

Alcohol Awareness Week 2023

3 – 9 July 2023

Theme: Alcohol and cost

Hashtag: #AlcoholAwarenessWeek



Thank you for joining us for this year's Alcohol Awareness Week. We hugely value your support. With your help, we can make the campaign go further and reach more people.

Across the week, we aim to ensure that people across the country have a better knowledge around alcohol, can make more informed choices about their drinking, feel able to seek support if they need it (for their own or someone else's drinking), and are better able to support those who may be struggling.

Below you can find key messages for the campaign to help you draft text for your website or newsletter, as well as template social media posts that are ready to go.

How to take part

It's easy to take part in Alcohol Awareness Week. Here are six key actions you can take:

1. Tweet with just [two clicks](#) to let everyone know you're taking part!
2. Use our images and draft social media posts below to join in with the campaign on social media from 3-9 July 2023.
3. Share your stories, events and activities on social media throughout the week using the hashtag #AlcoholAwarenessWeek and tagging @AlcoholChangeUK.
4. Run an event using our free digital resources, whether in person or remotely. There are lots of ideas in your community pack.
5. Use our template to send a press release about the week to your local media.
6. Keep in touch to tell us what you've done! Email us at: contact@alcoholchange.org.uk

Key messages

This Alcohol Awareness Week we're focusing on **the true cost of alcohol** to highlight the personal costs of drinking too much and too often and the benefits of cutting down, as well as the wider costs to society.

Personal costs

The personal costs of alcohol are huge. In fact, the average UK drinker spends an estimated £62,899* on alcohol over the course of a lifetime. [*This figure forms part of our national press release and is embargoed until 00:01 on Monday, 3 July 2023. Therefore, please do not share it before then.]

For this amount of money, we might expect the benefits of drinking alcohol to be big. While it can bring us some pleasure, the truth is when we drink too much and too often, it can cause enormous personal costs to our health. It can put us at greater risk of heart disease, liver disease, stroke, increased blood pressure, and cancer, including throat cancer and breast cancer.

Alcohol can also cause tensions and disagreements with those around us. It can have a major effect on our relationships, including contributing to domestic violence, family breakdown, alcohol-reliant friendships, or simply not being fully present with our family or friends.

It can put a big strain on our finances too. Plus, once drunk, it can make it much harder for us to keep track of how many drinks we've had and how much we've spent, putting us at greater risk of more immediate harm and causing us at times to be significantly out-of-pocket.

Drinking alcohol can also leave us time poor. It can leave us with low energy, poor sleep and cause us to spend more time recovering from a hangover and less time being present. It can even lead to whole evenings in which we forget what happened.

But by taking control of our drinking, we can save money, gain back more time, improve our health, have more energy, improve our memory, have better sleep, reduce anxiety, improve our mood, and have better relationships.

A great way to start is by recording what you drink for a few weeks to help you understand your drinking pattern, then setting yourself some small achievable goals to get it back under control. Use the free app [Try Dry](#) to help you keep track and set goals to help you cut down.



Societal costs

As well as personal costs, alcohol brings with it huge societal costs too. Over 1.25m hospital visits a year are alcohol-related and right across our health system, from GPs to A&E, from liver wards to cancer wards to alcohol treatment services, the costs of alcohol health harms run into billions of pounds every year.

There are also huge costs from alcohol-related crime – with police time, court time and prison costs relating to alcohol mounting.

Alcohol harm also has a significant effect on the labour market, driving unemployment and under-employment and is one of the leading causes of lost workplace productivity.

But by taking action to reduce alcohol harm, we can reduce the personal, societal and economic costs of alcohol leading to a healthier, happier society for us all.

Social media posts

Image 1: Alcohol Awareness Week

[We're / I'm] taking part in #AlcoholAwarenessWeek which is all about the true cost of alcohol. Find ways to look after your budget and drink less with these top tips: <https://alcoholchange.org.uk/get-involved/campaigns/alcohol-awareness-week-1>

Image 2: Is drinking alcohol costing you more than you think?

The amount we spend on alcohol can be huge. So we might expect the benefits of drinking to be big. But the truth is, alcohol can bring with it enormous personal costs not only for our budgets but for our bodies too: <https://alcoholchange.org.uk/alcohol-facts/interactive-tools/alcohol-and-your-body-map> #AlcoholAwarenessWeek

Image 3: Would you be better off drinking less

Making changes to your drinking can improve your own health and wellbeing and that of those around you. What could you gain by drinking less? <https://alcoholchange.org.uk/get-involved/campaigns/alcohol-awareness-week-1>
#AlcoholAwarenessWeek

Image 4: Top tips to help you drink less alcohol and improve your health

Use a smaller glass and try swapping your usual alcoholic drink for an alcohol-free alternative. Check out the reviews on the @AlcoholChangeUK website to help you get started. <https://alcoholchange.org.uk/help-and-support/managing-your-drinking/low-and-no-alcohol-reviews> #AlcoholAwarenessWeek

Image 5: If you need support to reduce your drinking

If you're struggling with your drinking, find someone to talk to today and get the help you deserve. <https://alcoholchange.org.uk/help-and-support/get-help-now>
#AlcoholAwarenessWeek

Image 6: If you're supporting a loved one with their drinking

It can be heart-breaking to see someone close to you struggle with alcohol problems. If you are affected by someone else's drinking you deserve support too. Visit the @AlcoholChangeUK website to find out more: <https://alcoholchange.org.uk/help-and-support/get-help-now/family-and-friends> #AlcoholAwarenessWeek

Image 7: Try Dry app

Take control of your drinking this #AlcoholAwarenessWeek and save money, improve your health and so much more. Use the free Try Dry app to help you keep track and set goals to help you cut down: <https://alcoholchange.org.uk/alcohol-facts/interactive-tools/the-dry-january-app-1>