

HERE'S TO
YOUR
GOOD HEALTH
HAVE A FEW LESS DRINKS
AND
#CelebrateYOU

CAMPAIGN TOOLKIT 2020

The ADF's new micro-campaign: 'Celebrate YOU' launched on Friday. It's a three-week burst of activity to highlight the many benefits of having a few less drinks, a message especially relevant to those slowly moving out of lockdown. Inside the kit you'll find campaign info and resources to help you share the messages within your own networks. Any support you can give would be greatly appreciated.

We've been through a lot these past few months, but we're getting through it... some of us have started to come out of COVID-19 induced isolation and are returning to a form of normality.

The latest ADF campaign puts a positive frame on the benefits of reducing your drinking. The stats have told us that many people have changed their drinking behaviours during lockdown (starting earlier in the day, perhaps drinking a bit more than usual) and now's the time to rethink drinking.

That's why we've developed the "Celebrate YOU" health and behaviour-change campaign, celebrating Australians for making it through part, or all, of the COVID-19 lockdown, encouraging them to reduce their drink count and realise a host of achievable benefits that come from a few less drinks such as weight loss, better sleep, more money in your pocket, a healthier immune system and a reduced risk of breast cancer.

Celebrate YOU: here's to a few less drinks and the benefits we can achieve!

What can your organisation do?

We have created a suite of campaign tools and assets that you and your organisation can use to spread the word among your own family, friends and networks.

Assets:

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

Campaign assets can be downloaded at adf.org.au/campaign-kits/celebrate/

The campaign toolkit can also be provided via email if you wish.

This is 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/celebrateyou

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 also encourage your followers to share. Together we can celebrate Australians for getting through part, or all of, lockdown and start to consider reducing our drinking to be the best and healthiest we can be.

For more stats and campaign background, visit: adf.org.au/celebrateyou

Campaign overview

We have created five ads that will appeal to the personal values and goals of our primary target audience, millennial women. Each ad highlights the benefits of a few less drinks with the aim to help people consider whether their recent drinking is getting in the way of them achieving their personal goals. The ads take the form of five six-second videos and a selection of still images. Each of these represents a different benefit. The campaign launched on Friday 10 July and will run for three weeks in all states except Victoria, where it may be rolled out in a fortnight once we gauge the impact of that state's second lockdown.

About the campaign

The Alcohol and Drug Foundation has developed the “Celebrate YOU” community health initiative to:

- Encourage Australians to rethink recent drinking behaviours and reduce their alcohol consumption.
- Highlight the many health and wellbeing benefits that can be realised by reducing alcohol intake.
- Support people to recognise and change drinking behaviours and set themselves up to emerge from COVID-19 the best they can be.

Who the campaign talks to

The target audience for this campaign is primarily women aged in their early 20s to late 30s. The campaign will be promoted on digital and social media channels (Instagram, Facebook and health and wellbeing websites) as we know this group is very active in these spaces and doesn't engage or trust traditional sources of media and news as much.

According to data from the Australian Bureau of Statistics, millennial females have been feeling very stressed during COVID-19 and feel that lockdown has had a large impact on their lives. Whilst the primary health goals for this audience are losing weight, reducing stress/anxiety and improving sleep quality, only 10% identified cutting down or stopping drinking alcohol as a health goal. By targeting this audience, we can align with their existing goals and demonstrate how reduced drinking can support this.

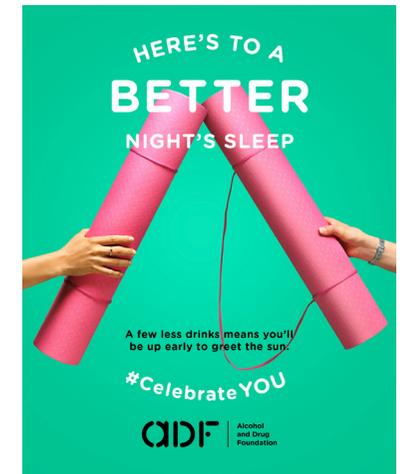
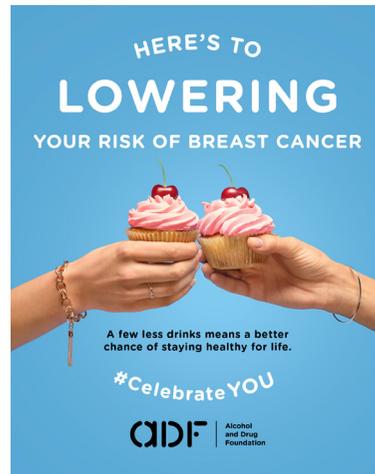
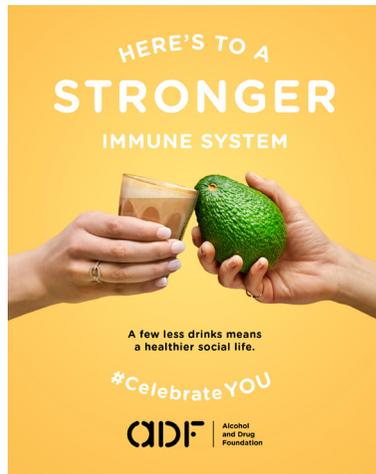
Key insights from the Australian Millennial Report 2020:

- The primary health goals/concerns for female millennials are:
 - Losing weight (55.56%)
 - Reducing stress and anxiety (47.5%)
 - Improving sleep quality (46.64%)
- Millennial females see the primary benefits of a healthy lifestyle as being:
 - Positive mental health (43%)
 - Staying fit (20.58%)
- Only 10.49% of millennial females have identified cutting down or stopping drinking alcohol as a health goal (versus 15% of males).

Videos and Stills

Campaign video

Campaign assets including videos and hero images can be accessed at adf.org.au/campaign-kits/celebrate/



Social media

As part of this kit, a social media planner is provided which includes five suggested posts for Twitter, Facebook, LinkedIn and Instagram. You can adapt these to suit your own channels and audiences and show support for the campaign.

Over the course of the three-week campaign, we'll also be posting this content on our social channels so you could also just keep an eye on our channels and share the posts as they are published.

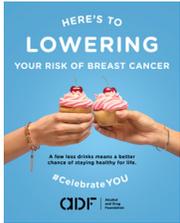
You'll find our social channels here:

-  <https://www.facebook.com/AlcoholDrugFdn/>
-  <https://www.instagram.com/alcoholdrugfdn/>
-  <https://twitter.com/AlcoholDrugFdn>
-  <https://www.linkedin.com/company/alcoholdrugfdn/>

Link: adf.org.au/celebrateyou

Handle: @AlcoholDrugFdn

Campaign assets can be downloaded at adf.org.au/campaign-kits/celebrate/

Video/Still	Facebook/LinkedIn	Twitter	Instagram
<p>#1</p> 	<p>In times like these, your best defence is regular exercise, more fresh food, and less to drink.</p>	<p>A fighting-fit immune system is important now more than ever. Celebrate your health with exercise, more fresh food and less alcohol. More info: adf.org.au/celebrateyou #CelebrateYOU</p>	<p>Keeping a strong and healthy immune system is so important in times like these. There are some simple things you can do to strengthen your body's defence like regular exercise, eating a well-balanced diet with lots of fresh produce and reducing the amount of alcohol you drink. To find out more see the link in our bio. #CelebrateYOU</p>
<p>#2</p> 	<p>The list of cancers caused by alcohol is long, but you can shorten the odds in your favour by drinking less.</p>	<p>Cancer is complicated, but we do know you can help to stack the odds in your favour by drinking less. Find out more: adf.org.au/celebrateyou #CelebrateYOU</p>	<p>Cancer is complicated and the list of different types caused by alcohol is long. But you can help stack the odds in your favour by cutting back your alcoholic drinks. To find out more see the link in our bio. #CelebrateYOU</p>
<p>#3</p> 	<p>If you want to top up your savings, it pays not to top up your glass.</p>	<p>Struggling to save money, but regularly restocking your alcohol cupboard? It all adds up. Cut back a little now and let your bank account reap the rewards (P.S. you'll feel better too!). Find out more: adf.org.au/celebrateyou #CelebrateYOU</p>	<p>If you're feeling financially challenged, keeping the fridge topped up with a few bottles of your favourite alcoholic drink might not be the best strategy. Try cutting back on the amount of alcohol you buy (and drink) and watch your bank balance grow. It can be surprising how it all adds up. (P.S. you'll feel better too!). To find out more see the link in our bio. #CelebrateYOU</p>

Video/Still	Facebook/LinkedIn	Twitter	Instagram
<p>#4</p> 	<p>If you're looking to cut kilojoules, cutting down on the amount of alcohol you drink is a great place to start.</p>	<p>If you're looking to cut kilojoules, cutting down on just a few alcoholic drinks can make a big difference. Find out more: adf.org.au/celebrateyou #CelebrateYOU</p>	<p>If you're thinking about ways to drop an extra COVID kilo or two, cutting down on just a few alcoholic drinks could be a great place to start.</p> <p>To find out more see the link in our bio. #CelebrateYou</p>
<p>#5</p> 	<p>Alcohol doesn't actually help you sleep, it just seems that way. If you want to get more quality shut-eye, start by taking a look at reducing the amount you're drinking.</p>	<p>Alcohol and sleep do not go hand in hand. If you're keen to get more quality shut-eye, think about reducing the amount you're drinking. Your well-rested body will thank you! More info adf.org.au/celebrateyou #CelebrateYOU</p>	<p>Want more quality shut-eye? Could be time to cut back the alcoholic drinks.</p> <p>While alcohol in the blood can sometimes help us nod off, it eventually stops us from enjoying a deep and revitalising rest.</p> <p>To find out more see the link in our bio. #CelebrateYou</p>

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.

Newsletter copy:

We've been through a lot together lately Australia – it's time to celebrate YOU!

As some of us start to come out of COVID-19 induced isolation and return to a form of 'normality', the Alcohol and Drug Foundation is making a toast to the future of better health.

And [insert your organisation's name] is getting behind the cause too.

So many of us have been feeling the large impact and the stress of the COVID-19 pandemic, and the stats have told us that many people changed their drinking behaviours during lockdown - starting earlier in the day, or perhaps drinking a bit more than usual.

The latest Alcohol and Drug Foundation campaign encourages Australians to reduce their drink count and realise a host of achievable benefits that come from a few less drinks – weight loss, better sleep, more money, reduced breast cancer risk and a healthier immune system.

That's a message worth sharing.

Now's the time to understand the variety of health and wellbeing benefits that can come from a few less drinks, rethink recent drinking behaviours and get set to celebrate a better you.

To find out more about the benefits you can achieve with a few less drinks and links to helpful resources and support services visit adf.org.au/celebrateyou

About the ADF

Facts about alcohol use in Australia

- Alcohol causes significant harm to individuals, families and communities, including alcohol-fuelled 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 60th 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.

About the 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/

Helpful resources

For free and confidential drug information or support, visit www.adf.org.au or call the Alcohol and Drug Foundation's DrugInfo line on 1300 85 85 84. The nonjudgmental 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 "Celebrate YOU" 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

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Thank You.

If you have any questions, please get in touch with tara.leigh@adf.org.au

