

# Maintaining momentum on alcohol awareness

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# Alcohol and your body

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## Brain:

dementia, alcohol-related brain damage, depression, anxiety.

## Mouth and throat:

cancer of the mouth, upper throat, larynx and oesophagus.

## Heart:

hypertension and risk of stroke.

## Breasts:

breast cancer.

## Liver:

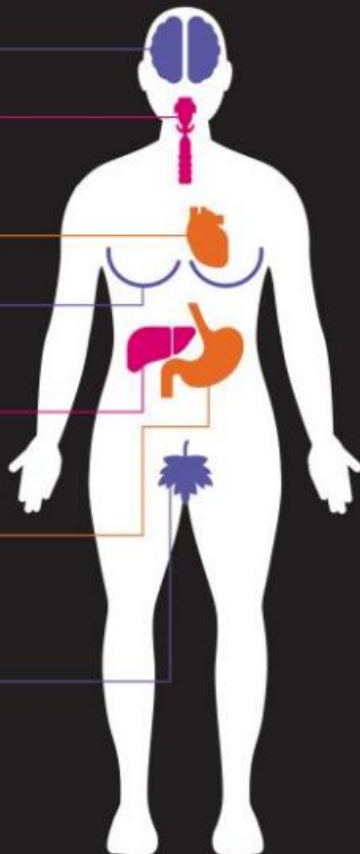
fatty liver, hepatitis, cirrhosis, and liver cancer.

## Digestive system:

gastritis, stomach ulcers and cancer of the stomach and bowel.

## Reproductive systems:

temporary impotence and reduced fertility.



Keep your risks low by drinking no more than

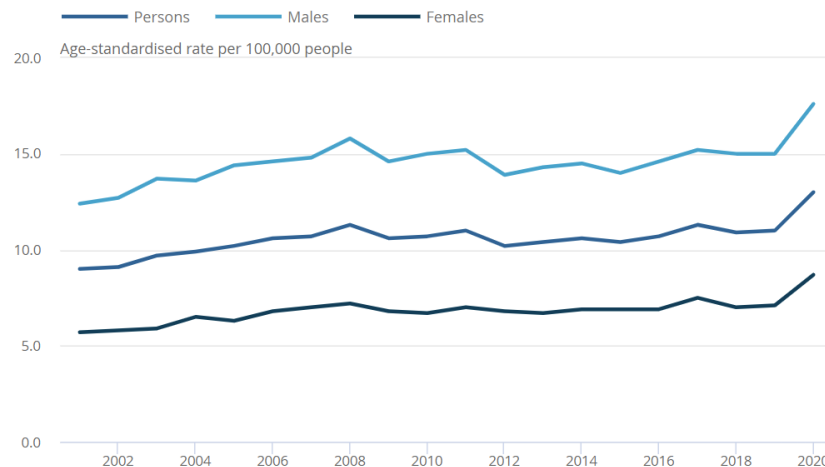
Find out more about alcohol  
[www.alcoholchange.org.uk](http://www.alcoholchange.org.uk)

14  
units  
a week

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Figure 1: The alcohol-specific death rate for 2020 was 18.2% higher than the previous year

Age-standardised alcohol-specific death rates per 100,000 people, by sex; England and Wales, deaths registered between 2001 and 2020



Source: Office for National Statistics

**Better policies  
and regulation**

**Shifted cultural  
norms**

**Improved  
knowledge**

**More and  
better support  
and treatment**

**Improved  
drinking  
behaviours**

# Improved drinking behaviours

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# DRY JANUARY<sup>®</sup>

6.5 million people took on the biggest Dry January ever in 2021. It's the UK's one-month **alcohol-free** challenge. Get your fun back. Get your energy back. Get your calm back.

Get your **YOU** back.

Improved  
drinking  
behaviours

Kingston Council  
@RBKingston

A month off is the perfect way to reset your relationship with alcohol.

Take the Kingston e-drink-check [bit.ly/2E8cRvZ](https://bit.ly/2E8cRvZ) and find out about Dry January [bit.ly/2Gllq81](https://bit.ly/2Gllq81) [#DRYJANUARY](https://twitter.com/hashtag/DRYJANUARY)

**WARNING!**  
Side effects may include:

- ▶ Better skin
- ▶ Losing weight
- ▶ Sleeping better
- ▶ Saving money

DRY JANUARY<sup>®</sup>

DRYJANUARY.ORG.UK  
#DRYJANUARY

1:01 PM · Jan 1, 2020 · Hootsuite Inc.

# Improved drinking behaviours

<https://alcoholchange.org.uk/get-involved/campaigns/alcohol-awareness-week-1>



**Alcohol Awareness Week** is a week of awareness-raising, campaigning for change, and more. This year's Alcohol Awareness Week takes place from 15-21 November 2021 on the theme of **Alcohol and relationships**.

## Better policies and regulation

### **Priorities:**

- Local alcohol strategy
- Multi agency approach
- Commissioning
- Licensing
- Marketing
- Tackling the cheapest alcohol
- Train the right professionals



# Training and consultancy

- Blue Light approach
- Safeguarding report
- Workplaces

**More and better  
support and  
treatment**





# Five changes to tackle alcohol harm

**Better policies  
and regulation**

**Shifted  
cultural norms**

**Improved  
knowledge**

**More and better  
support and  
treatment**

**Improved  
drinking  
behaviours**

Alcohol Change UK's annual conference, September 2021

**'Rebuild and Recover:  
reducing alcohol harm and  
remaking connections in the  
post-pandemic world'**

<https://alcoholchange.org.uk/events/rebuild-and-recover>

Alcohol Awareness Week,  
November 2021

**'Alcohol and Relationships'**

<https://alcoholchange.org.uk/get-involved/campaigns/alcohol-awareness-week-1>

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