

# Alcohol Behaviour Change Toolkit



[drinksmarter.org](https://www.drinksmarter.org)





# Drop a glass size in 2013

Get in great shape inside and out

## 1. Introduction

Welcome to the Alcohol Behaviour Change campaign 2013 toolkit. Inside this toolkit, you'll find helpful information such as:

- Ideas of what you can do to get involved in the Alcohol Behaviour Change campaign
- Materials that are available to support the Alcohol Behaviour Change campaign
- Hints & tips for responsible drinking
- Sample articles
- Campaign materials
- A toolkit is available online at **[drinksmarter.org](http://drinksmarter.org)**



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## 2. Contents

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## 3. Alcohol Behaviour Change campaign 2013 – Time to think about what you drink.

### Background

Most people are aware of the dangers of excessive drinking. It has obvious effects: antisocial behaviour in binge drinkers, chronic liver disease amongst hardened drinkers, and alcoholism. However, few people realise that they are regularly drinking at levels that place their physical and mental health at risk and as a result often deflect alcohol misuse as someone else's problem.

With this in mind we have developed a targeted alcohol behaviour change communications campaign to encourage Scots to contemplate and ultimately moderate their alcohol consumption.

### Target audience

Women aged 30-50 in C1C2DE socio-economic groups and those living in areas of deprivation have been identified as a key target for the campaign as research indicates that they are more likely to engage with alcohol messages than other groups. Additionally, they are often perceived as being a 'gatekeeper' to the home, taking a lead role on parenting responsibilities and purchasing decisions for in-home drinking as well as having the potential to influence a spouse or partner on their alcohol consumption. However, the campaign message of moderation can be applied to Scotland's population as a whole – not just our specific female audience.

### Campaign objectives

The campaign will focus on the following objectives:-

- educate our audience that the amount they are drinking is too much;
- make alcohol misuse personally relevant; and
- explain the health consequences, both short and long term, of regularly drinking more than the sensible drinking guidelines.



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## Campaign Activity

The national campaign launches on 7 January 2013 and will run until 31 March 2013 on radio, online, outdoor and in magazines. The magazine activity will take the form of bound-in inserts in women's titles such as Closer, Take a Break and Women's Own, which have a strong readership amongst our target audience.

The campaign will be supported by community engagement events in local shopping centres. Events will be located near supermarkets to encourage the target audience to consider their alcohol consumption before the point of purchase.

The local field event dates are as follows:

Date	Health Board	Venue	Location
2013			
Fri 1st Feb	Dumfries & Galloway	Lorneburn Centre	Dumfries
Sat 2nd Feb	Ayrshire & Arran	Rivergate Centre	Irvine
Fri 8th feb	Greater Glasgow & Clyde	Forge Shopping Centre	Glasgow
Sat 9th Feb	Greater Glasgow & Clyde	St Enoch Centre	Glasgow
Fri 15th Feb	Highlands	Eastgate Centre	Inverness
Sat 16th Feb	Grampian	Union Square	Aberdeen
Fri 22nd Feb	Tayside	Overgate Centre	Dundee
Sat 23rd Feb	Forth Valley	Howgate Centre	Falkirk
Fri 1st March	Lanarkshire	Regent Centre	Hamilton
Sat 2nd March	Fife	Kingdom Centre	Glenrothes
Fri 8th March	Lothian	The Gyle	Edinburgh
Sat 9th March	Lothian	The Gyle	Edinburgh



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Alcohol measuring cups will be used to demonstrate the sensible drinking guidelines and allow our audience to self-assess when comparing to their usual alcohol consumption.

## Key campaign messages

- Drop a glass size in 2013 – get in great shape inside and out.
- We're all drinking too much – it's all too easy to lose track of what you've had to drink at any one time given different sizes and strengths of drinks.
- Every time you have a drink, whether that's after work, to relax after a tiring day with the kids, with a meal, while watching TV or catching up with friends, it all adds up to more than you think.
- The sensible drinking guidelines are lower than most people realise – men shouldn't regularly drink more than 3-4 units a day (equivalent to a pint and a half of 5% ABV lager) and for women it's 2-3 units a day (equivalent to a 250ml glass of 12% ABV wine).
- Over time, drinking more than the sensible drinking guidelines could be damaging your health in both the short and long term.
- Not only is alcohol stuffed with more calories than many foods making you put on weight, drinking too much can lead to poor skin, brittle hair and nails and can cause an increase in mood swings, anxiety and depression.
- Regularly drinking over the sensible drinking guidelines will not only affect your appearance and general health, it can also disrupt your sleep and lead to an increased risk of high blood pressure, chronic liver disease and breast cancer.
- There's still time to turn it around. By making small changes to the way you drink, you can make a big difference to the way you feel now and to your long-term health and wellbeing.



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## 4. Tips for sensible drinking

- **Remember size isn't everything** – A large glass of white wine can contain 3 units of alcohol – think about how that adds up over a night if you're drinking more than one.
- **Set yourself a drinking budget and stick to it** – Think about how much you're going to drink before you go on a night out. One way of making sure you don't go over this is to take only enough money to buy the drinks you want (and a bit more to get you home safely).
- **Eat before you drink** – Eat a good meal before you start drinking, or enjoy some snacks while you drink. This helps to slow down the effect of alcohol on your body.
- **Alternate alcohol with soft drinks or water** – It will help you cut down the number of units you consume and avoid a hangover the next day. Drink water regularly whilst you're out drinking and also when you get home to keep hydrated.
- **Keep the sensible drinking guidelines in mind** – The guidelines are lower than you might think – women should not regularly drink more than 2-3 units per day and men 3-4. (That's one large glass of wine or a pint and a half of beer.)
- **Have a break** – Aim to have at least 2 alcohol-free days every week to give your body a break.
- **Know your strength** – The strength of drinks varies dramatically depending on what you're drinking. So make sure you know how many units are in your drink, and keep tabs on your intake. A cocktail can contain as many as 4 units, while a 750ml bottle of table wine (12% vol) totals 9 units.
- **Measure your drinks** – Use a unit measure cup to keep track of how much you're pouring at home.
- **Keep a diary** – Try keeping a drinking diary, noting how much you drank and where and you'll get a better idea of your alcohol intake.
- **Find out more** – For more information, tips and tools go to our website [www.drinksmarter.org](http://www.drinksmarter.org)



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## 5. How can I get involved?

**There are a number of ways that you can help to support the campaign:-**

**Intranet/staff newsletter** – Articles from this toolkit can easily be copied and pasted onto your intranet or staff newsletter to promote the campaign.

**Notice boards, websites and emails** – An email footer, web buttons and a desktop wallpaper are available to help you promote the campaign.

**Campaign materials** – A poster, mocktail recipe card and unit table are also available to download and print locally – spreading the word about the campaign in your local area.

**Facebook Drinkingandyou** – The campaign will have an even greater presence on Facebook this year. The Wine Guess Challenge and Drop A Glass Size tools will be available to do on Facebook. Visitors to the page will be able to find out about Drop a Glass Size Field Marketing events happening near them. They will also be encouraged to share their progress through the page.



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## 6. Sample Articles

Word count: 581

### A tittle a day makes the wrinkles stay

Many of us enjoy a nice glass of wine to help us relax in the evening. Whether we've had a stressful day at the office or been run off our feet looking after children, we all deserve a few moments to ourselves and a wee tittle can really help us unwind at the end of a tiring day.

But over time it can add up to more than you think and it's all too easy for that one glass to become two and before you know it most of the bottle is gone. The sensible drinking guidelines are lower than many people realise. Men shouldn't regularly drink more than 3-4 units a day and for women it's 2-3 units – that's the same as just one large glass of wine a day.

So while a few glasses of wine here and there is okay, the fact is that regularly drinking too much can seriously impact on your health. In the short term, you may have disturbed sleep, feel sluggish the next day, start to gain a bulging waistline and suffer brittle hair and nails, as well as looking older and speeding up the ageing process unnecessarily.

Over the long term regularly exceeding the sensible drinking guidelines can add years to our faces and increase the risk of breast cancer and liver damage. Once the lines are there it's very difficult to get rid of them. It's much easier and a lot less painful to take a preventative approach to ageing and reduce alcohol amounts before the lines appear than wait to see the effects then cut down.

In addition, regularly drinking more than the sensible drinking guidelines could have much more serious effects on our health like an increased risk of high blood pressure, chronic liver disease and even breast cancer.

You can see how regularly overindulging could be affecting your health and looks by downloading a new free 'drinking Mirror' app\*, which shows just how much that extra glass could be affecting your face. It will also show you how, by dropping a glass size, you can reduce the ageing effects of alcohol. The app can be downloaded from [www.drinksmarter.org](http://www.drinksmarter.org)

\*Available from 7th January 2013



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Perhaps it's time to start thinking about how much we're actually drinking on a daily basis and break the habit. That's why we're encouraging people to think about how much they are drinking and to take easy steps to cut down. On the website you can take the Wine Guess Challenge to find out just how many units are in your daily tipple. You can also discover the advantages of Dropping a Glass Size in 2013.

So if cutting down your alcohol intake sounds like something that would benefit you, think about finding other ways to unwind and reward yourself. We should all aim for at least two alcohol-free days a week so treat yourself in another way for example by having a soak in the bath, making a delicious mocktail or doing your nails.

Whatever you choose to do making small changes to your drinking habits now could not only make you look and feel better, it could also help you improve your long term health.

As well as the drinking mirror app there are lots of other online tools, information and resources at **[www.drinksmarter.org](http://www.drinksmarter.org)** that can help keep you on track. By reducing how much and how often you enjoy a drink, you could really help your health.

Visit **[www.drinksmarter.org](http://www.drinksmarter.org)** for:

- **The Wine Guess Challenge**
- **A free downloadable Drinking Mirror app\* for smart phones**
- **The Drop a Glass Size tool**
- **Unit calculator**
- **Responsible drinking tips**

*\*Available from 7th January 2013*



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Word Count: 557

## Take the wine guess challenge and check your alcohol intake

Just how often do you have a drink and how does your wine glass measure up? Most of us like a drink now and then, but without really knowing how many units are in your wine glass at home it's all too easy to drink over the Sensible Drinking Guidelines. Women shouldn't regularly drink more than 2-3 units a day and men, 3-4. We should all aim to have two alcohol-free days a week to give our bodies a break.

Many of us enjoy a drink to relax but the reality is that we're all drinking too much and it's all too easy to lose track of how much we've had to drink at any one time, particularly when drinking at home where measures tend to be on the generous side. And, if your wine glasses are on the large side too, you could be doubling up on measures without even knowing it.

It has become the norm to enjoy a tippie at home more often – over dinner or perhaps in front of the TV. Unfortunately there's no standard glass size for drinking at home, meaning you might think you're pouring a small glass of wine (125ml) but in reality be consuming double that! Drinking regularly like this over time can be damaging to our health in both the short and the longer term.

That's a lot of units, a lot of calories, and a lot of hidden harm to your body... like poor sleep, brittle hair and nails, premature ageing, and even an increased risk of breast cancer.

But, it's not all bad. If you're ready to think about your alcohol intake, try taking the new Wine Guess Challenge at **[www.drinksmarter.org](http://www.drinksmarter.org)** and see if you know how many units are in your glass.

Check and see if you're a neat cheat or a big sipper. Finding out exactly how much you're drinking will make it easier to stick to the Sensible Drinking Guidelines. By reducing how much and how often you enjoy a drink, you could really help your health and your bank balance.



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Each gram of alcohol contains seven calories so if you're watching your waistline, cutting down on alcohol will help to reduce calorie intake. Alcohol can also weaken your willpower, tempting you to eat more than you planned. So if you've set yourself a healthy outlook for 2012, the biggest favour you can do for yourself is to cut back your regular drinking.

Instead of being knee deep in crates full of glass for recycling and wondering why we can't shift those extra pounds, despite having cut out the snacks and getting more exercise and wondering why our bank balance is dwindling despite having nothing to show for it – reducing your alcohol intake may just be the answer you're looking for. By simply reducing our daily alcohol intake and having two alcohol-free days you'd be surprised to see the difference it could make over a year.

To make a positive change head online and take the Wine Guess Challenge. You'll also find lots of other online tools, information and resources at [www.drinksmarter.org](http://www.drinksmarter.org) that can help you keep on track.

Visit [www.drinksmarter.org](http://www.drinksmarter.org) for:

- **The Drop a Glass Size tool**
- **The Wine Guess Challenge**
- **A free downloadable Drinking Mirror app for smart phones (available from the 7th January 2013)**
- **Unit calculator**

*\*Scottish Health Survey, 2010*



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Word Count: 746

## Is it time to drop a glass size for 2013?

In recent years there has been a change in our drinking habits and we no longer need a special occasion to crack open a bottle of wine. These days, having a drink at home to round off the day has become a regular thing for many of us. So what gets us to pour ourselves a drink more often? And, is it really okay for our health to do so?

Enjoying a glass of wine after a tough day at work, a hard day with the kids or when you've got your feet up in front of the TV can be enjoyable. Many of us would say that alcohol can help us wind down but more often than not – especially when drinking at home – 'just one glass to relax' can turn into two or three, sometimes even the whole bottle!

What many women don't realise though is that every time you have a drink, it adds up to more than you think. Without knowing it many of us are exceeding the sensible drinking guidelines on a frequent basis. Men shouldn't regularly drink more than 3-4 units a day and women 2-3 units – that's the same as just one large glass of wine, ladies!

The size of the glass you pour and the strength of the alcohol you are drinking makes a big difference to the number of units you're consuming. When drinking at home, with the absence of pub measures or glass sizes that we're used to in bars, some of us could be drinking double the amount of alcohol we think we are due to the amount of wine we're pouring ourselves. You might think you're pouring a small glass of wine (125ml) but in reality it could be double that!

With figures showing that around 38% of women exceed the sensible drinking guidelines in a typical week\* it's taking its toll on our bodies without us even realising it. Some of the effects of overdoing it are obvious, like a bad night's sleep, or that tell tale headache the following morning, but over time the invisible effects of alcohol can also catch up with us too, damaging parts of the body you can't see, increasing your risk of high blood pressure, liver disease or even breast cancer.

The good news is that by making some simple adjustments to our drinking habits – such as dropping a glass size – it's easy to make a positive difference in 2013.



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By simply selecting a smaller glass you will pour yourself a smaller drink – it's the same principle as eating from a smaller plate when you're on a diet. When it comes to losing weight alcohol is the first thing that you should consider reducing. The word aperitif is French in origin and refers to the alcoholic drink taken before meals to increase your appetite and has been a tradition for hundreds of years. Drinking alcohol also inhibits the amount of fat we can burn meaning that if you want to drop a dress size – dropping a glass size is the easiest way to make a big difference.

It's also sensible to try to have at least two alcohol free days a week and do something else to treat yourself instead. You could do your nails in front of the TV, have a long-soak in the bath or even swap your regular tittle for a tasty mocktail instead – to name but a few ideas.

Aside from the obvious health implications drinking is also an expensive pastime that leaves us with nothing else but a guilty complex, boxes full of empties to carry down the street to the recycling bin and a bank balance which constantly moves in the wrong direction.

Whatever you choose, making small changes to your drinking habits could not only make you look and feel better, it could also help you improve your long term health so you're happier and healthier for longer.

As well as the Drop a Glass Size tool there are lots of other online tools, information and resources at [www.drinksmarter.org](http://www.drinksmarter.org) that can help you keep on track. Reducing how much and how often you enjoy a drink now, could really help improve your health for the future.

Visit [www.drinksmarter.org](http://www.drinksmarter.org) for:

- **The Wine Guess Challenge**
- **A free downloadable Drinking Time Machine ageing app for smart phones**
- **The Drop a Glass Size tool**
- **Unit calculator**
- **Responsible drinking tips**

*\*Scottish Health Survey, 2010*



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## 7. Campaign materials

This toolkit and the following campaign materials are available to download from [www.drinksmarter.org/toolkit](http://www.drinksmarter.org/toolkit)

- Generic poster
- Mocktail recipe card
- Unit measure guide
- Web assets

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[drinksmarter.org](http://drinksmarter.org)

 **healthier  
scotland**  
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## Mocktail recipe card



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### Margarita Mocktail

How to make a Margarita Mocktail.

RECIPE INGREDIENTS

- 50ml Sour mix
- 50ml Fresh Lemon or Lime juice
- 75ml Lemonade

Dip the rim of a cocktail glass in lemon juice then in salt. Mix all the ingredients in a cocktail shaker/stirrer and pour into the glass. Garnish with a single lime slice on the rim.



### Mojito Mocktail

How to make a Mojito Mocktail.

RECIPE INGREDIENTS

- 40ml Soda water
- 3 Fresh Mint sprigs
- 2 tsp Sugar
- 3 tbsp fresh Lemon or Lime juice

Crush the mint, lemon or lime juice and sugar in the bottom of the glass. Add the remaining ingredients and stir.

Women shouldn't regularly drink more than **2-3 units a day**

## Unit measure guide



**Single measure spirit**  
**1 unit** ABV 40% 25ml



**Alcopop**  
**1.4 units** ABV 5% 275ml



**Standard glass of wine**  
**2.1 units** ABV 12% 175ml



**Pint of lager**  
**2.8 units** ABV 5% 568ml



**Bottle of cider**  
**1.4 units** ABV 5% 275ml

Drink – it adds up to more than you think

**[drinksmarter.org](http://drinksmarter.org)**

### Sensible Drinking Guidelines



**2-3**  
units daily



**3-4**  
units daily

Aim to have at least 2 alcohol-free days a week.

## Web assets

### Banners



### Button



### Email footer



### Wallpaper



These banners can be used on your own websites or intranet pages, or as an email footer. To use the banners (that accompanied this toolkit in JPG format) please right-click on these and select 'Save picture as...' from the menu of options. You will then be given an option to save to a location on your computer.



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## Other campaign assets

We have tried to supply you with all the campaign tools that you'll need to support the campaign at a local level. If you need anything else, please contact:

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