

# Public Information

## Annual Report 2019

The Public Information Department of the Trimbos Institute provides reliable information and advice on drugs, alcohol, smoking, gaming, gambling and addiction. This information is shared by telephone, e-mail, live chats, websites, brochures, videos and (social) media. This annual report provides an overview of activities and key figures of 2019.

Ask your questions  
online or by telephone

Listen to recorded  
information 24/7

Telephone advice and  
information: Monday-  
Friday, 9am-5pm

Ask questions via  
chat and e-mail

## 6 websites for advice and information

### ALCOHOLinfo.nl



1,487,595  
sessions in 2019

2018

2019

+10%

1,247,145  
unique visitors in 2019

2018

2019

+13%

### ROKENinfo.nl



837,085  
sessions in 2019

2018

2019

+20%

654,434  
unique visitors in 2019

2018

2019

+22%

### DRUGSinfo.nl



1,218,494  
sessions in 2019

2018

2019

+73%

994,162  
unique visitors in 2019

2018

2019

+72%

### GAMENinfo.nl



62,399  
sessions in 2019

2018

2019

+6%

49,439  
unique visitors in 2019

2018

2019

+6%

### GOKKENinfo.nl



44,280  
sessions in 2019

2018

2019

-2%

33,590  
unique visitors in 2019

2018

2019

+7%

### lkstopnu.nl

**lkstopnu.nl**

567,900  
sessions in 2019

2018

2019

+218%

399,559  
unique visitors in 2019

2018

2019

+189%

# Social Media

## Twitter



@AlcoholDrugInfo  
3,851 followers (-25)

@InfoRoken  
668 followers (+28)

## Facebook



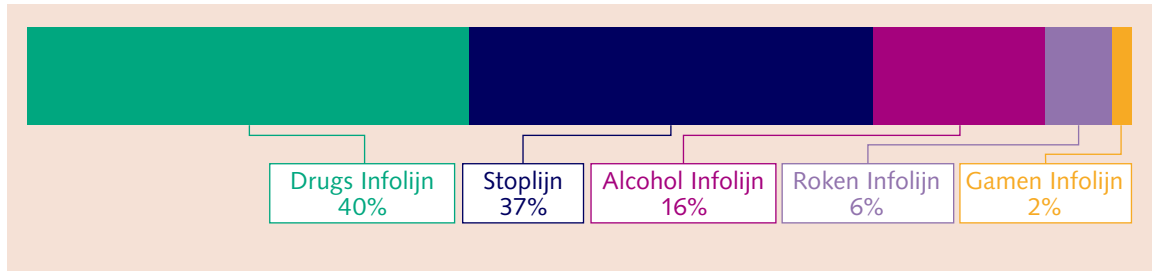
Ikstopnu  
Gameninfo  
Gokkeninfo  
Roken, Alcohol  
and Drugs Info

Reach Engagement Likes

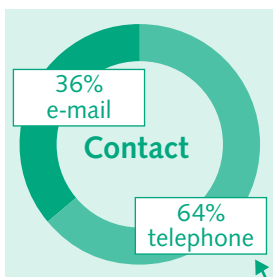
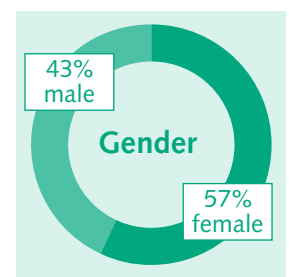
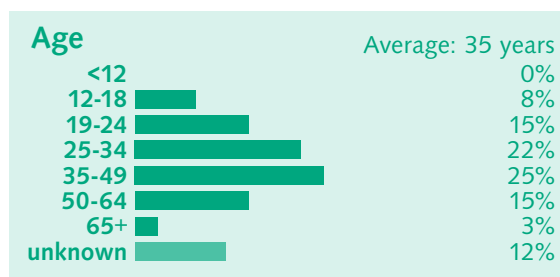
Ikstopnu	66,819	6,906	923
Gameninfo	110,333	11,474	614
Gokkeninfo	198,678	9,865	631
Roken, Alcohol and Drugs Info	42,495	3,718	776

# Infolines and Stopline

A total of  
**6962**  
questions were  
answered on all lines  
(e-mail and telephone)

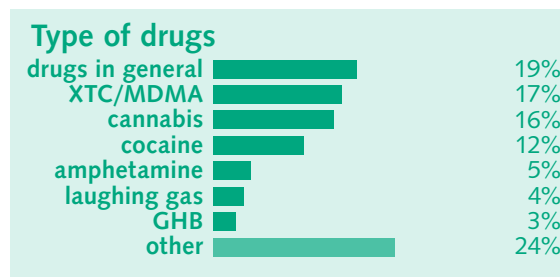


**2784**  
questions answered



Is a headache  
after XTC use  
dangerous?

Sample question



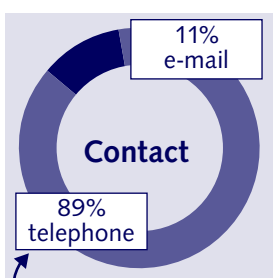
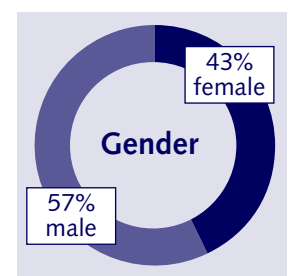
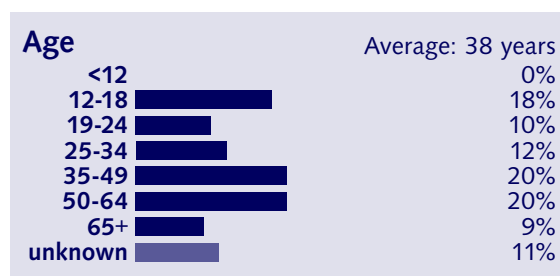
Subjects

1. Risks
2. Coping with a user
3. Detection/testing

Average of 14 minutes

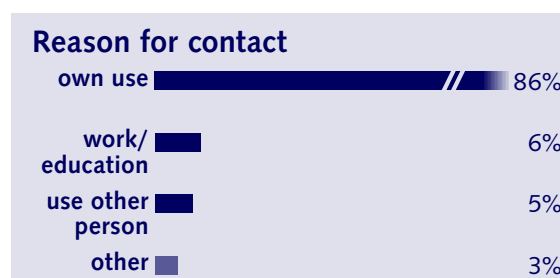
**Stoplijn**  
**0800-1995**  
GRATIS  
For information  
and advice about  
quitting smoking

**2545**  
questions answered



What is  
the best way  
to quit  
smoking?

Sample question



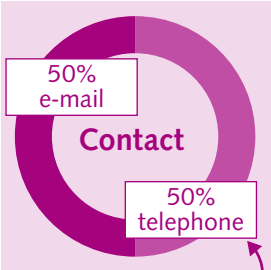
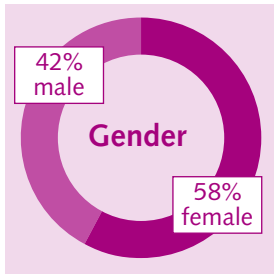
Subjects

1. How to quit smoking
2. NRTs and medications for smoking cessation
3. About (professional) help

Average of 8 minutes



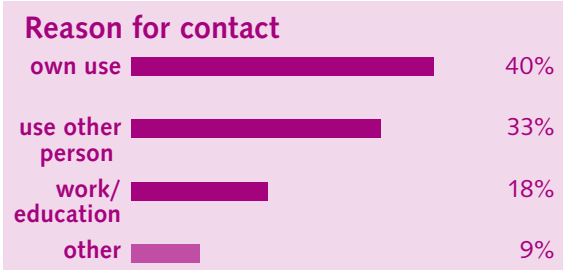
**1091**  
questions answered



Average of 17 minutes

My partner drinks too much.  
How do I deal with this?

**Sample question**

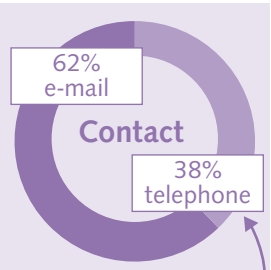
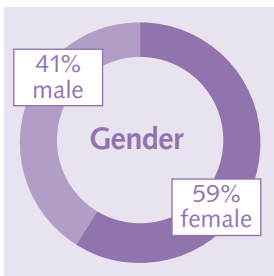
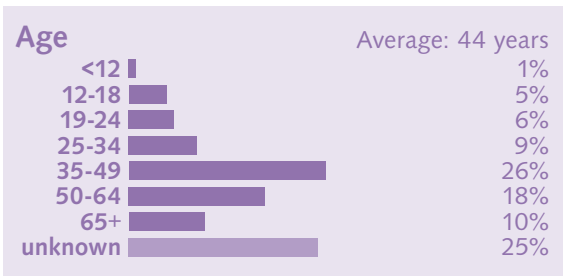


**Subjects**

1. Coping with a drinker
2. Law and policy
3. How to quit drinking



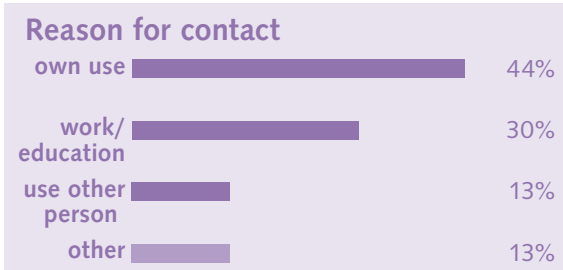
**420**  
questions answered



Average of 8 minutes

How can I ban smoking at my school?

**Sample question**

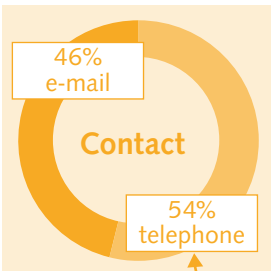
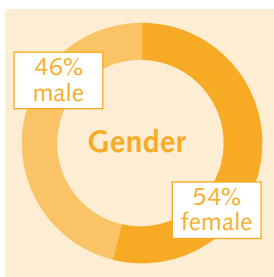
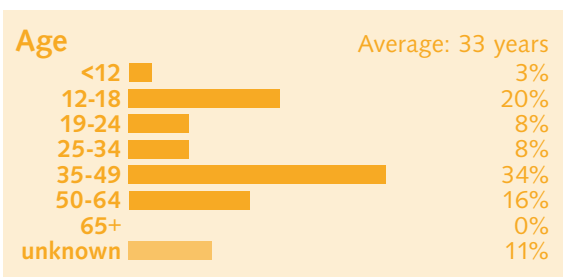


**Subjects**

1. Other
2. Law and policy
3. NRTs and medications for smoking cessation



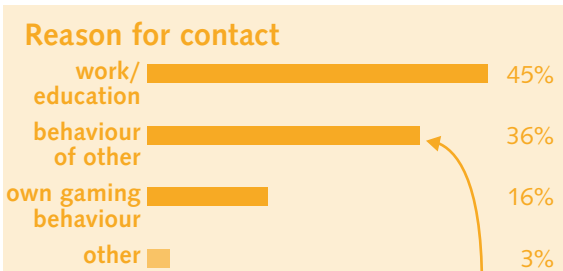
**122**  
questions answered



Average of 19 minutes

My child is gaming 3 hours a day, is he addicted?

**Sample question**



98% is child

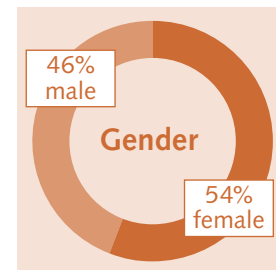
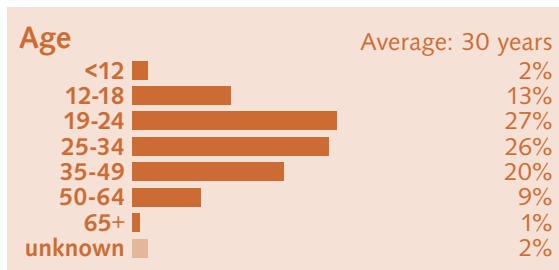
**Subjects**

1. Addiction
2. Parenting
3. Coping with a gamer

# Chat services

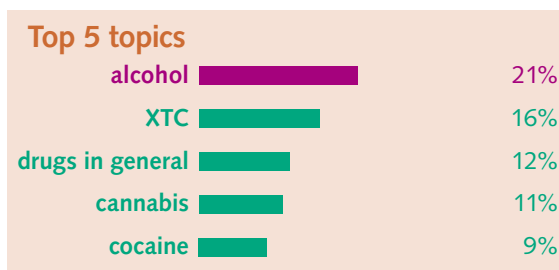
**NATIONAL CHAT SERVICE**  
For questions about help with alcohol, drugs, smoking, gaming, and addiction  
Available Monday-Friday, 1pm-5pm

**1785**  
questions answered  
Average chat time: 18 minutes



Partnership between Trimbos Institute and regional addiction treatment centers

I have been depressed. Can I use XTC?  
Sample question

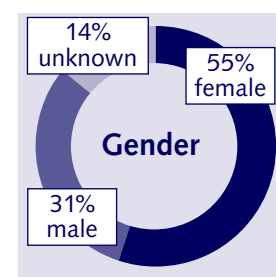
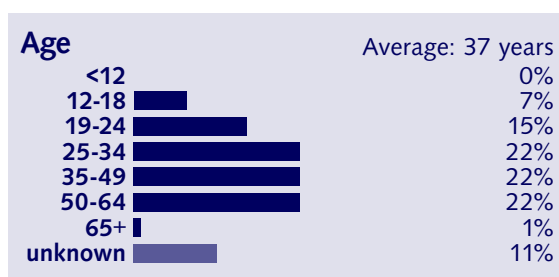


**Subjects**

1. About (professional) help
2. Risks
3. How to quit

**NEW**  
**Ikstopnu-chat**  
For information and advice on quitting smoking  
Available Monday-Friday, 1pm-5pm

The Ikstopnu-chat started September 2019  
**73** chats  
ikstopnu.nl



# Other activities


**Brochures about substances**



Order or download for free via the Trimbos Institute webstore  
[trimbos.nl/aanbod/webwinkel/](http://trimbos.nl/aanbod/webwinkel/)


**In 2019 the Public Information department at the Trimbos Institute has:**

- Given 22 presentations and trainings about drugs, smoking, alcohol and gaming to groups such as the police, doctors, and municipalities.
- Spoken to 69 journalists
- Started the Ikstopnu-chat on September 1st



**Renewing and rewriting websites**

- Alcoholinfo.nl
- Drugsinfo.nl
- Gameninfo.nl
- Gokkeninfo.nl
- Rokeninfo.nl



**Co-operation**

The Public Information department is represented in:

- Netherlands Expertise Center for Tobacco Control
- The Expertise Center for Alcohol
- The Dutch Addiction Association (DAA)

**Colophon**  
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