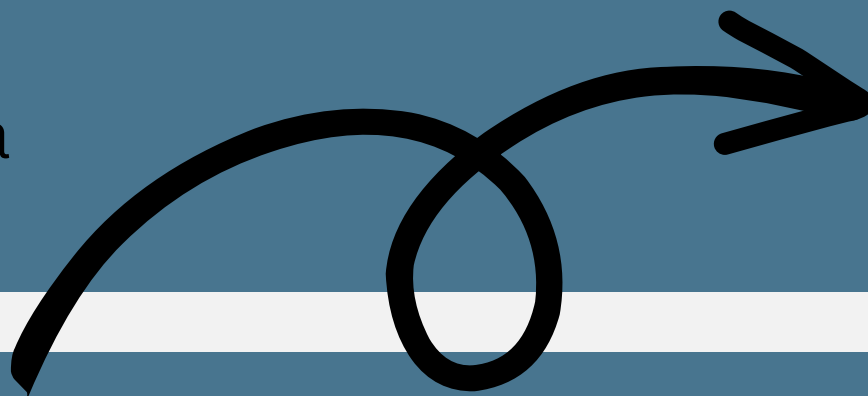




Mini Reframe

**Alcohol is
my friend!**

Isabella Ferguson
@letstalkalcoholaustralia





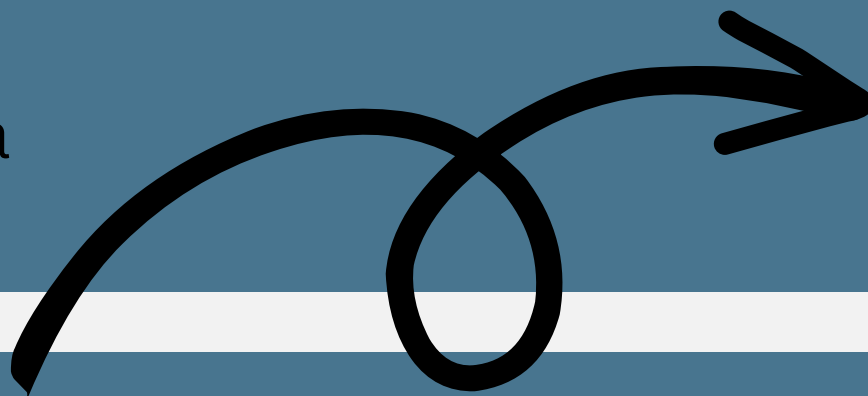
Have you ever said this?

Or perhaps "I drink when I'm lonely"

Or "Alcohol is good company"

**Or "I'm happy when I am alone with my
bottle of wine"**

Isabella Ferguson
@letstalkalcoholaustralia

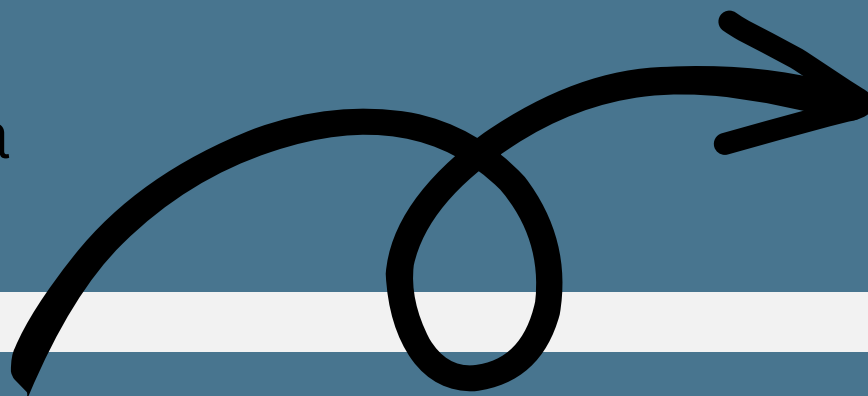




It might look like this

"It's Friday. I've had a big day. I'm feeling a little flat. I could go out but I really don't think I can be bothered. I'm not sure I feel excited about hanging out with others anymore. At home, I have my bottle, TV, comfort food. I can drink as much as I want." No judgement.

Isabella Ferguson
@letstalkalcoholaustralia

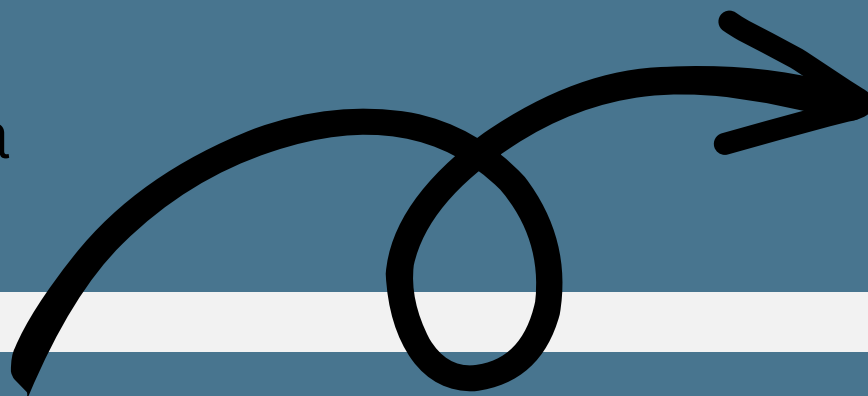




It can feel:

- Euphoric for the first 20 minutes
- Perhaps a jolt of relief sets in
- My wine is always there for me
- My wine is familiar & constant
- I can relax and do what I want to do without having to interact and deal with the stress of going out

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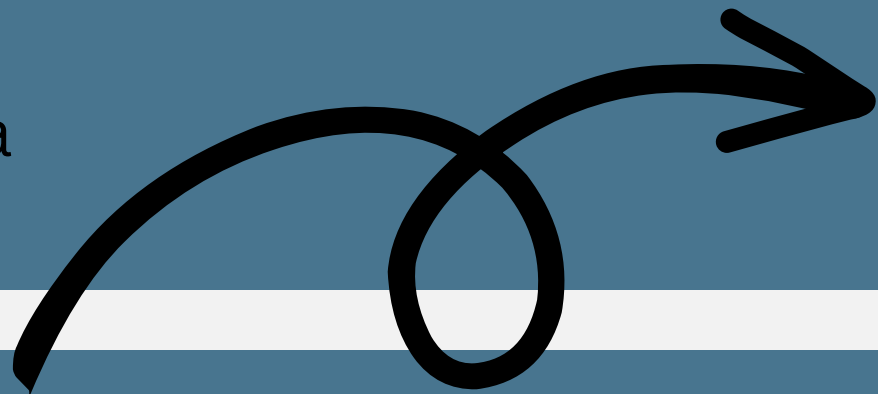




But have you noticed:

- You're starting to drink alone more often
- You're starting to say no to invitations
- You are starting to drink more & more
- You look forward to your glass more than conversing with my friends & family
- You are waking up feeling horrible., anxious, fatigued ..

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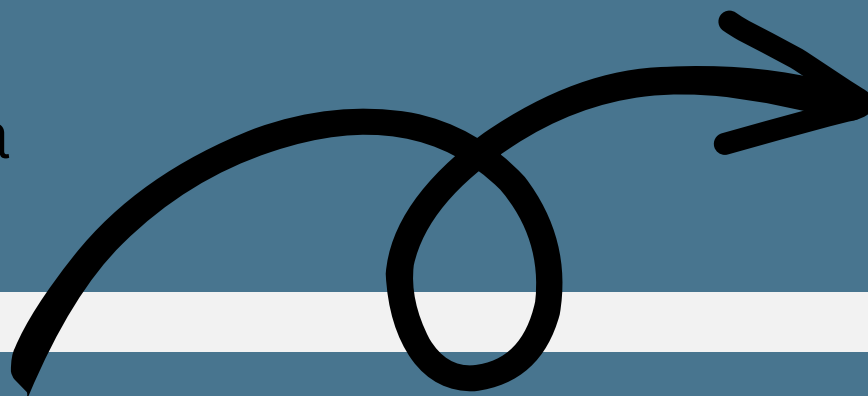




On top of this..

- **Have you noticed you are feeling more alone ?**
- **Are you feeling more detached from your partner, friends, yourself?**
- **Are you longing for connection but feeling more disconnected and lonelier than ever?**

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@letstalkalcoholaustralia

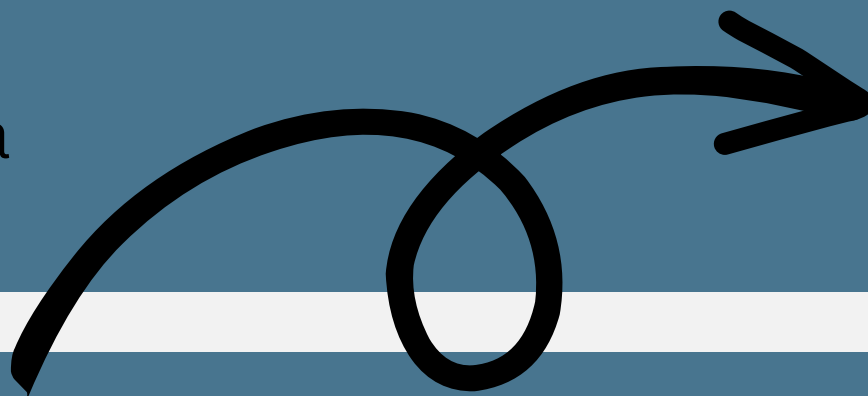




Consider a new perspective

- Alcohol isolates you
- Alcohol makes you feel empty
- Alcohol is keeping you home alone
- Alcohol is filling a void, an unmet need
- What you are seeking from alcohol is in fact delivering you the opposite

Isabella Ferguson
@letstalkalcoholaustralia





Reframe

Alcohol is not my friend

Alcohol is my enemy

Alcohol is keeping me lonely

Is it time to make a change?

Isabella Ferguson
@letstalkalcoholaustralia

