



This communications toolkit is designed to promote the Canadian Alcohol Use Disorder Society's (CAUDS) survey in collaboration with the Canadian Centre on Substance Use and Addiction (CCSA).

What's in the Toolkit?

- *Survey introduction*
- *Survey background information*
- *Target audience profiles*
- *Key messaging*
- *Communication channels*
- *Visual assets*
- *Sample content*

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## **SURVEY INTRODUCTION / AIM**

- Alcohol Use Disorder (AUD), also known as alcoholism, affects many individuals and their families, and accessing the right information and support is important. However, there's a gap between what people want to know and the available resources. We want to bridge that gap.
- Our mission is simple: We want to better understand what you need to know about AUD. Whether you're a researcher, clinician, person with lived and/or living experience (PWLLE), or caregiver, your insights matter. We aim to identify the most common questions and concerns surrounding AUD.
- Your participation in this survey will directly impact the future of AUD support and resources. We believe that your questions should guide the development of educational initiatives, research priorities, and support services related to AUD. Your input will enable us to align available resources with your specific needs, making a meaningful difference in the lives of those affected by AUD. Together, we can create a brighter future for those affected by Alcohol Use Disorder.

## **SURVEY BACKGROUND INFORMATION**

The Canadian Alcohol Use Disorder Society (CAUDS) story began in 2020 Dr. Jeff Harries, and this family physician's desire to spread the message of hope about the available and effective treatments for AUD. We are a non-profit organization with the aim to provide hope and improve quality of life by changing the way alcohol use disorder is understood and treated. With compassion, we raise awareness about the disorder, support people with lived and living experience, engage health practitioners to increase treatment options, and empower communities to take an active role in providing hope and making a change for the better. We are funded by the BC Ministry of Mental Health and Addictions and are not funded by the pharmaceutical or alcohol industries. We invite you to learn more about us and what we do by visiting our website: [www.cauds.org](http://www.cauds.org).

## TARGET AUDIENCE

1. *Individuals affected by AUD, including PWLLE, caregivers, researchers, healthcare professional, and clinicians.*
2. *General public.*
3. *Media outlets.*
4. *Targeting anyone over the age of drinking in their jurisdiction.*
5. *Focus on BC, spread nationally.*
6. *Different cultural groups, including Indigenous peoples.*
7. *Different ethnic groups/language speakers.*
8. *Different geographic: urban/suburban/rural/remote.*
9. *Different gender/identity representation.*
10. *Marginalized and unhoused peoples.*

## KEY MESSAGING

1. Did you know making a full recovery from alcoholism is possible for just about anyone?
2. Help us build the best AUD resources out there by taking our survey.
3. Be part of the solution: Submit your questions about alcoholism today.
4. Shape the future of support and awareness for AUD – Start with our survey!
5. Together, we can make a difference: Help us change the lives of people with AUD.
6. Share your story, and ask us questions to shape the future of support for AUD.
7. Our mission is to support people with AUD by advancing new knowledge.
8. We'd love to hear your thoughts about AUD diagnosis, treatment, and more!
9. We want to find out what you want to know about alcoholism.
10. What are your burning questions about alcohol use disorder?
11. Make an impact and share your experience with alcoholism.
12. People can fully recover from alcoholism. Help us reach others with the information they need to make change.
13. Your experiences matter. Take our survey and help us address AUD more effectively.
14. Join our mission to end stigma. Submit your questions about AUD here.

## COMMUNICATIONS CHANNELS

- Social Media (X, Facebook, Instagram, TikTok, etc.)
- Email Newsletter
- Press Releases
- Website Announcements

## LOGO

Canadian Alcohol Use Disorder Society



Main Logo



Favicon



No lettering



Flow wave: any orientation or transparency

## TAGLINE

Canadian Alcohol Use Disorder Society:  
Providing hope through knowledge and compassion

## SAMPLE CONTENT

#1

Canadian Alcohol Use Disorder Society

**What are your questions about Alcohol Use Disorder?**

[START SURVEY](#)

Take this short survey and help us shape the future of AUD support and resources

#2

Canadian Alcohol Use Disorder Society

**Be part of the solution: Submit your questions about AUD today**

[START SURVEY](#)

Help us shape the future of AUD support and resources by taking our survey!

#3

**Help us change the lives of people with alcohol use disorder**

[START SURVEY](#)

Together we can make a difference