

Your Drink. Your Call.

Dissemination Guide



SHEA LAB
SUBSTANCE USE AND HEALTH
IN EMERGING ADULTHOOD

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Introduction

This Guide

This dissemination guide provides you with the “Your Drink. Your Call.” campaign assets, recommendations on who to collaborate with on campus and how to implement the campaign. The resources included in this guide are intended to be used at post-secondary institutions.

You may tailor the campaign to your own institutional environment. As a representative of your campus, you are in the best position to decide which materials and approaches would be most effective for your community.

The Campaign

The “Your Drink. Your Call.” campaign is a joint initiative between the Canadian Centre on Substance Use and Addiction (CCSA) and the Substance Use and Health in Emerging Adulthood (SHEA) Lab at St. Francis Xavier University.

This campaign was designed to increase students knowledge of Canada’s Guidance on Alcohol and Health (CGAH) and empower students to make informed decisions about their alcohol use. The campaign was developed through an iterative process and in collaboration with postsecondary students. The campaign was piloted at two post-secondary campuses in March 2025.

Campaign Objectives

- 1 **Increase student awareness of Canada’s Guidance on Alcohol and Health (CGAH)**
- 2 **Educate students of the harms and costs associated with alcohol consumption.**
- 3 **Empower students to make informed decisions on their alcohol use.**

The Evaluation

An evaluation of the pilot phase of this project was completed in April/May 2025. The results confirmed that the campaign assets were liked by students and had a positive impact on their knowledge of the guidance. The evaluation is available to download for more information on the development of the campaign and results from the pilot launch including student feedback.

Student Perceptions of a New Alcohol Education Campaign



“Your Drink. Your Call” Complete Asset Package



Resources and Assets

Included in this guide is access to the complete set of physical and digital assets, as well as suggested activities and implementation strategies to engage students. We recommend connecting with your IT department and provide them with the materials they will need to support your campaign.

	Page
KnowAlcohol.ca	5
A web-based app developed by the Canadian Institute for Substance Use Research (CSIUR) out of the University of Victoria and launched to the public in January 2025.	
Brand Colours and Typography	6
Brand Logos	7
Use the YDYC logo on supporting resources.	
Print Posters	8
Our posters for print highlight key messages on CGAH, link to the KnowAlcohol.ca self evaluation tool, and provide safer drinking tips.	
Social Media Posters	9
Our social media posters and suggested captions highlight key messages on CGAH, the KnowAlcohol.ca self evaluation tool, and provide safer drinking tips.	
Student's Say	10
Use this template to feature students from your institution who wish to share their experiences or safe drinking tips with their peers. Students resonate and relate to hearing from their peers. Create a free Canva account to modify this asset.	
Digital Poster	11
These digital posters highlight the campaign and it's branding, increasing campaign visibility and impact in coordination with other materials.	
Banner & Swag	12
Details on our branded banner. Consider expanding exposure to the campaign with other suggested swag materials.	
Launch Event	13
Review tips for a successful campaign launch event.	
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Linked Content: KnowAlcohol.ca

Throughout this campaign, captions encourage viewers to visit the [KnowAlcohol.ca](https://www.knowalcohol.ca) website or scan a QR code that is directly linked to the same website.

This web based app has been incorporated into the campaign as it promotes:

- 1 **Alcohol education - a condensed version of CGAH regarding weekly drink amounts and information on standard drink sizes**
- 2 **A self-evaluation tool that analyzes individual health, financial and caloric consequences based on alcohol consumption**

The image shows a screenshot of the KnowAlcohol.ca website. The main header features the 'KNOWALCOHOL' logo and navigation links: Home, About Alcohol, Calculator, Resources, Quiz, and Language. The main content area has a pink background with the text 'What are my health risks, costs and calories from drinking alcohol?' and 'What could I gain or save from drinking less?'. A yellow 'CALCULATE NOW' button is prominent. Below this, there's a section titled 'Canada's Guidance on Alcohol & Health' which outlines risk levels based on standard drinks per week: No risk (0), Low risk (1-2), Moderate risk (3-6), and Increasingly high risk (7+). It also includes a 'Did you know?' section with tips on safe drinking. At the bottom, there are three icons: a glass for 'Know a Standard Drink', a question mark for 'Take our Quiz', and a magnifying glass for 'Find Resources'. Each icon has a corresponding button: 'CALCULATE', 'TEST MY KNOWLEDGE', and 'GET HELP'. To the right of the main content, there's a smaller inset showing the calculator form with fields for Age, Sex, Current drinking habits, and What could happen if I reduce to? (optional). Below the form are buttons for 'HEALTH', 'COSTS', and 'CALORIES'. Further right, there's a QR code and a 'Visit' button with a link icon.

KNOWALCOHOL Home About Alcohol Calculator Resources Quiz Language

What are my health risks, costs and calories from drinking alcohol?

What could I gain or save from drinking less?

CALCULATE NOW

Do you KNOW how alcohol impacts you?

Enter your current drinking to explore how alcohol impacts your health, costs and calories. Enter a reduced amount to see your gains and savings from drinking less. Calculations are based on [standard drink](#) sizes.

Carefully reflect on your drinking habits; it's common for people to underestimate how much they drink.

Age * Sex * () Male Female

Currently, I drink * standard drinks per week What could happen if I reduce to? (optional) standard drinks per week

Calculate for * HEALTH COSTS CALORIES

* Required field
[To learn more about your results, visit the Research page](#)

Canada's Guidance on Alcohol & Health

Canada has a new alcohol [guidance](#) that outlines a continuum of risk for alcohol-related harms as follows:

- **No risk** at 0 standard drinks per week
- **Low risk** at 1 to 2 standard drinks per week
- **Moderate risk** at 3 to 6 standard drinks per week
- **Increasingly high risk** at 7 or more standard drinks per week

Did you know?

- Consuming more than 2 [standard drinks](#) per occasion increases the risk of [harm](#) to yourself and others
- When [pregnant](#), trying to get pregnant, or [breastfeeding](#), no amount of alcohol use is safe
- [Youth](#) under the legal drinking age should delay alcohol use for as long as possible

No matter where you are on the continuum, [drinking less is best](#). Explore our [calculator](#) to see how alcohol impacts you and what you can gain from drinking less.

Know a Standard Drink
Calculate and visualize a standard drink to know how many are in the beverages you drink.
CALCULATE

Take our Quiz
Do you know the facts about alcohol from the myths?
TEST MY KNOWLEDGE

Find Resources
Explore tips for drinking less and find support services for alcohol use.
GET HELP

Visit

Brand Colours and Typography

[INSTRUCTIONS] Please use these colours and this font when creating any corresponding materials related to Your Drink. Your Call.

BURGUNDY	DIGITAL RGB: 0/43/56 HEX: #82003D	PRINT CMYK: 34/100/57/31
BLUE	DIGITAL RGB: 3/89/158 HEX: #03599E	PRINT CMYK: 96/70/8/1
AMBER	DIGITAL RGB: 255/140/0 HEX: #FF8C00	PRINT CMYK: 0/50/87/0
ORANGE	DIGITAL RGB: 252/279/5 HEX: #FC4F05	PRINT CMYK: 0/83/89/0
BLACK	DIGITAL RGB: 0/43/56 HEX: #002B38	PRINT CMYK: 95/69/54/58

RL Aqua

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

The RL Aqua family of fonts is available on fonts.adobe.com/fonts/rl-aqua

Primary text format

Futura PT (Demi)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

The Futura PT family of fonts is available on fonts.adobe.com/fonts/futura-pt

Secondary text format

Brand Logos

Standard

**Your Drink.
Your Call.**

**Your Drink.
Your Call.**

**Your Drink.
Your Call.**

**Your Drink.
Your Call.**

**Your Drink.
Your Call.**

Reverse

**Your Drink.
Your Call.**

**Your Drink.
Your Call.**

**Your Drink.
Your Call.**

**Your Drink.
Your Call.**

**Your Drink.
Your Call.**

[INSTRUCTIONS]

The campaign logo is provided in 5 different colour options. The standard logo designs are intended for use on lighter background materials. The reverse are intended to be used on darker materials.

The logos can be used in any way you see fit. Some suggestions include:

- Creating campaign swag
- Adding to your email signature
- Adding to your institutional website
- Adding to any event advertisements
- Adding to harm reduction messages/posters

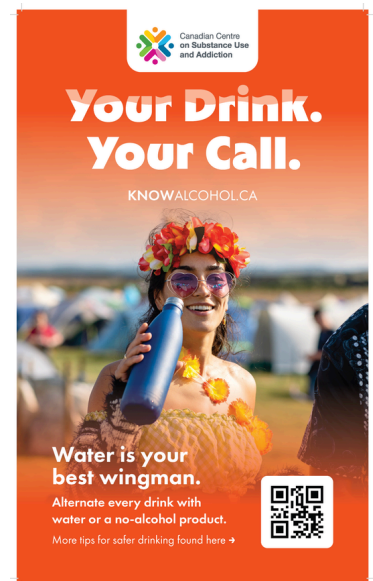


**Download Digital Logo
Folder (png or jpg)**



**Download Physical Logo
Folder (PDF)**

Print Posters



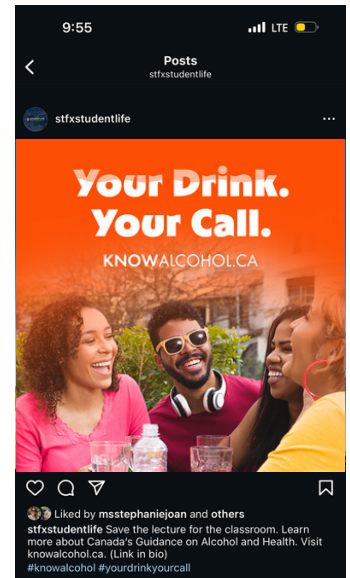
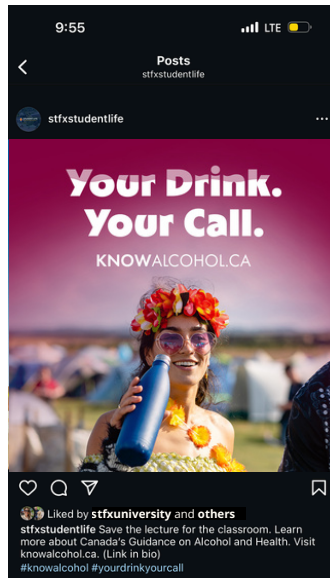
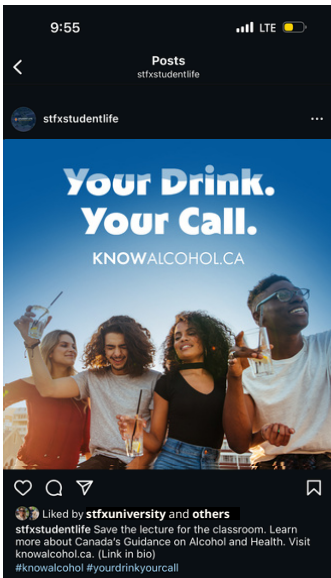
[INSTRUCTIONS] We recommended printing and posting copies of all three posters during your campaign.

- You may also consider hanging posters during events or other high-risk drinking occasions
- Hang posters in high-traffic areas across campus
- Printing Size: Letter (8.5 × 14 in) for bulletin boards; Large format (11 × 17 in) for high-traffic walls.
- Paper: matte cover for glare-free readability
- It is encouraged to post these posters before your in-person launch event
- Check on the status of your posters regularly and replace posters that are damaged or torn down
- Consider rotating poster locations
- We recommend removing posters after a set period of time to avoid dampening students response to the campaign over time
- Amount of posters printed can be determined based on your institution size
 - Reference: STFX (approx. 5000 students) printed 20 of each poster (60 total)

Print Posters



Social Media Posters



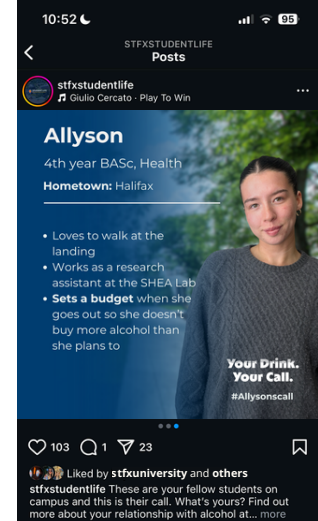
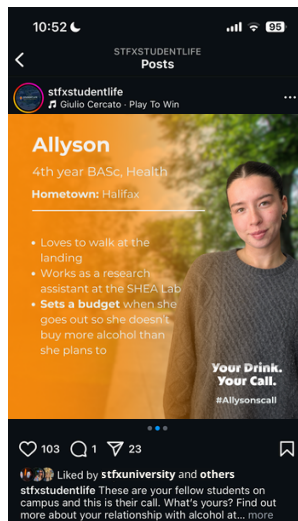
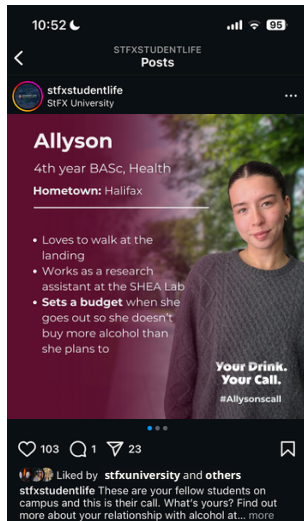
[INSTRUCTIONS] We recommend posting one of these resources on your social media pages **at least** once per week during your campaign period.

- To maximize reach
 - Use multiple social media accounts to disseminate these assets, such as accounts from student life, student union, institutional pages, etc.
 - Share your posts to your “stories”
 - Invite students to engage with these posts
- **Suggested captions:**
 - **Blue:** Less really is more. Drinking less supports your focus, energy, and mental clarity. Learn more about Canada’s Guidance on Alcohol and Health on KnowAlcohol.ca.
 - **Maroon:** Know your pour. A standard drink is smaller than most people think. Understand how alcohol impacts you at KnowAlcohol.ca
 - **Orange:** Water is your best wingman. Alternate every drink with water or a no-alcohol product. More tips for safer drinking can be found at KnowAlcohol.ca
- **Alternate Captions:**
 - Save the lecture for the classroom. Fact check the latest evidence at KnowAlcohol.ca.
 - Smaller sips means bigger gains. Crunch your numbers at KnowAlcohol.ca
 - Learn about Canada’s Guidance on Alcohol and Health. Visit KnowAlcohol.ca
- **Suggested hashtags:** #yourdrinkyourcall #YDYC #harmreduction #knowalcohol #CGAH #mycall

Social Media Posters



Students Say



[INSTRUCTIONS]

Step 1: Find student volunteers. Ask student service staff or student leaders to nominate 8–10 diverse students.

Step 2: Take a photo with a neutral background in a well lit area and ensure the camera is roughly the same distance from the individual each time for consistency.

Step 3: Gather the following information from each student:

- First name
 - Year and program of study
 - Hometown
 - 2 'fun facts' (e.g., "loves to golf and is always late")
 - A safe drinking tip
- Students may have trouble coming up with their own safe drinking tip. You can ask them to select one of these tips, or use them as prompts:
 - I drink less because...
 - I take breaks from drinking because...
 - I keep track of how much I drink because...
 - I always hydrate and eat when I drink because...
 - I take regular alcohol-free days so my body can recharge and I can stay sharp for practices, workouts, and big deadlines
 - I use the KnowAlcohol.ca app to understand how my drinking affects my bank account and my health
 - I make sure I can afford rent and groceries before setting a budget for booze
 - Sometimes, I drink NOLO products when I want to go out and fit in but have had enough alcohol that week
 - Post 1 or 2 of these per week on multiple social media channels as posts and stories.
 - In your caption, prompt students to comment with their own tips or engage in other ways.

Students Say Template



Digital Poster



[INSTRUCTIONS]

- These digital posters are to be circulated on information screens on campus
- Your IT or communications department will be able to assist with this
- For variability, use all 3 versions of the poster
- Displayed and visible for 5-10 seconds
- Let these posters run for the duration of your campaign



Digital Posters



Banner & Swag



Banners



[Instructions]

- Banner is recommended for events. It can also be circulated throughout high traffic locations on campus throughout the academic year
- This 33" by 81" retractable banner can be ordered online from Vista print for approximately \$155-\$200.



SafeLid Harm Reduction Services is a StFX student owned and operated company. SafeLid is a product designed to promote harm reduction in crowded settings. SafeLid fits on all standard cans, are reusable and can easily fit in a pocket or purse.

SafeLid is a customizable and affordable product. The design above is available to order.

Contact:

SafeLidHarmReduction@outlook.com

Other Suggested Branded Items to Order:



Tips for a successful launch event

Schedule Your Event

- Plan your event at least one month before the event date. Planning ahead will allow you to find an ideal event location, schedule special guests, and outline the details of your event.
- We recommend selecting an accessible space in a high-traffic building/area on campus.
- Schedule your event during a busy time to capture as many students as possible. Suggested time frame is 2 - 4 hours.
- Ensure your event doesn't overlap with other important events happening on campus.

Event Details

It is important to have an interactive component to encourage students to engage with your table.

Suggested Event: Mocktail Tasting

- Mocktail tasting/competition
- Spin a wheel/Alcohol trivia
- Enter into a draw for those who engage
- "What's your call" board for students to write down safe drinking tips
- Laptop or tablet with the KnowAlcohol.ca app loaded for students to try
- Invite a special guest like a local influencer or impactful campus leader to increase appeal and engagement

Promote Your Event

Posters: Hang campaign/event posters beforehand to increase awareness.

Social Media: Utilize the pre-made social media materials to engage the campus community before your event. Tag relevant accounts and use hashtags to expand reach and encourage cross promotion from related departments/organizations.

Use Word of Mouth: Utilize the longstanding practice of word of mouth to build excitement for your campaign launch.

Day-of-Event Activities

Arrive and Set Up Early: A well run event reflects highly on the organizers and the brand

Use the Resources:

Use the campaign banner, and any branded swag for the event.



Proposed Timeline

[Instructions] We recommend running this campaign at least once a year for a set period of time (e.g., a month). We do not recommend running the campaign continuously throughout the year as repeat exposure to the images will dampen students response to the campaign over time. This suggested timeline is based on our experience during the pilot phase of the campaign. Please use these suggested timeframes as you feel they relate to your campus.



Students have settled into a routine. It is a great time to launch the campaign as students are writing midterms and setting goals for the rest of the academic year. Launching the campaign before Halloween could be beneficial as it is a high-risk drinking occasion.



This month marks the start of second semester. Another prime goal and resolution setting month. A great month to launch the campaign and aligns well with dry January.



St. Patty's Day is another high risk drinking occasion. Having resources available and accessible across campus might support students who often feel pressured to keep up with the culture of binge drinking.

You've got this! Consistent visuals, real student voices, and practical tips will help your campus make informed, low-risk choices around alcohol. Cheers to safer celebrations!

Contact & Acknowledgements

If you have any questions or feedback, please **email:** alcohol@ccsa.ca
subject line: YDYC

These downloadable and printable assets are free and available to use. Let us know if you're using them and how it's going.

Thank you to our collaborators.

