DRY JANUARY®

ALCOHOL CHANGE UK

DRY JANUARY AT WORK

"I wake up in the morning and feel **ready to take on the day.** I feel more alert, more organised, more dedicated to other things. I no longer wake up at weekends feeling like I could sleep all day. **Monday mornings are a walk in the park now.**"

Jamie, Dry January participant

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Through Dry January millions of people across the UK change their relationship with alcohol long-term by going dry for a month. Taking on the challenge comes with lots of benefits, like feeling brighter, looking better and boosting your bank balance.

But what does that have to do with your team?

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BETTER FOR WORK

Dry January is an ideal opportunity for the whole team to take a month off booze together. While we can't promise Mondays will ever be thrilling (sorry), here are just some of the ways your workplace could enjoy big benefits by going dry:

- More energy = better performance.
- Exploring how to socialise together – booze-free.
- Feeling happier and more engaged.
- Enjoying a healthier lifestyle.
- Raising money as a team for Alcohol Change UK

HANGOVERS COST BUSINESSES £7.3BN EACH YEAR IN SICK DAYS AND LOST PRODUCTIVITY. OUCH.

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BETTER FOR WELLBEING

27% OF PEOPLE SAY THAT WORKPLACE STRESS MAKES THEM DRINK MORE.

Going dry for just 31 days could reward your staff with:

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

And the effects don't stop when the month is done. Six months later, 72% of participants are still drinking less riskily than they were before. That has serious long-term benefits; cutting back reduces the risk of over 60 health conditions including depression, seven forms of cancer and heart disease.

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"Dry January has literally been life changing. I've lost half a stone in weight which has encouraged me to do the exercise I enjoy like walking and dancing. Giving up alcohol has made a change that I want to last."

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LET'S GET STARTED

So you've decided to run 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. 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. Why not have a Dry January kick off event and encourage people to ask questions, share ideas and plan activities for the month.

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4. **Encourage sign ups**. Put up one of our 'sign up' posters in a shared area and ask people to sign it if they're going dry! You can also 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. **Out of office.** Dry January is the perfect opportunity to prove you don't need to drink alcohol to socialise. Organise a staff outing that doesn't end in a hangover. You could go for happy hour mocktails, be the alcohol-free pub quiz team... You could even take up a sport together with all your newfound energy!
7. **Connect.** If your company has more than one office you can use the campaign to connect employees in different places under a common cause.
8. **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. Get in touch at **contact@alcoholchange.org.uk**.

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MAKE A DIFFERENCE

ALCOHOL CHANGE UK

One of the best ways to motivate your team to conquer the Dry January challenge is to raise money for charity together. The charity behind Dry January is **Alcohol Change UK.**

Every day, **20 people in the UK die** as a result of their drinking. But together we can change that. **Alcohol Change UK** work for a society that is free from the harm caused by alcohol.

We are not anti-alcohol; we are **for alcohol change.** We are for a future in which people drink as a conscious choice, not a default; where the issues which lead to alcohol problems – like poverty, mental health issues, homelessness – are addressed; where those of us who drink too much, and our loved ones, have access to high-quality support whenever we need it, without shame or stigma.

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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.

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FUNDRAISING IDEAS

- **Hold a fundraising event.** Why not use the month as an opportunity to boost well-being AND raise money for charity by running a booze-free event with a fundraising element? Organise a trivia night, alcohol-free pub quiz, dinner party, charity auction or movie night. Part of the fun of Dry January is realising you don't need alcohol to have a good time and socialise.
- **Get family and friends involved.** Encourage your colleagues to set up a fundraising page and get sponsored. Or we can set up a special corporate page and you can get sponsored as company or even have team pages to compete to see who can raise the most. Just contact fundraising@alcoholchange.org.uk and we'll help you get set up.
- **Match funding.** Lots of workplaces support their staff's fundraising efforts by matching what their employees raise, up to a certain amount.
- **Make a corporate donation.** Support our vital work and help us end serious harm caused by alcohol. And there are lots of other benefits, including boosting staff morale, receiving a tax break, and building on your existing corporate social responsibility agenda.

Thank you

Alcohol Change UK is an independent charity working to end the serious harm caused by alcohol.

Visit the Alcohol Change UK website

Contact us

More about Dry January