

Be Unapologetic

Empowering LGBTQ+ Communities
to Rethink Alcohol and Cancer Risk

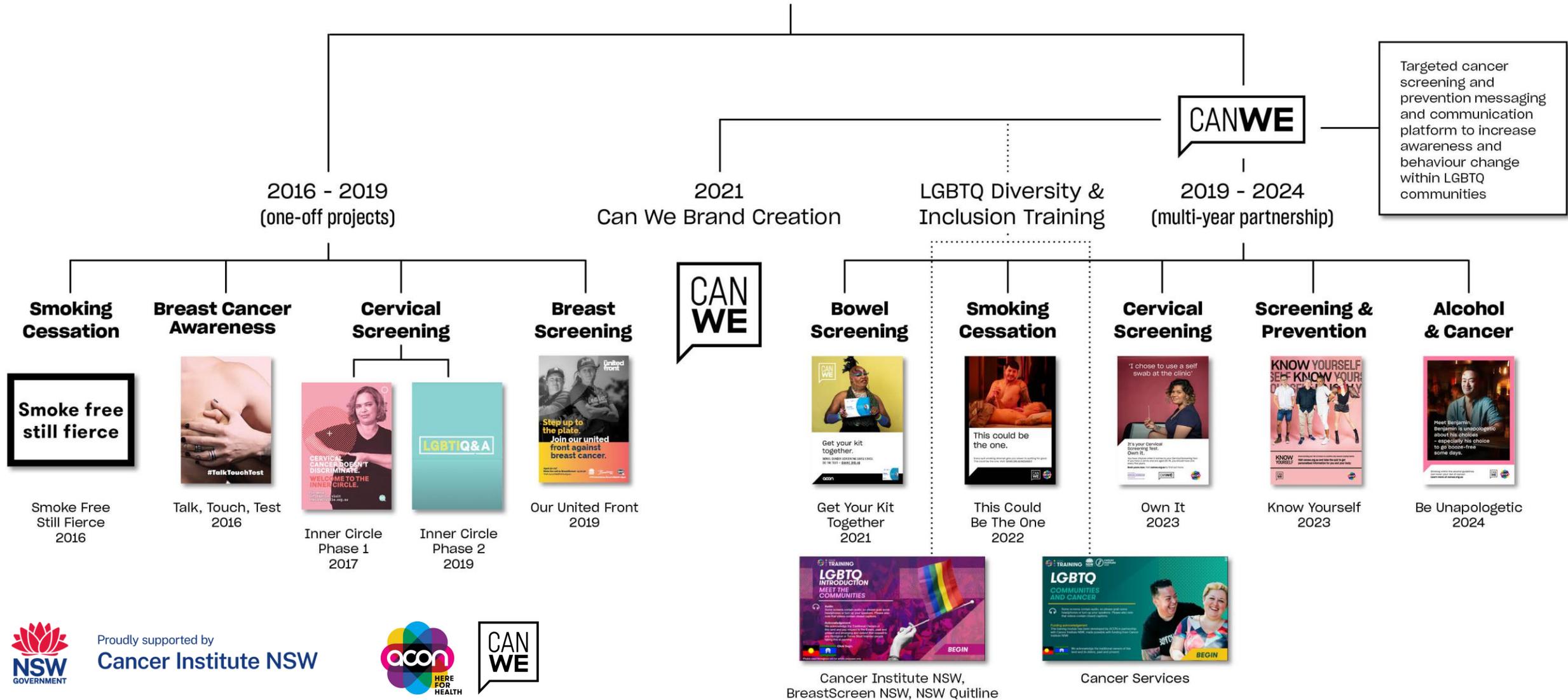


Acknowledgement of Country



ACON's Cancer Brand

Cancer Screening & Prevention Interventions Campaigns



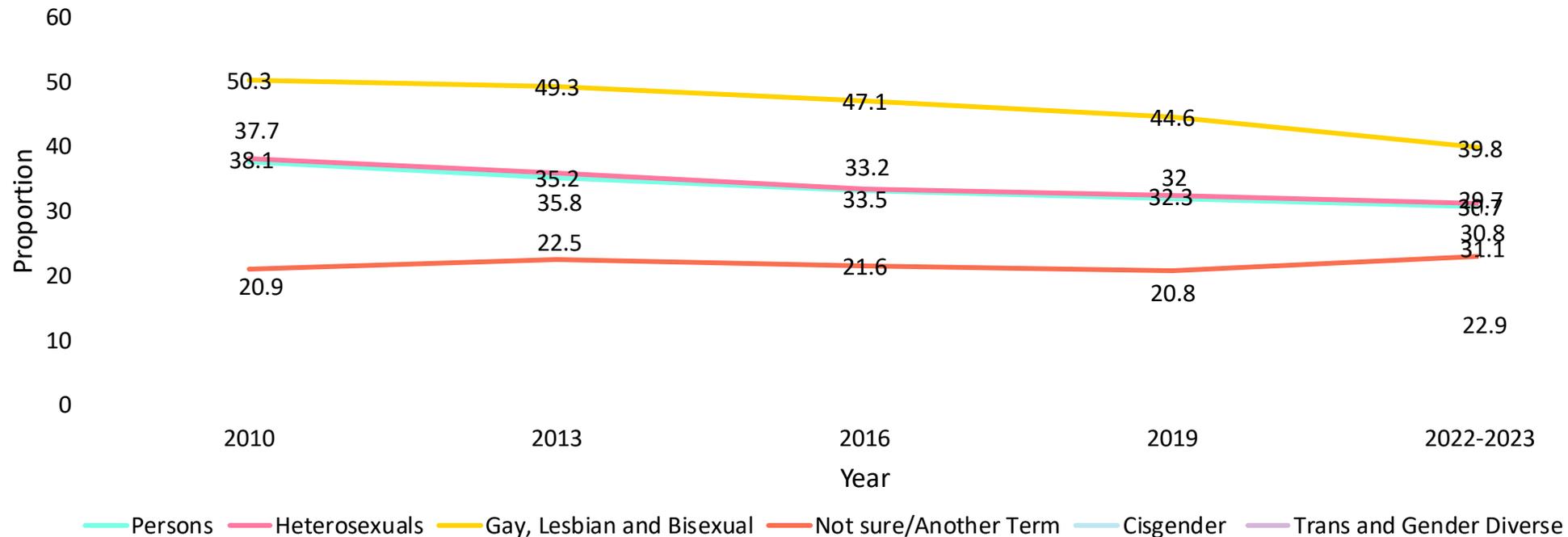
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Cancer Services

Risky alcohol consumption in Australia by sexuality and gender



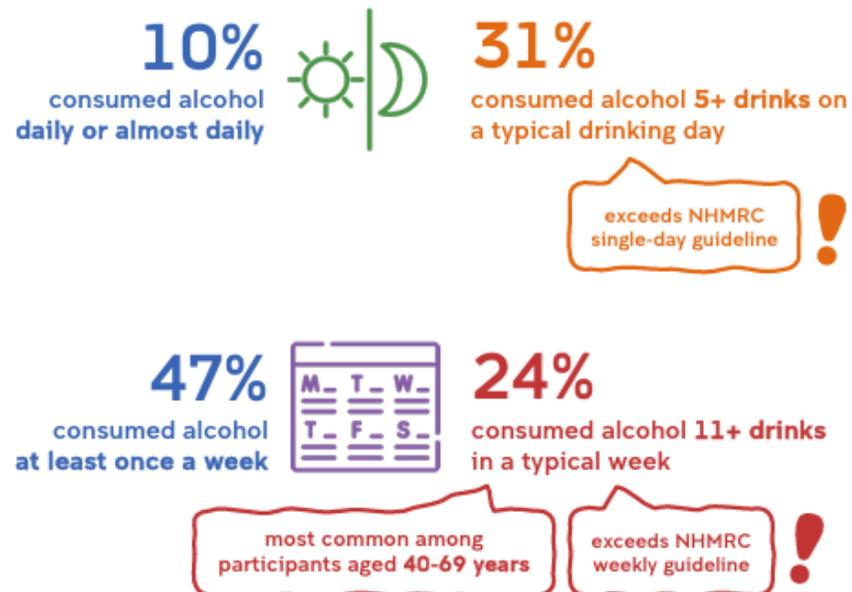
* Derived from 2020 NHMRC guideline 1: Had more than 10 standard drinks per week, or drank more than 4 standard drinks on a single day at least once a month, on average.

Source: AIHW, 2024. National Drug Strategy Household Survey 2022-2023. [online] Canberra: Australian Institute of Health and Welfare. Available at: <https://www.aihw.gov.au/reports/illicit-use-of-drugs/national-drug-strategy-household-survey/report-editions>.

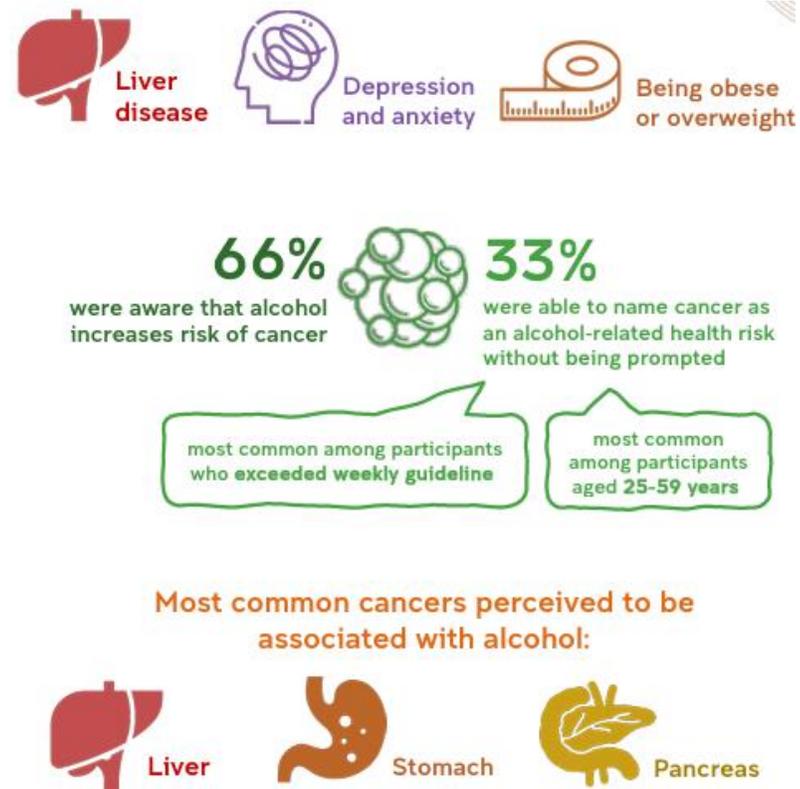


LGBTQ+ Alcohol-related Behaviours, Beliefs, and Knowledge

ALCOHOL CONSUMPTION



PERCEIVED ALCOHOL RELATED HEALTH RISKS





Meet Rudy.
 Rudy is unapologetic about their choices - especially their choice to cap their drinks to 4 standards on a night out.

Drinking within the alcohol guidelines can lower your risk of cancer.
 Learn more at canwe.org.au



Meet Benjamin.
 Benjamin is unapologetic about his choices - especially his choice to go booze-free some days.

Drinking within the alcohol guidelines can lower your risk of cancer.
 Learn more at canwe.org.au



Meet Kirsty.
 Kirsty is unapologetic about her choices - especially her choice not to drink alcohol.

Drinking within the alcohol guidelines can lower your risk of cancer.
 Learn more at canwe.org.au



Meet Kelly.
 Kelly is unapologetic about their choices - especially their choice to cap their drinks to 10 standards a week.

Drinking within the alcohol guidelines can lower your risk of cancer.
 Learn more at canwe.org.au



Be Unapologetic

July – September 2024



Campaign Overview

Goal: To contribute to a decrease in alcohol consumption and alcohol-related cancer risk through healthy lifestyles among NSW LGBTQ+ populations.

Target audience: LGBTQ+ people in NSW aged 30-59 years, including trans and gender diverse people, Aboriginal and Torres Strait Islander people, people from culturally and linguistically diverse backgrounds.

Objectives:

- Increase in prompted recall of the campaign amongst LGBTQ+ people in NSW who drink alcohol, measured by campaign recall via post-campaign evaluation survey.
- Encourage help-seeking to reduce risky alcohol consumption amongst LGBTQ+ people who drink alcohol at risky levels (above the Australian alcohol guidelines), measured by visits to the [canwe.org.au](https://www.canwe.org.au) website.

Campaign timing: 25 July – 8 September 2024

Creative Strategy

Authentic Community Voices

Campaign featured LGBTQ+ individuals expressing personal messages in their unique styles, enhancing authenticity.

Visual Storytelling Across Platforms

Utilised inclusive imagery and storytelling on social media, out-of-home ads, and dating apps for wide reach.

Target Audience Engagement

Co-designed with LGBTQ+ influencers, the campaign encouraged self-reflection and behaviour change.

Multi-Channel Dissemination

The campaign used social media, dating apps, outdoor ads, and a website for broad cultural reach.

Community Connection and Empowerment

Campaign fostered a sense of belonging and empowered informed, shame-free choices with the slogan 'Be Unapologetic.'





Results

Methods: Digital analytics and an online post-campaign evaluation survey (n=651)

Reach and Recall

The campaign reached over **1.2 million video views** and **20,687 website visits** and achieved a **38% ad recall**.

Increased Awareness

72% of respondents **increased understanding of alcohol and cancer risks**, especially among lesbian and queer participants.

Taking Action

Of those who recalled the campaign **36% took some action:**

- Compared drinking habits to the recommended drinking guidelines
- Talked to partner, family, friend
- Visited a website / searched for information

Contemplation

57% of people who recently drank alcohol reported the ads made them **think about reducing their alcohol consumption**.

Those who exceeded both daily and weekly guidelines were **3.38 times more likely to reconsider their alcohol consumption** as a result of seeing the advertisements compared to those who drink within the guidelines.

Characteristics associated with the ads making people think about their alcohol consumption – relevance (p=<0.001), recognition of LGBTQ+ influencer (p=0.041), effectiveness at communicating main message (p=0.021), and increased their awareness of the link between alcohol and cancer (p=<0.001).

Lessons and Implications

Effective Campaign Elements

Relevance, authentic community storytelling, and clear alcohol-cancer links drove strong engagement and contemplation of behaviour change.

Areas for Improvement

Need for clearer info on drink sizes and specific alcohol-related cancer risks to enhance understanding.

Future Campaign Priorities

Focus on inclusive, evidence-based messaging and expanded outreach to empower informed health decisions.

Culturally Competent Communication

Culturally competent strategies promote health equity and positive behaviour change across communities.



Conclusion



Culturally Tailored Messaging

The campaign uses culturally relevant messaging to raise awareness and inspire positive behavioural changes effectively.

Empowering LGBTQ+ Voices

Centring LGBTQ+ voices allowed individuals to critically reassess alcohol use and pursue healthier choices.

Inclusive Storytelling Impact

Inclusive storytelling and community engagement are key to addressing public health challenges effectively.

Future Campaign Focus

Future efforts should remain unapologetically inclusive, fostering supportive environments for informed health choices.