activities and governance arrangements of the Centre. Everything you say to us will be treated confidentially, and your comments will not be attributed to you in the report.

1. Introductions. Please briefly describe your organisations/your role? How did you first hear about NCPIC or become involved in their activities?
2. What has been the nature and extent of your involvement with NCPIC and their various resources/activities?

Perceptions of NCPIC

3. Overall, what would you say is the general perception of NCPIC in your sector (and other sectors if you can comment) *[Prompt: the drug and alcohol sector, the general health sector, the education sector, the Indigenous sector, the youth sector]? [If you can comment]* How is it regarded in the general community/by young people? Does it have a high profile? Is it well-regarded and used? Has it been effectively promoted? Is there anything that could or should be done to improve its standing and profile?
4. How consistent and effective has NCPIC's spread and reach been across: different sectors, States and Territories, urban, regional and remote areas?

NCPIC activities

5. NCPIC has a sole focus on cannabis. Is this an effective and appropriate approach? What are the advantages of this? The limitations?
6. In relation to the NCPIC resources and activities which you have seen or used, how effective and appropriate do you think they are? *[Prompt: NCPIC materials, the Information and Helpline, training, clinical work to inform other activities, the website.]* Which ones seem to be the most effective? Least? Are they well-grounded in current research? User-friendly? Can you suggest any improvements?
7. How effectively do NCPIC's activities meet the needs of special population groups (Indigenous, CALD, young people etc)? Are there any population groups who could/should be targeted who aren't currently? If so, how should these be addressed?
8. Overall, do you think that NCPIC has focused on the *most important* and *highest priority* activities? The activities where there will be *most impact* in reducing the use of and harms associated with cannabis use in Australia? Has it taken the most strategic approach to this task? Are there any *other* activities they should do, or activities they should do more of?

NCPIC's achievements and limitations

9. What do you regard as NCPIC's key achievements?
10. To what extent has NCPIC achieved the following:
 - a. increased access to information on cannabis
 - b. supplied service providers with interventions to respond to cannabis use
 - c. engaged young people, as a contribution towards reducing the demand form, and harms associated with cannabis
11. How effectively has NCPIC contributed to the various goals of the National Drug Strategy (NDS) and the National Cannabis Strategy (NCS)? *(Prompt – the priority areas of the NDS include prevention, reduction of supply, reduction of drug use and related harm, improved access to quality treatment, workforce development, strengthened partnerships,*

implementation of the NDS Aboriginal and Torres Strait Islander Peoples Complementary Action Plan, and identification and response to emerging trends. The priority areas of the NCS include increasing community understanding of cannabis, preventing the use of cannabis, preventing problems associated with cannabis, responding to problems associated with cannabis. Target groups of the NCS include the general population, those at risk/likely to use, users, and problem users). Are there any key gaps?

12. Are you aware of any key limitations, barriers or challenges faced by NCPIC? Do you have any suggestions for improving the service in the future?

Management of NCPIC

13. *[If you can comment]* From what you have seen from outside, how effectively have the governance arrangements for NCPIC worked? (eg the NPCIC consortium model, Advisory Committee/Management Group)? Has it had any positive or negative impact on how NCPIC has operated?
14. *[If you can comment]* Does the consortium includes the most appropriate type/range of agencies? Why or why not? *[Prompt: the current agencies are NDARC, NDRI, NCETA, AIC, ORYGEN, TNF, Lifeline]* Are there any other/different agencies which should be included?
15. Is NDARC the best place for NCPIC to be based? What are the advantages of this? Are there any limitations?

1. Introductions. Can you tell me your name and age.?

Communication channels/sources of information

2. Where do you go to get health/drug information generally? (*Prompt: media and other communication channels, friends, family, services.*) What do you consider to be reliable sources of information?
3. What might make you choose to read some information or materials over others? (*Prompt- relevancy, presented in an interesting way, appropriate language, user-friendly format, see it as a reliable source,*) What would put you off? (*Prompt – too long, language not clear and straightforward, not relevant to the experiences of young people, fear mongering approach, not seen to be credible/believable*)
4. For what reasons might you seek out cannabis related information? (*Prompt: for yourself? For friends or family members?*)
5. If you were interested in getting cannabis related information, what might you do/where might you go? (*Prompt – ask friends, speak with a family member, talk to a teacher or someone at school, search the web, contact a community organisation etc*)

Appropriateness and effectiveness of NCPIC materials

1. Are you aware of the National Cannabis Prevention and Information Centre? If yes to what extent? (*Prompt: seen website, used helpline, seen promotional materials/resources.*)
2. **Fast Facts on Cannabis**– What do you think of this resource? What do you think of the tone (*Prompt – positive/negative, official, judgemental, empowering, genuine, respectful etc*)? Do you think the information is relevant to people your age? Does it tell you things about cannabis that you are interested in knowing? Does it provide you with new information? What do you think of the format, is it easy to use? Is it the right length? What do you think of the language, is it clear and straightforward? What do you think of the presentation, is it interesting and engaging? Does this resource make you think differently about cannabis? Would it discourage you from using cannabis? Would this resource prompt you to contact NCPIC for further information or advice? Anything else you would like to comment on?
3. **Posters** – What do you think of these? What are the posters saying, what is the purpose of them? Is it clear that the posters are to advertise NCPIC? Judging from these posters what type of service do you think NCPIC is (*Prompt – its aims, activities, services, target audience, government or non-government etc*)? Is it clear what the phone number is for? Would this poster encourage you to phone this number to get cannabis related information or advice? Why/why not? Does it make you think differently about cannabis or would it discourage you from using cannabis?
4. **The Avant Card** – What do you think this postcard is about? What do you think the purpose of this postcard is? If you came across this postcard in a café, record

store or other retail outlet would you be inclined to pick it up? Why/why not? (What do you think of the graphics and design of the postcard? Do you find it appealing/interesting?) Would this postcard prompt you to call the Helpline number or visit the website? Why/why not? Does this postcard make you think differently about cannabis?

5. **Real Stories about Using Cannabis** – Get participants to look at the postcards. Can you tell me what you think these postcards are about? If you came across these postcards at your school (i.e. displayed in the classroom) would you be included to pick them up and read them (prompt- are the graphics eye-catching? Is it clear what the postcards are about?) Would these postcards prompt you to visit the NCPIC website for further information? Why/Why not?

Ask participants to look at the young people's section of the website and the Real Stories. What did you think of this webpage? Was the webpage easy to navigate? Was the information provided relevant to people your age? Did it tell you things about cannabis you are interested in knowing? Did it provide you with new information? What did you think about the design, graphics and presentation of the webpage? What did you think of the language used? Does the website make you think differently about cannabis? Would it discourage you from using cannabis? Anything else you would like to comment on?

6. **Factsheets** (*Ask participants to look at a list of the factsheet topics*) Do you think any of these topics are relevant to you or other people your age? Which ones are most relevant (choose top three). Let's look at one factsheet in more detail. What do you think about this factsheet? Does the factsheet provide you with relevant information? New information? What do you think about the presentation? Is it easy to use? It is engaging and interesting? What about the language? Does the factsheet make you think differently about cannabis? Would it discourage you from using cannabis? Anything else you would like to comment on?
7. Of all the materials we have looked at, which one do you think is the most effective for engaging with people your age? Why? Which one do you think is the least effective? Why? Which one is most likely to make you think differently about cannabis or would be most likely to discourage you from using cannabis? Why?
8. Thinking about the topics that are covered in the resources - are there other things about cannabis that you would be interested in knowing?
9. Do you have suggestions for how NCPIC materials could be improved? Can you think of any other types of materials that would be effective for engaging with people your age?

NCPIC activities

Some of NCPICs current/future activities include poster competitions where school students are invited to design posters to promote the Centre (we looked at two of the winning entries earlier), short film competitions, an online chat room where young

people can ask the staff questions relating to cannabis, developing interactive classroom activities for teachers to do with their students.

1. Are these activities you would potentially get involved in? Which one/s would you be the most likely to get involved in? Why? Which one would you be the least likely to get involved in? Why?
2. Do you think these activities would be effective for you (or other young people you know) in providing information or key messages about cannabis?
3. Would you consider calling a free Helpline for cannabis related issues? For what reasons might you call such a Helpline? If you had the choice of ringing a Helpline that was specifically about cannabis versus one that covers all drugs and alcohol, which would you prefer? Would it matter to you if the hours of operation were 2-11pm or 24 hours?
4. Can you think of any other activities that would be effective for engaging people your age?
5. Do you have any ideas for promoting NCPIC and raising awareness of it's activities with young people? (Prompt, avenues and channels for promoting NCPIC to reach more young people)

Introductions. Can you tell me your name, age, what you do for work/study?

Communication channels/sources of information

1. Where do you go to get health/drug information generally? (*Prompt: media and other communication channels, friends, family, services.*) What do you consider to be reliable sources of information?
2. What might make you choose to read some information or materials over others? (*Prompt- relevancy, presented in an interesting way, appropriate language, user-friendly format, see it as a reliable source*) What would put you off? (*Prompt – too long, language not clear and straightforward, not relevant to the experiences of young people, fear mongering approach, not seen to be credible/believable*)
3. For what reasons might you seek out cannabis related information? (*Prompt: for yourself? For friends or family members?*)
4. If you were interested in getting cannabis related information, what might you do/where might you go? (*Prompt – ask friends, speak with a family member, talk to a teacher or someone at school, search the web, contact a community organisation etc*)

Appropriateness and effectiveness of NCPIC materials

1. Are you aware of the National Cannabis Prevention and Information Centre? If yes to what extent? (*Prompt: seen website, used helpline, seen promotional materials/resources.*)
2. **What's the deal on quitting? A do-it-yourself guide to quitting cannabis–** What do you think of this resource? What do you think of the tone? Do you think the information is relevant to cannabis users your age? Does it tell you things about cannabis that you are interested in knowing? Does it provide you with new information? Does this resource make you think differently about cannabis or would it encourage you to change your behaviour? If you were interested in quitting cannabis do you think this resource would help you to identify the symptoms of dependence and provide effective techniques for changing your cannabis use? Why/why not? If you were interested in quitting, would you be likely to carry out the techniques listed in the booklet (completing the severity of dependence scale, writing a pros and cons of smoking list, writing a pros and cons of quitting list, recording a quit date, asking a friend or relative for help, make a list of high risk situations and a plan for dealing with them.) Why/why not? Can you think of other strategies that would be helpful for assisting with quitting cannabis? What do you think of the format, is it easy to use? Is it the right length? What do you think of the language, is it clear and straightforward? What do you think of the presentation, is it interesting and engaging? Anything else you would like to comment on?
3. **Posters –** What do you think of these? What are the posters saying, what is the purpose of them? Is it clear that the posters are to advertise NCPIC? Judging from these posters what type of service do you think NCPIC is (*Prompt – its*

aims, activities, services, target audience, government or non-government etc)?
Is it clear what the phone number is for? Would this poster encourage you to phone this number to get cannabis related information or advice? Why/why not? Do the posters make you think differently about cannabis? Would they encourage you to change your behaviour?

4. **Cannabis and Driving resources** – What do you think of this poster? What do you think the purpose of the poster is? What do you think of the tone? Does the information tell you any new information? Does this poster discourage you from driving stoned or make you think any differently about driving while stoned? Why/Why not? What do you think about the design and graphics of the poster? Do you have any suggestions for how the poster could be improved? What do you think of the mouse pad and the bumper sticker? Would you use either of these? Why/why not?
5. **The Avant Card** – What do you think this postcard is about? What do you think the purpose of this postcard is? If you came across this postcard in a café, record store or other retail outlet would you be inclined to pick it up? Why/why not? What do you think of the graphics and design of the postcard? Do you find it appealing/interesting? Would this postcard prompt you to call the Helpline number or visit the website? Why/why not? Does this postcard make you think differently about cannabis?
6. **Real Stories about Using Cannabis** – Get participants to look at the postcards. Can you tell me what you think these postcards are about? If you came across these postcards would you be inclined to pick them up and read them (prompt- are the graphics eye-catching? Is it clear what the postcards are about?) Would these postcards prompt you to visit the NCPIC website for further information? Why/Why not?

Ask participants to look at the young people's section of the website and the Real Stories. What did you think of this webpage? Was the webpage easy to navigate? Was the information provided relevant to people your age? Did it tell you things about cannabis you are interested in knowing? Did it provide you with new information? What did you think about the design, graphics and presentation of the webpage? What did you think of the language used? Does the website make you think differently about cannabis? Does it encourage you to change your behaviour? Anything else you would like to comment on?

7. **Factsheets** (*Ask participants to look at a list of the factsheet topics*) Do you think any of these topics are relevant to you or other people your age? Which ones are most relevant (choose top three). Let's look at one factsheet in more detail. What do you think about this factsheet? Does the factsheet provide you with relevant information? New information? What do you think about the presentation? Is it easy to use? It is engaging and interesting? What about the language? Does the factsheet make you think differently about cannabis? Does it encourage you to change your behaviour? Anything else you would like to comment on?

8. Of all the materials we have looked at, which one do you think is the most effective for engaging with cannabis users your age? Why? Which one do you think is the least effective? Why? Would any of them make you more likely to give up smoking cannabis or reduce your cannabis use?
9. Do you have suggestions for how NCPIC materials could be improved? Can you think of any other types of materials that would be effective for engaging with cannabis users your age?

NCPIC activities

Some of NCPIC's current/future activities include poster competitions where school students are invited to design posters to promote the Centre (we looked at two of the winning entries earlier), short film competitions, an online chat room where young people can ask the staff questions relating to cannabis, developing interactive classroom activities for teachers to do with their students.

1. Are these activities you would potentially get involved in? Which one/s would you be the most likely to get involved in? Why? Which one would you be the least likely to get involved in? Why?
2. Do you think these activities would be effective for you (or other young people you know) in providing information or key messages about cannabis?
3. If you were concerned with your cannabis use would you consider calling a free Helpline for counselling, advice, or referrals to relevant services? If you had the choice of ringing a Helpline that was specifically about cannabis versus one that covers all drugs and alcohol, which would you prefer? Would it matter to you if the hours of operation were 2-11pm or 24 hours?
4. What other forms of assistance would be helpful for young people who may be concerned with their cannabis use or are trying to quit?
5. Can you think of any other activities that would be effective for engaging people your age in relation to cannabis use?
6. Do you have any ideas for promoting NCPIC and raising awareness of it's activities with young people?

1. Introductions, brief overview of role and contact/involvement with NCPIC
2. How effective would you say the governance arrangements for managing and directing the work of NCPIC are - in particular the:
 - (a) Advisory Committee overall? Does the process for involving members of the Advisory Committee make best use of the skills/expertise of both the committee members and the consortium members? How effective are the meetings of the Group? Any barriers to effective operation? *[Prompts: attendance at meetings, inconsistency of representatives]* Is there anything that could be done to improve its operation?
 - (b) Management Group? Since its introduction, has it led to more effective management of NCPIC? Why or why not? Is there anything that could be done to improve its operation?
 - (c) Day-to-day management of NCPIC? Are there any changes you could suggest to improve this?
 - (d) Processes/documents for determining and driving the activities of NCPIC eg Annual Work Plans, Strategic Plan 2007-2011, Communications Strategy?
 - (e) Relationship with DoHA as the NCPIC funding body?
3. From what you have seen, do NCPIC activities get implemented as planned, and in a timely manner? Are there any major/common barriers to this? If so, how could these be addressed?
4. *[If not mentioned above]* What are the benefits of the consortium model for running NCPIC? Do the current means of involving consortium members make the best use of their skills/expertise? *[Prompt: Is there joint planning, information and resource-sharing and collaborative decision-making in practice?]* Are there any limitations?
5. Overall, what would you say is the general perception of NCPIC in the drug and alcohol sector – is it well-regarded and used? In other sectors of relevance? The general community? Young people who use cannabis? Their friends and family members? Is there anything that could or should be done to improve its standing and profile in the relevant sectors and in the community?
6. Overall would you say that the distribution of resources and responsibility between partner agencies has worked well? Why or why not?
7. Is the balance/distribution of NCPIC activities appropriate in meeting NCPIC's objectives in terms of spread across:
 - (a) different sectors (eg health, education, community, youth, Indigenous etc)?
 - (b) all States and Territories (as a national initiative)? Urban, regional and remote areas?
 - (c) types of activity (eg development and distribution of materials, website, Helpline, research and clinical resource development)
 - (d) the various goals of the National Drug Strategy and the National Cannabis Strategy?Are there any key gaps in the above? Any population groups who could/should be targeted who aren't currently? If so, how should these be addressed?
8. Overall, how effectively and efficiently has NCPIC achieved its goals as set out in its workplans?
9. How effective and appropriate are the activities/materials developed by NCPIC? Which ones seem to be most effective? Least? In particular do you have any comments on the effectiveness of any of the following:
 - (a) The Helpline
 - (b) The website
 - (c) Education materials for the general public (including young people) and stakeholders

(d) Training

10. How effective and appropriate are the activities undertaken to inform the development of NCPIC activities and resources? (eg stakeholder consultations, controlled trial groups, piloting etc)
11. How would you rate the quality of the materials developed by NCPIC in terms of their:
 - (a) basis in accurate and current research
 - (b) user-friendliness and appeal to young people, families and professionals in relevant fields?Are there any barriers to achieving the above? Are there any improvements you could suggest?

1. Introductions. Please briefly describe your role at NCPIC, on what basis you work (part-time, casual etc), how long you have worked at NCPIC/NDARC, and how you came to work at NCPIC?

NCPIC activities

2. Looking overall at NCPIC's activities, is the balance/distribution of NCPIC activities appropriate in meeting NCPIC's objectives in terms of spread across:
 - (a) Different sectors (eg health, education, community, youth, Indigenous etc)?
 - (b) All States and Territories (as a national initiative)? Urban, regional and remote areas?
 - (c) Types of activity (eg development and distribution of materials, website, Helpline, research and clinical resource development)
 - (d) The various goals of the National Drug Strategy and the National Cannabis Strategy?

Are there any key gaps in the above?

8. How effectively do NCPIC's activities meet the needs of special population groups? Prompts:

- (a) Indigenous people
- (b) People from Culturally and Linguistically Diverse backgrounds
- (c) Young people who do and don't use cannabis
- (d) Family and friends of people who use cannabis

Are there any population groups who could/should be targeted who aren't currently? If so, how should these be addressed?

3. Overall, how effective and appropriate are the activities/materials developed by NCPIC? Which ones seem to be most effective? Least?
4. Now looking at the individual activities conducted by NCPIC, how effective have the following activities been, and have there been any limitations on this effectiveness?
 - (a) The Helpline
 - (b) The website
 - (c) Education materials for the general public (including young people) and stakeholders
 - (d) Training
5. How effective and appropriate are the activities undertaken to inform the *development* of NCPIC activities and resources? (eg stakeholder consultations, controlled trial groups, piloting etc)
6. How would you rate the quality of the materials developed by NCPIC in terms of their:
 - (a) Basis in accurate and current research
 - (b) User-friendliness and appeal to young people, families/friends of cannabis users and professionals in relevant fields?

Are there any barriers to achieving the above? Are there any improvements you could suggest?
7. How effectively have NCPIC's activities been promoted and publicised amongst the relevant groups? *[Prompts: by NCPIC activity (the Helpline; website; materials; training); and target groups eg relevant professionals eg health, drug and alcohol legal etc; young people who do and don't use cannabis; family and friends of young cannabis users]*

8. Do you think there are *any other* or *more* of certain activities that you would ideally like to see NCPIC doing in the future?

NCPIC's achievements and limitations

9. Overall, how effectively and efficiently has NCPIC achieved its goals as set out in its workplans?
10. What do you regard as NCPIC's key achievements?
11. To what extent has NCPIC achieved the following:
- (a) Increased access to information on cannabis
 - (b) Supplied service providers with interventions to respond to cannabis use
 - (c) Engaged young people, as a contribution towards reducing the demand form, and harms associated with cannabis
12. What are the main contributions that NCPIC has made to achieving the goals of the National Drug Strategy and the National Cannabis Strategy?
13. What have been the key limitations or challenges faced by NCPIC? Have these changed over time? *[Prompt: were there any initial 'teething problems' in the earlier stages of operation? If so, have these been effectively addressed?]*

Perceptions of NCPIC

14. Overall, what would you say is the general perception of NCPIC in the drug and alcohol sector – is it well-regarded and used? In other sectors of relevance? The general community? Young people who use cannabis? Their friends and family members? Is there anything that could or should be done to improve its standing and profile in the relevant sectors and in the community?

Staffing issues

15. What are the key sets of skills/experience/qualifications amongst NCPIC staff? Is there the right mix and balance to effectively undertake all the work required of NCPIC? Are there any gaps? Are NCPIC's activities conducted by the most appropriate staff members given their skills/experience/qualifications?
16. Is there the appropriate number of staff/amount of staff resourcing overall to carry out the required activities? *[Note: there are currently 21 staff, working a mix of full- and part-time]*
17. Are there any issues with NCPIC staffing that act as a barriers to achieving successful outcomes *[Prompts: staff turnover; staff working part-time; staff having responsibilities for other NDARC/UNSW activities; not enough staff]*
18. How do the different teams (Clinical Services and Evaluation Team, Communications Team, Training Team) work together? Is communication and joint planning across the different teams effective? Are the processes for ensuring interactions across the teams (eg monthly staff meetings) effective and appropriate?

Management of NCPIC

How effective would you say the governance arrangements for managing and directing the work of NCPIC are - in particular the:

19. Advisory Committee/Management Group *[if you can comment? Prompts:*
- (a) *From what you have seen, are the skills/expertise of the members used most effectively in driving and contributing to the work of NCPIC, both in and beyond their meetings?*
 - (b) *Do NCPIC staff have opportunities to feed into these decision-making processes?*

- (c) *Are decisions made by these two groups effectively communicated to staff as relevant?*
- (d) *Do these partner agencies liaise effectively with NCPIC staff (as required) to undertake projects?*
- (e) *What are the strengths and limitations of the consortium model?*
- (f) *Overall would you say that the distribution of resources and responsibility between partner agencies has worked well? Why or why not?*
20. Day-to-day management of NCPIC? Allocation and management of your work? Are there any changes you could suggest to improve this?
21. Processes/documents for determining and driving the activities of NCPIC eg Annual Work Plans, Strategic Plan 2007-2011, Communications Strategy? *[Prompt: Are these effective mechanisms for clearly mapping and articulating NCPIC's goals, objectives, priorities, activities and target audiences? Why or why not]*
22. Relationship with DoHA as the NCPIC funding body? Has this had any practical impact on your day-to-day work? *[Prompts: nature of activities, content of materials, timelines for undertaking activities]*
- Do you have any suggestions for how to improve any aspect of the management of NCPIC?
23. From what you have seen, do NCPIC activities get implemented as planned (and set out in the Work Plans), and in a timely manner? Are there any major/common barriers to this? If so, how could these be addressed?
24. Is NDARC the best place for NCPIC to be based? What are the advantages of this? Are there any limitations?
25. Are there any other things you think could be done to make NCPIC work more efficiently and effectively in the future, other than the issues we have discussed already *[if applicable]*?
26. Is there anything else you would like to raise of relevance to the evaluation?

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