

Alcohol Awareness Week

6-12 July 2026

Information guide for employers

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What is Alcohol Awareness Week?



- **Alcohol Awareness Week is a chance for us all to get thinking about our drinking, raise awareness, and encourage positive change. From individuals to employers, there's something for everyone to learn and share.**
- Every year, thousands of workplaces, charities, local organisations, and community groups join in, hosting events and sharing resources to improve understanding around alcohol harm. Activities range from information displays and development opportunities to alcohol-free socials and quizzes.
- This year's theme is on 'Alcohol and me'. As part of the conversation, we'll be looking at how our drinking habits can creep up without us realising, how taking time to pause and reflect on the role that alcohol is playing in our lives can bring big benefits, and how creating workplace cultures that support wellbeing and inclusivity can improve our health, relationships, and productivity.

Why take part?

Alcohol can affect our safety at work, health and wellbeing, and productivity, and can make us feel awkward and uncomfortable.

Figures show that:

- More than a third of workers believe that workplace drinking increased the risk of harmful or risky behaviour – IPPR
- More than 1 in 5 people associate alcohol with a greater risk of sexual harassment, bullying and intimidation – IPPR
- Hazardous and harmful drinkers reported 2-3 more injuries across their adulthood – BIT and Alcohol Change UK

Why take part?

- Alcohol is a well-established risk factor for presenteeism and absenteeism at work, costing the UK economy over £3.96 billion annually - IAS
- 1 in 5 workers report that productivity and focus worsened after a night drinking with colleagues or at a work event - IPPR
- Those drinking more than 14 units per week may be taking more than 2-3 days off work per month - BIT and Alcohol Change UK
- Almost two thirds of UK workers report drinking alcohol for work-related reasons, with job stress, pressure and anxiety behind increased consumption - IPPR

Why take part?

- Almost 30% of people feel that drinking at work events excluded non-drinkers or created cliques – IPPR
- Almost 1 in 4 workers feel pressured to drink when they do not want to – IPPR
- 40% of workers report that their employer had not attempted to make work events more inclusive for non-drinkers – IPPR
- Data suggests that employees already expect their employer to play an active role in reducing alcohol harm - IPPR

Why take part?

- By opening up conversations about alcohol within our workplace, organisations can see:
 - Employees turning up to work fresh and ready to contribute
 - Reduced risk of health and safety incidents and grievances
 - Improved employee confidence in your wellbeing support around alcohol
- Inspiring this conversation in your workplace means that employees can get support on this overlooked health topic, where they may not receive it in other places, creating a more inclusive workplace culture and inspiring healthier, more informed drinking choices.
- Read on to find ways to spark a conversation in your workplace.

Getting started



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Getting started



There are lots of ways you can get involved with Alcohol Awareness Week at work!

From organising a pop-up stand to hosting an event, we've got you covered.

Getting started



Spread the word

- Use internal comms to promote the week, highlight benefits and share what's happening. Newsletter posts, posters, pop up display stands, and word of mouth all help – and we've got materials to support you.



Who are the champions?

- Identify Workplace Champions to rally colleagues, inspire involvement, organise activities and keep momentum going throughout the week.

Activities at work



Engage your teams

- Use team meetings to introduce the week, spark ideas and encourage participation. Kick things off with a launch event to build energy and plans. Consider an alcohol-free social, fun quiz, or a workshop – sharing information on the harms caused by alcohol, the benefits of cutting back, and how to get support.



Go for gold

- Add some friendly competition – from driest team to top fundraisers. You could even track savings using Alcohol Change UK's free Try Dry[®] app.

Fundraising ideas



Fundraising ideas

Rise and Raise

- Support our [Rise and Raise campaign](#) and Rise to the challenge and Raise funds to support Alcohol Change UK's vital work.
- We can help you with ideas and with setting up a corporate fundraising page. To get started, please email us at fundraising@alcoholchange.org.uk.

Internal comms



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Internal comms

Spark a conversation

- Support colleagues, friends and family by normalising conversations about alcohol.
- It might not always feel easy but change happens when more of us feel able to be honest and not judged about the role alcohol is playing in our lives.
- We offer specific training on difficult alcohol conversations in the workplace, speak to our training team to find out more: training@alcoholchange.org.uk.

Internal comms

- Writing an all-staff email or article for your newsletter can be a great way to spark a conversation about alcohol in your workplace.
- Explain a little about the week, why your organisation is getting involved, and why it's important to encourage open conversations about alcohol.
- **Get your full range of free downloadable assets, including messaging, posters and more [here](#).**

Suggested messaging

- Around 10 million of us regularly drink alcohol in ways that can harm our health and wellbeing. While it can often feel normal, expected, and woven into daily life, alcohol can affect us in ways we don't always recognise - from poor sleep and low energy to increased anxiety, stress and feeling less present. Over time, it also raises the risk of serious conditions including liver disease, high blood pressure, stroke and several types of cancer.
- One of the best things we can do to support colleagues, friends and family members is to normalise conversations about alcohol, as even small changes can help people feel better and healthier.
- This Alcohol Awareness Week take a moment to check in on your drinking with Alcohol Change UK's quick, free and non-judgemental quiz: alcoholchange.org.uk/check-your-drinking

Staff email post template

- Promote your support for the campaign and let your teams know how they can get involved.
- If you're planning a launch event, you can promote that here too.

Dear colleagues,

Alcohol Awareness Week takes place from 6-12 July 2026 and provides us with a great opportunity to get thinking about our drinking.

Around 10 million of us are regularly drinking alcohol in ways that can harm our health and wellbeing. While alcohol can often feel normal, expected and woven into daily life, it can affect us in ways we do not always recognise. From disrupted sleep and low energy to increased anxiety, stress and lower productivity. Over time, alcohol can also increase the risk of serious health conditions including liver disease, high blood pressure, stroke and several types of cancer.

So, for this Alcohol Awareness Week, we're encouraging all of us at [include your organisation's name] to pause and reflect on the role alcohol is playing in our lives; exploring how drinking may be affecting our health and wellbeing and learning about the small changes that can make a positive difference.

By having open and honest conversations about alcohol, we can create healthier, more inclusive workplace cultures.

Across the week, we'll be... [Add details about what your organisation will be doing across the week and how people can get involved, and provide contact details for the relevant person in your organisation who can offer support to anyone who may be struggling with their drinking.]

Book an event

- Book Alcohol Change UK's [workplace seminar](#) for Alcohol Awareness Week and help your teams learn more about the impacts of alcohol and the benefits of making some changes for improved health and wellbeing, connections, and productivity.
- Email us to find out more: training@alcoholchange.org.uk

"Alcohol Change UK delivered a fantastic seminar for our business during Alcohol Awareness Week. Their expert by lived experience, presented an educational piece that not only informed our team of alcohol harm, but really got them immersed in the conversation."

Rachael Lewis, Southern Water

Spread the word

- Spread the word on social media to show that you're taking part.
- Use the social media posts set out below alongside our downloadable assets.
- **Get your full range of free downloadable assets [here](#), including social media graphics, posters and more.**

Social media posts



Alcohol Awareness Week

6-12 July 2026

Take a moment to check in on your drinking



#AlcoholAwarenessWeek alcoholchange.org.uk

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Alcohol is everywhere - in the moments we celebrate, the ads we see, and the habits we don't question. Yet we rarely stop to think about the impact it is having on our health and wellbeing, our productivity, and our relationships.

This #AlcoholAwarenessWeek is a chance to pause and reflect on the role alcohol is playing in our lives. Take @AlcoholChangeUK's free, confidential Check your drinking quiz for a clearer picture of your drinking patterns and any potential risks and consider what, if anything, you'd like to do next. Take the quiz: alcoholchange.org.uk/check-your-drinking



"The positive impacts showed up quietly at first - clearer thinking, a sense of pride coming back, deeper connections with the people I love."

Tim

Check your drinking today...

#AlcoholAwarenessWeek alcoholchange.org.uk

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You don't always have to make big changes to your drinking to start feeling the benefits. Cutting back on alcohol, even a little, can lead to better sleep, clearer thinking, more energy, and improved overall wellbeing, with the positive effects reaching far beyond ourselves. Why not take a moment to check in on your drinking: alcoholchange.org.uk/check-your-drinking

If you're posting on social media, don't forget to use the hashtag #AlcoholAwarenessWeek and to tag us @AlcoholChangeUK

Your resources

Create healthier, more inclusive workplace cultures by opening up a conversation about alcohol. Here are some resources that can help you:

- [Free resource pack for Alcohol Awareness Week](#)
- [Factsheet on Alcohol in the workplace](#)
- [Guide to improving workplace cultures around alcohol](#)
- [Leaflet on Steps towards healthier habits](#)

Book a workplace seminar and help your teams learn more about the impacts of alcohol and the benefits of making some changes.

For more information, email us at:

training@alcoholchange.org.uk.

Where to find support

We're here for you

Let your teams know that you're there to help and how they can access your health and wellbeing support services.

You can also signpost them to the Alcohol Change UK website.

Alcohol Change UK provides evidence-based information and advice and tools and resources for anyone wanting to change to their relationship with alcohol, such as its free Check your drinking quiz and Try Dry[®] app, as well as options for finding support for anyone worried about their own or someone else's drinking.

alcoholchange.org.uk

Thank you

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

Any questions?

Please get in touch: training@alcoholchange.org.uk

Alcohol Change UK is the operating name of Alcohol Research UK. Registered charity number 1140287. Company limited by guarantee in England and Wales 7462605.

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