

SLEEP

FAMILY

**MENTAL
CLARITY**

**I'M
GOOD**

Stakeholder Kit

**EARLY
MORNINGS**

**PHYSICAL
HEALTH**

**DEEPER
CONNECTIONS**

I'm Good: A new health campaign for Canberrans who want to cut back or cut out alcohol

Campaign overview

A new digital campaign provides the support and tools for Canberrans who are curious or wanting to cut back or cut out alcohol.

The campaign, which is developed by the Foundation for Alcohol Research and Education (FARE) and funded by the ACT Government, is designed for Canberrans aged 25-44 who want to drink less.

A recent survey found 1 in 3 (33.4%) Canberrans over 18 are planning to cut back or cut out alcohol in the next 12 months.

- One in three people (31.4%) said that when they drink alcohol, it disrupts their sleep.
- One in five (21.7%) said that after drinking alcohol, they feel more worried or anxious the next day.
- One in 10 Canberrans (11.5 per cent) who want to cut back say they don't know where to start.



CEO message

If you live in Canberra and you're thinking about reducing your alcohol use, you're not alone.

In fact, when we surveyed Canberrans over 18, we discovered that 1 in 3 (33.4%) want to cut back or cut out alcohol. Many are not sure where to start, or don't realise that so many others feel the same way.

That's why we've developed *I'm Good*, a digital campaign that offers practical tips for cutting back or cutting out alcohol. Thank you to the ACT Government for endorsing and funding this important initiative.

As well as offering evidence-based strategies, the campaign showcases the real stories of Canberrans who are thriving after saying "I'm Good" to another drink.

They've told us that cutting back or cutting out alcohol had enriched their lives: improving their sleep, boosting their energy, and helping them to build deeper connections and discover new routines and hobbies.

By sharing this campaign, you can help more Canberrans access tools, stories, and support to make positive changes that work for them.

Kind regards,

Ayla Chorley

CEO, Foundation for Alcohol Research and Education



Suggested social media post #1

If you live in Canberra and you're thinking about reducing your alcohol use, you're not alone.

In fact, 1 in 3 (33.4%) want to cut back or cut out alcohol. Many are not sure where to start, or don't realise that so many others feel the same.

The *I'm Good* campaign, developed by the Foundation for Alcohol Research and Education (FARE) and funded by the ACT Government, offers practical tips on how to cut back or cut out alcohol, and how to support loved ones who want to cut back.

Visit imgood.org.au to get started.



Another round? **"I'm Good, thanks"**. Cutting back or cutting out alcohol doesn't need a big explanation.



Learn more at imgood.org.au

Click on an image to download



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Learn more at imgood.org.au

Suggested follow-up social media post

Have you been thinking about cutting back or cutting out alcohol, but you're not sure where to start?

Canberrans like Meg who have cut back or cut out alcohol have found new ways to connect, built deeper relationships, are sleeping better, have more energy, and are discovering new hobbies and routines.

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Visit imgood.org.au to get started.



If you're thinking about reducing your alcohol use, you're not alone



Learn more at imgood.org.au

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If you're thinking about reducing your alcohol use, you're not alone



Learn more at imgood.org.au

Suggested newsletter copy

Thinking about cutting back on alcohol? You're not alone.

A recent survey of Canberrans found that 1 in 3 (33.4%) want to cut back or cut out alcohol, but many aren't sure where to start.

The *I'm Good* campaign, developed by the Foundation for Alcohol Research and Education (FARE) and funded by the ACT Government, offers practical tips on how to cut back or cut out alcohol, and how to support loved ones who want to cut back.

As well as offering evidence-based strategies, the campaign showcases the real stories of Canberrans who are thriving after saying "I'm Good" to another drink.

Visit imgood.org.au to get started.

Newsletter image



Click on image to download

Other suggested messages

- When you start saying “I’m Good” to alcohol more often, you’ll notice positive changes in your life – big and small.
- You don’t have to commit to a big change – you can start by saying “I’m Good” the next time you’re offered a drink.
- Canberrans who have cut back or cut out alcohol have found new ways to connect, built deeper relationships, are sleeping better, have more energy, and are discovering new hobbies and routines.
- If you drink alcohol, [have no more than four standard drinks on any day and no more than ten in a week](#). The less you drink, the better you can feel.

Support for alcohol use

- If you currently drink at high levels, it may be dangerous to reduce or quit alcohol without speaking to your doctor first. A doctor can review your individual situation and help advise on the best way forward.
- You can find a local GP at healthdirect.gov.au or by calling 1800 022 222. You can find a local psychologist by heading to psychology.org.au/find-a-psychologist.

Want to get involved?

Thanks for your interest in *I’m Good*!

Please reach out to the FARE team at info@fare.org.au if you would like:

- Suggestions for promoting the campaign online or in your community.
- *I’m Good* stickers.
- To share your own story.
- More information about FARE’s work.