



GLOBAL DRUG SURVEY

@globaldrugsurvy



drugs meter

@drugsmeter

NEW DRUGS AND NEW WAYS OF ENGAGEMENT

VIENNA 2012

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NHS Foundation Trust

Data sources



GLOBAL DRUG SURVEY

www.globaldrugsurvey.com

Limitations

- Opportunistic
- Non random-self nominating
- Lack of scope for detailed questioning.
- Bias towards heavier and those who use the www

Offset by

- **BIG numbers**
 - Anonymity
 - Access of sentinel using populations
 - Real time data
 - Cost
 - Recruit for further research
 - Able to ride credible media vehicles
- | | |
|---------|---------------|
| 2009/10 | 3000 |
| 2010/11 | 4500 |
| 2011/12 | 15,500 |
| 2012/13 | target 35,000 |

2000 from the rest of the EU

2011/12 EUROPE	EVER	2011/12	EVER
Alcohol	99%	Benzodiazepines	30%
Cannabis any	93%	Ketamine	25%
Cannabis grass	87%	Nitrous oxide	24%
Cannabis skunk	71%	Synthetic cannabis	21%
Cannabis resin	71%	Mephedrone	18%
Tobacco	86%	Amphetamine paste	15%
Tobacco in joints	80%	Opium	14%
Energy drinks	77%	2CB	13%
MDMA (any)	64%	Ritalin	13%
MDMA pills	51%	BZP	11%
MDMA powder	40%	GBL	11%
Magic mushrooms	54%	Heroin	9%
Amphetamine -powder	49%	Viagra	8%
Cocaine	48%	DMT	8%
LSD	40%	Methamphetamine	7%
Isopropyl nitrate/ite	36%	2CI and MDA	6%
Caffeine tablets	33%	Methylone	6%

Internet and drugs in the EU

Ever bought drugs of the internet	17.5%
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Bought off internet in last 12 months	8.5%
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Ever bought research chemicals/legal highs/bath salts in last 12 months	16.6%
---	-------

Where from

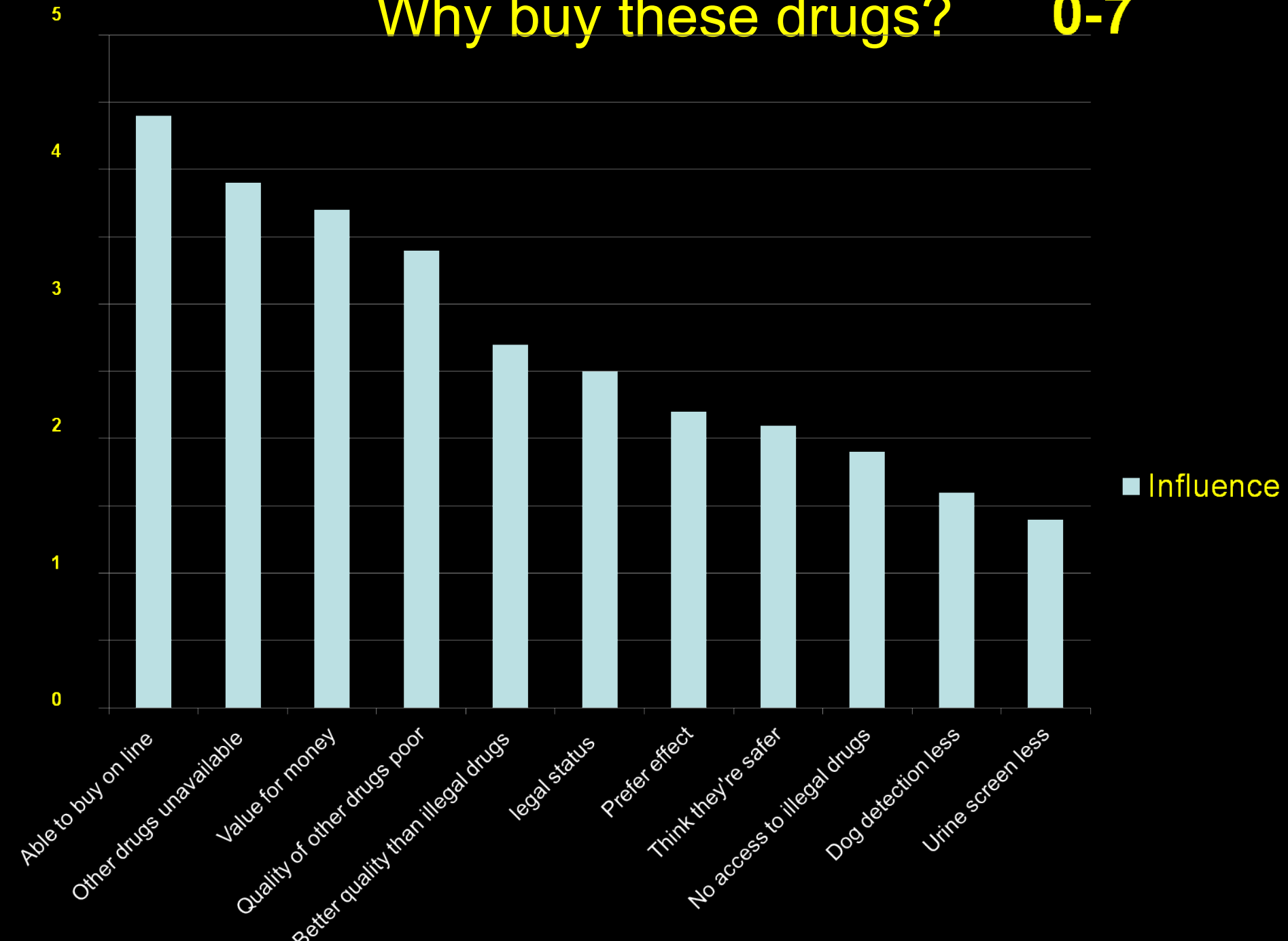
33.5% from friend, 48% shop, 41% on line, 15.7%% dealer

Why do you use research
chemicals/legal highs/bath salts?

$n = 3000$

Why buy these drugs?

0-7



Focus on 2

1. Mephedrone

2. Synthetic cannabis products

Harms

Psychiatric

suicide

Cardiac

Behavioural

Neurological



6 months after the ban

- 75% reported use since the ban
- Ease of availability fell significantly
- 41% decreased or stopped taking it
- 33% no change in use
- 10 % increased
- Price doubled
- Transition to street dealers
- Perceived purity fell

Impact on illicit drug use

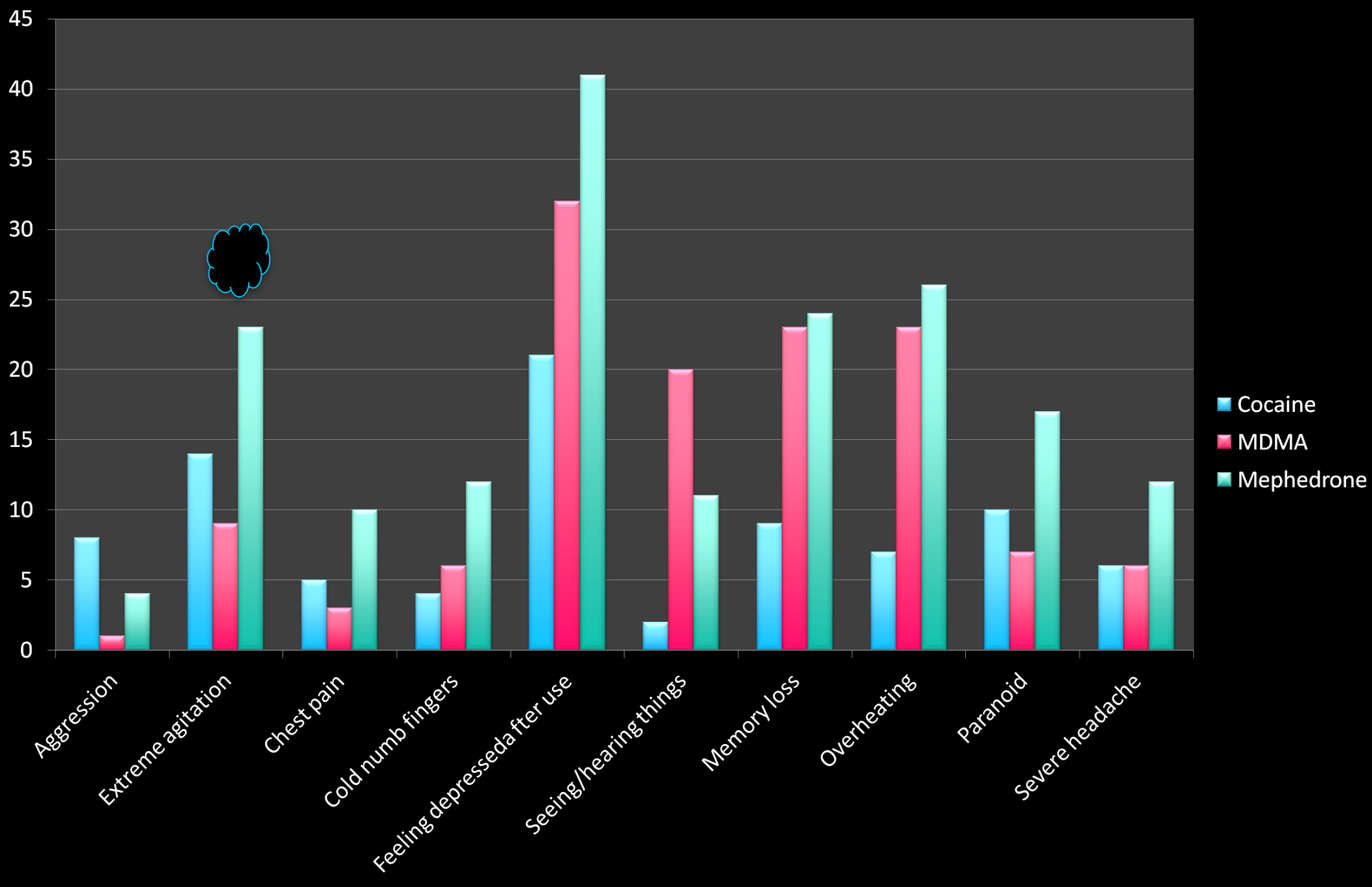
- 30% used more MDMA
- 20% more cocaine

The drop due to the
ban alone?

We asked > 6000 last year users of MDMA, cocaine and mephedrone from around the world

- To report the severity of a range of typical adverse stimulant effects they experience when they use each of these drugs
- Rate the symptom – nil, mild , moderate or severe

Cocaine v MDMA v Mephedrone



Consequences of varying potency, speed of onset and duration of action.

- Variations in
- Potency
- Dose
- Time to onset
- Duration of action
- Inconsistent link between marketing/ under branding and product composition and purity.
- Increase risk of accidental overdose and other harms

SYNTHETIC CANNABIS

100s of different synthetic cannabinoids

- No gap in the market as such
- Price of cannabis has doubled in the last 10 years
- Synthetic full agonist sprayed onto inert herbal material 'herbal incense'/'smoking blends'
- But how do they compare to the real thing?

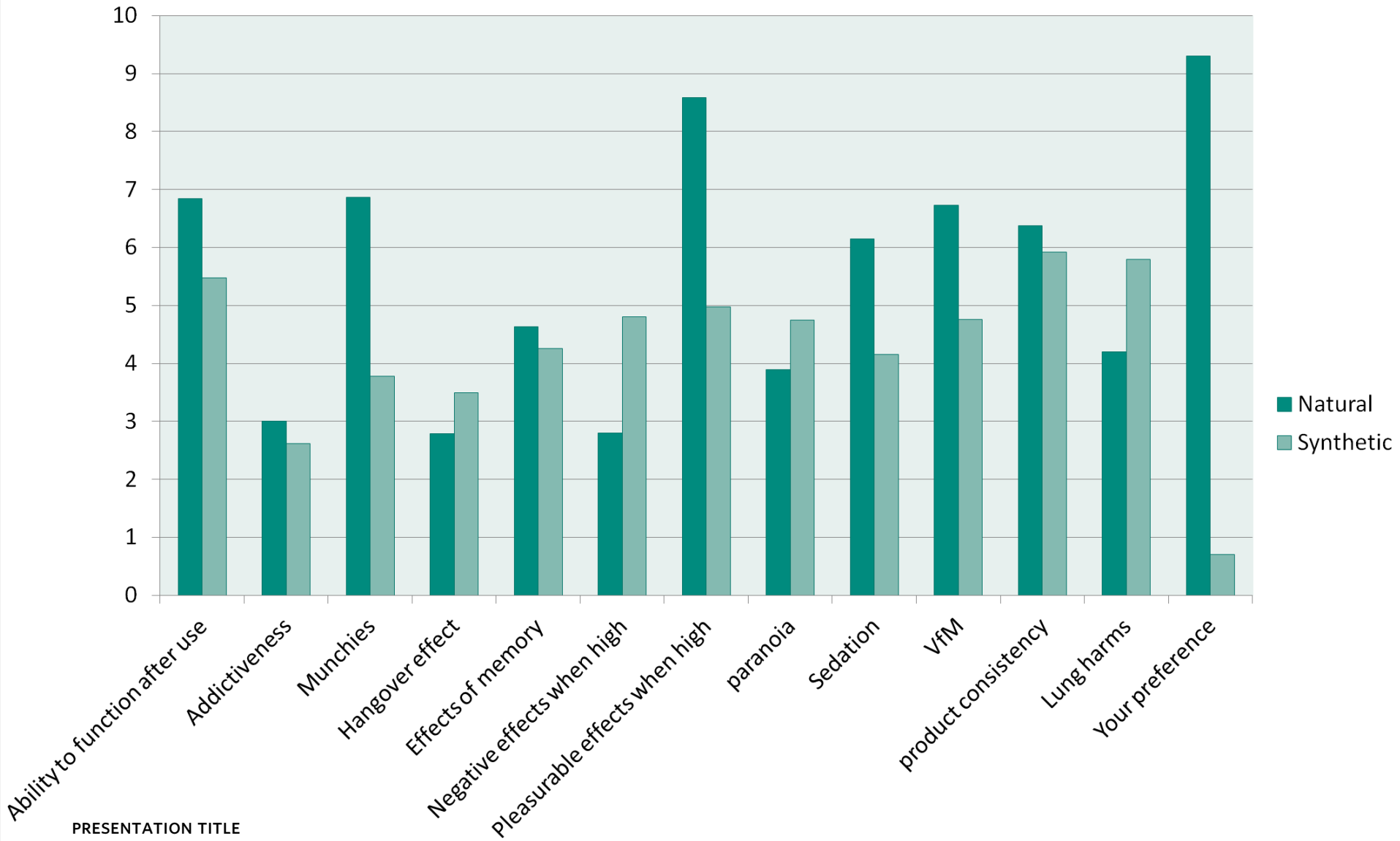
Synthetic cannabis – what is it?

N = 850 worldwide (Winstock and Barratt in press)

This is the biggest comparative study ever conducted.

- We asked users to compare the experiences on synthetic v natural weed (skunk)
- Although limited by the variable composition of both products the fact that the synthetic versions are typically full agonists at cannabinoid receptors does suggest they do vary consistently in effect from natural cannabis
- Most people have clear preference for one type over the other.....and it is.

Natural v Synthetic



Opportunities for change

Journal of Substance Use, 2012; Early Online: 1–9

informa
healthcare

ORIGINAL ARTICLE

Hospital and prehospital emergency service utilisation as an impact of acute recreational drug and ethanol toxicity

J. R. H. ARCHER¹, P. I. DARGAN^{1,2}, D. M. WOOD^{1,2}, & A. R. WINSTOCK³

¹Department of Clinical Toxicology, Guy's and St Thomas' NHS Foundation Trust and King's Health Partners, London, UK, ²King's College London, London, UK, ³Addictions Department, Institute of Psychiatry, King's College London, London, UK

BUT

- Most people who use drugs don't end up in hospital
- Most people who use drugs do not experience significant harm
- People want to enjoy their drugs with minimum risk to themselves / others
- Most have the capacity to veer away from significant harm if they change course early enough / become aware of the warning signs

Where are most people who use drugs?

- In the community
 - On line
 - In clubs and bars
 - NOT IN TREATMENT
-
- Meet your punters where they are
 - Social marketing / engagement
 - Such as the poster campaign we have seen today

What do people who drugs want to know?

You also need a hook – which is not have you got a problem? or you're an idiot if you do that

What are we all interested in?

- Ourselves
- How do we negate the impact of generic harm reduction messages?
- By saying that those messages relate to other people not me
- How do you get around that?
- Personalise the feedback 'it's all about you' and show what other people are doing (comparative feedback).

Do people want to know how
their use compares to other
people?

>85% want to know how their
drug and alcohol use compared
to other people

How do people think they compare?

- Just under 20 per cent of people who were judged as alcohol dependent using the AUDIT screening tool thought their drinking was average or less than average compared to other drinkers.
- Just over 15 per cent of people who were smoking cannabis 20 or more days per month thought their use was average or less than average compared to other cannabis smokers, when in fact they were in the top 30 per cent of all cannabis smokers in our sample.

And for cocaine

- Over 50 per cent of people using 4gm or more of cocaine per month thought they were average or below average users
- In fact they were in the top 20 per cent of all cocaine users in the sample.

drugs meter - a new, unique drug use self-assessment app

free and available online or to download as a smartphone app

drugs meter provides immediate, objective and personalised **comparative** feedback on the nine most commonly used substances

- ➡ Alcohol
- ➡ Amphetamine
- ➡ Cannabis
- ➡ Cocaine
- ➡ MDMA
- ➡ GHB/GBL
- ➡ Ketamine
- ➡ Mephedrone
- ➡ Tobacco



drugs meter

GET SOME FEEDBACK
ON YOUR DRUG USE.



How drugs meter may be of use to you

- ➡ **drugs meter can** raise awareness amongst individuals of problems related to substance use
- ➡ **drugs meter can** provide serial regional data on drug use trends including emerging psychoactive substances and identify unmet need to strengthen service planning
- ➡ **drugs meter can** provide targeted public health promotion addressing substance use and sexual health **and support referral in to treatment**
- ➡ **drugs meter reaches the hidden masses in your area**



GET SOME FEEDBACK
ON YOUR DRUG USE.



On line and on your phone

- drinks meter
- www.drinksmeter.com
- app on i-tunes and Google-Play
- drugs meter
- www.drugsmeter.com
- MDMA, ketamine, cocaine and cannabis drugs meter apps on Google Play – the rest to follow soon

welcome to
drugs meter



Alcohol



Cannabis



Cocaine



Ketamine



GHB/GBL



Mephedrone



cannabis

Start



drugs meter

It's all about you and the drugs you take

Compare your drug use to thousands of
people around the world

drugs meter is anonymous and confidential
and does not collect any personal information
that could identify you

**Drug use is illegal in many countries and
can carry a significant risk of harm**

Please read the **Disclaimer** before starting ...

Read Disclaimer



Back

Your Details

Next

How old are you?

Are you?

What is your sexual preference?

What is your current occupation?



Your Details

Next

Which country do you live in?

United Kingdom



Previous

Next

AutoFill

Done

Tap to select



United Kingdom

United States

United States Minor Outlying Islands

Back

Your Details

Next

Which county do you live in?

Tower Hamlets



Previous

Next

AutoFill

Done

Southwark

Sutton

✓ Tower Hamlets

Waltham Forest

Wandsworth

Back

Feedback

Next

Of the 19524 people that have completed the drugs meter...

13478 are male

80% are heterosexual

51% live in

United Kingdom

13% live in

London

and the average age is 27

So in your age band 31-35

we have 2942 people

of whom 1471 are male

[Back](#)

Your use

[Next](#)

**This tool assumes that you have
used cannabis or marijuana within
the last month**

Do you prepare your cannabis /
marijuana with tobacco?

Yes



Do you usually roll spliffs/joints or
make bongs/pipes?

roll spliffs/joints



How many days in the last month have
you used cannabis / marijuana?

Days:

-

15

+

Back

Your Use

Next

Which of the following photos is closest to the typical amount you use in a joint you use on an average day of use?

Swipe left/right then tap Next to select image



[Back](#)

Your Use

[Next](#)

How many of these would you use on a typical day of use?

Number:

−

6

+

[Back](#)

Your Use

[Next](#)

OK, based on the number and size you have specified, we estimate the amount you use on a typical day of use is

1.50 gm

[Back](#)

Your Spending

[Next](#)

So you say you used cannabis

15

times last month and about

1.50

gm per day which means...

You used 22.50 gm in the last month

Use the buttons to adjust the amount you use

← Less

More→

and spent about 225 (local currency).

Use the buttons to adjust the amount you spend

← Less

More→

Tap **Next** if that's about right

[Back](#)

Your Annual Use

[Next](#)

So you say you used cannabis **15**
times last month and about **1.50**
gm per day of use, which means ...

If you used like this every month over
the last year, you would be using
270.00 gm and spending

2700.00 a year



Compared to others

Next

OK, based solely on your last months
use of cannabis / marijuana

about **22.50** gm

how do you think your use compares to
other users?

Tap one of these buttons ...

Lowest

Low

Average

High

Highest

[Back](#)

Compared to others

[Next](#)

You think that your use is...

Average (middle 20%)

Compared to others, the amount you used last month (about **22.50 gm**) is actually...

High average

But everyone is different and when comparing yourself to others, other things must be taken into consideration. The next few questions will allow drugs meter to personalise your current use of cannabis to assess your risk level.

Back Risk Adjustor Next

Anti-depressants ...

Do you suffer from asthma or other lung conditions?

Yes ▼

Have you ever been diagnosed with depression, anxiety or other mental illness?

No ▼

Have you ever been treated for...?
(tick any that apply)

0 Items ...

Are you currently suffering from any other chronic medical condition?



Your Feedback

[Next](#)

You thought that your last months use of Cannabis use compared to others who have completed drugs meter was

Average (middle 20%)

but, based solely on the amount you used, your use is

High average compared to others

and, taking into account your personal risk factors, your adjusted use is

Very high compared to others

[Back](#)

Your Use of Cannabis

[Next](#)

How many years have you been using Cannabis?

Years:

-

5

+

Earlier you estimated your last year's use of cannabis to be **270.00gm**.

Thinking about your use since you started, how many years in total like this do you think you have used for?

Years:

-

5

+

[Back](#)

Lifetime

[Next](#)

We estimate that in your lifetime, you
have used around

1350.00 gm of cannabis

and spent 9000.00

Back

Feedback

Next

Lowest | Low | Average | High | Highest



Where you thought you were



Based on amount, how you
measure up to others



How you measure up adjusted
for your individual risk

Your lifetime usage: **1350.00** gm

You do not know how much you have
spent

6.8% of the population of **United
Kingdom** used Cannabis last year

[Back](#)

You need to know

[Next](#)

Holding the smoke in your lungs
doesn't get you more stoned

[>](#)

Sucking on a bong or using a
bucket is not safer than smoking
a pure spliff - it's worse!

[>](#)

It's the burning of weed that's
the problem – so you could try a
vapouriser

[>](#)

Cannabis basics - roaches,
bongs...etcetera

[>](#)

'Less is more' - If you don't
smoke every day you feel higher

[>](#)

Wake and don't skin up first
thing

[>](#)

Back

Thinking...

Next

Thinking cannabis

Tap on the questions below for more information

What are you looking for from
your drug session?



Give yourself a break from using
cannabis



Be honest with yourself



Don't get in debt



How to cut down on your
smoking



When cutting down – slowly
does it



Why have sex on cannabis?

A little of cannabis can make you feel more horny

It can heighten the senses including touch

It can, especially in combination with other drugs, lower your inhibitions

What is it like on cannabis?

Sex on cannabis can be a bit more touchy-feely or sensual, however you may find that orgasms aren't as strong or are harder to achieve

If you smoke too much you may get drowsy or fall asleep, leaving you



Your Use of Cannabis

[Next](#)

Over the last 3 months

How often have you taken Cannabis when you had not planned to use, or after you had planned to stop using?

Never



How often have you felt physically unwell or psychologically distressed after using Cannabis?

Never



How often have you forgotten to do important things after getting stoned

Never



How often have you felt an
overwhelming desire or craving to use
cannabis / marijuana?

Once or twice ▼

Has your use of cannabis / marijuana
led to problems in your relationships with
your partner?

Previous

Next

AutoFill

Done

Never

✓ **Once or twice**

Occasionally

Regularly

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Feedback

[Next](#)

Based on your answers, your DAP score is 26

Tap any other score to show what that would mean

0

1 - 10

11 - 20

21 - 30

Based on what you have reported to us, your use appears to be causing you problems and impacting negatively upon your life.

Your responses are similar to those seen in people who are at risk of developing dependence. You should

alcohol

Start

A

drugs meter

It's all about you and the drugs you take

**Compare your drug use to thousands of
people around the world**

drugs meter is anonymous and confidential
and does not collect any personal information
that could identify you

To start tap the top right hand corner

Disclaimer: drug use is illegal in many countries
and can carry a significant risk of harm



Back

Your Details

Next

How old are you? 35

Are you? Male ▼

What is your sexual preference?

Heterosexual ▼

What is your current occupation?

Construction, Farming, Trades, Transportation ▼



Your Details

Next

Which country do you live in?

United Kingdom



Previous

Next

AutoFill

Done

Tap to select



United Kingdom

United States

United States Minor Outlying Islands

Back

Your Details

Next

Which county do you live in?

Tower Hamlets



Previous

Next

AutoFill

Done

Southwark

Sutton

✓ Tower Hamlets

Waltham Forest

Wandsworth

Back

Feedback

Next

Of the 19524 people that have completed the drugs meter...

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United Kingdom

13% live in

London

and the average age is 27

So in your age band 31-35

we have 2942 people

of whom 1471 are male



Alcohol

Next

Of all those completing drugs meter,

96%

have used alcohol in their lifetime,

92%

in the year before completing
drugs meter, and

87%

in the month before completing
drugs meter.

90%

of the population of

United Kingdom

used Alcohol last year

This tool assumes that you have used alcohol
within the last month



Alcohol



Back

Your Use

Next

How many of each of the following have you had this week?



Lager/Beer/Ale Premium

-

5

+

pint (5%)

-

0

+

285ml middy (5%)

-

0

+

425ml schooner (5%)

-

0

+

500ml can/glass (5%)

-

4

+

330ml bottle (5%)

-

0

+

375ml stubbie (5%)

Back

Your Use

Next

How many of each of the following have you had this week?



Cider



2



pint (5%)



0



285ml middy (5%)



0



425ml schooner (5%)



0



500ml can/glass (5%)



0



500ml can/glass

(7.5%)



0



Back

Your Use

Next

How many of each of the following have you had this week?



Spirits



0



single 25ml (40%)



2



large single 35ml

(40%)



0



cream liqueur 50ml

(17%)



0



bottle 700ml (40%)

Back

Your Use

Next

How many of each of the following have you had this week?

**Alcopops**

0



275ml bottle (4%)



0



275ml bottle (5%)



0



300ml bottle (4%)



0



300ml bottle (5%)



0



1 litre bottle (4%)



0



1 litre bottle (5%)

Back

Your Use

Next

How many of each of the following have you had this week?



Wine



0



small glass 125ml

(13%)



0



standard glass 175ml

(13%)



0



large glass 250ml

(13%)



1



750ml bottle (13%)



Compared to others

Next 

OK, based solely on the amount you drank last week

about **38** units **2919** calories

How do you think your drinking compares to others?

Tap one of these buttons ...

Lowest

Low

Average

High

Highest

Do you have a family history of...
(tick any that apply)

Depression, anxiety or other mental illness ...

Previous

Next

AutoFill

Done



Depression, anxiety or other mental illness

Drug problems

Alcohol problems

Do you have a family history of...
(tick any that apply)

Depression, anxiety or other mental illness ...

Previous

Next

AutoFill

Done



Depression, anxiety or other mental illness

Drug problems

Alcohol problems

Are you currently taking any of the following medications?
(tick any that apply)

Anti-depressants



Previous

Next

AutoFill

Done

✓ **Anti-depressants**

Mood Stablisers

Anti-psychotic Medication

Have you ever been diagnosed with depression, anxiety or other mental illness?

Yes ▼

Previous

Next

AutoFill

Done

No

✓ Yes

Are you currently suffering from any other chronic medical condition?
(eg diabetes, ulcer, hepatitis)

Yes ▼

Previous

Next

AutoFill

Done

No

✓ Yes



Risk Adjustor



How often do you take stimulant drugs or energy drinks when you drink alcohol?

Never ▼

[Back](#)

Risk Adjustor

[Next](#)

How often do you take
benzodiazepines, opioids or sedative
drugs when you drink alcohol?

Never





Your Use

[Next](#)

Last week, you drank

38 units

of alcohol which is the equivalent of
eating

2919 calories

Taking your personal risk factors into
account, drugs meter has increased
the amount you drink to the equivalent
of

68 units

to reflect the increase risk of harm that
your drinking places you at

For the purposes of drugs meter we



more vulnerable you are to drug related risks.

If you want to know why any of these factors affect your use, tap on the questions below for answers.

Personal Risk Adjustor Tool - an explanation of how this tool works

Why do antidepressants/antipsychotics/mood stabilisers increase my risk?

Why does having a mental illness increase my risk?

Why does having a chronic medical condition increase my risk?

Why does having a family history of mental illness, drug and/or alcohol problems increase my risk?



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Personal Risk Adjustor Tool - an explanation of how this tool works

Why do antidepressants/antipsychotics/mood stabilisers increase my risk?

Why does having a mental illness increase my risk?

Why does having a chronic medical condition increase my risk?

Why does having a family history of mental illness, drug and/or alcohol problems increase my risk?



Problems Answered

Most psychiatric medications work by changing the balance of chemicals in the brain, and drugs and alcohol work in the same way – thus taking them together can make medication less effective and increase risks

Excessive drinking can stop these medications working. People who drink often forget to take their medications and also have a poor diet that can lead to amino acid deficiencies that are needed to make the chemicals in the brain that reduce depression

Alcohol also tends to make emotions more extreme, and often makes it harder to stay in control – drinking makes people more impulsive and more likely to take risks and harm themselves

Back

Alcohol Basics

Next

Alcohol Basics

Under 18s and over 60s are more sensitive to the harmful effects of alcohol

Women are more sensitive to the harmful effects of alcohol than men

People below average body weight are more sensitive to the harmful effects of alcohol

Everyone should have 2 alcohol free days per week

Binge drinking is more harmful to you than lower level regular

Back

Standard Units

Next

What is a Standard Drink?

Different countries have standard drink levels of pure alcohol

1 standard drink in Canada:
13.6mg

1 standard drink in the UK: 8mg

1 standard drink in the USA:
14mg

1 standard drink in Australia or New Zealand: 10mg

1 standard drink in Japan:
19.75mg

The number of units in a



Legal Stuff

Next

Driving on alcohol



Sex on alcohol



How often do you have a drink
containing alcohol?

2-3 times a week



How many standard drinks do you have
on a day you drink?

1 or 2



Previous

Next

AutoFill

or more

Done

Monthly or less

2-4 times a month

✓ **2-3 times a week**

4 or more times a week

1 or 2



How often do you have 6 or more drinks on one occasion?

Weekly



Previous

Next

AutoFill

Done

Less than monthly

Monthly

✓ **Weekly**

Daily/almost daily

Are you currently taking any of the following medications?
(tick any that apply)

Anti-depressants



Previous

Next

AutoFill

Done

✓ **Anti-depressants**

Mood Stablisers

Anti-psychotic Medication

1 or 2 ▼

How often do you have 6 or more drinks
on one occasion?

Weekly ▼

Previous

Next

AutoFill

Done

Less than monthly

Monthly

✓ **Weekly**

Daily/almost daily

Back

AUDIT

Next

How often during the last year have you found that you were not able to stop drinking once you had started?

Less than monthly ▼

How often during the last year have you failed to do what was normally expected of you because of your drinking?

Weekly ▼

How often during the last year have you been unable to remember what happened the night before because you had been drinking?

Weekly ▼

Back

AUDIT

Next

How often during the past year have you had a feeling of regret or guilt after drinking?

Monthly



How often during the last year have you been unable to remember what happened the night before because you had been drinking?

Less than monthly



Have you or someone else been injured as a result of your drinking?

No



Has a friend, relative, Doctor, or other health worker been concerned about your drinking or suggested you cut down?

Yes, but not in the last year ▼

Previous

Next

AutoFill

Done

No

✓ Yes, but not in the last year

Yes, during the last year

Back

Feedback

Next

The set of 10 questions you have just answered form what is known as the AUDIT (Alcohol Use Disorders Identification Test) designed by the World Health Organisation to detect harmful drinking

The score can give some indication about the risk of harm you face from your drinking. Feedback from the AUDIT can be divided into 4 sets of scores 0-7, 8-15, 16-19, and 20+. Based on the answers you gave to the AUDIT questions, your AUDIT score is

18

0-7 suggest that your use of alcohol is not impacting on your health or well being.

Total scores of 8 or more are

Back

Feedback

Next

Your usage counts as **HIGH RISK**.

Drinking at this level is associated with risks of liver disease, stomach ulcers, high blood pressure, depression, sleep and concentration problems, brain damage, cancer, dependence, reduced fertility, impotence and weight gain

What do we advise?

Try having at least 2 alcohol free days/week
Reduce the number of drinks per day you drink
Go see your family doctor and have a chat
maybe get your liver function tested using a blood test

The sooner you reduce your drinking the less likely you are to run into any serious problems

So far n=5000

drinks meter up on i – tunes

drinks meter ketamine, cannabis, MDMA and cocaine

up on android app store

83% would recommend to a friend

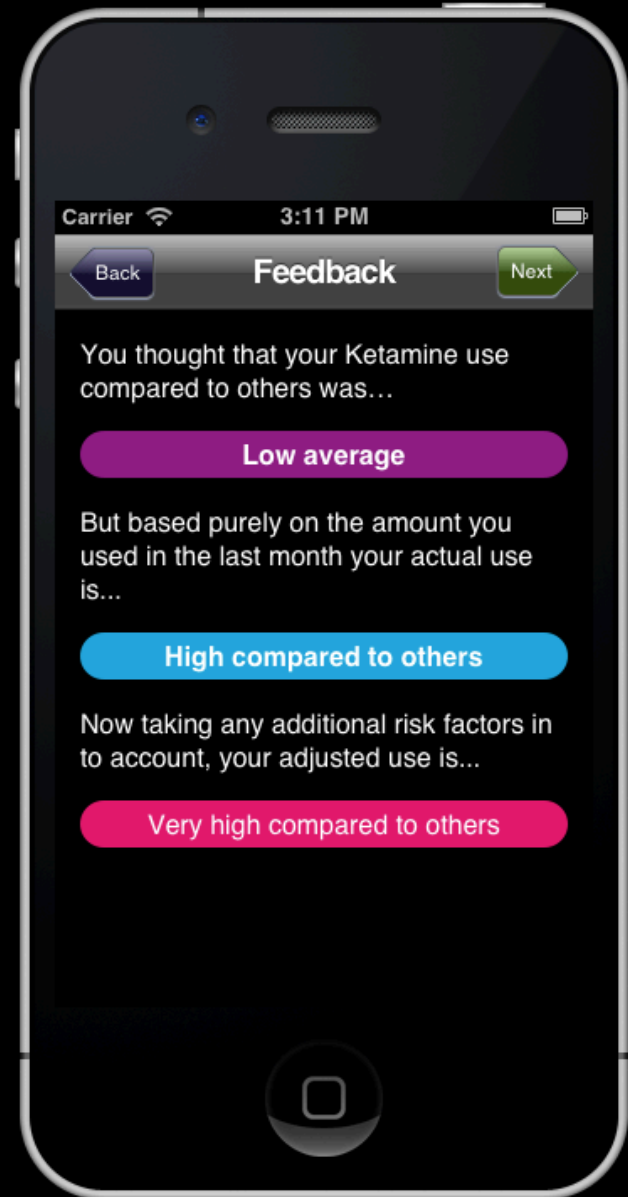
80% said it made them think about their use of drugs
and alcohol in a way they found helpful

81% said it was accurate or very accurate in assessing
what they were using

34% said as result they would use less or use in away
that was less harmful

The future

- ➡ **Promotion** to end users and increase national and global use (translation)
- ➡ **Refining** feedback - as numbers increase (need 50,000) people will be able to choose their peer group to increase meaningfulness of comparative feedback
- ➡ **On-going assessment** based on brief evaluation form with view to implementing more significant evaluation
- ➡ **Targeted links to regional services**
- ➡ **Improved data visualisation**
- ➡ **Development of further meters** including an over dose meter, safer injecting meter and safer sex meter, heroin, benzodiazepine, prescription medication and crack meter and a recovery meter



a unique way of thinking about your drug and alcohol use

in depth
feedback on:



Alcohol



Amphetamine



Cannabis



Cocaine



GHB/GBL



Ketamine



MDMA



Mephedrone



Tobacco



drugs meter

drugs meter is not
about other people
- it's about you

drugs meter gives anonymous, personalised and objective feedback on the alcohol you drink and the drugs you use.

There is nothing like it and it's free.

drugs meter knows it's not just what drugs you take - it's about how much you take, how you are taking them, who you are and what else is going on in your life.

From the calories in your wine glass to how big you cut your lines or smoke your weed - drugs meter measures all these things and simply shows how they are affecting you.

drugs meter also compares your drug and alcohol use to thousands of other people who have used the same drugs, and this anonymous database increases every time someone completes the drugs meter.

drugs meter can help people make smart decisions to stay happy and healthy.

We are objective, independent and are not funded by any government.

drugs meter, how do you measure up?

drugs meter is:

Immediate

Objective

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