



Alcohol Awareness Week 2026

6-12 July 2026

Theme: Alcohol and me

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.

Alcohol Awareness Week is a chance to pause and reflect on the role alcohol is playing in our lives and consider if we'd like to make any changes. For this year's campaign, we'll be sharing our new and improved Check your drinking quiz (based on WHO's AUDIT questionnaire) and asking people to take a moment to better understand their drinking habits, risk scores and how their drinking might be impacting their health and wellbeing, and consider what, if anything, they might want to do next.

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 five key actions you can take:

1. Check out and share our new and improved Check your drinking quiz; the updated version will be available on [our website](#) at the start of Alcohol Awareness Week.
2. Use our resources and social media posts below to join in with the campaign from 6-12 July 2026.
3. Run an event using our free digital resources which you can print or buy from [our shop](#).
4. Use our template to send a press release about the week to your local media.
5. Share your stories, events and activities on social media using the hashtag #AlcoholAwarenessWeek and tagging @AlcoholChangeUK.

Summary of this year's theme

Alcohol and me

In a world where big alcohol companies glamorise alcohol as central to everyday experiences – from birthdays and barbecues to sofa nights and cheering on our team – it's understandable that alcohol often feels like an inevitable part of so many of our lives. So, this Alcohol Awareness Week we're inviting a different conversation and asking: how might alcohol truly be impacting our lives and what can we do about it?

Whether it's sleepless nights, low energy, increased anxiety or a lingering sense of feeling not quite right, alcohol can affect us in ways we don't always realise, having a knock-on effect on our health and wellbeing, our relationships, our productivity, and those we love. It can also put us at real risk of developing many other long-term health conditions such as liver disease, high blood pressure, stroke, and cancer.

This Alcohol Awareness Week, we're simply inviting you to take a few minutes to explore the role alcohol is playing in your life. This could mean understanding more about your alcohol risk level, cutting back on how much you drink, experimenting with an alcohol-free experience or simply learning more. There's no one-size fits all approach.

And we get it – exploring your relationship with alcohol might feel uncomfortable, confronting, or even a little daunting. That's okay – you're not alone in that feeling. But it might be a sign that this is just the right time to learn more, get advice and take a step forwards.

When we drink less alcohol, the benefits often reach far beyond ourselves, strengthening our relationships, our families, and improving our working lives, communities, and society.




Key messages




This year's Alcohol Awareness Week is all about 'Alcohol and me', giving us a chance to pause and reflect on the role alcohol plays in our lives. We'll be using the week to show how:





- Taking Alcohol Change UK's free, confidential Check your drinking quiz can help you understand your drinking patterns, your risk level, and what, if anything, you might want to do next.
- Alcohol doesn't just affect our bodies. It can affect our sleep, mood, energy, and overall wellbeing, and how present we are for the people we care about. Checking your drinking can help you understand the links and decide if you want to make a change.
- The world around us shapes the way in which we drink alcohol. From sport, TV, and music to supermarkets, sunny weekends, and everyday celebrations, alcohol is placed centre stage in the moments we love, often making drinking feel expected or unavoidable. This can put pressure on us to drink more than we'd like. But taking a moment to understand our drinking patterns and risk level can be the start of positive change.
- Checking our drinking is normal. We regularly check our eyesight, teeth and blood pressure – why not our drinking? The Check your drinking quiz is quick, easy and non-judgemental, giving you a clearer picture of your drinking patterns and any potential risks, and a chance to make some changes.
- You don't have to make big changes to your drinking to start feeling the benefits. Cutting back even a little can improve sleep, mood, energy, relationships and overall wellbeing, with the positive effects reaching far beyond ourselves.
- 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. And one of the best things we can do to support a friend, colleague or family member who may be drinking too much is to normalise conversations about alcohol, as even small changes can help people feel better and healthier.



Social media posts

Download the images displayed below via [this link](#).

Channel	Copy	Asset
<p>X</p>	<p>When alcohol is all around us, its impact can be easy to miss. This #AlcoholAwarenessWeek is a chance to pause and reflect. Take @AlcoholChangeUK's free, confidential Check your drinking quiz to better understand your drinking habits and any potential risks: alcoholchange.org.uk/check-your-drinking</p>	<p>Asset 1</p> 
<p>LinkedIn/Facebook</p>	<p>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, as well as 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</p>	<p>Asset 1</p> 
<p>Instagram</p>	<p>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's having on our health and wellbeing, as well as 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</p>	<p>Asset 1</p> 

	<p>any potential risks and consider what, if anything, you'd like to do next.</p> <p>Find out more via the link in our bio. [If you don't have a Linktree you can signpost to our website at alcoholchange.org.uk]</p>	
<p>X</p>	<p>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 improve sleep, mood, energy, and relationships. This #AlcoholAwarenessWeek Check in on your drinking – it's quick, free and non-judgemental: alcoholchange.org.uk/check-your-drinking</p>	<p>Asset 2</p>  <p>The positive impacts showed up quietly at first - clearer thinking, a sense of pride coming back, deeper connections with the people I love.</p> <p>Check your drinking today...</p> <p>#AlcoholAwarenessWeek alcoholchange.org.uk</p>
<p>LinkedIn/Facebook</p>	<p>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. This #AlcoholAwarenessWeek take a moment to Check your drinking – it's quick, free and non-judgemental: alcoholchange.org.uk/check-your-drinking</p>	<p>Asset 2</p>  <p>The positive impacts showed up quietly at first - clearer thinking, a sense of pride coming back, deeper connections with the people I love.</p> <p>Check your drinking today...</p> <p>#AlcoholAwarenessWeek alcoholchange.org.uk</p>
<p>Instagram</p>	<p>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. This #AlcoholAwarenessWeek take a moment to Check your drinking with the @AlcoholChangeUK quiz – it's quick, free and non-judgemental.</p> <p>Find out more from @AlcoholChangeUK this #AlcoholAwarenessWeek via the link in our bio. [If you don't have a</p>	<p>Asset 2</p>  <p>The positive impacts showed up quietly at first - clearer thinking, a sense of pride coming back, deeper connections with the people I love.</p> <p>Check your drinking today...</p> <p>#AlcoholAwarenessWeek alcoholchange.org.uk</p>

	Linktree you can signpost to our website at alcoholchange.org.uk]	
X	<p>Checking our drinking is normal. We regularly check our eyesight, teeth and blood pressure - why not our drinking? This #AlcoholAwarenessWeek take the @AlcoholChangeUK Check your drinking quiz for a clearer picture of your drinking patterns and any potential risks:</p> <p>alcoholchange.org.uk/check-your-drinking</p>	<p>Asset 3</p> 
LinkedIn/Facebook	<p>Checking our drinking is a normal thing to do. We regularly check our eyesight, teeth and blood pressure - why not our drinking? This #AlcoholAwarenessWeek take the @AlcoholChangeUK Check your drinking quiz for a clearer picture of your drinking patterns and any potential risks. Take the quiz – it's quick, free and non-judgemental:</p> <p>alcoholchange.org.uk/check-your-drinking</p>	<p>Asset 3</p> 
Instagram	<p>Checking our drinking is a normal thing to do. We regularly check our eyesight, teeth and blood pressure - why not our drinking? This #AlcoholAwarenessWeek take the @AlcoholChangeUK Check your drinking quiz for a clearer picture of your drinking patterns and any potential risks.</p> <p>Find out more via the link in our bio. [If you don't have a Linktree you can signpost to our website at alcoholchange.org.uk]</p>	<p>Asset 3</p> 
X	<p>Did you know that making even small reductions to your drinking can improve sleep, mood, energy levels and more? This #AlcoholAwarenessWeek take a moment to check in on your drinking with this quick quiz:</p>	<p>Asset 1</p> 

	<p>alcoholchange.org.uk/check-your-drinking</p> <p>Share it with friends and loved ones too.</p>	
<p>LinkedIn/Facebook</p>	<p>Did you know that cutting back on alcohol by any amount will reduce the health risks from drinking and can improve sleep, mood, energy levels, and more?</p> <p>This #AlcoholAwarenessWeek take a moment to check your drinking with this quick, free and non-judgemental quiz: alcoholchange.org.uk/check-your-drinking</p> <p>Why not share it with friends, colleagues and loved ones so that they can check in on their own drinking too?</p>	<p>Asset 1</p>  <p>The graphic features a purple background with the text 'Alcohol Awareness Week' in white and orange. Below it, it says '6-12 July 2026' and 'Take a moment to check in on your drinking'. There are several small images of people. At the bottom, it includes the hashtag '#AlcoholAwarenessWeek' and the website 'alcoholchange.org.uk'.</p>
<p>Instagram</p>	<p>Did you know that cutting back on alcohol by any amount will reduce the health risks from drinking and can improve your sleep, mood, energy levels, and more?</p> <p>This #AlcoholAwarenessWeek take a moment to check your drinking with the @AlcoholChangeUK free and confidential quiz</p> <p>Why not share it with friends, colleagues and loved ones so that they can check in on their own drinking too?</p> <p>Find out more via the link in our bio. [If you don't have a Linktree you can signpost to our website at alcoholchange.org.uk]</p>	<p>Asset 1</p>  <p>This graphic is identical to the one in the previous row, featuring the text 'Alcohol Awareness Week', the dates '6-12 July 2026', and the call to action 'Take a moment to check in on your drinking'. It also includes the hashtag '#AlcoholAwarenessWeek' and the website 'alcoholchange.org.uk'.</p>