

**CRIME AND DISORDER SCRUTINY COMMITTEE -  
21ST MARCH 2013**

**SUBJECT: MEPHEDRONE EDUCATION PROJECT**

**REPORT BY: KATHRYN PETERS, COMMUNITY SAFETY MANAGER**

---

**1. PURPOSE OF REPORT**

- 1.1 To inform the Crime and Disorder Scrutiny Committee members of a Mephedrone (Meow Meow) project being undertaken in conjunction with Blaenau Gwent County Borough Council.

**2. REPORT**

Mephedrone and Development of the Project

- 2.1 Members will recall a discussion around Mephedrone, also known as Meow Meow, Mcat, Bubbles, etc, at Scrutiny on the 13<sup>th</sup> September 2012. Subsequent to this an update report was provided to Members on the work of Substance Misuse Services to tackle Mephedrone usage.
- 2.2 The last Scrutiny Committee meeting received notification of a Mephedrone educational project being undertaken in Blaenau Gwent County Borough Council that was being led by local elected members. Due to intelligence around local Mephedrone usage, the Blaenau Gwent project was contacted to see if this was an area of work the Safer Caerphilly Community Safety Partnership may become involved in.
- 2.3 Since our initial approach Caerphilly County Borough Council has become a full partner in the project. The project has received funding from the Safer Caerphilly Community Safety Partnership with a view to developing an educational resource for use in secondary schools from Autumn 2013.
- 2.4 An important element of this project is the development of a BBC standard ½ hour filmed drama based around a Mephedrone dealer in a valleys town. The film is being developed by director Peter Watkins-Hughes, who has previously developed 'Cow' a 2009 film about the dangers of texting while driving, and 'Kiddo' in 2007 an award winning film about binge drinking. Both films were developed and promoted in partnership with Gwent Police.
- Importantly the film will not name the drug in use due to the fact that novel psychoactive substances other than Mephedrone are also in circulation. All the known drugs are white powders that are either snorted or 'bombed' in wraps and are prevalently used by younger people.
- 2.5 To supplement the warning and educational messages in the film an educational pack for school's PSE tutors is being developed, led by a former headmaster and a small group of key PSE tutors and Healthy Schools Co-ordinators.
- 2.6 The intention is to load the product onto school intranet sites along with the film so that it may be used in PSE lessons with the relevant age group. The product will also be suitable for use in youth settings other than formal education. The project group are liaising in with the Gwent Area Planning Board's Prevention Advisory Group for Substance Misuse and including key Welsh Government campaign messages.

2.7 The Safer Caerphilly Community Safety Partnership have provided £2,500 towards the project. Caerphilly County Borough Council is a full partner. The project will be provided free of charge to Gwent schools. Should any profit be made by providing this product outside the Gwent area, profits will be shared by the funding organisations.

### **3. RECOMMENDATION**

3.1 That Scrutiny members note the content of this report.

Author: Kathryn Peters, Community Safety Manager, Caerphilly County Borough Council