

# ADF – Promotion kit

## Introduction

As the social and economic impact of COVID-19 continues, communities are under great strain. One potential consequence is an increase in harms from alcohol and drug use.

People may find themselves drinking or using substances more to cope with anxiety, stress, loneliness and the uncertain environment.

We have compiled this toolkit to provide you with social media and online resources that can be shared with your local community members to help them stay safe and stay connected with you. For instance, 'Tips for safer drinking' could be a timely piece of information for you to share through your newsletter, by email or social media.

Now is a good opportunity to reach out to your community online and support them through these challenging times. Your local work has never been more important.

If you would like more information, visit our [Covid-19 information hub](#). This information is also available for you to copy and share.

Please take care of yourself, stay connected and look out for your family, friends, peers, and neighbours.

## What have we included in the kit:

- How to use the stakeholder kit
- Templates:
  - Website article
  - Newsletter article
  - Social media

## How to use the kit

This kit has been developed so you can easily share information to your communities.

Here are three easy ways to get involved in spreading some helpful advice:

1. Share the provided social media posts and images (including infographics) on your social media accounts and websites
2. Spread the word - like us, follow us, link with us! <https://www.facebook.com/AlcoholDrugFdn/>
3. Join the conversation - be part of the action and watch out for content shared through the hashtags #ConnectedCommunity and #COVID19

Please remember to use the #COVID19 and #ConnectedCommunity hashtag when posting any COVID-19 related content as this makes it easier for people to find.


We invite you to use and adapt the resources provided in this kit to help promote the information to your audiences.

## Templates

### Website article

**How to use:** The following webpage article templates have been created for you to share on your website. Simply copy and paste the template content and download the image to share in your newsletter.

[CLICK HERE TO DOWNLOAD THE WEBSITE IMAGES.](#)

Content	Image to include
<p><b>Spot your drinking warning signs</b></p> <ol style="list-style-type: none"> <li><b>Just one more:</b> The number and frequency of drinks are creeping up</li> <li><b>Drinking earlier in the day:</b> When routine tasks like basic cooking and working-from-home KPIs start to slide</li> <li><b>Isolation fatigue:</b> Stress, boredom, depression, kids on overdrive – all triggering you to pick up a glass</li> <li><b>Trouble sleeping:</b> Trouble getting to sleep, mood swings, irritability</li> <li><b>Overwhelmed by emotions:</b> More arguments, more often.</li> <li><b>Takes more to get the same feeling:</b> It takes more and more drinks to get the same feeling</li> </ol> <p>If you recognise these signs and are concerned, call the Alcohol and Drug Foundation's <a href="#">DrugInfo</a> line on <a href="#">1300 85 85 84</a>. It's free and confidential.</p>	<p><a href="#">CLICK HERE TO DOWNLOAD THE WEBSITE IMAGES.</a></p> <p>Sample image:</p> 

### Newsletter

**How to use:** The following newsletter templates has been created for you to share in your newsletter. Simply copy and paste the template content and download the image to share in your newsletter.

[CLICK HERE TO DOWNLOAD THE NEWSLETTER IMAGES.](#)







Content	Image to include
<p>As we continue to live in isolation, we need to be more mindful than ever of how much alcohol we are drinking and its impact on us and our loved ones.</p> <p>The Alcohol and Drug Foundation have released a simple test to find out if your drinking falls under the category of 'risky drinking'.</p> <p>Find out more: <a href="https://adf.org.au/covid-19/changing-drinking/">https://adf.org.au/covid-19/changing-drinking/</a></p>	<p><a href="#">CLICK HERE TO DOWNLOAD THE NEWSLETTER IMAGES.</a></p> <p>Sample image:</p> 

## Social media

**How to use:** A selection of social media templates have been created for you to share across your social media channels. Simply copy and paste the template content and download the relevant image to share on your social channel. In addition to sharing on your organisation's social media channel, you could encourage active members to also share on their personal channels, to help spread the word.

[CLICK HERE TO DOWNLOAD THE SOCIAL MEDIA IMAGES.](#)

Please remember to use the **#COVID19** and **#ConnectedCommunity** hashtag when posting any COVID-19 related content as this makes it easier for people to find.

Social Media Post	Content	Image to include
<b>Option one: Support Services</b>	Take charge of your alcohol consumption. The following services are here to support: Alcohol and Drug Foundation (ADF) DrugInfo: <a href="http://adf.org.au">adf.org.au</a> or 1300 85 85 84 Alcohol and Drug Information (ADIS): 1800 250 015 Family Drug Support: 1300 368 186 Lifeline: 13 11 14 SMART counselling: <a href="http://smartrecoveryaustralia.com.au/online">smartrecoveryaustralia.com.au/online</a> Alcoholics Anonymous: <a href="http://aa.org.au/online">aa.org.au/online</a>	<b>Drinking concerns? Support is available.</b> 
<b>Option two: Tips for safer drinking</b>	As we continue to live in isolation, we need to be more mindful than ever of how much alcohol we are drinking and its impact on us and our loved ones.  Find out more: <a href="https://adf.org.au/covid-19/changing-drinking/">https://adf.org.au/covid-19/changing-drinking/</a>	<b>Tips for safer drinking at home.</b> 
<b>Option three: Staying connected during COVID-19</b>	In times of crisis and increased stress, maintaining and strengthening our social connections and looking after our mental health has never been more important.  Find out more: <a href="https://adf.org.au/insights/staying-connected-covid-19/">https://adf.org.au/insights/staying-connected-covid-19/</a>	<b>Staying connected during COVID-19.</b> 
<b>Option four: Australian guidelines for safer drinking</b>	It is recommended that adults drink no more than two standard drinks per day to reduce the risk of alcohol-related disease; no more than four standard drinks per day to reduce the risk of alcohol-related injury and no more than a total of 10 drinks across the week.	<b>Australian guidelines for safer drinking.</b> 
<b>Option five: know your standard drinks</b>	It can be difficult to keep track of how much alcohol you are consuming. Different types of drinks contain different amounts of alcohol.	<b>Know your standard drinks.</b> 
<b>Option six: Spot your drinking danger signs</b>	<b>Spot your drinking warning signs</b> 1. <b>Just one more:</b> The number and frequency of drinks are creeping up 2. <b>Drinking earlier in the day:</b> When routine tasks like basic cooking and working-from-home KPIs start to slide 3. <b>Isolation fatigue:</b> Stress, boredom, depression, kids on overdrive – all triggering you to pick up a glass 4. <b>Trouble sleeping:</b> Trouble getting to sleep, mood swings, irritability 5. <b>Overwhelmed by emotions:</b> More arguments, more often. 6. <b>Takes more to get the same feeling:</b> It takes more and more drinks to get the same feeling  If you recognise these signs and are concerned, call the Alcohol and Drug Foundation's DrugInfo line on <a href="http://1300.85.85.84">1300 85 85 84</a> . It's free and confidential.	<b>Spot your drinking warning signs.</b> 

If you need any additional templates or have any questions, please get in touch at [rebecca.martinelli@adf.org.au](mailto:rebecca.martinelli@adf.org.au).