



LIVELIGHTER®

SUGARY DRINKS ARE ROTTEN FOR TEETH CAMPAIGN



CONTENTS

About

Key messages

Schedule

Materials

Extending it locally

Contact us

Partner:
Government of Western Australia
Department of Health



LIVELIGHTER
▲
®

ABOUT LIVELIGHTER®

LiveLighter® is a healthy lifestyle social marketing campaign targeting Western Australian adults. It is funded by the WA Department of Health. The campaign was originally developed by the National Heart Foundation (WA) and officially launched in 2012. The campaign has been delivered by Cancer Council WA since July 2018.

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

- Stabilising rates of growth and reversing the current trend of overweight and obesity in Western Australia.
- Increasing the prevalence of Western Australian adults consuming a diet in line with the national dietary guidelines.
- Increasing the prevalence of Western Australian adults meeting the 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.

ABOUT

**Key
messages**

Schedule

Materials

**Extending it
locally**

Contact us

ABOUT SUGARY DRINKS ARE ROTTEN FOR TEETH

Cancer Council WA, in partnership with the Australian Dental Association WA (ADAWA), launched *Sugary Drinks Are a Rotten Choice* in January 2020, an outdoor and digital sugary drinks campaign, as part of the Livelighter® campaign.

The second wave of the campaign, *Sugary Drinks Are Rotten For Teeth*, will run from 8 November until 19 December 2021 to coincide with the typical increase in summer slushie and sugary drink advertising and purchases.

It aims to discourage parents from purchasing sugary drinks to limit their family's consumption, and to continue to raise awareness of the harm they cause to health.

Sugary drinks are the biggest contributor of added sugar to Australian diets and can lead to overweight and obesity, which increases the risk of serious chronic diseases such as cardiovascular disease, type 2 diabetes and 13 types of cancer. The campaign will also add to the public awareness and debate around sugary drink consumption by focusing on the medium-term health consequence of tooth decay.

Campaign aims

- Expose the serious damage sugary drink consumption does to teeth
- Discourage parents from purchasing sugary drinks
- Reduce family and household consumption of sugary drinks

Primary target audience

- Parents of school aged children



ABOUT

Key
messages

Schedule

Materials

Extending it
locally

Contact us

LIVELIGHTER
▲[®]

KEY MESSAGES

- Sugary drinks like cola are our teeth's worst enemy. They provide a big dose of sugar which the bacteria in our mouths converts to acid. This acid attacks our teeth by dissolving the outer surface of tooth enamel.
- Each acid attack brought on by sugary drinks lasts for around 20 minutes. Every time you take a sip of the drink, the acid damage cycle begins all over again.
- Sugar-free and diet soft drinks also have high acid levels which can contribute to tooth erosion.
- Sugary drinks can lead to unhealthy weight gain, which increases the risk of other serious chronic diseases such as cardiovascular disease, type 2 diabetes and 13 types of cancer.
- Drink water instead. Tap water is the best option for teeth as it's sugar-free and the fluoride has a protective effect. It also costs practically nothing.

About

**KEY
MESSAGES**

Schedule

Materials

Extending it
locally

Contact us

CAMPAIGN SCHEDULE

Sugary Drinks Are Rotten For Teeth campaign

08/11/21	15/11/21	22/11/21	29/11/21	06/12/21	13/12/21
Bus portrait sides: Perth metro					
Outdoor digital billboards: Regional WA (Bunbury, East Bunbury, Northam & Kalgoorlie)					
Mobile truck – Running Billboards: Perth metro				Mobile truck – Running Billboards: Perth metro	
Outdoor commute panels: Perth metro				Outdoor commute panels: Perth metro	
Digital – Facebook and Instagram					

About
Key
messages

SCHEDULE

Materials

Extending it
locally

Contact us

Outdoor: Commute Panel Locations

8 – 21 November 2021

Beach Rd E/O Davallia Rd N/S
Marmion Ave N/O Prince Regent Dr E/S
Moore Ave W/O Providence Dr S/S
Shenton Ave E/O Connelly Dr N/S
Whitfords Ave W/O Endeavour Rd S/S
Warwick Rd E/O Marmion Ave S/S
Wanneroo Rd S/O Hastings St W/S
Wanneroo Rd OPP Canham Way E/S
Wanneroo Rd S/O Wallawa St W/S
Wanneroo Rd N/O Windsor Rd E/S
Hester Ave E/O Baltimore Pde S/S
Rockingham Rd N/O Kent St E/S
Rockingham Rd N/O Wattleup Rd W/S
Gilmore Ave N/O Sulphur Rd E/S
Dixon Rd W/O Ennis Ave N/S
Dixon Rd E/O Dowling Rd S/S
Albany Hwy S/O Carden Dr W/S
Ranford Rd W/O Nicholson Rd S/S
Albany Hwy S/O Mallard Way E/S
High Rd W/O Riley N/S
Armadale Station
Cockburn Central Station
Perth Underground Station
Great Eastern Hwy W/O Stoneham St N/S
Great Eastern Hwy W/O Fauntleroy Ave N/S
Great Eastern Hwy W/O Epsom Ave S/S
Abernethy Rd N/O Fulham St E/S
Abernethy Rd N/O Leach Hwy W/S
Belgravia St N/O Barker St E/S
Canning Hwy S/O Hovia Tce W/S
Manning Rd W/O Cashel Ave S/S
Beaufort St N/O Lincoln St E/S
Charles St S/O Bourke St W/S
Canning Hwy E/O Stock Rd S/S
Canning Hwy W/O Conon Rd N/S
Leach Hwy W/O North Lake Rd N/S

Carine
Heathridge
Connolly
Currambine
Hillarys
Duncraig
Wanneroo
Marangaroo
Wanneroo
Kingsley
Merriwa
Spearwood
Wattleup
Medina
Rockingham
Rockingham
Cannington
Canning Vale
Cannington
Riverton
Armadale
Cockburn Central
Perth
Ascot
Redcliffe
Rivervale
Cloverdale
Cloverdale
Belmont
South Perth
Como
Highgate
North Perth
Palmyra
Applecross
Myaree

South St E/O Plane Tree Grove S/S
Karel Ave S/O Hurlay Way W/S
Albany Hwy E/O Dalziell St S/S
Albany Hwy S/O Clara St W/S ID 10023
Albany Hwy N/O Lake Rd E/S
Spencer Rd W/O Hume Rd S/S
William St E/O Diamond St S/S
Great Eastern Hwy E/O Sawyers Rd S/S
Great Eastern Hwy E/O Greenmount Rise S/S
Great Eastern Hwy E/O Bushby St N/S
St Georges Tce E/O Pier St N/S (2 of 2)
Morley Dr W/O Byfleet St S/S
Guildford Rd N/O Seventh Ave E/S
Camboon Rd S/O Smeed St E/S
Wellington Rd N/O Walter Rd West E/S
Walter Rd S/O Progress St W/S
Russell St E/O Catherine St S/S
Hay St E/O Denis St S/S
Albany Hwy N/O Boundary Rd W/S
Great Eastern Hwy E/O Cornwall St E/S

Samson
Bull Creek
Maddington
Gosnells
Gosnells
Thornlie
Beckenham
Sawyers Valley
Greenmount
Midvale
Perth
Morley
Maylands
Noranda
Morley
Morley
Morley
Subiaco
St James
Lathlain



About
Key
messages
SCHEDULE
Materials
Extending it
locally
Contact us

Outdoor: Commute Panel Locations

6 – 19 December 2021

Beach Rd E/O Davallia Rd N/S
Marmion Ave N/O Prince Regent Dr E/S
Moore Ave W/O Providence Dr S/S
Shenton Ave E/O Connelly Dr N/S
Whitfords Ave W/O Endeavour Rd S/S
Warwick Rd E/O Marmion Ave S/S
Wanneroo Rd S/O Hastings St W/S
Wanneroo Rd OPP Canham Way E/S
Wanneroo Rd S/O Wallawa St W/S
Wanneroo Rd N/O Windsor Rd E/S
Hester Ave E/O Baltimore Pde S/S
Rockingham Rd S/O Phoenix Rd W/S
Rockingham Rd N/O Wattleup Rd W/S
Gilmore Ave N/O Sulphur Rd E/S
Dixon Rd W/O Ennis Ave N/S
Dixon Rd E/O Dowling Rd S/S
Albany Hwy N/O Liege St W/S
Albany Hwy S/O Mallard Way E/S
High Rd W/O Riley N/S
Nicholson Rd N/O Ranford Rd W/S
Armadale Station
Cockburn Central Station
Perth Underground Station
South St W/O Jarvis St N/S
Great Eastern Hwy W/O Stoneham St N/S
Great Eastern Hwy W/O Fauntleroy Ave N/S
Great Eastern Hwy W/O Epsom Ave S/S
Abernethy Rd N/O Fulham St E/S
Abernethy Rd N/O Leach Hwy W/S
Belgravia St N/O Barker St E/S
Canning Hwy S/O Hovia Tce W/S
Manning Rd W/O Cashel Ave S/S
Beaufort St N/O Lincoln St E/S
Charles St S/O Bourke St W/S
Canning Hwy E/O Stock Rd S/S
Canning Hwy W/O Conon Rd N/S

Carine
Heathridge
Connolly
Currambine
Hillarys
Duncraig
Wanneroo
Marangaroo
Wanneroo
Kingsley
Merriwa
Spearwood
Wattleup
Medina
Rockingham
Rockingham
Cannington
Cannington
Riverton
Canning Vale
Armadale
Cockburn Central
Perth
O'Connor
Ascot
Redcliffe
Rivervale
Cloverdale
Cloverdale
Belmont
South Perth
Como
Highgate
North Perth
Palmyra
Applecross

Leach Hwy W/O North Lake Rd N/S
Karel Ave S/O Hurlley Way W/S
Albany Hwy E/O Dalziell St S/S
Albany Hwy S/O Clara St W/S ID 10023
Albany Hwy N/O Lake Rd E/S
Spencer Rd W/O Hume Rd S/S
William St E/O Diamond St S/S
Great Eastern Hwy E/O Sawyers Rd S/S
Great Eastern Hwy E/O Greenmount Rise S/S
St Georges Tce E/O Pier St N/S (2 of 2)
Beechboro Rd S/O Benara Rd E/S
Walter Rd West W/O Collier Rd S/S
Morley Dr W/O Byfleet St S/S
Guildford Rd N/O Seventh Ave E/S
Benara Rd W/O Strutt Way S/S
Wellington Rd N/O Walter Rd West E/S
Hay St E/O Denis St S/S
Great Eastern Hwy W/O Bushby St S/S
Albany Hwy N/O Boundary Rd W/S
Great Eastern Hwy E/O Cornwall St E/S

Myaree
Bull Creek
Maddington
Gosnells
Gosnells
Thornlie
Beckenham
Sawyers Valley
Greenmount
Perth
Morley
Morley
Morley
Maylands
Noranda
Morley
Subiaco
Midvale
St James
Lathlain

About
Key
messages
SCHEDULE
Materials
Extending it
locally
Contact us

Bus portrait sides



Image from wave one of campaign

Regional WA digital billboards



Image from wave one of campaign

Locations:

- 2 Spencer St, Bunbury
- 121 King Rd, East Bunbury
- 3484 Great Eastern Hwy (east bound), Northam
- 56 Hannan St, Kalgoorlie

Mobile media



Mobile ads via Running Billboards will target school pick ups and hot spot locations in the Perth metro area.

About
Key
messages
SCHEDULE
Materials
Extending it
locally
Contact us

CAMPAIGN MATERIALS

Website



Aussies are bombarded with a huge amount of sugary drink marketing every day.

What these companies don't advertise is the serious damage that regularly having sugary drinks does to your teeth. Too many sugary drinks can also contribute to weight gain, increasing the risk of heart disease, type 2 diabetes, fatty liver disease and 13 types of cancer.

Sugary drinks are the single biggest source of added sugar in Australians' diets. We're encouraging Aussies to think twice before having a sugary drink – they aren't worth losing your teeth over.

What happens to your teeth when you have a sugary drink?

- ▲ Bacteria that are naturally present in your mouth break down the sugar in sugary drinks into acids.
- ▲ The acid attacks the teeth, dissolving the outer surface of tooth enamel.
- ▲ Each acid attack lasts for about 20 min. Every time you take a sip, the acid damage begins all over again.
- ▲ The regular loss of enamel can lead to cavities which exposes the inner layers of the tooth. This can ruin your smile and make teeth sensitive and painful.

[Learn more](#)



Have you ever wondered how much sugar you're drinking?

[Calculate now](#)

[Campaign web page](#)

['Sugary drinks are rotten for teeth' blog](#)

Sugary Drinks Calculator

LIVELIGHTER
SUGARY DRINKS CALCULATOR
Get started now!

Have you ever wondered how much sugar and energy you consume from drinks? Enter your details to find out.

Gender (please select) Female Male
Age (years) Height (cm) Weight (kg)
[NEXT](#)

Interactive Sugary Drinks Flipper

HOW MUCH SUGAR IS IN...?

Click the buttons below to reveal the amount of sugar in each drink.

- Cola 600mL: 16 teaspoons of sugar
- Blue water bottle
- Orange juice bottle
- Green can
- Iced coffee
- Green smoothie cup

About
Key
messages

Schedule
MATERIALS

Extending it
locally

Contact us

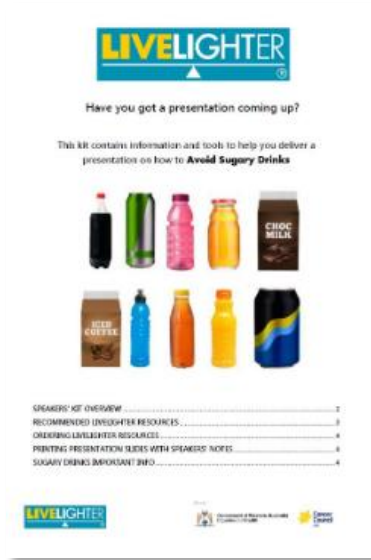
EXTENDING THE CAMPAIGN LOCALLY

Resources



To order (WA only) or download LiveLighter® resources please visit:
<https://livelighter.com.au/Tools-and-Resources/Resources>

Activation & presentation kits



Looking for an exciting display or interactive demonstration?
The [presentation and activation kits](#) on the website contain tools to spread the word about sugary drinks.

Social media posts

LiveLighter® is active on social media. We would love you to support the campaign through your social media channels.

Follow us to share our social media posts, tag us and use the hashtag #LiveLighter. You may also like to tag The Australian Dental Association WA's (ADAWA) Facebook page ([@adawaoralhealth](#)). More information is in the social media toolkit linked below.

- [@LiveLighterCampaign](#)
- [@livelightercampaign](#)
- [@Live_Lighter](#)
- [@livelightercampaign](#)
- [@livelightercampaign](#)
- [@adawaoralhealth](#)

Download a copy of our *Sugary Drinks Are Rotten For Teeth* 'Social Media Toolkit' [here](#)

About
Key
messages

Schedule

Materials

EXTENDING
IT LOCALLY

Contact us

CONTACT US

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

For further information please contact:

James Stevens-Cutler
Senior Campaign Coordinator – LiveLighter®
james.stevens-cutler@cancerwa.asn.au
08 6389 7844

Partner:



Government of Western Australia
Department of Health



About
Key
messages
Schedule
Materials
Extending it
locally

CONTACT US

