

Alcohol Awareness Toolkit 2018

Developed by Public Health Wales and Alcohol Concern

ALCOHOL AWARENESS WEEK

19th – 25th November 2018

‘Change’



Contents

Hello! And welcome to the Alcohol Awareness Toolkit....	1
Why do people drink?	2
Who is drinking?	3
The risks of alcohol	4
Alcohol Awareness Week - Get Involved!	5
How do I get involved?	5
The Campaign:	6
Methods of promoting the messages	6
Staff Intranet	6
Poster Display	7
Staff Engagement	7
Social Networking	8
How did Alcohol Awareness Week go in 2017?	9
Future Considerations	9
Corporate Health Standard and Small Workplace Health Award	10
Dry January	11
APPENDICES	12
Conversation starters and activity ideas	13
Alcohol facts	14
Do you know how much you're drinking?	14
What's the problem with drinking over the recommended limits?	15
Useful websites, apps and contacts	16
Daily message section	18
Article 1: For posting in the week running up to Alcohol Awareness Week	18
Article 2: Day 1 of Alcohol Awareness Week	19
Article 3: Day 2 of Alcohol Awareness Week	20
Article 4: Day 3 of Alcohol Awareness Week	21
Article 5: Day 4 of Alcohol Awareness Week	22
Article 6: Day 5 of Alcohol Awareness Week	23
Posters and leaflets	24
Local Public Health Team Contact details	25

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 2016.

**This year's Alcohol Awareness Week will run from:
19th - 25th November 2018**

The theme of this year's awareness week is "Change".

The aim of Alcohol Awareness Week is to get people thinking about alcohol and how it affects us as individuals, families, communities and society as a whole.

Did you know that alcohol is linked to over 60 medical conditions? Harms from alcohol go much further than the liver; it can cause high blood pressure and is also linked to diabetes, depression and cancer.

The toolkit is intended for use by professionals who would like to raise awareness of the risks of alcohol use with service users and staff members. It will provide organisations with all the necessary tools and resources to plan, run and evaluate a campaign in their workplace.

2016 Guidelines

The government want to provide the public with the most up to date scientific information on the known health risks of drinking, so these are the recommended guidelines!

- To keep health risks from alcohol to a low level it is safest not to drink more than **14 units** a week on a regular basis.
- If you regularly drink as much as 14 units per week, it is best to **spread your drinking evenly over 3 or more days**. If you have 1 or 2 heavy drinking episodes a week, you increase your risks of death from long term illness and from accidents and injuries.
- The risk of developing a range of health problems (including strokes as well as cancers of the mouth, throat and breast) increases the more you drink on a regular basis
- If you wish to cut down the amount you drink, a good way to help achieve this is to have **several drink-free days each week**.

Why do people drink?

There can be many reasons why people drink alcohol and they may vary from person to person. By thinking about these reasons you can begin to understand the risks that may occur between reasoning. It may also give you ideas for conversations you could have with individuals to support them to have a healthier relationship with alcohol.

People's reasons for drinking can usually be split into two categories, for fun or to cope. Those doing it for fun want to feel better or happier and those who drink to cope want to avoid stressful or bad situations and feelings.

Additional reasons include:

- Boredom
- Feeling down
- Loneliness
- Pressure from friends or family 'oh go on I am having one'
- Cheaper and more convenient having a drink at home.

While people can drink for a number of different reasons some groups will have specific factors that are likely to increase their alcohol use. For instance older people may have factors in their lives specific to ageing that may make them turn to drink.

- Disruption to lifestyle following retirement
- Increased social isolation
- Bereavement
- Long-term illness/pain
- Disrupted sleep

Benefits to cutting back on alcohol

1. Stay healthy for longer: reduce your chances of developing serious health harms such as: various cancers, heart disease, high blood pressure, strokes, liver disease, and reduced fertility.
2. Health Benefits: Feel better in the mornings, have more energy, feel less tired during the day and better skin.
3. Feel in better shape: Drinking 10 pints a week, can add up to more than 120,000 calories a year.
4. Better mood: Sometimes a hangover can leave you feeling low and depressed. Feel anxious or sad when sober, drinking can make this worse. Cutting down may improve your mood!
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! : If you cut out a couple of large glasses of wine a week you could save over £400 a year.

NHS Choices, UK

Who is drinking?

Drinking patterns vary amongst adults and young people in Wales. However, considering some of the key characteristics of these groups and their drinking we can target our health promotion messages for alcohol more appropriately.

Based on research by Drinkaware, adult drinkers can be grouped according to their attitudes and values towards alcohol (Drinkaware, 2015).

Self-Contained, Moderate Drinkers

This group has the highest proportion of people aged 65 and over. People in this group tend to drink fairly infrequently and moderately and are classed as low risk drinkers. They will mostly drink in the home and are unlikely to get drunk or binge drink. People in this group are the least likely of all the groups to use moderation techniques.

Low Risk Home Drinkers

This group are considered 'sensible' drinkers due to their occasional and moderate drinking in the home. They rarely drink outside of the home, are the least likely group to get drunk, and the most likely to use moderation strategies. This group has the highest proportion of women and the majority of the people in the group are aged 45 and over.

Frequent Home and Social Drinkers

This group drinks frequently at home but also outside the home. They are a low risk drinking group who use a number of different strategies to moderate their drinking. They don't often get drunk or experience negative consequences from drinking. This group is approximately aged 25-54. They have good mental well-being and mainly drink for social reasons.

Frequent Social Drinkers

These frequent drinkers mainly drink outside of the home and often to the point of drunkenness. Although there are a high proportion of increasing or high risk drinkers in this group, they are likely to try and moderate their drinking, making them open to health promotion messages. This group has the highest proportions of 18-24year olds compared to other groups and the majority of the group are aged under 45.

High Income, High Risk Drinkers

This well-educated and higher income group drink frequently with the majority of drinking taking place outside of the home. Also the majority of the people in this group are male and over the age of 45. They are unlikely to moderate their drinking compared to the other groups and all of the group are considered increasing or high risk drinkers.

The risks of alcohol

Everyone who drinks alcohol is at risk but different types of drinkers may be more likely to suffer from certain risk factors:

The Risks

Health risks - various cancers, strokes, heart disease, liver disease, and damage to the brain and nervous system - **can develop despite drinking for years without any apparent harm**

‘Short term’ risks are the immediate risks of harm, injury and accident:

- Head injuries
- Fractures
- Facial injuries
- Scarring
- Alcohol poisoning

Risk of violence & committing crime

Falls and accidents

Risk of harm to others - Physically threatened, property damage, physical violence- especially to those closest.

Who they affect

Anyone drinking on a regular basis and **will increase with age and length of time.**

Anyone drinking a large amount of alcohol in a single occasion, this could particularly relate to **young people.**

People drinking large amounts of alcohol in a single occasion. Particularly relates to **Risky drinkers.**

Anyone drinking alcohol, with older people being more likely to be at risk.

Anyone drinking alcohol, especially those drinking high volumes and drinking regularly.

Pregnant women

The new guidelines on pregnancy and drinking are:

- If you are pregnant or think you could become pregnant, the safest approach is not to drink alcohol at all, to keep risks to your baby to a minimum.
- Drinking in pregnancy can lead to long-term harm to the baby, with the more you drink the greater the risk.

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.

“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.

Did you know?

- 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.

The Campaign - What you can do

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. 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.**

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

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 can be found in the Appendices

A range of resources, including posters, factsheets and social media images are available from Alcohol Concern. You can sign up to have access to these through the website. Note that the resources cannot be used until the week of 19th November 2018.

<https://www.alcoholconcern.org.uk/alcohol-awareness-week>

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

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.

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.

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 below



Twitter

Hash tag your Alcohol Awareness Week tweets: [#AAW2018](#)

Sample tweets:

- Let's start talking about alcohol and families [#AAW2018](#)
- Look after your liver, make today an alcohol-free one [#AAW2018](#)
- Don't let alcohol take over your life [#AAW2018](#)

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

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

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 wellbeing 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 or GP cluster plans**

How did the Alcohol Awareness Week campaign go in 2017?

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.

- AAW Toolkit was hosted on Alcohol Concern Cymru's website.
- There were 343 page views for the English Toolkit page and 28 page views for the Welsh page.

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 Sadie.Alexander@wales.nhs.uk



DRY JANUARY

Go Dry for January

You can use Alcohol Awareness Week as a run up to Dry January? Dry January is your chance to ditch the hangover, reduce the waistline, and save some serious £££ by giving up alcohol for 31 days.

The campaign aims to get people thinking and talking about their drinking. As part of it, you can fundraise for the charity Alcohol Concern and by doing so you can help to make a real difference to the lives of those harmed by alcohol, their families.

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.

A study conducted in 2015 by University College London looked at Dry January participants and found that after the 4 weeks peoples 'liver stiffness' (a common side effect of alcohol) had reduced by 12.5% and insulin resistance (a measurement of diabetes risk) had come down by 28%. (<http://www.alcoholpolicy.net/2015/10/month-off-drinking-benefits-too-soon-to-tell-.html>)

Common benefits include:

- Better sleep
- More energy
- Clearer skin
- Weight loss
- Time – no more hangovers to sleep off!
- The sense of achievement for finishing your month
- A healthier relationship with alcohol – the stats show most participants drink less even six months after Dry January has finished.
- The realisation that you're actually just as awesome without the alcohol.
- And think of all the money you'll save!

Why don't you set the challenge in work? It could be a great way to get individuals or teams thinking about their drinking. Be creative!

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**.

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)

4. 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)

Alcohol facts

Do you know how much you're drinking?

What is a unit of alcohol?



www.drinkaware.co.uk

What are the recommended guidelines?

The new guidelines state that to keep the health risks from alcohol to a low level it is safest to not drink more than **14 units a week** on a regular basis. If you regularly drink as much as 14 units per week it is best to spread out your drinking evenly over 3 or more days.



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. Posters available to download. <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>

Drinkaware:

Drinkaware is an independent charity working to reduce alcohol misuse and harm in the UK. <http://www.drinkaware.co.uk>

Alcohol Concern Cymru:

The leading national charity providing information and expertise on all aspects of alcohol use and misuse. <https://www.alcoholconcern.org.uk/Pages/Category/alcohol-concern-cymru>

Public Health Wales:

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

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'.

<http://www.wales.nhs.uk/sitesplus/922/news/34434>



Drinks Tracker App's:

There are several drink tracker app's available to download to keep track of your unit intake:

<https://www.drinkaware.co.uk/tools/app/>

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>

Stepiau:

Stepiau primarily provides accessible self help resources and links to local services as a first step to developing mental wellbeing www.stepiau.org

NHS Moodzone:

Paying more attention to the present moment – to your own thoughts and feelings, and to the world around you – can improve your mental wellbeing www.nhs.uk/conditions/stress-anxiety-depression/mindfulness

Corporate Health Standard

<http://www.healthyworkingwales.wales.nhs.uk/employers>

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

Alcohol and Change

This year's Alcohol Awareness Week theme is 'Change', with the aim of starting the conversation around alcohol and how it can affect individuals and those around them. With the growing popularity of the trend around fitness and health in the recent years, many have decided to make a positive change in their lives by either reducing their alcohol consumption, or stop drinking entirely. As a result, this has had a positive change for many people, as well as their loved ones.

There are many benefits of taking a look at yours or others' drinking, as reducing your alcohol intake has many beneficial effects that are often noticeable within a few days. These include improved health, mood, energy levels, quality of sleep, concentration, as well financial benefits. In addition to the positive impacts for yourself, your relationships with others can improve as well.

A good place to start if you are trying to decide if you would like to reduce your alcohol intake is to use a [drinks tracker](#) to see how much you are drinking in an average week. If you or a loved one are concerned about alcohol, there are many services and resources available where you can get advice, support and further information:

- [Alcohol Concern](#)
- [DrinkWise Wales](#)
- [Drinkaware](#)
- [Dan 24/7](#)
- [Alcoholics Anonymous](#)

Article 2:

Day 1 of Alcohol Awareness Week



Reducing Alcohol Consumption

The first step towards making an alcohol change for many centres around a simple reduction in alcohol consumption to reduce risks that come with excessive consumption.

A few ways to start reducing alcohol consumption are:

- Drink and think in units – a maximum of 14 units should be consumed weekly, so know what this means and try stick to it
- A drinking diary can be a useful way of understanding your drinking behaviour and noticing any patterns that you can change
- Pace yourself – drink slowly, try not to get a drink in every round
- Alternate alcoholic and non-alcoholic/soft drinks to slow down consumption, or switch to low/no alcohol beverages
- Aim to have at least two alcohol free days a week to give your body a break
- Don't be afraid to ask for help if you think your drinking may be getting out of control

Making just a few of these adjustments to your drinking habits can have a big impact on reducing your alcohol consumption.

Article 3:

Day 2 of Alcohol Awareness Week



Low and No Alcoholic Beverages

Low and no alcoholic beverages refer to drinks that either have a low alcohol content (up to 0.5% ABV), or contain no alcohol at all. Many people say that they cannot tell the difference between these and regular alcoholic drinks.

For this reason, they may be a good substitute for those who are trying to reduce their alcohol intake, or quit drinking. For example, if you feel you want to make a change, but don't wish to stop drinking alcohol altogether, drinking low alcoholic beverages may be a good start for reducing your weekly units, and overall risk of alcohol-related issues. In addition, for those of you who feel peer pressured to drink or do not want to feel left out in social situations, low/no alcoholic beverages are an ideal solution. Often, it is hard to tell between a low/no alcoholic drink from a regular alcoholic drink based on the packaging and taste – no one will be able to tell that you aren't drinking any alcohol. These are also a good product for vulnerable drinkers who wish to stay sober for the night.

Many supermarkets, local retailers and online suppliers now sell low/no alcoholic drinks, and there is a wide variety of options to choose from. Alcohol Concern have done some taste testing of low and 0% alcohol beers and wine, have a look at their website for further information: www.alcoholconcern.org.uk

Article 4:

Day 3 of Alcohol Awareness Week



Supporting a Loved One

Harmful drinking by a loved one, whether that be a parent, child, partner, or friend, can cause serious issues for both the alcohol user and members of their family. These issues can manifest in many ways, including relationship breakdown, behaviour changes, financial worries, parenting difficulties and health issues.

Some signs that an individual may need help with their drinking include an inability to control how much they drink, changes in behaviour when they drink, or everyday life issues as a result of their drinking.

Whilst family members can play an important role in helping someone get help with their drinking, it is important for them to get support in their own right. Therefore, don't be afraid to talk to someone and seek help as everyone affected can access support services.

A variety of services are available to support people:

www.alcoholconcern.org.uk

www.dan247.org.uk

www.drinkwisewales.org.uk

You can also talk to your GP about any concerns you have

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:



Connect... with the people around you. With family, friends, colleagues and neighbours. At home, work, school or in your local community. Think of these as the cornerstones of your life and invest time in developing them. Building these connections will support and enrich you every day.



Be active... Swap your inactive pursuits with active ones. Go for a walk. Step outside. Cycle. Play a game. Garden. Dance. Walk or cycle when making short journeys. Being active makes you feel good. Most importantly, discover a physical activity you enjoy and that suits your level of mobility and fitness.



Take notice... Be curious. Catch sight of the beautiful. Remark on the unusual. Notice the changing seasons. Savour the moment, whether you are walking to work, eating lunch or talking to friends. Be aware of the world around you and what you are feeling. Reflecting on your experiences will help you appreciate what matters to you.



Keep learning... Try something new. Rediscover an old interest. Sign up for that course. Take on a different responsibility at work. Fix a bike. Learn to play an instrument or how to cook your favourite food. Set a challenge you will enjoy achieving. Learning new things will make you more confident as well as being fun.



Give... Do something nice for a friend, or a stranger. Thank someone. Smile. Volunteer your time. Join a community group. Look out, as well as in. Seeing yourself, and your happiness, linked to the wider community can be incredibly rewarding and creates connections with the people around you.

<http://www.wales.nhs.uk/sitesplus/888/page/6101>

Article 6:

Day 5 of Alcohol Awareness Week



Raise the bar

Has Alcohol Awareness Week made you think about your drinking?

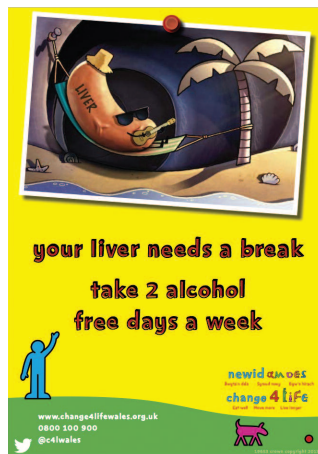
Why not do something about it and challenge your colleagues or another team to take on the two alcohol free days a week challenge for a month? The loser buys the coffee.

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 taking Alcohol Concern's Dry January challenge?

Follow the build up on www.dryjanuary.org.uk

Click on poster to download a copy



**your liver needs a break
take 2 alcohol
free days a week**



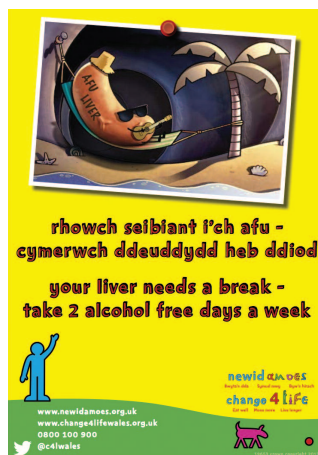
**CHANGE 4 LIFE
LIVER POSTER**



**courage to change?
take 2 alcohol free
days a week**



**CHANGE 4LIFE
HEART POSTER**



**rhowch seibiant i'ch afu -
cymerwch ddeuddydd heb ddiod
your liver needs a break -
take 2 alcohol free days a week**



**YOUR LIVER NEEDS
A BREAK POSTER**



**cryfder i newid? -
cymerwch ddeuddydd heb ddiod
courage to change? - take 2
alcohol free days a week**



**COURAGE TO
CHANGE? POSTER**



**DRY JANUARY
POSTER**

Local Public Health Team Contact details

Sadie Alexander

Cardiff and Vale Public Health Team
Public Health Wales
Global Link 1st Floor
Dunleavy Drive
Cardiff
CF11 OSN

Sadie.Alexander@wales.nhs.uk

Diane Gibbons

Cwm Taf Public Health Team
Public Health Wales
Keir Hardie Health Park
Aberdare Road
Merthyr Tydfil
CF48 1BZ

Diane.Gibbons@wales.nhs.uk

Rebecca Mason

Consultant in Public Health
Public Health Wales
Preswylfa
Hendy Road
Mold
Flintshire
CH7 1PZ

Rebecca.mason2@wales.nhs.uk

Rhys Sinnet

Hywel Dda Public Health Team
Public Health Wales
Conference Centre
Withybush Hospital
Fishguard Road
Haverfordwest
Pembrokeshire
SA16 2PZ

Rhys.sinnet@wales.nhs.uk

Jackie Williams

Aneurin Bevan Gwent Public Health Team
Public Health Wales
Victoria House
136-140 Corporation Road
Newport
NP19 0BH

Jackie.williams6@wales.nhs.uk

Claire Fauvel

Abertawe Bro Morgannwg Public Health Team
Public Health Wales
Suite A
Britannic House
Britannic Way
Neath
SA10 6JQ

Claire.Fauvel@wales.nhs.uk

Anna Prothero

Powys Public Health Team
Public Health Wales
The Courtyard
Bronllys
Powys
LD3 0DU

Anna.Prothero@wales.nhs.uk

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?

Yes No

‘Don’t let drink sneak up on’ you poster

☐ ☐

‘What’s in your drink?’ poster

☐ ☐

Alcohol Unit Wheels

☐ ☐

Alcohol Unit Beakers

☐ ☐

3. What campaign activities did you do?

Yes No

Poster(s) display

☐ ☐

How many displays? _____

Leaflets and alcohol
unit wheels display

☐ ☐

How many displays? _____

Posted articles on the
intranet and/or internet

☐ ☐

How many articles? _____

Article in newsletter

☐ ☐

Information stand held

☐ ☐

How many stands? _____

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:

Question to ask	Number say yes	Number say no	Number say unsure
Are you aware of the 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.



This Toolkit has been updated for Alcohol Awareness Week 2016 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