

# Lower My Drinking Campaign

Helpful information for  
stakeholders.

Last updated December 2024



## Welcome to the Lower My Drinking campaign toolkit!

For those of you who have supported the campaign before, welcome back and thank you for your continued support. And a warm welcome to those of you who are seeing this toolkit for the first time.

This is the 3rd year the Champs Public Health Collaborative has delivered the Lower My Drinking campaign. Its dedicated purpose is to help the people of Cheshire and Merseyside to see the benefits of managing their drinking habits.

The campaign focuses on encouraging downloads of Lower My Drinking app, but it also offers healthcare professionals and other stakeholders in the subregion the opportunity to play an important role in making these changes – and that's where you come in.

The last campaign was a great success. At the end of June 2024, the campaign had seen in excess of 3,700 app downloads and website triage assessments to date.

If you've used the toolkit before, you will find that many of the assets are the same as before. We have however updated the social assets, giving access to a whole new suite with messaging surrounding the various benefits lowering your alcohol intake can have.

If you have any questions about the toolkit, the Lower My Drinking app, or anything relating to helping the people of Cheshire and Merseyside to see the benefits of managing their drinking habits, feel free to reach out to the project team via [champscommunication@wirral.gov.uk](mailto:champscommunication@wirral.gov.uk)

Thank you for your support.



### Margaret Jones

*Director of Public Health (DPH), Sefton Council, and Chair of the C&M 'Reduction of Harm from Alcohol Programme*



### Dr Paul Richardson

*Consultant Hepatologist / Honorary Associate Clinical Professor, Liverpool University Hospitals Trust, and Deputy Chair for the C&M 'Reduction of Harm from Alcohol Programme*

## The Lower My Drinking campaign has been commissioned by the Champs Public Health Collaborative to help people across Cheshire and Merseyside to better manage their drinking.

Regularly drinking more than 14 units of alcohol a week can cause problems in everyday life, but also has a long term impact and can lead to depression, cancer, and liver disease. Regulating drinking can improve health and help to avoid serious illness.

This campaign focuses on the Lower My Drinking app, which is free to download and use for anyone who lives or works in Cheshire and Merseyside (access is by postcode).

It's been designed by clinical psychologists and behavioural scientists, which offers advice and scientifically-proven tools to **reduce drinking to the recommended limit of 14 units a week or less, spread over 3 or more days, with several drink free days.**

**It encourages people to set a drinking goal, and then helps them achieve it by:**

- Tracking progress
- Recognising the benefits of cutting down
- Focusing on what motivates them to reduce drinking
- Comparing an individual's drinking with the rest of the population

**The Lower My Drinking app also highlights issues that could potentially cause someone to drink more than is healthy and suggests ways to address these, such as:**

- Changing how a person thinks about alcohol and the role it plays in their life
- Anticipating situations that may tempt someone to drink too much, and how they can plan ahead to limit their drinking
- Helping to stay calm and relaxed in any situation without having a drink
- Replacing drinking in a daily routine with positive activities
- Managing impulses to drink at the wrong time or in the wrong place
- Improving lifestyles and boost overall physical and emotional wellbeing

## How you can help

The Lower my Drinking campaign offers healthcare professionals in the Cheshire and Merseyside region the opportunity to play an important role in making changes to people's drinking habits.

We've created a wide-ranging toolkit to help you support the campaign in whatever ways you can, so we can improve the general health of the region.

### Here are some of the ways you can help:

- Use the campaign's digital assets including videos and images available for sharing on social media (Twitter, Instagram, Facebook and TikTok)
- Share the campaign on your social media channels and through internal communications using the hashtag #LowerMyDrinking
- Print out posters and other assets which feature QR codes for easy access to the Lower My Drinking app.
- Promote the campaign and app on your intranet
- Share the campaign and app on your public-facing website
- Promote the campaign via text message. This has been trialled successfully within the primary care sector. We have agreement from one hospital Trust to promote the app via their outpatient text messages.

To access any of the campaign assets, use [lowermydrinking-nhs.org.uk](https://lowermydrinking-nhs.org.uk)

## Our tone of voice

The campaign's tone of voice is encouraging, non-judgemental, accessible and optimistic. It emphasises that the Lower My Drinking app is an easy way to manage your drinking, set personal goals and achieve them.

**When posting about, or sharing campaign assets on social media please use the hashtag #LowerMyDrinking and include the links to download the app.**

## How you'll benefit

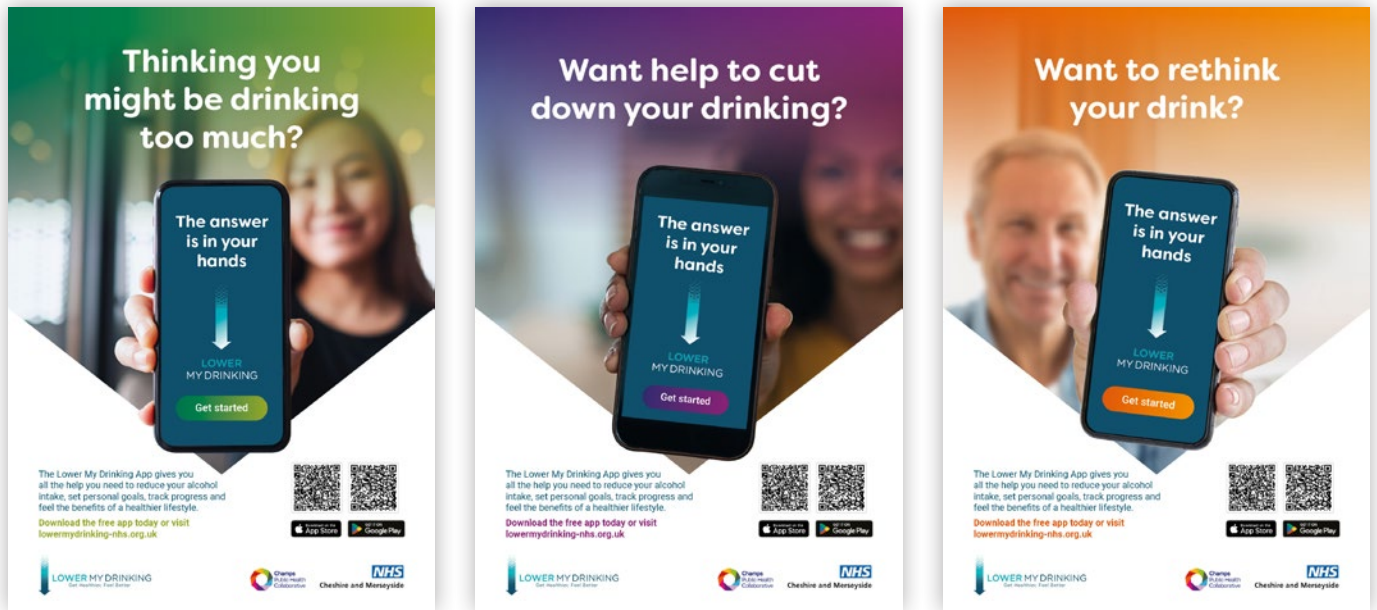
### By promoting our campaign you'll be helping to:

- Start a conversation about alcohol and drinking habits in Cheshire and Merseyside
- Improve awareness of the Lower My Drinking app and the help available
- Ensure people have access to the Lower My Drinking app and know it's FREE
- Reduce the rise in harmful drinking seen since the pandemic

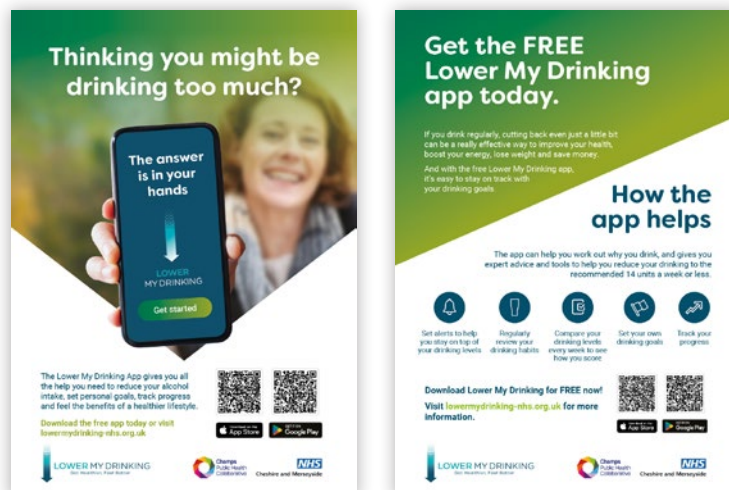
## Examples of our campaign resources:

You can download our resources [HERE](#), all featuring QR codes to direct people to the Lower My Drinking app.

### A4 Printable posters



### A5 Double-Sided Leaflets



### Roller Banner

Thinking you might be drinking too much?

The answer is in your hands

LOWER MY DRINKING

Get started

The Lower My Drinking App gives you all the help you need to reduce your alcohol intake, set personal goals, track progress and feel the benefits of a healthier lifestyle.

Download the free app today or visit [lowermydrinking-nhs.org.uk](http://lowermydrinking-nhs.org.uk)

LOWER MY DRINKING  
Get Healthier, Feel Better

Champs Public Health Collaborative  
Cheshire and Merseyside

NHS

### Business Cards

Thinking you might be drinking too much?

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Cheshire and Merseyside

NHS

lowermydrinking-nhs.org.uk

If you drink regularly, cutting back even just a little bit can be a really effective way to improve your health.

The Lower My Drinking app makes it easy to set your own goals and stay on track with your drinking – and it's FREE.

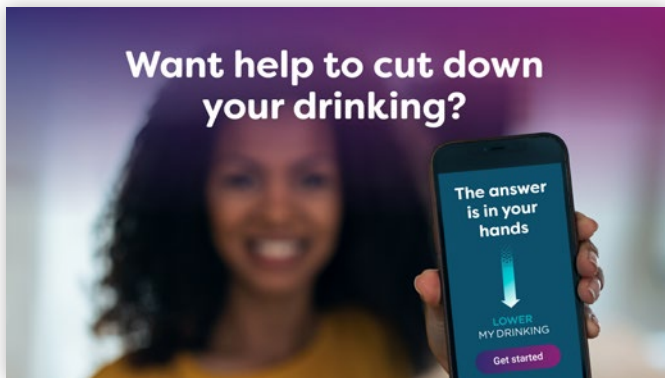
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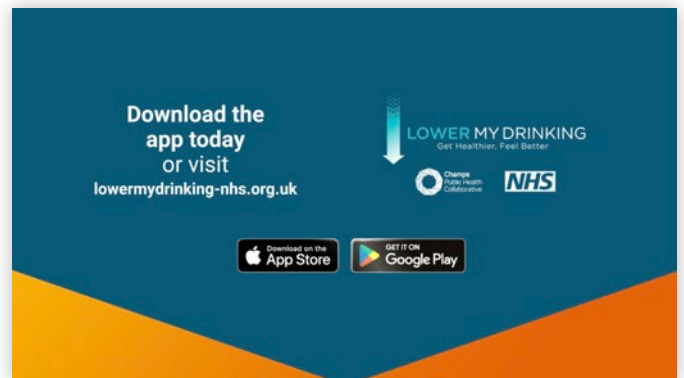
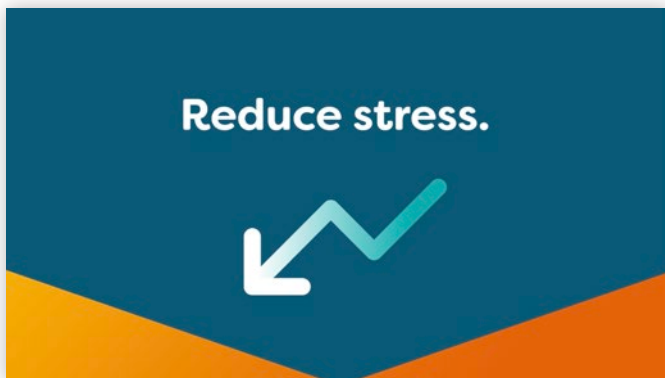
NHS

lowermydrinking-nhs.org.uk

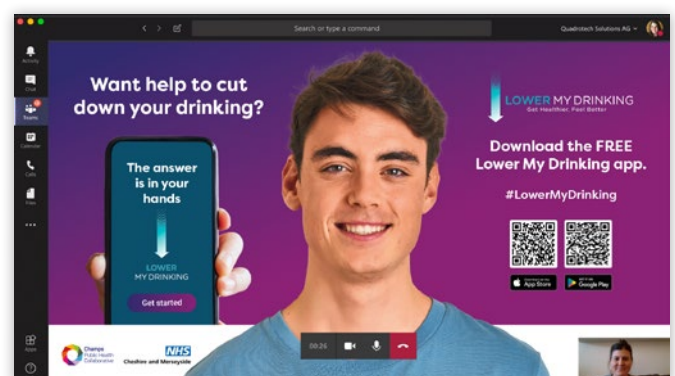
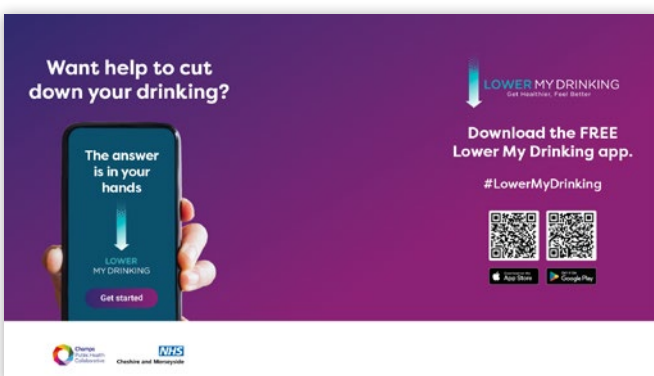
### Digital Screen



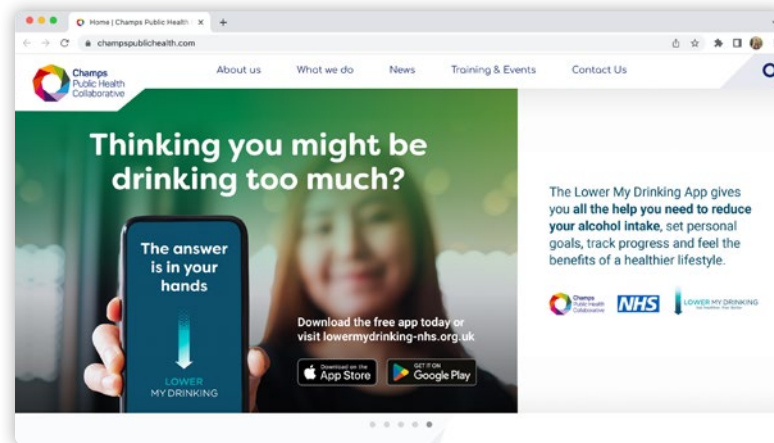
### GP Waiting Room Video



### Microsoft Teams Background



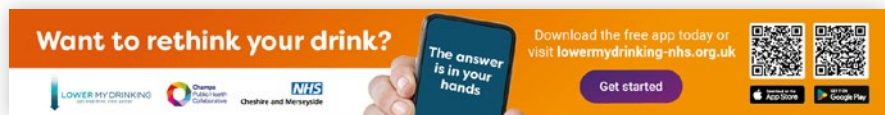
### Website Banner



### Email Banner

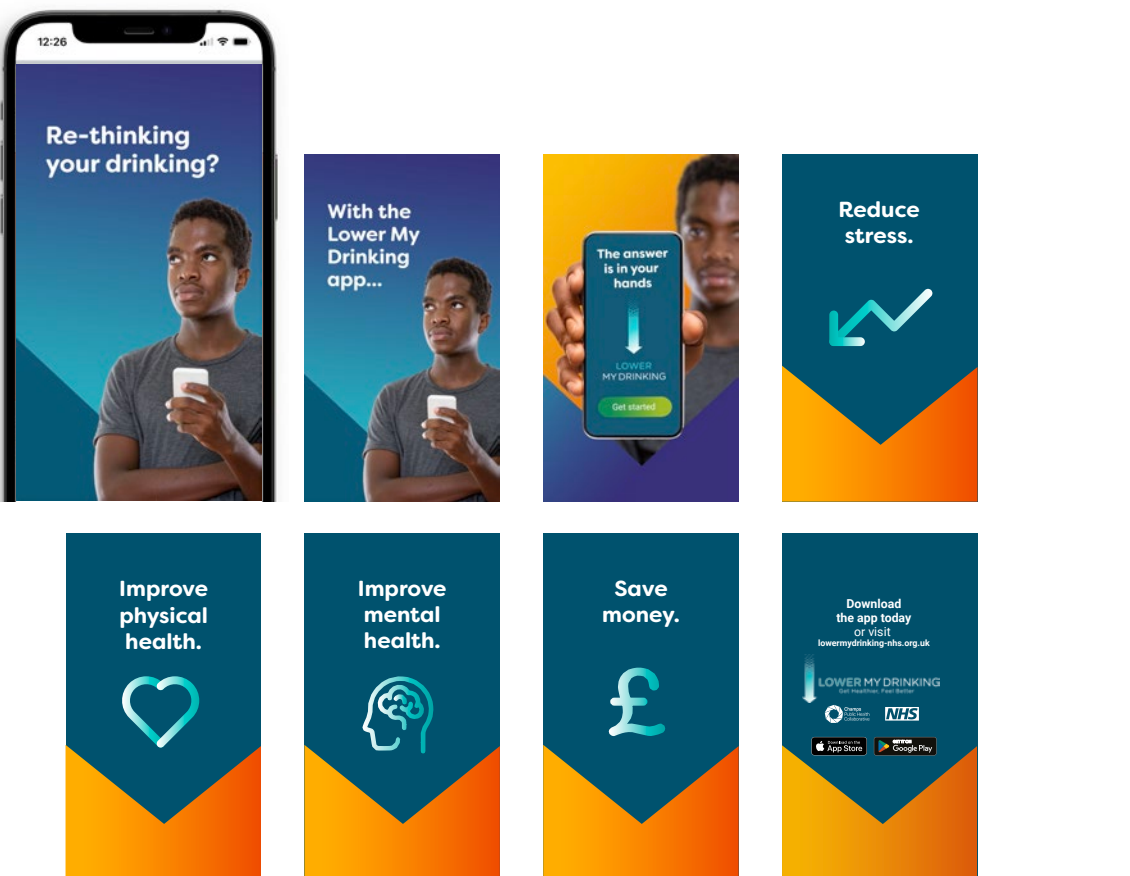
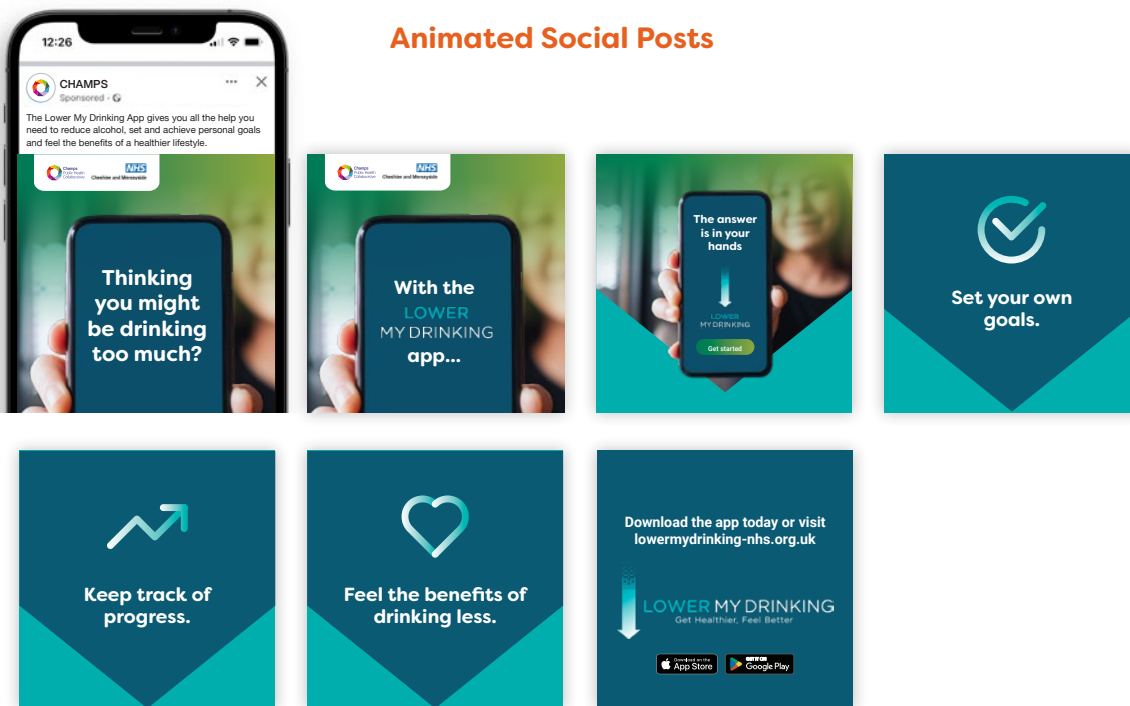


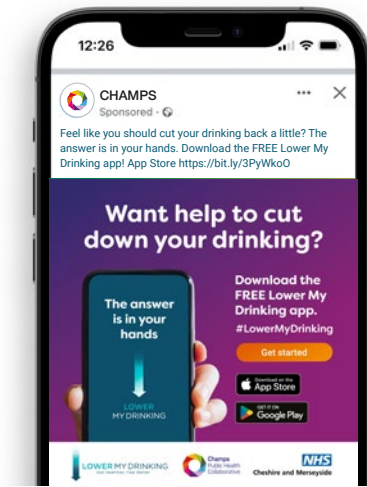
### Digital Banners



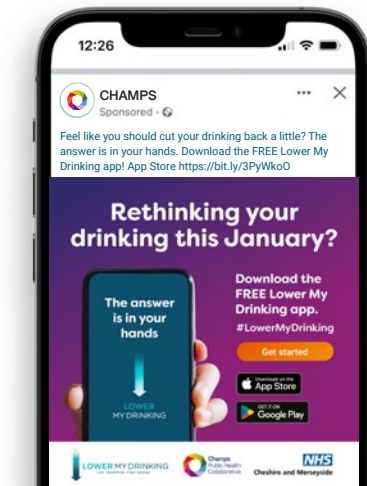
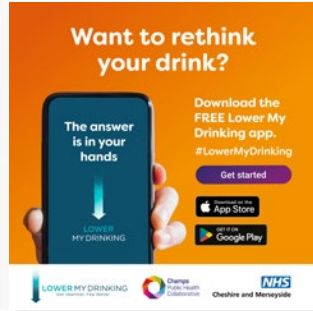


Animated Social Posts

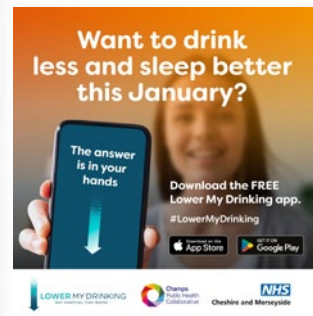




General Social Posts



Dry January Social Posts




Suggested Captions

General	Dry January
<p>Decreased stress levels and improved mental wellbeing can be achieved by simply drinking less. If you want to cut down, put the answer in your hands – by downloading the FREE Lower My Drinking app today.                      App Store <a href="https://apple.co/3ka80iv">https://apple.co/3ka80iv</a>                      Google Play <a href="https://bit.ly/3i3KYY0">https://bit.ly/3i3KYY0</a> #LowerMyDrinking</p>	<p>If you want to cut down your drinking, why not try #DryJanuary? The FREE Lower My Drinking app puts the answer in your hands! Download it now, and see how it can help you achieve your goals. App Store <a href="https://apple.co/3ka80iv">https://apple.co/3ka80iv</a> Google Play <a href="https://bit.ly/3i3KYY0">https://bit.ly/3i3KYY0</a> #LowerMyDrinking</p>
<p>Drinking a little less is a great way to boost your mood and mental wellbeing. And it cuts the risk of serious problems like cancer and liver disease. Ready to cut down? The FREE Lower My Drinking app shows you how – why not download it now?                      App Store <a href="https://apple.co/3ka80iv">https://apple.co/3ka80iv</a>                      Google Play <a href="https://bit.ly/3i3KYY0">https://bit.ly/3i3KYY0</a> #LowerMyDrinking</p>	<p>It's easy to spend more than you think on drink. Cutting down this #DryJanuary could save you a small fortune - put the answer in your hands, with the FREE Lower My Drinking app! Download it today:                      App Store <a href="https://apple.co/3ka80iv">https://apple.co/3ka80iv</a>                      Google Play <a href="https://bit.ly/3i3KYY0">https://bit.ly/3i3KYY0</a> #LowerMyDrinking</p>
<p>It's easy to spend more than you think on drink. So cutting down could save you a small fortune – put the answer in your hands, with the FREE Lower My Drinking app! Download it today:                      App Store <a href="https://apple.co/3ka80iv">https://apple.co/3ka80iv</a>                      Google Play <a href="https://bit.ly/3i3KYY0">https://bit.ly/3i3KYY0</a> #LowerMyDrinking.</p>	<p>Drinking a little less is a great way to boost your mood and mental wellbeing this #DryJanuary. Cutting down also lowers the risk of serious problems like cancer and liver disease. Ready to cut down? The FREE Lower My Drinking app shows you how - why not download it now?.                      App Store <a href="https://bit.ly/3PyWko0">https://bit.ly/3PyWko0</a>                      Google Play <a href="https://bit.ly/3LkZlqe">https://bit.ly/3LkZlqe</a></p>
<p>Looking to cut down your spending? Try cutting back your drinking a little – in fact, the answer's in your hands, with the FREE Lower My Drinking app! Download it today:                      App Store <a href="https://apple.co/3ka80iv">https://apple.co/3ka80iv</a>                      Google Play <a href="https://bit.ly/3i3KYY0">https://bit.ly/3i3KYY0</a> #LowerMyDrinking.</p>	<p>New year, new you? Like a lot of people, you might be trying to get healthier this January. And if that includes cutting down your drinking, just download the FREE Lower My Drinking app and put the answer in your hands!                      App Store <a href="https://bit.ly/3PyWko0">https://bit.ly/3PyWko0</a>                      Google Play <a href="https://bit.ly/3LkZlqe">https://bit.ly/3LkZlqe</a></p>
<p>If work's suffering because you're drinking more than you should, put the answer in your hands. The FREE Lower My Drinking app shows you how to cut down, and get back on top of your game – why not download it now?                      App Store <a href="https://apple.co/3ka80iv">https://apple.co/3ka80iv</a>                      Google Play <a href="https://bit.ly/3i3KYY0">https://bit.ly/3i3KYY0</a> #LowerMyDrinking</p>	<p>This January, say hello to more energy, better sleep and healthier weight. You could try #DryJanuary - or you could cut down your drinking with the FREE Lower My Drinking app. Download it now!                      App Store <a href="https://bit.ly/3PyWko0">https://bit.ly/3PyWko0</a>                      Google Play <a href="https://bit.ly/3LkZlqe">https://bit.ly/3LkZlqe</a></p>
<p>Cutting your drinking back a little is a great way to stay sharp at work and home. Drinking less can boost your productivity, enabling you can achieve more. And the answer's in your hands, when you download the FREE Lower My Drinking app!                      App Store <a href="https://apple.co/3ka80iv">https://apple.co/3ka80iv</a>                      Google Play <a href="https://bit.ly/3i3KYY0">https://bit.ly/3i3KYY0</a> #LowerMyDrinking</p>	<p>If you're rethinking your drinking as part of getting healthier this #DryJanuary, get all the help you need with the FREE Lower My Drinking app. Download it now, and put the answer in your hands!                      App Store <a href="https://bit.ly/3PyWko0">https://bit.ly/3PyWko0</a>                      Google Play <a href="https://bit.ly/3LkZlqe">https://bit.ly/3LkZlqe</a></p>

## Checklist of activities to consider for local promotion

Please find below a checklist of activities to consider for promoting the app locally. Whilst this list is not exhaustive, we thought it would be helpful for starters.

No	Description	Complete
1	Organisation website news story	
2	Organisation intranet news story	
3	Bulletin to staff	
4	Bulletin to stakeholders	
5	Bulletin to residents	
6	Bulletin to patients	
7	Display of campaign videos on waiting room screens – GPs	
8	Promote the app through any text messaging that you may routinely do with service users / patients / public	
9	Review the app	
10	Display of campaign videos on screens – Hospitals	
11	Display of campaign videos on screens – Local Authority	
12	Display of campaign videos on screens – Other	
13	Share social media posts – Facebook	
14	Share Social media posts – Instagram	
15	Share Social media posts – X	
16	Share Social posts on TikTok and Reels	
17	Identify local 'influencers' who could promote on their social media	
18	Print out and display posters in staff areas	
19	Print out and display posters in public facing areas	
20	Print out and display posters for events	
21	Print out business cards for staff areas	
22	Print out business cards for public facing areas	
23	Print out business cards for events	
24	Print out business cards for staff to give to patients/service users/residents/public etc	
25	Promote the campaign via local alcohol or substance misuse multi-agency groups	
26	Promote through local sports and activity groups	
27	Promote with local employers – Public sector	
28	Promote with local employers – Private sector	
29	Promote with community and voluntary sector organisations	
30	Engage with businesses that sell/serve alcohol (supermarkets, off licences, bars/pubs)	
31	Promotion via local Health Watch Activities	



## **Positive feedback is one of the most valuable assets for raising the profile of the Lower My Drinking app.**

Evidence strongly suggests that a better star rating on the App Store or Google play, leads to a stronger bond of trust and increased engagement for users.

If you haven't already, we would appreciate your time to download the app and leave a star rating to give us the best chance of extending the app's reach and increasing positive user experiences in future.

Our ambition is to help the people of Cheshire and Merseyside to see the benefits of managing their drinking habits by using the app. Leaving your feedback could play a key part in helping us to achieve this.

Thank you for  
your support

