

# Drug Checking & Drugsalert

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Amsterdam, The Netherlands



# The Dutch drug policy

- Reduce demand & supply
- Limit risks of drug use
- Production, possession, selling, importing and exporting drugs is illegal
- To use drugs is NOT an offence
- Tolerance policy Cannabis (Soft drugs)

# DIMS

- Drugs information and Monitoring System
- Appointed by the Ministry of Health
- Goal: gain insight in the market of illegal recreative drugs in the Netherlands and the changes that happen in that market.
- Most important questions:
  - Which substances are found on the illegal drug market?
  - What are the health risks of these substances?
  - What are the prominent trends and changes?

# Why?

Ministry of Health wants to know what is happening on the illegal drug market to prevent damage to public health.

It is (officially) NOT a consumer service...



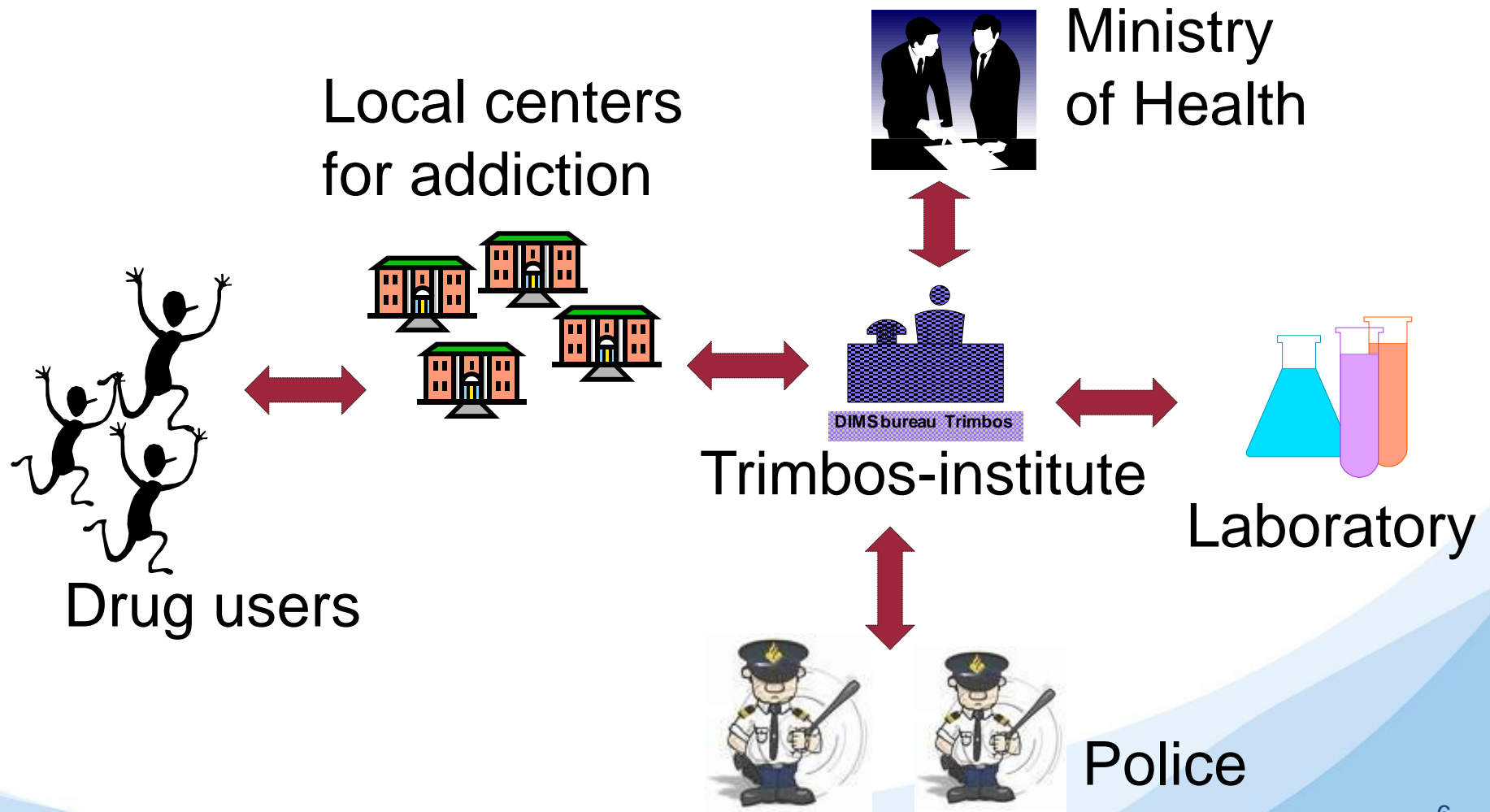
# DIMS network

Network of:

- 19 testing services
- 12 hand in points



# How does it work?







GGD  
Public health service  
Amsterdam

Jellinek  
Prevention and  
addiction centre and  
testing facility

## **Red Alert Team Amsterdam**

- Contaminated drugs**
- Possible drug related incidents**
- assessment situation**
- Issue warning to public**

Adviesburo drugs  
Advisory body and  
testing facility



**BREAKING NEWS: Two British tourists found dead after snorting 'white heroin' which had been sold to them as cocaine in Amsterdam**

• 26 november 2014, 13:23

Opnieuw twee doden in Amsterdam door witte heroïne



**Red Alert Team**

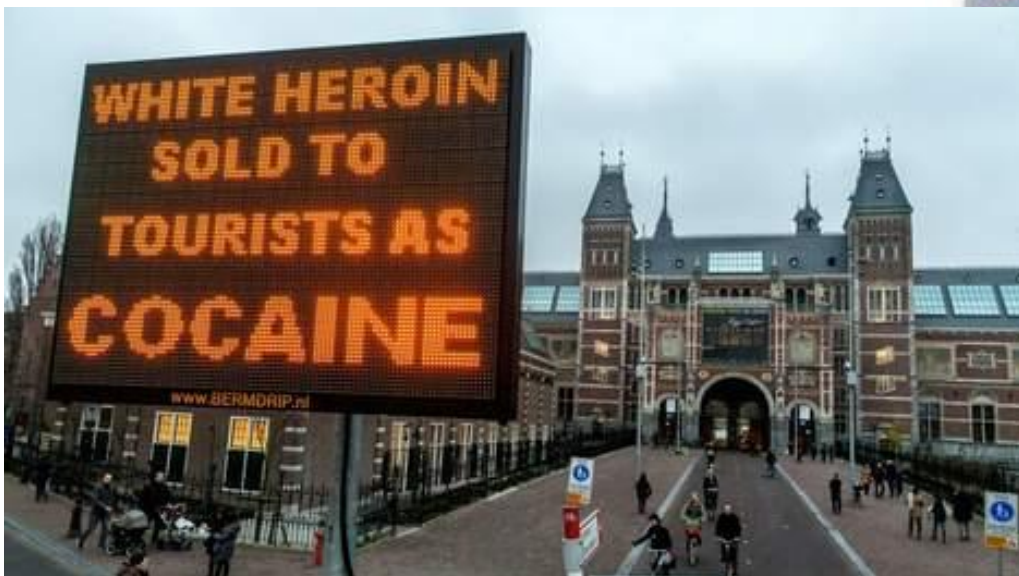


**Crisis Team  
City of Amsterdam**

# Assignment Crisis Team:

1. Prevention casualties
2. Finding dealer
3. Image of the city





GGD  
Amsterdam  
Public Health Service

November 28, 2014

## Cocaine alert

Currently **extremely dangerous cocaine** is being sold in Amsterdam.

Several tourists were hospitalized with life-threatening conditions after using cocaine bought on the street. **Three tourists have died.** So ignore streetdealers.

Research has revealed that the "cocaine" used was actually **white heroin**.

If someone faints or starts breathing superficially or is not breathing at all -

**Call 112 for an ambulance!**

You will not be arrested for using drugs in Amsterdam.  
**Call 112** for medical assistance & ambulance.  
While you wait, keep the victim awake by walking or pinching the shoulder muscle.

[www.drugsalert.nl](http://www.drugsalert.nl)







# Social media



Celebrate safe!



Proud of my #hometown #amsterdam for treating #heroin sold as #cocaine as #publichealth threat. Drugs are bad #mkay, especially white heroin mistaken for coke.



Sacha de Boer follows

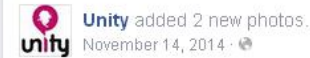


BBC Newsbeat @BBCNewsbeat · Nov 29

Drugs expert tells newsbeat that a rogue dealer may have caused Amsterdam white heroin deaths. [bbc.co.uk/newsbeat/30254...](http://bbc.co.uk/newsbeat/30254...)



Expand



Props for all our volunteers who are working in the main nightlife areas in Amsterdam this weekend to spread the news about the cocaine that has been sold to tourists which actually contains white heroin (which is extremely dangerous)! If you're out there yourselves, ignore the street dealers and if you see someone faint, breath superficial or not at all CALL 112 for an ambulance!

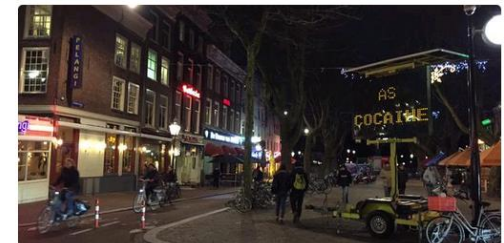


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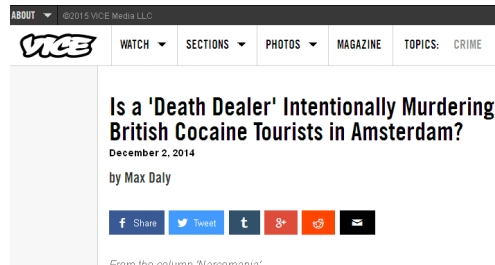


Gorge PI @Jorgepi · Jan 7

Caution white heroin sold to tourist as cocaine. Tourist in hospital 3 have died. #Amsterdam



Expand





# Online advertisement and push messages

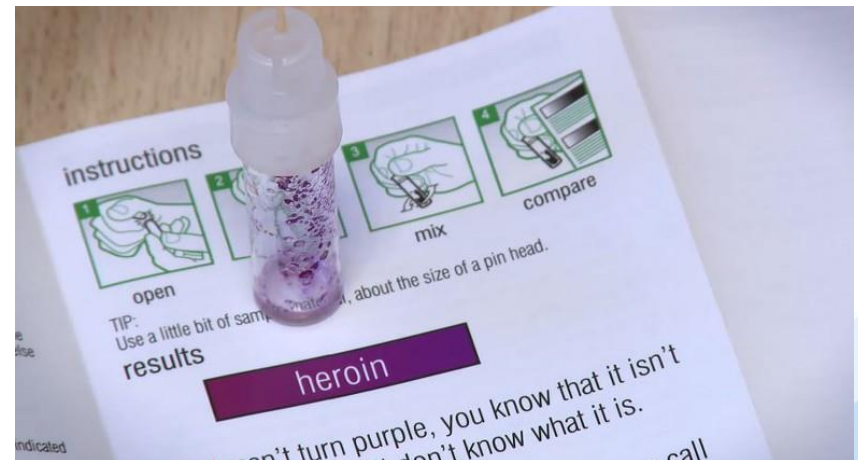




# Heroin testing kit



Gemeente Amsterdam - Drugstest v1-HD (1).mp4



# The Washington Post

## 'You will not be arrested for using drugs': What a sane drug policy looks like



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### Heroin test kits for tourists go on sale in Amsterdam after death of Britons who snorted drug they thought was cocaine

- Two British tourists died in Amsterdam last week after taking 'white heroin'
- It is said the men, aged 20 and 21, believed the drug to be cocaine
- Test kits that show presence of heroin are now being sold to tourists
- The deaths follow a similar incident last month involving the drug

By MICHAEL GADD FOR MAILONLINE  
PUBLISHED: 10:09 GMT, 5 December 2014 | UPDATED: 11:56 GMT, 5 December 2014

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## AMSTERDAM SENDS ALERT TO TOURIST CELL PHONES ABOUT 'COKE KILLER'

Amsterdam is stepping up its efforts to warn tourists to Amsterdam about the fake cocaine that is being sold, and which has caused 3 casualties up till now.

Today the City of Amsterdam has sent out a mass text message to tourists' mobile phones, about the dangerous drug.

# Ending campaign



- Vaccinaties
- Soa, hiv en Sense
- Jeugd

- Dierplagen
- Keuringen & letsel
- Veelgestelde vragen
- English

- (Zorg)professionals
- Hygiëne
- Publicaties
- Beleid Onderzoek Preventie

Home > English > Drugsalert

Zoeken...



De GGD richt zich op alle inwoners van Amsterdam, Aalsmeer, Amstelveen, Diemen, Ouder-Amstel en Uithoorn.



## Drugsalert

(update April 9)

### Awareness campaign white heroin ends

The Amsterdam mayor, public prosecutor, police and Municipal Health Service have decided to terminate the awareness campaign for white heroin in the city. Next week the warning campaign of a street dealer who sold white heroin as cocaine, will be finished.

The immediate reason for this decision is the arrest last Saturday of a suspect who may be linked to selling white heroin to three Danish tourists in February 2015.

This arrest is not a guarantee that there will be no new incidents, but according to the police the risk is decreased. A second reason for the decision is that, over the past six weeks, no new incidents have occurred and there have been no reports of white heroin for sale.

The third and final argument is that a warning campaign by definition is temporary and should be used sparingly. This to prevent that the instrument loses its power.

### Amsterdam remains alert

As a result of this decision the matrix signs in town will be turned off.



# Numbers

- Warning issued in 15 countries
- 300 on- and offline news articles
- 35 matrix signs
- 375 board signs
- Posters at 1000 locations
- 90.000 flyers distributed
- 1.100 heroin test sold
- 200.000 views of facebook warnings
- 310.000 views drugsalert
- 109.000 views of youtube video
- 400.000 impression online push notification
- 15000 euro reward for tip to find dealer



# Lessons

- A system for monitoring and reporting drugs related incidents
- Importance of having an expert team like red alert team
- A clear and non judgemental message
- A clear focus and priority: public health



GGD  
Amsterdam  
Public Health Service

January 7, 2015

## washing powder alert

Currently **extremely dangerous washing powder** is being sold in Amsterdam.

Several housewives were hospitalized with life-threatening conditions using washing powder bought on the Huishoudbeurs. **Three housewives have died.**  
So ignore streetdealers.

Research has revealed that the “washing powder” used was actually **WC-verfrisser**.

If someone faints or starts breathing superficially or is not breathing at all:  
**Call 112 for an ambulance!**

You will not be arrested for doing the laundry in Amsterdam. If you have any clues to get to the dealer, tell us. You will be rewarded **VIP tickets for the Huishoudbeurs**.





Thank you!

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