



# ALCOHOL & HEALTH CAMPAIGN COMMUNITY ACTION KIT

June 2015

alcohol**thinkagain**

<b>BACKGROUND .....</b>	<b>3</b>
<b>ABOUT THIS TOOLKIT .....</b>	<b>3</b>
<b>WHO THE TOOLKIT IS FOR?.....</b>	<b>3</b>
<b>CAMPAIGN TARGET GROUP .....</b>	<b>3</b>
<b>CAMPAIGN AIM.....</b>	<b>3</b>
<b>ABOUT THE MESSAGE.....</b>	<b>3</b>
<b>CAMPAIGN STRATEGIES .....</b>	<b>4</b>
<b>TAKING ACTION LOCALLY .....</b>	<b>5</b>
<b>WHAT CAN YOU DO LOCALLY .....</b>	<b>5</b>
<b>WHAT IS IN THIS TOOLKIT .....</b>	<b>5</b>
<b>HOW THE COMMUNITY PROGRAM TEAM AT THE DAPSD CAN HELP .....</b>	<b>5</b>
<b>CAMPAIGN MATERIALS .....</b>	<b>6</b>
<b>MATERIALS AVAILABLE TO ORDER .....</b>	<b>6</b>
<b>USING THE INFOGRAPHIC .....</b>	<b>11</b>
<b>BREAKDOWNS OF INFORMATION FROM THE ALCOHOL AND YOUR HEALTH INFOGRAPHIC .....</b>	<b>12</b>
<b>ALCOHOL.THINK AGAIN IMAGES .....</b>	<b>13</b>
<b>ALCOHOL.THINK AGAIN IMAGES .....</b>	<b>14</b>
<b>EMAIL SIGNATURE INSERT INSTRUCTIONS.....</b>	<b>15</b>
<b>MEDIA STATEMENT .....</b>	<b>16</b>
<b>MEDIA STATEMENT – CHANGING RELAXED VIEWS ABOUT ALCOHOL.....</b>	<b>17</b>
<b>Supporting facts – media statement.....</b>	<b>18</b>
<b>DIGITAL RESOURCES.....</b>	<b>19</b>
<b>FACEBOOK POSTS .....</b>	<b>19</b>
<b>WEBSITE TEXT AND ACCOMPANYING IMAGE .....</b>	<b>20</b>
<b>MYTHS AND FACTS .....</b>	<b>21</b>
<b>RADIO INTERVIEWS.....</b>	<b>24</b>
<b>Radio interview questions and answers .....</b>	<b>24</b>
<b>USEFUL LINKS - Alcohol and Other Drugs, Prevention and Services .....</b>	<b>26</b>
<b>RESOURCE ORDER FORM.....</b>	<b>27</b>
<b>EVALUATION OF THE COMMUNITY ACTION KIT .....</b>	<b>30</b>

# BACKGROUND

**Important notice: the Mental Health Commission and the Drug and Alcohol Office amalgamated on 1 July, 2015. We are now called the Mental Health Commission.**

## ABOUT THIS TOOLKIT

This toolkit provides professionals and community groups with some ideas about addressing alcohol-related harm locally. This toolkit supports the key messages of the 'Alcohol and Health' campaign.

## WHO THE TOOLKIT IS FOR?

This toolkit has been developed as a resource for health professionals, prevention officers and community groups who wish to implement activity at a local level to support low risk drinking and to promote the 'Alcohol and Health' campaign message.

## CAMPAIGN TARGET GROUP

The primary target group is 25 to 54-year-olds.

## CAMPAIGN AIM

The campaign intends to:

- Increase knowledge that alcohol causes a wide range and volume of long term diseases and is therefore a significant health issue.
- Increase awareness of how to remain at low-risk of developing alcohol-caused diseases.
- Increase awareness that there are many third parties affected by drinking at harmful levels, which may be people we know and care about.

The campaign is a collaborative initiative of the Drug, Alcohol and Prevention Services Division (DAPSD) of the Mental Health Commission and the McCusker Centre for Action on Alcohol and Youth (MCAAY).

## ABOUT THE MESSAGE

The 'Alcohol and Health' campaign's key message is alcohol causes a range of long-term health harms including heart disease, liver disease, cancer, and stroke. The risk of alcohol-related disease can be reduced by following the National Health and Medical Research Council (NHMRC) alcohol guidelines.

### NHMRC GUIDELINE 1 - REDUCE LIFETIME RISK

For healthy men and women, drinking no more than two standard drinks on any day reduces the lifetime risk of harm from alcohol-related disease or injury.

## CAMPAIGN STRATEGIES

The state-wide campaign features a range of strategies including:

- Television and radio advertising across commercial metropolitan and non-metropolitan television stations.
- Press advertising in the West Australian newspaper.
- Online advertising on Catch Up TV.
- Information on the *Alcohol.Think Again* website.
- Community and stakeholder support for local implementation.

We encourage you to implement localised strategies throughout the year during and outside of periods when the campaign advertisements are broadcast. Below is the 2015/16 campaign media schedule:

ALCOHOL AND HEALTH CAMPAIGN – 2015/16 CAMPAIGN MEDIA SCHEDULE											
JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE

\* Months shaded in orange indicate statewide media scheduling.

# TAKING ACTION LOCALLY

## WHAT CAN YOU DO LOCALLY

There are a number of activities you can undertake to help reduce alcohol-related harm in your community. This toolkit provides a range of resources that are designed as a starting point to assist in implementing the campaign message locally. If you need support or wish to adapt any of the resources included in this toolkit, please contact the Community Programs team at the DAPSD on 9370 0333.

## WHAT IS IN THIS TOOLKIT

- **Campaign materials** including pamphlets, posters and an infographic.
- **Alcohol. Think Again images** for use on local notice boards, newsletters, agency website and Facebook pages, and as an insert under your email signature.
- **A media statement template.**
- **News article** for website and press on Pouring a Standard Drink tool.
- **Speaking points** which may be useful when addressing local media or community groups.
- **Facebook item** on how to assess your current level of drinking using a Risk Assessment Tool.
- **Myths and facts** which provides useful information that could be submitted to local media, community groups or put on your organisation's website/social media pages.
- **A radio interview questions and answers** that can be used during radio interviews or talk-back radio segments with your local station(s).
- **Useful links** on where to get more help.
- **A resource order form.**
- **An evaluation form** which will help DAPSD to improve the toolkit for future campaigns.

As a local stakeholder you may wish to use one or all of the supplied templates and strategies. You are in the best position to determine which activities work best for you and we are happy to offer assistance and support, as requested.

## HOW THE COMMUNITY PROGRAM TEAM AT THE DAPSD CAN HELP

The Community Programs team at DAPSD can provide assistance when implementing a local alcohol prevention program. For example:

- Developing local activities which are realistic, achievable and follow a best-practice approach.
- Troubleshooting likely barriers to implementing your activities.
- Suggesting ways to overcome obstacles.
- Discussing strategies for ensuring the right people are consulted and engaged.
- Sharing experience from previous campaigns and other communities who have implemented similar activities.
- Approving use of DAPSD logos and campaign messages.
- Proofing local media releases, presentations and campaign messages.

# CAMPAIGN MATERIALS

## MATERIALS AVAILABLE TO ORDER

To order campaign materials on pages 6, 7, 8, 9 & 10 of this toolkit go to the Resource Order Form on page 26.

### ALCOHOL AND HEALTH

Alcohol consumption can have long-term impacts on an individual's health. Nearly 1 in 13 West Australians drink every day, and almost 1 in 4 drink at levels likely to cause harm and illness in their lifetime.

Alcohol-related disease and ill-health is often associated with 'heavy drinking', but anyone that regularly drinks more than **2 standard drinks per day** is at **higher risk of longer term health conditions**.

There are a significant number of alcohol-related diseases and health problems caused by regular and ongoing drinking, including:

- Cancer (bowel, breast, throat, mouth, liver)
- Liver disease
- Cardiovascular disease
- Stroke.

### ALCOHOL AND DRUG INFORMATION SERVICE

A confidential and non-judgemental helpline for anyone seeking assistance with alcohol or other drug use is available 24 hours a day, 7 days a week.

Phone: (08) 9442 5000 (calls from mobiles may incur a higher charge)

Country toll-free: 1800 198 024

Email: [adis@health.wa.gov.au](mailto:adis@health.wa.gov.au)

For more information and to assess whether your drinking is putting you at risk of alcohol-related harm, visit [alcoholthinkagain.com.au](http://alcoholthinkagain.com.au)



### alcoholthinkagain



Government of Western Australia  
Drug and Alcohol Office

## Alcohol and your health.



### WHAT IS A STANDARD DRINK?

It is important to understand what a standard drink is so that when you are drinking you can manage how much alcohol you consume. This can help you stick to the National Health and Medical Research Council (NHMRC) guidelines which recommend, **drinking no more than 2 standard drinks on any day reduces the lifetime risk of harm from alcohol-related disease or injury**.

In Australia, a standard drink is any drink containing 10 grams of alcohol, regardless of container size or alcohol type (e.g. beer, wine, spirit).

Alcoholic beverages are sold and served in many different sized containers. Different types of beverages contain different amounts of alcohol, and glass sizes are often not the same. A glass or container can hold more than one standard drink of alcohol. This can make it difficult to know how many standard drinks you consume. Using standard drinks to measure your alcohol consumption is more accurate than counting the number of glasses or other containers you have consumed.

If you are drinking packaged liquor, the number of standard drinks should be written on the side of the beverage container.

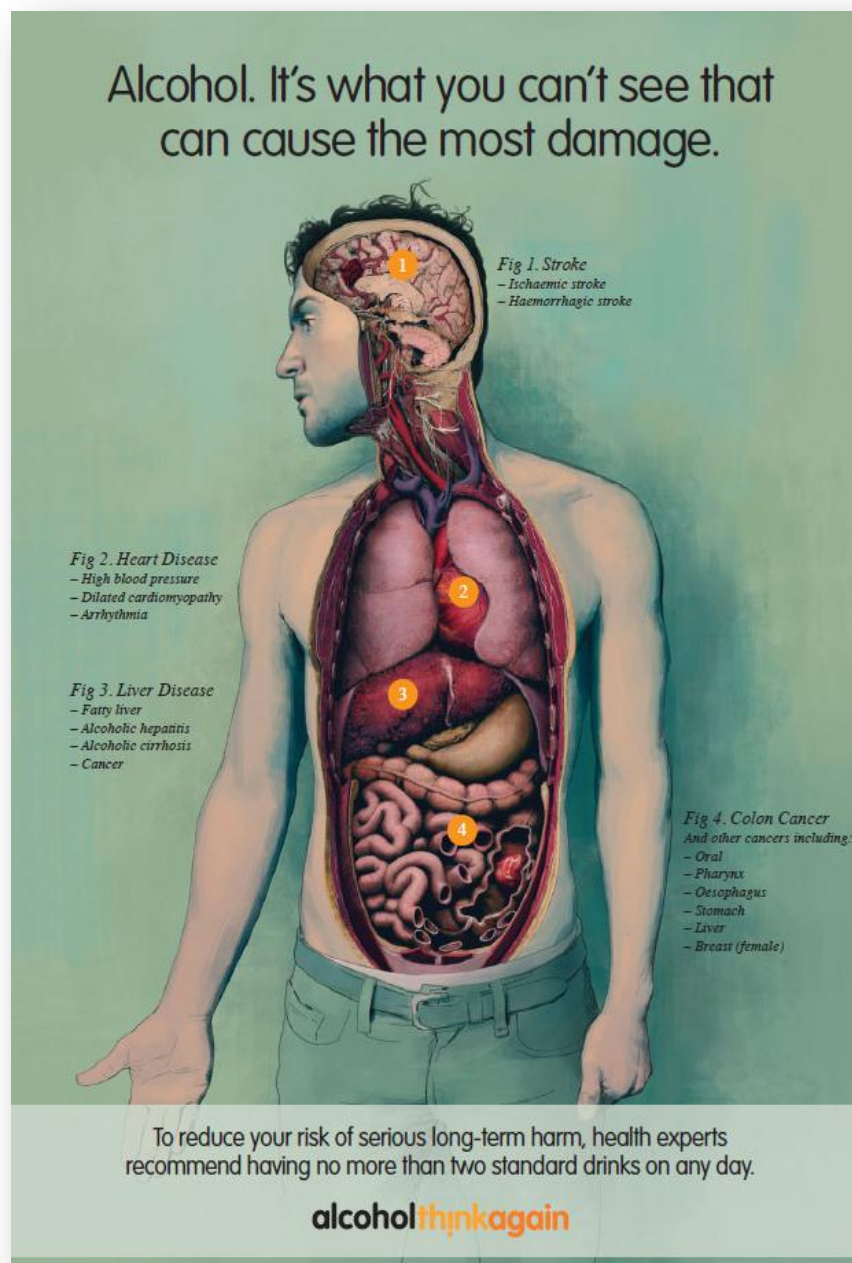
### WHAT DOES A STANDARD DRINK LOOK LIKE?

 <b>285 ml</b> of full strength beer (4.8% alc. vol) 1.1 standard drinks	 <b>150 ml</b> of champagne (12% alc. vol) 1.4 standard drinks
 <b>425 ml</b> full strength beer (4.8% alc. vol) 1.6 standard drinks	 <b>100 ml</b> of wine (red - 13% alc. vol) (white - 11.5% alc. vol) 1 standard drink
 <b>30 ml</b> of spirits (40% alc. vol) 1 standard drink	 <b>150 ml</b> of wine (red - 13% alc. vol) 1.6 standard drinks (white - 11.5% alc. vol) 1.4 standard drinks

Source: National Health and Medical Research Council

6pp DL. (DAO000101) This explains the relationship between alcohol and stroke, cancer, heart disease and liver disease.





A3 poster. (DAO000102)



Alcohol and Health Infographic A3 (DAO00098)

Also available electronically via [www.alcoholthinkagain.com.au](http://www.alcoholthinkagain.com.au)

# What is a standard drink?



Glass 100mL	Glass 150mL	Bottle 750mL	Cask 2L	Cask 4L
Red Wine 12% Alc/Vol 1.0 standard drinks	Red Wine 12% Alc/Vol 1.5 standard drinks	Red Wine 12% Alc/Vol 7.7 standard drinks	Red Wine 12% Alc/Vol 21 standard drinks	Red Wine 12% Alc/Vol 41 standard drinks
White Wine 11.5% Alc/Vol 0.9 standard drinks	White Wine 11.5% Alc/Vol 1.4 standard drinks	White Wine 11.5% Alc/Vol 6.8 standard drinks	White Wine 11.5% Alc/Vol 18 standard drinks	White Wine 11.5% Alc/Vol 36 standard drinks

The Australian Guidelines to Reduce Health Risks from Drinking Alcohol has two guidelines to reduce the risk of alcohol-related harm and ill-health:

- Guideline 1** For healthy men and women, drinking no more than two standard drinks on any day reduces the lifetime risk of harm from alcohol-related disease or injury.
- Guideline 2** For healthy men and women, drinking no more than four standard drinks on a single occasion reduces the risk of alcohol-related injury arising from that occasion.

These are only an approximate number of standard drinks. Always read the container label for the exact number of standard drinks. Every reasonable effort has been made to ensure the accuracy of this resource at the time of publication. Source: National Health and Medical Research Council. © Drug and Alcohol Office 2014 DAO00100A

Wine.  
(DAO000100A)

# What is a standard drink?



Full strength 4.8% Alc/Vol 1.1 standard drinks	Full strength 4.8% Alc/Vol 1.6 standard drinks
Mid strength 3.5% Alc/Vol 0.8 standard drinks	Mid strength 3.5% Alc/Vol 1.2 standard drinks
Low strength 2.7% Alc/Vol 0.6 standard drinks	Low strength 2.7% Alc/Vol 0.9 standard drinks

The Australian Guidelines to Reduce Health Risks from Drinking Alcohol has two guidelines to reduce the risk of alcohol-related harm and ill-health:

- Guideline 1** For healthy men and women, drinking no more than two standard drinks on any day reduces the lifetime risk of harm from alcohol-related disease or injury.
- Guideline 2** For healthy men and women, drinking no more than four standard drinks on a single occasion reduces the risk of alcohol-related injury arising from that occasion.

These are only an approximate number of standard drinks. Always read the container label for the exact number of standard drinks. Every reasonable effort has been made to ensure the accuracy of this resource at the time of publication. Source: National Health and Medical Research Council. © Drug and Alcohol Office 2014 DAO00100B

Beer.  
(DAO000100B)

# What is a standard drink?



Bottle 275mL	Bottle 330mL	Bottle 600mL	Can 250mL	Can 300mL	Can 375mL	Can 440mL	Nip 30mL	Bottle 700mL
Full strength RTD 5% Alc/Vol 1.1 standard drinks	Full strength RTD 5% Alc/Vol 1.2 standard drinks	Full strength RTD 5% Alc/Vol 2.6 standard drinks	Full strength RTD 5% Alc/Vol 1.0 standard drinks	Full strength RTD 5% Alc/Vol 1.2 standard drinks	Full strength RTD 5% Alc/Vol 1.5 standard drinks	Full strength RTD 5% Alc/Vol 1.7 standard drinks	High strength Spirit 40% Alc/Vol 1.0 standard drinks	High strength Spirit 40% Alc/Vol 22 standard drinks
High strength RTD 7% Alc/Vol 1.5 standard drinks	High strength RTD 7% Alc/Vol 1.8 standard drinks	High strength RTD 7% Alc/Vol 3.6 standard drinks	High strength RTD 7-10% Alc/Vol 1.4-1.9 standard drinks	High strength RTD 7% Alc/Vol 1.6 standard drinks	High strength RTD 7% Alc/Vol 2.1 standard drinks	High strength RTD 7% Alc/Vol 2.4 standard drinks		

The Australian Guidelines to Reduce Health Risks from Drinking Alcohol recommend the following to reduce the risk of alcohol-related harm and ill-health:

- Guideline 1** For healthy men and women, drinking no more than two standard drinks on any day reduces the lifetime risk of harm from alcohol-related disease or injury.
- Guideline 2** For healthy men and women, drinking no more than four standard drinks on a single occasion reduces the risk of alcohol-related injury arising from that occasion.

In Australia, a **standard drink** is any drink containing **10 grams of alcohol**, regardless of container size or alcohol type (e.g. beer, wine, spirit). Alcoholic beverages are sold and served in many different sized containers. Different types of beverages contain different amounts of alcohol, and glass sizes are often not the same. A glass or container can hold more than one standard drink of alcohol. This can make it difficult to know how many standard drinks you consume. Using standard drinks to measure your alcohol

consumption is more accurate than counting the number of glasses or other containers you have consumed. If you are drinking packaged liquor, the number of standard drinks should be written on the side of the beverage container.

**TRY IT ONLINE!**  
Go to [alcoholthinkagain.com.au](http://alcoholthinkagain.com.au) and use the standard drink tool to see if you can correctly pour a standard drink.

These are only an approximate number of standard drinks. Always read the container label for the exact number of standard drinks. Every reasonable effort has been made to ensure the accuracy of this resource at the time of publication. Source: National Health and Medical Research Council. © Drug and Alcohol Office 2014 DAO00100C

alcoholthinkagain

Spirits.  
(DAO000100C)

Standard drink infographics. Can be ordered as a set of three.

Also available electronically via  
<http://alcoholthinkagain.com.au/Resources/Publications-List>



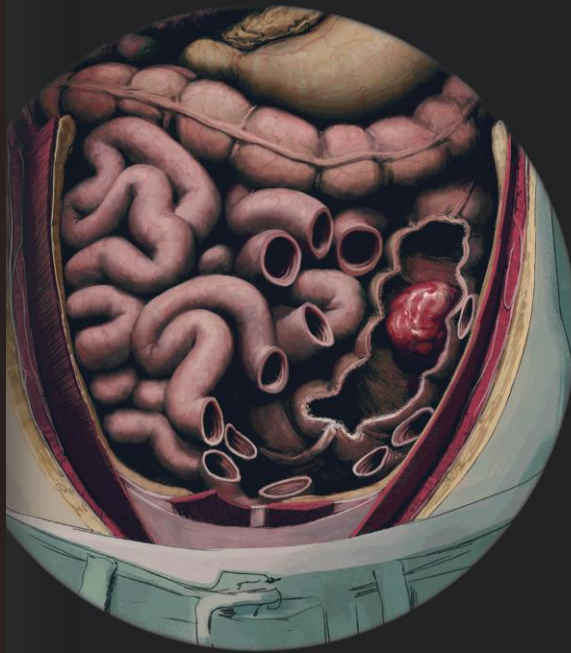
Drinking more than 2 standard drinks  
on any day increases the risk of stroke.



Alcohol. It's what you can't see that can cause the most damage.

alcohol**thinkagain**

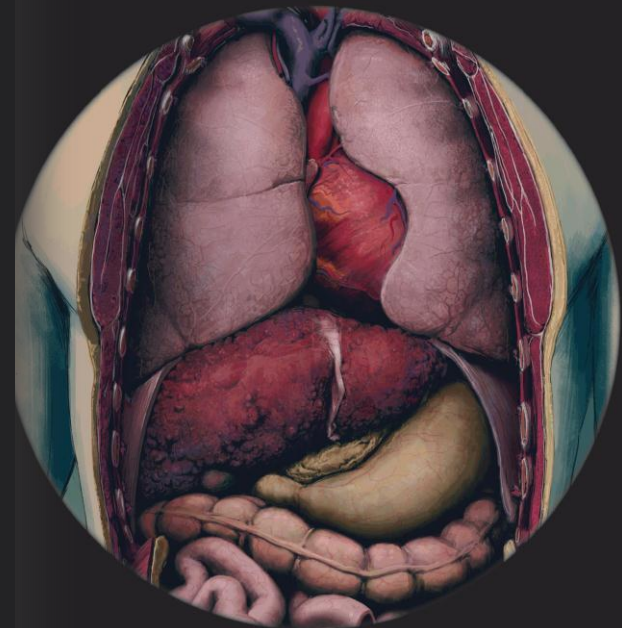
Drinking more than 2 standard drinks  
on any day increases the risk of cancer.



Alcohol. It's what you can't see that can cause the most damage.

alcohol**thinkagain**

Drinking more than 2 standard drinks on  
any day increases the risk of liver disease.



Alcohol. It's what you can't see that can cause the most damage.

alcohol**thinkagain**

Posters, version 1 – only available in PDF  
format. These can be used as A3 posters.

More than  
2 standard  
drinks per day  
can increase  
your risk  
of stroke.



*Stroke*

**alcoholthinkagain**

[alcoholthinkagain.com.au](http://alcoholthinkagain.com.au)

than  
dard  
per day  
crease  
sk of  
sease.

*Liver disease*

**alcoholthinkagain**

[alcoholthinkagain.com.au](http://alcoholthinkagain.com.au)

than  
ndard  
s per day  
ncrease  
risk  
ncer.

*Bowel cancer*

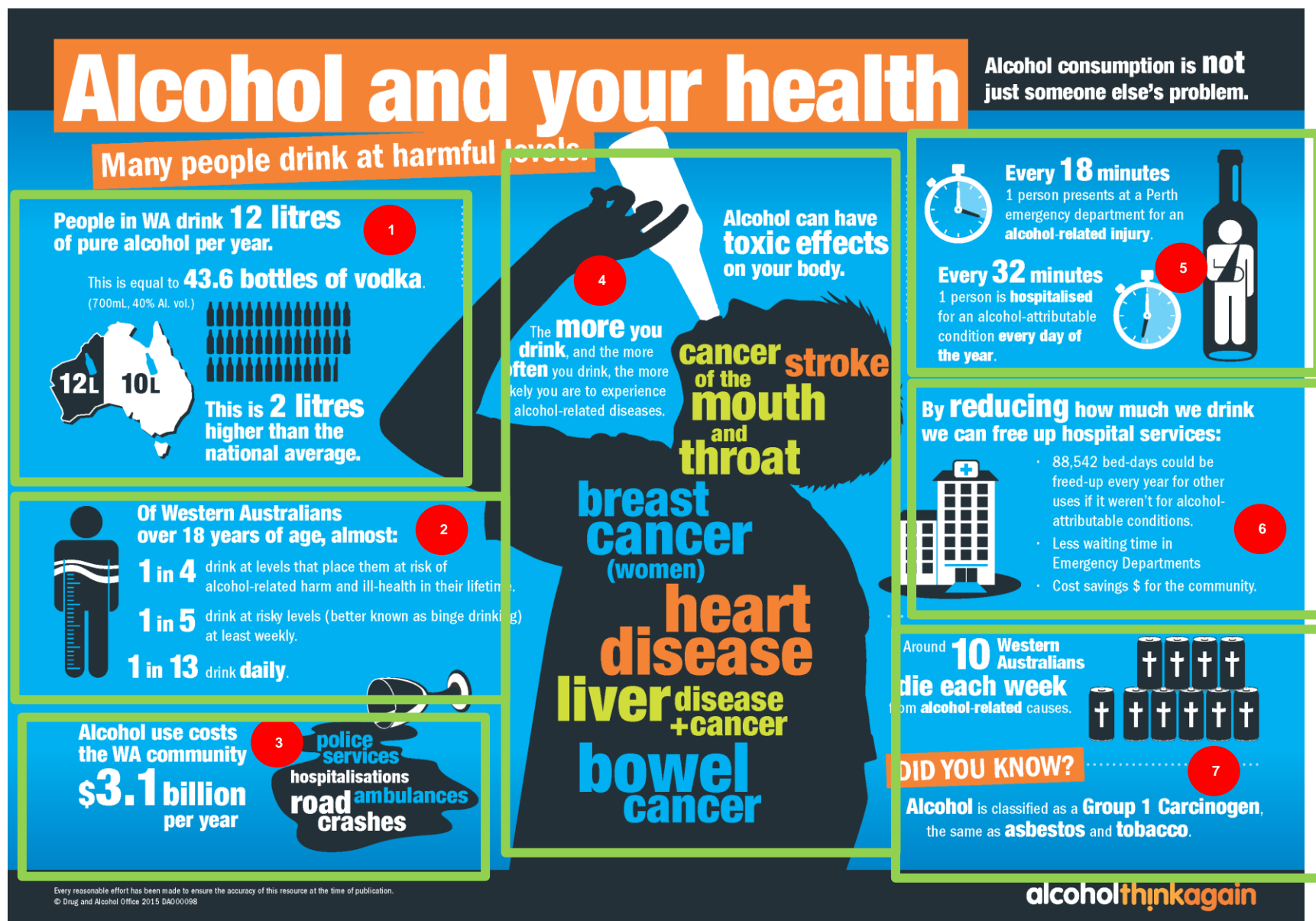
**alcoholthinkagain**

[alcoholthinkagain.com.au](http://alcoholthinkagain.com.au)

# USING THE INFOGRAPHIC

This infographic can be used in a variety of ways, to highlight important statistics and information about alcohol and health:

- Place on local notice boards, newsletters, your agency website or Facebook page.
- Use the information in the infographic for newspaper ads. Suggested division of content is indicated below highlighted in green. Find these seven images on page 12, they are available in electronic jpeg format as an attachment to this kit.





## BREAKDOWNS OF INFORMATION FROM THE ALCOHOL AND YOUR HEALTH INFOGRAPHIC

1



2



3



4



5



6



7



## ALCOHOL.THINK AGAIN IMAGES

The images of the following seven key messages are aimed at people aged 25 to 54 years. Ideas on how to use the images include:

- Place on local notice boards, newsletters, your agency website or Facebook page.
- Negotiate to place as a small space ad in the local paper.
- Insert under your email signature and change periodically to deliver a new message. Instructions on how to do this are on page 15.

Digital copies of the following seven key messages will come as an attachment with this kit in JPEG format.

1

**For healthy men and women,  
drinking no more than two  
standard drinks on any day  
reduces the lifetime risk of  
harm from alcohol-related  
disease or injury.**

**alcoholthinkagain**

2

**Drinking more than two  
standard drinks on any day  
increases the risk of heart  
disease, liver disease,  
cancer, and stroke.**

**alcoholthinkagain**

3

**Alcohol is classified as  
a Group 1 Carcinogen,  
the same as asbestos  
and tobacco.**

**alcoholthinkagain**

4

**Around 10  
Western Australians  
die each week from  
alcohol-related causes.**

**alcoholthinkagain**

5

**The more alcohol you  
drink, and the more often  
you drink, the more likely  
you are to experience  
alcohol-related diseases.**

**alcoholthinkagain**

6

**Every 18 minutes  
1 person presents at  
a Perth emergency  
department for an  
alcohol-related injury.**

**alcoholthinkagain**

7

**Every 32 minutes  
1 person is hospitalised  
for an alcohol-attributable  
condition every day  
of the year.**

**alcoholthinkagain**



## ALCOHOL.THINK AGAIN IMAGES

1

**For healthy men and women, drinking no more than two standard drinks on any day reduces the lifetime risk of harm from alcohol-related disease or injury.**

**alcoholthinkagain**

2

**Drinking more than two standard drinks on any day increases the risk of heart disease, liver disease, cancer, and stroke.**

**alcoholthinkagain**

3

**Alcohol is classified as a Group 1 Carcinogen, the same as asbestos and tobacco.**

**alcoholthinkagain**

4

**Around 10 Western Australians die each week from alcohol-related causes.**

**alcoholthinkagain**

5

**The more alcohol you drink, and the more often you drink, the more likely you are to experience alcohol-related diseases.**

**alcoholthinkagain**

6

**Every 18 minutes 1 person presents at a Perth emergency department for an alcohol-related injury.**

**alcoholthinkagain**

7

**Every 32 minutes 1 person is hospitalised for an alcohol-attributable condition every day of the year.**

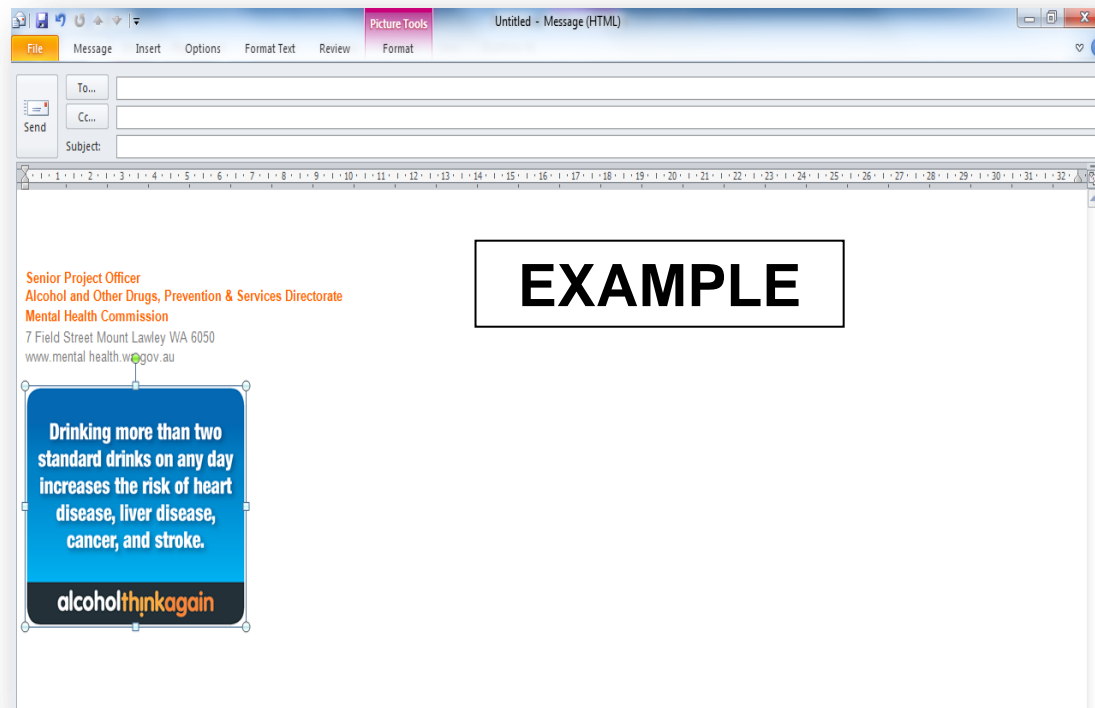
**alcoholthinkagain**

# EMAIL SIGNATURE INSERT INSTRUCTIONS

The images on pages 13 & 14 can be used within email signatures. These images can be rotated periodically to deliver varying key messages.

## HOW TO INSERT IMAGE INTO A MICROSOFT OUTLOOK EMAIL SIGNATURE

1. If you do not use Microsoft Outlook as your email provider, please contact your IT department/staff for assistance.
2. Open a new message.
3. Select 'Signatures' under the 'Message' tab (in the 'Include' area on the toolbar).
4. From the drop down menu select 'Signatures'.
5. Click on the image then 'COPY' and 'PASTE' it into the desired section of your signature.
6. Click 'OK'.



## MEDIA STATEMENT

The following media statement, news article and Facebook item have been designed to be used or adapted in conjunction with state-wide campaign advertisements.

While the campaign's state-wide radio, television and press advertisements will appear at various times throughout the year (see schedule below), you may choose to use the media statement, news article or Facebook item to support your own local strategies at other times during the year.

The state-wide radio, television and press advertisements, commenced on 5 July 2015.

ALCOHOL AND HEALTH CAMPAIGN – 2015/16 CAMPAIGN SCHEDULE											
JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE

\* Orange shading depicts media scheduling.

## MEDIA STATEMENT

If you choose to change any wording in the media statement you need to get approval via your Community Programs project officer at DAPSD to proceed. If you are only inserting your name, your organisation's name and the date in the media statement then no further approval is required.

### Changing Relaxed Views about Alcohol

**Date]**

Regularly drinking above the Australian alcohol guidelines can damage the body's organs according to the latest *Alcohol.Think Again* health campaign.

**INSERT REPRESENTATIVE NAME** from (**INSERT ORGANISATION NAME**) said health experts recommend no more than two standard drinks on any day to reduce the risk of alcohol-related long term harms.

"The good news is research of Australian drinkers found 56% of Western Australians knew the Australian alcohol guideline of no more than two standard drinks on any day reduces the lifetime risk of alcohol-related harm, **INSERT REPRESENTATIVE NAME** said.

"This was significantly higher than the 39% of Australians who knew the 2 standard drinks a day guideline."

"Recent Western Australian research shows that people are aware that drinking above the alcohol guideline increases the risk of developing heart and liver disease. What is not so well known is that alcohol can also cause stroke and cancer

"Alcohol is classified as a Group 1 Carcinogen, the same as asbestos and tobacco. This means it can cause cancer in many organs of the body including the bowel, breast, throat, mouth, and liver."

Nearly 1 in 13 Western Australians drink every day, and almost 1 in 4 drink at levels likely to cause harm and illness in their lifetime. On average 12 litres of pure alcohol is consumed per person, per year which is 2 litres higher than the Australian average.

"By reducing how much we drink we can free up hospitals services including hospital bed-days and decrease waiting times in Emergency Departments. There would also be a considerable saving to the community with harmful alcohol use currently costing the WA community 3.1 billion dollars per year," **INSERT REPRESENTATIVE NAME** said.

"Given the harm to our health and the cost to our community, perhaps it is time to change our relaxed attitudes to harmful alcohol use."

"This campaign is important in raising awareness about the harms caused by alcohol as many people are still drinking at harmful levels."

For more information on alcohol and long term health harms visit [alcoholthinkagain.com.au](http://alcoholthinkagain.com.au)

**ENDS**

## Supporting facts – media statement

### Hospitalisation

- In 2012, Western Australian residents were hospitalised a total of 18,986 times for conditions related to alcohol. This resulted in a total of 88,542 bed days that cost more than \$114 million.
- In 2012, 365 people per week were hospitalised in Western Australia for alcohol-related conditions.
- In 2011, 9 people per week died from alcohol-related conditions.

### Alcohol and Cancer

- In 2012, two people per day were hospitalised in Western Australia for alcohol-related cancers.
- In 2011, three people died per week from alcohol-related cancer in Western Australia.

### Alcohol and the Liver

- In 2012, 538 Western Australian's were admitted to hospital for alcohol-related liver cirrhosis.
- In 2011, the total number of alcohol-related liver cirrhosis deaths was 59. This was close to five people dying every month in Western Australia.

### Alcohol and Stroke

- In 2012, two people per week were admitted into hospital for alcohol-related stroke. The age group most affected by stroke (alcohol-related) are those aged between 45 and 64 years.
- In 2011, three people died every month from alcohol-related strokes in Western Australia.



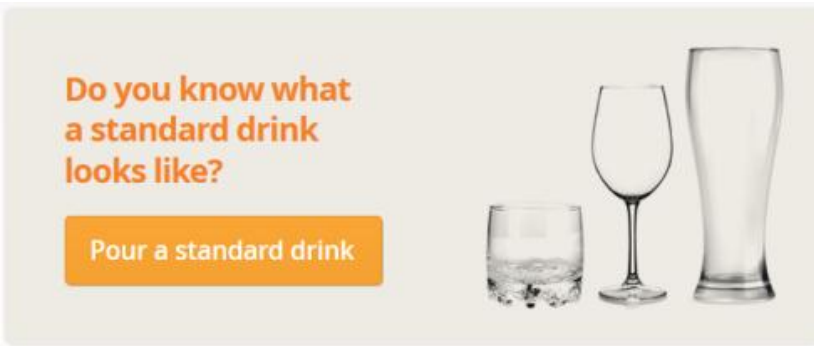
Talk to the Community Programs team at the DAPSD to find out if there are local statistics available that can be used to make your media release more specific to your community or region.



# DIGITAL RESOURCES

## FACEBOOK POSTS


Copy the below image and textbox and post on your organisation's Facebook page.



The graphic features the text "Do you know what a standard drink looks like?" in orange. Below it is an orange button with the text "Pour a standard drink". To the right of the button are three glasses: a small shot glass, a wine glass, and a tall beer glass, each containing a small amount of liquid to represent a standard drink.

Do you know what a standard drink looks like? Learn how many standard drink are in common glasses by using our brand new standard drinks tool. The tool allows you to pour beer, wine and spirits into a range of glasses.

<http://alcoholthinkagain.com.au/Alcohol-Your-Health/What-is-a-Standard-Drink/Standard-Drink-Tool>



The graphic has the title "Risk Assessment Tool" in orange. Below it is the text "Assess if your drinking habits are putting you at risk." in italics. The main image shows a person's hands typing on a laptop keyboard, with a blurred orange cup in the background. Below the image is a white box containing the text "Assess your current level of drinking by completing this short risk assessment." and an orange button labeled "Begin".

Risk Assessment Tool

*Assess if your drinking habits are putting you at risk.*

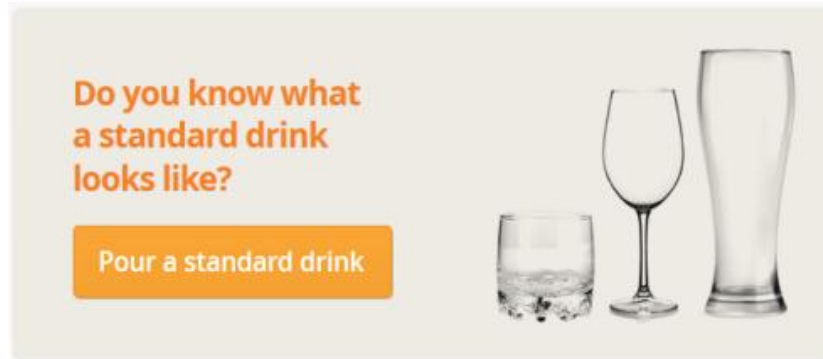
Assess your current level of drinking by completing this short risk assessment.

Begin

Is the amount you're drinking posing a health risk? Learn if you are drinking at harmful levels by using our new Risk Assessment Tool.

<http://alcoholthinkagain.com.au/Alcohol-Your-Health/Risk-Assessment-Tool>

## WEBSITE TEXT AND ACCOMPANYING IMAGE



### HOW TO STAY AT LOW RISK OF HARM, FROM DRINKING ALCOHOL

Alcohol causes a range of long-term health harms including heart disease, liver disease, cancer, and stroke. The more alcohol you drink, and the more often you drink, the more likely you are to experience these alcohol-related diseases.

To reduce the health risks from drinking alcohol the Australian alcohol guidelines recommend:

- For healthy men and women, drinking no more than two standard drinks on any day reduces the lifetime risk of harm from alcohol-related disease or injury.

Alcohol is sold in a variety of containers and glass sizes, and different alcoholic drinks contain different amounts of alcohol. This can make it difficult to know how many standard drinks are in each beverage you consume.

Using standard drinks to measure your alcohol consumption is more accurate than counting the number of drinks you have had.

A standard drink is any drink containing 10 grams of alcohol, regardless of container size or type of alcohol such as beer, wine or spirits.

A standard drink is a unit of measurement used to measure a particular amount of alcohol. It is important to understand what a standard drink is, so that when you are drinking you can manage how much alcohol you consume and stay within the low risk guidelines.

To find out what a standard drink looks like go to the Standard Drink Tool visit <http://alcoholthinkagain.com.au/Alcohol-Your-Health/What-is-a-Standard-Drink/Standard-Drink-Tool> and try pouring a standard drink for yourself.

Copy the image and textbox and place on your organisation's website page.

### Risk Assessment Tool



### FIND OUT IF YOUR DRINKING IS PUTTING YOU AT RISK OF ALCOHOL RELATED HARM

Click here:

<http://alcoholthinkagain.com.au/Alcohol-Your-Health/Risk-Assessment-Tool>

to assess your current level of drinking using the Risk Assessment Tool.

The feedback you receive will help you recognise if you need to change your drinking patterns and provide you with further information and, if needed, the support service options that can help you to achieve this.

## MYTHS AND FACTS

There are many myths and misconceptions regarding alcohol and health. This factsheet provides some information to debunk some myths and provides facts that can be used when addressing common myths with the local community.

### MYTH: Having a drink occasionally is good for you.

There is a widespread belief that drinking at a low level is good for you. There is now evidence that suggests that this isn't the case.

The World Health Organisation and other key groups recommend that people should not commence or maintain drinking to achieve health benefits.

The National Heart Foundation has found a lack of consistent evidence to confirm that antioxidants in red wine can either prevent cardiovascular disease or be beneficial after a heart attack. They also advise that health professionals should not recommend that people use red wine or any other alcoholic drink for the prevention and treatment of cardiovascular disease.

**To stay at low risk from long-term alcohol-related disease, health experts recommend for healthy men and women, drinking no more than two standard drinks on any day.**

### MYTH: I only have a few drinks a couple of nights a week, only people who binge drink have problems with their health.

Regular drinking can cause long term damage to the body. People can report some of the harms that happen as a result of one-off drinking occasions (road crashes, pedestrian injury, assaults, burns, poisonings, falls, drowning, and workplace injuries). However, there's also a lot of harm and ill-health caused by normal day-to-day drinking over time.

For example, three standard drinks of alcohol daily increases your risk of developing some cancers by 131%.

### MYTH: I'm not an alcoholic so I don't need to be concerned about how much I drink.

There is no level of drinking that can be guaranteed to keep you completely safe from alcohol-related harm.

**Short-term harm** is what may occur as a result of one (single) drinking occasion. This can include:

- A person being involved in anti-social behaviour.
- Conflict that can lead to fights and violence.
- Injury due to falls, burns, car crashes etc.
- Unprotected or unwanted sexual encounters.
- Problems that occur with friends and family.

**Long-term harm** is what may occur as a result of regular and ongoing periods of drinking above the recommended alcohol guidelines (lifetime risk). There are a significant number of alcohol-related diseases and health problems caused by alcohol consumption in Australia, including:

- Cancer (bowel, breast, throat, mouth, liver).
- Liver disease.
- Cardiovascular disease.
- Stroke.
- Dependence.
- Mental health problems.

### MYTH: Only people who are alcohol dependent get liver disease.

Alcohol is a major cause of liver disease in Australia.

There are four types of liver disease which can be caused by alcohol consumption, all of which can occur from regular and ongoing alcohol consumption. These are:

- Fatty liver.
- Alcoholic hepatitis.
- Alcoholic cirrhosis.
- Cancer of the liver.

**To stay at low risk from long-term alcohol-related liver disease, health experts recommend for healthy men and women, drinking no more than two standard drinks on any day.**

### MYTH: I've been drinking more than two standard drinks every night and there's nothing wrong with me.

Alcohol-related disease and ill-health is often associated with what is commonly referred to as 'heavy drinking', but anyone who regularly drinks more than two standard drinks per day is at higher risk of long-term health conditions.

Regular and ongoing drinking can cause long-term damage to the body.

There are a significant number of alcohol-related diseases and health problems caused by alcohol consumption in Australia, including:

- Cancer (bowel, breast, throat, mouth, bowel, liver).
- Liver disease.
- Cardiovascular disease.
- Stroke.
- Dependence.
- Mental health problems.

**To stay at low risk from long-term alcohol-related disease, health experts recommend for healthy men and women, drinking no more than two standard drinks on any day.**

### MYTH: The Europeans drink every day and they don't have any problems.

Some people believe that the European drinking culture is less harmful than the way people in Australia drink, and is considered by some as the preferred drinking model. However, the European way of drinking also contributes to significant harm.

The most common types of harm in Europe are generally not from drunk and disorderly behavior, but rather from longer term regular drinking at levels above the recommended guidelines.

For example:

- In France and Italy over 20% of the population consumes alcohol daily compared to only 8.1% of Australians.
- Some alcohol-related disease and injury rates are higher in European countries than Australia including falls, traffic casualties, liver cirrhosis and intentional injuries.



# RADIO INTERVIEWS

## Radio interview questions and answers

### What long term harms can alcohol cause?

- Alcohol can have toxic effects on the body.
- There are a significant number of alcohol-related diseases caused by harmful alcohol consumption.
- Alcohol is classified as a Group 1 Carcinogen, the same as asbestos and tobacco smoke. Alcohol use can cause diseases such as cancer (bowel, breast, throat, mouth, and colon), liver disease, heart disease, stroke, cancer, dependence and mental health problems.
- The more you drink, and the more often you drink, the more likely you are to experience alcohol-related diseases.

### How often and how much do people drink in the Western Australian community?

- Nearly 1 in 13 Western Australians drink every day.
- Almost 1 in 4 drink at levels that place them at risk of alcohol-related harm and ill-health in their lifetime.
- This way of drinking can have long-term impacts on an individual's health.

### How much can you drink to stay at low risk from long-term alcohol-related disease?

- There is no level of drinking that can be guaranteed to keep you completely safe from alcohol-related harm.
- The Australian alcohol guidelines recommend for healthy men and women, drinking no more than two standard drinks on any day reduces the lifetime risk of harm from alcohol-related disease or injury.

## What is a standard drink?

- In Australia, a standard drink is any drink containing 10 grams of alcohol, regardless of container size or alcohol type (e.g. beer, wine, spirit).
- Alcoholic beverages are sold and served in many different sizes. Different types of alcohol contain different amounts of alcohol, and glass sizes are often not the same between venues.
- In one drink (e.g. glass of wine) there can be more than one standard drink. This can make it difficult to know how many standard drinks you consume. Using standard drinks to measure your alcohol consumption is more accurate than counting the number of drinks (i.e. glasses of wine) you have had.
- If you are drinking packaged liquor, the number of standard drinks should be written on the side of the beverage container.
- Go to [www.alcoholthinkagain.com.au](http://www.alcoholthinkagain.com.au) and use the standard drink tool to see if you can correctly pour a standard drink.

## What can you do to reduce how much you drink?

- Be aware of how much you are drinking and keep your drinking within the Australian alcohol guidelines for low risk drinking for long-term harm - no more than two standard drinks on any day.
- Be aware of what a standard drink is and that many glasses hold more than one standard drink.
- Choose to have two or more alcohol-free days each week.
- When buying alcohol look for low strength alternatives and avoid buying in bulk.
- To relax, plan activities that don't involve drinking such as going for a walk, going to the movies meeting friends for a coffee, listening to music or reading.

For more support call the Alcohol and Drug Information Service (ADIS) on (08) 9442 5000 (or toll-free for country callers on 1800 198 024)

Email: [alcoholdrugsupport@mhc.wa.gov.au](mailto:alcoholdrugsupport@mhc.wa.gov.au). ADIS is confidential, non-judgmental telephone counselling, information and referral service for anyone seeking help for their own or another person's alcohol or drug use. The service is available 24/7 via phone.

## If people want more information, where can they go?

More information can be found at:

- Website: [www.alcoholthinkagain.com.au/](http://www.alcoholthinkagain.com.au/)
- The Alcohol and Drug Information Service (ADIS) on (08) 9442 5000 (or toll-free for country callers on 1800 198 024) Email: [alcoholdrugsupport@mhs.wa.gov.au](mailto:alcoholdrugsupport@mhs.wa.gov.au).

## USEFUL LINKS - Alcohol and Other Drugs, Prevention and Services

### Mental Health Commission

Drug, Alcohol and Prevention Services Division (DAPSD)

7 Field Street

Mount Lawley WA 6050

Phone: (08) 9370 0333

Fax: (08) 9272 6605

Website: [www.mentalhealth.wa.gov.au](http://www.mentalhealth.wa.gov.au)

### Alcohol and Drug Information Service (ADIS)

*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.*

The service is available 24/7 via phone.

Phone: (08) 9442 5000

Country: 1800 198 024 (freecall - excluding calls from mobiles)

Email: [alcoholdrugsupportservice@mhc.wa.gov.au](mailto:alcoholdrugsupportservice@mhc.wa.gov.au)

### Parent Drug Information Service (PDIS)

*A confidential, non-judgmental telephone counselling, information and referral service for families and carers concerned about a loved one's alcohol or drug use.*

*Professional counsellors are available via phone 24/7.*

*In addition to professional counsellors, the Parent Drug Information Service has a network of trained parent volunteers who have experienced their own child's alcohol or drug use. Parent volunteers are available via phone between 8:00am and 10:00pm each day.*

Phone: (08) 9442 5050

Country: 1800 653 203 (freecall - excluding calls from mobiles)

Email: [alcoholdrugsupport@mhc.wa.gov.au](mailto:alcoholdrugsupport@mhc.wa.gov.au)

# RESOURCE ORDER FORM



Government of Western Australia  
Mental Health Commission

**alcoholthinkagain**

## Resource Order Form

- These materials have been developed for a Western Australian (WA) audience and many contain WA-specific information including laws and call to action.
- Hard copy resources may be ordered for use in WA only.
- Please note there is no cost involved with ordering these resources.
- PDF copies of resources can be downloaded from <http://www.dao.health.wa.gov.au/Informationandresources/Publicationsandresources.aspx>

Image	Booklets / Factsheets / Information Cards / Pamphlets	Maximum Quantity	Order Quantity
	<b>Alcohol and Your Health pamphlet – DAO 00101</b> Provides information relating to the long-term impacts of alcohol consumption on your health.	10	Out of print
	<b>Alcohol Think Again Website card – OA3939</b> For dissemination to the general community, it acts as a quick referral guide to the website.	25	
	<b>Hosting a Party for Teenagers: Factors to Consider booklet –DAO 00095</b> Designed to assist parents / caregivers in planning and hosting responsible parties with teenagers under 18 years of age. It provides tips about communicating with teenagers and factors you might consider before allowing teenagers to host a party or attend parties elsewhere.	10	
	<b>Who or What Will You Pick Up at the Party? – Factors to Consider booklet – DAO 0002</b> Provides information on reducing the risks of contracting a sexually transmitted infection (STI) or blood-borne virus (BBV) through activities including unsafe sex, tattooing, piercing and injecting drug use.	10	
	<b>Young People and Alcohol: Helpful Information for Parents and Carers' booklet – DAO 0003</b> Contains useful information and answers to some common dilemmas parents face when considering their teenage children and alcohol.	5	
Image	Posters	Maximum Quantity	Order Quantity
	<b>Alcohol and Your Health A3 poster – DAO 00102</b> Alcohol. It's what you can't see that can cause the most damage	5	
	<b>Alcohol causes cancer in more places than you think – MALE A4 poster – OA004265</b>	5	
	<b>Alcohol Think Again – What is a standard drink? Set of 3 A4 posters – Wine, Beer and Spirits – DAO 00100</b>	5	
	<b>Alcohol and Young People (12-17 yrs) – For under 18s, NO alcohol is the safest choice – Infographic A3 poster - DAO 00105</b>	5	

Image	Posters (cont'd)	Maximum Quantity	Order Quantity
	Alcohol and Young People: Tips for Parents of 12-17 year olds – Infographic A4 poster – DAO 00109	5	
	Alcohol and Your Health Infographic A3 poster – DAO 00098 Alcohol consumption is not just someone else's problem	5	
	Leavers – what parents should know - infographic A3 poster – DAO 00106	5	
	Parents, Young People and Alcohol A3 poster – DAO 00110	5	
	Young People and Alcohol (male) – Under 18. No Alcohol. The Safest Choice – A3 poster A child's brain continues to develop until their early 20s. Alcohol can affect the developing brain.	5	
	Young People and Alcohol (female) – Under 18. No Alcohol. The Safest Choice – A3 poster A child's brain continues to develop until their early 20s. Alcohol can affect the developing brain.	5	
Image	Commonwealth Resources	Maximum Quantity	Order Quantity
These resources are also available at the Department of Health and Ageing <a href="http://www.alcohol.gov.au/">http://www.alcohol.gov.au/</a>			
	Alcohol and your kids: A guide for parents and carers pamphlet with new guidelines for alcohol consumption for young people.	10	
	If you are breastfeeding, the safest option is <u>not</u> to drink alcohol – pamphlet with new guidelines for alcohol consumption.	10	
	If you are pregnant...pamphlet advising the safest option is <u>not</u> to drink alcohol.	10	
	If you are breastfeeding, the safest option is <u>not</u> to drink alcohol – A2 poster	2	
<b>FOR ORDERING BY LOCAL GOVERNMENTS ONLY</b>			
Image	Title	Maximum Quantity	Order Quantity
	Local Government Alcohol Management Package – OA 003839	10	



**ORDER DETAILS:**

<b>Title</b>	<input type="checkbox"/> Mr <input type="checkbox"/> Mrs <input type="checkbox"/> Ms <input type="checkbox"/> Miss <input type="checkbox"/> Dr <input type="checkbox"/> Other.....
<b>Name:</b>	
<b>Occupation:</b>	
<b>Organisation:</b>	
<b>Address:</b>	
<b>Telephone:</b>	
<b>Email:</b>	

Please return your form to:

Beryl Bird  
Drug, Alcohol and Prevention Services Division  
Mental Health Commission

Mail: 7 Field St, Mt Lawley WA 6050

Fax: 9272 6605

Email: [beryl.bird@mhc.wa.gov.au](mailto:beryl.bird@mhc.wa.gov.au)

**Some resources are not stored on site,  
so please allow a minimum of  
10-14 days for delivery.**

# EVALUATION OF THE COMMUNITY ACTION KIT

If you use any of the tools in this kit, or have feedback, please complete the short questionnaire below and return it to the Community Programs team at DAPSD at your convenience. We really appreciate your feedback!

Organisation/Agency name and region:

---

Did you work with any other agencies while supporting this campaign? If so which agencies?

---

Was this support kit useful? Why or why not?

Yes	
No	

Which parts of the kit did you use and how? Could you please write a brief description next to the tool in the kit that you used and how you used it?  
Please attach any examples of how you used the material e.g. Press clippings, launch posters, etc.

Tool	Yes	No	How it was used?
Media releases			
Speaking Points			
Radio interview scripts			
Myths and facts			
Press ads			
Infographics			
Posters			

Is there anything else that could have been included to meet your needs in supporting the campaign?