

# BREAK THE HABIT CAMPAIGN TOOLKIT

Hello,

Thank you for downloading the Break the Habit campaign kit.

We invite you to help #breakthehabit this month.

On Sunday 9 August 2020, the Alcohol and Drug Foundation (ADF) launched a new national advertising campaign encouraging Australians to consider their drinking patterns during recent COVID-19 lockdowns, help them recognise the problem signs and what to do to turn them around.

Our stakeholder kit has been crafted to assist you in sharing the campaign with ready-to-go information, and materials to help create your own campaign content!

The kit includes:

- Newsletter article
- Social media content
- Social tiles
- Campaign backgrounder
- Quick links

Thank you for your support in amplifying this important campaign across Australia.

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# 1. NEWSLETTER ARTICLE (198 words)

## Let's talk about COVID-drinking

It can take just 66 days to form a habit.

For most Australians, this is around how long lockdown lasted. For Victorian's it's happening all over again. The habits we picked up are more than just baking, jigsaws and singing along to your handwashing.

Since COVID-19 started, some of us have reported drinking a bit more than before.

While this might just be a few extra drinks, small changes can become harder to shift over time.

Importantly, even small increases in the amount of alcohol you drink can take a toll on your finances, and relationships and have lasting impacts on your physical and mental health.

We know it's been a bit tough lately, but reflecting on COVID-drinking can help to set yourself up for success as we start to take control of our lives again.

The message from the Alcohol and Drug Foundation is simple; we're all still in this together, and there's lots of help and support out there to help you kick the habit.

Go to [littlehabit.com.au](https://littlehabit.com.au) for information on how to recognise problem signs around drinking and find out more about what to do to turn your little habit around.

# 2. SOCIAL MEDIA CONTENT

## Facebook

*Choose accompanying image from tile library (pg. 3)*

Did you know it takes just 66 days to form a habit? For most Australians, lockdown lasted around 70 days. We're joining the @AlcoholDrugFdn to encourage all Australians to reflect on whether their COVID-drinking might have become a little habit. Visit [littlehabit.com.au](https://littlehabit.com.au) for information on how to recognise problem signs around drinking and find out more about what to do to turn your little habit around. #breakthehabit

## Tweet post

*Choose accompanying image from tile library (p.3)*

We're joining the @AlcoholDrugFdn to talk about iso-drinking. It takes about as long as most of us were in lockdown to form a habit. Don't let increased alcohol be a habit you bring out the other side. Visit [littlehabit.com.au](https://littlehabit.com.au) to learn more. #breakthehabit

## Instagram

*Choose accompanying image from tile library (p.3)*

We've joined the @AlcoholDrugFdn to talk about COVID-drinking. For most Australians, lockdown lasted around 70 days, which is about as long as the 66 days it takes to form a habit. Visit [littlehabit.com.au](https://littlehabit.com.au) for information on how to recognise problem signs around drinking and find out more about what to do to turn that little habit around. #breakthehabit

### 3. SOCIAL TILES

Please share these assets on your social media. JPEGs have been included in the ZIP folder accompanying this kit.



### 4. CAMPAIGN BACKGROUNDER

#### About the campaign

The Alcohol and Drug Foundation (ADF) has launched a new campaign designed to encourage Australians who increased their alcohol consumption due to COVID-19 related stress and anxiety to reduce their alcohol use to safer levels.

The campaign is now running nationally across television, digital and social media advertising and is being supported by community education and media relations activities through its six-week duration.

The primary 'asset' for the campaign is a piece of video content featuring a 'creature' who represents the little habit that one in five Australians picked up during nationwide lockdowns, that saw them drinking more than before.

Although the campaign uses a 'creature' to represent habit, the primary focus in this campaign is on the individual. Through the campaign, people are able to see that their alcohol consumption is something outside of themselves. It is something that they are empowered to make choices around and something they can decide if they want or need in their life.

Preview the campaign video [here](#).

#### When should I share?

The campaign kicked off on Sunday 9 August – we'd love you to join in the conversation by sharing campaign resources whenever you can over the next six weeks.

#### Who is this campaign speaking to?

For this campaign, we are looking to speak with Australians aged 21-50 living (primarily) in metropolitan areas who increased their alcohol consumption during COVID-19 lockdowns.

#### Why is this campaign important?

For most Australians, lockdown lasted around 70 days, and it can take just 66 days to form habits

- both good and bad.

Since COVID-19 started, many Australians have reported drinking a bit more than before.

Over time, small changes can become harder to shift. Even small increases in the amount of alcohol a person drinks can take a toll on finances and relationships and have lasting impacts on a person's physical and mental health.

That's why we are looking to bring this conversation to life now, while the behaviour is new and the opportunity exists for it to be more easily changed.

### **What is the campaign trying to do?**

We know that around one in five Australians increased their alcohol consumption during lockdown; however, they may not yet perceive this change as being problematic.

Through this campaign, we are asking them to reflect on whether they need to take stock and reduce their drinking.

For people who aren't sure, or need extra support, we are encouraging them to visit the campaign website which has a range of tools (including a drinking calculator) to understand problem signs and learn how they can turn them around.

Alongside these tools, there will also be referral lists of local support services for people who need additional support.

### **Habit can be a loaded term – why is the ADF using it in this campaign?**

Throughout its work, the ADF is strongly committed to avoiding language or terminology that may be judgemental or devalue the experiences of people who have lived with alcohol and drug dependencies.

As a general rule, 'habit' isn't part of our usual vocabulary. In developing this campaign, however, the ADF undertook extensive market research with the campaign's target audience which showed this was the most effective word for people to understand how small behaviour changes can become routine.

### **What kind of habit are you talking about then?**

One of the foundations for this campaign is research that shows that it takes around 66 days to develop a habit. For many Australians, lockdown went for around 70 days, so we expect that during this time both good and bad habits may have been developed.

### **How should we approach language used to discuss alcohol and other drugs?**

There's power in the language we use to talk about alcohol and other drugs, and people who use alcohol and other drugs. Stigmatising language can negatively impact on a person's health, wellbeing and relationships.

Using person-centric language, instead of focusing on an individual's substance use, has the power to reduce stigma and improve health and social outcomes. For a guide to using non-stigmatising language, please see the [Power of Words](#).

### **How is this campaign funded?**

This campaign is funded through the Commonwealth Government Department of Health.

### **Who is behind this campaign?**

This campaign is being run by the Alcohol and Drug Foundation, one of Australia's leading bodies committed to preventing and minimising alcohol and other drug harms in communities around the nation.

Now in its 60th year, the Foundation reaches millions of Australians in local communities through sporting clubs, workplaces, health care settings and schools, offering educational information, drug and alcohol prevention programs and advocating for strong and healthy communities.

**Alcohol and Drug Foundation (ADF) and COVID-19**

The Alcohol and Drug Foundation supports all Australians with quality information to help them prevent and reduce alcohol-related harms. For further information about alcohol use and ways to reduce related harms during COVID-19 (and beyond), please visit <https://adf.org.au/covid-19/>.

**Help and support**

For free and confidential drug information or support, visit [www.adf.org.au](http://www.adf.org.au) or call the Alcohol and Drug Foundation's DrugInfo line on 1300 85 85 84. This non-judgemental service provides the facts about alcohol and other drugs, advice on how to support yourself or loved ones, and connects people with relevant health and support services in their state and territory.

**Quick links**

- Campaign webpage [www.littlehabit.com.au](http://www.littlehabit.com.au)
- Download the campaign kit [www.littlehabit.com.au/share](http://www.littlehabit.com.au/share)
- Alcohol and Drug Foundation [www.adf.org.au](http://www.adf.org.au)
- Our Facebook [AlcoholDrugFdn](https://www.facebook.com/AlcoholDrugFdn)
- Our Instagram [@alcoholdrugfdn](https://www.instagram.com/alcoholdrugfdn)

**Further information?**

Please contact Icon Agency via email [campaigns@adf.org.au](mailto:campaigns@adf.org.au)

**ENDS**