**Embargoed until 00:01 11 November 2019**

**YOUR AREA joins together with 2,000 other communities to highlight**

**the risks of drinking too much for Alcohol Awareness Week 2019**

How many units are in a pint of beer or glass of wine? How long does it take your body to break down alcohol? And what does alcohol do when it reaches your brain? These are just some of the questions being explored for this year’s Alcohol Awareness Week, taking place between 11-17 November, led by Alcohol Change UK.

This week YOUR ORGANISATION will join 2,000 other community groups to highlight the impact that alcohol can have on our bodies, our lives and those we love, and how by making changes to our drinking behaviour we can become healthier and reduce our risk for many serious health conditions including cancer, mental health problems, and liver disease.

Events are being run by local authorities, workplaces, charities, GP surgeries, pharmacies and hospitals and other groups. YOUR AREA will be part of the UK-wide campaign too. YOUR GROUP/ORGANISATION will be INSERT DESCRIPTION OF EVENTS YOU ARE PLANNING.

Understanding the risks of drinking too much is an important first step in helping us drink more healthily. Yet estimates show that 84% of people are unaware of the official low-risk drinking guidelines[[1]](#endnote-1), meaning that the vast majority do not have the information they need to make informed choices about their drinking.

In YOUR AREA, INSERT DATA SPECIFIC TO ALCOHOL IN YOUR AREA – [FIND IT HERE](https://fingertips.phe.org.uk/profile/local-alcohol-profiles/data#page/0).

The national picture on alcohol-related harm shows:

* Each year, alcohol is a factor in the deaths of 24,000 people in the UK[[2]](#endnote-2). And is the biggest risk factor for deaths among 15-49 year olds[[3]](#endnote-3).
* Hospital admissions due to alcoholic liver disease in England have increased by 43% in the last 10 years[[4]](#endnote-4).
* In England there are an estimated 589,101 dependent drinkers and less than 20% are receiving treatment.[[5]](#endnote-5)
* Around 200,000 children in England are living with an alcohol-dependent parent or carer which can have lifelong negative effects on their health and wellbeing.[[6]](#endnote-6)
* Each year alcohol misuse is estimated to cost the NHS £3.5 billion[[7]](#endnote-7), and an estimated 167,000 years of working life are lost as a result of alcohol.[[8]](#endnote-8)

Alcohol Awareness Week aims to get people thinking and talking about alcohol, to motivate change at every level – individual, community and national.

NAME, from YOUR GROUP/ORGANISATION, said:

 INSERT QUOTE ABOUT ALCOHOL AWARENESS WEEK AND YOUR PLANS.

**Dr Richard Piper**, Chief Executive of **Alcohol Change UK**, said:

“It can be easy to slip into bad habits with our drinking. But small changes can make a big difference to our health.

“Alcohol harm is avoidable and yet it still remains a factor in the death of three people every hour. This has to change. As well as the harm caused to individuals, alcohol can also have a significant adverse effect on those around us, including the 200,000 children in England who are living with an alcohol-dependent parent.

“So this year's Alcohol Awareness Week is all about helping people to better understand the risks of drinking and providing advice on how we can change our drinking behaviour for the better. This can be as simple as being sure to have a few drink-free days each week, deliberately choosing the lowest strength drinks, making every other drink a non-alcoholic one, or downloading an app, for example [Try Dry](https://alcoholchange.org.uk/get-involved/campaigns/dry-january/get-involved/the-dry-january-app), to track your drinking and keep you motivated.”

Take part in this year’s Alcohol Awareness Week by visiting the [Alcohol Change UK website](https://alcoholchange.org.uk/get-involved/campaigns/alcohol-awareness-week) to:

* Test your knowledge on all things alcohol with the alcohol quiz
* Explore the interactive body map to see how alcohol affects our bodies
* Take a closer look at the drinking guidelines to better understand how much is too much
* Get top tips on ways to cut down
* Find extra support if you need it

**ENDS**

**Notes to editors**

Contact INSERT CONTACT DETAILS for more information about YOUR GROUP/ORGANISATION’s Alcohol Awareness Week events.

Contact Julie Symes (julie.symes@alcoholchange.org.uk / 020 3907 8485) or Maddy Lawson (maddy.lawson@alcoholchange.org.uk / 020 3907 8493) for interviews with Dr Richard Piper and other members of the Alcohol Change UK team.

**Alcohol Awareness Week**

Alcohol Awareness Week is a chance for the UK to get thinking about drinking. It’s a week of awareness raising, campaigning for change, and more. This year, the theme is: Alcohol and me.

Anyone can [sign up for free resources](https://alcoholchange.org.uk/get-involved/campaigns/alcohol-awareness-week/about-alcohol-awareness-week/take-part-in-alcohol-awareness-week) to run Alcohol Awareness Week events in their communities.

Find events in your community by searching the hashtags #AlcoholAwarenessWeek.

Find out more: [www.alcoholchange.org.uk/alcoholawarenessweek](http://www.alcoholchange.org.uk/alcoholawarenessweek)

**Alcohol Change UK**

Alcohol Change UK works for a society that is free from the harm caused by alcohol. We create evidence-driven change by working towards five key changes: 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/)

1. Alcohol Health Alliance UK (2018). [News release on poll of 2,000 people across the UK carried out by national polling company OnePoll on behalf of the AHA](http://ahauk.org/awareness-drinking-guidelines-remains-low-2-years-release/). [↑](#endnote-ref-1)
2. Office for National Statistics (2018). [Alcohol-specific deaths in the UK: registered in 2017](https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/causesofdeath/bulletins/alcoholrelateddeathsintheunitedkingdom/registeredin2017). [↑](#endnote-ref-2)
3. Public Health England. [The Public Health Burden of Alcohol and the Effectiveness and Cost-Effectiveness of Alcohol Control Policies: An Evidence Review](https://www.gov.uk/government/publications/the-public-health-burden-of-alcohol-evidence-review). [↑](#endnote-ref-3)
4. Public Health England (2019). [Local Alcohol Profiles for England. Alcohol-related NHS hospital admissions in England](http://fingertips.phe.org.uk/documents/LAPE_Statistical_Tables_for_England_022018.xlsx). [↑](#endnote-ref-4)
5. Public Health England (2018). [Public Health Dashboard](https://fingertips.phe.org.uk/public-health-dashboard-ft#page/11/gid/1938133154/pat/6/par/E12000006/ati/102/are/E10000015/iid/93011/age/168/sex/4). [↑](#endnote-ref-5)
6. Public Health England (2017). [Estimates of alcohol dependent adults and alcohol dependent adults living with children](https://www.gov.uk/government/publications/alcohol-dependence-prevalence-in-england). [↑](#endnote-ref-6)
7. House of Commons Health Committee (2012), [Government’s Alcohol Strategy](https://publications.parliament.uk/pa/cm201213/cmselect/cmhealth/132/132.pdf). [↑](#endnote-ref-7)
8. Public Health England (2016). [The Public Health Burden of Alcohol and the Effectiveness and Cost-Effectiveness of Alcohol Control Policies: An Evidence Review](https://www.gov.uk/government/publications/the-public-health-burden-of-alcohol-evidence-review). [↑](#endnote-ref-8)