DRY JANUARY®

WORKING WITH PUBLIC HEALTH PARTNERS

Alcohol Concern
Promoting health; improving lives
ALCOHOL
WHAT’S THE PROBLEM IN THE UK?

- Alcohol misuse is the **biggest risk factor for death, ill-health and disability** among 15-49 year olds in the UK, and the fifth biggest risk factor across all ages.

- Alcohol is a causal factor in **more than 60 medical conditions**, including: mouth, throat, stomach, liver and breast cancers; high blood pressure; cirrhosis of the liver; and depression.

- **Liver disease** is one of the few major causes of premature mortality that is increasing, and deaths have increased by around 40% in a decade.

- Alcohol harms are estimated to cost the NHS around **£3.5 billion annually**

- **2.5 million people in England** report drinking over 14 units – their weekly recommended limit – on their heaviest drinking days.

- 64% of **stranger violence**, and 70% of violent incidents in the weekends, evenings and night are alcohol-related.
DRY JANUARY®
WHAT IS IT?

DRY JANUARY SUPPORTS PEOPLE ACROSS THE COUNTRY TO CHANGE THEIR RELATIONSHIP WITH ALCOHOL THROUGH GOING DRY FOR ONE MONTH.
There is clear evidence that Dry January works well to change drinking behaviour, including for people who drink too much:

- Signing up to Dry January has a marked positive impact on long-term drinking behaviour, with 72% of people having lower AUDIT scores than before Dry January six months on. This is significantly higher than for people who try a Dry January on their own, without signing up for support;

- 2 in 3 participants complete a full month of abstinence. This proportion is higher for men and C2DEs – which is particularly important as men are over-represented in alcohol-related deaths, and the alcohol-related mortality rate of men in the most disadvantaged socio-economic class is 3.5 times higher than for men in the least disadvantaged class.*

*Source: PHE’s 2015 Dry January evaluation
People who sign up for Dry January receive:

- Daily motivational emails (these have a high open rate throughout the month);

- The Dry January app which helps people to measure and manage their drinking during January and throughout the year;

- Access to an online, supportive community of others taking part in Dry January. This remains available and active year-round.

This year there’s even more to look forward to. In December 2018 Penguin will publish *Try Dry*, the official guide to giving up alcohol for a month written by the Dry January team, which will help us reach a wider audience. We will also offer a free podcast.
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A GROWING CAMPAIGN

• Dry January took place in 2018 for the sixth consecutive year and was the biggest yet.

• More people than ever signed up for an official, supported Dry January too – a total of 100,000 people.

• YouGov-commissioned surveys show that 4 million people in the UK attempt a Dry January each year.

In addition, Dry January drove a conversation about alcohol:

• Over 2500 press mentions, including in the Guardian, Independent, Daily Mail and BBC.

• Over 275,000 website views, up 45% on Dry January 2017.

• Over 2.4 million people reached on Facebook and 1 million on Twitter - up 166% on 2017.
AND THERE’S MORE.
RESEARCH THIS YEAR SHOWS:

1. The Public Health community recognises the benefits of Dry January in relation to a wide range of health and social harms and of alcohol reduction in relation to delivering improved public health outcomes.

2. C2DE men and women are just as likely as ABC1 to consider a Dry January.

3. Most people who have completed or would consider a Dry January do so to contribute to a healthy lifestyle and to reduce the amount of alcohol they consume.

4. People who sign up for Dry January do so for encouragement, inspiration and the ability to track their progress.

5. 80% to 90% of people said they would give some of the money they saved by not drinking alcohol during Dry January to charity. Fundraising and giving is an incentive to many who have not signed up to Dry January previously.
“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.”

“If local authorities are considering running a campaign focussed specifically on changing behaviours around alcohol, Dry January is a good option, while PHE’s own ‘Drink Free Days’ app can help keep people within healthy drinking limits during February and beyond.”
DRY JANUARY®
The offer for partners working in public health

You can encourage people in your local area to take part in Dry January as part of your alcohol harm reduction strategy.

We can offer you free campaign assets including use of the logo, social media assets, poster templates and other resources.

Please register to receive free assets and ideas for the campaign in your local area by clicking here.
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LOCATIONS THAT HAVE BENEFITED

• HOUNSLOW
• HARINGEY
• RICHMOND
• FIFE
• REDCAR
• SEFTON
• KNOWSLEY
• LONDON
• MIDDLESBOROUGH
• NEWCASTLE
• CARDIFF

...PLUS MANY MORE.
DRY JANUARY®
CHARITY PARTNERS

For the 2019 campaign, Dry January will partner with a number of national charities who work on issues associated with alcohol, including cancer, children, liver disease and homelessness.

This will:

• Open up the conversation about alcohol to a wider group who are interested in these issues but hadn’t associated them with alcohol;
• Help fundraise for charities that do valuable work at a national and local level.

Our partner charities will promote the campaign through social media, their mailing lists and in other methods, giving Dry January a wider reach and louder voice.
DRY JANUARY®
COMMUNICATION TIMELINE

**Early November**
Assets available

**19 - 25 November**
Alcohol Awareness Week, used as a soft launch for Dry January.

**13 December**
Official launch of Dry January. This coincides with the launch of Try Dry, the Dry January team's guide to giving up booze for a month, published by Penguin.

**27-29 December**
Rush of sign-ups after Boxing Day

**2-4 January**
Peak sign-up time after the holiday break

**6 January**
End of the first week

**16 January**
Halfway through the month

**31 January**
They've made it!

**February onwards**
Evaluation and planning for 2020 begins
“I USED DRY JANUARY TO RECOGNISE MY ALCOHOL ADDICTION AND GET HELP AND SUPPORT TO CONTROL IT... THE AGENCIES I MET THROUGH THE DRY JANUARY PROJECT OFFER ME ONGOING SUPPORT AND ADVICE...”

- POSSIBLE DEPENDENCY DRINKER

“SINCE BEING SUCCESSFUL IN JANUARY I FIND IT EASY NOT TO DRINK. I DON’T HAVE TO DRINK TO ENJOY MYSELF. I DID DRY JAN, FEB AND MARCH AND I HAVE GIVEN UP 90% OF MY ALCOHOL CONSUMPTION - I FEEL A LOT BETTER THAN I DID BEFORE.”

- HIGHER RISK DRINKER
IF YOU'RE INTERESTED IN DRY JANUARY®
ALCOHOL AWARENESS WEEK

Dry January and Alcohol Awareness Week can be used together as part of your alcohol harm reduction strategy.

Alcohol Awareness Week runs 19-25 November 2018 with the theme of 'Change'. Throughout the week local areas across the country run a programme of events, using digital resources provided by our team.

Alcohol Awareness Week aims to:

• Drive a conversation about alcohol;
• Signpost those who need help to the support they need.

There are lots of ways you, your organisation and your community can get involved. In autumn we will be providing digital resources for use with many different audiences, including factsheets about alcohol and online tools to help people to drink more healthily.

Register to receive free resources and ideas for the week by clicking here.
Alcohol Concern is the charity behind Dry January.

In 2017, Alcohol Concern and Alcohol Research UK merged to form a new charity working to reduce alcohol harm in the UK. Their new identity and website will launch on 19 November 2018, during Alcohol Awareness Week.

If you would like to find out more about the new charity, please contact Maddy Lawson, Communications Manager.
If you haven’t already registered your interest in our free assets, you can do so by clicking here.

Tell us what you have planned for Dry January and Alcohol Awareness Week and we can offer support. Click here.

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