

# Samples of health information labels developed by VicHealth

To see a report on consumers' opinion of the labels go to [www.vichealth.vic.gov.au](http://www.vichealth.vic.gov.au)



Image courtesy Victorian Department of Justice

- Targets young men under 35
- Addresses short term harm (interpersonal violence)
- Young males responded well to this label.  
e.g. *...it doesn't say stop drinking. It says look out for your mates, and everyone cares about their mates*
- As part of an integrated media campaign (with State Government [www.championshipmoves.com.au/](http://www.championshipmoves.com.au/) campaign), the caption and image was already familiar to the target group.



Image courtesy Commonwealth Government Department of Health and Ageing

- Targets young women under 24
- Addresses short term harm (injury)

The words and picture used on this label were part of an integrated media campaign developed and funded by the Commonwealth Government.

[http://www.drinkingnightmare.gov.au/internet/drinkingnightmare/publishing.nsf/Content/D3F6ABD6A505E2F9CA2574FD007DBD20/\\$File/Legal%20print-%20coffee%20table.pdf](http://www.drinkingnightmare.gov.au/internet/drinkingnightmare/publishing.nsf/Content/D3F6ABD6A505E2F9CA2574FD007DBD20/$File/Legal%20print-%20coffee%20table.pdf)

The "Don't turn your night out into a nightmare" was already familiar to the target group. The younger focus group participants found this label to be one of the more effective ones because it included facts and figures about hospitalisations of young people affected by alcohol. *I've seen this one on a billboard and I remember when I saw it I was like I was shocked at the stats...*

All the young women agreed that the picture was shocking and realistic. They felt that the situation shown in the picture of a girl crashed through a coffee table was embarrassing and they would not like to find themselves in the same situation. Some young women connected the message on this label with their own drinking experiences.

**HEALTH WARNING**



**Women who drink less than 2 standard drinks a day reduce their life time risk of developing breast cancer.**

Standard Drinks  
**21**

700mL  
37.5%  
ALC/VOL

INGREDIENTS: CARBONATED WATER, SUGAR, FOOD ACIDS, FLAVOUR, PRESERVATIVE, COLOUR


**NUTRITIONAL INFORMATION**

AVE. QUANTITY	PER SERVING	PER 100mL
Energy	1511 kJ / 720Cal	3011 kJ / 720Cal
Protein	3g	3g
Fat	1g	1g
Carbohydrates	2g	2g

Image courtesy Getty Images

- Targets women
- Addresses long term harm associated with alcohol consumption (cancer)
- While most focus group participants were aware of the link between liver disease and heart problems, the link with breast cancer was a shock to many. e.g. *“Normally you assume alcohol affects the brain or liver... but to say that alcohol is linked to breast cancer, I think that is pretty new – or not as spoken about.”*
- Many found the image on the label confronting.

**HEALTH WARNING**



**Alcohol is a drug. You can become dependent on it.**

Drink no more than 2 standard drinks on any day to reduce your lifetime risk of harm from alcohol-related disease or injury.

Standard Drinks  
**20**

700mL  
37%  
ALC/VOL

INGREDIENTS: CARBONATED WATER, BOURBON WHISKEY, SUGAR, COLOUR, FOOD ACID, FLAVOUR

**NUTRITIONAL INFORMATION**

AVE. QUANTITY	PER SERVING	PER 100mL
Energy	1711 kJ / 330Cal	973kJ / 2330Cal
Protein	2g	2g
Fat	3.4g	3.4g
Carbohydrates	5.5g	5.5g

Image courtesy Getty Images

- Targets men
  - Addresses long term harm and alcohol dependency
- This health advisory label warns that alcohol is a drug you can become dependent on. It adopts one of the NHMRC guidelines that recommends that people drink no more than two standard drinks on any day to reduce their lifetime risk of harm from alcohol-related disease or injury.
- The message on this label was clearly understood. There was a tendency for this label to be dismissed by focus group participants who did not like being told how much they could drink everyday. The young men felt that no more than two standard drinks was an unrealistic amount.
- The picture on the bottle resonated with focus groups participants. Most were able to make the link between the man in the picture looking lonely and depressed as well as the message of excessive alcohol consumption.