ALCOHOL & HEALTH CAMPAIGN
COMMUNITY ACTION KIT
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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, which forms part of the Drug and Alcohol Office Alcohol.Think Again program.

WHO IS THIS TOOLKIT 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.

ABOUT THE MESSAGE

The new ‘Alcohol and Health’ campaign will expand on the message that alcohol causes a range of health harms in both the short and long-term, and that the risk of alcohol-related disease can be reduced by following the National Health and Medical Research Council (NHMRC) Guidelines on low risk drinking levels.

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.

The campaign intends to create personal relevance regarding alcohol and health to move people from awareness of the facts about long-term health harms, through to intent to cut down on alcohol consumption. The campaign includes information on:

- Cardiovascular disease.
- Stroke.
- Liver disease.
- Cancer.

The campaign is a collaborative initiative of the Drug and Alcohol Office (DAO) and the McCusker Centre for Action on Alcohol and Youth (MCAAY).
THE CAMPAIGN TARGET GROUP
The primary target group is 25 to 54-year-olds.

THE CAMPAIGN OBJECTIVE
Increase awareness of the message: To remain at low risk from long-term alcohol-caused disease health experts recommend for healthy men and women, drink no more than two standard drinks on any day.

THE 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.
- New Alcohol. Think Again website.

We encourage you to implement localised strategies throughout the year during and outside of periods when the campaign advertisements are broadcast.

| ALCOHOL AND HEALTH CAMPAIGN – 2014/15 TENTATIVE MEDIA SCHEDULE |
|---------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| JULY          | AUG | SEPT| OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUNE |
|               |     |     |     |     |     |     |     |     |     |     |      |
TAKING ACTION

WHAT CAN YOU DO LOCALLY

There are a number of activities that you can undertake locally to help reduce alcohol-related harm in your community. This toolkit provides a range of resources that are designed as a starting point to be adapted for local use to assist in implementing the campaign message locally.

WHAT IS IN THIS TOOLKIT

- A media release template.
- Speaking points which may be useful when addressing local media or community groups.
- Tips to reduce alcohol consumption.
- A myths and facts sheet 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 script which can be used during radio interviews or talk-back radio segments with your local station(s).
- An evaluation form which will help DAO 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 PREVENTION TEAM AT THE DRUG AND ALCOHOL OFFICE CAN HELP

The Prevention Team at DAO 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 the experience from previous campaigns and other communities who have implemented similar activities.
- Approving use of DAO logos and campaign messages.
- Proofing local media releases, presentations and campaign messages.

If you need support or wish to adapt any of the resources included in this toolkit, please contact the Community Programs team at the DAO.

Ph: (08) 9370 0333
CAMPAIGN MATERIALS

WHAT IS AVAILABLE

Please contact the Community Programs team at DAO to order.

6pp DL. (DAO000101) This explains the relationship between alcohol and stroke, cancer, heart disease and liver disease.
Alcohol. It’s what you can’t see that can cause the most damage.

To reduce your risk of serious long-term harm, health experts recommend having no more than two standard drinks on any day.

alcoholthinkagain

Alcohol and Health Infographic A3 (DAO00098)
Also available electronically.
Standard drink infographics. Can be ordered as a set of three. Also available electronically.
USING THE INFOGRAPHIC

Information can be used for newspaper ads. Suggested division of content below highlighted in green.

Alcohol and your health

Many people drink at harmful levels.

People in WA drink 12 litres of pure alcohol per year.

This is equal to 43.6 bottles of vodka.

This is 2 litres higher than the national average.

Of Western Australians over 14 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.

Alcohol use costs the WA community $3.1 billion per year.

Alcohol can have toxic effects on your body.

Alcohol consumption is not just someone else’s problem.

Every 10 minutes
1 person presents at a Perth emergency department for an alcohol-related injury.

Every 1.5 minutes
1 person is hospitalised for an alcohol-attributable condition every day of the year.

By reducing how much we drink we can free up hospital services:

- 87,721 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 $700m for the community.

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.
MEDIA RELEASES

TIPS FOR USING THE MEDIA RELEASES IN THIS TOOLKIT

- The following media releases 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 releases to support your own local strategies at other times during the year.
- Talk to the Drug and Alcohol Office 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.

The state-wide radio, television and press advertisements, initially launched on 02 July 2014.

| Alcohol and Health Campaign – 2014/15 Tentative Schedule |
|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| JULY        | AUG         | SEPT        | OCT         | NOV         | DEC         | JAN         | FEB         | MAR         | APR         | MAY         | JUNE        |
| **Orange**  |             |             | **Orange**  |             | **Orange**  |             |             |             |             |             |             |

MEDIA RELEASE 1 – FOR A LOCAL COMMUNITY EVENT RELATED TO THE CAMPAIGN

Local event to showcase new alcohol and your health campaign

(Date)

A new statewide health campaign has been launched to highlight the impact alcohol can have on the body’s organs.

[INSERT NAME OF LOCAL HEALTH EXPERT] said in WA almost 1 in 4 people drink at levels that place them at risk of alcohol-related harm in their lifetime, making the new campaign message relevant for the whole community.

“We want people in [town/region] to be aware of the risk of developing long term alcohol-related harms including stroke, liver disease, heart disease and cancer that can result from regular alcohol use above the recommended guidelines,” [INSERT NAME OF LOCAL HEALTH EXPERT] said.

“Health experts recommend no more than two standard drinks on any day to reduce the risk of long term harms.”

“People can check out the revised, user friendly Alcohol. Think Again website, for information about alcohol and their health.

“The website contains loads of information and now includes a new Risk Assessment Tool and a new Standard Drink Tool, which people can use to assess the health risk their drinking poses.”

For more information visit alcoholthinkagain.com.au

ENDS
Supporting facts – media release 1

- The primary target for the first phase of the campaign is people aged 25 to 54 years.
- A new Alcohol.Think Again ‘Alcohol and Health’ campaign builds on the successful ‘Alcohol and Cancer’ campaign.
- The new campaign will expand on the message that alcohol increases the risk of a range of health harms in the long-term, and that risk of alcohol-related disease can be reduced by following the National Health and Medical Research Council (NHMRC) Guidelines on low risk drinking levels.
- We know previous campaigns (alcohol and cancer) are having an impact, with two pieces of national research in the past year showing awareness levels of the NHMRC Guidelines are significantly higher in Western Australia than in other jurisdictions. Recent (2014) Foundation for Alcohol Research and Education research has confirmed Western Australia had significantly higher awareness (64%) of the Guidelines when compared to other Australian states and territories (52%).
- The campaign aims to:
  - Increase knowledge that alcohol is a significant contributing factor in a wide range of long-term conditions and is therefore a significant health issue.
  - Increase awareness of the range and volume of alcohol-related diseases and other problems, including heart disease, liver disease, cancer and stroke.
  - Increase awareness that there are many third parties affected by drinking at harmful levels, which may be people we may know and care about.
  - Increase awareness of how to remain at a low-risk of alcohol-related disease.
- In addition to the range of strategies supporting the new campaign, the current Alcohol.Think Again website has been redeveloped to ensure alcohol-related information is user friendly.
- The website has been redeveloped using three key content structures: ‘Alcohol and Health’, ‘Parents and Young People’ and ‘Alcohol and Your Community’.
- Key content areas and calculators have been developed to support the ‘Alcohol and Health’ campaign.
- In the last 12 months, 44.3% of Western Australian’s have drunk alcohol at a risky level. The redeveloped website includes a new Risk Assessment Calculator and a new Standard Drink Calculator.
- The Risk Assessment Calculator and Standard Drinks Calculator support the ‘Alcohol and Health’ campaign providing the target audience with the means of assessing their personal level of health risk posed by their drinking.
MEDIA RELEASE 2 - ABOUT THE LONG TERM HEALTH HARMs

[Date]

The (INSERT ORGANISATION NAME) are hoping to raise awareness in (INSERT COMMUNITY NAME) of the alcohol-related health problems that can develop over time from regular drinking above the recommended alcohol guidelines.

INSERT REPRESENTATIVE NAME said alcohol consumption could have long-term impacts on people’s health.

“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,” INSERT REPRESENTATIVE NAME said.

“Alcohol-related disease and ill-health is often associated with what is commonly referred to as ‘heavy drinking’, but anyone that regularly drinks more than 2 standard drinks per day is at higher risk of longer term health conditions.

“People report some of the harms that happens as a result of one-off drinking occasions like road crashes, assaults, falls, drownings, and workplace injuries, however there’s also a lot of harm and ill-health caused by our normal day-to-day drinking over time.

“There are a significant number of alcohol-related diseases and health problems caused by alcohol consumption in Australia, including bowel, breast, throat, mouth, bowel, liver cancer, liver disease, cardiovascular disease and stroke.”

To remain at low risk of alcohol-related diseases and health problems, health experts recommend having no more than two standard drinks on any day.

For more information on alcohol and long term health harms visit www.alcoholthinkagain.com.au

ENDS
Supporting facts – media release 2

Hospitalisation:
- In 2011, Western Australian residents were hospitalised a total of 18,538 times for conditions related to alcohol. This resulted in a total of 84,533 bed days that cost more than $116 million.
- 297 people per week are hospitalised in Western Australia for alcohol related conditions.
- 10.3 people per week die from alcohol related conditions.

Alcohol and Cancer:
- In 2011, two people per day were hospitalised in Western Australia for alcohol-related cancers.
- In 2011, two people died per week from alcohol-related cancer in Western Australia.

Alcohol and the Liver:
- In 2011, 532 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 Western Australia alcohol-related stroke has increased since 2007.
- In 2011, 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.
- Three people per month die from alcohol-related stroke (2011 data) in Western Australia.
**MYTHS AND FACTS**

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

<table>
<thead>
<tr>
<th><strong>MYTH: Having a drink occasionally is good for you.</strong></th>
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<tbody>
<tr>
<td>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.</td>
</tr>
<tr>
<td>The World Health Organisation and other key groups recommend that people should not commence or maintain drinking to achieve health benefits.</td>
</tr>
<tr>
<td>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.</td>
</tr>
<tr>
<td>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.</td>
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<table>
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<tr>
<th><strong>MYTH: I only have a few drinks a couple of nights a week, only people who binge drink have problems with their health.</strong></th>
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<tr>
<td>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 our normal day-to-day drinking over time.</td>
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<tr>
<td>For example, even two to three glasses of alcohol a night increases your risk of developing some cancers by 131%</td>
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</table>
**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 be 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 (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. Liver disease rates are rising among young adults.

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 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-caused 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 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 alcohol consumption in Australia.
- Alcohol is classified as a Group 1 Carcinogen. The same as asbestos and tobacco smoke.
- Alcohol 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?

- Alcohol consumption can have long-term impacts on an individual’s health.
- 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.

### What is low risk drinking?

- The National Health and Medical Research Council 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 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 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 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 National Health and Medical Research Council Guidelines for low risk drinking - 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.
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: [adis@health.wa.gov.au](mailto:adis@health.wa.gov.au).
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 DAO 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?

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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.

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<thead>
<tr>
<th>Tool</th>
<th>Yes</th>
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<th>How it was used?</th>
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<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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<td>Posters</td>
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Is there anything else that could have been included to meet your needs in supporting the campaign?
USEFUL LINKS

Drug and Alcohol Office
7 Field Street
Mount Lawley WA 6050
Telephone: (08) 9370 0333
Fax: (08) 9272 6605
Website: www.dao.health.wa.gov.au

Alcohol and Drug Information Service (ADIS)
Information, counselling and advice for people concerned about their own or another's alcohol use. This is a 24-hour, state-wide, confidential telephone service.
Telephone: (08) 9442 5000
Toll free (country callers only): 1800 198 024
Email: adis@health.wa.gov.au

Parent Drug Information Service (PDIS)
Confidential telephone support, counselling, information and referral service for parents.
Telephone: (08) 9442 5050
Toll free: 1800 653 203
Email: pdis@health.wa.gov.au