

# Lower My Drinking Campaign

Helpful information for  
stakeholders.

Last updated July 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. And there are now some SMS text message ideas available too.

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.

Heavy drinking 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.**

**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

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

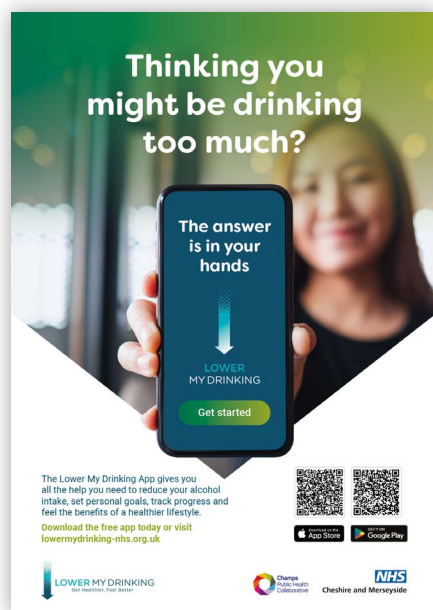
### By promoting our campaign you'll be helping to:

- 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

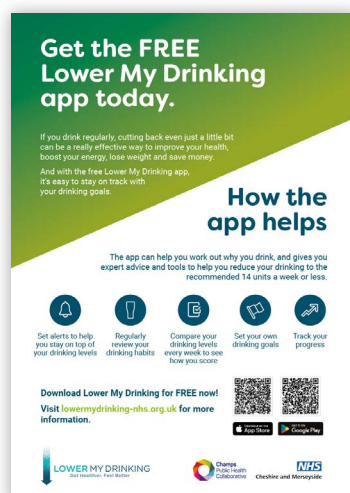
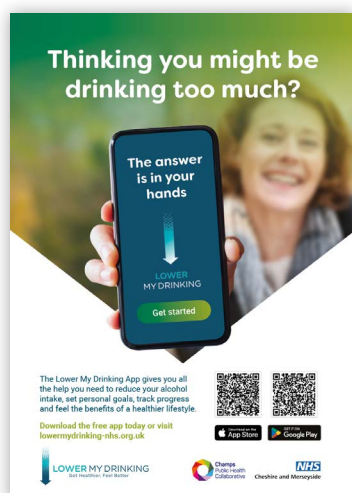
## Examples of our campaign resources:

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](https://lowermydrinking-nhs.org.uk)




Download on the App Store

GET IT ON Google Play

 LOWER MY DRINKING  
Get Healthier, Feel Better

 Champs  
Public Health  
Collaborative



 NHS  
Cheshire and Merseyside

## Business Cards

Thinking you might be drinking too much?

Put the answer in your hands.

Download the Lower My Drinking app.




Download on the App Store

GET IT ON Google Play

LOWER MY DRINKING  
Get Healthier, Feel Better

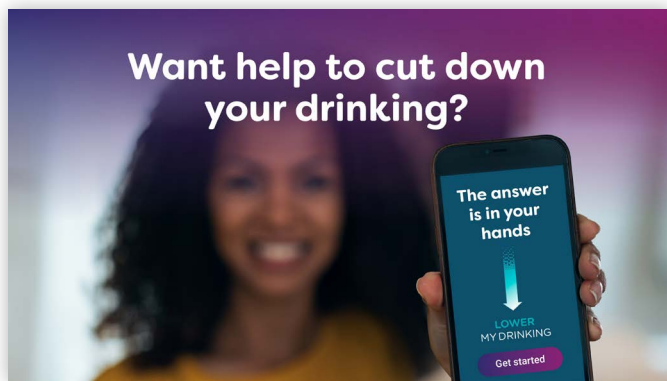
Champs  
Public Health  
Collaborative

 NHS  
Cheshire and Merseyside

[lowermydrinking-nhs.org.uk](https://lowermydrinking-nhs.org.uk)



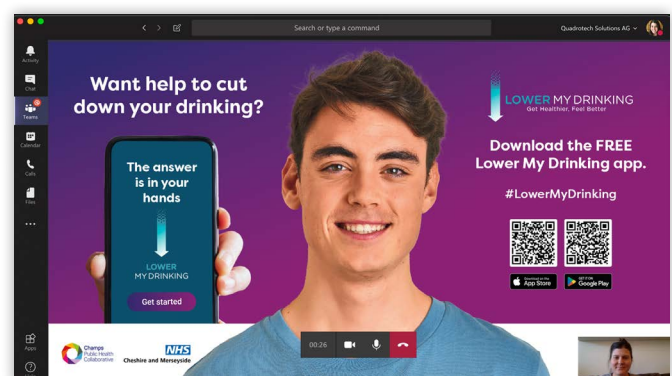
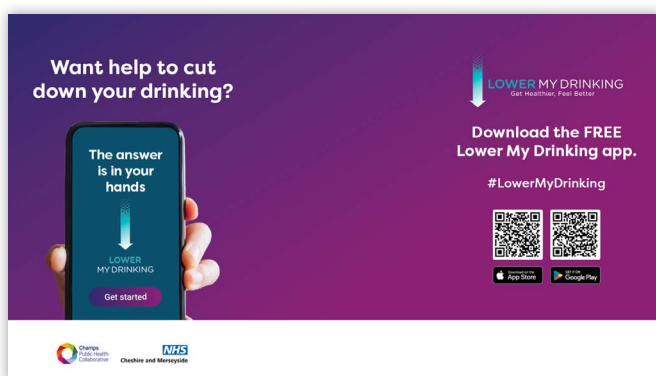
## Digital Screen



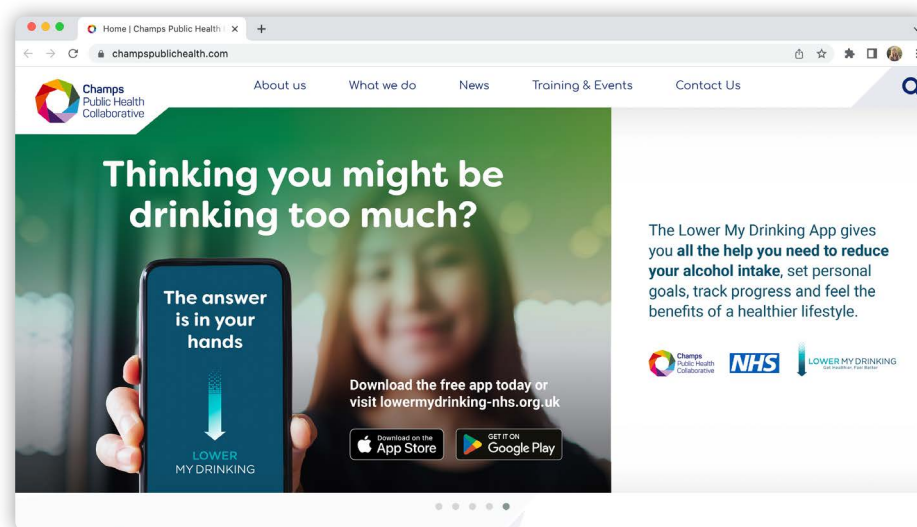
## Email Banner



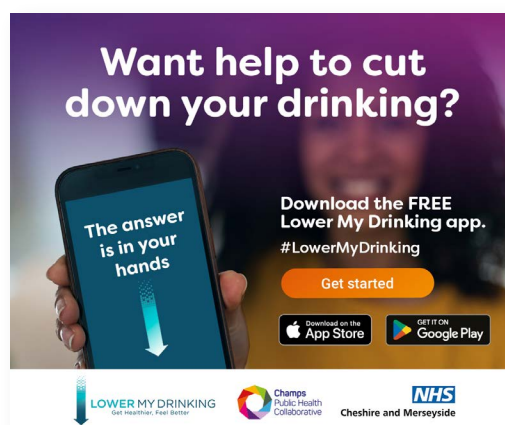
## Microsoft Teams Background



## Website Banner

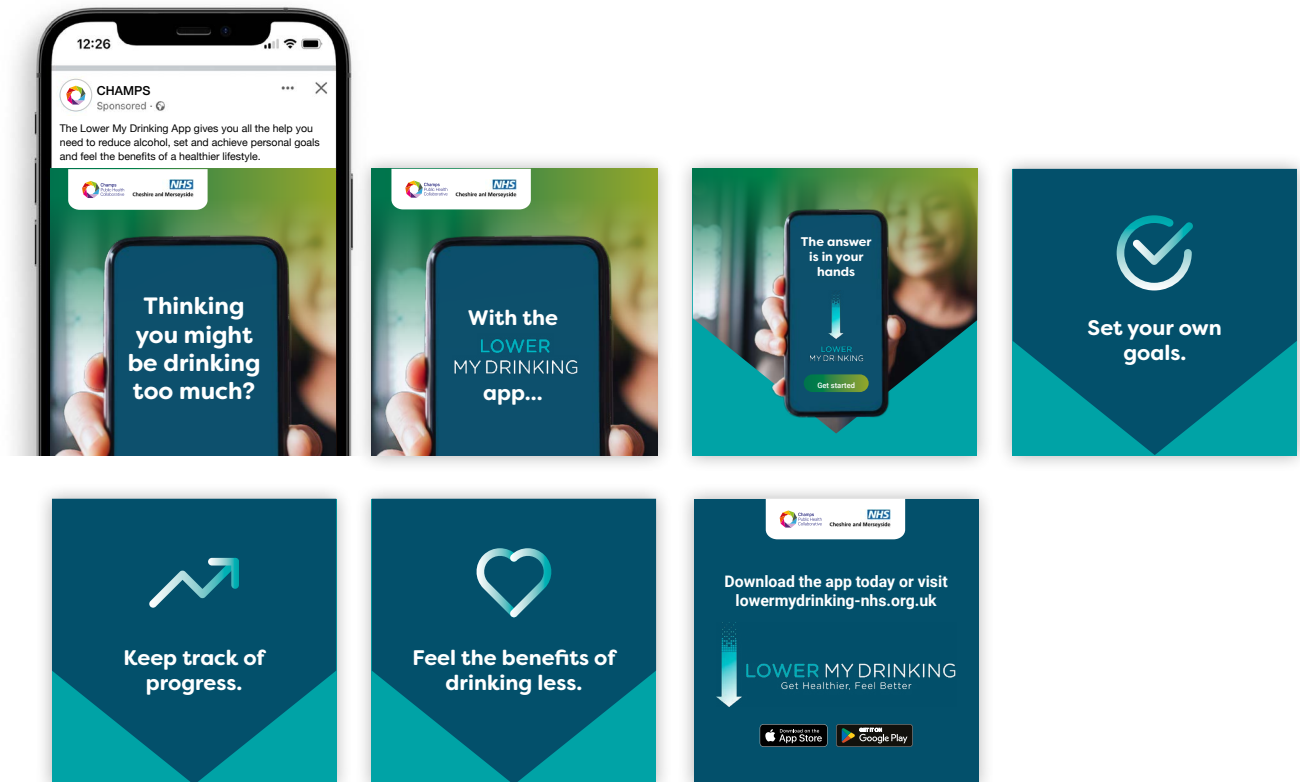


## Digital Banners

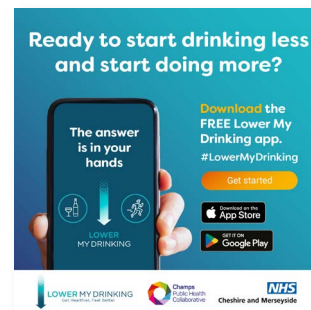
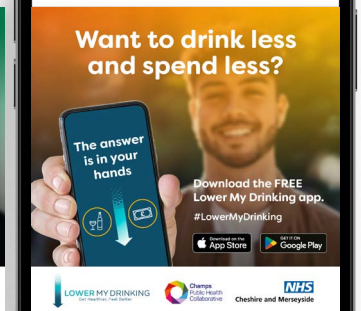
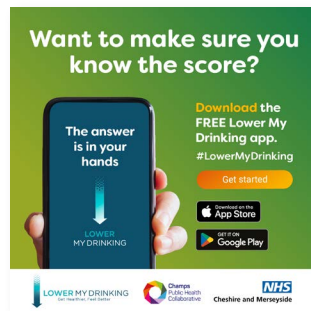
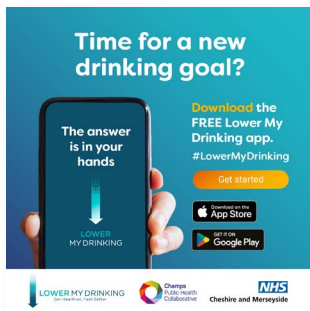
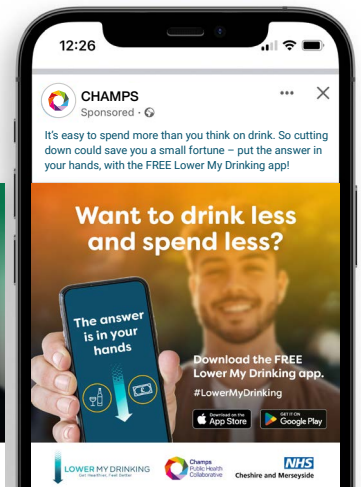
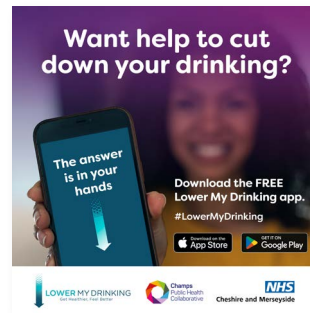
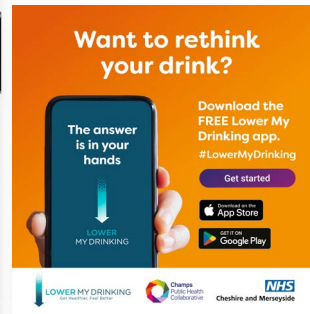
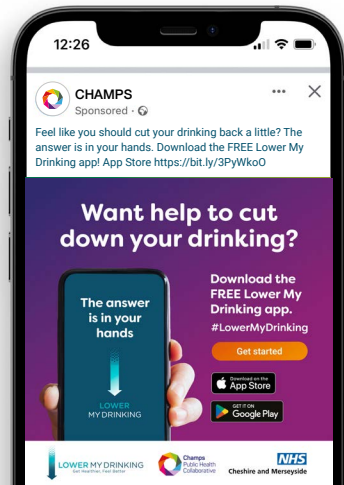




## Animated Social Posts



## Static Social Posts



## Suggested Captions

General	Post-Euros Football
<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 and feel better? 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>Now the Euros are over, if you feel you've been drinking more than you should and want to cut down, put the answer in your hands. 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>Want to improve your physical health, lose weight and feel better? The answer could be drinking less – and you could put it in your hands, by downloading 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>During the Euros, you might well have been drinking more than you should. So if you want to keep tabs on your drinking from now on, put the answer in your hands. 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>
	<b>Sober October</b>
<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>Sober October's one thing, but if you're ready to cut your drinking down just a little, put the answer in your hands Download the FREE Lower My Drinking app to see how easy it is to drink a little less.  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>Sober October highlights all the health and financial benefits of not drinking – but if you'd rather just cut down a little than stop altogether put the answer in your hands. 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. 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>Summer may be gone but your healthy weight journey can continue. Put the answer in your hands this #SoberOctober and download the #LowerMyDrinking app to help boost your health.  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>Want to have a healthier lifestyle and a fuller wallet? Put the answer in your hands this #SoberOctober and download the #LowerMyDrinking app  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>Increased mood, better productivity, improved health and higher savings...  if you join us in going #SoberOctober this month. Download the #LowerMyDrinking app and get healthier today.  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>Want to feel better, less stressed, able to do more and save more? Put the answer in your hands this #SoberOctober and download the #LowerMyDrinking app to help you cut back on your drinking!  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>

## Suggested SMS Text Examples

General	Post-Euros Football
Struggling to get in the summer spirit? Alcohol may be causing a problem. Download the Lower My Drinking app, set goals and track your progress from today! <a href="https://bit.ly/lmd-mobile">https://bit.ly/lmd-mobile</a>	Euro 2024 brought the goals, now it's time to set yours! Download the Lower My Drinking app today and track your progress to live a healthier lifestyle. <a href="https://bit.ly/lmd-mobile">https://bit.ly/lmd-mobile</a>
Alcohol is linked to over 60 different medical conditions, including liver disease, cancer, and depression. If you're looking to cut back on the booze this summer, get support with the Lower My Drinking app. <a href="https://bit.ly/lmd-mobile">https://bit.ly/lmd-mobile</a>	It may not just be the football causing your stress this Euro2024. Consider cutting your alcohol consumption with the free Lower My Drinking app, where you can set goals and score them for your health! <a href="https://bit.ly/lmd-mobile">https://bit.ly/lmd-mobile</a>
Looking to lose weight and live healthier? Reducing your drinking could be the key. Download the Lower My Drinking app, set goals and track your progress from today! <a href="https://bit.ly/lmd-mobile">https://bit.ly/lmd-mobile</a>	Thinking of cutting down on alcohol after a boozy Euro2024? Download the FREE Lower My Drinking app to get you started and score vital goals for your health! <a href="https://bit.ly/lmd-mobile">https://bit.ly/lmd-mobile</a>
Off the booze and on to the beach! Reduce your calorie intake, lose weight and feel better with the free Lower My Drinking app, where you can set personal goals and track your drinking to cut down on alcohol. <a href="https://bit.ly/lmd-mobile">https://bit.ly/lmd-mobile</a>	Cutting down on drinking post-Euro 2024? Download the FREE Lower My Drinking app, track your progress and feel the benefits of a healthier lifestyle. <a href="https://bit.ly/lmd-mobile">https://bit.ly/lmd-mobile</a>
Is alcohol affecting how you feel? Boost your health this summer with the Lower My Drinking app which lets you set personal goals and track your drinking to help you achieve them. <a href="https://bit.ly/lmd-mobile">https://bit.ly/lmd-mobile</a>	Euro 2024 causing a hangover? Recharge your batteries with the free Lower My Drinking app and feel the benefits of a healthier lifestyle. <a href="https://bit.ly/lmd-mobile">https://bit.ly/lmd-mobile</a>
Is your day-to-day tiredness causing you to question your drinking habits? Improve your physical and mental health this summer with the free Lower My Drinking app. <a href="https://bit.ly/lmd-mobile">https://bit.ly/lmd-mobile</a> <a href="https://bit.ly/lmd-mobile">https://bit.ly/lmd-mobile</a>	Ready to reduce your drinking after Euro 2024? Put the answer in your hands. Download the Lower My Drinking app, set your goals and track your progress from today! <a href="https://bit.ly/lmd-mobile">https://bit.ly/lmd-mobile</a>

## 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	Display of campaign videos on screens – Hospitals	
9	Display of campaign videos on screens – Local Authority	
10	Display of campaign videos on screens – Other	
11	Share social media posts – Facebook	
12	Share Social media posts – Instagram	
13	Share Social media posts – X	
14	Identify local 'influencers' who could promote on their social media	
15	Print out and display posters in staff areas	
16	Print out and display posters in public facing areas	
17	Print out and display posters for events	
18	Print out business cards for staff areas	
19	Print out business cards for public facing areas	
20	Print out business cards for events	
21	Print out business cards for staff to give to patients/service users/residents/public etc	
22	Promote the campaign via local alcohol or substance misuse multi-agency groups	
23	Promote through local sports and activity groups	
24	Promote with local employers – Public sector	
25	Promote with local employers – Private sector	
26	Promote with community and voluntary sector organisations	
27	Engage with businesses that sell/serve alcohol (supermarkets, off licences, bars/ pubs)	
28	Promotion via local Health Watch Activities	
29	Other promotional activities (please specify)	



# Thank you for your support

**Keep your eyes peeled for an updated  
Dry January toolkit in December!**

