



DRY JANUARY®

ALCOHOL

CHANGE^{UK}

A guide to running alcohol public health campaigns in your community

**Alcohol Awareness Week
and Dry January**

July 2020

About us

Alcohol Change UK works for a society that is free from the harm caused by alcohol. We create evidence-driven change in five key areas: improved knowledge, better policies and regulation, shifted cultural norms, improved drinking behaviours, and more and better support and treatment.

Find out more: www.alcoholchange.org.uk

About this handbook

The aim of this handbook is to provide you with some ideas for how to organise a successful alcohol public health campaign in your local area – in particular, Alcohol Awareness Week and Dry January. The shape your campaign takes in the end will depend on what local people want it to be.

What we are offering here are some ideas based on our experience of what has worked well, and suggestions for approaches for you to try.

Acknowledgments

Alcohol Awareness Week and Dry January would be nothing without its participants and supporters. Alcohol Change UK would like to thank all those who shared their experiences of Alcohol Awareness Week and Dry January with us - in particular the many individuals in local groups who organised activities for Alcohol Awareness Week and took the time to tell us about them, and the residents of Fishguard and Goodwick in Pembrokeshire, who took the time to give Dry January a go in their community and to give us their views on the campaign. Their comments have helped to inform this handbook and illustrate people's reactions to Dry January.

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Alcohol and our communities

Alcohol is part of many of our lives and all of us will have noticed its effects – if not the effects of our own drinking, then someone else’s – at one time or another.

What’s true about us as individuals is equally true of our neighbourhoods and communities. We don’t have to believe that our community has extraordinary alcohol problems to think it would be worth us all taking time to consider our drinking. That’s where established public health campaigns such as **Alcohol Awareness Week** and **Dry January** can help.

10.4 million adults are estimated to drink at harmful levels

The harm caused by alcohol affects millions of people every day, putting individuals, families, communities and society under increasing pressure, including 200,000 children who live with an alcohol-dependent parent or carer.

Around 200,000 children live with an alcohol-dependent parent

Alcohol Awareness Week and **Dry January** offer us the opportunity to think and talk openly about alcohol and its affects on our lives and those around us, and to take actions to change our drinking behaviour for the better.

Key facts

- More than twenty people each day die as a result of the harm caused by alcohol.
- Alcohol is a causal factor in more than 60 medical conditions including liver disease, high blood pressure, depression and seven types of cancer.
- In 2018/19 there were 1.26 million alcohol-related hospital admissions in England.
- There are around 600,000 dependent drinkers in the UK, yet less than one in five receive treatment.
- Around 200,000 children in England live with an alcohol-dependent parent or carer.
- Around 1 in 4 people in the UK experience a mental health problem each year and drinking too much or too often can increase our risk.
- In 2017/18, in 39% of violent incidents the victim believed the offender to be under the influence of alcohol.
- Despite drinking the least, the poorest in society suffer the greatest alcohol harm.

[References can be found on the Alcohol Change UK website.](#)

Helping your community to drink more healthily

Alcohol Awareness Week and **Dry January** are public health campaigns run by the charity Alcohol Change UK and supported by local groups and charities across the UK. Both can be run with minimal resource in your area as part of your alcohol harm reduction strategy.

Alcohol Awareness Week is a campaign to get people thinking and talking about alcohol. Last year over 3,000 community groups – local authorities, charities, GP surgeries, pharmacies, hospitals, workplaces and other community groups – across the UK took part in Alcohol Awareness Week using our free printable digital resources. See the Alcohol Awareness Week section on page 3 to find out more.

Dry January supports people across the country to change their relationship with alcohol by going dry for one month. It's grown from 4,000 of us doing it seven years ago to around four million of us in the UK going dry for January 2020. When people sign up via Alcohol Change UK they receive support to help them stay alcohol-free for the whole month, and to reduce their drinking going forward, increasing their likelihood of long-term behaviour change.

Research has shown that six months after Dry January 70% of participants are still drinking less riskily.

Independent research conducted by the University of Sussex has shown that six months after Dry January, 70% of participants are still drinking less riskily.

Longer term, there are far more health benefits that come from cutting back. Alcohol is linked with more than 60 health conditions, including liver disease, high blood pressure, depression and seven types of cancer. Cutting back on or giving up alcohol reduces your risk of developing these conditions.

People who sign up for Dry January, whether [online](#) or via the [free Try Dry app](#), are more likely to make it through the month alcohol-free, despite being heavier drinkers to start with. Research shows amongst those who signed up for the supported Dry January, 70% stayed dry for the whole month, compared to 36% of unsupported participants.

You can find out more about Dry January on page 5.

About Alcohol Awareness Week

Alcohol Awareness Week is a chance to get people thinking about drinking. It's a week of awareness-raising and campaigning for change. It's co-ordinated by us but the most important activities during the week take place at ground level. To help get you started, you'll find some ideas for running a campaign both online and offline later in this handbook.

This year's campaign

Alcohol Awareness Week 2020 will take place from **16 to 22 November** on the theme of **Alcohol and mental health**. In a year of extraordinary change and uncertainty, it offers us a chance to think about the ways in which we may sometimes use alcohol to help us cope when we're feeling low, anxious, stressed or worried. It also offers opportunities to highlight some of the more serious mental health problems that can go hand-in-hand with very heavy drinking.

Alcohol and mental health

Our [recent survey on drinking during lockdown](#) found that more than a quarter (28%) of people who have ever drunk alcohol think they have been drinking more during lockdown.

One in five (19%) of those surveyed said they had drunk alcohol as a way to handle stress or anxiety during lockdown. Of those who drank more heavily during lockdown (nine plus units on each drinking day), 40% had drunk as a response to stress or anxiety.

The data also showed that current and former drinkers from Black, Asian and minority ethnic (BAME) backgrounds were more likely than white people to agree that, during lockdown, they had drunk alcohol as a way to handle stress or anxiety (29% compared to 18%).

Around 1 in 4 people in the UK experience a mental health problem each year and drinking too much or too often can increase our risk. But many of us are unaware of the link between alcohol and poor mental health. Regular drinking can mask underlying mental health problems – such as anxiety and depression – and prevent them from being properly addressed, or even worsen them.

So, for this Alcohol Awareness Week, we'll be supporting local authorities and other local groups across the UK in:

- Raising awareness of the links between alcohol and mental health.
- Providing clear information and advice to improve understanding, helpful tips on ways to cope and feel better, and signposting to help and support.
- Challenging the shame and stigma around alcohol and mental health problems and encouraging us all to speak openly.

- Sharing stories from people who have experience of alcohol and mental health problems.
- Calling for improved awareness of and provision for this group – one of the most vulnerable in society – and sharing best practice examples supporting those most in need.

Your free resources

We will provide free digital resources to help you to meet these aims in your community.

Your resource pack will include:

- Leaflet on alcohol and mental health
- Posters
- Factsheets
- Mocktail recipe cards
- Quiz
- Social media images and template posts
- Template press release
- List of services where you can signpost people to support

You can sign up for your free resource pack on page 18.

About Dry January

Dry January is the UK's one-month alcohol-free challenge. Every year, millions of us across the UK go without alcohol for 31 days. The campaign began in 2013 and has been growing ever since, with around four million people going dry for January 2020.

Dry January can be used as a low-cost, high-impact public health campaign in your area. It is endorsed by **Public Health England**:

"Dry January is based on sound behavioural principles and our previous evaluation of the campaign shows that for some people it can help them re-set their drinking patterns for weeks or even months after completing the challenge."

Public Health England

A behaviour change campaign that works

Dry January helps people to drink more healthily year-round, according to [independent research conducted by the University of Sussex](#) with over 800 Dry January participants.

Research shows that people who take on Dry January drink more riskily than the general population (as measured by AUDIT-C, a tool developed by the World Health Organisation). Yet six months after the challenge ends their average drinking risk score has decreased dramatically – in contrast to people who do not take on Dry January, whose risk scores remain similar.

70% of Dry January participants are still drinking less riskily six months later.

This research adds to previous findings that over 70% of Dry January participants are still drinking less riskily even six months later. The research shows that compared to before Dry January, after six months:

- Drinking days per week dropped on average from 4.3 to 3.3;
- Units consumed per drinking day dropped on average from 8.6 to 7.1;
- Frequency of drunkenness fell on average from 3.4 per month to 2.1 per month.

For all of these measures, people who drank more riskily before Dry January saw bigger decreases in the amount and regularity of their drinking – suggesting that Dry January is particularly effective for heavier drinkers.

Longer term, there are far more health benefits that come from cutting back. Research published in 2018, conducted by the Royal Free Hospital and [published in the British Medical journal](#), found that a month off alcohol:

- Lowers blood pressure
- Lowers cholesterol
- Reduces diabetes risk
- Reduces levels of cancer-related proteins in the blood

Why encourage your community to have a Dry January?

An alcohol-free month has lots of benefits. As well as its effects on year-round healthier drinking – particularly for heavier drinkers, research has shown that taking a month off alcohol can lower blood pressure and cholesterol, and help you sleep better, lose weight, and save money.

"I didn't realise how much I drank, until doing Dry January... Since staying sober, I've slept amazingly every night in January! I've also been so motivated that I've started going to the gym and my diet has also improved massively. My anxiety barely creeps in anymore and I feel amazing (so does my bank account)."

Perhaps most importantly, going alcohol-free for 31 days gives us a chance to think about when, why and how much we are drinking, and whether we'd like to make a change. It's a reminder that we don't always need alcohol to have fun, to unwind, or to socialise. In short, it can put us back in control of our drinking and help us drink more healthily year-round.

"After a worrying chat with my partner I decided to give Dry January a go for the first time...WOW, please believe me when just after 7 days of being dry I feel like a different man. I'm back to the gym, full of energy, hydrated skin, amazing white eyes, losing weight (beer belly lol), money in my pocket, but most off all, I now have sober quality time with my partner."

Who is Dry January for?

Dry January is for any of us who feel like we're drinking a bit too much, or too often...or just feel like we could do with some time off from alcohol. But it's particularly effective for increasing risk and heavier drinkers.

About alcohol dependency

If you drink very heavily or regularly Dry January may not be for you, so check with your GP or local alcohol service before you start. Where an individual is experiencing physical symptoms when they stop drinking (which may include but are not limited to: shakes, sweating, restlessness, insomnia, nausea, stomach cramps or hallucinations) they should seek medical help urgently.

How do people get involved in Dry January?

Every year, people across the UK – and around the world – sign up to use Alcohol Change UK's online Dry January resources for inspiration and support.

People can sign up for Dry January at dryjanuary.org.uk, or by downloading the free app [Try Dry: the Dry January app](#) via the App Store or Google Play. People who sign up get access to support, tips and more. The app allows people to track their units, calories and money saved not drinking, plus track their drinking year-round.

But Dry January isn't just an online campaign. Dozens of individuals and community groups also organise local Dry January networks and events. Getting your local community on board for Dry January can be a great way to bring a real variety of people together to support and encourage each other, and to share their views on the benefits and challenges of an alcohol-free month.

"A group of us decided to do it together, and that really helped."

Your free resources

We can help you run a campaign to encourage people to take part by offering free downloadable resources.

Resources include:

- Posters
- Social media images and template posts
- Pack of ideas for running Dry January in your workplace
- Template press release

You can find out how to sign up for your free resources on page 19.

Getting started

Here are a few tips – based on our experience – about how to set up an alcohol public health community initiative in your local area.

Connecting with your community

There are all sorts of different communities. We've found that some of the best events are aimed at anyone who lives in the local area. This 'place-based' approach can attract a wide range of people who might never normally meet and generate interesting and unexpected conversations.

So thinking about what alcohol means in your community and considering the best groups to connect with is a great place to start.

Once you've picked your community group(s), it's worth thinking about what might matter to them: what are their interests and concerns, and what would make an Alcohol Awareness Week and Dry January campaign interesting to them. It might be the chance to get fitter, to get out of some deep-seated habits, or just the chance to get to know the neighbours better.

Setting the right tone

"I assumed it would be preaching about not drinking...but it seems to be far more about bringing the community together."

Alcohol can be a sensitive subject, and no one likes to feel like they are being told what to do. So it's worth involving some of the group from the start to set the right tone. People will have different levels of enthusiasm and commitment to the campaigns, and need to feel that they can decide what will work for them.

"I'm having a dampish sort of January: much reduced."

To attract the widest possible range of participants, you need to be clear from the start what the campaign is about, and what it's not about. The campaigns are not anti-alcohol but more about giving us a pause for thought to consider our drinking. This leaves the door open to involve local shops, pubs, clubs, bars and other venues that rely on selling alcohol for their livelihood.

"Not sure if I will keep it going but I will definitely cut down."

Get yourself connected

A campaign needs participants. But how do you find them? Leaflets, posters and social media will get you so far, but a particularly effective way to encourage people to get involved in a community event is word of mouth: either face-to-face or online, via someone they know and trust. Some people are obvious 'community connectors', such as a local politicians and radio presenters, and they're often worth approaching. The personal endorsement of a well-known local figure like this can be invaluable.

But it's not all about celebrities. Everyone can be a connector: someone who knows people who know other people.

Many people will be part of existing community networks – such as sports clubs, faith communities and interfaith groups, exercise and weight loss groups. Linking up with established groups like these is much better than trying to create your own network from scratch.

They may not have any specific focus on alcohol issues, but they will be full of people who have experience of the role alcohol plays in their community, both positive and negative. If you can present Alcohol Awareness Week and Dry January to them as an opportunity they can shape according to their own priorities, they may be willing to help you get the word out and attract other people to take part.

Take your time

Building the sort of relationships that form the basis of a successful community initiative can take time. People and organisations don't want to feel that they are simply a convenient vehicle for a new initiative that is being parachuted in, no matter how worthwhile it might be. If you want people to listen to you about why Alcohol Awareness Week and Dry January are so important, you will have to be willing to make time to listen to what's important to them too and continue the dialogue with a view to taking on board some of their ideas in the future.

Expect the unexpected

Campaigns work best when they grow from the ground up. Alcohol Awareness Week and Dry January are frameworks within which all sorts of community-based activities are possible. Some of the unexpected alcohol-free activities we've helped people organise over the years have been:

- walking football
- tea dances
- intergenerational IT sessions
- battle of the bands
- walking tours with poetry readings

These are just a few examples – there are lots more ideas on page 11, and people in your community will have all sorts of ideas of their own. So, be ready to listen and to

try things you didn't expect. In fact, the business of getting people together to talk about what to do, and then doing it, can bring real long-term benefits in terms of connecting people with those around them – benefits that can last beyond the timespan of any one campaign.

Branch out

There are some places where people expect to come across a public health campaign like Alcohol Awareness Week or Dry January – such as a pharmacy or a doctor's surgery. These venues can work very well, particularly as people are often actively seeking out health information and advice.

But it's also worthwhile looking outside of these local places by bringing your campaign to the attention of people who aren't looking for it at all.

One way of meeting people who aren't expecting you is to show up somewhere unexpected. Think about venues that are popular locally but wouldn't normally be used for a health-related project. One obvious option is a pub or club where people normally go to drink (such as a rugby club). Most licensees recognise their role in the community and are keen to carry it out responsibly. They may also realise that it makes good business sense to improve their offer to moderate drinkers and non-drinkers.

Some ideas for events

The shape of your local Alcohol Awareness Week or Dry January initiative will depend on what the participants want to do. Here, we'd like to offer a few examples of the types of events that we have found have worked well. You might like to try some of these and adapt them to your local circumstances, taking particular account of what would work well in your community as lockdown and social distancing rules ease.

A beer festival with no booze

"Finding tasty alcohol-free beers at the festival made all the difference. Now I can drink with friends and those of us who aren't on alcohol don't feel out of it."

In 2017, we held what we believe was Britain's first alcohol-free beer festival. It was so novel that it was reported in the 'Weird News' section of the *Daily Mirror*. Alcohol-free beers, wines, ciders, and even spirits have become more mainstream since then. Lots of people are quite curious about them, but still a little bit cautious as well. By organising a festival with free samples of a range of drinks, you can help people satisfy their curiosity and overcome their caution. We've found that once people dip a toe in the water, they're usually pleasantly surprised.

"It's a total surprise how tasty they are. With these drinks, it would be much easier to go alcohol-free."

Again, it's worth thinking about unexpected places to hold your festival: places people gather but wouldn't necessarily expect to come across an initiative like Alcohol Awareness Week or Dry January. Some possible locations include:

- Established community festivals and events – such a food festival, farmers' market or arts and crafts fair – where you can set up a market stall to offer drinks samples.
- Sporting venues, such a local football or rugby club, where you can catch people prior to the match and at half-time.
- Local drinking venues such as pubs and clubs, possibly during a normally quiet time of the week, when the licensee may be glad of some new customers.

If you're able to offer food as well, alongside the drinks, that always helps draw a crowd! And if you can offer anything for free that's even better.

Take your alcohol-free beer festival online...

- If physical social gatherings aren't quite right for your community right now, think of other ways to connect.
 - Why not piggy-back onto an existing online community event and offer a live interactive 'pub' quiz as part of a social?
 - We can send you a link to our new Alcohol Awareness Week or Dry January online quiz so that you're ready to go – it's a great way to start the conversation!
 - We can also share our top ten alcohol-free drinks for people to try at their leisure. You can even offer to send one to the winner as their prize!
-

Mocktails!

Virgin Mary. Nojito. Mango Mule. This is what we used to have in the days when the only way to get decent alcohol-free drinks was to make them yourself...and it's still great fun. A big part of the cocktail experience is the performance of making and presenting them. So, find some fancy glasses, pick out some interesting ingredients, go heavy on the garnish, and maybe even order some little paper umbrellas. If you're not sure where to start, there are hundreds of recipes online, offering new takes on old favourites. We'll also be sharing some recipe cards to give you some ideas. You may be surprised how many of the great flavours of popular cocktails come from the ingredients other than the alcohol.

As with an alcohol-free beer festival, you can set up a mocktail stall at an existing local event or venue. Or you could try incorporating mocktails into a smaller, more intimate social gathering, such as a book club or knitting circle.

Take your mocktail tasting online...

- If your group is meeting online during the pandemic, why not introduce an online mocktail masterclass as a treat for after your event?
 - Send a recipe card in advance with a shopping list, set a convenient time for the Zoom call, appoint a host to show everyone how it's done, have your special glasses at the ready, and away you go.
 - We can share some recipes and ideas with you for making it a success!
-

Sport for all

Sport can be a great way to look after our physical and mental health, and a great way to socialise and relax. But a lot of us lack the confidence to get out on the pitch and show off our less-than-perfect sporting skills. That's why a number of new sports

have been developed in recent years in which many more of us can participate without embarrassment.

One great example is walking football. Invented in 2011, it's football with one simple extra rule: players must have one foot on the ground at all times. This slows the pace and means that the game can be played by mixed teams of any gender, children and adults together, and by people with limited movement. It's hard to think of a more sociable and more inclusive form of exercise! You can play it on more or less any open space. You can make it as competitive or as light-hearted as you like. And all that walking around (and shouting from the sidelines) is bound to make people thirsty, which means you and your alcohol awareness champions can be on hand with alcohol-free refreshments.

Take your activity online...

- An online mindfulness yoga class or other fitness class is a great way to bring people together. Why not send your exercise buddies a link to a popular class and suggest a time for you all to meet?
 - You can then follow up with a social event. You could suggest some great alcohol-free options for the event and do a live virtual drink review while you catch up.
 - We can send you a list of our top ten alcohol-free favourites!
-

Showcasing your neighbourhood

Sometimes the best community alcohol initiatives aren't about alcohol at all. That's because a lot of the reasons people drink aren't really anything to do with alcohol: they're about boredom, habit, stress and worries, loneliness and isolation. One way to address this is to try and inject some positivity into the neighbourhood by demonstrating how many good things are going on that people can get involved in, including your local alcohol public health initiative.

There's been a big movement since the 1990s to focus less on what's wrong in any community and more on what's strong. The truth is that everybody has something to give to those around them, and lots of us are doing things that make our community a better place to be – through our work, our hobbies, our relationships with our neighbours – without necessarily realising what a difference we're making. One approach we've found works well is to simply bring people together – local businesses, public services, charities and community groups – in one place to showcase what they do, in a marketplace of ideas and activities.

Musicians, beauticians, police officers, vicars, Scouts, jewellers, café owners. Whoever they are, they're making the community what it is, and that's a really positive vibe for your Alcohol Awareness Week and Dry January projects to embody.

Take your showcasing online...

- If your local businesses and groups are unable to meet and greet together in the community, why not bring them together online?
 - Get in touch with some potential contacts and appoint a champion to keep things moving.
 - Arrange a date and time that suits and have a bit of a brainstorm to share your thoughts and ideas about what makes your community so special.
 - Draw together the key highlights - you can even get creative by encouraging others in your community to get involved by summing them up through a poem, a piece of art, or a song!
 - Then get ready to share them with the world, together with a list of what's on in your community! You can use the opportunity to highlight how you'd like to keep your community special by supporting people in living a healthy lifestyle, placing Alcohol Awareness Week and Dry January at its heart. As a way of boosting their contribution, your local business community network could also encourage people in their workplace to take part.
 - We can share a wide range of resources with you which can be used online and off!
-

Inspiration from last year's Alcohol Awareness Week

Lots of activities took place up and down the country last year for Alcohol Awareness Week. Here are just a few examples of what some of the local organisations across the UK organised for Alcohol Awareness Week 2019 to raise awareness about alcohol harm, encourage people to drink more healthily and signpost people to support.

Serious Harm Reduction Unit, Leicestershire Police

The Leicester, Leicestershire and Rutland Substance Misuse Community Safety Partnership agreed on a shared social media communications plan to be used throughout Alcohol Awareness Week by all partners, including the Police, City and County Councils, and treatment services. Local organisations were provided with resource packs containing signposting information and posters downloaded from our website. These were put up in numerous locations across the county.

Information stands were arranged at local venues, including universities, staffed by members of the local recovery community who were willing to share their own experiences with alcohol. Often, creative and engaging activities were also included, such as mocktail-making classes and a 'MarioKart Challenge' which ran throughout the week. In this challenge participants were asked to race around a track on the popular video game when they had no alcohol in their system, and also while wearing 'beer goggles'. There were prizes on offer to both individuals and the organisations they were representing. Over 2,000 people took part in the challenge throughout the week and all were provided with further information about alcohol harm, making it a big success.

Queen Alexandra Hospital

At the Queen Alexandra Hospital in Portsmouth, Sandra, an occupational therapist, organised poster displays on the neurology and stroke wards. She shared information around safe drinking guidelines after sustaining a brain injury, as well as brief intervention advice leaflets. Two patients were referred to her that week and given one-to-one advice sessions.

The specialist alcohol nurse team completed a trolley dash on the Tuesday of Alcohol Awareness Week, staffed by other alcohol champions around the hospital, aimed at raising awareness among different patient groups about alcohol. Referral to alcohol nurse services was highlighted, as well as brief interventions for patients with a profile of increased risky drinking. There were also quizzes about drinking guidelines, units and how to reduce your alcohol consumption.

Last but not least, there was an information display staffed by specialist alcohol nurses at the entrance to the staff canteen, which resulted in some excellent conversations.

Bath and North East Somerset Council

Officers from Bath and North East Somerset Council's Public Health team and local alcohol treatment services offered advice and information across the district by setting up stalls in various public spaces, including Bath Central Library, St Martin's

Hospital and a local Co-op. Further information was provided at GP surgeries and pharmacies.

Carers Support West Sussex

Carers Support West Sussex organised training sessions for those whose loved ones access Change Grow Live's substance misuse support services. The training covered topics like: defining terms associated with alcohol use, identifying reasons for substance use and exploring its impact on others, exploring health behaviour change and looking at the range of local and national support services available.

They also had stands in local hospitals, providing information, leaflets and scratch cards, which gained a lot of interest from hospital staff as well as the general public.

More activities were organised in the three Carers Support offices across the county. Beer goggles, unit glasses, posters and scratch cards were used to engage people in conversations about alcohol. A few members of staff even gave up alcohol for the whole month, and reported back about the changes they'd seen!

Corby Borough Council Housing and Neighbourhood services

The Safer Corby team worked alongside the Neighbourhood Policing Teams and other partners to deliver a range of activities, such as information displays. They also worked to deliver a trial alcohol awareness education project to Year 5 and 6 pupils at a local school and learning community. Lodge Park Academy was visited by songwriter Henry Maybury, who has written a performance based around his brother's experience of alcohol misuse. The team worked to draw attention to proxy purchasing – where someone buys alcohol on another's behalf. This was done by refreshing and highlighting the penalties for such an offence, and working with three local off-licences to prevent and reduce instances of proxy purchasing.

You can find more ideas on our website [here](#).

How to take part if you're low on resource

If you're low on time and resource you can still take part by using our free digital resources! Join the 3,000+ community groups across the UK to take part in Alcohol Awareness Week and Dry January.

As part of the week, we will be providing a range of free digital resources for local authorities, GP surgeries, treatment providers, charities and more to use for Alcohol Awareness Week and Dry January, including social media images, factsheets, posters and more.

These will be sent out in September and October to all those who sign up for the campaign.

There are a number of ways for you to get involved:

- By spreading the word on social media, in your bus stop and advertising campaigns, to your local media, on TV screens in your community buildings and more.
- Promoting the week to your audiences, for example through your newsletters.
- By writing a blog, either a case study or from an organisational perspective.

Help raise awareness of the harm caused by alcohol by taking part in these impactful public health campaigns.

Next steps: Get your resources

Alcohol Awareness Week

Throughout the week local areas across the country run events and displays using free downloadable resources provided by Alcohol Change UK. These free printable resources will be available in September.

Resources include:

- Leaflet
- Posters
- Factsheets
- Mocktail recipe cards
- Quiz
- Social media images and template posts
- Template press release
- List of services where you can signpost people to support

[Sign up for your free resources.](#)

Pick up some great offers in our shop

We also have some great complementary printed resources available in our online shop for you to order for your displays.

- **Our ever-popular scratchcards.** This simple quiz acts as a great conversation starter and helps to tell people if they are at risk of alcohol harm by answering three simple questions (based on the official AUDIT-C tool created by the World Health Organisation). A total score of 5 or more can indicate increasing or higher risk drinking.
- **Our new leaflet about 'Alcohol and mental health'** with advice and tips for managing your drinking and your mental health. Coming soon - this will be available for free as a downloadable PDF for you to share online or to print yourself. We'll also be offering printed versions which will be available for a small fee.
- **Posters on alcohol and mental health.** Our posters will be available to download for free but we have a set of printed versions ready to go if you're short on time. Available in our shop soon.
- Visit our [online shop](#) to find out more.

Dry January

Alcohol Change UK provides free digital resources to help you run Dry January in your community and workplace, making it a low-cost, quick to run, high-impact public health campaign. These will be available by the start of October.

Resources include:

- Posters
- Social media images and template posts
- Pack of ideas for running Dry January in your workplace
- Template press release

[Sign up here for your free community resources.](#)

Pick up some great offers in our shop

We have some great complementary resources available in our online shop for you to order for your displays.

- **Our ever-popular scratchcards.** This simple quiz acts as a great conversation starter and helps to tell people if they are at risk of alcohol harm by answering three simple questions (based on the official AUDIT-C tool created by the World Health Organisation). A total score of 5 or more can indicate increasing or higher risk drinking.
- **Posters.** Our Dry January posters will be available to download for free but we have a set of printed versions ready to go if you're short on time. Available in our shop soon.
- **Dry January mugs.** If you are running a Dry January event in your community or workplace, the Dry January mug is a great feature for your displays and is a great gift or prize for anyone taking part.
- **Dry January pin badges.** The Dry January pin badge is a great way to show your support for the campaign while raising vital funds in helping to reduce the harm caused by alcohol.

Visit our [online shop](#) to find out more.

Stay in touch

There are many ways to organise Alcohol Awareness Week and Dry January in your community as there are communities in the UK. We've set out the benefits of running a campaign and some ideas for getting started, but we'd love to hear about your ideas too, and what other communities can learn from your experiences. Send us your ideas, stories, images and videos, so we can get sharing: contact@alcoholchange.org.uk.

Contact us

If you'd like to find out more about running an alcohol public health campaign in your community, please get in touch: contact@alcoholchange.org.uk.

Don't forget to sign up for your free resources:

[Sign up for Alcohol Awareness Week resources](#)

[Sign up for Dry January resources for your community](#)

Thank you!

Alcohol Change UK works to significantly reduce serious alcohol harm in the UK. We create evidence-driven change by working in five key areas: improved knowledge, better policies and regulation, shifted cultural norms, improved drinking behaviours, and more and better support and treatment.

Visit us: www.alcoholchange.org.uk

Email us: contact@alcoholchange.org.uk

Follow us: [@AlcoholChangeUK](https://twitter.com/AlcoholChangeUK)

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