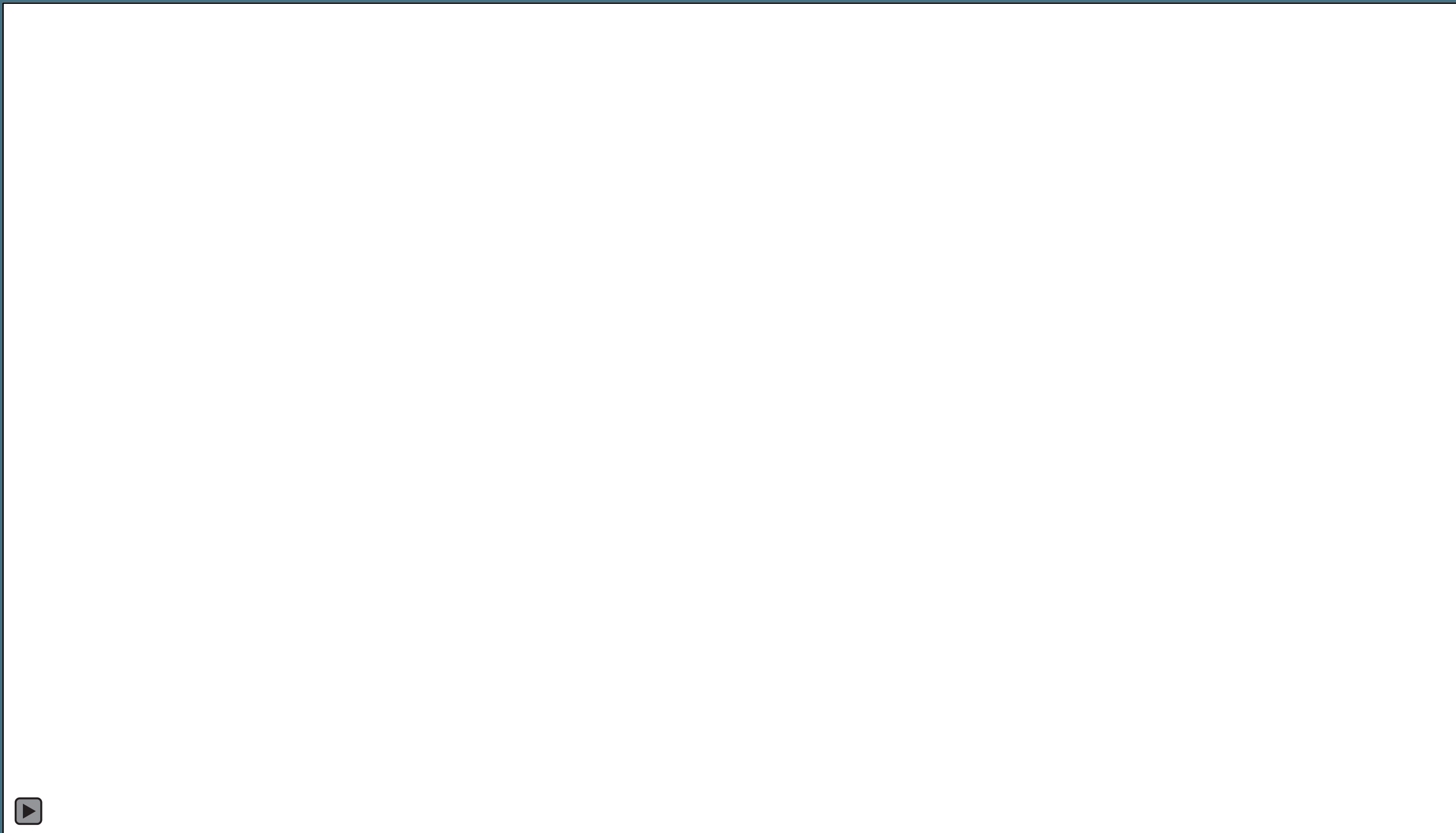


Unity and YouCan

Norfolk Ketamine Conference 2026



Young people's voices



Today

01



Who we are and
what we do

02



What young people
said about
Ketamine
information

03



What we did in
response

04



Feedback
about the
resources.

Overview of Services



Commissioned by PH
Norfolk



MDT, experienced staff



Part of The Matthew
Project long established
Norfolk Charity



County wide

YouCan

Offers support for under -19s affected by a family member's substance use in the following ways:

- Regular tailored support and safety advice
- In a place a young person feels safe of their choice
- A safe space to be heard
- Flexible approach to contact and communication
- Signposting to other support services as needed
- Help in explaining feelings and concerns to family/guardians.



THE
MATTHEW
PROJECT
YouCan

Unity

Offers support for under -19s who are worried about their own drug or alcohol use in the following ways:

- Regular tailored support and safety advice
- In a place that young people feel safe of their choice
- Flexible approach to contact and communication
- Motivational techniques
- Education around substances and their impact
- Harm reduction & relapse prevention support including BBV screening and vaccinations
- Sexual health advice and screening
- Signposting to other support services



Background

The ketamine poster, webpage and QR code sticker were developed in response to feedback from young people receiving support that they knew other young people who were using ketamine but were not wanting support from services.

Two snapshot surveys were undertaken to:

- Build a clearer picture of what was happening across the county
- Understand how informed young people were about the risks associated with their ketamine use
- Identify barriers that may prevent young people using ketamine from wanting support at that time

What Young People Said

Snapshot survey:

- Young people felt there should be more information available about the dangers of Ketamine and other drugs being contaminated.
- A recurring concern was that young people often use drugs without knowledge of potential contamination or associated risks.
- Some suggested showing the physical effects of ketamine, such as damage to the bladder and nose.

Other Feedback:

- When developing a webpage: break up or shorten text. Avoid technical terms.
- Poster: display these somewhere private where young people can either scan or write down the website address if phones are banned in schools.

Support for parents: What do you wish you had known when you discovered that your child was using Ketamine?

How to deal with this situation.

The serious dangerous side effects.

The health risks, both short term and long term.

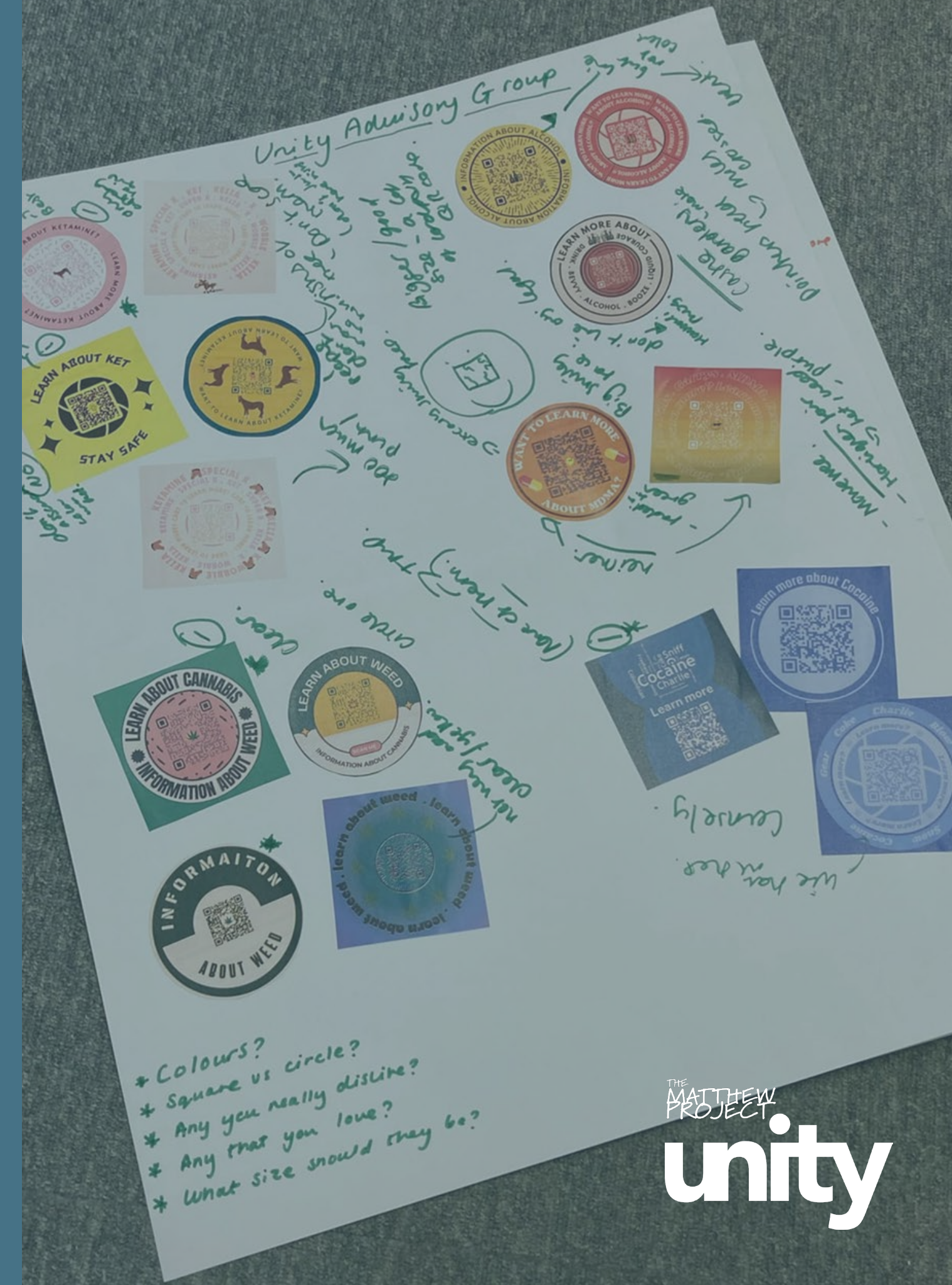
If you had to describe ketamine as a dangerous creature, what would it be and why?

Pufferfish - Small and slow... until it suddenly inflates into a spiky ball. The transformation is unpredictable, and its toxins are extremely potent.



Sticker Development

- The initial designs were created by a 17-year-old young person on work experience with us.
- They felt it was important to include emojis, as these are commonly used by young people to get around content filters (TikTok).
- The designs were then shared with young people in our service for feedback.
- The original design was refined and applied to other substances, including cocaine, MDMA, alcohol and cannabis.



Resources Created



QR Code
Sticker



Almost 1 in 5 young people in Norfolk have no one or **nowhere** to obtain information about **alcohol use**

(Flourish Survey 2024)

Want to learn more about alcohol and other substances?

We've created new info pages just for you, with:

- Real stories from young people in Norfolk
- Information about the risks of different substances
- Practical tips to keep yourself safer

Scan the QR codes on the right to check them out!



matthewprojectyoungpeople.org



unity@matthewproject.org

Poster

Webpage

matthewprojectyoungpeople.org/ketamine

← ↻ 🔒 https://www.matthewprojectyoungpeople.org/ketamine

THE MATTHEW PROJECT | Young People
Finding hope together

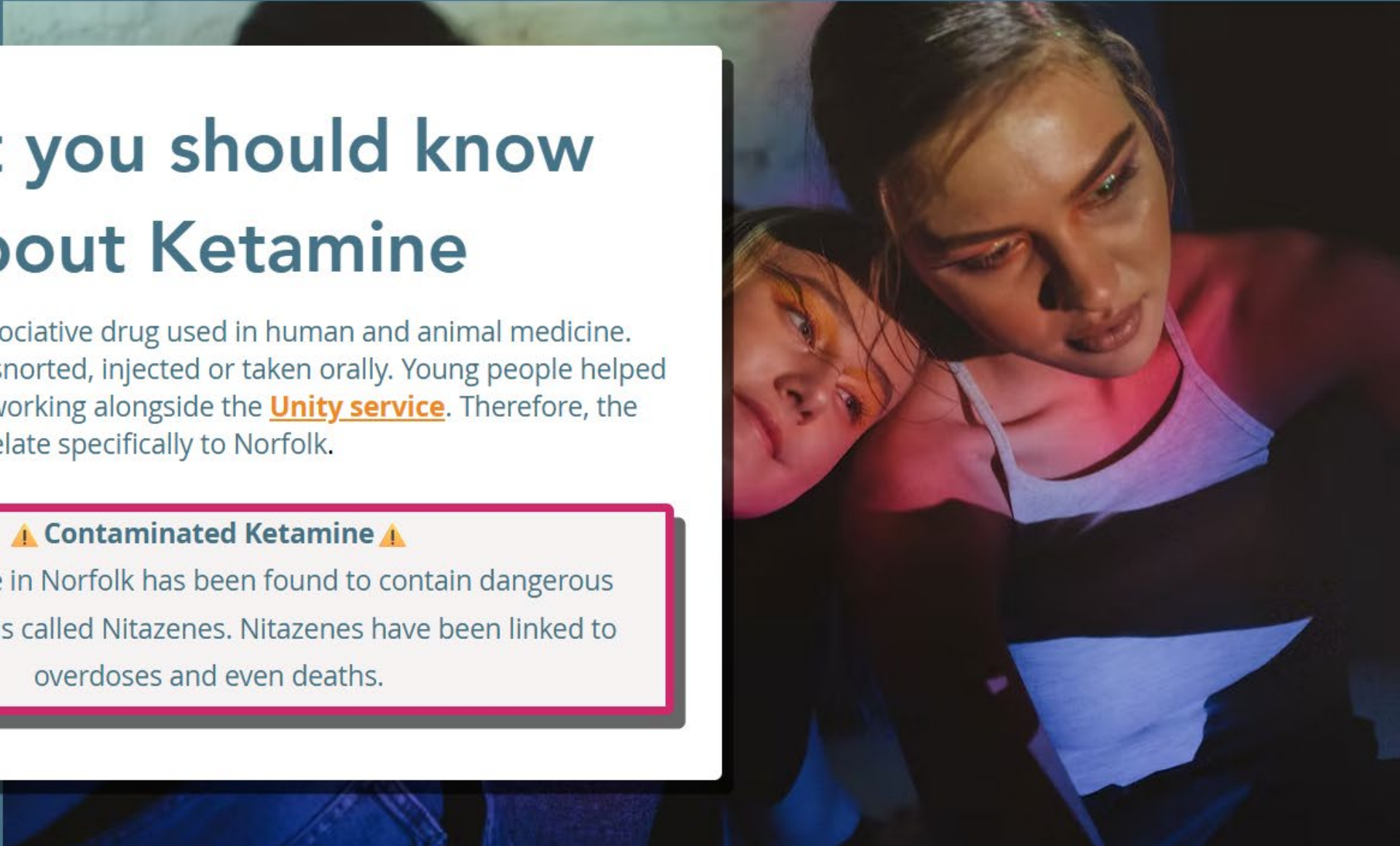
Supporting You Professionals Parent/Carers Contact Us 🔍 👤

What you should know about Ketamine

Ketamine is a dissociative drug used in human and animal medicine. Ketamine can be snorted, injected or taken orally. Young people helped create this page, working alongside the [Unity service](#). Therefore, the stories featured relate specifically to Norfolk.

⚠ Contaminated Ketamine ⚠

Some Ketamine in Norfolk has been found to contain dangerous synthetic opioids called Nitazenes. Nitazenes have been linked to overdoses and even deaths.



Ketamine Bladder



Feedback

- Being used by teachers for PSHE lessons - *"I liked the video's clear explanation of what Unity is and what happens during a session, also the myth-busting part. The section on the endocannabinoid system within the cannabis section was really useful for context about the impact of drugs."*
- Young people sharing harm advice with their peers – e.g. one young person stuck the sticker on her phone and showed her friends the info.

Contact Us



Advice line:

0800 970 4866 9:00 - 17:00,
Mon - Thur 9:00 - 16:30 (Fri)



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