Alcohol Awareness Toolkit 2015
Developed by Public Health Wales and Alcohol Concern

ALCOHOL AWARENESS WEEK
16th – 22nd November 2015
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Hello! And welcome to the Alcohol Awareness Toolkit...

...which has been developed by Public Health Wales in partnership with Alcohol Concern to support workplaces to run their own campaigns during Alcohol Awareness Week 2015.

This year's Alcohol Awareness Week will run from:
16th - 22nd November 2015

The theme of this year’s awareness week is “The impact of alcohol on our society”.
The aim of the week is to get people thinking and talking about the health risks, social problems, stigmas and taboos of drinking and to challenge stereotypes about who is likely to be drinking too much.
The toolkit is intended for use by any person who would like to raise awareness of this important issue with colleagues. It will provide organisations with all the necessary tools and resources to plan, run and evaluate a campaign in their workplace.

Alcohol use is often in the headlines

This toolkit will enable you to look beyond the headlines and get people thinking about how alcohol can affect them, their colleagues and their families and friends.

Key messages:

- 40% of the adult population in Wales admit to drinking above recommended guidelines on at least one day in the past week (Welsh Health Survey 2013-2014)
  Sticking within the recommended daily limits (men:3-4 units; women:2-3 units) and having at least 2 alcohol-free drinking days a week means there’s a lower risk of harm such as liver disease and alcohol dependency.

- If alcohol has crept up on you, think about how you can cut down. Try to find activities to wind down and relax that don’t involve drinking on at least 2 days a week and on days that you do drink, try to drink sensibly by using the tips for swapping and nights out at Change4Lifewales.org

Welsh Health Survey 2013-14
Why do people drink?

There are a number of reasons why people drink alcohol which may vary considerably from person to person. By thinking about these different reasons, you will begin to gain a useful insight into the nature of alcohol use in our culture. It may also give you ideas for conversations you could have with individuals to support them to have a healthier relationship with alcohol.

Listed below are the most common reasons that people give for drinking on a regular basis, compiled from reports, surveys and publications:

- **Reward** - People often enjoy a drink to ‘wind down’. Alcohol is seen as a reward after a stressful day at work.
- **To relax** - Some consider having a drink as ‘me time’ once the children are in bed, or as one consumer described it, ‘part of my relaxation package’.
- **Routine** - Patterns of routine drinking can become difficult to change. This can lead to a belief that people are too set in their ways to break the pattern.
- **Alcohol enhances the social experience**
  Alcohol is frequently described as an ‘essential ingredient’, helping people to ‘fit in’ or be more confident in social situations.

**Additional reasons include:**

- Boredom
- Feeling down
- Loneliness
- Pressure from friends or family
- Cheaper and more convenient having a drink at home.

Benefits to cutting back on alcohol

There are lots of benefits to cutting back on booze. The most important one is the reduced risk to your health, but there are lots of others too – you might be surprised!

1. **Stay healthy for longer:** Cutting down on alcohol can reduce your chances of suffering from serious health harms such as: alcohol related cancers, heart disease, high blood pressure, stroke, liver disease, pancreatitis and reduced fertility.

2. **Health Benefits:** Once you start cutting back you will probably notice the benefits quite quickly;
   Feeling better in the mornings, having more energy, feeling less tired during the day and your skin may start to look better.

3. **Feel in better shape:** Too much booze can really pile on the pounds. If you drink 10 pints a week, you could be taking on more than 120,000 calories a year. There are more calories in a single measure of spirits than in the same volume of single cream. So if you cut back you’ll start to feel in better shape.

4. **Better mood:** Heavy drinking can be linked to depression and sometimes a hangover can leave you feeling low. If you already feel anxious or sad when you are sober, drinking can make this worse. Cutting down may put you in a better mood generally.

5. **Sleep soundly:** Alcohol can disrupt your sleep patterns and stop you from sleeping deeply. Cutting down on alcohol should help you feel more rested when you wake up.

6. **Save Money!** : By cutting down on how much you drink you will have more money to spend on other things. If you cut out a couple of large glasses of wine a week you could save over £400 a year.

NHS Choices, UK
Alcohol Awareness Week – Get Involved!

Alcohol can play a significant role in and around the workplace. It is often perceived as a stress-reliever and an antidote to the daily pressures of demanding roles, as well as a way to socialise and to network with colleagues and clients. However, drinking can lead to decreased organisational productivity and long-term health problems.

Why should your organisation get involved in the campaign?

The workplace provides an ideal setting to target interventions on reducing alcohol consumption – it provides access to an established population of adults, and provides a great opportunity to improve the health and wellbeing of staff.

In February 2014 Alcohol Concern Cymru published an ‘Alcohol and the workplace’ briefing http://www.alcoholconcern.org.uk/product/alcohol-workplace/ which explores the issue of alcohol and the workplace and highlights the importance of having an effective alcohol policy. The briefing considers a number of alcohol interventions that can be delivered in the workplace including health promotion campaigns. By getting involved in Alcohol Awareness Week you will be encouraging employees to improve their health which can result in improving rates sickness and absenteeism.

“How do I get involved?”

There are many ways you and your organisation can get involved with the campaign and promote the key messages to your colleagues, workforce and wider community. The following section of the tool kit will outline some ideas which will be very easy to introduce while others may involve a little more work. All of the tools needed to put the following ideas into practice are linked to the resources section collated in the back of this pack.

- Over 45’s are three times more likely to drink alcohol every day.
- People who work are more likely to drink alcohol then unemployed people.
- Around 200,000 people come to work with a hangover every day.
- Alcohol is the second biggest risk factor for cancer after smoking.

Alcohol Concern UK
The Campaign - What you can do

Key messages:
- Know your units and stick to the recommended daily guidelines – 2-3 units a day for women and 3-4 units a day for men.
- Have at least 2 alcohol-free days a week
- Start thinking about having a ‘Dry January’
- Cutting down on drinking can reduce the risk of serious health problems and help to look and feel in better shape.

Methods of promoting the messages

Staff Intranet
A great way to spread the messages of Alcohol Awareness Week is to regularly post on to the staff intranet to reinforce the importance of ‘having 2 alcohol-free days each week’. Our Appendices include a daily message section with six articles that you could use to post key messages leading up to and during Alcohol Awareness Week. These articles could be adapted and sent as e-mails if you do not have access to the intranet. Alternatively if you would like to post just one article use the Look over your shoulder article provided. This article may also be appropriate for a newsletter.

Points to remember:
- Continue to reinforce the key messages of the campaign throughout the week by using as many media channels as possible
- Utilise the recommended websites for further ideas and information.

- Alcohol levels at work affect efficiency and safety – meaning increased likelihood of mistakes, errors of judgement and accidents.
- Hangovers affect attendance and performance.
- Persistent heavy drinking may lead to serious social, psychological and medical problems which are associated with work attendance and performance – for example, increased sickness absence.

Poster Display

Most work-places and organisations have a notice board and areas where display boards can be placed such as receptions, and canteens. ‘Don’t let drink sneak up on you’ and ‘Dry January’ campaign posters and additional downloadable literature are available to use in your workplace.

Here are some resources you can use:

Don’t let drink sneak up on you poster;
What’s in your drink? Poster;
Don’t Let Alcohol Sneak Up On you Leaflet.

Dry January resources are available from Alcohol Concern Cymru: acwales@alcoholconcern.org.uk

Points to remember:
• Make sure literature is well positioned somewhere where people will see it
• Remember that successful campaigns rely on more than one method of promoting messages.

Staff Engagement

A great way to engage with people is to set up a stall or a protected space which gives you a real opportunity to start a conversation, key to the focus of this year’s campaign. An excellent way of bringing up the subject of alcohol use is to engage staff with an interactive tool – we have included a number of interactive activity ideas in the Appendix of the toolkit.

Resources
Alcohol Unit Wheel;
Alcohol Unit Beaker;
Don’t Let Alcohol Sneak Up On you Leaflet;
Alcohol: True or False Quiz.
Hair of the dog’ conversation cards. These pose some interesting questions which can start people talking about alcohol and its effects.

Points to remember:
• Set up the stall in a busy area such as a canteen or staff room;
• Make the stall / space appealing, eye catching and enticing;
• Raise the issue of alcohol consumption with staff;
• Signpost staff to other resources that they could use to maintain their awareness of their own alcohol consumption.
Social Networking

Twitter, Facebook and other forms of social media are effective methods of communication. You could use these avenues to provide links to useful online resources in order to reinforce the messages and to support people to change their relationship with alcohol. Our Twitter section offers some tweeting suggestions.

Points to remember:

- Remember to be creative and make your interaction with staff appealing
- Be sure that the links you provide are from a reliable source
  – see our social networking section in the Appendix

By getting involved in this campaign you will:

- Provide a key opportunity to influence the wellbeing of staff in your organisation for the better
- Enable your organisation to take a proactive approach to staff health
- Contribute to your organisation achieving the Corporate Health Standard or the Small Workplace Health Award
- Help to address your corporate responsibility or employee well being strategy which requires you to develop measures to promote good employee health
- Contribute to achieving local partnership action plans for example those of the Neighbourhood Management Team.

Press release

National campaigns are often suitable for demonstrating your organisation’s commitment to improving the health and wellbeing of your workforce. Why not demonstrate your commitment by including a press release from your organisation supporting the key messages of the campaign? The Press Article section offers an example of how to use this method of communication effectively in local press.
Case Study

I work at Cardiff University in a newly developed role of Proactive Staff Occupational Health and Wellbeing Adviser. My target audience of the campaign was mainly staff although students were able to access some of the displays as well.

The toolkit provided a useful resource for this campaign. The University has recruited a number of volunteers as “Live Well Work Well Leaders”, part of a Healthy Hospitals and Universities project headed by Sustrans Cymru. With the help of these leaders I co-ordinated a number of poster displays in various schools and departments throughout the University. The posters were placed in areas of high footfall, for example, the waiting room in the Occupational Health Reception area, University Refectories and busy corridors. The coloured posters I received with the toolkit were bright eye-catching and bi-lingual. The links for the posters enabled me to distribute the information on a wider scale allowing the recipients within the departments to use appropriately to meet their individual requirements. Some only had space to display one A4 sheet, whereas other had dedicated noticeboards. This had the additional bonus of shared departmental costs and low wastage as only the posters required needed to be printed.

I made a visual display for the Occupational Health Reception area. This consisted of various drinks glasses containing coloured gelatine and showing the size of a measure and alcoholic units for each. This caused some chat about the alcoholic content of the drinks, often surprise about how many units in such a small amount! I also used leaflets, alcohol unit wheels and beakers.

In general, the campaign appeared well received, some departments sent out the daily emails about alcohol awareness during the week, reports back also commented on the general talk amongst staff about alcohol and some of the facts contained in the emails.

Jennifer Prosser
Proactive Staff Occupational Health and Wellbeing Adviser, Cardiff University.
Work places and organisations who took part in last years campaign included GP surgeries, Housing Associations, Schools, Colleges, Universities, voluntary sector organisations, Local Authorities, Leisure Centres, small businesses and the Police Force. They got involved by promoting the campaign with staff and clients through activities such as information stands, poster displays, using the alcohol wheels and beakers and putting information on intranet pages.

How will you get involved?
There are plenty of ideas, activities and resources in this pack to inspire you and get you started. The aim is to get people thinking and talking about alcohol. Don’t let drink sneak up on you.
Future Considerations
There are many other activities that your organisation could do to build on the good work of the Alcohol Awareness Week campaign.

Corporate Health Standard and Small Workplace Health Award
Have you thought about working towards a workplace health award? A healthy workplace can have a very positive effect on the health and wellbeing of its staff. By promoting healthy activities in work you will be encouraging colleagues to continue them at home.

Public Health Wales offers two workplace health award schemes: The Corporate Health Standard for organisations employing more than 50 staff or the Small Workplace Health Award for organisations with less than 50 staff. The Public Health Wales Workplace Health Team provides expert support and information to organisations to help them improve the health and wellbeing of their staff and attain Gold, Silver and Bronze Awards. The Awards recognise the efforts of employers to look after the health of their staff.

Both of these awards include actions to address alcohol use. By undertaking activities around Alcohol Awareness Week and Dry January you will be raising an important health topic with staff and working towards a workplace award.

For more information about the Corporate Health Standard or The Small Workplace Health Award visit Healthy Working Wales at http://www.healthyworkingwales.com or contact Workplacehealth@wales.nhs.uk

Alcohol Brief Intervention Training is ideal for those members of staff who have regular opportunities to speak to individuals about their alcohol use. The two hour training course will equip them with the knowledge, skills and confidence to motivate and support individuals to think about reducing their alcohol consumption. For more information contact Craig.Jones@wales.nhs.uk
Go Dry for January

Why don’t you use Alcohol Awareness Week to introduce Dry January? Alcohol Concern is setting a challenge to adults in Wales to give up alcohol for 31 days in January. The campaign aims to get people thinking and talking about their drinking.

Can you rise to the challenge? Why don’t you lead the way and start new conversations about the role alcohol plays in our lives. Over Christmas and New Year we often over indulge with food and alcohol, so this is a great chance to recharge and make a healthy start to the New Year. People who got involved last year said that by giving up the booze for the month they saved money, lost weight, and had better sleep, skin and hair.

You can also use the campaign to encourage others to participate. It’s a great way of bringing up the topic of alcohol in a gentle, non threatening way as it doesn’t single anyone out. It’s aimed at the huge number of people who are steadily drinking a bit too much, too often, which accounts for around 10,000,000 people in the UK. Regularly drinking over the recommended amounts can lead to health issues, but by giving up for just one month you can have some positive benefits and have a chance to think about your drinking habits.

Why don’t you set the challenge in work? It could be a great way to get individuals or teams thinking about their drinking. You could also hold an alcohol free social event or a competition to make the best alcohol free cocktail. Be creative!

This your chance to ditch the hangover and prove to yourself that you can say no to a tipple or two. Sign up at: [www.dryjanuary.org.uk](http://www.dryjanuary.org.uk)

It is important to remember that this challenge is not a medical detox or for those with dependency issues. If you are worried about yours or someone else’s drinking please speak to your GP or contact [DAN 24/7 on 0808 808 2234](tel:+448088082234).
Appendices
Conversation starters and activity ideas

Here are some ideas to get conversations started at stalls:

1. Ask the person if they’ve seen an alcohol unit wheel before and tell them it is great for working out the number of units in drinks. Ask the person what their favourite tipple is and use the alcohol unit wheel to tell them how many units and calories are in 1 and 2 servings. Tell them the recommended daily guidelines and relate to the number of units in their favourite tipple.

2. Ask them to pour their usual amount of wine or spirit into a wine glass or tumbler glass. Use an alcohol unit beaker to measure the number of units contained in their poured serving. Tell them the number of units they poured and relate to the recommended daily guidelines.

   (Props required: wine glass, tumbler glass, unit beaker, mock wine in an old wine glass or jug, mock spirit in an old spirit bottle or jug)

3. Or, ask them to pour what they think is 1 unit of wine or spirit into a wine glass or tumbler glass. Use an alcohol unit beaker to measure the number of units contained in the serving. Tell them the number of units they poured and relate to the recommended daily guidelines.

   (Props required: wine glass, tumbler glass, unit beaker, mock wine in an old wine glass or jug, mock spirit in an old spirit bottle or jug)

3. Ask people to guess the number of units contained in a range of alcoholic beverages e.g. a bottle of whisky, a shot of tequila, a yard of ale. People could note down their name and the number of units they think are on the table, with a prize going to the winner.

   (Props required: Various alcoholic beverages)

Further discussion ideas

1. Ask how many of glasses/drinks would they normally have

2. Ask how often they drink

3. Discuss ideas for cutting back – see P8-11 in the don’t let alcohol sneak up on you leaflet. Ask them if they would like to take the leaflet.
Alcohol Concern’s ‘Hair of the dog’ posters and conversation cards ask some interesting questions to get people thinking and talking about alcohol and the harm it can cause.

For example:

‘Some cans of lager or cider are cheaper than bottled water. Is that right?’
‘Alcohol companies spend £800 million on marketing. Why do you think they do that?’

Print out some of the cards and posters and use them on an information stand or near a poster display to start people talking.
Alcohol: True or False Quiz

Distribute this short quiz for staff to complete on a coffee break / lunch break / at an information stand. The next page provides the answers and facts to the commonly misunderstood statements. Alternatively staff can visit http://www.drinkwisewales.org.uk/drinking-myths/ to learn more about the myths that surround alcohol use.

1. “I can save up my drinks for the weekend”
   - Answer: F
   - Myths: The recommended daily alcohol limits are 2-3 units for a woman and 3-4 units for a man.

2. “I can drink lots of alcohol and still be in control”
   - Answer: F
   - Myths: Alcohol affects the brain like an anaesthetic, impairing judgement and coordination, and slowing reaction times, and so increasing your risk of accidents and injuries.

3. “Alcohol improves sexual performance”
   - Answer: F
   - Myths: Temporary impotence (or 'brewer's droop') after a bout of drinking is a common problem experienced by men. Men who drink heavily over a longer period may experience a loss of libido and potency, shrinking of the testes and a reduction in sperm count. The drinking of alcohol may make you feel sleepy and reduce the time it takes to fall asleep, but the quality of sleep is often poor. Studies show that alcohol consumption and smoking increase sleep apnoea.

4. “Alcohol gives me a boost”
   - Answer: T/F
   - Myths: Alcohol is a depressant not a stimulant. It slows down how you think, move and react, and is unlikely to give you any energy. Even drinking alcohol with coffee is unlikely to give you any energy.

5. “Alcohol helps me sleep”
   - Answer: F
   - Myths: Alcohol may make you feel sleepy and reduce the time it takes to fall asleep, but the quality of sleep is often poor. Studies show that alcohol consumed as much as six hours before bedtime will increase wakefulness during the second half of your sleep, and keep you from getting the deep, restorative sleep needed to feel well the next day.

6. “Coffee sobers me up”
   - Answer: T
   - Myths: Drinking coffee may make you feel more awake, but it will not make you sleep. Coffee is a diuretic - it makes you pass less urine, and affects the brain in a similar manner to alcohol. Coffee is how the brain is aware that it is hungry, and drinking coffee during the second half of your sleep will cause you to wake up feeling dehydrated.

Facts

1. I can save up my drinks for the weekend
   - True or False: F

2. I can drink lots of alcohol and still be in control
   - True or False: F

3. Alcohol improves sexual performance
   - True or False: F

4. Alcohol gives me a boost
   - True or False: T/F

5. Alcohol helps me sleep
   - True or False: F

6. Coffee sobers me up
   - True or False: T
Alcohol facts

Do you know how much you’re drinking?

What is a unit of alcohol?
One unit of alcohol is 10 millilitres (1 centilitre) by volume, or 8g by weight, of pure alcohol.

As a rough guide:

175ml glass of 12% wine = 126 calories

750ml bottle of 12% wine = 540 calories

330ml can of beer/lager = 132 calories

25ml measure of spirits = 56 calories

What are the recommended guidelines?
You should not regularly exceed:

Further, all individuals are advised to take at least two alcohol-free days a week. This aims to enforce the message that drinking every day should be avoided and helpfully quantifies what “regular” drinking means to the public.

Did you know?
A Wales survey in 2010 by Alcohol Concern Cymru found that over half (52%) of drinkers did not know the recommended alcohol guidelines. In addition, the Welsh Health Survey published in 2014 found that 43% of adults in Wales reported drinking more than the recommended daily guidelines on at least one day in the past week.
# What’s the problem with drinking over the recommended limits?

The table below details some of these major alcohol-related health effects and some relevant facts:

| Liver disease                          | • Fifth biggest killer in England and Wales, and is the only major cause of death still increasing year-on-year.  
                                          | • UK liver cirrhosis increased more than five-fold between 1970 and 2006. In contrast, in France, Italy and Spain the number of deaths decreased markedly and are now lower than those in the UK. |
| Digestive system                      | • High intake of alcohol can have a negative effect on the digestive system, including gastritis (inflammation of the stomach lining), stomach ulcers, reflux leading to oesophagitis (inflammation of the lining of the food pipe) and pancreatitis (inflammation of the pancreas). |
| Cancer                                | • Alcohol is a leading cause of mouth cancer, second only to tobacco. It is estimated that somewhere between 25% and 50% of cancers of the head and neck are a result of alcohol.  
                                          | • Up to 20% of breast cancer cases in the UK can be attributed to alcohol.  
                                          | • In an ongoing study of 500,000 people in ten European countries, it was found that for every two units consumed a day, the risk of bowel cancer increased by 8%. |
| Heart disease                         | • Whilst drinking in moderation may offer some protection against heart disease for at risk groups i.e. men over 40 and women past the menopause, this should not be viewed as a green light to start drinking or increase consumption. There are better ways to protect against heart disease, like regular exercise and regularly eating fruit and vegetables. |
| The bones                             | • Heavy drinking can contribute to osteoporosis (a disease which causes thinning of the bones)  
                                          | • Gout (swelling of the joints) can be exacerbated by heavy drinking, and it has been reported that this condition is becoming increasingly common in men in their twenties as a consequence of alcohol misuse. |
| Mental health                         | • Alcohol is a depressant drug and prolonged drinking can lead to profound and long-lasting mood swings. Whilst low doses of alcohol appear to cheer people up, higher doses may cause psychological distress.  
                                          | • The World Health Organisation estimates that the risk of suicide when a person is abusing alcohol is eight times greater than if they were not. |
Websites and contacts

Change for Life:
Interactive website with tips, tools and advice on responsible drinking and ways to cut down
http://change4lifewales.org.uk

NHS choices:
Contains useful information on drinking and alcohol, impact of alcohol on health, and tips to cut down alcohol http://www.nhs.uk/Livewell/alcohol/Pages/Alcoholhome.aspx

Drink Wise Wales:
The newly revamped bilingual site, providing easy-to-read advice in a friendly, non-judgmental style, including sections on sport and alcohol, and advice for parents of teenagers
http://www.drinkwisewales.org.uk

Alcohol Concern:
The leading national charity providing information and expertise on all aspects of alcohol use and misuse.
http://www.alcoholconcern.org.uk/projects/alcohol-concern-cymru

Public Health Wales:
Contains data and information on alcohol misuse in Wales
http://www.wales.nhs.uk/sitesplus/888/page/43761

For further information about alcohol consumption in Wales, including breakdowns of statistics by local areas, see the 2014 Public Health Wales Observatory publication ‘Alcohol and Health in Wales’.

Drinks Tracker App’s:
There are several drink tracker app’s available to download to keep track of your unit intake including one from Change4Life

Change4Life
http://change4lifewales.org.uk/adults/alcohol/drinks-checker/?lang=en
Services and Specialist Support

Dan 24/7:
Wales’ one stop shop for information, support and services relating to drugs or alcohol
http://www.dan247.org.uk

Corporate Health Standard

http://employers.healthyworkingwales.com/

Daily message section

Below is a selection of messages suitable for your work’s intranet to promote the campaign to your staff. Included throughout the tool kit is lots of information and advice from which to draw ideas for other messages.

Article 1:
For posting in the week running up to Alcohol Awareness Week

It’s time to talk about drinking…..
Those in work are more likely to drink alcohol than those without jobs and the over 45s are three times more likely to drink alcohol every day.
Did you expect that?
Did you know that you reduce your risk of harm from alcohol if you have at least two alcohol-free days a week?
Those facts and that message are just some of the issues being raised as part of Alcohol Awareness Week.

[insert your organisations/company name] is supporting the campaign endorsed by Alcohol Concern and Public Health Wales and encouraging people to become aware of the lesser known issues closely related to alcohol.

Over the next week we will be raising awareness about the harm of drinking daily or on most days, and hopefully challenge some stereotypes about drinking and who is likely to be drinking too much. In other words, to get all of us thinking and talking about drinking.

Throughout next week look out for more facts, challenges, advice and information. And let’s get talking and busting some of those myths. Don’t let drink sneak up on you....

www.change4lifewales.org.uk then click on ADULTS
**Article 2:**

**Day 1 of Alcohol Awareness Week**

**Pause, take a break and have a conversation**

There are growing concerns amongst Public Health professionals that many people may not realise how much alcohol they are consuming every week.

A long day at work, getting the kids to bed, or a reward for surviving another busy day are just some of the reasons why many people are drinking alcohol at home or stopping off at the pub with friends.

But there is concern that many people may not realise that they are having a drink on most, or every, day and that their drinking may be sneaking up on them.

Alcohol awareness week is promoting the message ‘conversations about drinking’ simply to give us the chance to pause, think and talk about our drinking habits. It is also reminding us all that we should have ‘2 alcohol-free days’ each week which will help ensure that we are not damaging our health from too much alcohol.

We can all make some simple adjustments to our drinking habits. The first is to make sure to stick to the drinking guidelines: men should not drink more than 3-4 units in a day and women should not drink more than 2-3 units in a day. Another key change we can all make is to remember to have at least 2 alcohol-free days per week to give your liver a break.

Have trouble understanding units or not quite sure how many you may be drinking in each session? Check out the links below for a unit calculator or a free app for your smartphone to help you find out your figures.

[www.change4lifewales.org.uk](http://www.change4lifewales.org.uk) then click on ADULTS
Sobering thoughts

People who work are more likely to drink alcohol than unemployed people. Did you expect that?

It is a common perception that young people are responsible for the increasing cost of alcohol misuse, but a report by Alcohol Concern shows that in reality this is not the case. It is the employed, middle-aged and often middle-class drinkers regularly drinking above recommended limits that require this complex and expensive NHS care.

Have a break, chat it through with your colleagues. Don’t let drink sneak up on you. Give your liver a break by having at least 2 alcohol-free days every week.

Here are some other tips for sensible drinking:

- **Eat something** - eating food with your alcohol helps you to pace yourself, and a full stomach will slow down the effects of the alcohol.
- **Pace yourself** - enjoy a drink slowly. You don’t have to join in with every round.
- **Watch out for strength** - try drinking low-alcohol and alcohol-free drinks.
- **Watch your size** - ask for a smaller glass. A large glass of wine is equivalent to roughly a third of a bottle!
- **Keep track** - statistics suggest that those of us who drink at home often pour much more than the standard pub measures of drinks, and are less likely to stick to the recommended daily limits. Try keeping a drinking diary – you can find one here: [http://www.drinkwisewales.org.uk/drink-diary/drinks-diary.php](http://www.drinkwisewales.org.uk/drink-diary/drinks-diary.php)
- **Hydrate** - alcohol is a diuretic, which means it will dehydrate you. Drink water regularly whether you’re drinking at home or in a pub.
- **Take a break** - Government advice is to have at least two alcohol-free days very week.
- **It’s ok to turn down alcohol** - not everyone drinks alcohol: it's OK to say no.
Article 4:  
Day 3 of Alcohol Awareness Week

What do you think about this?

Around 200,000 people come to work with a hangover every day and around 17 million working days are lost to alcohol-related sickness every year. Alcohol can have a seriously negative impact on your attendance and performance at work. Alcohol can disturb your sleeping patterns, leaving you tired and less productive if you do make it into work.

In the longer term, if you are regularly drinking over the recommended guidelines of 3-4 units a day for men and 2-3 units a day for women, you are increasing your risk of suffering from health problems including liver disease, a number of cancers and stroke.

One of the most common reasons that people give for having a regular drink is to de-stress after a hard day at work.

How can you de-stress without alcohol?

Here are some tips to help:

• Exercise is an excellent way to de-stress. Even a brisk walk can clear your head.
• Try replacing an evening at the pub with another activity, maybe the cinema, theatre?
• Having a nice warm soak in the bath will relieve tension from your body.
• Get an early night to leave yourself fresh and alert the next day.
Article 5:  
Day 4 of Alcohol Awareness Week

Alcohol and wellbeing?

Many people believe that alcohol helps them to feel good. Unfortunately, the realities of a hangover, difficulties at home (including in the bedroom) or at work, or a conviction for driving under the influence show that very often this is far from the case.

But plenty of non-alcohol related activities are known to boost how you feel. There is strong evidence to suggest that incorporating the ‘5 ways to wellbeing’ into your everyday life will help you to feel good and function well.

So instead of drinking to relax or wind down after a stressful day, try doing something that includes one or more of the ‘5 ways’. It may not work overnight, but the morning after the night before is likely to be a lot better!

The ‘5 ways to wellbeing’ - with some suggestions to start you thinking, are:

- **Take notice** - slow down and really look at what’s around you; appreciate your own and others’ talents and good points
- **Connect** - meet up; join in; phone a friend; listen
- **Be active** - get up and have a go; walk, run, cycle, garden; sing and dance!
- **Keep learning** - try something you’ve never done before; start a new hobby; be curious
- **Give** - share what you have; smile at others volunteer or lend a hand
Article 6:  
Day 5 of Alcohol Awareness Week

Raise the bar

Has Alcohol Awareness Week made you think about your drinking?  
Why not do something about it and challenge your colleagues or another team to take on the two alcohol free days a week challenge for a month? The loser buys the coffee.  
But whatever you do think about the two alcohol free days, remember the benefit it will have for you and the importance of letting your liver and body recover.  
Why not think about Alcohol Concern’s Dry January challenge which launches in January?  
Follow the build up on www.dryjanuary.org.uk
[your organisation] is backing Alcohol Awareness Week (AAW) and encouraging everyone to think about their drinking.

Organisers are keen for people to start thinking about their drinking and how it compares to the recommended guidelines. There are concerns that levels of drinking could be sneaking up on people without being noticed.

As part of AAW people are being encouraged to make sure they have at least two alcohol-free days every week.

[appropriate spokesman from organisation] said: “There is a lot of focus on binge drinking and the impact it has on society. This year Alcohol Awareness Week is looking at more day to day drinking and the impact it can have.

“It is important to keep an eye on alcohol consumption and I encourage everyone to consider whether alcohol is sneaking up on them and if it has, to catch it out and cut back by making sure they have at least two alcohol-free days each week.”

There’s compelling evidence to show that drinking over the recommended limits every day or on most days increases the risk of liver disease. By having at least 2 alcohol-free days a week you’ll give your liver a break and substantially reduce the risk of liver disease as well as other diseases such as cancer and stroke.

It’s easy to get into the habit of reaching for a bottle of beer or glass of wine each evening. Having 2 free days a week will help to break this daily drinking habit which increases your tolerance and may lead to alcohol dependency in the future.

Alcohol Awareness Week is the right time to start thinking about your drinking. By making some simple adjustments to the way you drink, and sticking within the recommended guidelines of no more than 3-4 units in a day for men and 2-3 units a day for a woman, with at least two alcohol-free days each week, it will help ensure that you are not damaging our health from too much alcohol.

So, as the nights draw in why not try to find alternative activities that don’t involve drinking, why not be sociable, join a club, see a film or get active. For more ideas and to work out how much you’re drinking, visit www.change4lifewales.org.uk then click on ADULTS.

Don’t let alcohol take control of your life, catch it out and cut back.

• Alcohol Awareness Week 2015 runs from the 16th to 22nd November.

Here are some other tips for sensible drinking:

• **Eat something** - eating food with your alcohol helps you to pace yourself, and a full stomach will slow down the effects of the alcohol.

• **Pace yourself** - enjoy a drink slowly. You don’t have to join in with every round.

• **Watch out for strength** - try drinking low-alcohol and alcohol-free drinks.

• **Watch your size** - ask for a smaller glass. A large glass of wine is equivalent to roughly a third of a bottle!

• **Hydrate** - alcohol is a diuretic, which means it will dehydrate you. Drink water regularly whether you’re drinking at home or in a pub.
Social Networking

Twitter

Hash tag your Alcohol Awareness Week tweets: #AAW2015

Sample tweets:

- It’s time to talk about drinking #AAW2015
- Let’s start talking about alcohol #AAW2015
- Do you know how many units are in your drinks? #AAW2015
  Find out at @drinkwisewales
- Would an evening without alcohol be better or worse? #AAW2015
- Could you give up alcohol for a month? #AAW2015
- Make today an alcohol-free day #AAW2015
- Hangover? Make today an alcohol-free day #AAW2015
- Look after your liver, make today an alcohol-free one #AAW2015
- Don’t let alcohol take over your life #AAW2015

Follow Alcohol Concern Cymru: @accymru

Follow Drink Wise Wales: @drinkwisewales
Click on poster to download a copy

DON’T LET DRINK SNEAK UP ON YOU POSTER

WHAT’S IN YOUR DRINK POSTER

CHANGE 4 LIFE LIVER POSTER

CHANGE 4LIFE HEART POSTER

DON’T LET DRINK SNEAK UP ON YOU LEAFLET (ENGLISH)

YOUR LIVER NEEDS A BREAK POSTER

COURAGE TO CHANGE? POSTER

DON’T LET DRINK SNEAK UP ON YOU LEAFLET (WELSH)
HAIR OF THE DOG POSTER

HAIR OF THE DOG CONVERSATION CARDS FOR YOUR PRINTER

DRY JANUARY POSTER (English Version)

DRY JANUARY POSTER (Welsh Version)
# Evaluation Form

Please tell us what you did in Alcohol Awareness Week! Your feedback is important to us and will help us to improve future campaigns.

**Organisation name:** __________________________________________

**Local authority area:** _________________________________________

1. How would you rate this toolkit and/or resources?

   Excellent ☐  Good ☐  Fair ☐  Poor ☐

2. Which resources did you use?  

   1. ‘Don’t let drink sneak up on’ you poster ☐ ☐
   2. ‘What’s in your drink?’ poster ☐ ☐
   3. Alcohol Unit Wheels ☐ ☐
   4. Alcohol Unit Beakers ☐ ☐  

3. What campaign activities did you do?  

   1. Poster(s) display ☐ ☐  How many displays? ______  
   2. Leaflets and alcohol unit wheels display ☐ ☐  How many displays? ______  
   3. Posted articles on the intranet and/or internet ☐ ☐  How many articles? ______  
   4. Article in newsletter ☐ ☐
   5. Information stand held ☐ ☐  How many stands? ______  
   6. Social networking employed ☐ ☐
4. How many people would you estimate are in the organisation / department in which you ran your campaign?

5. Select a handful of colleagues at random and ask them the following questions:

<table>
<thead>
<tr>
<th>Question to ask</th>
<th>Number say yes</th>
<th>Number say no</th>
<th>Number say unsure</th>
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<tbody>
<tr>
<td>Are you aware of the Alcohol Awareness Campaign that the organisation has run?</td>
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<td>If no, do not ask any more questions.</td>
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<td>Having seen the campaign, do you understand why you should have at least 2 alcohol-free days a week?</td>
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<td>Do you think it’s important to have at least 2 alcohol-free days a week?</td>
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<td>Have you thought about reducing the amount of alcohol you consume as a result?</td>
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6. Did you receive any comments of feedback from your staff/colleagues?

7. What other resources would you find helpful for running a future alcohol awareness campaign in your workplace?

Return evaluation form by e-mail or by post to the nearest public health team – see Local Public Health Team Contact list.
## Local Public Health Team Contact details

<table>
<thead>
<tr>
<th>Name</th>
<th>Public Health Team</th>
<th>Address</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Laura Wilson</td>
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This Toolkit has been updated for Alcohol Awareness Week 2015 by Cardiff and Vale Public Health Team using the toolkit developed in 2012 by Lee Parry-Williams, Helen Tunster and Josef Prygodicz on behalf of Public Health Wales in partnership with Alcohol Concern Cymru. It is available online at www.alcoholconcern.org.uk/cymru