

# **Ketamine Awareness Week**

**KNOW.  
YOUR.**

**K.**

**Communications  
Toolkit**

**TURNING  
POINT**



# Campaign Overview

Ketamine use is increasing across the UK, particularly among young adults. Alongside this rise, we are seeing growing reports of bladder and kidney damage, rapid tolerance, dependency and mental health impacts.

Ketamine Awareness Week is a national harm reduction campaign focused on early intervention. The goal is to help people understand the risks, recognise early warning signs and seek support sooner.

This campaign does not use scare tactics. It provides clear, accessible information so people can make informed decisions and reduce harm.

The primary audience is young adults aged 18 to 30, including students and those active in nightlife settings. Secondary audiences include health professionals, youth services and frontline practitioners.

Throughout the week we will promote a short quiz, practical advice and a national professional webinar.



# Our Approach and Tone

This campaign uses a harm reduction approach. We recognise that some people will use ketamine. Providing accurate information reduces risk and supports earlier help seeking.

Our tone is calm, factual and non-judgemental. We use simple language to ensure accessibility. We avoid sensationalism. We avoid glamorising drug use.

The campaign identity is built around the phrase **Know Your K**. This encourages awareness, reflection and informed choice.

## Core lines include:

- Know the Effects of Ketamine
- Set, Setting, Sitter. How to stay safe if you do take ketamine
- Know early physical and mental signs – do not ignore bladder symptoms
- How and where to seek help

Consistency in language strengthens impact and trust.



# Core Campaign Themes

The campaign focuses on four themes that repeat throughout the week.

## **Know the effects of ketamine**

People who use street ketamine should avoid mixing with other substances. Risk increases when substances are combined. Knowing the effects of ketamine helps people make safer decisions.

## **Set, Setting, Sitter.**

### **How to stay safe if you do take ketamine**

Ketamine affects judgement and awareness. Using alone increases vulnerability. Planning ahead and staying with trusted people reduces harm.

## **Reducing Harm**

Tolerance can build quickly for some people with regular daily use. Taking breaks and reducing frequency lowers the chance of physical damage.

## **Bladder Health and Early Signs**

Ketamine can cause serious bladder injury. Early symptoms may include pain when urinating, increased urgency and stomach cramps, also known as K cramps. Seeking medical advice early can prevent long term complications.

These themes should remain consistent across all content.



# Social Media Copy Bank

All campaign materials should link to the **Know Your K** campaign page: [www.turning-point.co.uk/Know-Your-K](http://www.turning-point.co.uk/Know-Your-K)

- For Facebook posts, include the link directly in the post.
- For Instagram or TikTok posts, add the link to your bio and keep the wording in the post as shown below.
- If adapting these posts for Facebook, replace the wording “link in bio” with the full link.

**Click here to view the  
campaign page**



# Social Media Copy Bank

The following captions and graphics are approved for use and can be shared directly.  
All graphics can be downloaded on our campaign website.

[Download graphics here](#)

## Monday 23rd March

### TikTok

If you're going to use ketamine, here's how to reduce the risks.

Start low, go slow.

Avoid mixing.

Test where possible.

Know the effects of Ketamine?

Take the quiz.

Link in bio.

#KnowYourK #KnowTheEffectsOfKetamine  
#SaferChoices

### Instagram/ Facebook

If you're going to use ketamine, here's how to reduce the risks.

Start low, go slow.

Mixing increases risk.

Think you know ketamine?

Take the quiz – link in bio.

#KnowYourK #KnowTheEffectsOfKetamine  
#SaferChoices

### Asset



# Tuesday 24th March

## TikTok

If you're going to use ketamine tonight, here's how to reduce the risks.

SET – How are you feeling?

SETTING – Is it safe?

SITTER – Is someone staying clear-headed?

Avoid mixing and using alone.

#KnowYourK #KnowTheEffectsOfKetamine

#SaferChoices

## Instagram/ Facebook

If you're going to use ketamine tonight, here's how to reduce the risks.

SET – How are you feeling?

SETTING – Is it safe?

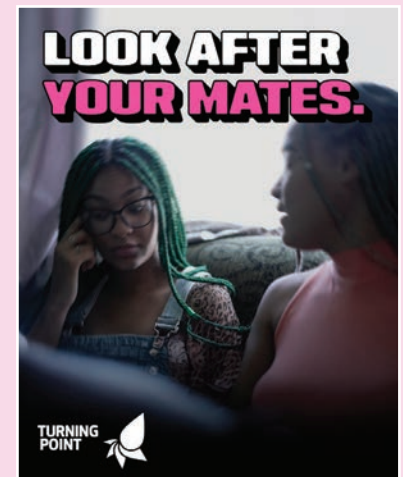
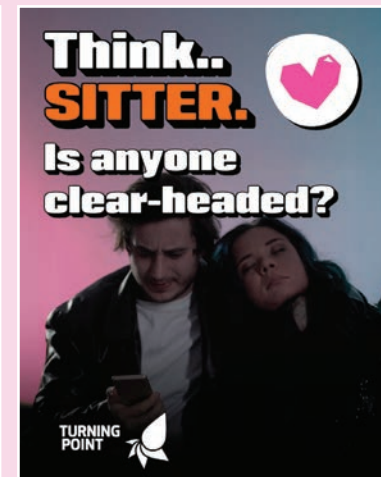
SITTER – Is someone staying clear-headed?

Avoid mixing and using alone.

#KnowYourK #KnowTheEffectsOfKetamine

#SaferChoices

## Assets - Version 2



# Wednesday 25th March

## TikTok

Pain when you pee?

If symptoms start, get checked early.

Ketamine can damage your bladder.

#KnowYourK  
#KnowTheEffectsOfKetamine  
#SaferChoices

## Instagram/ Facebook

Pain when you pee?  
Going more often?  
Lower stomach cramps?

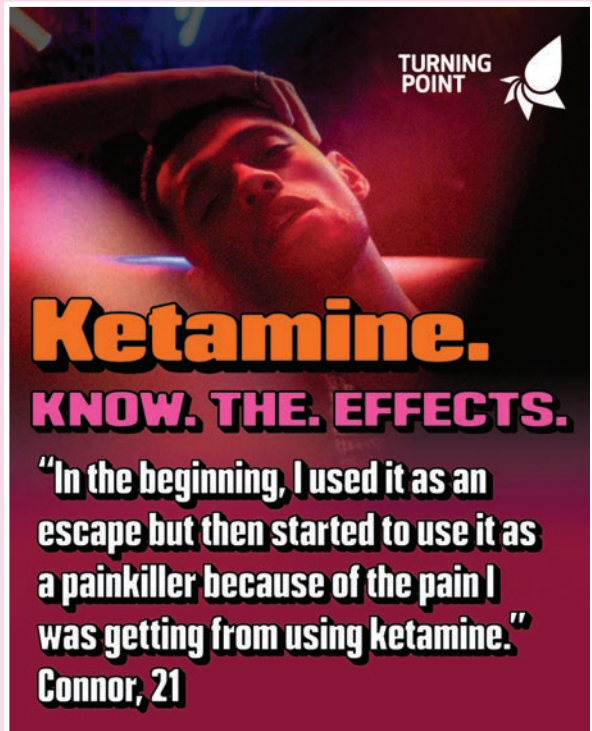
Ketamine can cause serious bladder damage.

“In the beginning, I used it as an escape but then started to use it as a painkiller because of the pain I was getting from using ketamine.”  
Connor, 21

If something feels wrong, get checked early.

#KnowYourK  
#KnowTheEffectsOfKetamine  
#SaferChoices

## Asset



**Ketamine.**  
**KNOW. THE. EFFECTS.**  
“In the beginning, I used it as an escape but then started to use it as a painkiller because of the pain I was getting from using ketamine.”  
Connor, 21

# Thursday 26th March

## TikTok

We offer harm reduction advice to help you stay safer.

Know the effects of Ketamine.

Take the quiz.

Link in bio.

#KnowYourK

#KnowTheEffectsOfKetamine

#SaferChoices

## Instagram/ Facebook

These tips can help reduce risk if you choose to use ketamine:

- Use less often
- Avoid mixing
- Take breaks
- Get checked early if symptoms start

“I struggled a lot with pain in the bladder. I couldn’t walk properly and I got incontinence with it.” Georgia, age 27

Know the effects of Ketamine.

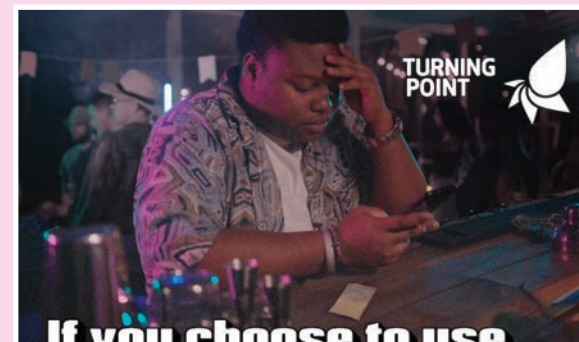
Quiz in bio.

#KnowYourK

#KnowTheEffectsOfKetamine

#SaferChoices

## Asset



**If you choose to use ketamine, reduce the risk with our advice.**

**KNOW THE EFFECTS OF KETAMINE.**

# Monday 23rd March

## TikTok

If you choose to use Ketamine think:

- Set
- Setting
- Sitter

Know the effects of Ketamine?

Take the quiz.  
Link in bio.

#KnowYourK  
#KnowTheEffectsOfKetamine  
#SaferChoices

## Instagram/ Facebook

If you choose to use Ketamine later.

Think:

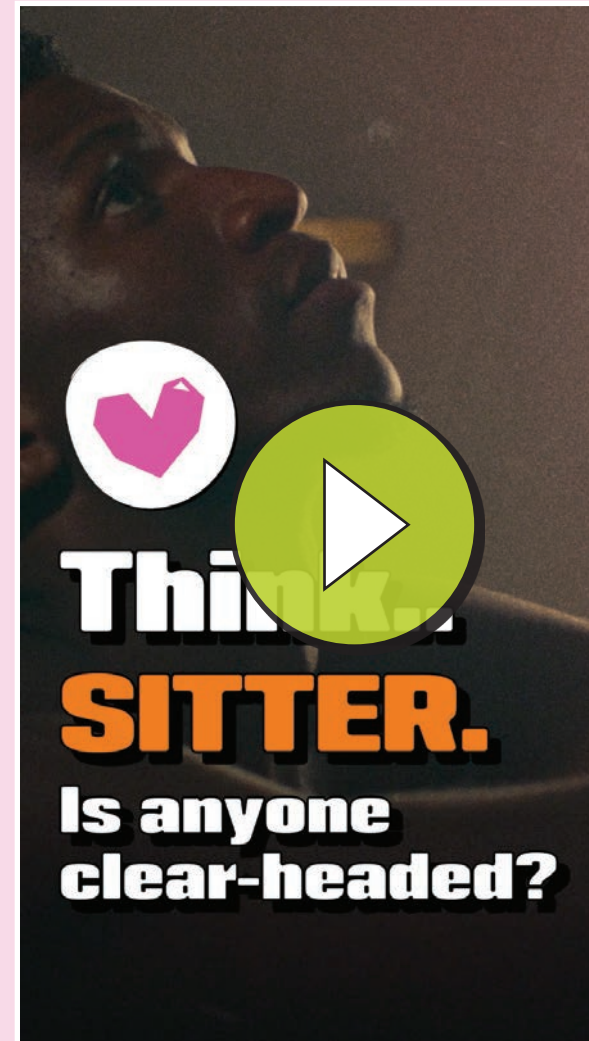
- Set
- Setting
- Sitter

Know the effects of Ketamine?

Take the quiz.  
Link in bio.

#KnowYourK  
#KnowTheEffectsOfKetamine  
#SaferChoices

## Reel



# Friday 27th March

## TikTok

Using ketamine?

Start low.

Avoid mixing with alcohol or other drugs.

Stay with your mates.

Look after each other.

Link in bio.

**#KnowYourK**

**#KnowTheEffectsOfKetamine**

**#SaferChoices**

## Instagram/ Facebook

No judgement. Just facts.

More harm reduction advice on using ketamine in the bio.

**#KnowYourK**

**#KnowTheEffectsOfKetamine**

**#SaferChoices**

## Reel



# Using the Campaign Assets

All graphics and videos are designed to work together visually. Consistent use strengthens recognition and credibility.

Please use the assets as provided. Do not alter the headline wording or campaign colours. The phrase **Know Your K** should remain unchanged.

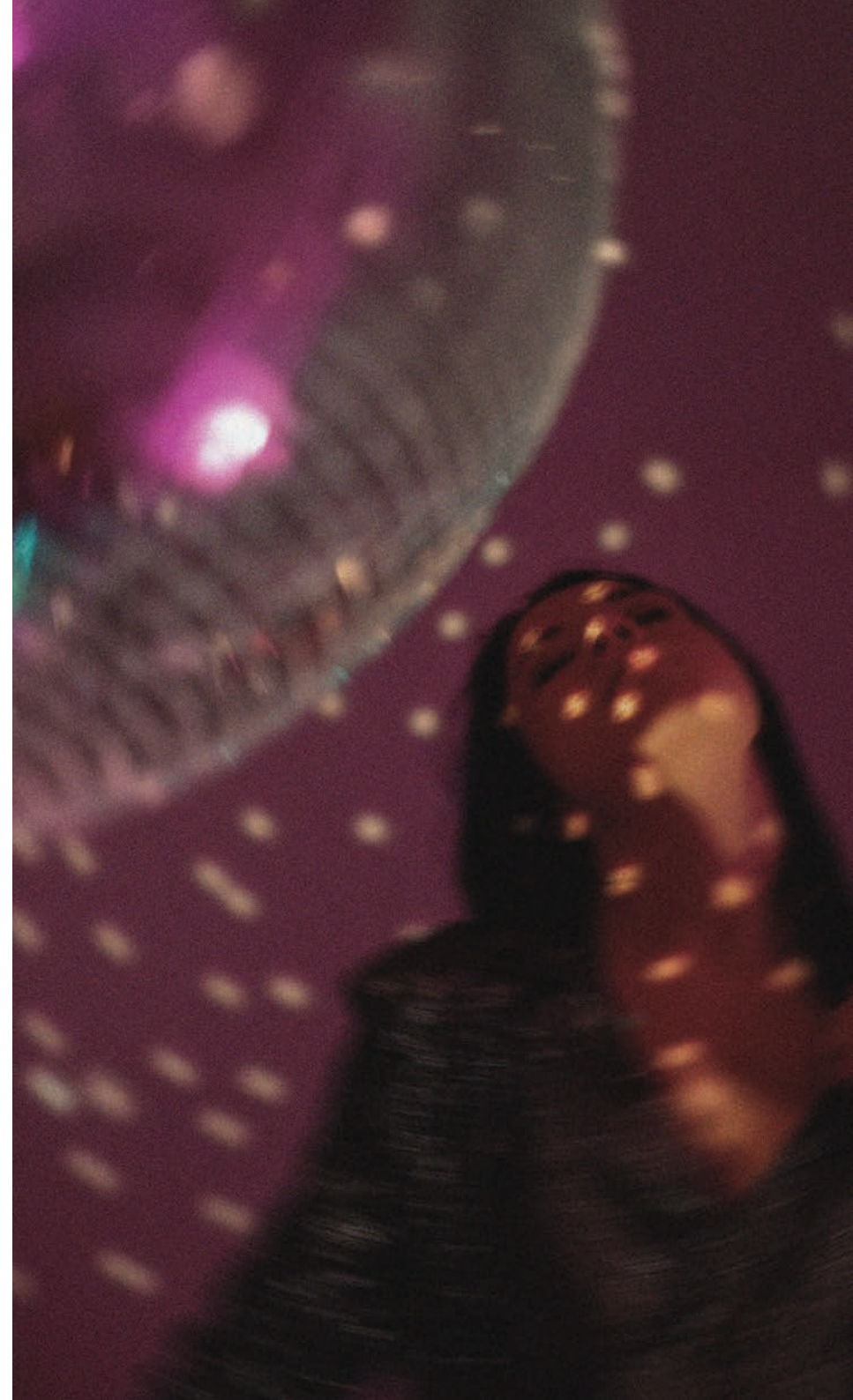
You may adapt captions to include local service links or contact details. Ensure that any additions remain aligned with the campaign tone.

Use the campaign hashtags to support visibility and reach.

**#KnowYourK**

**#KnowTheEffectsOfKetamine**

**#SaferChoices**



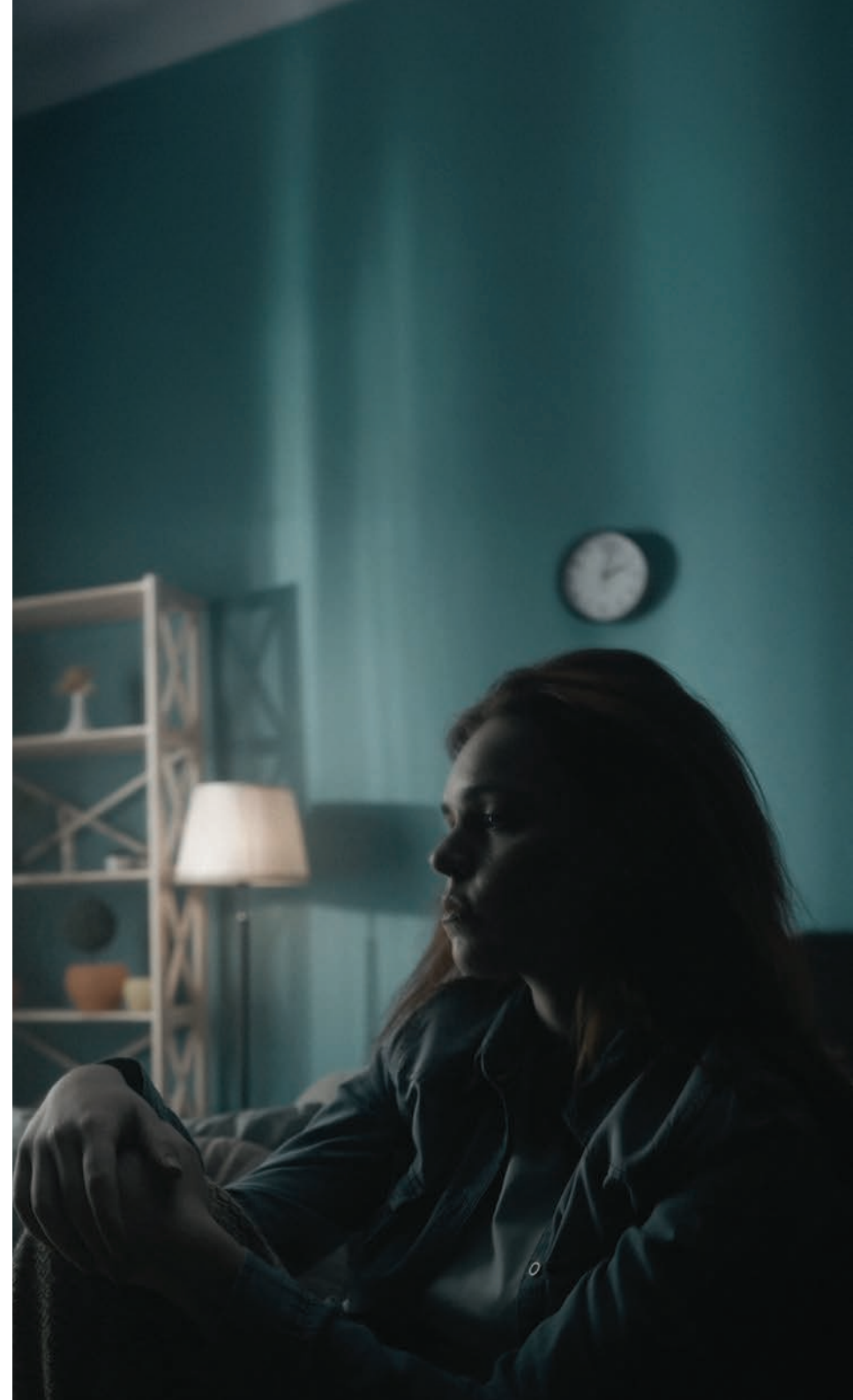
# Amplifying the Campaign

You are encouraged to share multiple pieces of content across the week to maximise impact.

## Suggested structure:

- Monday. Introduce **Know Your K** and share the quiz.
- Midweek. Share harm reduction advice and bladder awareness messaging.
- Friday. Reinforce safety messaging ahead of the weekend.
- End of week. Promote the professional webinar.

Pin the quiz link in your bio where possible. Reposting increases reach and reinforces key messages.



# Moderation and Safeguarding

Content relating to substance use requires careful moderation.

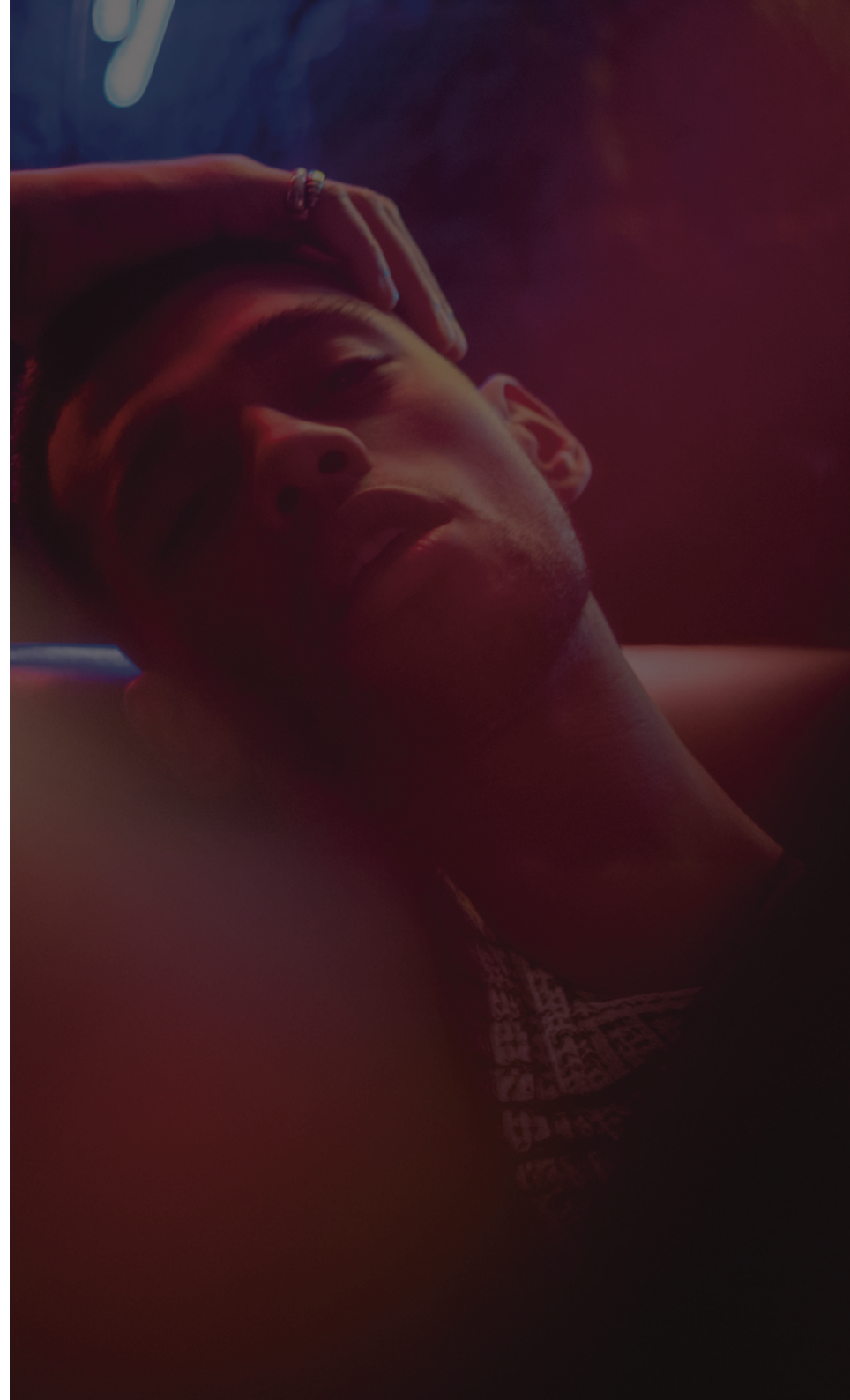
Do not provide guidance in comments about how to take substances. Remove comments that promote unsafe behaviour. Avoid engaging in debates about legality.

If individuals share concerning symptoms, respond calmly and direct them to appropriate services.

**For example:**

*Thank you for sharing. If you are experiencing symptoms, we recommend speaking to a healthcare professional. You can find support here (link).*

If someone appears to be in immediate danger, advise them to contact emergency services.



# Young People and Ketamine

## What the Latest Turning Point YouGov Poll Reveals

### Ketamine use & patterns:

**10%** have used ketamine (past or present).

Daily use is **highest in London** (3%).

**3%** currently use it, with **1%** using daily - a clinically high-risk group.

### Perception vs reality:

**35%** of young people think ketamine use is common among their peers, this rises to **39% in the North**.

Normalisation is **stronger in London**, where concern about harm is lowest.

### Top perceived reasons people use ketamine:

- **52%** said they use it to enhance parties and festivals
- **50%** said out curiosity
- **49%** said for fun
- **49%** said because their friends are using it
- **47%** said they use it to fit in

## **Stress linked motivations are also significant:**

**25%** overall said their use of ketamine is linked to stress, rising to **27%** in those aged 18–24s and **30%** to those living in London.

## **Social media influence:**

**Snapchat** users are more likely to believe ketamine use is common, reflecting its role in drug advertising to young adults.

## **What this means for services**

- Young adults **overestimate** how common ketamine use is increasing risk-taking.
- Rising daily use highlights the need for **early bladder health messaging**.
- Peer dynamics, nightlife settings and social stress all influence use supporting the need for **targeted harm reduction**.

# Professional Engagement

Ketamine Awareness Week includes a national webinar for professionals.

The session will explore rising ketamine related harms, early signs of bladder injury, clinical response and effective harm reduction messaging for young adults.

This webinar is relevant for GPs, urologists, mental health practitioners, emergency department staff, youth workers and commissioners.

Sharing this session within professional networks strengthens early identification and coordinated response.

Register using the link provided.

[\*\*Click here to join webinar\*\*](#)



# Frequently Asked Questions

## **Why are we using a harm reduction approach?**

Evidence shows that clear, non judgemental information reduces harm and increases early help seeking. Providing factual guidance helps people recognise risk and access support sooner.

## **Are we encouraging drug use?**

No. The campaign does not promote drug use. It provides accurate information about risks and early warning signs so harm can be reduced and support accessed when needed.

## **Why are we focusing on young adults?**

Recent data and frontline experience show rising ketamine use and related harms among young adults, particularly in student and nightlife environments. Targeting this group supports earlier intervention and prevention.

## **Why focus specifically on bladder health?**

Bladder injury is one of the fastest rising and least understood harms linked to ketamine use. Early symptoms are often ignored. Raising awareness encourages earlier medical advice and reduces the risk of long term damage.

# Frequently Asked Questions

## **What should we do if someone discloses heavy use or concerning symptoms?**

Respond in a calm and supportive way. Encourage them to speak to a healthcare professional or access local support services. If there are signs of immediate danger, direct them to emergency services.

## **Can partners adapt the messaging?**

Minor localisation such as adding local support links is appropriate. Core campaign headlines and tone should remain consistent to maintain clarity and impact.

## **Can this content be shared outside Ketamine Awareness Week?**

Yes. While the campaign has a dedicated week, the messaging and assets can be used throughout the year to support ongoing harm reduction and early intervention efforts.

## **Why does the campaign not use stronger warning language?**

Research indicates that fear-based messaging can reduce engagement and delay help seeking. Clear, balanced and accessible communication is more effective in supporting behaviour change.

**KNOW.  
YOUR.  
K.**

**TURNING  
POINT**

