

KETAMINE **AWARENESS** **CAMPAIGN**

Stakeholder pack

June 2026



ABOUT.

A Norfolk-wide partnership communications and engagement campaign designed to raise awareness of the harms associated with ketamine use among young people and adults to enable them to proactively protect themselves and others from harm.

CONTACT US.

If you have any questions around this pack or the campaign, get in touch with Suzannah Armstrong Cobb at the Norfolk Community Safety Partnership or Rachael Cooper at the Norfolk Drug & Alcohol Partnership:

Suzannah.ARMSTRONG-COBB@norfolk.police.uk

NDAP@norfolk.police.uk

CAMPAIGN OVERVIEW.

— THINK KETAMINE'S HARMLESS? THINK AGAIN.

Campaign launch date: June 2026

Subject matter: Ketamine awareness

Target audience: All residents, Norfolk-wide

Aims:

- › Raise awareness of the effects of ketamine use
- › The potential impact of ketamine use on physical and mental health
- › Harm reduction strategies related to ketamine and synthetic drug use
- › Where to find help, support and information for individuals affected by ketamine use and those around them

Call to action:

We have created a Ketamine Hub on our dedicated exploitation website to provide a single call to action for the campaign:

www.knowthesigns.info/ketamine

The website contains information, support signposting and reporting tools.

GET INVOLVED.

We want this campaign to have an **impact** on the people of Norfolk, and we need **your help** to do that.

More and more people are using ketamine, but **we can't reach everyone alone**. With your organisation's support, this campaign can be used to **spread these important messages**.

We would appreciate your support by:

- › Using our materials and films for your internal and external communications.
- › Displaying the posters in your organisational settings.
- › Suggesting areas where the campaign would be most effective.
- › Requesting bespoke assets for your organisation or location.
- › Using and sharing the Know The Signs website.
- › Suggesting resources for the website.
- › Posting materials organically on your social media platforms.
- › Sharing directly from our social media platforms.

ASSETS.

Short films

We commissioned the students at the **Media Learning Company** at **Norwich City College** to produce **four shorts films** about ketamine use with accompanying assets.

Posters

The students created accompanying posters for use in your organisational settings. If you would like to order some or a bespoke poster or leaflet for your organisation, please contact us. You can also print them from the link below.

Social media templates

We have created a '**starter pack**' of assets for use on **social media platforms** that we will continue to add to. We can provide you with **bespoke assets** to fit in with **your own requirements** should you need them.

Campaign assets and logos

These can be accessed via our **Google Drive**:

> Ketamine assets

NARRATIVE.

Four key audiences were identified for the campaign:

- > Young people: 15-18 years old
- > Neurodiverse
- > Adults
- > Parents and carers

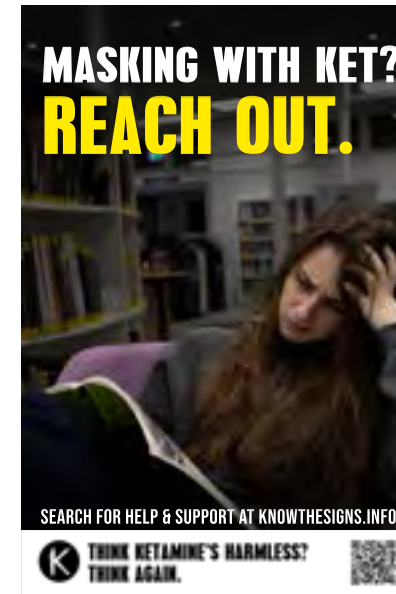
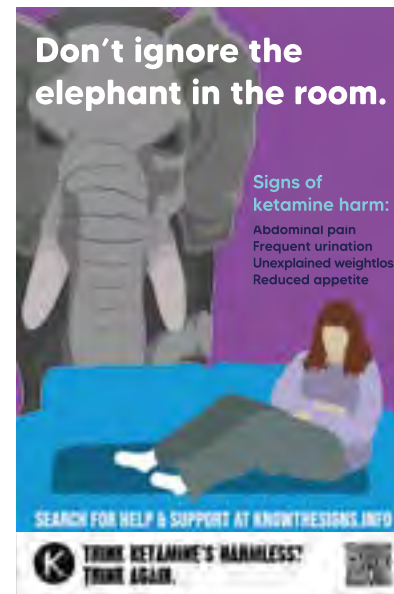
KEY MESSAGES:

The main campaign strapline is:

- > Think ketamine's harmless? Think again.

With accompanying key messages:

- > Struggling with ket? Reach out.
- > Masking with ket? Reach out.
- > Don't ignore the elephant in the room.
- > Overwhelmed? Reach out.



THINK KETAMINE'S HARMLESS? THINK AGAIN.

RESOURCES.

SHORT FILMS

The individual links to the films on our You Tube channel can be found here:

> [Young people: 15-18](#)

> [Adults - three lives, one drug](#)

> [Neurodiverse](#)

> [Parents and carers](#)

> They are also available under the relevant sections on our **Ketamine Hub** on the [Know The Signs website](#)

YOU TUBE CHANNEL

VOICES IN FOCUS

We also have a YouTube channel called **[Norfolk Connected](#)**, which features **films, podcasts and interviews** from **practitioners and people with lived experience**.

We would love to feature as many 'voices' as possible (**which can be run through AI if anonymity is an issue**) so would welcome any **suggestions or volunteers** to continue to add to this resource. Contact Suzannah at **NCSP@norfolk.police.uk**



QUESTIONS.

If you have any questions around the campaign, or if you have problems with the assets, contact:

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