The practitioners’ pack summary sheet

The campaign consists of a number of products:

The FRANK leaflet ‘Talk About Cannabis’
This leaflet is aimed at non-users, lighter users and ‘contemplators’ aged 14 to 17. This widely distributed leaflet is also being sent out via the FRANK telephone helpline.
For further copies, call 0870 241 4680 and ask for product code 40533

The FRANK website – www.talktofrank.com
The website contains information about cannabis, as well as other illegal drugs.

The ‘Know Cannabis’ leaflet (for heavy users)
The leaflet encourages cannabis users to re-assess their cannabis use and consider the impact cannabis has on their life, including physical and mental health, work, finances and relationships. The leaflet also provides harm-reduction advice for those who do not want to stop smoking cannabis.
For further copies call 0870 241 4680 and ask for product code KCLeaflet

Know Cannabis ‘A Guide to Cutting Down and Stopping Cannabis Use’
(for heavy users)
This guide provides comprehensive information about self-control options based upon cognitive behavioural approaches that have been successfully tried and tested in Australia.
The guide can be used either independently by clients or as part of your client’s treatment plan. It allows users to reflect on the pros and cons of using cannabis and their reasons for wanting to change – by either cutting down or stopping their use. It also gives the opportunity to set targets, monitor progress, develop self-control strategies and deal positively with relapse.
For further copies call 0870 241 4680 and ask for product code KCGuide

The Know Cannabis posters (for heavy users)
The ‘Have you become an expert...?’ poster is intended to encourage users to consider the effect cannabis may have on their motivation and energy levels.
For further copies call 0870 241 4680 and ask for product code KCtpostr

The ‘Trying to score?’ poster is intended to encourage users to consider the level of control they have over their use.
For further copies call 0870 241 4680 and ask for product code KCstppostr

The Know Cannabis website – www.knowcannabis.org.uk
The website contains information for heavy and frequent users, and includes the following features:
> Information about the risks and harms of cannabis use, including respiratory problems, dependency, mental health problems, methods of use and legal issues.
> Tips and techniques about reducing the harm from smoking cannabis and practical ways to help users cut down or stop.
> A self-assessment quiz enables users to identify whether cannabis is adversely affecting their life. Users immediately receive recommendations based upon their answers. The quiz can be completed in five minutes.
> A self-help programme enables users to consider the pros and cons of their cannabis use, set targets and change their use. It is interactive and easy to use. Users are invited to use the programme during a 4–6-week period for 10 minutes or so a day.
> A product-ordering facility that cannabis users and health practitioners can use to obtain Know Cannabis products.
> www.talktofrank.com

> www.knowcannabis.org.uk