

You may have been  
drinking more  
during isolation but  
**YOU HAVEN'T  
BEEN DRINKING  
ALONE.**

CAMPAIGN TOOLKIT 2020

It's been hard coping with all the extra pressure of COVID-19 – because we've never had a time like this.

So, it's no surprise that almost a quarter of parents say they've been drinking more in isolation because of the increased pressure of working from home, loss of income, social isolation, and home-schooling.

Which is why the Alcohol and Drug Foundation developed the **“You may have been drinking in isolation but you haven't been drinking alone”** health campaign.

We want to get Aussie parents to reconsider the last few months, to put a line in the sand, and to move forward as a good role model when it comes to alcohol consumption – and we're seeking your help to turn this around.

Inside this kit, you'll find some concerning information on Aussie households' alcohol consumption in isolation, as well as some resources from the new campaign with wording to help you to easily share this important message.

**Together, we can help set Aussie kids a good example.**

# What your organisation can do

We have created a suite of campaign tools and assets that you and your organisation can use to spread the word to Aussie parents that “You may have been drinking in isolation but you haven’t been drinking alone.”

## Assets:

- Campaign videos
- Social media tiles
- Social media posting calendar
- Newsletter content

Campaign assets can be downloaded at [adf.org.au/campaign-kits/not-drinking-alone](https://adf.org.au/campaign-kits/not-drinking-alone)

Campaign toolkit can also be provided via email if you wish.

This a great way to support the campaign and raise awareness across your networks.

To ensure people can access help and support resources, each piece of information you share should link through to **[adf.org.au/drinking-isolation](https://adf.org.au/drinking-isolation)**

Share our content on your website, newsletter or social media channels – our videos, copy and imagery are all available for you to share on whichever platform you use, with no restrictions.

Please encourage your followers to share. Because only by banding together can we help Aussie parents to modify their behaviour and become that positive role model that they truly want to be.

For more stats and campaign background, visit: [adf.org.au/drinking-isolation/research-background/](https://adf.org.au/drinking-isolation/research-background/)

# Campaign overview

Our survey of parents across Australia has revealed that one of the biggest reasons for their increased drinking during lockdown has been heightened feelings of stress and anxiety. That's no surprise. You can't go a day without being bombarded with messages about these "unprecedented times", from the news, from social media, and from friends and family.

But it's essential that kids don't learn to view alcohol as a coping mechanism or to think that drinking alcohol regularly is a healthy lifestyle choice.

## About the campaign

The Alcohol and Drug Foundation has developed the 'You Haven't Been Drinking Alone' community health initiative to:

1. Draw attention to the issue of increased drinking amongst parents of school-age children during lockdown
2. Encourage parents to evaluate their drinking during lockdown
3. Highlight how parental attitudes and behaviours around alcohol can influence their children.

## Who the campaign talks to

Australian Parents who have been drinking more in front of their children during the COVID19 lockdown.

## About the survey

All statistics referenced are from YouGov Plc. Fieldwork that was undertaken between 14th-17th May 2020 with a total sample size of 1,007 parents of school-aged children. The survey was carried out online. The figures have been weighted and are representative of all Australian adults (aged 18+).

## Key findings

- 29% of parents in Australia have increased their alcohol consumption during the COVID-19 lockdown.
- Almost 1 in 6 parents (14%) reports drinking alcohol on a daily basis during the COVID-19 lockdown.
- Parents in Australia with children aged 9-12 years have increased drinking the most during lockdown, with almost 1 in 10 saying they're drinking a "lot more".

# Videos

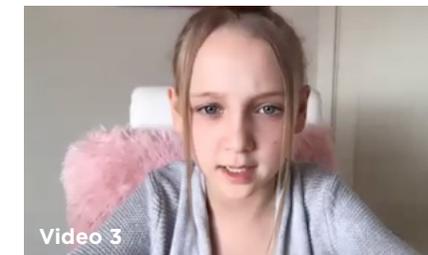
## Campaign Hero Video

Campaign assets can be accessed at [adf.org.au/campaign-kits/not-drinking-alone](http://adf.org.au/campaign-kits/not-drinking-alone)



## Supporting Videos

Campaign assets can be accessed at [adf.org.au/campaign-kits/not-drinking-alone](http://adf.org.au/campaign-kits/not-drinking-alone)



# Social media

As part of this kit, a social media planner is provided which includes 6 suggested posts for Twitter, Facebook and LinkedIn.

This content can be used to show support of the campaign.

**Handle:** @AlcoholDrugFdn

**Link:** [adf.org.au/drinking-isolation](http://adf.org.au/drinking-isolation)

Campaign assets can be downloaded at [adf.org.au/campaign-kits/not-drinking-alone](http://adf.org.au/campaign-kits/not-drinking-alone)

IMAGE/VIDEO	FACEBOOK COPY	TWITTER COPY	LINKEDIN COPY
Hero video 60"	<p>During COVID-19 isolation, some of us may have been drinking more.</p> <p>That's not healthy for anyone, but especially not for the kids who've been watching.</p> <p>To find out more, visit <a href="http://adf.org.au/drinking-isolation/">adf.org.au/drinking-isolation/</a></p>	<p>Some of us have been drinking more during isolation. That's not healthy for anyone, especially for the kids who've been watching.</p> <p>To find out more, visit <a href="http://adf.org.au/drinking-isolation/">adf.org.au/drinking-isolation/</a></p>	<p>For school kids not used to having parents around as much, isolation has been a time to watch and learn from their favourite role models.</p> <p>While it's important for adults to find ways of unwinding and staying connected to friends, it's also important to be aware of just how much we influence those around us. Remember, you might be in isolation but you haven't been drinking alone.</p>
Video 1 15"	<p>Spending increased time all together at home because of COVID-19, means our actions have never been so important.</p> <p>With 29% of Australian parents admitting to drinking more during lockdown, we're encouraging parents to find out how "iso-drinking" could be impacting your kids.</p> <p>Visit <a href="http://adf.org.au/drinking-isolation/">adf.org.au/drinking-isolation/</a></p>	<p>With 29% of Australian parents admitting to drinking more during lockdown, we're encouraging parents to think about how much influence they have over the household.</p> <p>See the effect "iso-drinking" can have on your kids. Visit <a href="http://adf.org.au/drinking-isolation/">adf.org.au/drinking-isolation/</a></p>	NA
Video 2 15"	<p>1 in 6 Aussie parents say they've been drinking daily during lockdown.</p> <p>Has working from home meant it's been easier to access alcohol after a hard day of Zoom calls?</p> <p>See the effect "iso-drinking" can have on your kids. Visit <a href="http://adf.org.au/drinking-isolation/">adf.org.au/drinking-isolation/</a></p>	<p>Working from home has given some Australians easier access to alcohol so it's easy to see why 1 in 6 Aussie parents say they are drinking daily during lockdown.</p> <p>See the effect "iso-drinking" can have on your kids. Visit <a href="http://adf.org.au/drinking-isolation/">adf.org.au/drinking-isolation/</a></p>	NA
Image 1	<p>Parents aged 34 and under were twice as likely to be impacted by social media drinking memes than parents aged 35+. Virtual drinks have allowed our kids to see a side of our lives they might not have witnessed before lockdown. Have online gatherings like these increased your drinking? Visit <a href="http://adf.org.au/drinking-isolation/">adf.org.au/drinking-isolation/</a> to learn more.</p>	<p>Millennial parents say pressure from social media is the reason they had so many virtual drinking sessions during lockdown. For more on how isolation's affected our alcohol habits visit: <a href="http://adf.org.au/drinking-isolation/">adf.org.au/drinking-isolation/</a></p>	NA
Image 2	<p>Home-schooling can be stressful and it was a big part of why 1 in 4 parents said they were drinking more during lockdown.</p> <p>How did you deal with the stress of becoming your child's at-home tutor?</p> <p><a href="http://adf.org.au/drinking-isolation/">adf.org.au/drinking-isolation/</a></p>	<p>Home-schooling was one of the reasons 1 in 4 parents said they were drinking more during lockdown.</p> <p>How did you cope in your new role as teacher?</p> <p><a href="http://adf.org.au/drinking-isolation/">adf.org.au/drinking-isolation/</a></p>	NA
Image 3	NA	NA	<p>During isolation our kids have watched on as we discovered new ways to socialise. When joining online catch-ups and quizzes more of us have had a glass of something in hand.</p> <p>For advice and information on how your drinking can influence those around you visit: <a href="http://adf.org.au/drinking-isolation/">adf.org.au/drinking-isolation/</a></p>
Image 4	<p>Feeling anxious, stressed and bored? Paired with the availability of alcohol in the house, these are just some of the reasons why Australian parents say they've been drinking more recently.</p> <p>These habits are easy to slip into but it's important to be aware of how our choices affect those around us.</p> <p>To learn more about the impact of drinking around kids visit <a href="http://adf.org.au/drinking-isolation/">adf.org.au/drinking-isolation/</a></p>	<p>Feeling anxious and stressed are just some of the reasons why Australian parents say they've been drinking more in isolation, but it's important to be aware of how our choices affect those around us.</p> <p>To learn more about the impact of drinking around kids visit <a href="http://adf.org.au/drinking-isolation/">adf.org.au/drinking-isolation/</a></p>	NA



# Newsletter

A newsletter article has been included to serve as an additional piece of content about the campaign and can be used in full or in part in your own publications whether in print or digital format.



## **You may have been drinking more during isolation but YOU HAVEN'T BEEN DRINKING ALONE**

Nearly two months into COVID-19 induced isolation, data from the Alcohol and Drug Foundation suggests Australian parents have been consuming more alcohol, more frequently.

Since lockdown began, more than one in four (29%) parents have increased their alcohol intake, with almost one in six saying they've been drinking every day.

The past couple of months have been really stressful for parents. Many have been using alcohol as a coping mechanism.

As we start to move towards a 'new normal', the Alcohol and Drug Foundation is encouraging parents to be mindful of their drinking during isolation and the role it can play in shaping their children's attitudes and behaviours towards alcohol.

There is a compelling body of evidence highlighting how parental behaviours and attitudes towards alcohol play one of the strongest roles in influencing children's future behaviour towards alcohol. It's really important our children do not view alcohol as a coping mechanism for feelings of stress, anxiety or boredom.

The good news is, just as adults can easily form and pass on unhealthy behaviours to children, they can just as easily do the opposite.

As the restrictions of coronavirus begin to ease, parents can quickly re-establish themselves as positive role models.

To find out how your drinking may be affecting your kids, visit: [adf.org.au/drinking-isolation/](http://adf.org.au/drinking-isolation/)

# About the Alcohol and Drug Foundation (ADF)

## Facts about alcohol use in Australia

- Alcohol causes significant harm to individuals, families and communities, including alcohol-fueled violence, financial stress, family breakdown, accidents, injuries and many diseases including cancers.
- Every year in Australia, approximately 150,000 people are hospitalised due to alcohol and 5,500 people die from alcohol-related injuries, accidents and illnesses.
- Cutting back can reduce a person's risk of injuries, accidents and developing chronic diseases like cancer.
- The National Health and Medical Research Council (NHMRC) [draft guidelines](#) recommend that to reduce the risk of harm from alcohol-related disease or injury for healthy men and women, drink no more than 10 standard drinks per week and no more than 4 standard drinks on any day.

## About the Alcohol and Drug Foundation (ADF)

The Alcohol and Drug Foundation is one of Australia's leading bodies committed to preventing and minimising alcohol and other drug harms in communities around the nation.

Now in its 60<sup>th</sup> year, the Foundation reaches millions of Australians in local communities through sporting clubs, workplaces, health care settings and schools, offering educational information, drug and alcohol prevention programs and advocating for strong and healthy communities.

## Alcohol and Drug Foundation (ADF) and COVID-19

The Alcohol and Drug Foundation supports all Australians with quality information to help them prevent and reduce alcohol-related harms. For further information about alcohol use and ways to reduce related harms during COVID-19 (and beyond), please visit [adf.org.au/covid-19/](https://adf.org.au/covid-19/).

## Helpful resources

For free and confidential drug information or support, visit [www.adf.org.au](http://www.adf.org.au) or call the Alcohol and Drug Foundation's DrugInfo line on 1300 85 85 84. The non-judgmental service provides the facts about alcohol and other drugs, advice on how to support loved ones, and connects people with relevant health and support services in their state and territory.

## Guidance for using non-stigmatising language

There's power in the language we use to talk about alcohol and other drugs, and people who use alcohol and other drugs. Stigmatising language can negatively impact on a person's health, wellbeing and relationships. Using person-centric language, instead of focusing on an individual's substance use, has the power to reduce stigma and improve health and social outcomes. For a guide to using non-stigmatising language, please see the [Power of Words](#).

The Alcohol and Drug Foundation has produced these materials to promote the "You Haven't Been Drinking Alone" campaign.

The materials are provided on the condition that they must be used as is, for the intended purpose and without any changes. If you would like to change the materials, please contact Alcohol and Drug Foundation at the contacts below.

## Contact

Tara Leigh  
Marketing Campaign Coordinator  
03 9611 6102  
[tara.leigh@adf.org.au](mailto:tara.leigh@adf.org.au)

Thank You.  
If you have any questions, please get in touch with [tara.leigh@adf.org.au](mailto:tara.leigh@adf.org.au)

