

COMMUNICATIONS PLAN FOR NITROUS OXIDE CANNISTERS

November 2022



Communications Aims

- To deter children and young people in Solihull from using nitrous oxide by informing them about the negative health and environmental impacts of it
- To reduce the negative impact for residents caused by nitrous oxide cannister litter, by supporting them with litter collection in specific areas
- To raise awareness of nitrous oxide, its use and associated issues amongst the adult population in Solihull who may have contact with, or influence over, children and young people, to enable them to advise and speak knowledgeably on the subject
- To raise awareness of SIAS as a provider of addiction services in Solihull, which include education, training and harm reduction

Activity

- Regular posts on SIAS social media (supported by ongoing encouragement of professionals/adults/ children & young people through face to face contact and marketing materials to like/join the pages)
- Design & distribution of posters which expose the dangers to health of using nitrous oxide to schools & colleges, youth services and organisations
- Promotion via schools newsletter of option to book SIAS YP team to deliver sessions which focus on nitrous oxide – for staff, pupils and parents
- Consult with schools about producing curriculum specific sessions and content
- Adding reference to the dangers of nitrous oxide to generic drug & alcohol awareness sessions already planned with organisations including Scouts & Brownies, Prince's Trust, social services, YOS, specialist midwives team
- Targeting other young persons organisations and venues with an offer to deliver nitrous oxide awareness sessions
- Include reference to nitrous oxide in harm reduction work, which is provided in all group work and one to one sessions with young people in treatment and those affected by parental substance misuse
- Order branded SIAS clothing and have staff, peers and volunteers carry out a litter pick each month in affected areas
- Give out SIAS literature and contact cards at every opportunity to ensure awareness is high in Solihull of the services SIAS offers and people are encouraged to contact us

Timing

- From November 2022
- Ongoing, with reviews of impact, whilst need remains