National Dry January campaign

Emily Robinson @emilyrobinson1
Deputy CEO Alcohol Concern
1) How does Dry January work?
2) What are the results?
3) What makes it a success?
4) Some local examples
5) A practical exercise – campaign planning how it can work in your trust
“A simple, accessible public health intervention, encouraging people to experience a month without alcohol”
"What you have is a pretty average group of British people who would not consider themselves heavy drinkers, yet stopping drinking for a month alters liver fat, cholesterol and blood sugar, and helps them lose weight.

If someone had a health product that did all that in one month, they would be raking it in."

Kevin Moore, consultant in liver health services at UCLMS.
How it works?

• Sign up online at www.dryjanuary.org.uk
• Receive weekly email with tips and support
• Get sponsored or hold fundraising events as an option
• Have a conversation with someone about it
• Find a community of support on Facebook and receive info in online advice sessions
In numbers

• **17,312** people taking part with us online – over 400% more than last year
• **25,077** likes on Facebook
• **3,461** followers on Twitter
• **800 +** pieces of media coverage
• **10** online advice sessions with more than **10,000** people tuning in to each one
Who took part?

Sign Ups by age

- Didn't Respond: 3%
- Under 18: 0%
- 18-25: 16%
- 26-35: 28%
- 36-45: 26%
- 46-55: 19%
- 56-65: 6%
- 65+: 2%

Sign Ups by Region

- Yorkshire and the Humber: 6%
- East: 7%
- East Midlands: 4%
- London: 13%
- North East: 28%
- North West: 17%
- South East: 11%
- South West: 7%
- West Midlands: 7%
- Yorkshire and the Humber: 6%

Dry January
Alcohol Concern
Promoting health; improving lives
Did we attract the ‘right’ drinkers?

- Low risk: 15%
- Increasing risk: 22%
- Higher risk: 14%
- Possible dependence: 49%
Does it work?

• **Elaine** Thank you Dry January for this month. I don't think you can realise how appreciative I am and what amazing changes this has made to my life. See you next year x x x

• **Adrian** So many things have improved for me. Apart from feeling much better I managed to fit into a pair of jeans at the weekend that I haven't been able to for over a year! So may just continue into dry feb

• **Elin** I plan to keep going. The positive effects have been such that even my husband sees the difference it has made for me, physically and mentally. Consequently, he has cut back significantly on his own drinking.

• **Jon** .... I had fidgety legs some years ago, and it was because I could not relax properly. I had to discover what was causing me stressful thoughts as I tried to sleep, and cut it out. I think that the alcohol was only masking my real problems.
effect on drink-refusal self-efficacy

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Changes in alcohol intake after doing Dry January

- Drinking days/week: 4.7
- Drinks/drinking day: 4.0
- Drunk episodes/month: 3.0
- AUDIT: 11.2

Successful: Jan '14
Successful: Aug '14
Changes in alcohol intake after doing Dry January

- Successful: Jan '14
- Successful: Aug '14
- Unsuccessful: Jan '14
- Unsuccessful: Aug '14

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Alcohol Concern
Promoting health; improving lives

DRY JANUARY®
Summary of results

• Women more likely than men to take part in the campaign
• People aged 25-45, employed and White British taking part.
• Higher than average drinkers took part
• Clearly some people trying the campaign to decide if they had an alcohol problem
• People taking part
  – reduced consumption
  – fewer drinking days in the week
  – increased ability to turn down drinks on social emotional situations
  – reported weight loss, improved sleep, increased energy
What does it tell us about alcohol?

• People are willing to talk about alcohol in an informal way if approached as ‘us’ rather than ‘you’
• Cutting down drinking with others might be easier than trying it alone
• There’s a large group of people worried about their drinking but not sure where to turn
• There is a window of opportunity to challenge our drinking culture
• There still aren’t enough tasty non-alcoholic adult drinks out there!
Innovative local ideas

Hands off approach led to new ideas and launch of Dry January Awards for partners
Partner activity
Plans for Dry January 2015

RASPBERRY MINT MOJITO (MOCKTAIL)

3/4 cup Original Kombucha
Juice of 1/2 lime (plus 2 wedges to garnish)
1 Env. mint syrup (plus a few sprigs to garnish)
1/2 tsp grated ginger
3/4 cup ice cubes
1/4 cup fresh raspberries
1/4 tsp cinnamon
1 tsp maple syrup
Serve over ice
Challenges for campaign

• Men v Women debate
• Getting people to sign up and provide data on their drinking
• Fundraising, competition and confusion
• Ongoing support beyond January
Questions, comments, suggestions?

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Planning a practical campaign

• Darlington Borough Council – winner of Dry January award for organising a dry pub crawl of 12 different local pubs offering a range of non-alcoholic drinks. Jointly organised with local police force and licensing authority.
Ideas from previous years

• Mocktail making demonstration sessions
• Blogs from senior members of staff
• Dry January quizzes and afternoon teas
• Events in job centres
• Promotion on coffee cup sleeves
• Local football team signed up
Things to consider

• Appoint a Dry January champion?
• Get someone senior signed up to take part?
• Running a non alcoholic work social?
• Communicating with people without email?
• Calendars, desk flags, wristbands?
• Fundraising afternoon tea?
• Signposting for help for serious issues?
Practical exercise

• In groups – 10 mins on each question
• 1) How will you engage senior managers?
• 2) Plan a non alcoholic social event for colleagues
• 3) How will you signpost people for extra help & support?