



**DRY JANUARY®**

**ALCOHOL**

**CHANGE<sup>UK</sup>**

# A guide to running alcohol public health campaigns in your community in Wales

**Alcohol Awareness Week  
and Dry January**

**October 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](http://www.alcoholchange.org.uk)

## About this handbook

The aim of this handbook is to provide you with some ideas for how to organise successful alcohol awareness campaigns in your local area – in particular, Alcohol Awareness Week and Dry January. The shape your campaigns take in the end will depend on what local people want them to be. What we are offering here are some ideas based on our experience of what has worked well, and some suggestions for approaches for you to try.

## Working safely during the pandemic

We realise that social gatherings and events are simply not possible in many parts of the country at this time. With this in mind, we've offered some alternative ways for you to run your campaign online so that you can bring everyone together while keeping them safe.

## Acknowledgments

Alcohol Awareness Week and Dry January would be nothing without their participants and supporters. Alcohol Change UK would like to thank all those who have shared their experiences of Alcohol Awareness Week and Dry January with us. In particular, we are grateful to the many individuals and local groups who have organised activities for Alcohol Awareness Week and shared their thoughts with us; and to 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. All these ideas and comments have helped make this handbook.

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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.

### Around 60,000 adults in Wales drink at harmful levels

The harm caused by alcohol affects thousands of people in Wales every day, putting individuals, families, communities, and society as a whole under significant pressure.

### Around 600,000 people in the UK are dependent on alcohol, but less than one in five receive treatment

**Alcohol Awareness Week** and **Dry January** offer opportunities for us to think and talk openly about alcohol and its effects on our lives and the lives of those around us, and to act to change things for the better.

#### Key facts

- Alcohol is a causal factor in more than 60 physical or mental illnesses, including liver disease, high blood pressure, depression, and seven types of cancer.
- In 2017-18, there were around 14,600 alcohol-specific hospital admissions in Wales.
- Every week in Wales, alcohol results in around 1 in 20 of all deaths.
- Around 60,000 adults in Wales consume more than 50 units of alcohol per week – the definition of harmful drinking.
- There are around 600,000 dependent drinkers in the UK, but less than one in five receive treatment.

[You can find references for these facts on the Alcohol Change UK website.](#)

## Helping your community to drink more healthily

**Alcohol Awareness Week** and **Dry January** are campaigns run by Alcohol Change UK and supported by local groups and charities across the UK. Both can be run with minimal resources in a local area to reduce alcohol harm.

**Alcohol Awareness Week** is a campaign to get people thinking and talking honestly about alcohol. Last year, more than 3,000 organisations – local authorities, charities, GP surgeries, pharmacies, hospitals, workplaces, and community groups – across the UK took part in it, 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 participants seven years ago to around 4 million in January 2020. When people sign up for the campaign via Alcohol Change UK, they receive support to help them stay alcohol-free for the whole month, and to reduce their drinking in the months ahead, 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 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 real 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 alcohol or giving it up reduces your risk of developing these conditions.

People who sign up for Dry January with us, whether [online](#) or via the [free Try Dry app](#), are more likely to make it through the month alcohol-free, even if they are heavier drinkers to start with. Research shows that amongst people who signed up for a Dry January with support, 70% stayed dry for the whole month, compared to 36% of people who tried the challenge unsupported.

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%) said they had drunk alcohol as a way to handle stress or anxiety during lockdown. Of those who drank more heavily during lockdown (nine or more 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 of mental ill-health. 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 work across the UK to:

- Raise awareness of the links between alcohol and mental health.
- Provide clear information and advice, helpful tips on ways to cope and feel better, and signposting to help and support.
- Challenge the shame and stigma around alcohol and mental health problems, and encourage us all to speak openly.
- Share stories from people who have experience of alcohol and mental health problems.

- Call for improved awareness of and provision for this group – one of the most vulnerable in society – and share best practice examples of support for 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 find out how to sign up for your free resource pack on page 17.

## About Dry January

**Dry January** is the UK's one-month alcohol-free challenge. Every year, millions of us across the country 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, and 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 tend to be drinking more riskily than the general population (as measured by the World Health Organisation's AUDIT-C tool) before they take on the challenge. But 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 is on top of 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 than more moderate drinkers – suggesting that Dry January is particularly effective for heavier drinkers.



Longer term, there are many health benefits that come from cutting back. Research published in 2018 by the Royal Free Hospital in London 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?

*"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)."*

Dry January has plenty of health benefits. It can bring plenty of social benefits too. 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](https://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 by 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

You can encourage people to take part in Dry January with our free downloadable resources:

- 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 18.

## Getting started

Here are a few tips – based on our experience – about how to set up a community alcohol 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 and everyone 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 local people 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. Our 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.

These groups 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.

## **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.



## 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. We know that these are difficult times and that gatherings and events are simply not possible or desirable in many parts of the country. That's why we've offered a few suggestions too on how you can take your events online, for everyone's safety and peace of mind.

### 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 the social gathering?
  - 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 a list of our top ten alcohol-free drinks for people to try at their leisure. You can even offer to send one or two to the winner of the quiz 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 everyone 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 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 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.

- After the event, 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 it all 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.
  - 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 did.

### **Leicestershire Police**

A range of local agencies – including the police, city and county councils, and treatment services – agreed on a shared social media plan for Alcohol Awareness Week. There were also resource packs with signposting information, and posters downloaded from our website.

Information stands were held at local venues, staffed by members of the local recovery community who were able to share their own experiences. Creative and engaging activities included mocktail-making classes and a MarioKart Challenge, in which participants were asked to play the popular video game whilst wearing 'beer goggles' that distort vision. Over 2,000 people took part in the go-karting challenge and all were provided with information about alcohol harm.

### **Queen Alexandra Hospital, Portsmouth**

The specialist alcohol nurse team completed a trolley dash around the hospital, aimed at raising alcohol awareness among different groups of patients, and raising staff awareness that they can refer patients to the team.

### **Carers Support West Sussex**

This local agency held training sessions for people whose loved ones access local substance misuse support services. The training covered topics like reasons for substance use, its impact on others, behaviour change, and local and national support services.

Leading by example, some members of staff gave up alcohol for a whole month, and reported back about the changes they'd seen!

### **Corby Borough Council**

The Safer Corby team focused on the issue of proxy purchasing – where an adult buys alcohol on of a child – working with three local off-licences and highlighting the penalties this offence.

One school had visit from songwriter Henry Maybury, who has written a performance based around his brother's experience of alcohol misuse.

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 others to use for Alcohol Awareness Week and Dry January, including social media images, factsheets, posters and more.

These will be sent out 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, through your local media, or on TV screens in your community buildings.
- 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 are available from September 2020:

- 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 printed resources available to buy in our online shop:

- **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 World Health Organisation's AUDIT-C tool).
- **Our new leaflet about 'Alcohol and mental health'** with advice and tips for managing your drinking and your mental health. This will be available for free as a downloadable PDF for you to share online or to print yourself, and we'll be offering printed versions 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.
- 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:

- 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 resources available in our online shop for you to order:

- **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 World Health Organisation's AUDIT-C tool).
- **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.
- **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 to help reduce the harm caused by alcohol.

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

## Stay in touch

There are as 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](mailto: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](mailto: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](http://www.alcoholchange.org.uk)

Email us: [contact@alcoholchange.org.uk](mailto:contact@alcoholchange.org.uk)

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