

don't let drink sneak up on you

Have at least 2 alcohol-free
days each week

Alcohol Awareness Toolkit 2013

A guide to promoting Alcohol Awareness Week in your workplace



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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 2013.

**This year's Alcohol Awareness Week will run from:
18-24 November, 2013**

The theme of this year's campaign will be:

'Conversations about Alcohol'

The aim is to get people thinking and talking about the health risks, social problems, stigmas and taboos of drinking and to highlight the positive benefits of drinking less.

This toolkit has been developed to support the key message of the campaign, which is:

don't let drink sneak up on you

Have at least 2 alcohol-free days each week

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.

Key messages:

- 43% of the adult population in Wales admit to drinking above recommended guidelines on at least one day in the past week (Welsh Health Survey 2011-12)
- Sticking within the recommended daily guidelines (men: 3-4 units; women: 2-3 units) and having at least 2 alcohol-free drinking days a week means there's only a low risk of harm such as liver disease and alcohol dependency.
- If alcohol has crept up on you, get sneaky and cut back. 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 do so sensibly by using the tips for swapping and nights out at www.Change4Lifewales.org.uk
- If you want to take up the challenge to give up drinking for a month, consider having a 'Dry January' www.dryjanuary.org.uk

Benefits to cutting back on alcohol

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

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

2. 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. And 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.

3. Better mood: Heavy drinking can be linked to depression, and sometimes a hang over can leave you feeling low. If you already feel anxious or sad when you're sober, drinking can make this worse. So cutting down may put you in a better mood generally.

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

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

NHS Choices, UK

Why do people drink?

There are a number of reasons why people drink alcohol which may vary considerably from person to person. By beginning to think 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 to encourage people to start thinking about their relationship with alcohol.

Listed below are the most common reasons that people give for drinking on a regular basis.

- **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**
A number of people acknowledge that their patterns of routine drinking become difficult to disrupt. This leads to a belief that they might be too set in their ways and unable to break the routine.
- **Alcohol enhances the social experience**
Alcohol is frequently described as an 'essential ingredient' in social situations, helping consumers to 'fit in' or be more confident.

Additional reasons include:

- Boredom
- Feeling down
- Pressure from others for example: 'oh go on I am having one'
- Cheaper having a drink at home and more convenient.

Did you know?

- Over 45s are three times more likely to drink alcohol every day.
- People who work are more likely to drink alcohol than 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.

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 my 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 your staff.

“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 outlines 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.

Alcohol impacts on the workplace in 3 main ways:

- **Raised blood alcohol levels while 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.**

Alcohol and the Workplace: Institute of Alcohol Studies Factsheet, 2013

The Campaign

Key messages:

- Know your units and stick to recommended daily guidelines
- 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 and Newsletter

A great way to spread the messages of Alcohol Awareness Week and Dry January is to regularly post on the staff intranet to reinforce the key messages.

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.

During December, encourage staff to sign up to the Dry January Challenge and stay off the booze for 31 days using the article "[Go dry for January](#)"

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.

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.

Resources

[Don't let drink sneak up on you poster;](#)

[What's in your drink? Poster;](#)

[Don't Let Alcohol Sneak Up On you Leaflet.](#)

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 way 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.](#)

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 using some conversation starter tips like the facts in this toolkit;
- Signpost staff to other resources that they could use to maintain their awareness of their own alcohol consumption, such as the drinks unit checker and on www.change4lifewales.org.uk

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 improving staff health
- Contribute to your organisation achieving the Corporate Health Standard (see page 14).
- Help to address your corporate responsibility or employee wellbeing strategy which requires you to develop measures to promote good employee health

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

Cardiff and Vale University Health Board

Since 2009, Cardiff and Vale University Health Board has run an Alcohol Awareness Campaign as part of a multi-faceted approach to support the health improvement of its staff, its patients and local communities.

As a large organisation with over 14,000 staff, we have found it essential to have a designated person responsible for leading the Alcohol Awareness Week campaign. In our experience, this role has been vital to allow the organisation to effectively drive forward the campaign and link with relevant key stakeholders from various departments including colleagues in Occupational Health and the Communications Team.

For us, the Communications Team has been our single most important way of spreading the campaign messages. This has largely been through posting articles on the intranet, in our weekly news summary and our quarterly newsletter. We have complemented this with campaign posters on notice boards throughout our five hospital sites and by having interactive information stands at our staff canteens during lunchtimes of Alcohol Awareness Week. We found that by using as many communication channels as possible, staff were more likely to be exposed to the messages of the campaign more frequently.

In the future we hope to increase the sustainability and reach of the campaign by identifying key contacts within the organisation to drive forward awareness of the campaign messages in their individual wards or departments. This really is the challenge for us!

Linda Davies

Principal Health Promotion Specialist
Public Health Wales

What did organisations think of the Alcohol Awareness Week campaign 2012?

Organisations and workplaces taking part in the campaign included GP practices, local hospitals, local universities, police, local authority departments, libraries and voluntary organisations. They promoted Alcohol Awareness Week through activities such as: information stands, using alcohol wheels and beakers with their staff and clients in an informal manner, discussing at team meetings for staff, distributing promotional items and displaying posters.

Some of the feedback received from participating organisations is outlined below:

"Staff were generally quite alarmed at how little 1 unit of wine amounted to, and relating that to how much they drink during the week"

Practice Manager,
North Road
Medical Practice

"...surprise at just how much more alcohol we consume than we thought and how fattening it was"

Librarian, Cardiff Libraries

"...people were surprised at the facts"

Project co-ordinator,
Action for Children

"I was surprised that the students seemed to know their measurements & units well but did not relate this to the actual safe drinking limits recommended"

Nurse, Cardiff
Metropolitan University

"We were all shocked at how small a unit was!"

Business Manager,
Cardiff & Vale
Medical Practice

"Staff were shocked at the units"

Cardiff and
Vale UHB

"All the feedback received said that people were more aware of the size of units and that it did focus the mind on how much drink they consumed"

South Wales Police

Future Considerations

There are many other activities that your organisation could do to build on the good work of the Alcohol Awareness Week campaign:

Encourage staff to sign up to Alcohol Concern's Dry January Campaign 2014. The campaign invites individuals and teams to sign up to the challenge of giving up booze for 31 days in January. The campaign aims to get people thinking about the role that alcohol plays in their lives (and the lives of those around them), and whether they can manage without it. In 2013, over 4500 people signed up to the challenge and more than 80% of the people surveyed said they would drink less during the rest of the year as a result of their experience. Why not encourage your workplace, department or office to sign up as a whole team to the 'Dry January' challenge? You could display the Dry January posters or use the Dry January article on the intranet, e-mails or in a newsletter to raise awareness in your organisation and to encourage people to sign up to the challenge at www.dryjanuary.org.uk

Alcohol Brief Intervention training, delivered by Public Health Wales 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. Contact Craig Jones on Craig.Jones@wales.nhs.uk to find out more and book places.

The Corporate Health Standard and Small Workplace Health awards ask organisations to have an alcohol policy that promotes responsible drinking, outlines how problem drinking will be recognised and also how help and support will be offered. The Workplace Health team (hyperlink to Corporate Health Standard, p.23) can assist those organisations working towards the awards in developing these policies. Contact Workplacehealth@wales.nhs.uk

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 tippie 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 tippie.

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: True or False Quiz

Distribute this short quiz for staff to complete on a coffee break / lunch break / at the AAW stand. The next page provides the answers and facts to the commonly misunderstood statements.

	True or False	
1. "I can save up my drinks for the weekend"	<input type="checkbox"/>	<input type="checkbox"/>
2. "I can drink lots of alcohol and still be in control"	<input type="checkbox"/>	<input type="checkbox"/>
3. "Alcohol improves sexual performance"	<input type="checkbox"/>	<input type="checkbox"/>
4. "Alcohol gives me a boost"	<input type="checkbox"/>	<input type="checkbox"/>
5. "Alcohol helps me sleep"	<input type="checkbox"/>	<input type="checkbox"/>
6. "Coffee sobers me up"	<input type="checkbox"/>	<input type="checkbox"/>

Facts	True or False?	
The recommended daily alcohol limits are 2-3 units for a woman and 3-4 units for a man. These amounts are intended to be spread out through the week, with at least two alcohol-free days in every seven. Saving up your units from the week and drinking them all at once could leave you with a nasty hangover in the morning and some embarrassing memories of the night before, as well as increasing your risk of injuries, fights and accidents.	Answer: F	1. I can save up my drinks for the weekend
Alcohol affects the brain like an anaesthetic, impairing judgement and coordination, and slowing reaction times, and so increasing your risk of accidents and injuries.	Answer: F	2. I can drink lots of alcohol and still be in control
Temporary impotence (or 'brewer's drop') 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 penis size. Long-term heavy alcohol use in women may result in fertility problems, and the shrinking of breasts and sexual organs.	Answer: F	3. Alcohol improves sexual performance
Alcohol is a depressant not a stimulant. It slows down how you think, move and react, and is unlikely to give you an energy lift. Mixing alcohol with sugary energy drinks may give you a temporary boost, but this is likely to be followed by greater fatigue and sugar cravings.	Answer: F	4. Alcohol gives me a boost
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 sleep you need.	Answer: T/F	5. Alcohol helps me sleep
Drinking coffee may make you feel more awake, but it will not make you less drunk or cure a hangover. Plus, coffee is diuretic - it makes you pass water - and so may even worsen post-drinking dehydration. Drinking caffeine may also make it harder for you to realise whether you are still drunk, leading to poor decision-making, such as driving whilst there's still alcohol in your blood.	Answer: F	6. Coffee sobers me up

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**

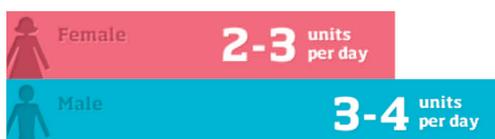
750ml bottle of 12% wine =  **540 calories**

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**.

The Department of Health also states that ... “pregnant women or women who are trying to conceive should not drink alcohol at all. If they do choose to drink, to minimise the risk to the baby, they should not drink more than 1-2 units of alcohol once or twice a week and should not get drunk”.

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 2013 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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/adults/alcohol/?lang=en>

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:

Contains practical tips for responsible drinking and downloadable drinks diary <http://www.drinkwisewales.org.uk>

Alcohol Concern Cymru:

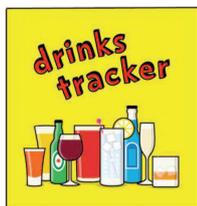
Sign up to their newsletter to keep abreast of alcohol related developments in Wales <http://www.alcoholconcern.org.uk/projects/alcohol-concern-cymru>

Public Health Wales:

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

Drinks Tracker App's:

There are several drink tracker app's available to download to keep track of your unit intake, get one from Change4Life or NHS Choices (only currently available in English)



Change4Life

<http://www.nhs.uk/Change4Life/Pages/drinks-tracker-mobile-app.aspx>



NHS Choices

<http://www.nhs.uk/Tools/Pages/iphonedrinks.aspx>

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://www.healthyworkingwales.com/e-awards>

Daily message section

Here is a selection of messages suitable for your organisation's intranet site. If your organisation does not have an intranet, these messages could be emailed to staff prior to and throughout the week to raise awareness of the messages in the campaign.

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....

<http://change4lifewales.org.uk/adults/alcohol/?lang=en>

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.

<http://change4lifewales.org.uk/adults/alcohol/drinks-checker/?lang=en>

<http://www.nhs.uk/Change4Life/Pages/drinks-tracker-mobile-app.aspx>

Article 3:

Day 2 of Alcohol Awareness Week



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>
- **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



5 Aegrym Bweid
Cymryd sylw
5 ways to wellbeing
Take notice



5 Aegrym Bweid
Cysylltu
5 ways to wellbeing
Connect



5 Aegrym Bweid
Bod yn actif
5 ways to wellbeing
Be active



5 Aegrym Bweid
Dal i ddysgu
5 ways to wellbeing
Keep learning



5 Aegrym Bweid
Rhoi
5 ways to wellbeing
Give

Article 6:

Day 5 of Alcohol Awareness Week



Raise the bar

Has Alcohol Awareness Week made you think about your drinking? Has it made you think we all love talking about alcohol but are we having the right conversations?

Why not do something about it and give up the booze for 31 days as part of Alcohol Concerns Dry January campaign. People are bound to ask you what you're up to when you say you're not drinking at that party, pub quiz, or social event and it is likely to come up at work when people ask about your weekend. Then hey presto you're talking about what you drink, why you drink, the last time you went for a month without a drink...

You'll get a lot out of it too. By taking on the challenge you're sure to lose a few pounds while saving a few quid. And with no hangovers and better sleep you'll find time and energy you never knew you had. Oh, and your skin will look nicer too. That's what people told Alcohol Concern happened to them last year. They also said that the campaign had made them want to try and drink less for the rest of the year.

Over 4500 people signed up for the first ever Dry January campaign last year and even more are expected to get involved this year. Will you be one of them?

Go on, sign up to Dry January now and get ready to go dry. Prove to yourself that you can say no to a tippie or two.

Why not challenge your colleagues and get as many people as you can in your team to sign up.

And remember, after completing the challenge make sure you have at least two alcohol-free days a week.

Look over your shoulder - is alcohol sneaking up on you?

[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 <http://change4lifewales.org.uk/adults/alcohol/?lang=en>

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

- Alcohol Awareness Week 2013 runs from the 18th to 24th 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.

Go Dry for 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 staff thinking and talking about their drinking.

[Your organisation's name] is asking staff to rise to the challenge, 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.

This is your chance to ditch the hangover and prove to yourself that you can say no to a tippie or two. Sign up at: 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.

Social Networking



Twitter

Hash tag your Alcohol Awareness Week tweets: [#AAW13](#)

[#DryJanuary](#)

Sample tweets:

- It's time to talk about drinking [#AAW13](#)
- Let's start talking about alcohol [#AAW13](#)
- Do you know how many units are in your drinks? [#AAW13](#)
Find out at [@drinkwisewales](#)
- Would an evening without alcohol be better or worse? [#AAW13](#)
- Could you give up alcohol for a month? [#AAW13](#)
- Make today an alcohol-free day [#AAW13](#)
- Hangover? Make today an alcohol-free day [#AAW13](#)
- Look after your liver, make today an alcohol-free one [#AAW13](#)
- Don't let alcohol take over your life [#AAW13](#)

Follow Alcohol Concern Cymru: [@accymru](#)

Follow Drink Wise Wales: [@drinkwisewales](#)

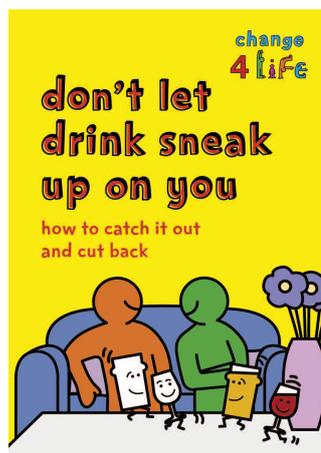
Click on poster to download a copy



2 alcohol-free DAYS POSTER



WHAT'S IN YOUR DRINK POSTER



DON'T LET DRINK SNEAK UP ON YOU LEAFLET



DRY JANUARY POSTER (English Version)



DRY JANUARY POSTER (Welsh Version)



DRY JANUARY LEAFLET (English Version)



DRY JANUARY LEAFLET (Welsh Version)

Evaluation Form

Please use this to tell us what you did in Alcohol Awareness Week!

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?

Yes No

'Don't let drink sneak up on' you poster	<input type="checkbox"/>	<input type="checkbox"/>
'What's in your drink?' poster	<input type="checkbox"/>	<input type="checkbox"/>
'Don't let drink sneak up on you' A5 booklets	<input type="checkbox"/>	<input type="checkbox"/>
Alcohol Unit Wheels	<input type="checkbox"/>	<input type="checkbox"/>
Alcohol Unit Beakers	<input type="checkbox"/>	<input type="checkbox"/>
'Dry January' poster	<input type="checkbox"/>	<input type="checkbox"/>
'Dry January' leaflet	<input type="checkbox"/>	<input type="checkbox"/>

3. What campaign activities did you do?

Yes No

Poster(s) display	<input type="checkbox"/>	<input type="checkbox"/>	How many displays? _____
Leaflets and alcohol unit wheels display	<input type="checkbox"/>	<input type="checkbox"/>	How many displays? _____
Posted articles on the intranet and/or internet	<input type="checkbox"/>	<input type="checkbox"/>	How many articles? _____
Article in newsletter	<input type="checkbox"/>	<input type="checkbox"/>	
Information stand held	<input type="checkbox"/>	<input type="checkbox"/>	How many stands? _____
Social networking employed	<input type="checkbox"/>	<input type="checkbox"/>	

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:

Question to ask	Number say yes	Number say no	Number say unsure
Are you aware of the ‘Don’t let drink sneak up on you – Have at least 2 alcohol-free days a week’ Alcohol Awareness Campaign that the organisation has run? If no, do not ask any more questions.			
Having seen the campaign, do you understand why you should have at least 2 alcohol-free days a week?			
Do you think it’s important to have at least 2 alcohol-free days a week?			
Have you thought about reducing the amount of alcohol you consume as a result?			

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

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Cardiff and Vale Area
Planning Board

This Toolkit has been updated for Alcohol Awareness Week 2013 by Cardiff and Vale Public Health Team using the toolkit developed in 2012 by Lee Parry-Williams, Helen Tunster and Josef Prygodzicz on behalf of Public Health Wales in partnership with Alcohol Concern Cymru. It is available online at www.alcoholconcern.org.uk/cymru