

Australian Alcohol
Guidelines campaign

Community Toolkit

alcohol**think**again



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Australian Alcohol Guidelines campaign

About the Toolkit

This Toolkit provides information and resources for the Alcohol. Think Again **'Australian Alcohol Guidelines' campaign**. We encourage community organisations and groups to share these resources with your networks and communities.

If you would like support to implement these resources, please contact the Community Support and Development Programs Team at the Mental Health Commission.

Email: communityprograms@mhc.wa.gov.au

About the campaign

The National Health and Medical Research Council (NHMRC)'s Australian Alcohol Guidelines provide advice on how adults can reduce health risks from drinking alcohol, based on the current scientific evidence. While there is no safe level of alcohol use, these Guidelines can help Australians to make informed decisions about how much alcohol they drink, if any.

The Alcohol. Think Again **'Australian Alcohol Guidelines' campaign** targets Western Australian adults to increase awareness of the first guideline and what constitutes a standard drink.

The campaign is running exclusively on digital media. It is part of the Alcohol. Think Again 'Alcohol and Health' stream and accompanies mass media campaigns that aim to raise awareness about how alcohol causes harm to health.

The Alcohol. Think Again program is a joint initiative by the Mental Health Commission and Cancer Council WA.

Key messages

- If you drink, have no more than 10 standard drinks in a week and no more than 4 standard drinks on any day.
- Know what a standard drink looks like? It might surprise you.

Target audience

- Primary target audience: All adults in Western Australia who drink alcohol.
- Secondary target audience: General Western Australian adult population, including those who don't drink alcohol.

Campaign objectives

- Increase knowledge and awareness of the NHMRC Australian Alcohol Guideline 1 for adults.¹
- Increase knowledge and awareness of what is a standard drink.

¹Guideline 1 for adults: "To reduce the risk of harm from alcohol-related disease or injury, healthy men and women should drink no more than 10 standard drinks a week and no more than 4 standard drinks on any one day".

Evidence to support the campaign

Research shows the promotion of alcohol guidelines can enhance the effects of public health messages on the harms of alcohol use, and motivate more high- and low-risk drinkers to intend to reduce their drinking.²

The need

- The NHMRC Australian Alcohol Guidelines were revised in 2020 and awareness of the updated guidelines remains low among the WA community.
- In 2022, only 42% of WA adults had seen or heard of the health statement that underpins the Australian alcohol guidelines.
- Almost 4 in 10 (38%) of WA adults are not aware of the existence of alcohol guidelines.
- Around one in three adults (33%) who drink alcohol exceed the NHMRC's Australian Alcohol Guideline.³

Australian Alcohol Guidelines

- To reduce the risk of harm from alcohol-related disease or injury, healthy men and women should drink no more than 10 standard drinks a week and no more than 4 standard drinks on any one day. The less you drink, the lower your risk of harm from alcohol.
 - Healthy adults who stick to this Guideline have less than a 1 in 100 chance of dying from an alcohol-related condition.
 - The guideline presents a maximum amount of alcohol, it is not a recommendation. If you are a non-drinker, the guideline does not suggest that you can benefit from drinking alcohol.
- When promoting the guideline for adults, refer to both the weekly (10 standard drinks) and daily (4 standard drinks) limits - they are mutually inclusive and should not be promoted independently of one another.
 - There are some people who are at greater risk of harm, including:
 - children and young people under 18
 - young adults aged 18 to 25 years
 - people aged over 60 years
 - people with mental or physical health conditions
 - people with a family history of alcohol dependence
 - people who use illicit drugs or take medications that interact with alcohol
 - people who are pregnant or breastfeeding

² Wakefield, M. A., Brennan, E., Dunstone, K., Durkin, S. J., Dixon, H. G., Pettigrew, S., and Slater, M. D. (2018) Immediate effects on adult drinkers of exposure to alcohol harm reduction advertisements with and without drinking guideline messages: experimental study. *Addiction*, 113: 1019– 1029. doi: 10.1111/add.14147.

³ Australian Institute of Health and Welfare. Measuring risky drinking according to the Australian alcohol guidelines. 2021. Available from: <https://www.aihw.gov.au/reports/alcohol/measuring-risky-drinking-aus-alcohol-guidelines/contents/measuring-risky-drinking>

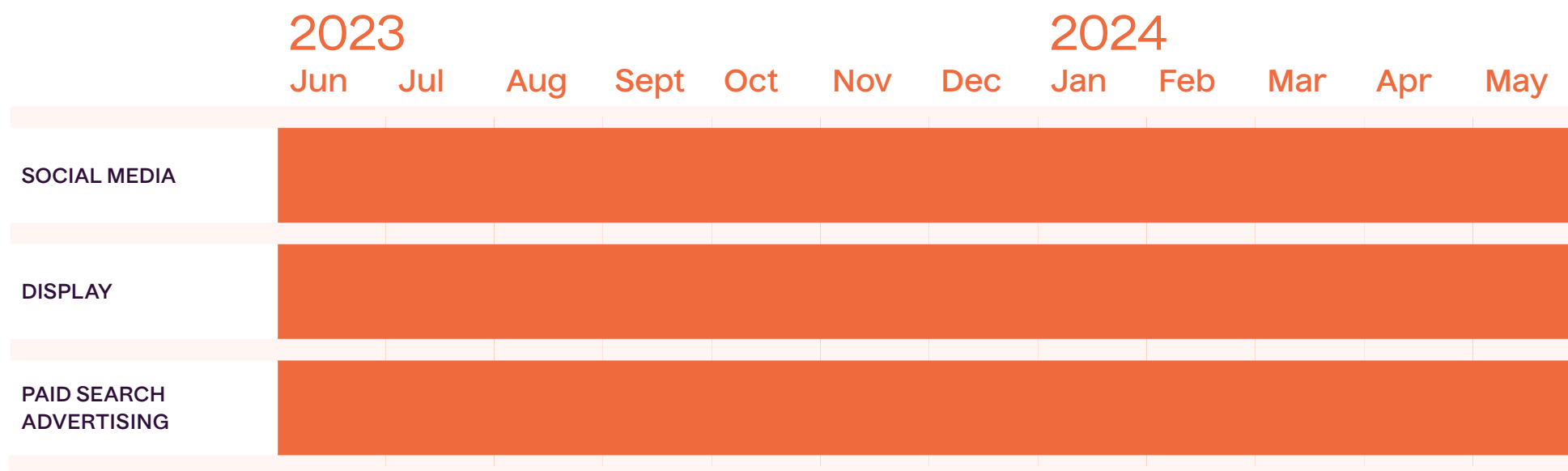
Evidence to support the campaign

Know your standard drinks

- A standard drink is defined as 10 grams of pure alcohol. Many alcoholic drinks contain more than one 'standard drink'.
- The number of standard drinks varies depending on the type of alcohol and the size of the glass or container.
- All packaged alcohol must have a statement on the label that lists how many standard drinks it contains and the percentage of alcohol.
- People often underestimate how many standard drinks they have had because typical servings are generally larger than a standard drink size. Therefore, it is also important to promote messaging about what constitutes a standard drink alongside the Guidelines messaging.
- The campaign encourages people to measure their typical pour using the Alcohol. Think Again [Standard Drink Tool](#).



Campaign schedule



The **'Australian Alcohol Guidelines' campaign** will run on digital media with an 'always-on' approach from mid-June 2023 for an initial period of 12 months. Always-on digital marketing involves continuous marketing rather than short bursts of media activity.

The campaign is part of the Alcohol. Think Again 'Alcohol and Health' stream and will run concurrently with the mass media **'What's your poison?'** campaign.

For specific information about the campaign schedule, contact campaigns@mhc.wa.gov.au.

Campaign resources

Social media assets



Alcohol Guidelines
11 second video



Standard Drink Tool
11 second video

Caption options

Alcohol Guidelines

1. If you drink, have no more than 10 standard drinks in a week and no more than 4 on any day. Drink less. Lower the harm.
2. The less you drink, the lower the risk. If you drink, have no more than 10 standard drinks in a week and no more than 4 on any day.

Standard Drink Tool

1. Measure your pour with the Standard Drink Tool and raise your awareness before you raise your glass. Drink less. Lower the harm.
2. A standard drink might be less than you think. Measure your pour with the Standard Drink Tool and raise your awareness before you raise your glass.

We encourage you to share these social media assets through your organisation's social media, website, or newsletters.

#AustralianAlcoholGuidelines

#KnowYourStandardDrink

#AlcoholThinkAgain

URL: <https://alcoholthinkagain.com.au/resources-and-tools/standard-drink-tool>

Tag us and share our social media content at:

Facebook: [Alcohol.Think Again](#)

Instagram: [@alcohol.thinkagain_wa](#)



**CLICK TO DOWNLOAD
SOCIAL MEDIA ASSETS**

Campaign resources

Animated email signature

Have no more than 10
standard drinks per week



Show your support for the campaign by including an animated banner to your email signature.

How to add the banner to your email signature:

Outlook:

1. Click on the download link below.
2. Right click and save the banner to your computer.
3. Open Outlook > File > Options > Mail > Signatures.
4. Choose the signature you wish to edit. If you don't have a signature click New to create your Outlook signature, then continue with this guide.
5. Click on the Image icon from the editor's toolbar to upload the GIF file from your computer.
6. Click "OK" to save your signature.



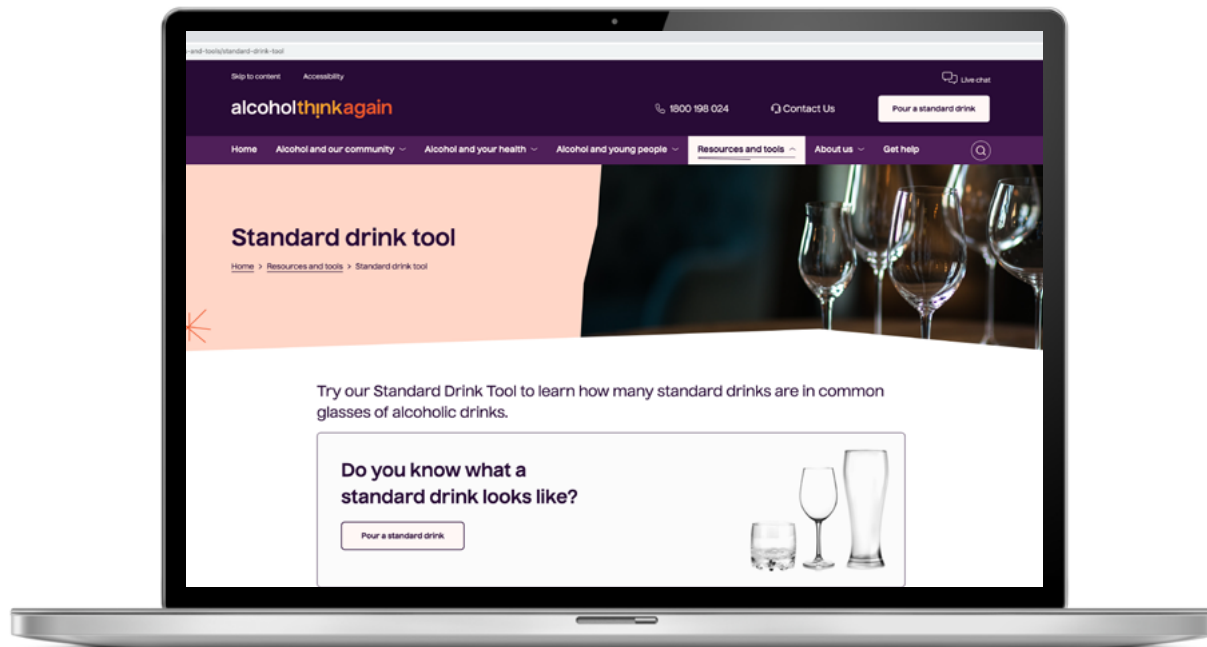
**CLICK TO DOWNLOAD
ANIMATED EMAIL
SIGNATURE**

Campaign resources

New Alcohol. Think Again website

The Alcohol. Think Again website has a brand-new look and feel. Visit alcoholthinkagain.com.au to find the latest evidence, resources and information on alcohol and health.

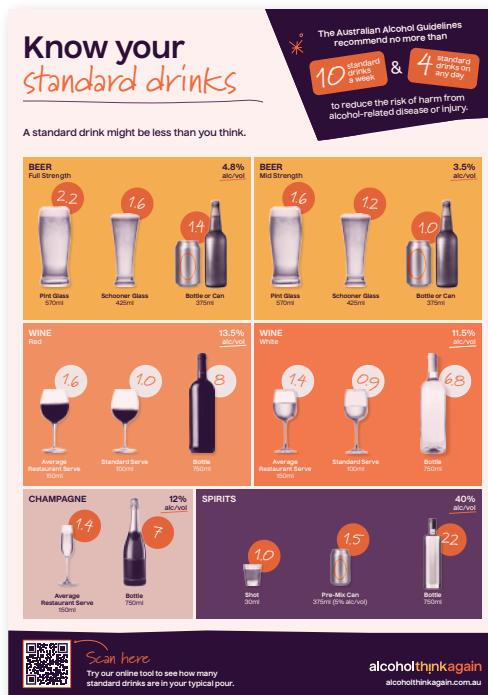
The **'Australian Alcohol Guidelines'** campaign encourages adults to measure their pour with the standard drink tool.



Website

Campaign resources

Publications



Know your standard drinks fact sheet



Alcohol and your health brochure



Tips to reduce your drinking brochure

These resources are available to download or can be ordered as hard copies for free for use in Western Australia from the [Alcohol. Think Again](#) website.

Available to download in English, Arabic, Chinese (simplified), Chinese (traditional), Farsi (Persian), Hazaragi, Karen, Korean, Thai and Punjabi.



CLICK TO DOWNLOAD
KNOW YOUR STANDARD
DRINKS FACT SHEET



CLICK TO DOWNLOAD
ALCOHOL AND YOUR
HEALTH BROCHURE



CLICK TO DOWNLOAD
TIPS TO REDUCE YOUR
DRINKING BROCHURE

Adapting the materials and branding

If your organisation would like to partner with Alcohol. Think Again to develop additional resources to support local activities, please get in touch with us at: campaigns@mhc.wa.gov.au

Co-branding

The Alcohol. Think Again logo is a registered trademark and must not be used without prior permission from the Mental Health Commission. Any use of the Alcohol. Think Again logo or branding outside these campaign materials requires approval.

Please provide the following information to campaigns@mhc.wa.gov.au

- Purpose of the publication/materials
- Target audience
- Key messages you are intending to communicate
- Where/how the resource will be used
- How long it will be used for
- When you need approval by

Disclaimer

The resources and materials within this toolkit are designed for the purpose of supporting local alcohol and other drug prevention and health promotion activities in Western Australia.

These materials should not be used in such a way or associated with a brand, service or organisation that may reduce the effectiveness and/or integrity of the materials; may damage the reputation of the Alcohol. Think Again brand, or supports, promotes or utilises sponsorship by companies that produce or promote alcohol beverage products or brands.

Contact the Community Support and Development Program Team for assistance in interpreting the appropriate use of these materials.

Email: communityprograms@mhc.wa.gov.au

Useful contacts

Alcohol. Think Again

Visit the Alcohol. Think Again website for the latest evidence and information on health risks from drinking alcohol and ways to reduce your risk.

alcoholthinkagain.com.au

Alcohol and Drug Support Line

The Alcohol and Drug Support Line is a confidential, non-judgmental telephone counselling, information and referral service for anyone seeking help for their own or another person's alcohol or drug use.

Metro callers: (08) 9442 5000

Country callers only: 1800 198 024

Alcohol Programs Team, Cancer Council WA

The Cancer Council WA Alcohol Programs Team works to inform community discussion about alcohol issues with the aim of reducing the impact of alcohol on the WA community, including as a cause of cancer. Contact the team if you would like to discuss action on alcohol in WA.

Email: alcoholprograms@cancerwa.asn.au

Community Support and Development Programs, Mental Health Commission

Contact the Community Support and Development Programs Team at the Mental Health Commission if you need further support to implement any of the campaign materials or to identify what other strategies can be implemented locally to address alcohol issues.

Email: communityprograms@mhc.wa.gov.au

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alcoholthinkagain.com.au

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