



Drug Info Content Planner - 2024

Themed days and special events throughout the course of the year offer a number of opportunities to promote your library's Drug Info service through your social media channels. Use this document when planning your regular library social media posts. Links are included where available. On these websites you may find additional social media resources such as campaign images.

Date	Event	Suggested social media text
January (all month)	Summer	Drug Info's summer mocktail is here! Fraise in the Sun is a delicious mix of strawberry, apple and ginger and makes for a refreshing alternative to alcohol over the festive season. Learn more at druginfo.sl.nsw.gov.au/alcohol/literary-mocktails
February (all month)	FebFast https://febfast.org.au/	Many Australians use #FebFast to take a break, but the benefits of reducing alcohol intake last much longer than a month. The Get Healthy information and coaching service is here to help druginfo.sl.nsw.gov.au/alcohol/get-healthy-information-and-coaching-service
4 February	World Cancer Day https://www.worldcancerday.org/	4 February is World Cancer Day. A recent Australian study of health and ageing confirms the link between alcohol use and seven types of cancers. Find out more at Drug Info druginfo.sl.nsw.gov.au/alcohol
24 February	Family Drug Support Day https://internationalfdsday.fds.org.au/	24 Feb is #FamilyDrugSupportDay -acknowledging the important role and impact of families and loved ones in supporting people experiencing alcohol & other drug problems. Go to our Families page to learn more about resources and support services available druginfo.sl.nsw.gov.au/families
2 March	Sydney Gay & Lesbian Mardi Gras https://www.mardigras.org.au/	Happy Mardi Gras! Drug Info's new Party Safe page is packed with tips and resources to make this year's parade a night to remember, including a section on organisations and services for LGBTIQ+ communities. Go to Drug Info to learn more druginfo.sl.nsw.gov.au/news/party-safe
11-24 March	NSW Seniors Festival	See our NSW Seniors Festival campaign page for suggested social media posts and images: https://www.sl.nsw.gov.au/public-library-services/seniors-campaign



11-15 March	Brain Awareness Week https://brainfoundation.org.au/brain-awareness-week/	<p>March 13-19 is #BrainAwarenessWeek. Adolescence and emerging adulthood are periods of significant brain growth and development. Find out more about drugs and the developing brain during #BrainAwarenessWeek by watching the #RespectYourBrain videos #DrugInfo https://druginfo.sl.nsw.gov.au/respect-your-brain</p> <p>How does vaping affect the developing brain? Most vapes contain nicotine, and exposing young brains to nicotine early can increase the likelihood of addiction into adulthood. Vaping can also increase risks of depression and anxiety. Learn more at #RespectYourBrain https://yourroom.health.nsw.gov.au/getting-help/Pages/Respect-Your-Brain.aspx</p>
29 March	Easter long weekend	<p>This Easter Long Weekend, stay safe and #MakeItAMocktail Find more recipes here druginfo.sl.nsw.gov.au/alcohol/literary-mocktails #KnowYourStandards</p>
11-21 April	NSW Youth Week https://www.nsw.gov.au/youthweek	<p>See our NSW Youth Week campaign page for suggested social media posts and images: https://www.sl.nsw.gov.au/public-library-services/youth-campaign</p>
13 May	World Cocktail Day	<p>Happy World Cocktail Day. With Drug Info's #LiteraryMocktails, you can get into the spirit sans spirits. Our literary mocktails combine delicious recipes with colourful book-themed designs, and make the perfect accompaniment for library events and other celebrations. Learn more at sl.nsw.gov.au/public-libraryservices/services/drug-info-public-libraries/mocktails</p>
13-19 May	National Families Week https://nfw.org.au/	<p>May 13-19 is #NationalFamiliesWeek. Abuse of alcohol and other drugs can affect relationships and contribute to family breakdowns. Go to Drug Info's Families page for information, resources, & links to relevant support services. Learn more at https://druginfo.sl.nsw.gov.au/families</p>
31 May	World No Tobacco Day https://www.health.gov.au/news/world-no-tobaccoday-2022-tobacco-threat-to-our-environment	<p>31 May is World No Tobacco Day. How much do you know about tobacco? Visit #DrugInfo to find out more including short and long term effects, tobacco and the law and usage in Australia druginfo.sl.nsw.gov.au/drugs/z-drugs/tobacco</p>
1 June	Winter	<p>See our Winter mocktails campaign page for suggested social media posts and images: https://www.sl.nsw.gov.au/public-library-services/services/drug-info-public-libraries/winter-mocktail</p>

7 June	King's Birthday long weekend	This long weekend, stay safe and #MakeltAMocktail Find more recipes here druginfo.sl.nsw.gov.au/beer/literary-mocktails #KnowYourStandards
10-16 June	Men's Health Week https://www.westernsydney.edu.au/mens-healthweek	It is #MensHealthWeek, an opportunity to promote healthy living for men, and to raise awareness about some of the health issues facing men and boys. Alcohol has a significant burden on the health system, and in many statistical categories of risky alcohol use men are over-represented. See here for more information, including tips on reducing alcohol intake: druginfo.sl.nsw.gov.au/news/mens-health-week
July (all month)	Dry July https://www.dryjuly.com/	It's #DryJuly and our trusty selection of tasty and healthy mocktails are sure to please https://druginfo.sl.nsw.gov.au/beer/literary-mocktails Visit Drug Info for more about alcohol and reducing risk from alcohol harm druginfo.sl.nsw.gov.au/beer Participating in #DryJuly? Your Room's tips on saying no during the festive season are not just for the holidays! Find some great advice and useful support resources to help cut out alcohol at yourroom.health.nsw.gov.au/whats-new/Pages/Tips-for-saying-no-to-alcohol-this-holiday-season.aspx
28 July	World Hepatitis Day https://www.worldhepatitisday.org/	28 July is World Hepatitis Day, raising awareness about the global burden of viral hepatitis. Did you know that the main cause of is by sharing needles, syringes, or other injecting equipment, including spoons? Hep C can be prevented by using sterile injecting equipment. Sterile injecting equipment is available through Needle and Syringe Programs (NSPs) across NSW. For more information on World Hepatitis Day, go to Your Room https://yourroom.health.nsw.gov.au/whats-new/Pages/Help-us-eliminate-Hep-C.aspx
1-7 August	World Breastfeeding Week https://worldbreastfeedingweek.org	This week is #WorldBreastfeedingWeek. Using alcohol while breastfeeding can reduce milk supply, contribute to sleep disturbance and impact a baby's development. Want to learn more? See Drug Info's Families page druginfo.sl.nsw.gov.au/families
7-13 August	National Stroke Week https://strokefoundation.org.au/what-we-do/prevention-programs/national-stroke-week	It is National Stroke Week. Did you know that tobacco smoking is one of the leading risk factors for strokes. The benefits of quitting smoking include a significantly reduced risk of stroke. Get the facts at druginfo.sl.nsw.gov.au/drugs/zdrugs/tobacco
12 August	International Youth Day https://www.un.org/en/observances/youth-day	Happy International Youth Day! Drug Info's youth page has a range of facts and resources relating to alcohol and other drugs. You will find information relating to the effects of different drugs, links to quality youth support services, school resources and more. Go to druginfo.sl.nsw.gov.au/youth

31 August	International Overdose Awareness Day http://www.overdoseday.com	Today is International Overdose Awareness Day, a chance to raise awareness of overdose and reduce the stigma of a drug-related death. It also acknowledges the grief felt by families and friends remembering those who have met with death or permanent injury as a result of drug overdose. Overdose Day spreads the message that the tragedy of overdose death is preventable. Visit the website for resources and more information overdoseday.com/campaign-resources
September (all month)	FASD Awareness Month https://www.nofasd.org.au/	Around the world, the month of September is recognised as FASD month to raise awareness about Fetal Alcohol Spectrum Disorder and the importance of an alcohol free pregnancy. FASD is a lifelong disability, with lasting challenges for those diagnosed with FASD. Learn more at nofasd.org.au
7 September	Health and Physical Education Day https://hpeday.com.au/	2 September is National #HPEDay -visit #DrugInfo to discover our range of resources available to support PDHPE students and teachers, including drug facts and a PDHPE research guide aligned with the NSW years 7-10 curriculum druginfo.sl.nsw.gov.au/school-resources
9 September	International FASD Awareness Day https://www.nofasd.org.au/community/international-fasd-awareness-day/	9 September is International FASD Awareness Day. Fetal Alcohol Spectrum Disorder affects all communities in which alcohol is consumed and it requires a community approach to prevention. There is a role for everyone to play. Women need support from partners, families, friends and healthcare and social service providers to avoid alcohol when planning a pregnancy, and during pregnancy. To find out more visit adf.org.au/reducing-risk/alcohol/fasd
29 September	World Heart Day https://world-heart-federation.org/world-heart-day/	It's #WorldHeartDay. Did you know drugs such as alcohol and tobacco can greatly increase the risk of heart disease? Get the facts at druginfo.sl.nsw.gov.au
29 September	Labour Day long weekend	This Labour Day Long Weekend, stay safe and #MakeItAMocktail Find more recipes here druginfo.sl.nsw.gov.au/alcohol/literary-mocktails #KnowYourStandards
October (all month)	Mental Health Month https://mentalhealthmonth.wayahead.org.au/	October is Mental Health Month. The relationship between mental health and drug and alcohol use is complex because one can effect the other. Find out about the relationship between drugs, alcohol and mental health at druginfo.sl.nsw.gov.au/drugs/mental-health
October (all month)	Breast Cancer Awareness Month https://www.canceraustralia.gov.au/key-initiatives/campaigns-and-events/breast-cancer-awareness-month	Did you know that drinking too much alcohol can cause breast cancer? October is Breast Cancer Awareness Month. Alcohol consumption is responsible for approximately 830 cases of breast cancer each year. Alcohol is proven to increase your risk of 7 different types of cancer including mouth, throat, oesophagus, stomach, bowel, liver and breast. cancercouncil.com.au/1in3cancers/lifestyle-choices-and-cancer/alcohol-and-cancer



1 October	International Day of Older Persons https://www.un.org/en/observances/older-persons-day	Did you know that alcohol is the most common drug used by older people? Older people in Australia are less likely to binge drink but are the most likely age groups to be daily drinkers. Find out more about alcohol guidelines by visiting druginfo.sl.nsw.gov.au/alcohol/standard-drinks/australian-alcohol-guidelines #DrugInfo #NSWPublicLibraries
4 October	Labour Day long weekend	This Labour Day Long Weekend, stay safe and #MakeltAMocktail . Find more recipes here druginfo.sl.nsw.gov.au/alcohol/literary-mocktails #KnowYourStandards
10 October	World Mental Health Day https://lookafteryourmentalhealthaustralia.org.au/	October 10 is World Mental Health Day. Alcohol and other drugs affect chemicals in the brain responsible for regulating feelings and social behaviour. Alcohol and other drugs can deplete or change the levels of these chemicals, causing short-and long-term impacts on mental health concerns. Learn more at Drug Info druginfo.sl.nsw.gov.au/drugs/mental-health
13-19 October	National Carers Week https://carersweek.com.au/	October 11-17 is #NationalCarersWeek -if you're a family member, friend or carer of someone affected by drugs and alcohol, visit #DrugInfo for more information about the support services available druginfo.sl.nsw.gov.au/getting-help
15 October	HSC exams commence	Best of luck to all HSC students beginning their exams today. Drug Info's Youth page is filled with helpful school resources and important information about mental health, the effects of drugs and alcohol on developing brains, and where to go for help and support druginfo.sl.nsw.gov.au/youth
8 November	HSC exams conclude	School's out! Today marks the final day of HSC exams for students in NSW, and warm congratulations are offered to all. As young people celebrate this milestone, it is important to consider mental health and the effects of drugs and alcohol on developing brains. Drug Info's youth page features high quality information and where to go for help and support druginfo.sl.nsw.gov.au/youth
19 November	International Men's Day https://www.internationalmensday.info/	19 November is International Men's Day. Alcohol has a significant burden on the health system, and in many statistical categories of risky alcohol use men are over-represented. See here for more information, including tips on reducing alcohol intake: druginfo.sl.nsw.gov.au/news/mens-health-week
23 November -8 December	Schoolies Week https://www.schoolies.com/2024	Schoolies is all about having a good time and celebrating the end of your school life. Find out more about safe partying and looking after yourself and your friends at Drug Info's Party Safe page for more information druginfo.sl.nsw.gov.au/party-safe



December (all month)	Summer mocktails	Drug Info is getting into the festive spirit with two delicious summery additions to our collection of literary mocktails. The Dickens-inspired Bah Humbug and our cricketing Fraise in the Sun are the perfect alternative to alcohol this holiday season. Learn more at Drug Info: druginfo.sl.nsw.gov.au/news/summer-mocktails #LiteraryMocktails
December (all month)	Festive season	Want to pace yourself over the festive season? Cutting back on your alcohol intake or avoiding alcohol all together at social events doesn't need to be a bore. Go to Your Room for some great tips and useful support resources https://yourroom.health.nsw.gov.au/whats-new/Pages/Tips-for-saying-no-to-alcohol-this-holiday-season.aspx
25 December	Christmas Day	Looking for a festive alternative to alcohol this Christmas? Why not try our Bah Humbug mocktail. Find the recipe here: druginfo.sl.nsw.gov.au/alcohol/literary-mocktails/bah-humbug #MakeltAMocktail #KnowYourStandards
31 December	New Years Eve	Looking for an alternative to alcohol for your NYE? Why not try one of our Literary Mocktails? Find the recipes here: druginfo.sl.nsw.gov.au/alcohol/literary-mocktails #LiteraryMocktails #MakeltAMocktail #KnowYourStandards