# Launch of new health campaign 'Be Nice to Brain' in Tasmania

The Foundation of Alcohol Research and Education (FARE), in partnership with the Tasmanian Government, has launched a new digital campaign highlighting the link between alcohol and mental health.

Minister for Mental Health and Wellbeing, Roger Jaensch, said Be Nice to Brain is a statewide digital campaign sharing the latest evidence-based information about the effect alcohol can have on your mental health and wellbeing.

“The campaign will run until mid-2026 across social media and digital channels and is underpinned by the National Health and Medical Research Council’s Australian Guidelines to reduce health risks from drinking alcohol,” Minister Jaensch said.

“This campaign demonstrates our government’s commitment to support the community to live healthier lives and participate more fully in daily life - this includes reducing harms from alcohol.

“I look forward to seeing the positive impact the campaign will have on our goal of better health and wellbeing for Tasmanians now and into the future.

“Our 2030 Strong Plan for Tasmania’s Future is about taking action, right now, on issues affecting Tasmanians, including delivering more mental health services.”

The Be Nice to Brain campaign specifically targets Tasmanians aged 25-44 who want to improve their health and wellbeing.

A survey of Tasmanians aged 18 and over found:

* 1 in 3 people don’t know there’s a link between alcohol and mental health.
* 1 in 4 want to cut back on their drinking, with the number rising to 1 in 3 for people aged between 25-44.
* Almost 1 in 10 people have seven or more standard drinks on a single occasion.

FARE CEO, Caterina Giorgi said this campaign aims to overcome the information gap of the link between alcohol and mental health.

“We know that cutting back or cutting out alcohol can improve our sleep, mood, energy levels and reduce feelings of stress and worry.

“We also know that over time, drinking alcohol can make feelings of low mood, anxiety and stress worse, which is why we provide tips and strategies on making changes, as part of the campaign.

“In developing the campaign we worked with people who have a lived experience of alcohol use and mental health concerns, local community organisations and health professionals.”

Alcohol, Tobacco and other Drugs Council Director - Policy and Impact, Dan Vautin said the organisation was highly supportive of any campaign that drew attention to the link between alcohol use and an individual’s mental health and wellbeing.

“Many Tasmanians will, every day, see and hear messages promoting the consumption of alcohol,” he said.

“So, it is great to see the development and implementation of a campaign that will deliver a health message that promotes cutting back on alcohol.”

Connie Digolis, CEO of Mental Health Council Tasmania said “The campaign highlights the importance of having conversations about alcohol and mental health, and ensuring our community has access to the information and support they need.

“We’re proud to have contributed to the development of the campaign, and look forward to supporting its implementation with the community.”

**-ENDS-**

Media outlets are requested to promote help-seeking information when reporting on alcohol and other drugs, in line with the Mindframe National Guidelines. Suggested wording relating this this media story: If you or someone you know needs support, please call Lifeline 13 11 14, the National 24/7 Alcohol and Other Drugs Hotline 1800 250 015 or 1800RESPECT 1800 737 732.

[VISIT BE NICE TO BRAIN](https://www.benicetobrain.org.au/)