

What about you? Wairarapa community alcohol campaign

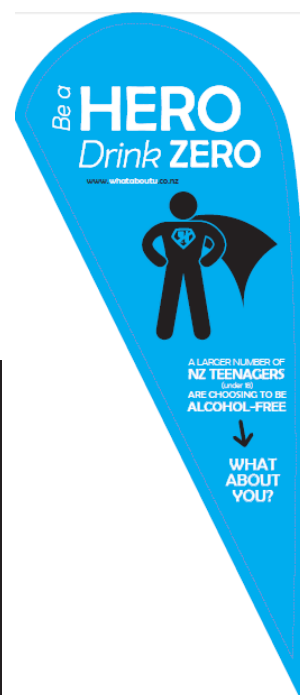
- What about you? is a campaign to promote low risk drinking and address issues associated with alcohol-related harm in the Wairarapa.
- A number of local organisations and agencies are involved in the campaign, which includes a focus on host responsibility and reducing the supply of alcohol to underage drinkers.
- The campaign has been developed to respond to some of the issues identified in a recent scoping project on alcohol-related harm in the region.
- The study highlighted:
 - the need for more alcohol-related information and education in the local community
 - opportunities for greater collaboration between interested agencies in the region
 - the importance of raising awareness about the alcohol support services that are available locally and how to access these.
- Young people are a particular target group for messages and activities along with other age groups.
- The campaign is based on similar campaigns run in other regions including Tauranga and Wellington.
- The campaign will be implemented in phases over the next year with the aim of becoming an ongoing initiative.
- A range of resources have been developed as part of the campaign including posters, coasters, flags bottle tags, pens and social media posts. Examples of campaign materials and messages are outlined below. Additional resources are planned for future phases.
- The campaign has been designed so it can be easily used by other groups and organisations that are keen to be involved in developing a region that has a safe, low risk drinking culture.
- For more information including how your organisation could be involved, visit whataboutu.co.nz or email whataboutyou@compashealth.org.nz.



Posters



Coasters



Flags