



Harmful Drinking Social Marketing Strategy England

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ALCOHOL KNOW YOUR LIMITS

NHS choices ALCOHOL LIMITS

Home

DrinkCheck

Your drinking and you

For many of us, drinking with friends and family is one of life's pleasures ourselves.

But for a lot of people, their drinking habits can lead to problems. And if you're putting your health and welfare at risk*

So how do you know if you could be drinking more than is good for you? drinking, take the DrinkCheck quiz. It's help you assess the effects of you are drinking too much, we can also give you advice on how to drink less

[Click Here to Take The DrinkCheck Quiz](#)


SHOULD NOT REGULARLY EXCEED

MEN	WOMEN
3-4	2-3
UNITS DAILY	UNITS DAILY

NHS

Your drinking and you

The facts on alcohol and how to cut down



ALCOHOL KNOW YOUR LIMITS

SHOULD NOT REGULARLY EXCEED

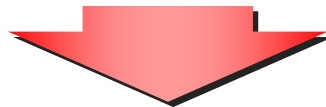
3-4 2-3

UNITS DAILY UNITS DAILY

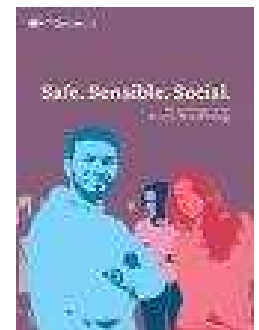


Alcohol costs

- Alcohol-related hospital admissions have almost doubled in the last decade
- Alcohol-related illness costs the NHS at least £2.7 billion and the UK economy £20 billion a year
- Alcohol-related deaths are 45% higher among the poor
- Harmful drinkers are most at risk



- Reduce the number of people drinking at harmful levels in England
- Contribute to PSA 25: “Reducing the rate of hospital admissions per 100,000 for alcohol related harm”



The start of our journey

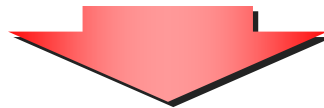
- New territory
 - few people understand what “a unit” is
 - most drinkers have never been asked to consider their consumption
- A massive task
 - drinking is an embedded part of our culture
 - plus a spectrum of stakeholder interests
- It's a process
 - not yet a “solution”

A social marketing approach from the outset

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- Initial scoping
 - Epidemiological evidence; clinical expertise and experience; consumer research and industry studies
- Stakeholder involvement
 - Alcohol Health Alliance; Clinical Expert Group; HO; DCSF; Stakeholder Communications Group; and others
- Pricing and promotions review
 - a separate, parallel investigation
- Supplementary ethnographic research
 - social context



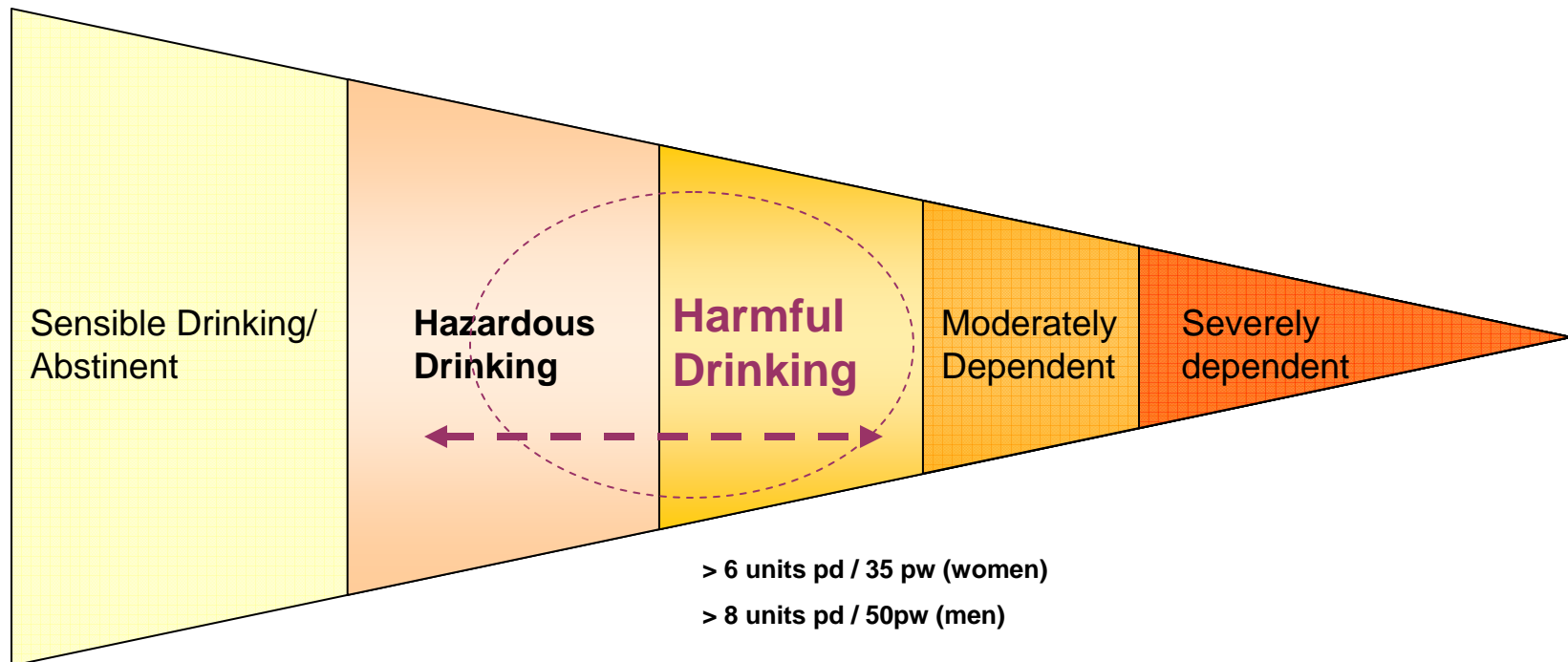
- Segmentations, propositions, messaging and interventions to effect voluntary behaviour change

Our current understanding

A continuous scale

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DH Department of Health



- Estimated 10 million men and women drinking above defined sensible levels

“Sensible” drinkers on the surface...

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Drink to have fun, socialise and to relax

Don't drink to get drunk (not “binge” drinkers)

In control of their consumption

...passionate ambassadors for alcohol

Seamless and integrated part of *everyday* life

Adamant belief their drinking is normal

Drinking is part of their identity

Disassociated from negative consequences

(Subconscious) belief that alcohol gives them control over their lives

Developing the social marketing strategy

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- Most drinkers have never been asked to consider their consumption
- A cultural “blindspot”

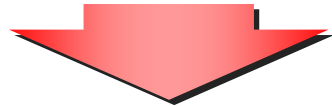


- Not a “linear” approach
- Shift perceptions of risk
 - sensitise drinkers to their behaviour
- Improve the “exchange”
- Encourage cultural and environmental support

The social marketing strategy

A parallel approach

- “Why cut down”
- “How to cut down”



- Terminology to reflect risk
 - Lower risk; Increasing risk; Higher risk
- Messaging to achieve cut-through
 - relevant and “newsworthy” health messages
- Identification and Brief Advice (IBA)
 - established clinical best practice
 - the basis for self-help mechanisms
- Regular and robust measurement

Achievements since May

- New terminology
- Promotion of IBAs to GPs
 - including support material
- DrinkCheck web site
- Self-help manual: “Your drinking and you”
- Expansion of the Drinkline telephone helpline service
- Development of stakeholder channels
 - website, action days, and shared learning
- Pilot acquisition campaign
 - North West of England

Free advice to help cut down
For more information and advice in confidence or to order your free booklet, call:
0800 783 5784
You can also order the booklet by sending this coupon in an envelope to our Freepost address: Freepost Units, or by taking our quiz at: www.nhs.uk/drinkcheck
Please send me a free booklet

Title _____
Surname _____
Address _____
Town _____
County _____
Postcode _____
Phone _____

Please tick the box if you are happy for The Department of Health to contact you in the future to ask about how you get on with the booklet or for research purposes. Telephone Post

Alcohol Advice and Information
For immediate advice and/or information on where to go for help within your region:
Call 0800 783 5784
Recycle printed on 80% recycled paper.

You are 13 times more at risk of cirrhosis of the liver if you regularly drink above a certain level.



PP1 debate TBC 2 (REVISED MAIL)

What are the health risks of drinking?

You are 13 times more at risk of cirrhosis of the liver if you regularly drink above a certain level.

It sounds obvious but it's true. Drinking more really does put your health at greater risk. For instance you're 13 times more at risk of cirrhosis of the liver, which can lead on to complete liver failure. You're also more at risk of heart disease and high blood pressure. If you're a man, you have four times the risk of high blood pressure, and if you're a woman, you double your risk. How much you drink on a regular basis determines where you fit in the key categories. So how do you work out if the amount you drink is putting you at risk? Have a look at the alcohol units guide below.

	Women	Men
Increasing risk	Over 2-3 units a day Risk of getting cirrhosis of the liver is 4 times more likely	Over 3-4 units a day Risk of getting cirrhosis of the liver is 13 times more likely
Higher risk	More than 6 units a day or more 10 units a week Risk of getting cirrhosis of the liver is 13 times more likely	More than 8 units a day or more 13 units a week Risk of getting cirrhosis of the liver is 13 times more likely

Free advice to help cut down
FOR A FREE BOOKLET:
CLICK HERE

The alcohol risk guide above shows which category people fall into depending on what they drink from day to day - and you might be surprised at how little it takes to be in the increasing or higher risk category.
Want more information? Or advice on cutting down? Get in touch. [Click here](http://www.nhs.uk/drinkcheck) or call 0800 783 5882.

Regular drinking has serious health risks.
Research shows that if you drink regularly above a certain level there are serious health risks. In fact, if you drink regularly, it has been proved to contribute to more than 60 different medical conditions.

So what is regular drinking? Regular drinking means drinking every day or most days of the week. The NHS recommends that men should not regularly drink more than 3-4 units a day, and women no more than 2-3. Above this level and you're in the 'increased risk' category.

Find out more about the risks of regular drinking.
In the enclosed leaflet, you will see a guide that illustrates the 3 different risk categories relating to the amount of units a person drinks.

You may not think that you drink that much. Maybe you just have a couple after work or a glass of wine with dinner a few times a week. But when you consider that one pint of 4% lager, or a 175ml glass of 13% wine has 2.5 units in them you can see that it soon all adds up.

Check out the leaflet and the risk categories. If it makes you think about your drinking and you'd like more information, there's a booklet available that has the facts and figures on drinking and units, as well as a 8-step plan to help you cut down.

To order yours, take our short quiz at www.nhs.uk/drinkcheck, call the* anytime on 0800 783 5804 or fill in the coupon below and send it back in the Freepost envelope provided.

The Know Your Limits Team

*0800 783 5804

Title _____ Forename _____
Surname _____
Address _____
Town _____ County _____
Postcode _____ Telephone number _____

Please tick the box if you are happy for The Department of Health to contact you in the future to ask about how you get on with the booklet or for research purposes.
 Telephone Post

More drinks equals more risk.
It sounds obvious but it's true. Whether it's a few drinks after work, a couple of glasses with dinner or a two pack in front of the telly, drinking more really does put your health at greater risk.

How much you drink on a regular basis determines where you fit in the key risk categories in the chart opposite.

- Lower risk means that in most circumstances you have a low risk of causing yourself future harm.
- Increasing risk means that drinking at this level heightens the risk of damaging your health and could contribute to developing certain serious medical conditions.
- And finally, there's Higher risk. Compared with the other categories there's been more risk of seriously damaging your health and this level of drinking can also a great to more than 60 different medical problems.

Take a look at the chart opposite to see what the risks are. Then go to www.nhs.uk/drinkcheck and find out which category you fall into.

Free advice to help cut down.
For more information and advice in confidence or to order your free booklet, call 0800 783 5784.
You can also order the booklet by filling in the coupon on the leaflet, or having our quiz at www.nhs.uk/drinkcheck

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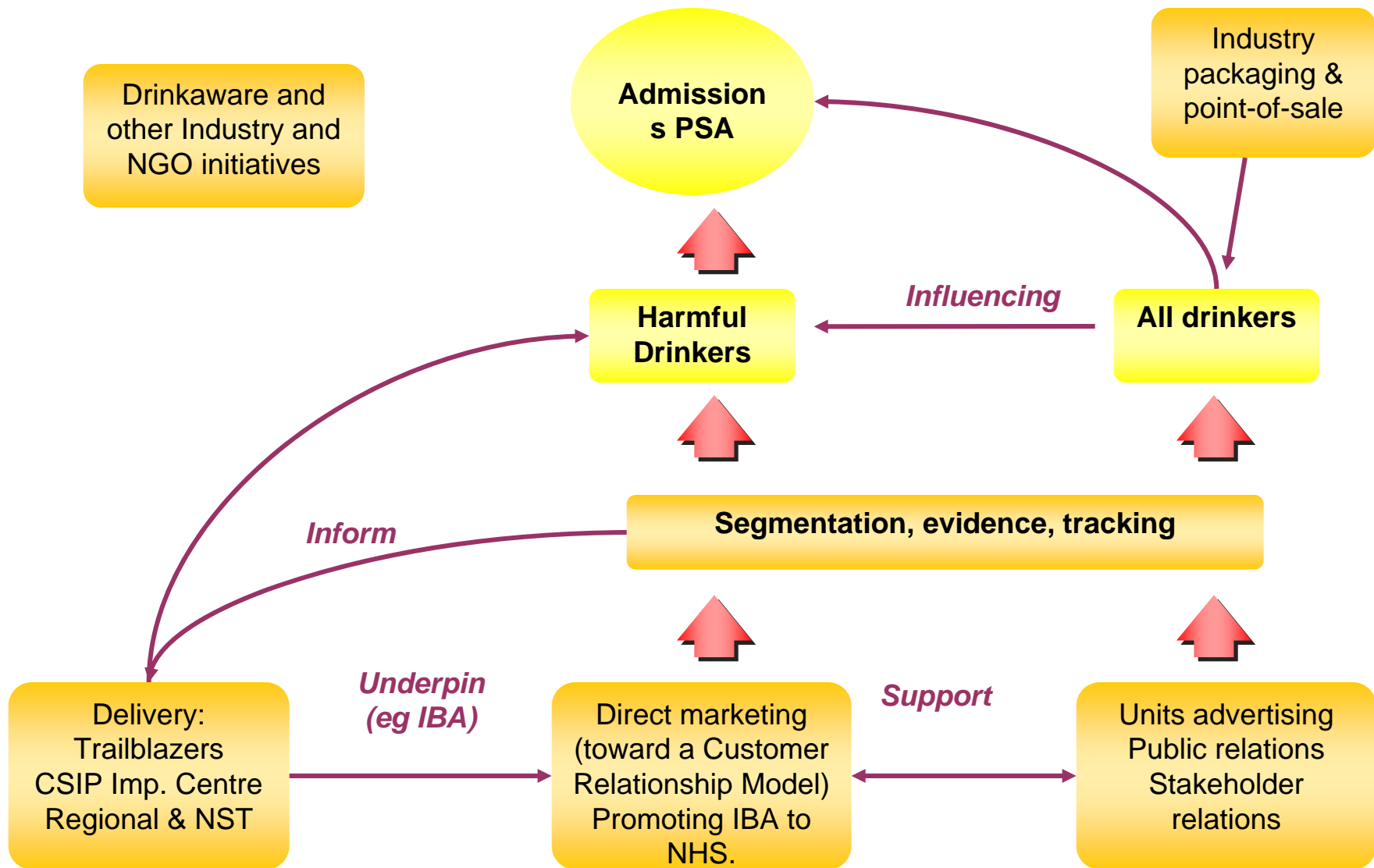
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You're around 5 times more at risk of mouth, throat and larynx cancer if you regularly drink above a certain level.

An integrated approach



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Is more risk.

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First the **lower risk** category; this is men who regularly drink no more than 3-4 units a day, and no more than 2-3 units a day for women. Bear in mind that drinking consistently within these limits is called **lower risk**, rather than **safe**, because drinking is never completely safe in all circumstances.

Look at the chart below to find out about the next two categories:


Women	Men
who regularly drink (any or on most days of the week)	who regularly drink (any or on most days of the week)
Risk of getting cirrhosis of the liver (compared to non-drinking)	Risk of getting cirrhosis of the liver (compared to non-drinking)
Over 2-3 units a day	Over 3-4 units a day

Increasing risk

Over 2-3 units a day

Higher risk

More than 6 units a day or over 16 units a week



And finally, there's **Higher risk**. Compared with the other categories there's even more risk of

You are 13 times more at risk of cirrhosis of the liver if you regularly drink above a certain level.






FREE ADVICE TO HELP CUT DOWN

FOR A FREE BOOKLET

NHS choices

DrinkCheck

Your drinking and you

For many of us, drinking with friends and family is one of life's pleasures – a chance to relax and enjoy ourselves.

But for a lot of people, their drinking habits can lead to problems. And if you frequently drink above a certain level, you're putting your health and welfare at risk.


So how do you know if you could be drinking more than is good for you? If you're worried about your own drinking, take the DrinkCheck quiz. It'll help you assess the effects of your drinking. And if it suggests you are drinking too much, we can also give you advice on how to drink less.

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NHS

Your drinking and you

The facts on alcohol and how to cut down



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PP1 details TBC

2

What are the health risks of drinking?



