



DRY JANUARY[®]
by Alcohol Change UK

Introducing Alcohol Change UK's 2026

Dry January[®] Doctor

Dr Jeevan Fernando

#DryJanuaryChallenge

Introducing the official **Dry January[®] Doctor** for 2026, Dr Jeevan Fernando



Dr Jeevan Fernando is passionate about empowering individuals to take charge of their health and behaviour.

A former NHS doctor and certified health coach, Dr Jeevan trained at the University of Cambridge, where he earned his Medical Doctorate and a Master's in Physiology, Development and Neuroscience.

Alongside his clinical work in the NHS, Dr Jeevan developed expertise in addiction psychiatry. His research on topics such as sleep, mood disorders, and substance use with the University of Cambridge's Department of Psychiatry has been presented internationally and published in multiple peer-reviewed journals. He is also an Associate at Alcohol Change UK, which sees him deliver training to local authorities, workplaces and other practitioners on alcohol and drug use.

With his knowledge of behavioural neuroscience and motivational approach, Dr Jeevan supports individuals to overcome addictive behaviours and lead more purposeful lives. Using cognitive, behavioural, and goal-directed techniques, he helps to build lasting motivation and eliminate unhealthy patterns. He takes a holistic approach to wellbeing, drawing on his deep understanding of both the body and mind to ensure his clients are in optimal physical and mental condition to achieve their goals.

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Media interviews and comment



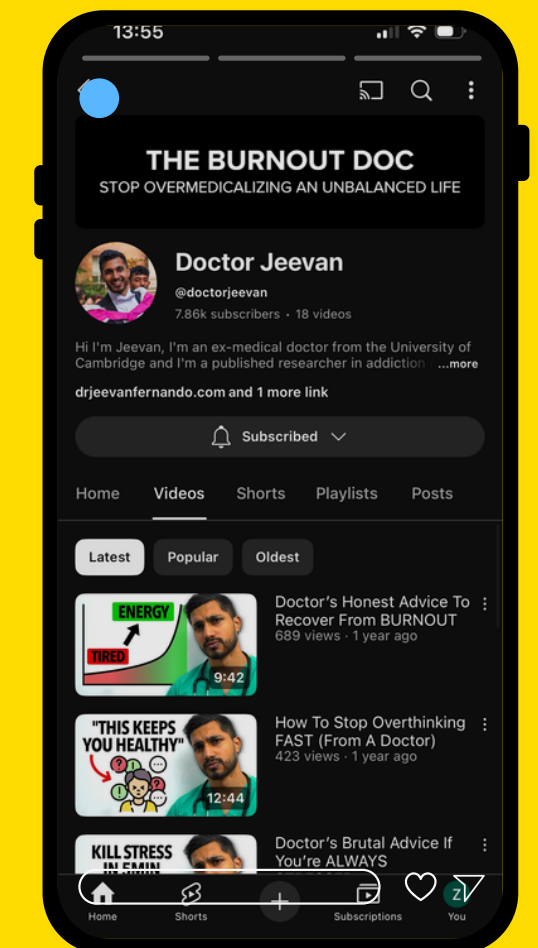
Dr Jeevan Fernando, the official Dry January® Doctor for 2026, is available to print, online and broadcast media throughout December and January across topics including (but not limited to):

- Who might benefit from the challenge – signs you may be drinking too much, demographic trends in alcohol consumption and harms
- Health and wellbeing impacts of drinking across the spectrum of consumption
- Alcohol-related risks
- Alcohol and the brain
- Benefits of taking a break and resetting our relationship with alcohol (over the short, medium and long term), including week-by-week changes/benefits
- Tactics/strategies for overcoming challenges we may experience (cravings, mood, sleep in the early days, etc)
- Tips for a successful Dry January® challenge and sustaining/achieving long-term changes to drinking habit
- Neuroscience of habits and behavioural change.

As seen in...



The Guardian



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Media enquiries for the Dry January[®] Doctor

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@AlcoholChangeUK

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TikTok: @DryJanuaryOfficial

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