

## What did we do?

We recruited 8 volunteers from the LGBTQ+ community, along with media experts Media Co-op, to work together with the Glasgow LGBTQI Substance Use Partnership to develop a community co-produced, social media harm reduction campaign on alcohol and drugs.

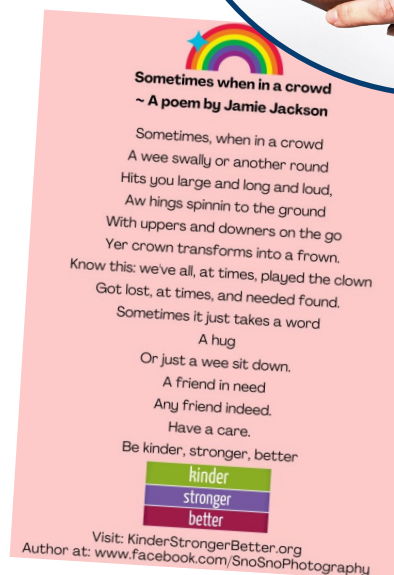


- We ran **one** LGBT Substance Use Training session for volunteers prior to the workshops.
- We ran **three** facilitated workshops with Media Co-op.
- We produced **four** short campaign videos and **six** campaign graphics, featuring **eight** key messages.
- We named the campaign **#KinderStrongerBetter**
- We developed and launched a brand new website - [kinderstrongerbetter.org](http://kinderstrongerbetter.org)

## Other Developments

Following the launch of the campaign:

- Campaign volunteer Wendy Masterton and Oceana Maund of the Scottish Transgender Alliance have now joined the Glasgow LGBTQI Substance Use Partnership
- We have received **two additional requests** from services to add them to our website support page - from Crew 2000 and Pink Saltire
- We have **added a Blog page** to [kinderstrongerbetter.org](http://kinderstrongerbetter.org) which will feature blog posts, creative works and video interviews with community members and professionals/experts



## Campaign Launch

We launched the campaign and website online on Zoom on 29 June at the end of Pride Month.

The launch event **premiered the new campaign videos & messages** & featured **speakers from the LGBTQ+ community**, including Oceana Maund of the Transgender Alliance & Judith Schooling, founder of an LGBT alcohol & drugs recovery group - with **discussion on the videos** with volunteers & Media Co-Op, as well as **a poem by one of the #KinderStrongerBetter volunteers**.

The event was **opened by Joe Fitzpatrick, Minister for Public Health**.

- **54 people** from the LGBTQ+ community & staff from alcohol, drugs & health services attended the event
- The campaign got a **full page feature in the Daily Record**
- The campaign was **discussed on the Kaye Adams show on BBC Radio Scotland**

## Campaign Statistics Overview

The campaign has garnered huge attention on social media and been shared widely by the Partnership - as well as by other LGBTQ+ community members and groups.

So far, the campaign has achieved the following stats:

- **153 additional followers** for the LGBTQI Substance Use Partnership on Twitter
- **51,631 Impressions, 1437 engagements, 131 URL clicks & a Total Reach of 425,769** on the LGBTQI Substance Use Partnership Twitter alone
- **3,949 campaign video views** (LGBTQI Substance Use Partnership accounts)
- **181 unique users and 269 sessions** in the first 9 days since the **website** was launched
- **52 different users** have Tweeted to **#KinderStrongerBetter**, with those tweets garnering a **Reach of 17,383 & 22,860 impressions**