# Be Nice to Brain

# Cutting back on alcohol can help you Be Nice To Brain

https://fare.org.au/wp-content/uploads/FARE\_04\_Output-1-1.mp4

[Be Nice To Brain](https://benicetobrain.org.au/) is a digital awareness campaign that provides clear, evidence-based health information about the link between alcohol, mental health and wellbeing.

The campaign supports people with evidence-based information and resources to cut back or cut out alcohol, as well as links to support services.

The campaign was developed by the Foundation for Alcohol Research and Education (FARE) and is endorsed and funded by the Department of Health, Tasmania.

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## About the campaign

Be Nice to Brain is based on the National Health and Medical Research Council’s [Australian Guidelines to Reduce Health Risks from Drinking Alcohol.](https://www.nhmrc.gov.au/health-advice/alcohol)

The Guidelines advise that:

* To reduce the risk of harm from alcohol-related disease or injury, healthy men and women should drink no more than 10 standard drinks a week and no more than 4 standard drinks on any one day.
* The less you drink, the lower your risk of harm from alcohol.

Be Nice To Brain was informed by people who have a lived experience of alcohol use and mental health concerns, local community organisations and health professionals.

A survey of Tasmanians aged 18 and over found a quarter of people want to cut back on their drinking, with 1 in 3 people aged between 25-44 wanting to change their relationship with alcohol.

Separately, 1 in 3 Tasmanians are unaware of the links between alcohol and mental health.

The campaign aims to overcome this information gap.

[Visit the campaign website](https://benicetobrain.org.au/%22%20%5Ct%20%22_blank)

## What are the aims of Be Nice To Brain?

The aims of the Be Nice To Brain campaign are to:

* Increase awareness of the risks associated with alcohol use through the campaign’s focus on the link between alcohol, mental health and wellbeing
* Increase awareness of Alcohol Guideline 1, which advises healthy adults to consume no more than 4 standard drinks on any one day, and no more than 10 standard drinks a week to reduce their risk of alcohol harms

## A campaign grounded in the Tasmanian experience

Be Nice To Brain contributes to the Department of Health, Tasmania’s [*Health Tasmania Five-Year Strategic Plan 2022-2026*](https://www.health.tas.gov.au/sites/default/files/2022-03/Healthy_Tasmania_Five-Year_Strategic_Plan_2022%E2%80%932026_DoHTasmania2022.pdf), which guides preventive health activity across government and with community.

Reducing alcohol harm is one of the plan’s five focus areas.

This digital campaign speaks to Tasmanians through animations, a paid social media campaign and a website with supporting information.

Tasmanians’ lived experiences will continue to be embedded in the Be Nice To Brain campaign as it progresses.

## Be Nice To Brain project partners

Be Nice to Brain is endorsed and funded by the [Department of Health, Tasmania.](https://www.health.tas.gov.au/)

It is supported by:

* Primary Health Tasmania – [Home – Primary Health Tasmania](https://www.primaryhealthtas.com.au/)
* Drug Education Network – [Drug Education Network Inc. (den.org.au)](http://den.org.au)
* Mental Health Council of Tasmania – [Home – Mental Health Council of Tasmania (mhct.org)](https://mhct.org/)
* Alcohol, Tobacco and other Drugs Council Tasmania – [ATDC – Alcohol, Tobacco and other Drugs Council Tasmania](https://atdc.org.au/)

FARE would also like to acknowledge the advice and expertise provided by a range of stakeholders, including people with lived and living experience.

If you'd like to know more about the Be Nice to Brain campaign, or to get in touch with our team, email campaigns@fare.org.au