

2025

ALCOHOL
CHANGE^{UK}

Workplace consultancy and training

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Understanding alcohol in the workplace

Alcohol Change UK is the leading provider of consultancy and training services on alcohol harm. We provide information and training to a variety of individuals, communities, and organisations across the UK.

Over 25 million adults in the UK regularly drink alcohol. It is often used for celebration, for comfort, to socialise, to wind down, to cope. Alcohol is treated differently to other drugs; it's legal, socially acceptable, even encouraged.

Yet the stigma associated with alcohol is harmful. This is prevalent in the workplace where countless industries encourage a drinking culture that can be harmful and have a negative impact on individuals and the rest of the team.

Many employers, managers, and colleagues are often unaware of the effect alcohol has on our daily lives, and too often this stigma prevents people from engaging in different conversations about alcohol that could positively impact their lives.

Putting in place a few key measures in a non-judgemental and inclusive way can make a huge difference to your workplace's productivity, safety, and your employees' wellbeing.

The secret to success is understanding that there is no one-size-fits-all approach and looking into your policies and training from the top down is where the most change will happen. That's where Alcohol Change UK comes in.

Join the many organisations who are facing alcohol harm head on, reducing the stigma around alcohol and improving wellbeing amongst their teams.

Together we can end alcohol harm in the workplace.

Did you know?

- Each year alcohol costs employers more than £5billion in productivity, staff absences and accidents
- Alcohol has been described as the UK's favourite stress coping mechanism. 21% of workers needed to take time off work due to poor mental health caused by pressure or stress in the past year.

About Alcohol Change UK

'Alcohol Change UK is one of the UK's leading charities working for a world free from the harms caused by alcohol.

'Since 2018, we've worked tirelessly to improve lives through five key changes: improved knowledge about the impact of alcohol, better policies and regulation, shifted cultural norms, improved drinking behaviours, and more and better support and treatment. Over the course of the next five years, our mission is to substantially reduce alcohol harm throughout the UK. This will support our vision: a world where no-one is harmed by alcohol.

We focus entirely on reducing the harms caused by alcohol, right across the spectrum, from mental and physical to societal and economic. Through year-round activity and landmark campaigns including the Dry January® challenge, we connect with millions of people to deepen understanding of alcohol and the impact it is having on our lives.

While we are independent, and free from the influence of the alcohol industry, we know we can't do this alone. We always seek to collaborate with those who share our vision of reducing alcohol harm, and work to create a network of those committed to ending alcohol harm.

We deliver training nationally to organisations across the UK such as alcohol treatment services, local councils and emergency services. Over 10 years ago we developed the award winning 'Blue Light Manual' which has become a fundamental practice for these organisations and has maintained an increasing and consistent demand for training using these methods.

Our workplace strategy

The workplace is a place where alcohol can have a noticeable impact on the performance of individuals and teams. It is therefore a great place to address alcohol harm pro-actively through a structured wellbeing programme, if done so in an inclusive and constructive manner. This is something which individuals may not get in other aspects of their life. Adopting this strategy can significantly improve the health of millions of people across the UK.

Our experience in training means that we provide essential education about alcohol to the entire workforce and ensure your team have the skills in place to respond effectively to alcohol harm. Colleagues of all levels will be able to make well informed decisions about personal consumption as well as gaining an increased general awareness on alcohol as a drug.

Those with increased levels of responsibility will be able to manage how alcohol harm affects the organisation more efficiently and in line with best current practise. How alcohol harm directly affects your business will be different to other workplaces, including those in similar sectors.

As a leading alcohol harm charity, we take pride in the ability to tailor our programmes to your requirements and can work with you to take a detailed look at how alcohol is directly affecting the welfare, motivation and performance of the workforce to build a more suitable support package for your employees.

Educational seminars

Educational seminars are a time and cost-effective method for the entire workforce to learn the facts on alcohol. Our experts will deliver an hour of engaging content suitable for your industry and topics of interest. This can be a great way to introduce the conversation of alcohol harm to your wellbeing program.

Seminars by Alcohol Change UK are always delivered in a non-judgmental way, respecting individuals' privacy by keeping the focus on the facts, tips, and resources provided by our diligently selected experts, meaning that attendees can make well informed decisions and, if needed, are able to seek support in confidence.

We are always expanding our range of fascinating topics on alcohol harm meaning that your organisation will be able to build an unlimited bank of knowledge for your employee wellbeing programme. Alongside our wide range of topics on this complex conversation, our position as one of the leading training providers on alcohol harm in the UK means that we can develop a structured, one-of-a-kind seminar for your requirements.

As standard, all seminars will include information on understanding units and will explain how to use this to manage personal consumption. This will be provided in context of the topic of the seminar.

Due to the educational nature of our seminars they are beneficial to staff regardless of whether they drink themselves or not.

Our Educational Seminars are in extremely high demand in the lead up to Alcohol Awareness Week (July) and the Dry January® challenge. We always recommend booking at least three months in advance for our best availability.

"I really enjoyed your talk. It made me think of alcohol's role in workplace safety in a different way, and some of the points you raised are already influencing the new H&S Staff Handbook I'm working on, so thank you for sparking that inspiration! Perhaps the talk also struck a more personal chord, and it was definitely the highlight of the day for me."

Alcohol and the workplace: Opening the conversation

Talking about alcohol harm in the workplace can have positive effects including but not limited to:

- increased productivity and higher quality of work
- improved punctuality
- a team that fully supports the wellbeing of their peers

When not addressed, the impacts that problematic drinking can have on an employee and the wider team are noticeable but are often overlooked. This workplace can be a great place to help people identify alcohol problems and start to overcome them. In this seminar, our experts will provide your team with an overview of why we need to address alcohol in the workplace and the impact it can have on a person's work, their colleagues, and the organisation overall.

Your team will be able to learn about spotting the signs of alcohol harm and understand why many managers, mentors and well-being networks struggled to have these conversations.

Alcohol and the body: Mental and physical health

Alcohol has been described as the UK's favourite coping mechanism. Many of us drink in an attempt to help manage stress, anxiety, depression and many other health problems. Yet alcohol negatively affects the body in a variety of ways in both short term and long term health. This can result in employees taking more time off sick or even prevent them from future career progression

Alcohol is a causal factor in over 200 medical conditions, and can often be seen as a way to self-medicate from differing varieties of pain. This can be a very dangerous path for individuals as it can lead to dependency and recurring health problems later in life.

Our experts will explain how and why we drink and explore the negative effects alcohol has on our body. This seminar provides a great example of how to make and maintain changes to support positive health and gives attendees an eye-opening insight into the real effects of alcohol on the body.

Other Topics include:

- Alcohol Awareness
- Mindful Drinking
- Grey Area Drinking
- Myth Busting
- Alcohol and the body: The Menopause
- The risks of mixing alcohol with other drugs
- How to help someone who is drinking too much
- The lived experience of alcohol dependance
- The ripple effects of alcohol – The impact on friends, families and colleagues

Alcohol and the Workplace series:

- Working from home
- Addressing intoxication at work
- The facts on driving under the influence

And much more....



Skills training

Most of the UK workforce are not trained to have an informed conversation about alcohol. This can impair the confidence of those who work in roles of responsibility to be able to intervene when concerns are raised about alcohol in the workplace.

Our skills training is always evidence based and carefully developed by our experts who have multiple years of experience training a wide range of organisations.

Our diverse training packages will ensure that your employees can address alcohol harm practically and professionally. This can reduce the risk to the reputation and productivity of the organisation, whilst giving employees the skills they need to support the wellbeing of colleagues throughout the workforce.

Our experience as a leading alcohol charity allows us to personalise our delivery to ensure that your organisation receives information that is important, relevant, and interesting for your sector.

Employer & SMT Training (Exclusive development package)

Alongside our comprehensive training packages, we also deliver training to Senior Management Teams and Employers. This training is developed as a specific and bespoke package only, complemented by using data provided by our consultancy services to attain the best results.

This exclusive training will show Senior Leadership Teams how to make positive and lasting changes to the wellbeing culture throughout the company and provide a sustainable solution to ensure that alcohol is addressed effectively and collaboratively.

Get in touch with one of our team to discuss how we can develop this training for your organisation.

Alcohol Awareness in the Workplace

This interactive Alcohol Awareness course is designed to equip employees with the information and understanding they need to have a healthy relationship with alcohol.

Whilst many people enjoy drinking alcohol, their understanding of how alcohol is processed in the body and the impact it can have on a person can vary enormously. Units and guidelines can be confusing because of the wide range and varying strengths of drinks available, and when we add to this the many myths surrounding alcohol, we can appreciate why some people are drinking at levels that can have a negative impact on their health and wellbeing.

During this session our expert will provide a wide range of interactive exercises and tasks to ensure learners understanding throughout, where they will be supported to enhance their learning further within the group before moving onto the next stage.

At the end of this course all participants will receive a certificate of attendance and walk away with a thorough understanding of alcohol, so that they can make more informed choices about drinking.

Learning outcomes

Participants of this training course will understand:

- Why we drink alcohol and how alcohol is processed in the body
- Alcohol units and how to use this information in line with national guidelines
- How alcohol can have an effect on our bodies, brain chemistry and behaviour
- Effects of alcohol in our workplace and the ripple effect on those around us
- When alcohol becomes a problem for a person
- Tips for socialising, mindful drinking and where to find support

Alcohol Identification and Brief Advice (IBA)

This evidence-based intervention is recommended by the World Health Organization and is used in many alcohol treatment service settings to identify and support those who are drinking at a medium to high risk level. This multifaceted training provides tools for those who work in employee welfare to effectively address a person who they are concerned about. This allows participants to understand when and how it is appropriate to intervene.

Our experts will start off by providing your team with the essential knowledge they need about alcohol and how to differentiate the different risk levels of drinking. Following this masterclass your team will then learn about the different tools and resources available to aid the delivery of 'Identification and Brief Advice' with a guided practice on the delivery of this intervention and knowledge of further support available.

Learning outcomes

- Use and interpret an appropriate alcohol screening tool recommended by WHO, NICE and other healthcare governing bodies.
- Improved knowledge on the physical, social, and psychological effects of alcohol and how to use this information in a way that supports change.
- Understand how to communicate brief advice effectively and confidently with individuals about their alcohol use.
- Understanding when and how to make appropriate referrals to local services for those experiencing severe problems with alcohol.





Line manager training

For many Line Managers the balance between discipline and support for someone who they work with on a daily basis is very difficult when it comes to an alcohol related incident.

This training is built on the foundations of our 'Identification and Brief Advice' training and will give front line managers the skills that they need to confidently have a difficult conversation with an employee that they are concerned about. Further to that they will also learn how to manage alcohol related incidents effectively when they do occur.

Furthermore we work with you as an organisation to clarify any established company policies and how to use these in line with advice provided by our experts.

Learning outcomes

- A developed understanding of alcohol and the physical, social, and psychological effects of alcohol and how to use this information in a way that supports change.
- Understanding different risk factors of alcohol in the workplace and how to manage these.
- How to communicate brief advice effectively and confidently with individuals about their alcohol use.
- Knowledge of how to respond to alcohol related incidents in line with company policy and best practice.

Alcohol and Other Drugs in the Workplace

Our drugs training course is designed to give employees an understanding of the harm of drugs, including alcohol, in the workplace and the skills to manage this effectively. In this course your team will learn about the complex effects of various drugs on the body, and how these can impair workplace safety. Participants will also be guided through categorising and understanding legal implications for consuming and supplying various drugs.

What makes this training exclusive to Alcohol Change UK is the ability to dive into our specialist area of alcohol and give learners an enhanced understanding of how mixing alcohol and other drugs can have wider complications.

Following this training, participants will have learnt how to effectively mitigate the risk of drugs affecting the safety of the workforce and be able to confidently intervene in the interest of colleague health.

Learning outcomes

- Identify different substances and the relevant health effects
- Understand the laws and categories of various drugs
- Understand how mixing alcohol can impact drug use – including medicine
- How to intervene confidently in line with company policy
- Knowledge of services and further support available locally and nationally
- Evidence based practices organisations can put in place to support employee wellbeing



Consultancy

Addressing alcohol harm at an organisational level can be challenging for even the most experienced HR and OD professionals. Alcohol Change UK offer services that will help you to enhance the practices and policies that you put in place.

In our experience, having third-party expertise develop these practices alongside your organisation will help authenticate the experience and give employees the confidence that information is in line with best practice, inclusive and fair to all members of the workforce.

Our experts can support you with the non-judgmental delivery of research-based interventions behind the core issues effecting your employees. We will help you understand the true impact of alcohol harm on the organisation and, if required, support your employees directly with anonymity and confidence in our subject specialty.

Your leadership teams and policy makers will feel confident in effectively developing and actioning policies pro-actively whilst also feeling supported responding to drug and alcohol related incidents reactively.

Get in touch with one of our team today to find out how we can help you expand and develop your policies and practices, or how we can support your response to an alcohol related incident.

About your investment

Alcohol Change UK are one of the leading providers of training for workplace professionals on the subject of alcohol and wellbeing. We are an independently funded charity. Alongside the listed benefits of our Workplace programme for your organisation, all money raised goes to supporting our charitable activities, raising further awareness of alcohol harm in the workplace, and the development of training and seminar resources.

As a leading alcohol harm charity, we are committed to ensuring that your organisation receives these expert services at the most reasonable price, whilst still being able to serve our mission to substantially reduce alcohol harm by 2029. For this reason, we make the cost of our services easily accessible.

As alcohol harm can look different for each organisation, the level of support required can vary, therefore our bespoke training and consultancy are quoted based on the work required. We are more than happy to arrange a call to discuss how this will look where a quote will be provided.

Product	Capacity	Price
Online.		
Educational Seminars - 1 Hour (Includes recording)	250	£650
Skills Training - Half Day (No recording)	25	£750
In Person		
Educational Seminars - Half Day	250	£950
Educational Seminars - Full Day	250	£1550
Skills Training - Full Day	25	£1550

All prices subject to additional VAT and travel expenses.

All educational seminars exceeding capacity may incur an additional charge. For quality assurance, all skills training sessions are limited to 25 participants per session.

How to book

All Educational Seminars and Skills Training sessions are booked per organisation at a mutually agreed date and time.

In times of extremely high demand, such as Alcohol Awareness Week in July and the Dry January® challenge we always recommend booking at least three months in advance for our best availability.

Please send all enquiries to training@alcoholchange.org.uk One of our dedicated team will always be able to offer an initial consultation for free to discuss bespoke options and answer any questions you may have about our services.