

# MAKE THE CALL.

## CUT THE SUPPLY. STOP THE HURT

### YOUR CALL COULD BE THE TIP OF THE ICE BERG

1800 333 000 or [crimestopperssa.com.au](http://crimestopperssa.com.au)



## CAMPAIGN CASE STUDY



Supporting Better Communities

### The Situation

In February 2017, Crime Stoppers South Australia partnered with the South Australian Government to develop and implement a 6-month statewide campaign targeting makers and distributors of methamphetamine in SA. The campaign followed waste water analysis which found a 25 percent increase in use of methamphetamine compared with the previous year, and with usage having tripled over a 5-year period, the state had experienced rapid growth in drug use in line with the rest of the nation.

### Objectives

The campaign was designed to help police achieve significant long-term disruption of the supply chain by encouraging people to anonymously share and report information about manufacturers and sellers of illicit drugs to Crime Stoppers, with those information holdings then shared with police to investigate as appropriate.

### Elements

A comprehensive community engagement campaign included a series of regional launches, localised advertising and eye-catching promotional materials to ensure maximum community awareness and encourage people with information about manufacturing and selling of meth-amphetamine to share what they know with Crime Stoppers without having to say who they are.

Engagement tactics aimed to overcome the reluctance by some people to come forward with information, as well as fear of reprisal if they do. It was the guarantee of anonymity that perfectly placed Crime Stoppers to engage the community at a grass-roots level.

The campaign was officially launched in a media conference at Police HQ on Wednesday 14th February 2017, which was attended by all major media networks.

A dedicated suite of digital and print assets were developed, with the primary creative being an image of a small, re-sealable deal-size bag containing an iceberg.

A series of regional roadshows occurred, with significant regional print, TV and radio outcomes achieved. Within each region, posters and flyers were distributed through police stations, medical and health centres, the local council and library, SA Health, SA Housing Trust and across other relevant Government departments.

To reinforce the campaign's reach and engage with a number of CALD communities, Crime Stoppers produced a range of flyers in Chinese, Vietnamese and Arabic. These languages were selected in consultation with SAPOL, noting that an estimated 350,000 South Australians are born overseas, and about 220,000 speak a language other than English at home.

### Campaign Results

The following outcomes were achieved:

- 4193 contacts regarding illicit drugs
- 983 actions issued for police investigation
- 28 people arrested and 31 reported for a range of offences
- five clandestine laboratories located and shut down
- 480g of methamphetamine seized
- cannabis, cocaine, LSD, cannabis oil and prescription medications seized
- nearly \$80,000 cash seized
- eight firearms and ammunition located amongst an arsenal of weaponry confiscated by police
- significant media coverage across radio, TV, print and online in metro/regional areas
- prime time airing of three dedicated community service announcements on Channel 9
- Extensive social media activity that reached more than 110,000 people
- 143 x 30 second TV spots that reached an estimated 914,900 people
- Significant advertising activity across multiple regional newspapers
- 216 radio spots on Nova Entertainment