Recreational drug use is common in society. Despite the illegal status of most drugs, people consume them. The fact that recreational drug use is a taboo topic leads to gaps in education, decision-making regarding drug management, social understanding and policies.

*Mental Health Education Foundation* is a social enterprise dedicated to tackling the neglected area of recreational drug use. Their aim is two-fold: to provide potential users with tools to guide a safer consumption of legal and illegal substances; and to equip organisations with the toolkits to tackle internal drug-related issues with the aim of enhancing wellbeing.

LiDo’s PhD student *Ivan Ezquerra-Romano* is co-founder and Executive Director of this organisation. Their team combines strong backgrounds in neuroscience, medicine, and psychology with expertise in education, policy and technology to provide the best solutions for a broad audience.

The organisation is composed of two brands: *Drugs and Me (D&M)* and *Alcohol and Other Drugs Education Consultancy (ADEC)*.
D&M provides individuals with tools to guide a safer consumption of substances. They have a website that was founded in 2016 by a team of students who wanted to help reducing drug-related physical and psychological harms as well as deaths. Given the scientific background of the founders, the site is focused on evidence-based and peer reviewed harm reduction advice for any type of drug. As of March 2019, the website has more than 80,000 unique visitors per month with a rate growth of 10,000 per month.

The website has an excellent reputation, it has been featured in Vice and The Guardian, among others. Prof. David Nutt is a member of their advisory board. Additionally, they also have a cute little robot called Lu that talks to anyone about drug harm reduction advice. She was born out a collaboration with VIA Consulting.

ADEC offers organisations evidence-based interventions to deal with drug-related issues. The consultancy activities include bespoke interventions in three distinct areas: research, education, and policy. ADEC works closely with private companies, universities and schools. The team at ADEC collaborated with Leeds University Union to understand better student drug use, increase awareness of harm reduction and optimise drug-related policies. They are also working with Ibiza Rocks to train their staff to better deal with drug-related issues and reduce physical and psychological harm in their guests through education.
The Mental Health Education Foundation team is composed of young, bright people that all share the ambition to improve how society deals with drug use by pragmatically applying evidence-based interventions. Most members are still students that volunteer with their time to continue growing and reducing drug-related harm. The growth has been completely organic and they are now looking for funding to establish as a company and get some projects rolling.