



What is WIRED?

WIRED is a truly unique initiative that was developed six years ago as a way of empowering people to tackle substance misuse. It has been described as one of the most important potential breakthroughs in tackling substance use problems in decades.

WIRED aims to:

- Provide the information, support and tools that people require to help them overcome or reduce their substance use problem;
- Improve the quality of services in the community provided to people with a substance use problem and their families and carers;
- Raise awareness and understanding of substance misuse, the problems it creates and the ways to deal with these problems.

WIRED is directed by Professor David Clark, a leading psychologist who trained with the Nobel Laureate Arvid Carlsson. It has been developed with the assistance of a wide range of professionals, and access to ongoing support from users, ex-users and their families.

WIRED is facilitating grass-root activities, and ensuring that a "bottom-up" approach integrates with the more common "top-down" approach. This will guarantee successful and enduring changes in tackling the problems associated with substance misuse.

WIRED recognises the many approaches to good practice in this sector. Our ambition is to provide a vehicle through which they can amplify their impact and reach. WIRED is an inclusive non-competitive initiative. What we do aims to celebrate the achievement of others as well as our own successes.

What we have achieved.

WIRED has developed an exceptionally high profile information infrastructure, using the internet and hard-copy publications. Our research and dialogue with clients and practitioners in real world communities now circulates and impacts at a local, national and international level. It is being used to help other clients and practitioners, and to educate and inform people inside and outside the field.

Specifically, the achievements of WIRED to date include:

- Development of the world's leading news portal on substance misuse (dailydose.net and substancemisuse.net)
- Launching of the UK's leading magazine "Drink and Drugs News", which has a fortnightly circulation of 10,000 generalist and specialist workers
- Preparation of a unique collection of personal stories, that enhance awareness and understanding
- An innovative community-based research programme, which focuses on issues central to improved practice and policy
- A pioneering film project which provides an avenue for people who have experienced a substance use problem to express their views.

WIRED has agreed to collaborate with SMART Recovery to help deliver the SMART self-management recovery programme outside the USA. The WIRED International Advisory Board contains many of the leading researchers and practitioners from around the world.

For more information, see www.wiredinitiative.com.