ALCOHOL & HEALTH CAMPAIGN
COMMUNITY ACTION KIT
June 2015
### Contents

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

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<thead>
<tr>
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<th>AUG</th>
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* 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.

6pp DL. (DAO0000101) This explains the relationship between alcohol and stroke, cancer, heart disease and liver disease.
**What is a standard drink?**

**Wine.**
(DAO000100A)

**Beer.**
(DAO000100B)

**Spirits.**
(DAO000100C)

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

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

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

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

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.

Posters, version 2 – only available in PDF format. These can be used as A3 posters.
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.
1. People in WA drink 12 litres of pure alcohol per year. This is equal to 43.6 bottles of vodka (700mL, 40% Al. vol.). This is 2 litres higher than the national average.

2. Of Western Australians over 18 years of age, almost:
   - 1 in 4 drink at levels that place them at risk of alcohol-related harm and ill-health in their lifetime.
   - 1 in 5 drink at risky levels (better known as binge drinking) at least weekly.
   - 1 in 13 drink daily.

3. Alcohol use costs the WA community $3.1 billion per year:
   - Police services
   - Hospitalisations
   - Ambulances
   - Road crashes

4. Alcohol can have toxic effects on your body.
   - The more you drink, and the more often you drink, the more likely you are to experience alcohol-related diseases.
   - Cancer of the mouth and throat, breast cancer (women), heart disease, liver and bowel cancer.

5. Every 18 minutes 1 person presents at a Perth emergency department for an alcohol-related injury.
   Every 32 minutes 1 person is hospitalised for an alcohol-attributable condition every day of the year.

6. By reducing how much we drink we can free up hospital services:
   - 88,542 bed-days could be freed-up every year for other uses if it weren’t for alcohol-attributable conditions.
   - Less waiting time in Emergency Departments
   - Cost savings $ for the community.

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

DID YOU KNOW?
Alcohol is classified as a Group 1 Carcinogen, the same as asbestos and tobacco.
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.

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

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

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

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

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

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

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

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

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

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

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

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

EXAMPLE
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.

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<th>JULY</th>
<th>AUG</th>
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* 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.
Do you know what a standard drink looks like? Learn how many standard drinks 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.


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.

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.


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

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**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:
- 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

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

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
## 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.

<table>
<thead>
<tr>
<th>Image</th>
<th>Booklets / Factsheets / Information Cards / Pamphlets</th>
<th>Maximum Quantity</th>
<th>Order Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Image" /></td>
<td>Alcohol and Your Health pamphlet – DAO 00101&lt;br&gt;Provides information relating to the long-term impacts of alcohol consumption on your health.</td>
<td>10</td>
<td>Out of print</td>
</tr>
<tr>
<td><img src="image2.png" alt="Image" /></td>
<td>Alcohol. Think Again Website card – OA3939&lt;br&gt;For dissemination to the general community, it acts as a quick referral guide to the website.</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td><img src="image3.png" alt="Image" /></td>
<td>Hosting a Party for Teenagers: Factors to Consider booklet – DAO 00095&lt;br&gt;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.</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td><img src="image4.png" alt="Image" /></td>
<td>Who or What Will You Pick up at the Party? – Factors to Consider booklet – DAO 0002&lt;br&gt;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.</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td><img src="image5.png" alt="Image" /></td>
<td>Young People and Alcohol: Helpful Information for Parents and Carers’ booklet – DAO 0003&lt;br&gt;Contains useful information and answers to some common dilemmas parents face when considering their teenage children and alcohol.</td>
<td>5</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Image</th>
<th>Posters</th>
<th>Maximum Quantity</th>
<th>Order Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image6.png" alt="Image" /></td>
<td>Alcohol and Your Health A3 poster – DAO 00102&lt;br&gt;Alcohol. It’s what you can’t see that can cause the most damage</td>
<td>5</td>
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<tr>
<td><img src="image7.png" alt="Image" /></td>
<td>Alcohol causes cancer in more places than you think – MALE A4 poster – CA004265</td>
<td>5</td>
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<tr>
<td><img src="image8.png" alt="Image" /></td>
<td>Alcohol Think Again – What is a standard drink? Set of 3 A4 posters – Wine, Beer and Spirits – DAO 00100</td>
<td>5</td>
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<tr>
<td><img src="image9.png" alt="Image" /></td>
<td>Alcohol and Young People (12-17 yrs) – For under 18s, NO alcohol is the safest choice – Infographic A3 poster - DAO 00105</td>
<td>5</td>
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<tr>
<td>Image</td>
<td>Posters (cont’d)</td>
<td>Maximum Quantity</td>
<td>Order Quantity</td>
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<td>Alcohol and Young People: Tips for Parents of 12-17 year olds – Infographic A4 poster – DAO 00109</td>
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<td>Alcohol and Your Health Infographic A3 poster – DAO 00098</td>
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<td>Alcohol consumption is not just someone else’s problem</td>
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<td>Leavers – what parents should know - infographic A3 poster – DAO 00106</td>
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<td>Parents, Young People and Alcohol A3 poster – DAO 00110</td>
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<td></td>
<td>Young People and Alcohol (male) – Under 18. No Alcohol. The Safest Choice – A3 poster</td>
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<td>A child’s brain continues to develop until their early 20s. Alcohol can affect the developing brain.</td>
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<tr>
<td></td>
<td>Young People and Alcohol (female) – Under 18. No Alcohol. The Safest Choice – A3 poster</td>
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<td></td>
<td>A child’s brain continues to develop until their early 20s. Alcohol can affect the developing brain.</td>
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</tbody>
</table>

These resources are also available at the Department of Health and Ageing [http://www.alcohol.gov.au/](http://www.alcohol.gov.au/)

<table>
<thead>
<tr>
<th>Image</th>
<th>Commonwealth Resources</th>
<th>Maximum Quantity</th>
<th>Order Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Alcohol and your kids: A guide for parents and carers pamphlet with new guidelines for alcohol consumption for young people.</td>
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<td></td>
<td>If you are breastfeeding, the safest option is not to drink alcohol – pamphlet with new guidelines for alcohol consumption.</td>
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<td></td>
<td>If you are pregnant…pamphlet advising the safest option is not to drink alcohol.</td>
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<td></td>
<td>If you are breastfeeding, the safest option is not to drink alcohol – A2 poster</td>
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**FOR ORDERING BY LOCAL GOVERNMENTS ONLY**

<table>
<thead>
<tr>
<th>Image</th>
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<tbody>
<tr>
<td></td>
<td>Local Government Alcohol Management Package – OA 003839</td>
<td>10</td>
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ORDER DETAILS:

<table>
<thead>
<tr>
<th>Title</th>
<th>□ Mr</th>
<th>□ Mrs</th>
<th>□ Ms</th>
<th>□ Miss</th>
<th>□ Dr</th>
<th>□ Other</th>
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<tbody>
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<td>Name:</td>
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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

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

<table>
<thead>
<tr>
<th>Yes</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
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</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>Tool</th>
<th>Yes</th>
<th>No</th>
<th>How it was used?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media releases</td>
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<td>Speaking Points</td>
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<td>Radio interview scripts</td>
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<td>Myths and facts</td>
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<td>Press ads</td>
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<td>Infographics</td>
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Is there anything else that could have been included to meet your needs in supporting the campaign?