

LIVELIGHTER®

‘HOW MANY KILOJOULES ARE YOU DRINKING?’ CAMPAIGN



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Partner:



Government of Western Australia  
Department of Health



alcohol  
thinkagain

LIVELIGHTER®

# ABOUT LIVELIGHTER®

LiveLighter® is a healthy lifestyle social marketing campaign targeting Western Australian adults. It is funded by the Department of Health WA and delivered by Cancer Council WA.

LiveLighter® aims to reduce the burden of chronic disease caused by overweight and obesity, poor diet, and physical inactivity. Its main goals include:

- Stabilising and reversing the current trend of increasing rates of adult overweight and obesity in Western Australia;
- Increasing the prevalence of Western Australian adults consuming a diet in line with the national dietary guidelines; and
- Increasing the prevalence of Western Australian adults meeting the national physical activity and sedentary behaviour recommendations.

LiveLighter® is comprehensive in its approach and employs a range of hard-hitting TV-led public education campaigns, community-based support strategies, production and distribution of public education materials, research and evaluation, public relations activities, media and political advocacy on obesity prevention issues, and input into the development of public health policy.

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# ABOUT ALCOHOL.THINK AGAIN

The *Alcohol.Think Again* education campaign is part of a comprehensive approach in Western Australia that aims to reduce the level of alcohol-related harm and ill-health in Western Australia. The campaign uses a mass reach social marketing strategy targeting the Western Australian community.

Specific *Alcohol.Think Again* campaigns are consistent with the National Health and Medical Research Council (NHMRC) Australian Guidelines to Reduce Health Risks from Drinking Alcohol, and aim to:

- Reduce the risk of alcohol-related harm over a lifetime;
- Reduce the risk of injury on a single occasion of drinking;
- Increase women's intentions to abstain from alcohol during pregnancy, and when breastfeeding; and
- Allow parents and young people to make informed choices about delaying initiation to alcohol use.

*Alcohol.Think Again* campaigns are a collaborative initiative of the Prevention Services Division, Mental Health Commission and the Alcohol Programs Team, Cancer Council WA.

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# ABOUT 'HOW MANY KILOJOULES ARE YOU DRINKING?'

Cancer Council WA is relaunching the LiveLighter® 'How many kilojoules are you drinking?' campaign on digital and outdoor platforms in the lead up to Christmas and New Year. This year the campaign is being run in partnership with Alcohol.Think Again, and it will once again raise awareness of the energy content of alcohol. It highlights the number of kilojoules in alcoholic drinks compared with the kilojoules in certain junk foods.

Alcohol is a significant contributor to the daily energy intake of many Australians. For many, consumption increases during the holiday period. Research suggests that the holiday period is a key time of weight gain, with estimates that adults gain on average 0.4-0.9kg between the end of November and start of January.<sup>1</sup>

## Campaign aims

- Highlight how extra kilojoules can be easily and unknowingly consumed as a result of drinking alcohol;
- Raise awareness of the potential for unhealthy weight gain through consumption of alcoholic drinks; and
- Motivate people to avoid alcohol, or reduce the amount of alcohol they drink.

## Target audience

Western Australian adults aged 25-64 years.

Secondary target audiences include:

- Frequent and occasional purchasers of alcohol, and/or people drinking at high-risk levels;
- People living in low-SES/disadvantaged and regional areas;
- Aboriginal and Torres Strait Islander people; and
- Parents of school-aged children.

1. Rolando G. Díaz-Zavala, María F. Castro-Cantú, Mauro E. Valencia, Gerardo Álvarez-Hernández, Michelle M. Haby, and Julián Esparza-Romero, Effect of the Holiday Season on Weight Gain: A Narrative Review. *Journal of Obesity*, Volume 2017. Available from: <https://doi.org/10.1155/2017/2085136>

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# KEY MESSAGES

- Alcoholic drinks contain a lot of kilojoules and have no nutritional benefits.
- Two glasses of wine a night, over the year, adds up to 335,800kJ. That's enough to feed an adult for a whole month (or the potential for 9kg of weight gain).
- It's not just the alcohol that can blow out our kilojoule intake, it's also the types of food that come along with it. Pizza, burgers, kebabs and hot chips are all energy-dense junk foods that can contribute to weight gain.
- To drink fewer kilojoules and reduce your risk of weight gain, cut back, choose lower-alcohol options or avoid alcohol altogether.
- Reducing your alcohol intake also reduces your risk of developing chronic diseases like cancer, liver disease, heart disease and stroke.

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# CAMPAIGN SCHEDULE

How many kilojoules are you drinking? campaign			
08/11/20	15/11/20	22/11/20	29/11/20
		Commute (bus shelter panels)	
Digital – Native			
Digital – Facebook and Instagram			

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## BUS SHELTER LOCATIONS

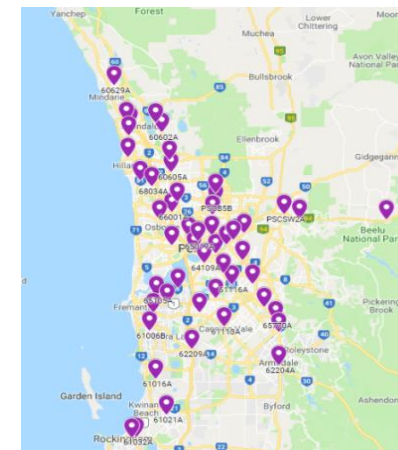
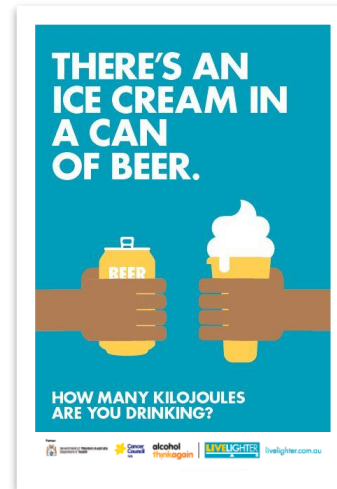
Canning Hwy W/O Conon Rd N/S  
 Centre Platform Facing Platforms 1 & 2  
 Great Eastern Hwy W/O Stoneham St N/S  
 Karrinyup Rd W/O North Beach Rd N/S  
 William St E/O Diamond St S/S  
 Karel Ave S/O Hurley Way W/S  
 Ranford Rd W/O Nicholson Rd N/S  
 Albany Hwy N/O Liege St W/S  
 Albany Hwy S/O Mallard Way E/S  
 Beach Rd E/O Okely Rd S/S  
 Abernethy Rd N/O Leach Hwy W/S  
 Station Entry Upper Concourse O/S  
 Station Managers Office  
 Manning Rd E/O Challenger Ave S/S  
 Marmion Ave N/O Prendville Ave E/S  
 Shenton Ave E/O Connerly Dr N/S  
 Marmion Ave N/O Readshaw Rd E/S  
 Albany Hwy S/O Clara St W/S ID 10023  
 Albany Hwy N/O Lake Rd E/S  
 Great Eastern Hwy E/O Greenmount Rise S/S  
 Ocean Reef Rd E/O Eddystone Ave N/S  
 Beaufort St N/O Lincoln St E/S  
 West Coast Dr S/O Hepburn Ave W/S  
 Ellen Stirling Blvd N/O Scarborough Beach Rd W/S  
 Wanneroo Rd N/O Windsor Rd E/S  
 Great Eastern Hwy E/O Cornwall St E/S  
 Albany Hwy E/O Dalziell St S/S  
 Marshall Rd W/O Energy St S/S  
 Wanneroo Rd OPP Canham Way E/S  
 Guildford Rd N/O Seventh Ave E/S  
 Gilmore Ave N/O Sulpher Rd E/S  
 Hester Ave E/O Baltimore Pde S/S  
 Great Eastern Hwy W/O Bushby St S/S  
 Wellington Rd N/O Walter Rd E/S  
 Walter Rd S/O Progress St W/S  
 Leach Hwy W/O North Lake Rd N/S

Applecross  
 Armadale  
 Ascot  
 Balcatta  
 Beckenham  
 Bull Creek  
 Canning Vale  
 Cannington  
 Cannington  
 Carine  
 Cloverdale  
 Cockburn Central

Como  
 Connolly  
 Currambine  
 Duncraig  
 Gosnells  
 Gosnells  
 Greenmount  
 Heathridge  
 Highgate  
 Hillarys  
 Innaloo  
 Kingsley  
 Lathlain  
 Maddington  
 Malaga  
 Marangaroo  
 Maylands  
 Medina  
 Merriwa  
 Midvale  
 Morley  
 Morley  
 Myaree

Benara Rd W/O Strutt Way S/S  
 Charles St S/O Bourke St W/S  
 South St W/O Jarvis St N/S  
 Canning Hwy E/O Stock Rd S/S  
 St Georges Tce E/O Barrack St S/S  
 Lower Walkway North Entry Facing Escalator  
 Great Eastern Hwy W/O Fauntleroy Ave N/S  
 High Rd W/O Riley N/S  
 Great Eastern Hwy W/O Epsom Ave S/S  
 Dixon Rd W/O Ennis Ave N/S  
 Dixon Rd E/O Dowling Rd S/S  
 Great Eastern Hwy E/O Sawyers Rd S/S  
 Canning Hwy S/O Hovia Tce W/S  
 Rockingham Rd S/O Phoenix Rd W/S  
 Albany Hwy N/O Boundary Rd W/S  
 Hay St E/O Denis St S/S  
 Spencer Rd W/O Hume Rd S/S  
 Wanneroo Rd S/O Hastings St W/S  
 Wanneroo Rd S/O Wallawa St W/S  
 Rockingham Rd N/O Wattleup Rd W/S  
 Wanneroo Rd N/O Amelia St E/S

Noranda  
 North Perth  
 O'Connor  
 Palmyra  
 Perth  
 Perth Underground  
 Redcliffe  
 Riverton  
 Rivervale  
 Rockingham  
 Rockingham  
 Sawyers Valley  
 South Perth  
 Spearwood  
 St James  
 Subiaco  
 Thornlie  
 Wanneroo  
 Wanneroo  
 Wattleup  
 Westminster



See the locations in proximity to key QSR sites: <https://bit.ly/3eFgBU2>

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# CAMPAIGN MATERIALS

Website

## HOW MANY KILOJOULES ARE YOU DRINKING?

**Alcoholic drinks contain a lot of kilojoules but have no nutritional benefit.**

It's the alcohol itself that contains most of the kilojoules (aka calories), not the sugar or other carbs, despite what the alcohol industry advertises! Drinking alcohol can, over time, lead to weight gain. Cutting down or cutting out alcohol will help you avoid weight gain and improve your wellbeing.

Eating less or exercising more to compensate for the extra kilojoules in alcoholic drinks **can put your mental and physical health at risk**. To reduce your kilojoule intake, cut down on the amount of alcohol you drink rather than trying to offset the kilojoule load in other ways.



 = 
<b>1 x 375mL can of full-strength beer (580kJ)</b> = 1 soft serve cone
 = 
<b>2 x 330mL bottles of cider (1260kJ)</b> = 1 cheeseburger
 = 
<b>1 x 375mL can of pre-mixed spirits (990kJ)</b> = 1 chocolate bar

[The Facts About Alcohol](#)

## FAQ

- The Campaign
- Meal and Activity Planner
- Sugary Drinks
- Health Star Ratings
- Junk Food
- Physical Activity
- Alcohol

### About alcohol

- Why are you focusing on kilojoule content, rather than the other risks of alcohol?
- Are some alcoholic drinks better for you than others?
- Shouldn't I just drink in moderation?
- What is a standard drink?
- Does alcohol cause cancer?
- How have alcohol vs food comparisons been calculated?
- What are some tips for drinking less?
- Should I eat less when I'm drinking to reduce my kilojoule intake?

[Alcohol FAQs Page](#)

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# CAMPAIGN MATERIALS

## Recipes



[Sweetpea](#)



[Pineapple Sparkler](#)



[Ski Slopes](#)

Want to share our recipes with your networks? Contact the [LiveLighter®](#) team to discuss.

## Blogs



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# EXTENDING THE CAMPAIGN LOCALLY

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Factsheets

Factsheet  
**AVOID ALCOHOL**

Alcohol is damaging to health, increasing the risk of:

- Stroke
- High blood pressure
- Heart disease
- Liver disease
- Certain cancers

Alcohol can have a negative impact on our mood, sleep and energy levels, and can also lead to other health risks like poor judgement, accidents and injuries.

**Drinking in moderation?**

Any amount of alcohol increases your risk of developing cancer. The more you drink and the more often you drink, the greater your risk. If you choose to drink, stick to the following guidelines:

- No more than 2 standard drinks per day to reduce your long-term health risks.
- No more than 4 standard drinks in a session to reduce your risk of immediate injury.
- Have some alcohol-free days each week.

Not drinking is the safest option for people under 18 and women who are pregnant, planning to get pregnant or breastfeeding.

**WHAT IS A STANDARD DRINK?**

A standard drink contains 10g of alcohol. A standard drink can be quite different to the amount you actually have in your glass. For example, a glass of wine or a can of fancy beer is often 1.5-2 standard drinks.

One standard drink is:

- 100ml One small glass of wine
- 330ml One bottle of full-strength beer or cider
- 30ml One top of spirit
- 375ml One can of mid-strength beer

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Cut back on alcohol

Recipe Cards

**LIVELIGHTER** **Homemade YOUR WAY**

**ICED COFFEE**

Make this recipe even healthier with this quick and easy food swap.

Prep time: 5 minutes  
Serves: 2

**Ingredients**

- 2 tsp instant coffee
- 1 tsp vanilla essence
- 1 handful ice cubes

**Method**

- Mix all ingredients together in a jug and taste. If sweet enough go to step 2. Otherwise, add 1/2 tsp of sugar at a time up to a max of 2 tsp until the desired sweetness is reached.
- Pour into 2 tall glasses, add ice and serve immediately.

**Variations**

- Make a iced coffee by heating 1/2 cup of milk and add to the coffee. It will take about 2 hours to cook so when it's ready, mix the milk and coffee together with other ingredients for a iced drink that has a hot feel!
- Rich drinks by a country mile.
- Use a shot of espresso or plunger coffee in place of instant coffee.
- Swap cow's milk for a calcium-fortified plant-based milk.

For more delicious drink recipes visit [www.livelighter.com.au](http://www.livelighter.com.au)

**LIVELIGHTER** **Looks good TASTES GREAT**

**STRAWBERRY AND MINT SPARKLING WATER**

Make this recipe drink swap with this quick and easy food swap.

Prep time: 5 minutes  
Serves: 4

**Ingredients**

- 10 small green strawberries, washed, by removal of stalk
- Small bunch of mint leaves, washed
- 1 tall or equal size jug
- 1 tray ice cubes

**Method**

- Wash strawberries from stem.
- Place in colander, shake and pat dry. Remove and pat dry in paper towel.
- Wash and pat dry the mint leaves, then strip off the stalks. Place in a clean jug. Add strawberries to the jug. Add 100ml hot water and leave for at least two hours. Fussy ice cubes can be collected off or sparkling water.

**Tip:** Skip the milk foam between your plates for a stronger taste.

For more delicious drink recipes visit [www.livelighter.com.au](http://www.livelighter.com.au)

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To download a copy or order any of our resources for delivery in WA, visit the [Livelighter website](http://www.livelighter.com.au).

Recipe Selector

**Find your perfect match**

We've got loads of tasty, alcohol-free options to choose from.

**I feel like something...**

Fruity Creamy Either

**Include drinks that need freeze/chill time?**

Yes No

**Include drinks that require a blender/bar mix?**

Yes No

just see all the drinks

# EXTENDING THE CAMPAIGN LOCALLY

## Social Media Posts

Follow us on social media to share our social media posts

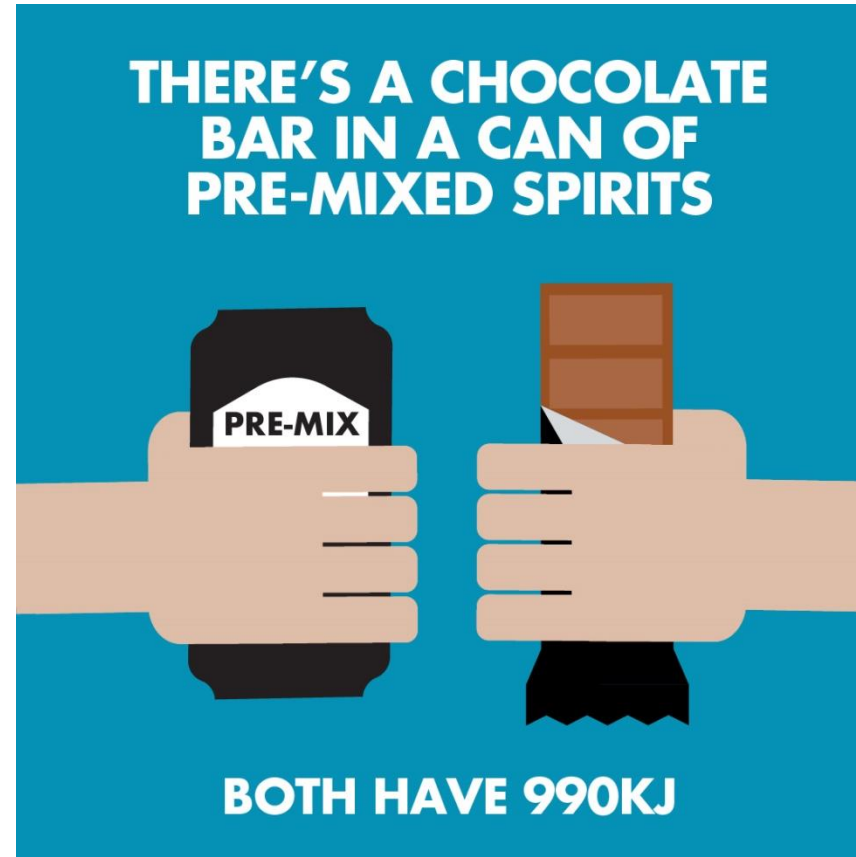
 [@LiveLighterCampaign](https://www.facebook.com/LiveLighterCampaign)  
[@alcoholthinkagain](https://www.facebook.com/AlcoholThinkAgain)

 [@livelightercampaign](https://www.instagram.com/livelightercampaign)

 [@Live\\_Lighter](https://twitter.com/Live_Lighter)  
[@AlcoholThinkAgn](https://twitter.com/AlcoholThinkAgn)

We are encouraging all stakeholders to support the campaign through their social media channels, following the launch on Sunday 8 November 2020.

When posting on social media, remember to tag LiveLighter and Alcohol.Think Again, and include the following hashtags: [#LiveLighter](https://twitter.com/hashtag/LiveLighter) [#HowManyKJs](https://twitter.com/hashtag/HowManyKJs)  
[#AlcoholThinkAgain](https://twitter.com/hashtag/AlcoholThinkAgain)



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# CONTACT US

We would be happy to discuss how Cancer Council WA can work with you to better reach your community with the LiveLighter<sup>®</sup> campaign.

For further information please contact:

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Campaign Coordinator – LiveLighter<sup>®</sup>  
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Partner:



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