

Public Information

Annual Report 2022

The Public Information Department of the Trimbos Institute provides reliable information and advice on mental health, drugs, alcohol, smoking, addiction, gaming and digital balance. 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 2022.

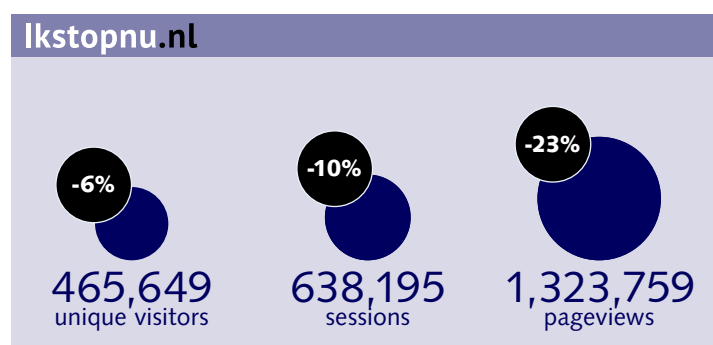
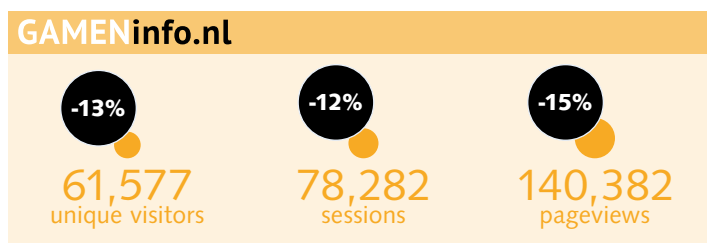
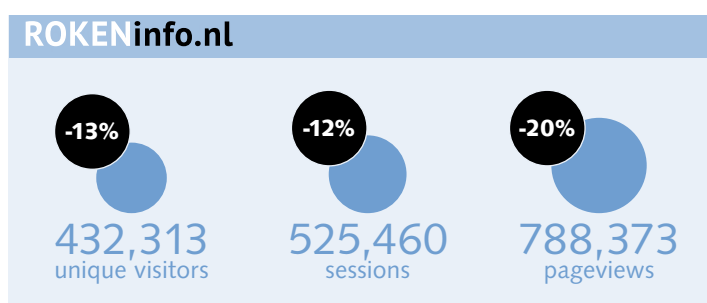
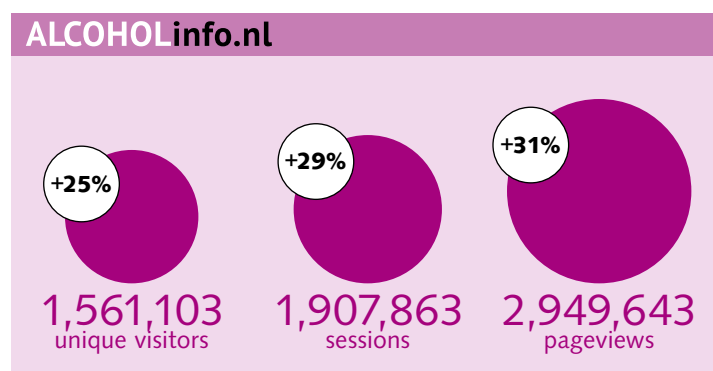
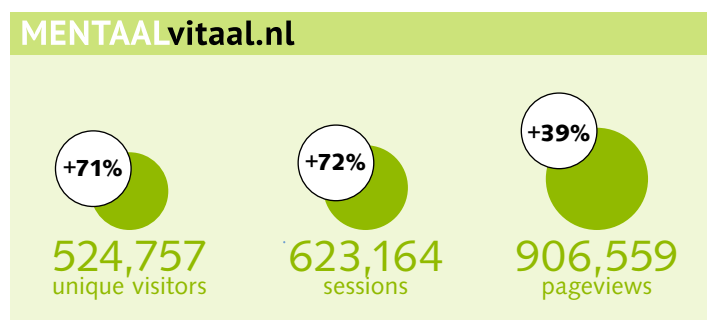
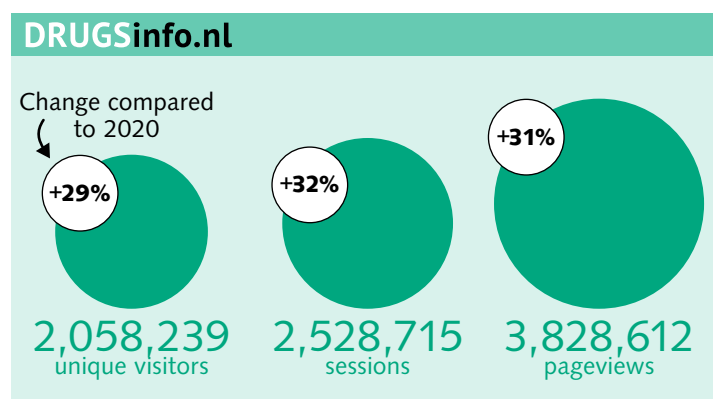
Ask your questions online or by telephone!

Listen to recorded information 24/7

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

Ask questions via chat and e-mail

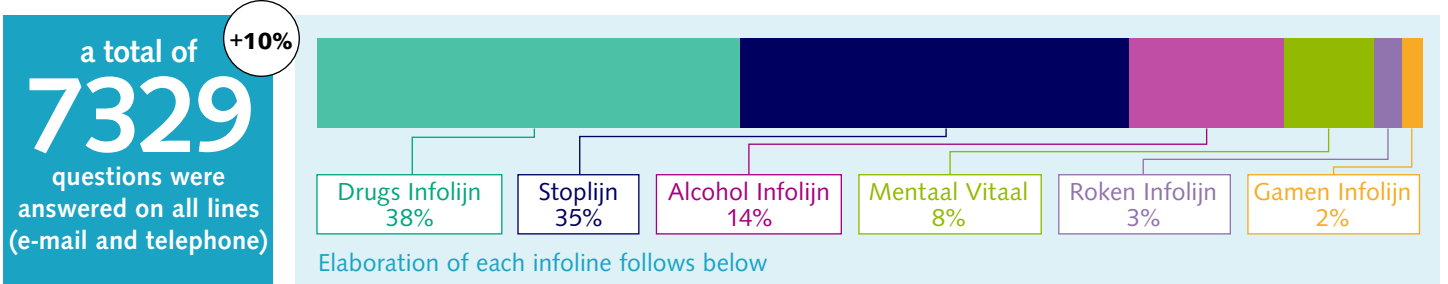
7 websites for advice and information



Social Media

Twitter  @AlcoholDrugInfo 3632 followers @MentaaVitaal 1886 followers	Facebook  Ikstopnu 1848 followers MentaaVitaal 3550 followers	Instagram  @Ikstopnu 995 followers @MentaaVitaal 1164 followers	TikTok  Ikstopnu 11 videos 612.000 views 1428 followers	Quiddy App  Live as of 3/1/2022 6410 subscribers
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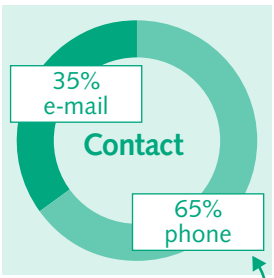
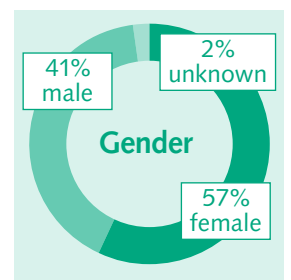
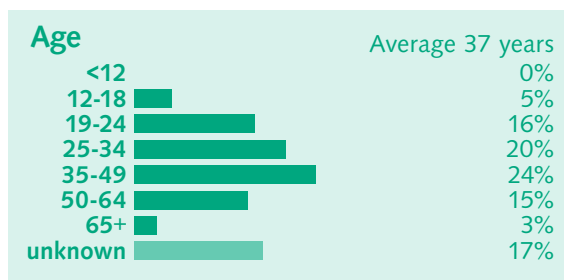
Infolines and Quitline



DRUGS
Infolijn
0900-1995

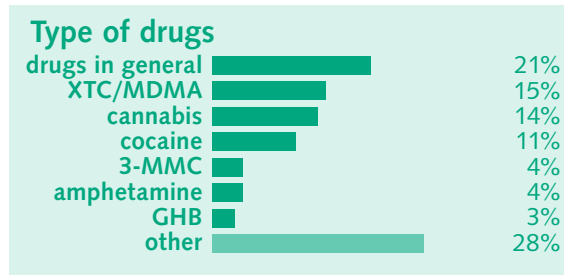


2799
contacts



I think I have been drugged. What can I do?

Sample question



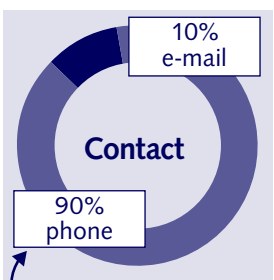
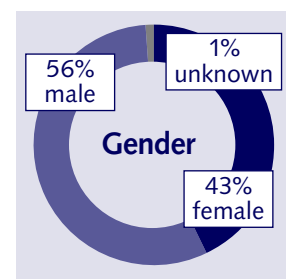
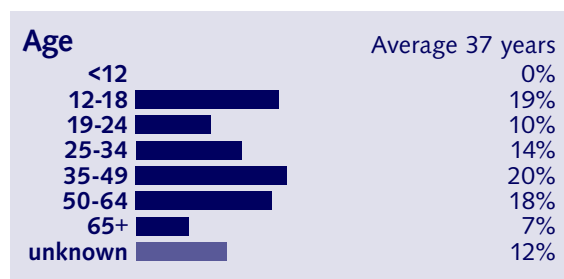
- Subjects**
1. Risks
 2. Handling/dealing with a user
 3. Psychological complaints after use

Average of 15 minutes

Stoplijn
0800-1995
GRATIS

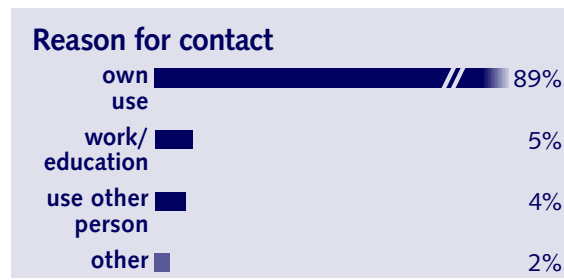
For information and advice about quitting smoking

2575
contacts



Why do I cough so much since I quit smoking?

Sample question



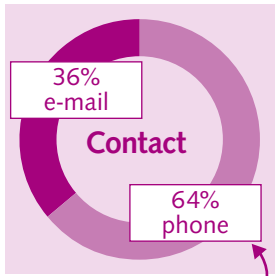
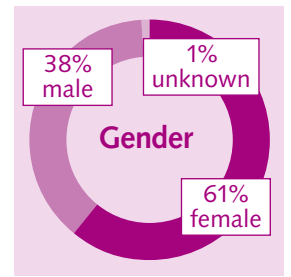
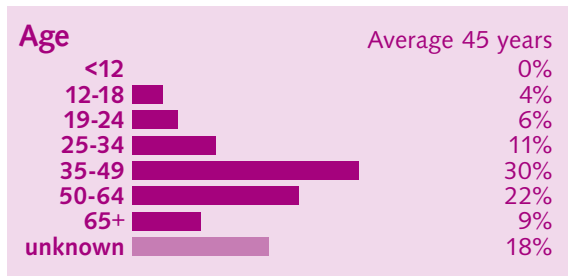
- Subjects**
1. How to quit smoking
 2. About (professional) help
 3. Remedies/medication

Average of 8 minutes

ALCOHOL
Infolijn
0900-1995

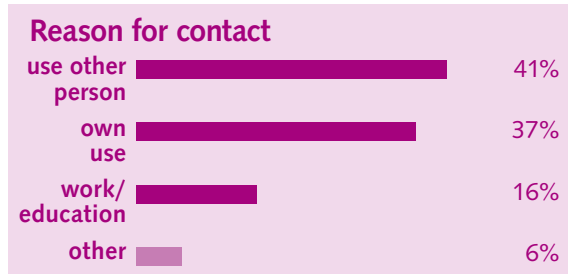


1031
contacts



How do I prevent my child from drinking alcohol before turning 18?

Sample question



Subjects

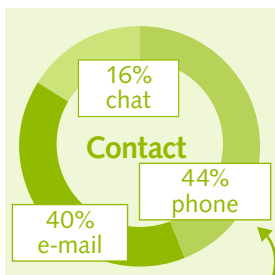
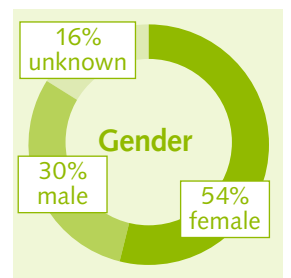
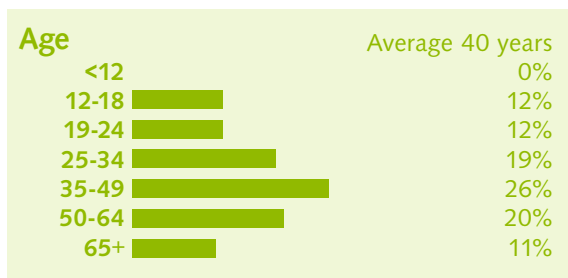
1. Handling/dealing with a drinker
2. About (professional) help
3. Risks

Average of 18 minutes

MENTAAL VITAAAL
Infolijn
0900-1994
€ 0,10/min (v. de kosten van je mobiele telefoon)

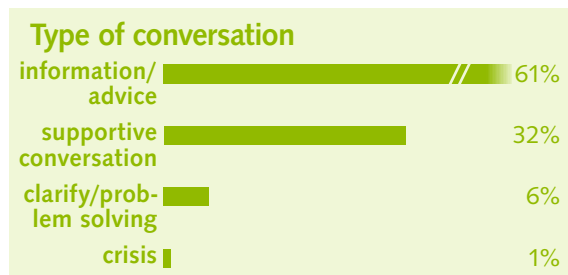


597
contacts



How do I help someone close to me with bipolar disorder?

Sample question



Subjects

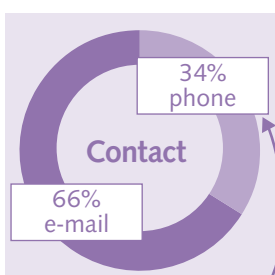
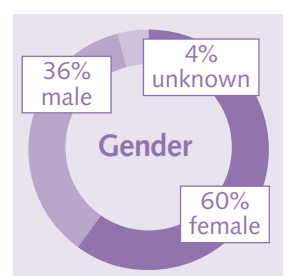
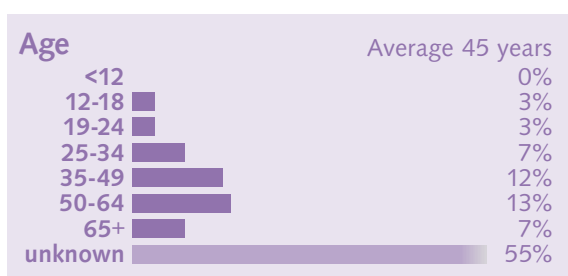
1. Mental illness
2. Problem solving
3. Mental fitness

Average of 21 minutes

ROKEN
Infolijn
0900-1995

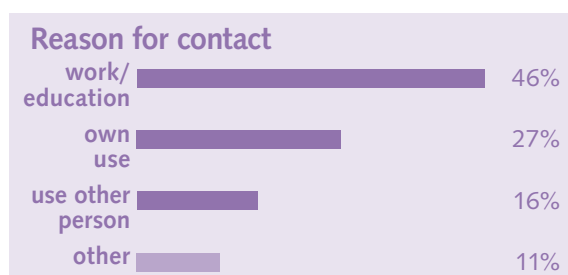


191
contacts



How harmful is thirdhand smoke?

Sample question



Subjects

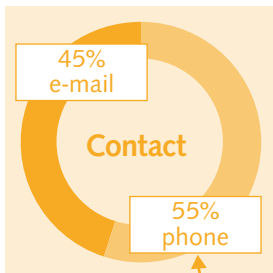
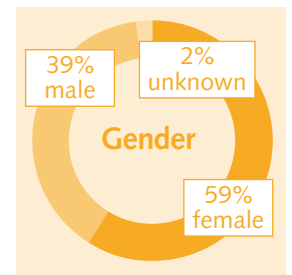
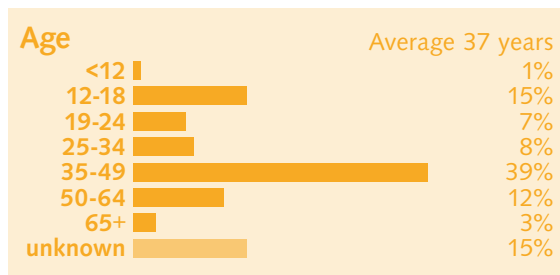
1. How to quit smoking
2. Law and policy
3. Risks

Average of 7 minutes

GAMEN
Infolijn
0900-1995

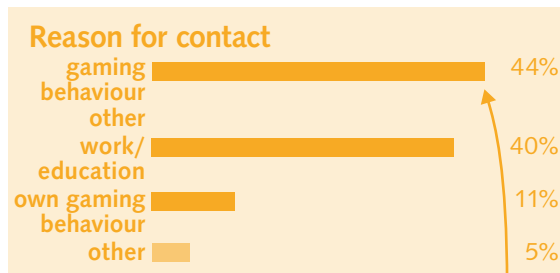


136
contacts



My child finds it hard to stop gaming. How can I help him?

Sample question



Subjects

1. Parenting
2. About (Professional) help
3. Addiction

Average of 21 minutes

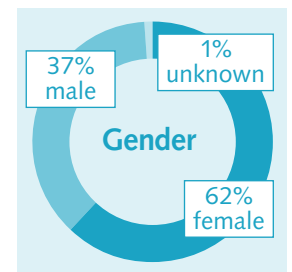
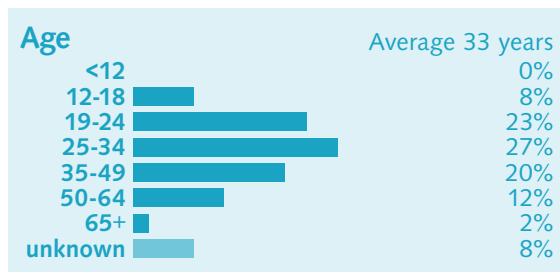
of which 92% are children

Chat services

NATIONAL CHAT SERVICE
For questions on alcohol, drugs, gaming and addiction support
Available Monday-Friday, 1pm-5pm

1349
chats

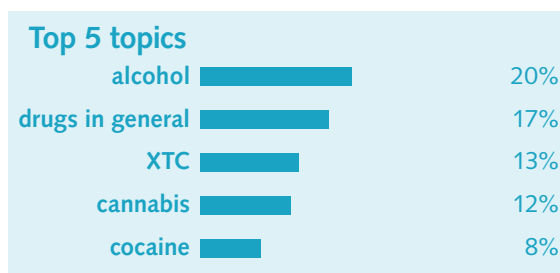
Average chat time: 21 minutes



Partnership between Trimbos Institute and 8 addiction treatment centers
Accessible through Public Information websites and websites of addiction treatment centers

What are the effects of 3-MMC?

Sample question



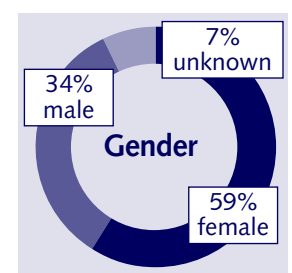
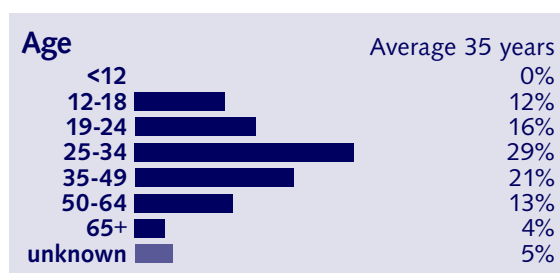
Subjects

1. About (professional) help
2. Handling/dealing with a user
3. How to quit

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

305
chats

Average chat time: 13 minutes



Other activities

Highlights



- The website *Rokeninfo.nl* has been updated. It has been restructured and texts have been rewritten.
- The sub website *jongvolwassenen.ikstopnu.nl* went live in 2022. On this website we address the target group of 16 to 25-years-olds about tobacco and quitting smoking.
- The *Quiddy-app* app has been specially developed for young adults between the ages of 16 and 25. Quiddy helps you quit smoking with someone your age. You can do this with strangers or someone you know, such as a friend, colleague or fellow student.
- A user survey was conducted on *Drugsinfo.nl*.
- The Trimbos Institute got an *account on TikTok* with 16 videos about vaping/smoking. The most viewed video was viewed 354,000 times.
- For anxiety complaints, a decision aid was launched in 2022 on *mentaltitaal.nl*. This decision aid can also be used by people who want to quit smoking.
- *Alcoholinfo.nl* has conducted a campaign about alcohol and weight together with the Expertise Center for Alcohol.
- On *alcoholinfo.nl* the topics alcohol and mental health, and alcohol and addiction have been expanded in 2022.
- The Central Information and Expertise Point offers information, recognition and support to (now adult) victims of physical, sexual and psychological violence in youth care. *Geweldindejeugd zorg.nl* offered a listening ear to 239 personal contacts via the free information and advice line. For 40% of the callers, the websites also offered support in finding suitable help or specific information.
- For professionals, knowledge files and a toolkit have been developed about the signs of violence in youth care and how you can help. Free to download from the *Trimbos webshop*.
- After the introduction of Ikstopnu's Quit Plan in 2021, a version in understandable Turkish became available in 2022. The *Quit Plan - Turkish* is intended for people who want to stop smoking without the help of a professional. The Quit Plan can be ordered as a brochure or downloaded to complete on the computer.
- In 2022, the "quit smoking and vaping" bingo card was introduced through a Boomerang card campaign. The bingo card is suitable for anyone who wants to quit smoking or vaping and wants to gain insight in which hard moments have already been overcome. The intention is to focus on everything you have already achieved instead of looking at what has not yet been achieved. Quitting is a process and every box you can tick off is one hurdle down!

In 2022, Public Information:

- Provided 2 courses on alcohol and drugs to the police force.
- Had 11 interviews with public press.



Announcements for 2023



- Due to adjustments at Google, no new visitor data will be provided to Universal Analytics from July 2023. Next year we will report based on statistics from Google Analytics 4. This may result in differences in figures.
- For *drugsinfo.nl*, the findability of articles and the ease of use of the website will be improved in 2023. The goal is to make the website and the enormous amount of information it contains accessible to more users.
- *Alcoholinfo.nl* will also be improved in late 2023/early 2024.
- Since 2016, a lot of information has been added to *Ikstopnu.nl*. In 2023, the navigation and layout of *Ikstopnu* will be improved. In this way, users can find answers to their questions even faster and better.

Colophon

This is a publication of the Trimbos Institute

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 **Trimbos**
instituut

Netherlands Institute of
Mental Health and Addiction