

Alcohol Awareness Week in England and Wales

19-25 October 2009

A guide to getting involved



**ALCOHOL
KNOW YOUR
LIMITS**

SHOULD NOT REGULARLY EXCEED	
MEN	WOMEN
3-4	2-3
UNITS DAILY	UNITS DAILY

WINE GLASS (250ML): ABV 12% **3 UNITS**

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Alcohol Awareness Week

Alcohol Awareness Week in England and Wales runs from 19 October to 25 October 2009 and aims to encourage adults to think about how much they are drinking.

The Department of Health in England's Know Your Limits Units campaign is using the week to raise awareness of the health risks of drinking above the Chief Medical Officer's (CMO) recommended lower-risk limits for regular drinking, and to provide straight-forward help for those who want to cut back. The campaign is encouraging people to keep a simple drink diary for the week to learn whether their drinking could be putting them at risk.

This pack is designed to help you, as campaign stakeholders, to get involved. It provides you with ideas for activity, template press materials and a guide to the supporting campaign resources available. National and regional PR activity will also be running throughout the week.

Timing your activity and campaigns to take place during Alcohol Awareness Week will help create a buzz around the issue, ensuring that key messages around alcohol are reinforced to the public, and that there are repeated opportunities for them to hear more about alcohol and its impact. We hope that you will be interested in taking part.

Materials for the Know Your Limits Binge campaign, run by the Home Office, are still available to order should you wish to use these during Alcohol Awareness Week alongside the Units materials.

Did you know that nearly one in three men and one in five women drink more than the NHS recommended unit guidelines for alcohol?



Alcohol Awareness Week cont.

What are the key messages?

In order that Alcohol Awareness Week activity can be consistent across the country, a series of key messages have been developed. You could look to communicate these in any Alcohol Awareness Week activity you are running.

- People across England and Wales are being urged to 'rethink their drink' during Alcohol Awareness Week (19-25 October 2009)
- The Government's Know Your Limits campaign is encouraging people to keep a drink diary for the week to find out how many units they are drinking. See www.nhs.uk/units for details of interactive tools available
- The Chief Medical Officer recommends that men should not regularly drink more than 3-4 units of alcohol daily and women should not regularly drink more than 2-3 units daily
- In addition you should also take a break for 48 hours after an episode of heavy drinking to let your body recover
- Drinking regularly over the lower-risk guidelines can lead to serious health problems including: certain types of cancer including breast and liver cancer; high blood pressure; increased risk of heart disease and certain types of stroke; and liver disease, such as cirrhosis
- Over a quarter of the population in England (10 million adults) drink above the guidelines for lower-risk drinking
- Of these, 2.6 million adults (8% of men and 6% of women*) regularly drink at higher-risk levels
- As well as reducing the longer term health risks, cutting down on your drinking may help you to look and feel in better shape
- Know Your Limits has produced a series of tips to help you cut back on your drinking

Why is this so important?

- There are around 16,000 premature deaths each year in England and Wales associated with alcohol misuse – double the number since the early nineties
- Alcohol-related hospital admissions are increasing at a rate of 70,000 per year in England
- Alcohol costs the health service in England £2.7bn per annum

* NHS Information Centre report 'Statistics on Alcohol: England 2009' shows 33% of men and 16% of women were classified as hazardous drinkers in 2007, which extrapolated to the population of adults in England equates to 6.3 million men and 3.3 million women. Hazardous drinkers are those who regularly exceed recommended limits.

Know Your Limits top ten tips for cutting back on the booze:

1. Decide on your ultimate goal. Do you want to cut down to a set daily amount? Maybe you want to avoid binge drinking? Or perhaps you would like to give up alcohol altogether?
2. Pick a day of the next week to start cutting down. Go for a day when you are less likely to be under pressure, so it's easier to avoid alcohol.
3. Keep a drink diary. Writing this on a regular basis will help you to work out how much you're drinking.
4. Work out how you can avoid situations that you know will encourage you to drink. For example, if you're going out with friends suggest the cinema instead of the pub.
5. Pace yourself. Try drinking each drink more slowly or alternating alcoholic drinks with soft or low alcohol ones.
6. Find something else to do while you drink, like playing darts or pool, or dancing. This will take your mind off your drinks and help you to slow down.
7. Get out of the habit of drinking because you are stressed or have nothing else to do. Look for other ways to relax: activities like swimming or going for a walk will make you feel better and don't involve alcohol.
8. Take stock of your progress and make sure you give yourself credit where it's due for your achievements so far. This will help you keep going to achieve your targets.
9. Try to have at least two alcohol-free days a week. Choose days when you're less likely to be in situations where you would usually drink alcohol. Always give your body a 48 hour break from booze if you do drink too much in one session.
10. Don't give up! Changing a habit like drinking takes time and hard work, and sometimes it's difficult to drink less. Focus on what you've achieved so far and reward yourself when you have met your drinking targets. If you do relapse, don't stop, just set a new date to start cutting down again.



Activity ideas

This pack includes a number of ideas for activity you could run during Alcohol Awareness Week. Or, if you already have activity planned, make sure you time it to coincide with Alcohol Awareness Week to achieve maximum impact.

Directly targeting the public

Working with gyms

Did you know that the average wine drinker in England now consumes around 2,000 calories from alcohol alone each month? Or that a beer drinker knocking back just five pints a week would add a whopping 44,200 calories over a year, equivalent to 221 doughnuts*? So why not use Alcohol Awareness Week to encourage your local community to be more health conscious and cut down their drinking?

Local gyms and leisure centres are ideal partners to promote health messages. By setting up a partnership with one in your area, you could:

- Include Know Your Limits (KYL) campaign materials on their counters or in packs for new members
- Pin up KYL posters inside gym lockers
- Set up a stand so that members can come and ask you questions, and take away a drink diary to complete (a template is included on page 12-13 of this pack)
- Encourage members to bring back completed drink diaries and to fill in an evaluation form (page 7 of this pack) to be entered into a competition to win a spa treatment, a pair of trainers or a voucher for a juice bar
- Print t-shirts with the KYL artwork for personal trainers to wear
- Bring in a local GP or nurse to answer questions from personal trainers about alcohol, so that they can provide advice to members on how to cut down on their intake
- Ask friends attending gym classes together to become 'booze buddies' and help each other cut down
- If you have additional budget, you could print some of the 'top ten tips for cutting back on the booze' (see page 4 of this pack) on to flyers and make these available at the gym café

Reaching shoppers

Weekend markets are a great opportunity to engage with people. Why not capitalise on this by setting up your own market stall for Alcohol Awareness Week? This activity would also work well in a local shopping centre, at a car boot sale or at larger train stations.

- Fill your stall with empty bottles and wine/pint glasses and invite shoppers to guess the number of units they contain for a cash prize or a voucher for a non-alcohol related social activity e.g. a cinema or bowling trip (use the 'Drinks and units' table on page 12 of this pack to ensure you label the bottles and glasses with the appropriate drink and ABV)
- Ask shoppers to leave their contact details for competition entry on an evaluation form, which will also enable you to get their feedback on your activity (see the template evaluation form on page 7 of this pack)
- Give a drink diary to everyone entering the competition, and have members of your team on hand at the stall to talk shoppers through health risks and strategies for cutting down
- Sell cheap non-alcoholic drinks to act as another draw to the stand
- Hand out KYL materials so that shoppers have something to take away and refer back to
- Use the KYL quiz on page 11 of this pack to get visitors to your stand thinking about how much they really know about units
- If you can, have other members of your team positioned at the entrance to the market or shopping centre to encourage shoppers to visit your stall

If you have additional budget available, you could think about producing your own Units branded materials. Try bottle stoppers, measure glasses, or postcards with the 'top ten tips for cutting back on the booze' (see page 4 of this pack).

* Research for the Know Your Limits campaign, undertaken by YouGov, March 2009

Activity ideas cont.

Targeting the public through stakeholders/ local partners

With approximately 1.6 million people walking into pharmacies in England every day, working with pharmacy staff is an excellent opportunity to extend the reach of the KYL campaign.

The Department of Health launched a pack, along with accompanying scratchcards, to encourage community pharmacies to get involved in February 2009. You might like to circulate this pack to pharmacies in your area or, if you have more time, you could approach specific pharmacies and work with them to set up activity during Alcohol Awareness Week. You could:

- Invite a local GP or representative from an alcohol service to be available to answer questions from the public in a pharmacy consultation area
- Supply local pharmacies with scratchcards with units-related questions for customers to pick up as they wait for their prescriptions

PDF copies of the pack are available at www.nhs.uk/units. Information on how to order the scratchcards can be found in the resource guide on page 15 of this pack.

Evaluating your activity

Remember to think about how you could measure the impact of your campaign, whether you are using one of the ideas outlined in this pack, or are developing another type of activity. You could:

- Look at the number of media articles secured and number of materials distributed
- Interview any stakeholders you've worked with after the campaign to see how their members/customers responded
- Photocopy and hand out the evaluation form (page 7 of this pack) to members of the public who have visited your stand. If you are working with stakeholders such as gyms or pharmacies, make sure you ask them to give out and collect in evaluation forms on your behalf

Please let us know how you get on by emailing knowyourlimits@forster.co.uk



Evaluation form

1. Having seen today's activity, do you feel that you now know more about the number of units in your favourite drinks?

- Yes
- No, I knew how many units there were in my favourite drinks already
- No, I don't know how many units there are in my favourite drinks

2. Did you know what the lower-risk drinking guidelines were before today?

- Yes
- No

3. If no, do you now know what they are?

- Yes
- No

4. Did you know about the health risks associated with drinking alcohol before today (including heart disease, breast cancer, liver disease, stroke)?

- Yes, I knew about all the health risks
- Yes, I knew about some of the health risks
- No, I didn't know about any of the health risks

5. Have you learnt more about the health risks associated with drinking alcohol today?

- Yes
- No, I knew about them already
- No, I haven't learned about the risks

6. Will you be filling in the drink diary you've received today or going to www.nhs.uk/units to find out more about your alcohol intake and whether you should consider cutting down?

- Yes
- No
- Maybe

7. Did you know that the lower-risk guidelines refer to regular drinking and do not refer to the amount drunk on a single day?

- Yes
- No

Contact details (Please note we will only contact you if you are a competition winner and your details will not be passed on to any third parties.)

Name: _____

Phone: _____

Email: _____

Media

Working with the media to extend the reach of your campaign, or as a stand-alone activity, will help ensure Alcohol Awareness Week messages reach as broad an audience as possible. You could try:

- Sending out the template press release on page 9 – we recommend that you circulate this to journalists before Alcohol Awareness Week, in w/c 12 October
- Challenging a local journalist to keep a drink diary for the week and report on their findings
- Asking relevant members of your local community to keep drink diaries and use the results as case studies
- Circulating the KYL quiz (page 11 of this pack) for journalists to run with your media story
- Setting up a partnership with a local radio station to run a week-long awareness campaign about the health benefits of cutting down alcohol intake. This could include vox pops with people who are out drinking, asking if they know how many units are in their drink, and local spokespeople (e.g. a GP/doctor/practice nurse) taking part in a phone-in on common alcohol-related health problems

If you are writing your own press release, please make sure you include the copy on Alcohol Awareness Week below:

“Alcohol Awareness Week in England and Wales runs from 19 October to 25 October 2009 and aims to encourage people to think about how much they are drinking. The Know Your Limits campaign is using the week to raise awareness of the health risks of drinking above the Chief Medical Officer's lower-risk guidelines on regular drinking, and provide straightforward help to those who want to cut back. The campaign is encouraging people to keep a simple drink diary for the week to learn whether their drinking could be putting them at risk. Visit www.nhs.uk/units for more information.”



BOTTLE OF WINE (750ML): ABV 13.5% **10 UNITS**

Template press release

RECOMMENDED TO BE ISSUED AT LEAST ONE WEEK BEFORE ALCOHOL AWARENESS WEEK
(ie. issue in w/c 12 October 2009)

ALCOHOL AWARENESS WEEK: TIME TO RETHINK YOUR DRINK?

People in **[your area]** are being urged to ‘rethink your drink’ during Alcohol Awareness Week, which begins on Monday 19 October.

[Your organisation] is supporting the Government’s Know Your Limits campaign, which is encouraging people across the country to take stock of how much they are drinking by keeping a drink diary for the week.

[If you are running any additional activity, e.g. a partnership with your local gym, market stall activity or work with pharmacies, insert details here]

Over a quarter of the population in England (10 million adults) drink above the guidelines for lower risk drinking. Of these, 2.6 million adults (8% of men and 6% of women) regularly drink at higher risk levels.

The Chief Medical Officer’s guidelines on lower-risk drinking recommend men do not drink more than 3-4 units daily (drinking about two pints or two cans of normal-strength lager or beer on a regular basis) and women do not drink more than 2-3 units daily (regularly drinking about a large glass of wine or three single measures of spirits)*.

Drinking above these levels can increase your risk of heart disease, breast cancer, liver disease, stroke and other diseases. Drinking above lower-risk guidelines can also impact on your ability to get a good night’s sleep and affect your general day-to-day health.

[Your spokesperson] said:

“We’re behind the Know Your Limits campaign because alcohol is one of the leading causes of health problems in **[your area]**. It’s so easy to get into a routine of regular drinking which is above the lower-risk guidelines, without realising you might be putting your health at risk. For example, if a man regularly drinks a couple of pints of beer most days of the week, he is drinking above the lower-risk guidelines.

“Keeping a drink diary for a week is easy, and can really make you stop and think about whether you ought to be cutting back – and there’s no better time than Alcohol Awareness Week to give it a go.”

For further information visit **www.nhs.uk/units**.

These are the unit strengths of some common drinks:

Drink	Units
Wine – standard 175ml glass: 12%	2.1
Wine – large 250ml glass: 12%	3
Wine – 750ml bottle: 13.5%	10
Beer/lager – pint: 4%	2.3
Beer/lager – pint: 5.2%	3
Strong cider – 440ml can: 9%	4
Strong cider – litre: 9%	9
Alcopops – 275ml bottle: 5%	1.4
Spirits (e.g. vodka/gin) – 25ml single: 40%	1
Spirits (e.g. vodka/gin) – 50ml double: 40%	2

Template press release cont.

Know Your Limits top ten tips to 'rethink your drink':

1. Decide on your ultimate goal. Do you want to cut down to a set daily amount? Maybe you want to avoid binge drinking? Or perhaps you would like to give up alcohol altogether?
2. Pick a day of the next week to start cutting down. Go for a day when you are less likely to be under pressure, so it's easier to avoid alcohol.
3. Keep a drink diary. Writing this on a regular basis will help you to work out how much you're drinking.
4. Work out how you can avoid situations that you know will encourage you to drink. For example, if you're going out with friends suggest the cinema instead of the pub.
5. Pace yourself. Try drinking each drink more slowly or alternating alcoholic drinks with soft or low alcohol ones.
6. Find something else to do while you drink, like playing darts or pool, or dancing. This will take your mind off your drinks and help you to slow down.
7. Get out of the habit of drinking because you are stressed or have nothing else to do. Look for other ways to relax: activities like swimming or going for a walk will make you feel better and don't involve alcohol.
8. Take stock of your progress and make sure you give yourself credit where it's due for your achievements so far. This will help you keep going to achieve your targets.
9. Try to have at least two alcohol-free days a week. Choose days when you're less likely to be in situations where you would usually drink alcohol. Always give your body a 48 hour break from booze if you do drink too much in one session
10. Don't give up! Changing a habit like drinking takes time and hard work, and sometimes it's difficult to drink less. Focus on what you've achieved so far and reward yourself when you have met your drinking targets. If you do relapse, don't stop, just set a new date to start cutting down again.

ENDS

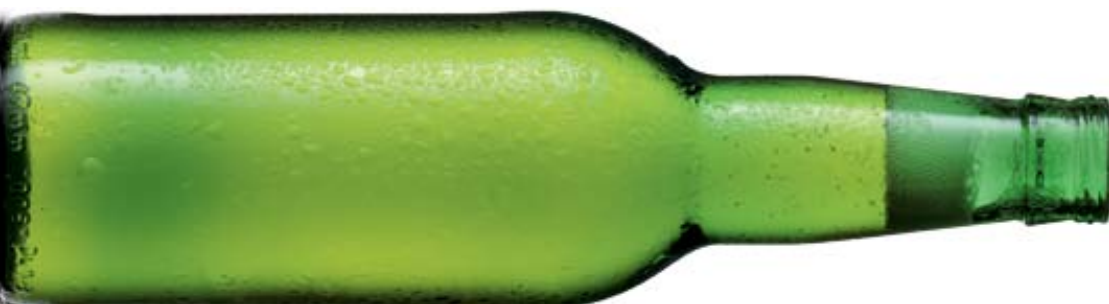
Notes to Editors

[Insert your organisation's contact details for journalists]

For media enquiries only about the Know Your Limits campaign, please contact the press office on **020 7839 4321** or email **media@knowyourlimits.co.uk**

Know Your Limits is a joint Department of Health and Home Office initiative in England, launched in October 2006. The campaign encourages people to drink responsibly and to recognise what their limits are when it comes to alcohol. For more information, visit **www.nhs.uk/units**.

* Based on lager/beer at 4% ABV (two pints = 4.6 units, two 440ml cans = 3.6 units), wine at 12% (one 250ml glass = 3 units) and spirits at 40% (three 25ml measures = 3 units)



Did you know? Units quiz

You could send this quiz to a local newspaper to run with your press release, or to a radio journalist for a phone-in. If you're planning on setting up a campaign stand or using one of the other activity ideas in this pack, why not get the public to take the quiz?

1. How many units are in a large glass (250ml) of 12% ABV wine?

- (a) 3
- (b) 2
- (c) 1

2. How many units are in a pint of 3.6% ABV bitter?

- (a) 1
- (b) 2
- (c) 5

3. How many grams of pure alcohol make up a unit?

- (a) 20
- (b) 2
- (c) 8

4. How many units per day does the Chief Medical Officer recommend that men should not regularly exceed?

- (a) 5-6
- (b) 1-2
- (c) 3-4

5. How many units per day does the Chief Medical Officer recommend that women should not regularly exceed?

- (a) 2-3
- (b) 1
- (c) 5-6

6. If you drink over double the recommended limits for lower-risk drinking, how many times more likely are you to suffer from mouth cancer?

- (a) Twice
- (b) 3 times
- (c) 5 times

7. How many years does a man dying from alcohol-related causes lose from his life?

- (a) 5
- (b) 20
- (c) 10

8. Are the following statements TRUE or FALSE?

(a) Women who exceed the lower-risk limits for regular drinking increase their risk of breast cancer by a quarter

True False

(b) If you regularly exceed your lower-risk limits you increase the risk of having a stroke through high blood pressure

True False

(c) It is safer to avoid alcohol if you are trying to get pregnant

True False

Answers
1. a, 2. b, 3. c, 4. c, 5. a, 6. c, 7. b, 8. a) False - they increase their risk by a third, b) True, c) True

Drink diary

It can be easy to lose track of how much alcohol you drink. Regularly drinking more than 3-4 units of alcohol a day if you are a man or 2-3 units a day if you are a woman increases the risk of long-term health harm, such as stroke, heart disease, mouth cancer, liver cancer and breast cancer. Alcohol also affects your ability to exercise. Use the handy drink diary on the following page to record how many units you drink in a week by following four easy steps.

1. For each day write down all the alcoholic drinks you consume including the type of drink, the glass or container size and the alcoholic strength.
2. Write down how many units are in each drink using the 'drinks and units' table below or the online drink calculator at www.nhs.uk/units.
3. Add up the total number of units for each day and write it down in the last column. The online drink calculator will add up the number of units for you.
4. Once you have completed the table for each day take a look at the totals. If you are regularly exceeding the recommended daily guidelines of 3-4 units for men and 2-3 units for women, you should consider cutting back. For more information on the health impacts of alcohol and for tips of how to drink less, log on to www.nhs.uk/units. If you are concerned about how much alcohol you are drinking you can use the DrinkCheck test at www.nhs.uk/drinkcheck, phone Drinkline on 0800 876 6778 or see your GP.

Drinks and units

Beer, Lager, Cider	Bottle (330ml)	Can (440ml)	Pint (568ml)	Litre
2% ('Low Alcohol')	0.7 units	0.39 units	1.1 units	2 units
4%	1.3 units	1.8 units	2.3 units	4 units
5%	1.7 units	2.2 units	2.8 units	5 units
6%	2 units	2.6 units	3.4 units	6 units
9% ('Super-Strength')	3 units	4 units	5.1 units	9 units
Alcopops	1 bottle (275ml)			
5%	1.4 units			
Wine & Champagne (red, white, rosé or sparkling)	Small glass (125ml)	Standard glass (175ml)	Large glass (250ml)	Bottle (750ml)
10%	1.25 units	1.75 units	2.5 units	7.5 units
11%	1.4 units	1.9 units	2.8 units	8.3 units
12%	1.5 units	2.1 units	3 units	9 units
13%	1.6 units	2.3 units	3.3 units	9.8 units
14%	1.75 units	2.5 units	3.5 units	10.5 units
Fortified wine (sherry & port)	Standard measure (50ml)			
17.5 – 20%	0.9 – 1 unit			
Spirits, shots (gin, rum, vodka, whisky, tequila, sambuca)	Small measure (25ml)	Large measure (35ml)	Spirits, small double measure (50ml)	Spirits, large double measure (70ml)
38 – 40%	1 unit	1.3 – 1.4 units	1.9 – 2 units	2.7 – 2.8 units

Drink diary

Day	Type of drink	Alcoholic strength ABV	Container size (see chart)	Number of drinks	Units	Total units for day
Monday						
Tuesday						
Wednesday						
Thursday						
Friday						
Saturday						
Sunday						

Q&As

The Q&A below has been put together to help you respond to questions from media or members of the public around Alcohol Awareness Week.

What is Alcohol Awareness Week?

The Department of Health in England's Know Your Limits campaign is using the week to raise awareness of the health risks of drinking above the CMO's lower-risk limits for regular drinking, and to provide straight-forward help for those who want to cut back. The campaign is encouraging people to keep a simple drink diary for the week to learn whether their drinking could be putting them at risk.

Who is the target audience for Alcohol Awareness Week?

Over a quarter of the population in England (10 million adults) drink above the guidelines for lower risk drinking. Of these, 2.6 million adults (8% of men and 6% of women) regularly drink at higher risk levels.

What are the CMO's recommended lower-risk drinking guidelines and what are the health risks associated with drinking over the guidelines?

The CMO recommends men do not regularly drink more than 3-4 units a day and women do not regularly drink more than 2-3 units a day. Regularly drinking more than these levels can increase your risk of heart disease, breast cancer, liver cancer, stroke and other diseases.

What do you want people to do during Alcohol Awareness Week?

The Know Your Limits campaign is encouraging people across England and Wales to take stock of how much they are drinking by keeping a drink diary for the week. See www.nhs.uk/units for further information.

Why are you not focusing on binge drinking? Surely that's a bigger problem?

The focus for this year's Alcohol Awareness Week is health harm and strategies for cutting back on alcohol intake. Regular consumption in excess of the CMO lower-risk drinking guidelines is a significant public health problem. There are around 16,000 premature deaths each year in England and Wales associated with alcohol misuse and alcohol-related hospital admissions are increasing at a rate of 70,000 per year in England.

The Home Office continues to run its binge drinking campaign, also under the Know Your Limits umbrella, helping 18-24 year old drinkers understand some of the risks to their health and personal safety if they drink large amounts at one time.



Know Your Limits Units materials

This section outlines campaign resources which are available for you to order free of charge, subject to maximum order limits, to support your Alcohol Awareness Week activity. To place your order, visit www.orderline.dh.gov.uk, phone **08701 555455** or email dh@prolog.uk.com. You can also order the KYL Binge materials via this route. Please note that you can only order materials if you are based in England.

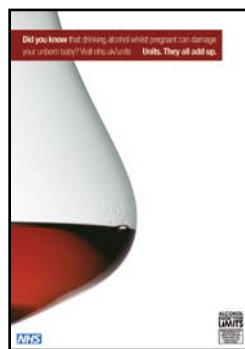
If you would like to print additional copies of these materials, or to use the campaign images to produce your own materials, you can download artwork from www.nhs.uk/alcoholstakeholders.

Please note that use of the artwork will need to be approved by the Department of Health, so you should factor in an additional 5-7 working days when you're planning your activity.

A3 photographic posters



Unit drinks
Ref: 287655



Pregnancy
Ref: 287656



Lager
Ref: 287657



Wine
Ref: 287658

Leaflets



Pregnancy
Ref: 287652



Units and you
Ref: 287653

Campaign folder



Alcohol campaign folder
Ref: 287821

Unit counter



Unit counter
Ref: 287659

Materials for healthcare professionals



Fold out z-card
Ref: 287819



Wall chart
Ref: 287818



Alcohol fact sheet
Ref: 287820

Pharmacies



Scratchcard
Ref: SCRATCH2009

The Know Your Limits campaign

The Know Your Limits campaign aims to raise awareness of the number of units in different drinks and the health harms associated with regularly exceeding the lower-risk drinking guidelines. Innovative and eye-catching advertising ran across broadcast and print media in England in 2008-9. By getting involved in Alcohol Awareness Week, you are helping to ensure the continued success of the KYL campaign.

Evaluation of the campaign, which launched in May 2008, is already showing encouraging signs. Post-wave tracking research (February 2009) showed:

- A total campaign reach of 76%
- That the campaign is reaching drinkers across the board, with lower, increasing and higher-risk drinkers all showing similar campaign recognition levels
- That almost 8 out of 10 people agree the campaign adverts 'make you aware that regularly drinking more than a certain number of units can add up to a serious health problem'
- That those who have seen/heard the campaign have a better understanding of units and the Chief Medical Officer recommended unit guidelines than those who have not

Healthcare professionals

The KYL campaign is also encouraging healthcare professionals, particularly GPs and practice nurses, to offer support and advice around alcohol to their patients. Bespoke training materials and resources have been introduced to help professionals run the simple Identification and Brief Advice (or IBA) process – a proven effective means by which alcohol consumption can be reduced to lower-risk levels in many patients.

Community pharmacies across England have also been provided with a KYL campaign pack and accompanying support materials to help them start conversations on alcohol with their customers.

Workplaces and gyms

The KYL campaign has reached out to employers through a partnership with the Chartered Institute of Personnel and Development. Companies across the country have signed up to circulate a Units online game, distribute materials and run wider internal KYL campaigns for their staff.

A second partnership, with the Fitness Industry Association, has enabled thousands of health-conscious gym users to find out about how alcohol can impact on their health.



More information

For further information about the Know Your Limits campaign visit:

www.nhs.uk/units

www.nhs.uk/alcoholstakeholders

Other sources of useful information:

www.alcohollearningcentre.org.uk

www.alcoholconcern.org.uk

www.drinkaware.co.uk

You can also download this pack from the Know Your Limits stakeholder website,

www.nhs.uk/alcoholstakeholders

Have you found this pack useful?

We welcome feedback on this pack. We would also like to hear about any communications activities you are currently running around alcohol and lower-risk drinking in your area, and any lessons learned in the process that other stakeholders might find helpful.

Please email any ideas and experiences to us at

knowyourlimits@forster.co.uk



**ALCOHOL
KNOW YOUR
LIMITS**

SHOULD NOT REGULARLY EXCEED	
MEN	WOMEN
3-4	2-3
UNITS DAILY	UNITS DAILY

DOUBLE GIN AND TONIC(50ML): ABV 40% **2 UNITS**