

Count me in

20

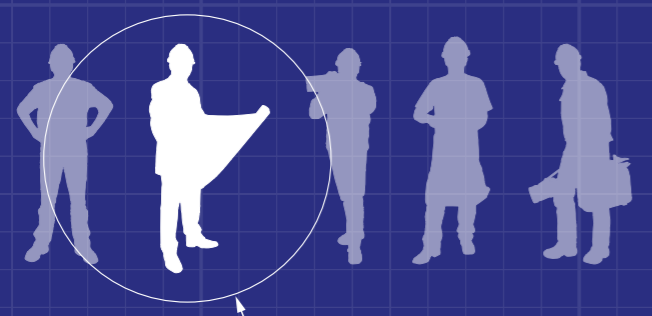
20

165

17

210

The title 'Count me in' is rendered in a large, stylized font with a hatched texture. To the left, two vertical arrows indicate a height of 20 units. Below the title, three horizontal arrows indicate widths of 165, 17, and 210 units.



AS ROLE MODELS SENIOR STAFF HAVE THE ABILITY TO POSITIVELY INFLUENCE ALCOHOL CONSUMPTION CULTURE



THROUGH FACE-TO-FACE PRESENTATIONS, AN APP, DIGITAL CAMPAIGNS, PODCASTS AND RADIO THEIR POSITIVE INFLUENCE WILL BE AMPLIFIED.

**\*KEY ASSUMPTIONS\***

1. YOU NEED TO DRINK WITH CO-WORKERS TO BE ACCEPTED.
2. DRINKING IS A REWARD FOR WORKING HARD.
3. DRINKING IS A MEANS TO COPE WITH THE STRESS AND PRESSURE.

**BETTER LIFE GROUP**

CLIENT: VICHEALTH	REACH: 2000 FACE TO FACE
PROJECT DURATION: 24 MONTHS	PROJECT COMPLETION: 30-JUN-2019

GOAL: TO IMPROVE THE DRINKING CULTURE WITHIN THE CONSTRUCTION INDUSTRY IN VICTORIA, WITH A PARTICULAR FOCUS ON MIDDLE-AGED MEN.