



Helpful messages for non dependent drinkers



Change
Grow
Live

Campaign objective and background

CREATE A MOMENT OF REFLECTION

The idea is to create a MOMENT OF REFLECTION, encouraging people to question when and how much they're drinking during lockdown.

Why?

Isolation and anxiety are driving people to drink more during lockdown (see [Alcohol Change research on the next page](#)) and people might form new habits during this time that will continue when these measures are lifted, affecting their long-term health.

We want to help people recognise these habits and take active steps to change them.

Alcohol Change research

1. Around one in five drinkers (21%) told us that they have been drinking **more frequently** since the lockdown. This suggests that around **8.6 million UK adults** are drinking more frequently under lockdown.
2. While almost half of drinkers told us they are drinking about the same amount on a typical drinking day, 15% said they have been **drinking more per session** since lockdown.
3. Nearly one in five (18%) daily drinkers have further increased the amount they drink since lockdown.

[Article link](#)

We need your help

We have a selection of messages prepared (and a colourful graphic and video) that we would like you to share on your social media channels so we can reach a wider audience and together we can get the people of Hertfordshire to reconsider their drinking habits.

The links we've provided direct people to either the Alcohol Change UK [website](#), the Change Grow Live alcohol advice [quiz](#) or the Spectrum Drug and Alcohol Service [webpages](#) (where people can find details of local support).

If you would like to direct people to other alcohol resources, we're more than happy for you to still use the messaging and images as well.

It's a lockdown, not a lock in



Example messages

- You might have noticed your drinking habits have changed recently. It's important to try and stick to a normal routine at times like this. If you find yourself drinking earlier, or drinking more and feel worried, take a look at our alcohol quiz: bit.ly/3cid8dM
- In times like these, you might be feeling worried or bored. It's tempting to have a drink when you feel this way. If you're worried about anything, you can find help locally: bit.ly/2WHNWac
- It used to be a quick one after work with friends or a glass of something when you got home. If you're finding yourself drinking earlier in the day, take a look at Alcohol Change UK's info and advice hub: bit.ly/2AiL4cb

More example messages

- Time for a drink? Or time for a chat? We're all looking for ways to pass the time in lockdown. It's tempting to have a drink when you feel this way, but it's also easy for this to gradually get out of control. Why not catch up with a friend instead? If you find yourself drinking earlier, or drinking more and feel worried, you can find advice here: bit.ly/2AiL4cb
- In times like these, you might be feeling worried or bored. It's tempting to have a drink when you feel this way, but it's also easy for this to gradually get out of control. Keep an eye on how much you're drinking: bit.ly/3cid8dM
- If you find yourself drinking more than you used to, drinking at a set time each week could help you. You could wait until after 6pm, when the children go to bed or at the weekend. If you do find yourself drinking earlier, or drinking more and feel worried, take a look at this advice: bit.ly/3cid8dM