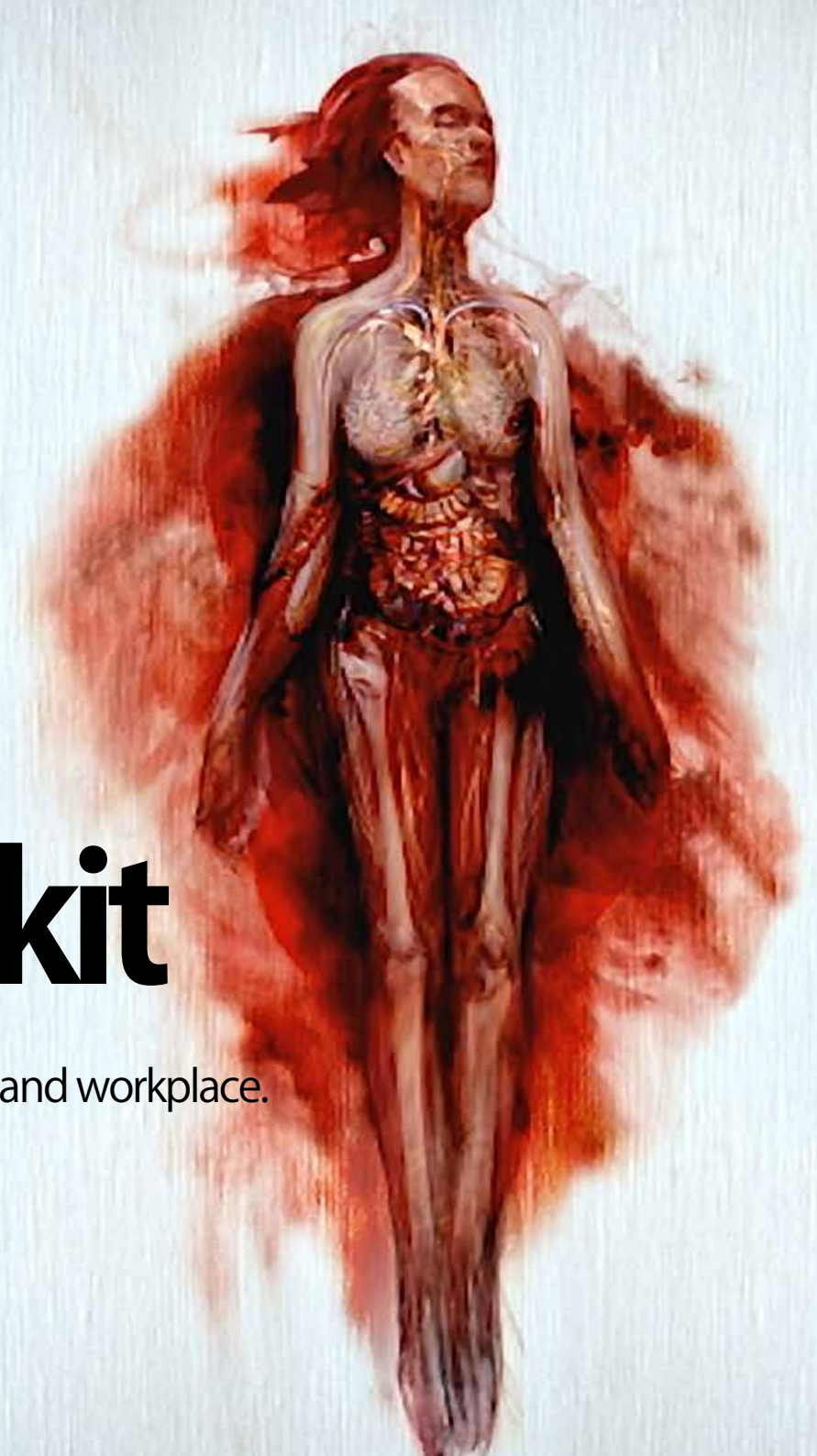


Alcohol and Health 'Spread'

Community toolkit

Campaign assets and resources for you to use in your community and workplace.

alcohol**thinkagain**



October 2020

The resources and materials within this toolkit are designed for the purpose of supporting local alcohol and other drug prevention and health promotion activities in Western Australia. These materials should not be used in such a way or associated with a brand, service or organisation that may reduce the effectiveness and/or integrity of the materials; may damage the reputation of the Alcohol.Think Again brand, or supports, promotes or utilises sponsorship by companies that produce or promote alcohol beverage products or brands. Contact your Community Support and Development Program team member for assistance interpreting the appropriate use of these materials.

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Alcohol and Health 'Spread' campaign

ABOUT THIS TOOLKIT

This toolkit provides information, campaign materials and ideas of strategies for professional and community groups to assist in decreasing risky drinking in Western Australia.

These resources have been developed to assist you to extend the reach of the campaign in your community using materials consistent with the statewide Alcohol.Think Again, Alcohol and Health campaign titled 'Spread' which launched in October 2020.

As a local stakeholder, you may wish to use one or all of the supplied materials and strategies in this toolkit. You are in the best position to determine which activities will work best in your community.

The Mental Health Commission (MHC) is happy to offer assistance and support to implement the materials as requested. Please contact the Community Support and Development Programs Team at communityprograms@mhc.wa.gov.au.

ABOUT THIS CAMPAIGN

The Alcohol.Think Again public education program aims to reduce alcohol-related harm in the Western Australian community by using a mass reach social marketing strategy to provide information about health risks from drinking alcohol, consistent with the National Health and Medical Research Council.

The 'Spread' campaign aims to reduce risky alcohol use by increasing awareness of alcohol-caused cancer.

The campaign is consistent with evidence that suggests alcohol causes cancer in at least seven sites of the body, including breast, liver, bowel, throat and mouth, and the risk of developing alcohol-caused cancer increases in line with the amount of alcohol consumed.

The 'Spread' campaign was initially developed in 2010 by the former Drug and Alcohol Office. Following its launch in 2010, the 'Spread' advertisement received international recognition for its ability to achieve behaviour change. An independent study in 2018 compared 83 alcohol education ads from around the world and found that 'Spread' was the ad most likely to motivate drinkers to reduce their alcohol use.

The re-run of the 'Spread' campaign across 2020 and 2021 is part of a collaborative initiative between the MHC and Cancer Council WA.

Key messages

- Alcohol causes cancer.
- Reduce your drinking to reduce your risk.

Target audience

Western Australian drinkers aged between 25 and 54 years.

Campaign objectives

- Increase awareness and belief among the target audience that alcohol causes cancer and other diseases.
- Increase the proportion of the target audience who consider it worthwhile to reduce their drinking to reduce the risk of alcohol-caused cancer and other diseases.
- Increase the proportion of the target audience who are aware of ways to reduce their drinking.
- Increase the proportion of high-risk* drinkers who take some action to reduce their drinking.

* High risk drinkers are defined as those who drink above the current National Health and Medical Research Council (2009) Australian Guidelines to Reduce Health Risks from Alcohol, for single occasion and lifetime harm.

Key media messages

This content can be used for public relations opportunities such as media statements, interviews or newspaper articles.

01

Alcohol causes cancer in seven sites of the body.

Alcohol is classified as a Group 1 carcinogen, which means there is no doubt it causes cancer, just like tobacco and asbestos.

Once swallowed, alcohol is broken down into acetaldehyde, and both alcohol and acetaldehyde can damage the cells in the body, forming cancer.

There is strong evidence that drinking any type of alcohol increases the risk of cancer in at least seven sites of the body, including mouth, throat, breast, liver and bowel.

Research has found there is no safe level of alcohol use, and the risk of developing an alcohol-caused cancer increases with the amount and frequency of alcohol use.

Reduce your drinking to reduce your risk of alcohol-caused cancer.

For more information and tips, head to alcoholthinkagain.com.au

02

One person dies every third day from alcohol-caused cancer in Western Australia.

Alcohol is classified as a Group 1 carcinogen and is linked to more than 200 diseases, including at least seven types of cancer.

Almost one in five (17.2%) Western Australians aged 14 years and older drank more than two standard drinks per day on average in 2019. This equates to approximately 400,000 Western Australian's drinking at levels likely to cause long-term health harms, including cancer.

In Western Australia, one person was hospitalised every 26 minutes for an alcohol-attributable condition in 2018. In 2017, 154 Western Australian's died from alcohol-caused cancer, equating to one life lost every third day.

Over the next 25 years, if Australian's limited their drinking to no more than two standard drinks per day, almost 30,000 cases of cancer could be prevented.

For more information and tips to reduce your drinking, head to alcoholthinkagain.com.au

03

Reducing your drinking will reduce your risk of alcohol-caused cancer.

There is strong evidence that alcohol is a cause of cancer in seven sites of the body.

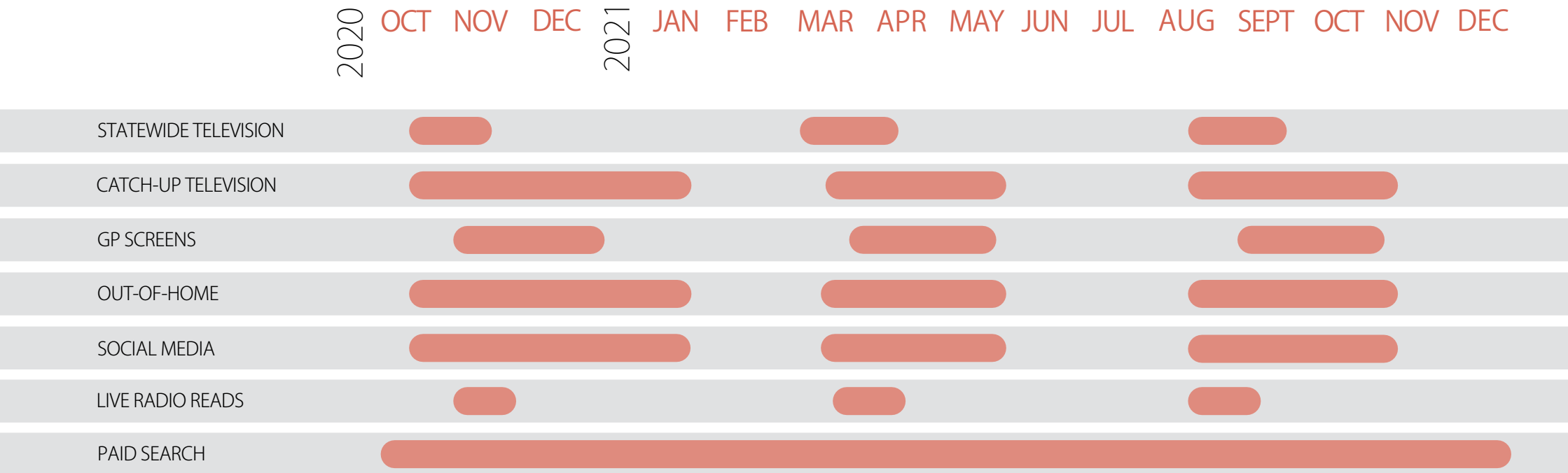
The less alcohol you drink, the lower your risk of developing an alcohol-caused cancer. Making small changes to your alcohol use can help reduce your risk.

To reduce how much and how often you drink, try:

- Having a few alcohol-free days each week.
- Keeping track of your drinking by counting your drinks.
- Swapping to low or no alcohol alternatives.
- Limiting how much alcohol you keep in the house.
- Changing up your routine to include more activities that don't involve alcohol.

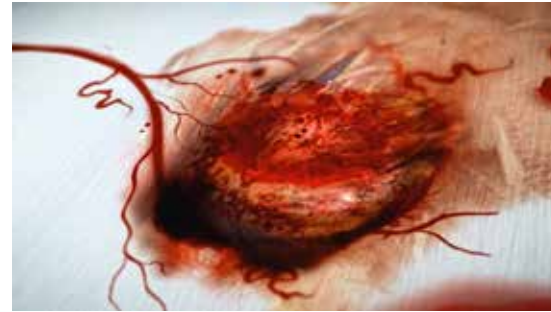
For more practical ways to reduce your drinking, head to alcoholthinkagain.com.au

Statewide campaign schedule

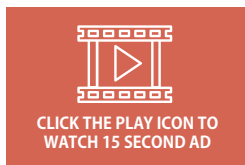
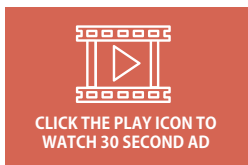


Campaign materials

TELEVISION COMMERCIAL



30 and 15 seconds



Resources to use locally

SOCIAL MEDIA VIDEOS - 6 SECONDS



Alcohol causes cancer



Seven sites of the body



Risk



Alcohol-free days tip



Count your drinks tip

TIP!

Post these short, 6-second videos on your social media, or share them from the Alcohol.Think Again social pages.



Resources to use locally

SOCIAL MEDIA POSTS

01

Try having a few alcohol free days each week. Reduce your drinking to reduce your risk of alcohol-caused cancer.



LINK TO:
alcoholthinkagain.com.au/alcohol-your-health/tips-to-reduce-your-drinking/

02

Alcohol causes cancer in 7 sites of the body- mouth, throat, oesophagus, liver, bowel, rectum and female breast. Reduce your drinking to reduce your risk of alcohol-caused cancer.



LINK TO:
alcoholthinkagain.com.au/alcohol-your-health/alcohol-and-your-long-term-health/alcohol-and-cancer/

03

Keep track of your drinking by counting your drinks. Every drink you don't have reduces your risk of alcohol-caused cancer.



LINK TO:
alcoholthinkagain.com.au/alcohol-your-health/tips-to-reduce-your-drinking/

TIP!
Post these short, 6-second videos on your social media, or share them from the Alcohol.Think Again social pages.



Resources to use locally

A3 POSTER

Alcohol causes cancer

Visit alcoholthinkagain.com.au for tips on how to reduce your drinking.

alcoholthinkagain

INFOGRAPHIC

Alcohol causes cancer in 7 sites of the body.

In Western Australia, one person dies every third day from alcohol-caused cancer.

Female breast
There are a number of potential ways that alcohol causes breast cancer in females, including by increasing the levels of hormones in the blood. Despite alcohol being attributed to more than 230 breast cancer hospitalizations in 2018, only 28% of Western Australians know about the alcohol and breast cancer link.

Mouth, throat and oesophagus
Alcohol damages the cells lining the mouth, throat, pharynx and larynx and oesophagus as it enters the mouth and is swallowed, causing cancer in these parts of the body. Cancers of the mouth, throat and oesophagus combined accounted for almost 45% of all alcohol-caused cancer hospitalizations in 2018.

Colon and rectum
Alcohol can cause cancer in the colon and rectum by multiple pathways, including by acetaldehyde damaging DNA and trapping cells from repairing this damage. In 2018, alcohol caused colorectal cancer accounted for 1 in 4 cancer-related hospitalizations in WA.

Liver
The liver is responsible for the conversion of alcohol to acetaldehyde, which is a cell poison. Alcohol also damages the liver by causing a build-up of fat, inflammation and scarring, which can lead to liver cancer. Alcohol is responsible for 40% of all liver cancer cases in Australia.

Alcohol is converted to acetaldehyde in the body. Alcohol and acetaldehyde are Group 1 carcinogens, which means they are cancer causing to humans.

154 Western Australians died from alcohol-caused cancer in 2017.

3 Western Australians were hospitalized due to alcohol-caused cancer each day in 2018.

\$14m Alcohol-caused cancer cost WA hospitals in 2016.

Reduce your drinking to reduce your risk. **alcoholthinkagain**

DL BROCHURE

Alcohol causes cancer in 7 sites of the body.

There is strong evidence that alcohol causes cancer at least seven sites of the body.

How does alcohol cause cancer?
Alcohol is classified as a Group 1 carcinogen, which means there is no doubt it causes cancer, just like tobacco and asbestos. The risk of developing an alcohol-caused cancer increases with the amount and frequency of alcohol use. There are many ways alcohol can cause cancer:
1. Alcohol is broken down in the body and forms acetaldehyde. Acetaldehyde is a cell poison and carcinogen (cancer-causing agent) and damages cells by changing our DNA.
2. Alcohol can cause direct tissue damage in the mouth, pharynx, oesophagus, colon and liver.
3. Alcohol can increase the ability of other carcinogens (such as tobacco) to cause damage to cells in the mouth, pharynx, oesophagus, colon and liver.
4. Alcohol can influence hormone levels, increasing cancer risk, particularly in the breast.
5. Alcohol can reduce Biotin absorption, which results in changes to the cell, potentially making it more likely to become cancerous.
6. Alcohol and many of the medicines (eg. with drink) we add are high in calories, which can contribute to weight gain and obesity. Being above a healthy weight increases the risk of 13 different cancers.
The less alcohol you drink, the lower your risk of developing an alcohol-caused cancer.

Female breast
There are a number of potential ways that alcohol causes breast cancer in females, including by increasing the levels of hormones in the blood.

Reduce your drinking to reduce your risk.
Making small changes to your drinking can help reduce your risk of developing alcohol-caused cancer. Have a few alcohol-free days each week. Having alcohol-free days each week will help you stay healthy and avoid bad habits. Even on alcohol-free days each week, try to add another. Head online to alcoholthinkagain.com.au to see the benefits of reducing how many times a week you drink by using the drinking levels and our risk tool. Keep track of your drinking by counting your drinks. Alcohol counting how many drinks you have each drinking occasion can contribute to reduced alcohol use overall. If you haven't tried counting your drinks before, give it a go! If you've adopted this strategy occasionally before, try to do so more frequently. Swap to low or no alcohol alternatives.

Alcohol increases your risk of cancer
Reduce your drinking to reduce your risk.

For more information and ways to reduce your risk, head to alcoholthinkagain.com.au

alcoholthinkagain **alcoholthinkagain**

CLICK TO DOWNLOAD PDF FILES OF ALL PRINT RESOURCES

Resources to use locally

A4 FACTSHEETS

How alcohol increases your risk of cancer

Alcohol is classified as a Group 1 carcinogen, which means there is no doubt it causes cancer, just like tobacco and asbestos.

Five ways alcohol can cause cancer.

- Alcohol is broken down in the body and forms acetaldehyde. Acetaldehyde is a cell poison and human carcinogen (cancer-causing agent), and damages cells by disrupting our DNA.
- Alcohol can cause direct tissue damage and increases the ability of other carcinogens (such as tobacco) to cause damage to cells, in the mouth, pharynx, oesophagus, colon and liver.
- Alcohol can influence hormone levels, increasing cancer risk, particularly in the breast.
- Alcohol can reduce folate absorption, which can result in changes in the cell, potentially making it more likely to become cancerous.
- Alcohol and many of the mixers (e.g. soft drink) we add are high in calories, which can contribute to weight gain and obesity. Being above a healthy weight increases the risk of 13 different cancers.

Did you know that alcohol causes cancer in 7 sites of the body?

There is strong evidence that drinking any type of alcohol (wine, beer and spirits) is a cause of cancer in seven sites of the body, including mouth, throat, breast, liver and bowel.

Mouth, throat and oesophagus

Alcohol damages the cells lining the mouth, throat (pharynx and larynx) and oesophagus as it enters the mouth and is swallowed, causing cancer in these parts of the body.

Female breast

There are a number of potential ways that alcohol causes breast cancer in females, including by increasing the levels of hormones in the blood.

Liver

The liver is responsible for breaking down alcohol in the body, which results in the conversion of alcohol to acetaldehyde. The liver breaks down alcohol in three different ways, and all three ways lead to the conversion of alcohol into acetaldehyde.

Alcohol damages the liver by causing a build-up of fat, inflammation and scarring, which can lead to liver cancer.

Colon and rectum

Alcohol can cause cancer in the colon and rectum by multiple pathways, including by acetaldehyde damaging DNA and stopping cells from repairing the damage.

Are you at-risk of alcohol-caused cancer?

Almost 1 in 5 Western Australians reported drinking more than two standard drinks on any day in 2019, placing them at risk of long-term health harms.

The risk of developing an alcohol-caused cancer increases with the amount and frequency of alcohol use.

For more information and ways to reduce your risk, head to alcoholthinkagain.com.au

Reduce your drinking to reduce your risk. [alcoholthinkagain](http://alcoholthinkagain.com.au)

We have lost many West Australians to alcohol-caused disease

In 2017, there were **319 deaths** from alcohol-caused disease, including 101 from alcohol-caused cancers and 17 from alcohol-caused liver disease.*

Reducing alcohol use can reduce the risk of alcohol-caused disease

Making small changes to your drinking can help reduce your risk of alcohol-caused disease.

To reduce your health risk, how frequently you drink:

- having a few alcohol-free days each week
- keeping track of your drinking by counting your drinks
- swapping to low or no alcohol alternatives
- limiting how much alcohol you keep in the cupboard
- changing up your routine to include more activities that don't involve alcohol

The cost of long-term alcohol-related harm in Western Australia is high

In 2016, 2017 had days when used for long-term alcohol-related convictions in WA at a cost of **\$36.6 million**.

Thousands of cancers could be prevented if Australians limit their drinking to low-risk levels

Over the next 25 years, if Australians limited their drinking to no more than two standard drinks per day, almost **39,000 cases** of cancer could be prevented!†

References

* World Cancer Research Fund/American Institute for Cancer Research. *Cancer Causes Update Project Report 2018*. www.aicr.org/reports/cancer-causes

† National Health and Medical Research Council. *Australian guidelines to reduce health risks from drinking alcohol 2019*. Available from www.nhmrc.gov.au/guidelines/implementation/guidelines-reduce-health-risks-from-drinking-alcohol

‡ Graveland M, Fulmer N, Henley C, et al. Alcohol use and burden for 195 countries and territories, 1990-2019: systematic analysis for the Global Burden of Disease Study 2019. *The Lancet*. 2018; 392(10172): 1015-1035.

§ Australian Institute of Health and Welfare. *National Drug Strategy Household Survey 2019 Drug Statistics*. no. 43. 19th July, Canberra: AIHW, 2020.

¶ World Health Organization. *Global status report on alcohol and health 2018*. WHO, Geneva, 2018.

‡‡ Allen L, Brownson R, Green AC, et al. *How many cancer cases and deaths are preventable through alcohol in Australia in 2013*. *International Journal of Cancer*. 2018; 142(4): 871-881.

†† International Bureau, Department of Health. *Alcohol contributes hospital burden and death toll*. (Unpublished 2019).

Reduce your drinking to reduce your risk. [alcoholthinkagain](http://alcoholthinkagain.com.au)

Alcohol and long-term health harms

Alcohol use in Western Australia

Long-term harms from alcohol.

Alcohol is classified as a Group 1 carcinogen and is linked to more than 200 diseases, including 7 types of cancer.

The more alcohol is drunk by Australians, the more harm individuals, families and our broader community experience.

A significant proportion of West Australians drink alcohol at high risk of long-term harm

Almost **1 in 5** (17.2%) Western Australians aged 14 years and older drank more than two standard drinks per day on average in 2019.† This means that around 400,000 Western Australians drank at levels considered to be harmful for their long-term health.†


Alcohol contributes significantly to a wide range of chronic diseases in WA

- Alcohol use contributes to the loss of healthy years of life, and the majority are a result of long-term health harms such as cancer, cardiovascular disease and mental health conditions.†
- Nationally, alcohol causes around **3%** of all cancers (equivalent to **3,500 cases** each year).‡
- In 2018, Western Australians were hospitalised **8,045** times for long-term, alcohol-attributable conditions, equating to 22 per day.‡

Each month in 2018, Western Australians were hospitalised:

- 41 times due to alcohol-caused liver disease
- 84 times due to alcohol-caused cancers
- 109 times due to alcohol-caused digestive conditions
- 338 times due to alcohol-caused mental and neurological disorders.

The more people drink over a lifetime, the higher the risk of dying from alcohol-related disease or injury.†† The less alcohol a person drinks, the lower their risk of experiencing alcohol-caused disease.††

Reduce your drinking to reduce your risk. [alcoholthinkagain](http://alcoholthinkagain.com.au) 

TIP!

Order hard copies from the resource order form, or download print ready PDFs to distribute within your community.

CLICK TO DOWNLOAD PDF FILES OF ALL PRINT RESOURCES



Alcohol and cancer

Resources to use locally

EMAIL SIGNATURES



TIP!

Email signatures are an easy way to share the messages. Not sure how to use email signatures? Instructions are provided in the downloads.



CLICK TO
DOWNLOAD

TIP!

Click on the  to be taken to the relevant web page.

WEBSITE MATERIALS

For more information about the link between alcohol and cancer, and tips to reduce drinking, visit the Alcohol.Think Again website.

Pages

Alcohol and cancer

Provides evidence-based information the mechanisms for how alcohol cancer is formed, and statistics of alcohol-caused cancer in Western Australia.

Tips to reduce your drinking

Provides a range of tips to help reduce the amount and frequency of use.

'Spread' campaign page

Outlines campaign objectives and provides a central point to access campaign materials, including this Community Kit.

Strong Spirit Strong Mind

The Strong Spirit Strong Mind website provides culturally secure information about alcohol and ways to reduce harm.

Online tools

What is a standard drink tool

Learn what a standard drink is in beer, wine and spirits, and how many standard drinks are in the drinks you typically pour.

Drinking levels and your risk tool

Use this two minute online tool to see the benefit of how reducing your drinking can reduce your risk.



Extending the campaign in your local community



**YOU CAN ORDER HARD COPY RESOURCES
FREE-OF-CHARGE BY DOWNLOADING THE
RESOURCE ORDER FORM.
CLICK HERE TO DOWNLOAD.**

The MHC encourages community groups and organisations to utilise the campaign materials and resources within this Community Kit to extend the campaign within local communities.

The Alcohol.Think Again [Style Guide](#) provides guidance on how the brand and campaign assets should be used at a local level.

The MHC is also supportive of community groups and organisations taking advantage of local media opportunities to further extend the reach of the campaign.

Where bespoke assets (e.g. posters, radio advertising) are required, the MHC is happy to assist in their development where feasible. Any new communication assets that use the Alcohol.Think Again logo or messaging will need to be approved by the MHC.

Please contact your Community Support & Development Programs team representative with the following information to support timely approval.

1. The purpose of the publication.
2. The target audience.
3. The key message you are intending to communicate.
4. Where/how the asset will be used.
5. How long will it be used for.
6. When you need approval by.



**CLICK TO EMAIL THE
COMMUNITY SUPPORT
& DEVELOPMENT
PROGRAMS TEAM.**

Useful contacts

01

Alcohol.Think Again

Visit the Alcohol.Think Again website for more information on campaigns and other alcohol-related content.

alcoholthinkagain.com.au

02

Prevention Services Mental Health Commission

Get in contact with a Community Support and Development Programs member if you need help to implement any of the campaign materials.

(08) 6553 0600

03

Alcohol & Drug Support Line

For anyone concerned about their own or another person's alcohol use or drug use.

A 24-hour, state-wide, confidential telephone service.

Metro callers: (08) 9442 5000

Country callers only (toll-free): 1800 198 024

alcoholdrugsupport@mhc.wa.gov.au

04

Cancer Council WA

Calling the 13 11 20 information and support line connects you to the Cancer Council WA Cancer Nurses. They can provide anyone affected by cancer with confidential, accurate information and support on any cancer related concerns. They can also inform you of services and programs.

Calls are confidential and available statewide Monday to Friday 9am to 5pm.

cancerwa.asn.au

05

Alcohol Programs Team at Cancer Council WA

The Cancer Council WA Alcohol Programs Team works to inform community discussion about alcohol issues with the aim of reducing the impact of alcohol on the WA community, including as a cause of cancer.

Contact the team if you would like to discuss our work or action on alcohol in WA.

alcoholprograms@cancerwa.asn.au

06

Wungening Aboriginal Corporation

Wungening Alcohol and other Drug (AOD) Support Services are a multidisciplinary team who have a strong focus on cultural security in service delivery for the community.

Together the team provide programs to Aboriginal youth, families, men, women (and their children), schools and community groups and to clients within prisons.

wungening.com.au

alcoholthinkagain

alcoholthinkagain.com.au