

ALCOHOL AWARENESS

CAMPAIGN ACTIVITY IDEAS



Better Health
at Work Award

**BETTER HEALTH AT
WORK AWARDS -
PRIMARY CARE**

betterhealthatworkaward.org.uk



ACTIVITIES → CAMPAIGNS → HEALTHY CHANGE

This guide contains some ideas of activities you can run in your workplace to promote workplace health and wellbeing and form a campaign.

There are many other campaign resources on the Better Health at Work Award Portal.

Your Campaigns are the most visible part of your workplace health and wellbeing activity and are made up of 2-3 activities all focused on the same topic or theme.

Activity

**A single action eg. putting up posters/
sending an info-email/organising an event
on a chosen theme**

Campaign

**Made up from a minimum of 2-3 activities
all focussed on the same topic/theme**



GUESS THE UNITS

Overview

The government recommend both males and female should drink no greater than 14 units or less per week, with at least three alcohol free days.

Many people are not aware of this recommended guideline, therefore do not adhere to it.

A guess the units game can make staff aware of the unit content of many popular alcoholic drinks, and educate on how much they should be drinking. In addition, you can add other important metrics to the game such as guess the sugar content or calorie content. Many people are also unaware of the high calorie and sugar content of some alcoholic drinks.



GUESS THE UNITS

Action 1

To get the best interaction, it would be best hosting a session over lunch or a meeting where you can interact with staff face to face. If this is not possible, the activity could be done over Team's/Zoom calls, or even in a group chat or email.

Action 2

Choose which drinks you would like to be part of the guess the units game. You could use the image at the bottom of this section which has generic alcoholic drinks and the unit information, or choose your own specific branded drinks to include.

Action 3

Decide how you want staff to engage with the activity to match the units to the correct alcoholic drink. You could use cut out images of the alcoholic drinks and units to match up. You could run through slides on a PowerPoint one by one asking staff to shout out the answer or write on a post it note.



GUESS THE UNITS

Action 3 **Continued...**

Also include the sugar content and calories of common drinks to guess if you wish. Resources and links for this are in the resources section below.

Action 4

Set a date and time for the session and advertise the activity to your colleagues via email, posters and any other communication channels you use. Ask people to sign up to the session so that you can record numbers for the campaign log in your online portfolio.

Action 5

Before starting the guess the units part of the session, ask staff to either note down or shout out what they think the government guidance is for weekly alcohol intake. Share thoughts and relay the correct guidelines. Provide information on what a unit looks like so staff can quantify.



GUESS THE UNITS

Action 6

Start the guess the units game with the group. You can create a scoreboard if you wish with who gets the most correct answers.

Action 7

Collect feedback from staff post activity. See the feedback and evaluation guide on the portal for guidance and tips on collecting feedback.

Measuring units

Units provide a simple way for us to calculate the quantity of pure alcohol in a drink using its strength and size.

One unit equals 10ml or 8g of pure alcohol. You can work out how much alcohol is in your drink - based on its strength and size - by using the following equation:

- $\text{strength (alcohol by volume or ABV)} \times \text{the volume of the drink (in millilitres)} \div 1,000 = \text{the total number of units in your drink}$

So to find the number of units in a pint of 4% ABV beer, calculate:

- $4 \text{ (ABV\%)} \times 568 \text{ (ml)} \div 1,000 = 2.3 \text{ units}$

or

For a medium-sized glass of 13% ABV wine calculate:

- $13 \text{ (ABV\%)} \times 175 \text{ (ml)} \div 1,000 = 2.3 \text{ units}$



GUESS THE UNTIS

Additional Tips

- Use meetings and lunch breaks to get staff involved in the activity.
- If you are unable to get staff together for a guess the units session, have the activity on a staff notice board so they can interact with it when they please.
- Compare the calories in drinks against some common meals and snacks. The links detail this information.
- Use sugar cubes to display sugar in drinks as a prop. Or, relay sugar in tea spoons to make the information easy to understand.

Remember

Look for ways of evidencing this campaign -

- Take pictures of staff engaging in the activity if possible.
- Keep evidence of any additional resources such as, props used, scoreboards, feedback etc.
- Keep a log of participants.
- Save any promotional resources used or information sent out to staff.



GUESS THE UNITS AND CALORIES RESOURCES

**Remember there are many more resources
and case studies to help you at:**

betterhealthatwork.org.uk

<https://www.nhs.uk/live-well/alcohol-support/calories-in-alcohol/>

<https://alcoholchange.org.uk/alcohol-facts/interactive-tools/check-your-drinking/alcohol-units>

<https://alcoholchange.org.uk/alcohol-facts/fact-sheets/alcohol-and-calories>

Beer
1 Pint
4.4%



Alcopops
275ml
5%



Wine
175ml
glass
12%



Spirit
shot
35ml
40%



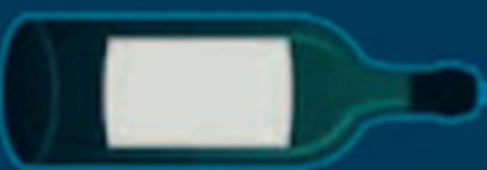
Spirit
shot
25ml
40%



Cider
1 Pint
5.2%



Wine
750ml
12%



Vodka
1 litre
40%



Cheap wine
1 litre
5%



Beware
Home measures are usually larger than pub measures

1.4	2.5	9	1.4	40	1	3	2	5
units	units	units	units	unit	units	units	units	units

Beer
1 Pint
4.4%



2.5
units

Alcopops
275ml
5%



1.4
units

Wine
175ml
glass
12%



2
units

Spirit
shot
35ml
40%



1.4
units

Spirit
shot
25ml
40%



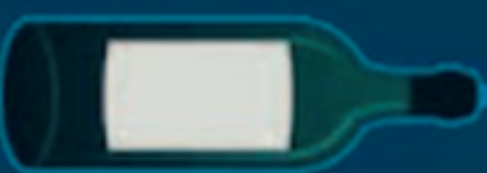
1
unit

Cider
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Wine
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Vodka
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Cheap wine
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5
units

Beware
Home measures are usually larger than pub measures

1.4	2.5	9	1.4	40	1	3	2	5
units	units	units	units	unit	units	units	units	units

Alcohol and calories

Unhealthy weight gain is a concern for many of us in the UK, and alcohol is high in calories. How can we make healthy choices when it comes to including alcohol in our diets?

Among adults who drink, alcohol accounts for somewhere between 4% and 10% of our total calorie intake. For those of us who are watching our weight, reducing how much alcohol we drink is one way to manage the number of calories we consume.

Research has shown that the general population has a relatively poor awareness of the number of calories in their drinks. A survey of over 2,000 UK adults in 2014 showed that over 80% of people did not know or underestimated the number of calories in a large glass of wine, and over 60% of people did not know or underestimated the number of calories in a pint of lager.¹

This situation is not helped by the fact that many alcohol producers do not list on their packaging the number of calories in their drinks.²

Among adults who drink, alcohol accounts for somewhere between 4% and 10% of our total calorie intake.

How many calories are there in alcoholic drinks?

The recommended daily calorie intake for a man is around 2,500 calories (kcal) and for a woman around 2,000, although these values can vary depending on things like age, weight, and fitness levels.³

One gram of alcohol contains seven calories (7kcal), compared with 9kcal per gram for fat, and 4kcal per gram for carbohydrate and protein. One unit of alcohol contains eight grams or 10ml of alcohol, which provides 56kcal. However, other ingredients in alcoholic drinks, such as sugar, cream and fruit juice, can add more calories.

The table below provides an estimate of the total calories found in different types of alcoholic drinks. Use the unit calculator on our website to find the number of units and calories in your favourite drink.

Type of drink	Size	Alcohol by volume (ABV)	Units	Calories (kcal)
Standard glass of wine	175ml	12%	2.1	158
Large glass of wine	250ml	12%	3.0	225
Beer, lager, cider	Pint	5.2%	3.0	222
Spirits (neat)	25ml	40%	1.0	50

Watching your intake

Many of us often forget to include alcoholic drinks when thinking about how healthy our diet is. It is easy for calories from alcohol to add up quickly and unnoticed.⁴ Alcohol is also an appetite stimulant, which can lead to overeating at mealtimes and late at night.

To provide all the nutrients needed to maintain health and reduce the risk of disease, a healthy balanced diet containing a variety of foods is needed. Alcoholic drinks lack most essential nutrients and vitamins, so if alcohol is providing many or most of the calories in the diet then there is a risk of nutritional deficiencies.

To achieve and maintain a healthy weight it is best to moderate our alcohol intake. Drinking alcohol rather than eating to prevent putting on weight should be avoided.

Tips for healthier drinking

It's important to remember that there's nothing wrong with calories. They provide the energy our bodies need to function. However, we all need to moderate our alcohol intake as part of staying healthy, both to ensure that we're not consuming too many calories, and to reduce our risk of other alcohol-related harm like cancers, liver disease and mental health problems.

A good way of reducing how much alcohol you drink is by taking days off drinking or alternating between alcoholic and alcohol-free drinks on a night out. You could also download our free app, Try Dry, to help you track your drinking and cut down at alcoholchange.org.uk/app.

www.alcoholchange.org.uk

1 RSPH (2014) Increasing awareness of 'invisible' calories from alcohol, available at <https://www.rsph.org.uk/uploads/assets/uploaded/979245d2-7b5d-4693-a9b3fb1b98b68d76.pdf>

2 See <http://ahauk.org/our-right-to-know-2018/>

3 See <https://www.nhs.uk/live-well/healthy-weight/start-the-nhs-weight-loss-plan/>

4 Dennis, E.A., Flock, K.D. and Davy, B.M. (2009) Beverage consumption and adult weight management: A review, *Eating Behaviors*, Volume 10, Issue 4, pp 237-246.

How much sugar is in your drink?



REAL ALE (PINT)
UP TO 9
TEASPOONS (36g)



GUINNESS (PINT)
5
TEASPOONS (20g)



PREMIUM LAGER (PINT)
3.5
TEASPOONS (14g)



LAGER (PINT)
2
TEASPOONS (8g)



VODKA AND RED BULL
(25ml SHOT, 250ml MIXER)
7
TEASPOONS (27g)



GIN AND TONIC
(25ml SHOT, 200ml MIXER)
5.5
TEASPOONS (22g)



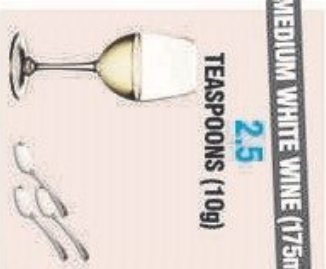
VODKA AND COCA-COLA
(25ml SHOT, 200ml MIXER)
6.5
TEASPOONS (27g)



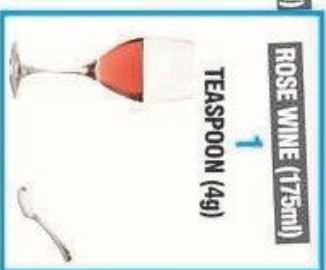
VODKA AND DIET COKE
(25ml SHOT, 200ml MIXER)
VIRTUALLY SUGAR FREE



MEDIUM WHITE WINE (175ml)
2.5
TEASPOONS (10g)



ROSE WINE (175ml)
1
TEASPOON (4g)



RED WINE (250ml)
0.25
OF A TEASPOON (1g)



PROSECCO (125ml)
0.25
TEASPOONS (1g)



SMIRNOFF ICE (700ml)
7.5
TEASPOONS (30g)



BARCARDI BREEZER (700ml)
5.25
TEASPOONS (21g)



MAGNERS PEAR CIDER
(558ml BOTTLE)
8.5
TEASPOONS (34g)



BAILEYS (50ml SHOT)
2.5
TEASPOONS (10g)





ALCOHOL FREE TASTING

Overview

Alcohol free options are more widely available than they have ever been. No alcohol beer, ciders, wine and spirits are becoming a popular choice.

Tasting sessions of these can change peoples opinions, and encourage them to choose more alcohol free options and reduce their alcohol consumption.

The tasting sessions do not have to be held in work, staff can participate in alcohol free tasting in their own personal time.



ALCOHOL FREE TASTING

Action 1

Decide how you would like to run the alcohol free tasting session. This could be a dedicated session on a staff social event, or, you may just want to ask staff to try an alcohol free option in their own time and discuss their opinion in work.

Action 2

Set a date and time for the session, or a time-frame when you want staff to try an alcohol free option in their own time by.

Action 3

Advertise the activity to your colleagues via email, posters and any other communication channels you use. Ask people to sign up to the activity so that you can record numbers for the campaign log in your online portfolio.



ALCOHOL FREE TASTING

Action 4

Run the dedicated session with different alcohol free options to try. You can ask staff to bring their own instead of providing. If you are not running a dedicated session and getting staff to try an alcohol free option in their own time, make them aware of the instructions of the activity and different alcohol free options.

Action 5

After the dedicated session or when staff have tried the alcohol free options in their own time, you should get them to review their option and provide their opinion. You may want to create a feedback/review form for this, or, just ask staff to write on a post it note a score out of 10 for the alcohol free option and what they liked and disliked. Or ask for this over email or in a messaging group.

Action 6

Collate the feedback and opinions from staff and share what they said. You could even create a leader board for the alcohol free options that received the best scored reviews.



ALCOHOL FREE TASTING

Additional Tips

- Use staff social events or meet ups to implement alcohol free tasting sessions.
- Ask staff to try and alcohol free option at home or in their own time if unable to run a dedicated session.
- Provide staff with general information around alcohol awareness (recommended guidance, relation to cancer risk, weight etc).
- Make staff aware that alcohol free options can have a lower calorie content.

Remember

Look for ways of evidencing this campaign -

- Take pictures of staff engaging in the activity if possible.
- Keep evidence of any additional resources such as, props used, scoreboards, feedback etc.
- Keep a log of participants.
- Save any promotional resources used or information sent out to staff.



Better Health
at Work Award

ALCOHOL FREE TASTING RESOURCES

**Remember there are many more resources
and case studies to help you at:
betterhealthatwork.org.uk**

<https://alcoholchange.org.uk/policy/policy-insights/alcohol-free-and-low-alcohol-drinks>

<https://alcoholchange.org.uk/alcohol-facts/fact-sheets>



ALCOHOL QUIZZES

Overview

Alcohol quizzes can be an excellent educational tool but also promote discussions around the topic.

Many people are unaware around the recommended guidance of alcohol intake, and how alcohol can impact both your physical and mental health.

There are a number of quizzes which increase knowledge of these key areas and are very easy to implement with staff.



ALCOHOL QUIZZES

Action 1

Choose which quizzes you would like staff to take part in. There are a number of links to quizzes in the bottom of this section ranging from general awareness of alcohol to alcohol and its relation to mental health.

Action 2

Decide how you would like staff to take part in the quizzes. Whether this is all together during a staff session, meeting or over lunch. Or, you may ask staff to complete in their own schedule. You might one to send staff 1 quiz per week for a month.

Action 3

Advertise the activity and send or give the quizzes to staff. It might be a online quiz or hard copy that you use. Keep a record of people who complete the quizzes so you can record numbers for the campaign log in your online portfolio.



ALCOHOL QUIZZES

Action 4

Ask staff to make you aware of what they scored on the quiz. You might want to create a leader board of who got the most questions correct for fun. Make sense of any trends (common questions all staff may be getting wrong).

Action 5

Collect feedback from staff on the quiz. You might to ask questions like 'what is one thing you learnt, 'what is one thing you already knew'.

Action 6

Share the feedback from staff, and any trends showing the most correctly to incorrectly answered questions.



ALCOHOL QUIZZES

Additional Tips

- Use meetings and staff breaks to allow staff to complete the quiz.
- You could use the AUDIT C assessment tool to allow staff to understand how risky their drinking habits are. Audit tool is in the resources section.
- Use momentum from the quizzes to promote discussions around alcohol and how staff can reduce their drinking or maintain within the recommended.
- Link the quizzes to other topic areas such as weight management, cancer and mental health.
- Create your own quiz, you could make it interactive and fun using the free online quiz platform kahoot: <https://kahoot.it/>

Remember

Look for ways of evidencing this campaign -

- Take pictures of staff engaging in the activity if possible.
- Keep evidence of any additional resources such as, props used, scoreboards, feedback etc.
- Keep a log of participants.
- Save any promotional resources used or information sent out to staff.



ALCOHOL QUIZZES RESOURCES

**Remember there are many more resources
and case studies to help you at:
betterhealthatwork.org.uk**

<https://alcoholchange.org.uk/alcohol-facts/interactive-tools/alcohol-quiz>

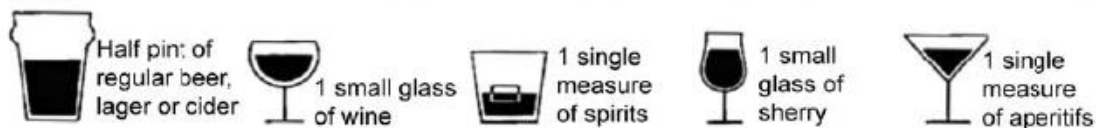
<https://alcoholchange.org.uk/alcohol-facts/interactive-tools/alcohol-and-mental-health-quiz>

<https://www.alcoholtest.org.uk/alcohol-test>

<http://quiz.reducemyrisk.tv/>

<https://alcoholchange.org.uk/alcohol-facts/interactive-tools/unit-calculator>

This is one unit of alcohol...



...and each of these is more than one unit



AUDIT – C

Questions	Scoring system					Your score
	0	1	2	3	4	
How often do you have a drink containing alcohol?	Never	Monthly or less	2 - 4 times per month	2 - 3 times per week	4+ times per week	
How many units of alcohol do you drink on a typical day when you are drinking?	1 - 2	3 - 4	5 - 6	7 - 9	10+	
How often have you had 6 or more units if female, or 8 or more if male, on a single occasion in the last year?	Never	Less than monthly	Monthly	Weekly	Daily or almost daily	

Scoring:

A total of 5+ indicates increasing or higher risk drinking.

An overall total score of 5 or above is AUDIT-C positive.



Score from AUDIT- C (other side)

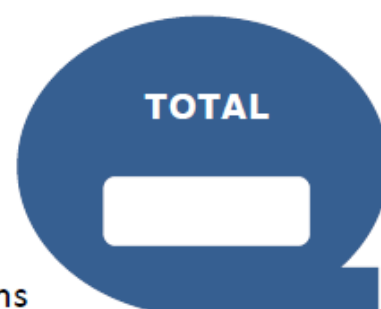


Remaining AUDIT questions

Questions	Scoring system					Your score
	0	1	2	3	4	
How often during the last year have you found that you were not able to stop drinking once you had started?	Never	Less than monthly	Monthly	Weekly	Daily or almost daily	
How often during the last year have you failed to do what was normally expected from you because of your drinking?	Never	Less than monthly	Monthly	Weekly	Daily or almost daily	
How often during the last year have you needed an alcoholic drink in the morning to get yourself going after a heavy drinking session?	Never	Less than monthly	Monthly	Weekly	Daily or almost daily	
How often during the last year have you had a feeling of guilt or remorse after drinking?	Never	Less than monthly	Monthly	Weekly	Daily or almost daily	
How often during the last year have you been unable to remember what happened the night before because you had been drinking?	Never	Less than monthly	Monthly	Weekly	Daily or almost daily	
Have you or somebody else been injured as a result of your drinking?	No		Yes, but not in the last year		Yes, during the last year	
Has a relative or friend, doctor or other health worker been concerned about your drinking or suggested that you cut down?	No		Yes, but not in the last year		Yes, during the last year	

Scoring: 0 – 7 Lower risk, 8 – 15 Increasing risk, 16 – 19 Higher risk, 20+ Possible dependence

TOTAL Score equals
AUDIT C Score (above) +
Score of remaining questions





GENERAL ALCOHOL AWARENESS RESOURCES

**Remember there are many more resources
and case studies to help you at:
betterhealthatwork.org.uk**

<https://alcoholchange.org.uk/alcohol-facts/interactive-tools>

<https://alcoholchange.org.uk/alcohol-facts/fact-sheets>

<https://www.nhs.uk/better-health/drink-less/>

<https://alcoholchange.org.uk/get-involved/campaigns>

<http://reducemyrisk.tv/>

<https://alcoholchange.org.uk/alcohol-facts/interactive-tools/unit-calculator>