

Thirsty

Stakeholder toolkit

Contact: Kim Loudon 0452 161 986

Campaign background:

Sugary drinks contribute the most added sugar to Australians' diets. Many young males aged 12-24 are hooked on sugary drinks with some consume a whopping 1.5 litres of soft drinks, sports drinks or energy drinks a day.

This is no surprise when considering today's overwhelming availability of sugary drinks. Their presence, particularly in venues frequented by young people such as sports centres, sporting clubs, train stations and events is ubiquitous, making messages about healthier options more difficult to hear.

Using gritty and graphic images [Thirsty](#) tackles sugary drink brands head on, cheekily mocking the supposed 'sweet' deal they are pushing on young Aussies and exposing what these brands neglect to share - the real damage regularly consuming these drinks can have on your teeth.

The campaign will run for four weeks, will be seen across digital platforms and shared widely on social media by health and community organisations. Please join us in encouraging Aussies to think twice before consuming sugary drinks by prompting them to realise they really aren't worth losing teeth over.

What is a sugary drink?

'Sugary drinks' refer to all non-alcoholic beverages with added sugar, including sugar-sweetened soft drinks, energy drinks, fruit drinks, sports drinks and cordial. This term does not include unflavoured milk-based products, 100% fruit juice or non-sugar sweetened drinks (i.e. artificial, non-nutritive or intensely sweetened). While flavoured milks are not technically considered sugary drinks, many can have large amounts of added sugar.

What is the aim of the campaign?

- To expose the serious damage regular sugary drink consumption does to teeth
- To encourage people to cut back on sugary drinks or remove them entirely from their diet

Who is the campaign targeting?

- Young male adults aged 14-24, the biggest consumers of sugary drinks.

What are the key messages?

- [Rethink Sugary Drink](#) is launching a hard-hitting new campaign, [Thirsty](#), to expose the serious damage regular sugary drink consumption does to teeth.
- The *Thirsty* campaign uses gritty and graphic images of grotesquely rotten smiles to expose what sugary drink brands don't advertise - the serious damage these drinks can cause to your teeth.

rethinksugarydrink.org.au

- Every day young Aussies are bombarded with a huge amount of sugary drink marketing and the supposed 'sweet' deal big beverage brands are selling.
- Sugary drinks contribute the most added sugar to Australians' diets, with males aged 12-24 the biggest consumers of sugary drinks. Some consume as much as 1.5 litres of soft drinks, sports drinks or energy drinks a day.
- In the long run sugary drinks can also lead to overweight and obesity, which increases the risk of serious health problems such as type 2 diabetes, heart and kidney disease, stroke and cancer
- Australians' teeth will be much stronger and healthier if they simply cut back on sugary drinks or remove them entirely from their diet.

How can my organisation help?

Join the campaign push by sharing the example content below in newsletters, on your website and on social media.

Campaign materials

- [Thirsty](#) advertisement
- [Dedicated campaign webpage](#)
- Media release (Rethink Sugary Drink)
- Image from advertisement (attached)
- Campaign specific articles
 1. [Frozen drink lover? You won't be sucked in after reading this](#)
 2. [Find out why you should avoid sugary drinks](#)

Newsletter article/website content

Short copy:

Did you know some Aussie males aged 12-24 are knocking back a staggering 1.5 litres of soft drinks, sports drinks or energy drinks every day? That's 547.5 litres of sugary liquid a year!

As summer hits and sugary drinks appear to be cheaper than water [Rethink Sugary Drink's](#) new campaign communicates an important message at a critical time.

Using gritty and graphic images [Thirsty](#) exposes what big beverage brands neglect to share - the real damage regularly consuming sugary drinks can have on your teeth.

These super sugary drinks don't just ruin your smile. In the long run they can also lead to unhealthy weight gain, which increases the risk of serious health problems such as type 2 diabetes, heart and kidney disease, stroke and [13 types of cancer](#).

[Thirsty](#) aims to encourage Aussies to think twice before consuming sugary drinks, prompt them to realise they really aren't worth losing your teeth over and to go for water instead.

The campaign will run for four weeks across digital platforms and will be shared widely on social media by health and community organisations.

rethinksugarydrink.org.au

Join us in encouraging Aussies to think twice before consuming sugary drinks and promoting water as the drink of choice, by sharing the Thirsty [video](#) with the #rethinksugarydrink hashtag.

Thirsty for more info? Visit www.rethinksugarydrink.org.au/thirsty

Long copy

Every day young Aussies are bombarded with a huge amount of sugary drink marketing and the supposed 'sweet' deal big beverage brands are selling. What these brands don't advertise is the serious damage regularly consuming sugary drinks has on your teeth.

Using gritty images of grotesquely rotten smiles [Rethink Sugary Drink's](#) new hard-hitting campaign, [Thirsty](#), highlights just one of the risks associated with drinking too much sugar.

Craig Sinclair, Head of Prevention at Cancer Council Victoria, a partner of Rethink Sugary Drink, hopes the campaign's graphic portrayal of tooth decay will prompt young Aussies to realise sugary drinks are just not worth losing your teeth over.

"We know young Australians are hooked on sugary drinks. Males aged 12-24 are the biggest consumers of sugary drinks, with some consuming as much as 1.5 litres of soft drinks, sports drinks or energy drinks a day," Mr Sinclair said.



"These drinks don't just ruin your smile. In the long run the high levels of sugar they contain can also lead to unhealthy weight gain, which increases the risk of serious health problems such as type 2 diabetes, heart and kidney disease, stroke and 13 types of cancer."

When we know males are twice as likely as women to consume sugary drinks supporting hard-hitting campaigns like this is crucial if we want to end the young Aussie male's love affair with sugary drinks.

Join us in raising awareness on social media via #rethinksugarydrink. The Rethink Sugary Drink dedicated campaign website www.rethinksugarydrink.org.au/thirsty also has a host of information that supports Aussies looking to cut back on sugary drinks.

rethinksugarydrink.org.au

Social media

Please find below sample posts for you to share on social media. All include links directing to the Thirsty campaign page.

Campaign hashtags: #rethinksugarydrink #thirsty

Campaign images and videos can be found here: <https://spaces.hightail.com/space/omYhS50qo0>

Sample tweets for 'Thirsty' 30 second advertisement -

<https://www.youtube.com/watch?v=GWriLJYHP80&feature=youtu.be>

- Sugary drinks are just not worth losing your teeth over. #Rethinksugarydrink and go for water instead – <https://bit.ly/2ShKG1N>
- Some Aussie males aged 12-24 are knocking back 1.5 litres of sugary drinks every day. Don't be one of those guys - #rethinksugarydrink and go for water instead - <https://bit.ly/2ShKG1N>
- Sugary drinks, and the sweet life you want, don't go together. #rethinksugarydrink and go for water instead. Find out more – <https://bit.ly/2ShKG1N>
- Are you sipping yourself towards a horror smile? Use these top tips to and keep your teeth healthy and strong - <https://bit.ly/2ShKG1N> #rethinksugarydrink
- A new #rethinksugarydrink campaign exposes what sugary drink brands don't advertise - the serious damage these drinks can cause to your teeth. Find out what happens every time you sip a sugary drink -
- Young Aussies are urged to #rethinksugarydrink in a new campaign revealing the serious damage associated with drinking too much sugar. Find out more - <https://bit.ly/2ShKG1N>
- Thirsty? #Rethinksugarydrink and choose water instead. With no acid, sugar or kilojoules it is always the best choice. Avoid sugary drinks with these tips - <https://bit.ly/2ShKG1N>

Sample Facebook posts for 'Thirsty' 30 second advertisement

- Each acid attack brought on by sugary drinks lasts around 20 minutes. Every time you take a sip of the drink, the acid damage begins all over again. Don't sip yourself towards a horror smile. Cut back on sugary drinks with these top tips – <https://bit.ly/2ShKG1N>
- Thirsty? Find out what we're exposing our teeth to every time you take a sip from a sugary drink and uncover what you can do to save your smile – <https://bit.ly/2ShKG1N>
- Sugary drinks contribute the most added sugar to Australians' diets. Are you ready to crush your sugary habit? Take the first step by finding out how much sugar is in your favourite drink – it may surprise you - <https://bit.ly/2IMTGYD>
- Super sugary drinks don't just ruin your smile. In the long run they can also lead to unhealthy weight gain, which increases the risk of serious health problems such as type 2 diabetes, heart and kidney disease, stroke and [13 types of cancer](#). #Rethinksugarydrink and reduce your risk using these top tips - <https://bit.ly/2ShKG1N>

rethinksugarydrink.org.au

About Rethink Sugary Drink:

Based at Cancer Council Victoria, the Rethink Sugary Drink initiative comprises of 19 national and state-based like-minded health and community organisations concerned about the amount of sugar in sugary drinks and their overconsumption by Australians leading to chronic health conditions.

Rethink Sugary Drink aims to raise awareness among all Australians on the amount of sugar in sweetened beverages (such as soft drink, energy drinks and sports drinks) and the associated health risks, with young Australians being the primary target. The partnership encourages Aussies to rethink their sugary drink consumption and switch to water, reduced-fat milk or unsweetened options.