

CASE STUDY

## Ronin Group and Drug Information and Alerts Aotearoa New Zealand (DIANZ)

# Delivering on High Alert

With an increasing need to inform the public and help protect users from potential drug related harm, DIANZ chose Ronin to develop a website called High Alert to provide a coordinated early warning system around any risk for new, potent or contaminated drugs along with any emerging substance use trends.

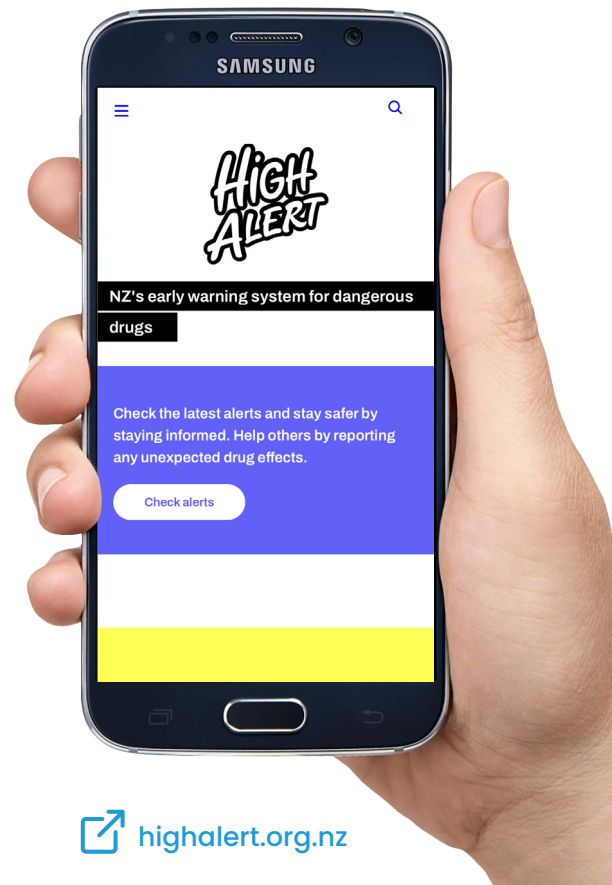
Ronin began working with DIANZ in early 2019 after the establishment of a joint operation between the Ministry of Health, Customs and the Police aimed at preventing and reducing drug related harm in New Zealand.

Previously there had been a lack of national coordination and no central hub to provide information on the latest illicit substance threats and allow the public to anonymously report unexpected or concerning effects from drug use. The approach also challenged traditional views and activity surrounding substance abuse.

For the site to be successfully accepted and used, the specialised website development platform needed to be fully private and anonymous with no risk of users data being collected or used for enforcement purposes.

Ronin chose Silverstripe as the development tool as it met the privacy criteria and was fully compliant with policies around information being collected, stored and used within the bounds of New Zealand's legal system.

The two-way flow of information within the High Alert site helps the team gather and analyse data then quickly update the site with alerts on any potential harm to users. At the same time it provides a network of health professionals and social services valuable information on increased health risks, usage trends and new threats. This in turn allows the network to anticipate potential harm and respond to potential risks through the site's central information hub.



 [highalert.org.nz](https://highalert.org.nz)

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The site was developed over 12 months and was successfully launched in June 2020 to meet the goal of reducing substance harm in New Zealand by encouraging drug users to engage with and safely report unusual effects from drugs while overall reducing potential drug related harm to New Zealanders.

**“Ronin delivered everything we needed and were very effective with their communications throughout the project. Ronin people are of a very high calibre and they would be the first choice for future consultancy needs.”**

DETECTIVE INSPECTOR BLAIR MACDONALD, MANAGER,  
NATIONAL DRUG INTELLIGENCE BUREAU (NDIB)

### What makes the partnership a success?

- **The project outcome had clear vision and goals from the outset that we quickly understood and acted on.** Ronin were selected by NZ Police and Ministry of Health project owners without the need for lengthy onboarding and knowledge building processes. The clarity of the end-game vision coupled with our technical expertise and efficient project management meant that all stakeholders had a highly visible shared goal. This resulted in a streamlined project roll-out and successful delivery of the website to exacting technical requirements involving data collection for health experts as well as total anonymity to protect users.
- **Project sponsorship was at a senior level with engagement from experts involved in substance abuse mitigation.** Ronin's expertise and oversight meant we worked with all agencies and vendors involved to effectively communicate specific knowledge and insights to guide the website development, design and build to a successful delivery on time and on budget.
- **The project was 'ring-fenced' with agile, highly-engaged project delivery teams and dedicated resources on all sides.** Ronin's carefully selected and dedicated team meant we had the knowledge, experience and focus to interpret and integrate evidence-based research gathered globally and then create practical and effective solutions to match and deliver to the exacting project criteria in tandem with the client-side stakeholders.

### How can we help you?

We'd love to understand what's standing between you and success. Visit our website to find out more or drop us an email and we'll be touch. Even better, call us - we're still big fans of an old fashioned phone call.