

Top tips

So you've decided to support Dry January at work. But how can it make the biggest impact? Here are some ideas to get you started.

1. Spread the word

Use internal communications at your workplace to promote Dry January, talk about the benefits and let people know how to take part. We can help get the messaging right with some great promotional material. You can send out information on the staff intranet, put up our posters and of course, nothing beats word of mouth.

2. Who are the champions...?

Of course you all are, but is there anyone in your workplace who might like to take up the gauntlet of being a Workplace Dry January Champion for the month? It really helps to have an ambassador who can rally the troops, inspire staff to get involved, organise activities and keep up the momentum on those tricky days throughout the month.

3. Engage

Team meetings are a great time to tell people about Dry January, engage teams and incentivise taking part – including on Zoom. Put in place a fun and engaging support package. Why not have a Dry January kick-off event and encourage people to ask questions, share ideas and plan activities for the month.

4. Encourage your teams to take part

Let people know that they can take part in Dry January using the tools and resources provided by Alcohol Change UK, including the free [Try Dry](#) app and daily coaching emails.

[Research shows](#) that people who take part in Dry January (by signing up via the free [Try Dry](#) app or [online](#)) double their chance of having a totally alcohol-free month, gain significantly more of the amazing benefits (energy, sleep, skin, savings, mental wellbeing), and are much more likely to be able to take control of their drinking longer-term than those trying to avoid alcohol in January on their own.

5. Team up

A bit of competition can work wonders, so how about seeing which teams can stay the driest, or raise the most for charity? You could also see who saves the most money as a team by not spending on alcohol this month – team members can use the Try Dry app to keep track.

6. Connect

Now that many of us are working from home you can use the campaign to connect employees in different places under a common cause. We can also provide staff tracking data measuring number of sign ups/downloads of the free app!

7. Plan for the future

Why not use Dry January as an opportunity to launch or re-launch your workplace's alcohol strategy? All workplaces should have one. If you don't, we can help. We also offer a wide range of other training. Get in touch at training@alcoholchange.org.uk.

8. Make a difference

By fundraising for Alcohol Change UK your workplace will be helping to change and save the lives of those affected by alcohol harm. We can help you with ideas or set up a corporate fundraising page. To get started please email fundraising@alcoholchange.org.uk.