

Communications Toolkit **Alcohol and Me**

Alcohol Awareness Week
2026- 6th to 12th July

Inspiring Recovery,
Futures and Families

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POINT**
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Overview

This toolkit is designed to help Turning Point services, our partners and other organisations to take part in Alcohol Awareness Week and promote the free and confidential support available through Turning Point.

How can you use this toolkit?

You can use as much or as little as you like.

- Share this campaign with local authorities, NHS partners, local employers, community groups, partner organisations.
- Use the stats, resources, social media posts and display posters.

For any questions around the campaign please contact: Sarah Butterworth, National Marketing Manager - sarah.butterworth@turning-point.co.uk or marketingandcommunications@turning-point.co.uk



Campaign overview

The **Alcohol Awareness Week 2026** theme is **'Alcohol and Me'** and a chance for all of us to pause and reflect on our relationship with alcohol. At Turning Point, we encourage everyone to take some time to think about **how alcohol may be affecting their mental and physical health, relationships, time and finances**, and to consider whether even small changes could make a positive difference to their overall health and wellbeing.

This **week is about reflection, awareness and action**, without judgement or labels. Many people don't see their drinking as harmful, so the focus is on **understanding habits, increasing awareness, and empowering people** with information and choice.

Turning Point is here to provide free, confidential support for anyone who wants to explore their drinking, cut down, or seek help, as well as support for families and loved ones.

Alcohol Awareness Week is an opportunity to start conversations, share lived experiences and stories of recovery - to remind people that support is available whenever they're ready.



Why these campaigns matters

189 people die every week in the UK from alcohol-specific causes - many of these deaths are preventable through early awareness, support and treatment.

Alcohol Awareness Week is an opportunity to start conversations, share lived experiences and stories of recovery - to remind people that support is available whenever they're ready.

Alcohol can affect people long before serious harm is recognised:

- Poor sleep or tiredness
- Increased stress or "hangxiety"
- Low mood or low energy
- Pressure on finances or relationships

Why early support matters

Stigma still prevents many people from asking for help early. Alcohol Awareness Week is a chance to encourage open, non-judgemental conversations and remind people that support is available at any stage.

"Small positive steps taken early can reduce harm and improve long-term wellbeing."



Support Available From Turning Point

Free & Confidential Support for Alcohol and Drug Use

Turning Point provides free and confidential support for people affected by alcohol or drug use. We support people at any stage - whether they want to make small changes for their health and wellbeing, harm reduction advice, access to detox treatment or to stop drinking and/or using drugs.

How to refer into service

There are different ways people can access support:

- ✓ Self-referral
- ✓ Professional referral
- ✓ Friends and family referrals

➔ **Refer or find support: www.turning-point.co.uk/get-support**



Ready-to-Use Copy, Stats & Quotes

Headline stats

-  189 alcohol-specific deaths happen every week in the UK
-  Alcohol can affect mental wellbeing long before serious harm is recognised
-  Cutting back on alcohol can improve sleep, mood and energy levels
-  Early support can prevent longer-term harm

Short captions

1. Alcohol Awareness Week encourages open, judgement-free conversations about drinking and wellbeing. Small positive changes can improve sleep, mood, energy and confidence — and support is available at any stage.
2. Small changes can make a big difference. Alcohol Awareness Week is an opportunity to reflect on drinking habits, reduce stigma and remind people that support is available before problems escalate.
3. Support doesn't have to mean crisis. Early conversations and small steps can improve wellbeing and help prevent alcohol-related harm.

Pull quotes / callout text

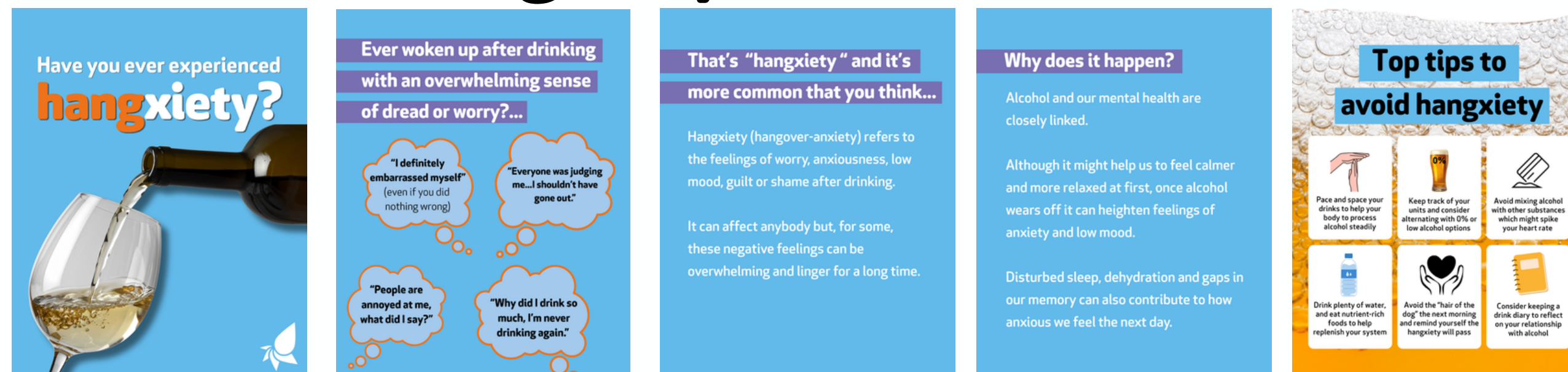
- “You don't have to wait until things feel serious to ask for support.”
- “Small changes can have a positive impact on sleep, mood and wellbeing.”
- “Open conversations help reduce stigma and encourage people to seek help earlier.”
- “Alcohol harm can affect anyone - often quietly and gradually over time.”



Facebook/Instagram posts

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Resources
Here](#)

Carousel 1: Hangxiety



Copy:

When we think of hangovers, we usually think of the physical effects of alcohol like headaches and feeling rough. However, for many, it's the racing thoughts, sinking feeling and replaying conversations the next day which can feel the hardest to deal with.

"Hangxiety" is common, but it can feel overwhelming. While there's no guaranteed way to avoid it, there are some small steps we can take to help reduce the risk of regretting the night before.

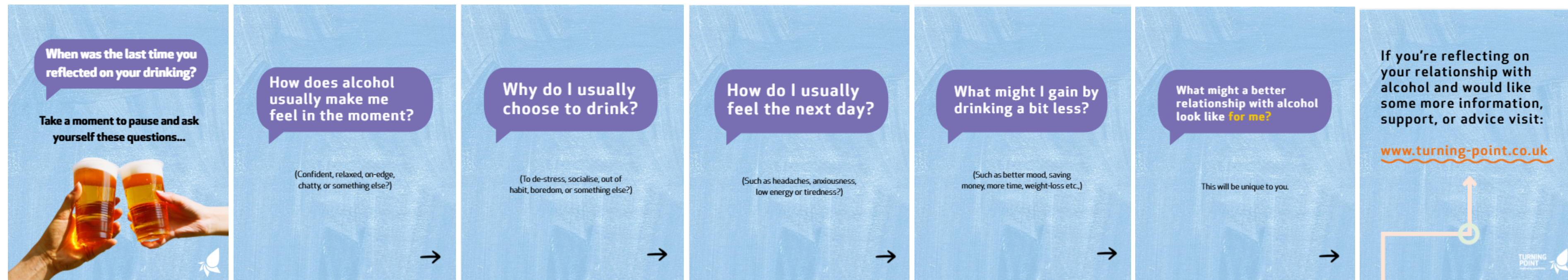
This Alcohol Awareness Week, we're taking a step back and considering the role that alcohol might be playing in our lives. For more information, support and harm reduction advice, visit: <https://t-p.news/alcohol-and-me>

#AlcoholAwarenessWeek #AlcoholAndMe #Drinking #Hangxiety

Facebook/Instagram posts

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Carousel 2: Self - reflection questions



Copy: Alcohol Awareness Week isn't about telling people whether they should or shouldn't drink. It's not about judgement, labels or assumptions. Instead, it's an opportunity for us all to pause and reflect on our relationship with alcohol.

Taking a moment to consider the role that alcohol plays in your life, and how it might be affecting you, doesn't have to mean making big decisions or dramatic changes. Sometimes, it's simply about checking in with yourself and taking small steps that are right for you.

If you've been thinking about your relationship with alcohol and would like some more information, advice or just to chat, visit: <https://t-p.news/alcohol-and-me>

#AlcoholAwarenessWeek #AlcoholAndMe #Drinking #SelfReflection

Reels Facebook/ Instagram/ TikTok posts

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Image

Copy



32 second reel around
being alcohol unit aware

How well do you know your units? 🧐

Being mindful about what we're drinking doesn't always mean cutting things out completely. Often, it's about being more aware of what's actually in our glass...and that's where "units" come in.

Pours aren't always standard, and those little top-ups can add up quicker than we think. By being aware of the amount of units we're drinking, measuring drinks and keeping track, we can support ourselves to stay in control while still having fun.

This #AlcoholAwarenessWeek take a moment to check in and get to know how many units you're drinking. If you're concerned, would like some more information, or would just like to chat about how alcohol might be affecting your mental health and wellbeing, head to www.turning-point.co.uk.

Resources

[Download
Resources
Here](#)

If a night used to look like this...

and now looks like this...

You're making progress.

WANT TO HAVE A CHAT ABOUT IMPROVING YOUR HEALTH AND WELLBEING AROUND ALCOHOL?

FREE AND CONFIDENTIAL support and advice is available. Scan the QR code to find out more about making changes to your alcohol use.
www.turning-point.co.uk

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Poster

Making Changes

Do you know how many units are in your drinks?

It is recommended to drink under 14 units a week for both men and women. Although it's important to know that no amount of alcohol is safe. If you are worried you can begin by monitoring how much you are regularly drinking. We have included a drink diary to help you do this.

 1.6 units	 2.3 units	 2.6 units
 1 unit	 3 units	 9.8 units

Change doesn't have to mean stopping completely, you may just want to cut down to a healthier amount and find a balance.

Start to reduce your alcohol intake with these small changes:

- Drink alcohol with a lower percentage.
- Eat before drinking alcohol, or at least during.
- Avoid doubles and shots.
- Avoid drinking in rounds, so you can control when and how much.
- Have soft drinks or alcohol free drinks in between alcoholic ones.
- Avoid salty foods (crisps/nuts) – they will make you more thirsty.
- Keep less alcohol in the house.
- Plan alternative ways to relax and keep busy rather than the pub.

www.turning-point.co.uk/support-we-offer/drugs-and-alcohol

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Handout

My Drink Diary

A four week tool to track your drinking and provide useful advice

What are alcohol units?

One way of understanding the impact alcohol has on you is to know how much you drink.

It is really common for people to not know what units are or what they mean. A unit is one way of us measuring how much alcohol we drink. Units also help us to understand how strong our drinks are.

Units tell us how much pure alcohol is in our drinks. A unit is 10ml of pure alcohol. Often the number of units in a drink is shown on the label.

If you drink wine or spirits at home, you probably don't use a standard glass.

- A bottle of wine (75cl) has 6 standard (125ml) glasses.
- A large (1 litre) bottle of spirits has 40 single measures.
- A medium (70cl) bottle of spirits has 28 measures.
- A bottle of fortified wine (75cl) has 15 measures.

The government recommend a limit of 14 units of alcohol per week for both men and women. It's important to know that no amount of alcohol is 'safe', but drinking under 14 units reduces the risk.

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Drinks Diary

Resources

[Download
Resources
Here](#)

We encourage partners and local organisations to share these free resources and useful links during Alcohol Awareness Week to support conversations around alcohol, reduce stigma and help people access trusted information and support early.

- Support for Drugs and Alcohol - www.turning-point.co.uk/support/drugs-alcohol
- Alcohol Quiz - www.turning-point.co.uk/support/drugs-alcohol/alcohol-use-quiz
- Harm Reduction Support - www.turning-point.co.uk/harm-reduction
- Speaking Without Stigma Guide - www.turning-point.co.uk/about-us/our-commitments/reducing-stigma
- Substance Information Cards - <https://t-p.news/substance-cards>
- Find your local service - www.turning-point.co.uk/services
- Get Support (make a referral) - www.turning-point.co.uk/get-support

Get involved

[Download
Resources
Here](#)

You can help raise awareness by sharing information supplied in this toolkit about alcohol harm reduction:

- Share this campaign toolkit with your colleagues.
- Post on your social media channels
- Download Campaign Resources
- Follow our social media channels and when possible please share, like and comment on our posts



Get involved

[Download
Resources
Here](#)

This Alcohol Awareness Week, we're encouraging people across Wakefield to make a small pledge for their health and wellbeing.

Whether it's trying alcohol-free cocktails this summer, having three consecutive alcohol-free days each week, or keeping below the recommended 14 units of alcohol per week, every small change can make a difference.

We want to bring the businesses and organisations of Wakefield together to show that we can all make positive changes. By making a simple pledge, we can demonstrate the power of collective action and support healthier habits across our community.

Please email pictures of your pledges along with organisation name and consent from the person* in the image for us to share on our social channels to- danielle.golding@turning-point.co.uk by 6th July 2026. There is no obligation for staff to be in the image just a picture of your pledge and company logo would be great.

Get involved

[Download
Resources
Here](#)

Let's use Alcohol Awareness Week as an opportunity to bring our communities and businesses together, support one another, and inspire lasting positive change.

Example pledges:

- I pledge to try alcohol-free cocktails this summer.
- I pledge to have three consecutive alcohol-free days each week.
- I pledge to stay below the recommended 14 units of alcohol per week.
- I pledge to choose an alcohol-free option when socialising once a week.
- I pledge to encourage friends, family, or colleagues to join me in making a positive change this Alcohol Awareness Week.

**Template is on the
next slide.**



This Alcohol Awareness Week, I pledge to...

#alcoholandme

**Inspiring Recovery, Inspiring Futures
and Inspiring Families**

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Turning Point Wakefield

Inspiring Recovery, Inspiring Futures and Inspiring Families



<https://www.turning-point.co.uk/services/wakefield-inspiring-recovery>



<https://www.facebook.com/TPInspiringRecovery>



[YouTube training videos](#)



[Eventbrite In-person and online sessions](#)

Turning Point is a registered charity, no.234887, a registered social landlord and a company limited by guarantee no. 793558 (England & Wales). America House, 2 America Square, London, EC3N 2LU

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