

Making Dry January work for workplaces

Book your 60-minute webinar

This year a staggering 1 in 8 UK adults are taking part in Dry January, and that includes many of your staff! So why not work with us to help your workplace deliver a fun and engaging support package for all your employees who sign up to Dry January?

So what is it?

Dry January is the UK's one-month alcohol-free challenge that helps millions reset their relationship with alcohol every year.

Taking part in Dry January is a chance to ditch the hangover, reduce the waistline, boost energy and save some serious money, while doing your body a lot of good. More importantly, evidence shows that 7 in 10 people who do Dry January with support from Alcohol Change UK are still drinking more healthily six months later.

The free Try Dry app

Alcohol Change UK is the charity behind Dry January, and we offer the free **Try Dry app** to support people to have the best possible month. The app lets you track your units, calories and money saved, plus set personalised goals for managing your drinking year-round.

Taking on Dry January with the Try Dry app doubles your chance of having a completely alcohol-free month and getting long-term benefits.

So will it benefit your employees?

Dry January is a chance your staff to break the old pattern and start a new one. A month's break from alcohol can make a big difference. Going dry for just 31 days could reward your staff with:

- Reduced anxiety and better mood
- Sleeping better and having more energy
- Saving money
- Losing weight

And the effects don't stop when the month is over. Six months later **7 in 10 are still drinking more healthily**, with all the benefits for health and wellbeing that brings.

How about a webinar for your staff?

We can run a 60-minute webinar on Dry January for your staff team. We'll cover:

- Dry January – so what is it?
- How to enjoy Dry January during COVID-19
- Goal setting
- Finding an 'accountability' partner
- How to deal with other people who want to encourage you to drink
- How to prepare at home in the run-up
- Trying alcohol-free options
- Triggers and how to handle them
- What happens after January?
- What if you fall off the wagon?

The fee is just £549 and up to 100 staff can attend. If you wish to record and keep the webinar the fee is £1,495. Get in touch at training@alcoholchange.org.uk to find out more and book.

Top tips

So you've decided to support Dry January at work. But how can it make the biggest impact? Here are some ideas to get you started.

1. Spread the word

Use internal communications at your workplace to promote taking part, talk about the benefits and let people know how to sign up. We can help get the messaging right with some great promotional material. You can send out information on the staff intranet, put up our posters and of course, nothing beats word of mouth.

2. Who are the champions...?

Of course you all are, but is there anyone in your workplace who might like to take up the gauntlet of being a Workplace Dry January Champion for the month? It really helps to have an ambassador who can rally the troops, inspire staff to get involved, organise activities and keep up the momentum on those tricky days throughout the month.

3. Engage

Team meetings are a great time to tell people about Dry January, engage teams and incentivise taking part – including on Zoom. Put in place a fun and engaging support package. Why not have a Dry January kick-off event and encourage people to ask questions, share ideas and plan activities for the month.

4. Encourage sign ups

Explain how the free app works and encourage people to sign up to the official campaign for added support online or via the free app.

5. Team up

A bit of competition can work wonders, so how about seeing which teams can stay the driest, or raise the most for charity? You could also see who saves the most money as a team by not spending on alcohol this month – team members can use the Dry January app to keep track.

6. Connect

Now that many of us are working from home you can use the campaign to connect employees in different places under a common cause. We can also provide staff tracking data measuring number of sign ups/downloads of the free app!

7. Plan for the future

Why not use Dry January as an opportunity to launch or re-launch your workplace's alcohol strategy? All workplaces should have one. If you don't, we can help. We also offer a wide range of other training. Get in touch at training@alcoholchange.org.uk.

8. Make a difference

By fundraising for Alcohol Change UK your workplace will be helping to change and save the lives of those affected by alcohol harm. We can help you with ideas or set up a corporate fundraising page. To get started please email fundraising@alcoholchange.org.uk.