

GIVE US AN

**Ad**

**Break**

**Supporter Kit**

# Campaign overview

Scrolling your feed, watching sport, waiting for the train. These spaces should be free from ads for products that harm our health.

But right now, gambling, alcohol and unhealthy food companies fill our screens, sport, bus stops and billboards with ads for their harmful products, encouraging us to gamble, drink and eat more unhealthy food to keep their profits climbing.

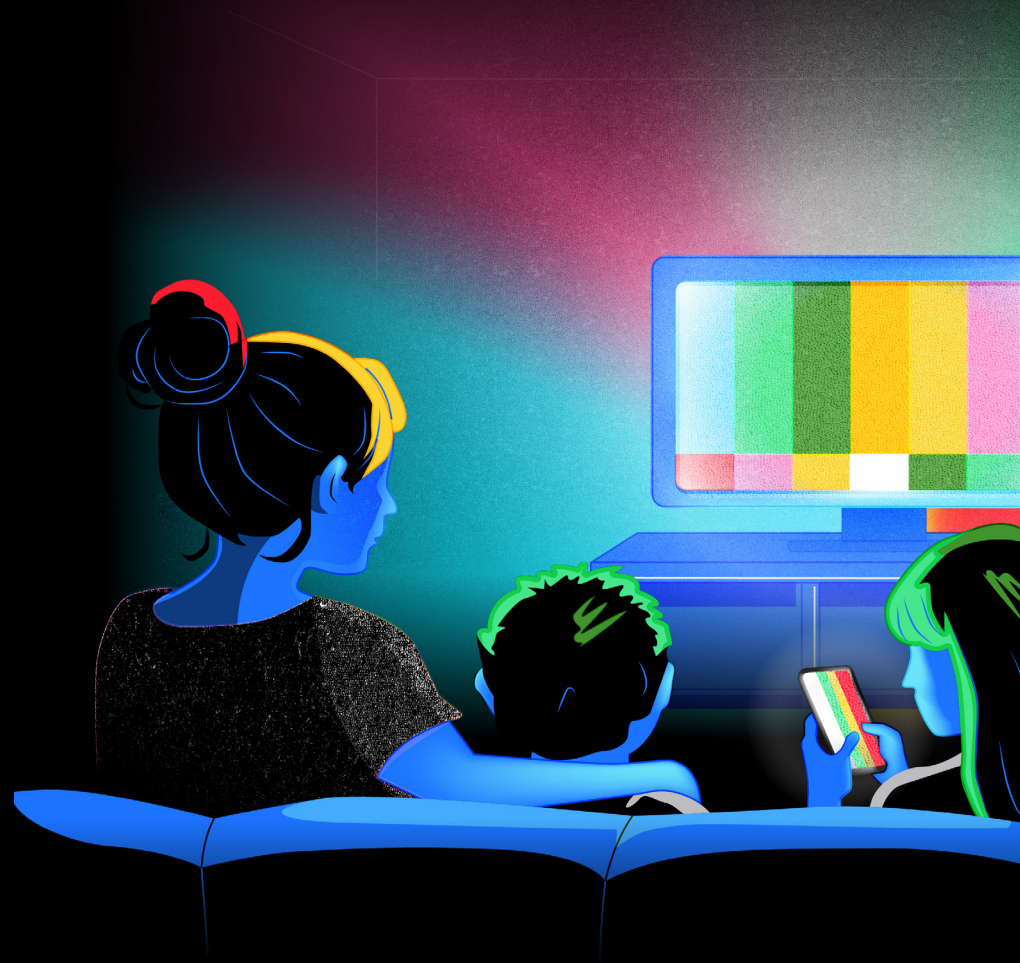
Companies advertise in places they know kids will see, and for people trying to cut back these ads can make it really difficult.

We know 4 in 5 Australians want to see less of these ads.

A future with less of these ads means scrolling our feed without being followed by alcohol ads, sport on the weekend becomes about the game, not the odds, and our kids can catch the bus without having fast food logos in their faces.

We need a law that sets clear rules about how gambling, alcohol and unhealthy food companies can advertise.

Our government can take this chance to make a difference that will last generations.

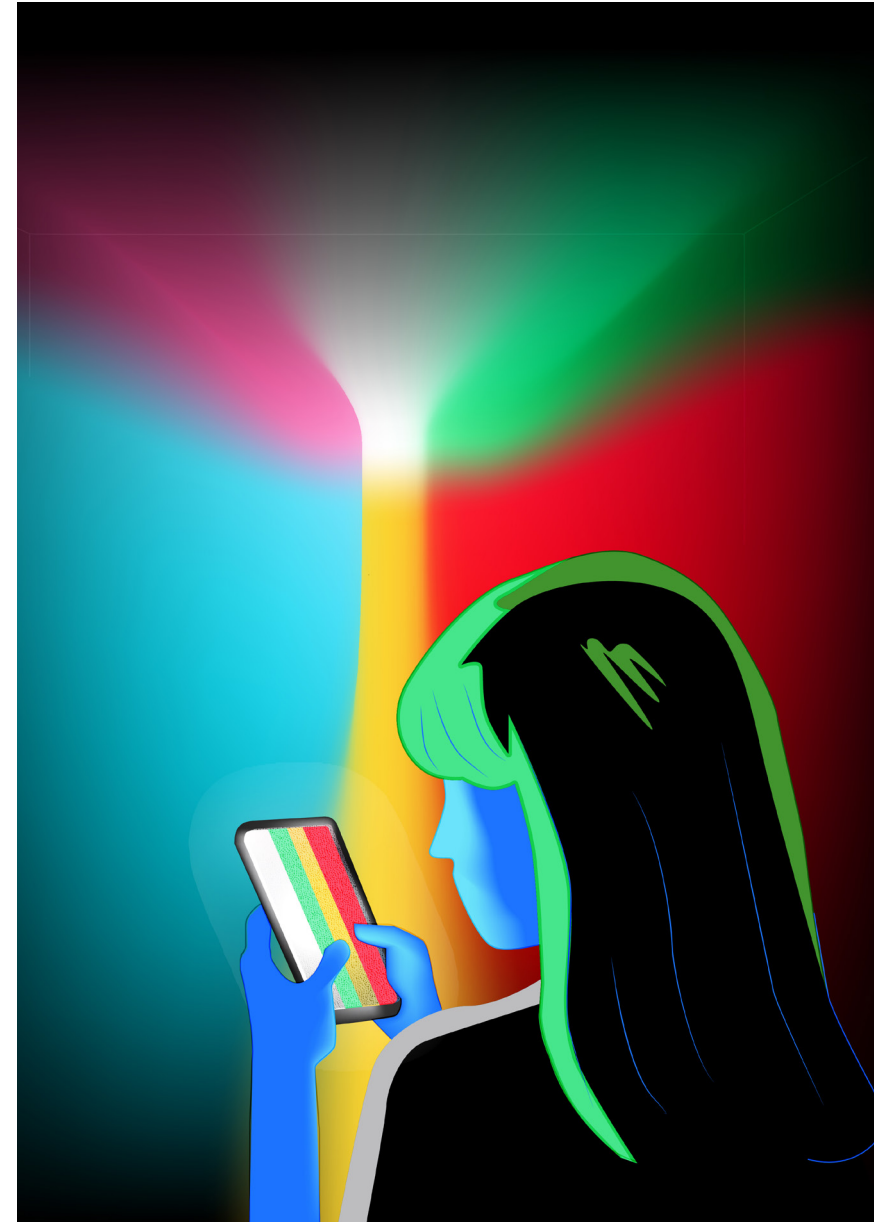


# How to get involved

Join our call to *give us an ad break!*

To get involved:

1. **Sign the pledge** calling on the Australian Government to introduce a law that sets clear rules for advertising of harmful products
2. **Snap a photo** of ads in your community for gambling, alcohol or unhealthy food products - perhaps a sports ground, train station or shopping centre - and share it on social media using **#GiveUsAnAdBreak**
3. **Spread the word** by sharing our downloadable social media tiles in this kit – make sure to use **#GiveUsAnAdBreak**
4. **Strike up a conversation** with your colleagues, friends or family about why you're joining the call for change (keep scrolling for tips on where to start)

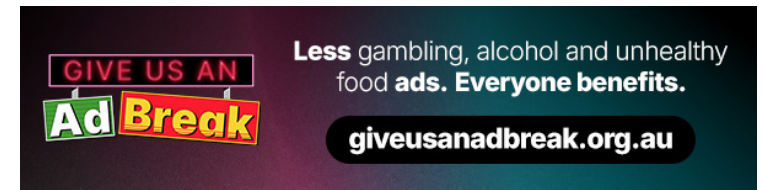
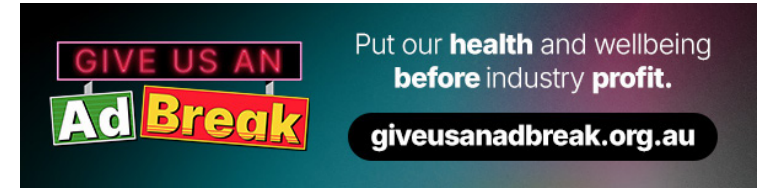
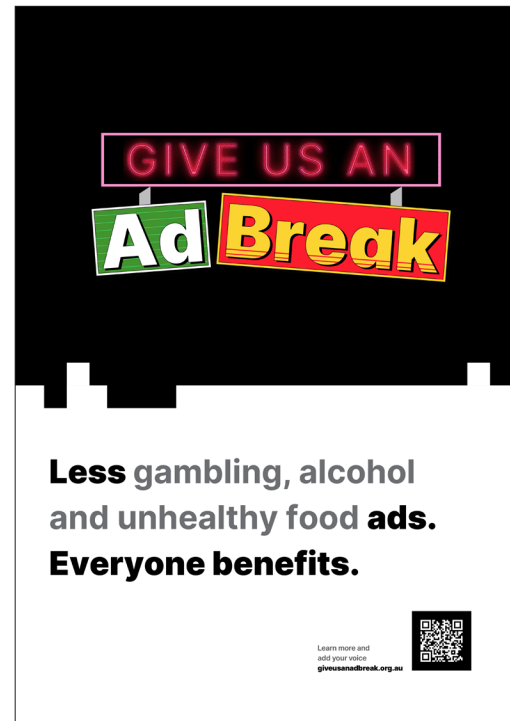
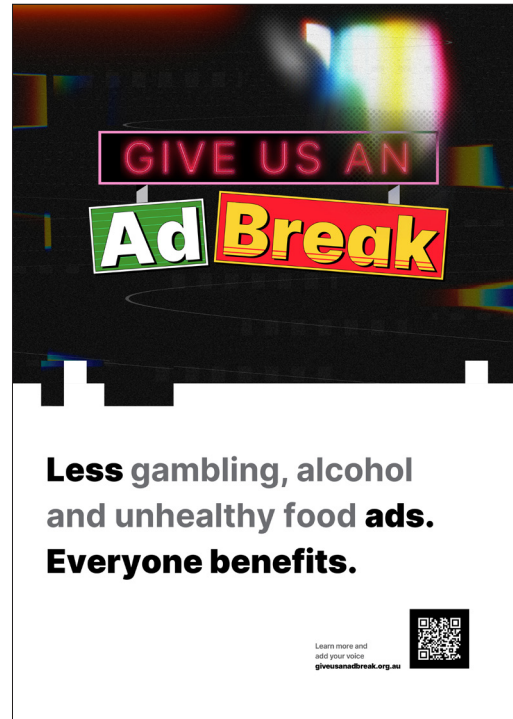


# Assets

Click on an item to download

Email signatures

Posters



# Social media post

## Suggested caption:

Scrolling your feed, watching sport, waiting for the train. These spaces should be free from ads for products that harm our health – including gambling, alcohol and unhealthy foods.

These ads are really hard to escape.

That's why a new campaign – Give us an ad break – is calling on the Federal Government to introduce a law that sets clear rules about how gambling, alcohol and unhealthy food companies can advertise.

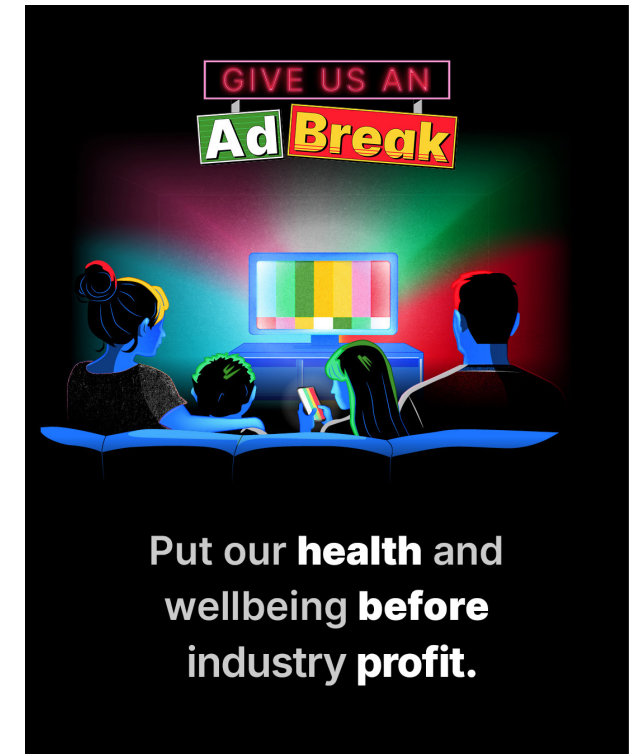
Less gambling, alcohol and unhealthy food ads: everyone benefits.

Learn more and add your voice at [giveusanadbreak.org.au](http://giveusanadbreak.org.au).

*If you'd like to personalise this caption, you might want to share an experience of seeing these harmful ads out in public, and how it made you feel.*



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# Newsletter article

## Suggested text:

People deserve to move through their day free from invasive ads for products that harm our health.

But right now, gambling, alcohol and unhealthy food companies fill people's screens, sport, bus stops and billboards.

These industries use their ads to encourage our communities to gamble, drink and eat more unhealthy food to keep their profits climbing. While their sales are booming, our community's rates of cancer, liver disease, mental ill health and financial hardship are at record levels.

A future with less of these ads means scrolling our feed without being followed by alcohol ads, sport on the weekend becomes about the game, not the odds, and our kids can catch the bus without having fast food logos in their faces.

Just over three decades ago, Australia led the world by phasing out tobacco advertising. Tobacco products were no longer splashed across television, sports stadiums and billboards – and the community has benefitted greatly.

That's why a new campaign – *Give us an ad break* – is calling on the Australian Government to introduce a new law that sets clear rules about the ways gambling, alcohol and unhealthy food companies can promote their products. Community health over industry profit.

To learn more and add your voice head to [giveusanadbreak.org.au](https://giveusanadbreak.org.au).

# Newsletter images



**Click on an item to download**

*If you'd like to personalise this text, you might want to share an experience of seeing these harmful ads out in public, and how it made you feel.*

# Conversation and messaging tips

Ready for an *ad break*, but not sure how to start the conversation?

We've got you.

1. **Focus on our health:** Products like gambling, alcohol and unhealthy foods cause a lot of harm in our community, so it makes sense that there should be clear rules in place about how they can be promoted. This is about ensuring our health is the priority. Not industry profit.
2. **Throwback to tobacco:** Remember when Australia became a world leader and phased out smoking ads? It made a huge difference to people's health. We can do that again. This is a step that will really make a difference for future generations.
3. **Highlight the world we want to see, not just the problem:** There's a lot going on in the world, and what is one thing no one needs? Another problem. That's why we spotlight what our communities would look like without harmful ads on our screen, bus stops or sport stadiums. Talk about the places in your life where you're looking forward to seeing no ads: your commute to work, by your children's school, or watching your team play on the weekend.

# Want to learn more?

Head to our website – [giveusanadbreak.org.au](https://giveusanadbreak.org.au)

