

# Lower My Drinking Campaign

Helpful information for  
stakeholders.

Last updated September 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

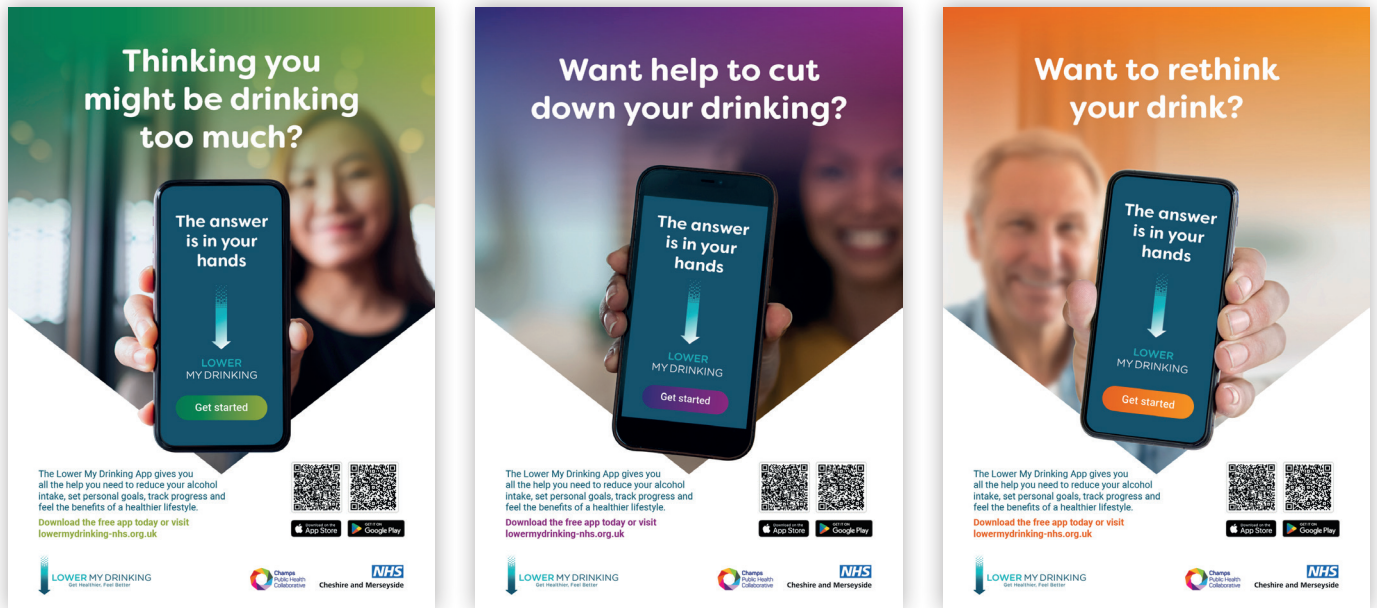
### By promoting our campaign you'll be helping to:

- 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

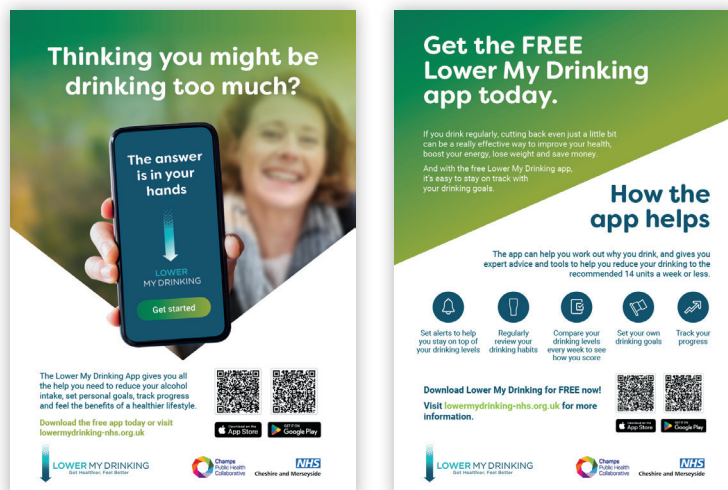
## Examples of our campaign resources:

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)

Available 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.

Available on the App Store | GET IT ON Google Play

LOWER MY DRINKING Get Healthier, Feel Better

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

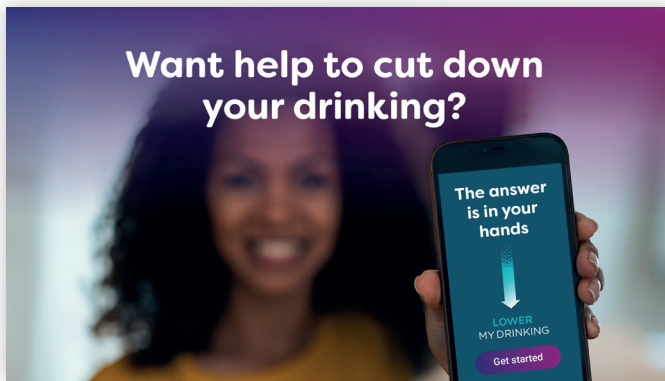
The Lower My Drinking app makes it easy to set your own goals and stay on track with your drinking – and it's FREE.

LOWER MY DRINKING Get Healthier, Feel Better | Champs Public Health Collaborative | NHS Cheshire and Merseyside

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



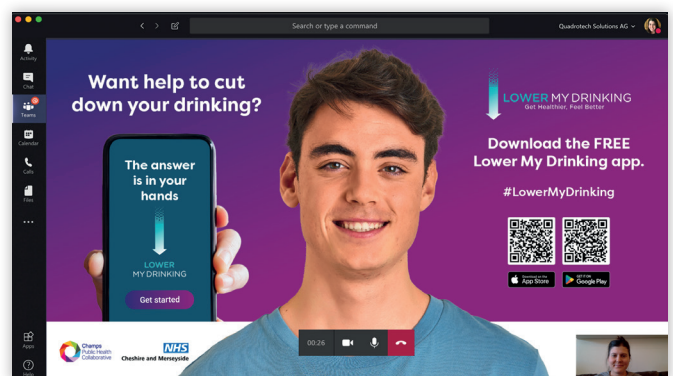
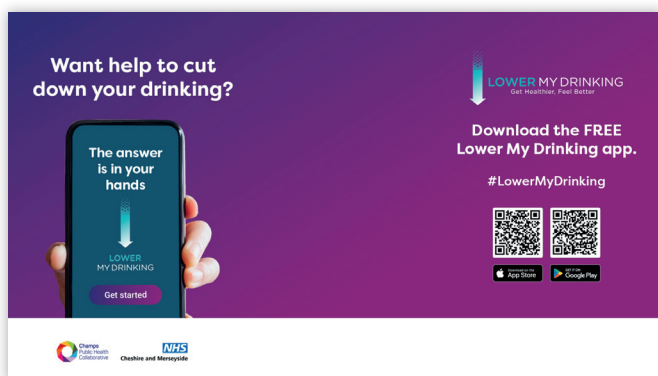
### Digital Screen



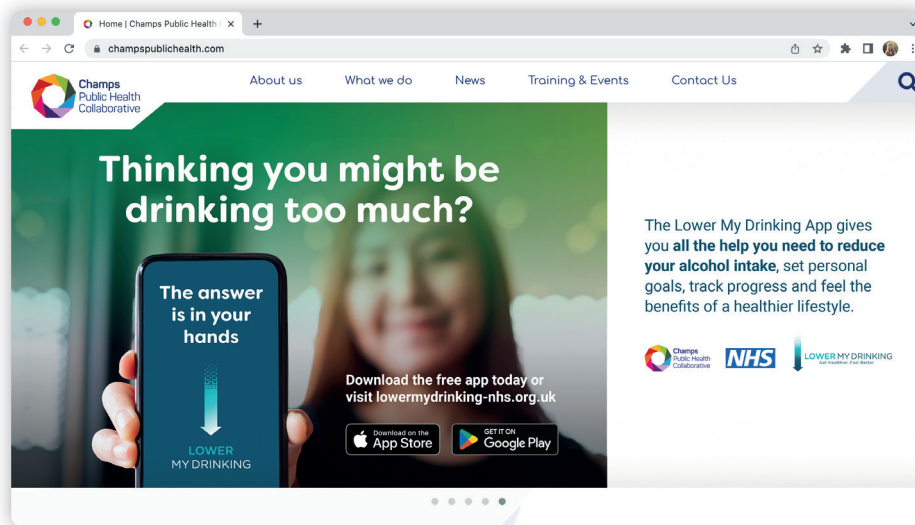
### Email Banner



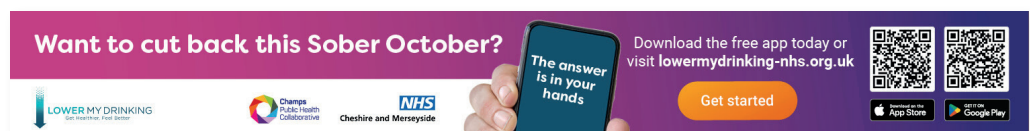
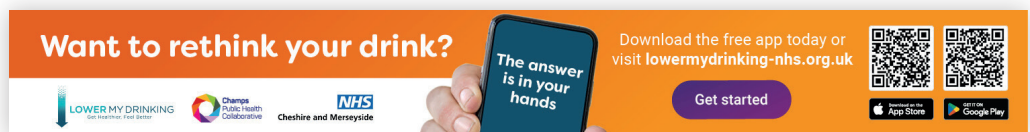
### Microsoft Teams Background



### Website Banner

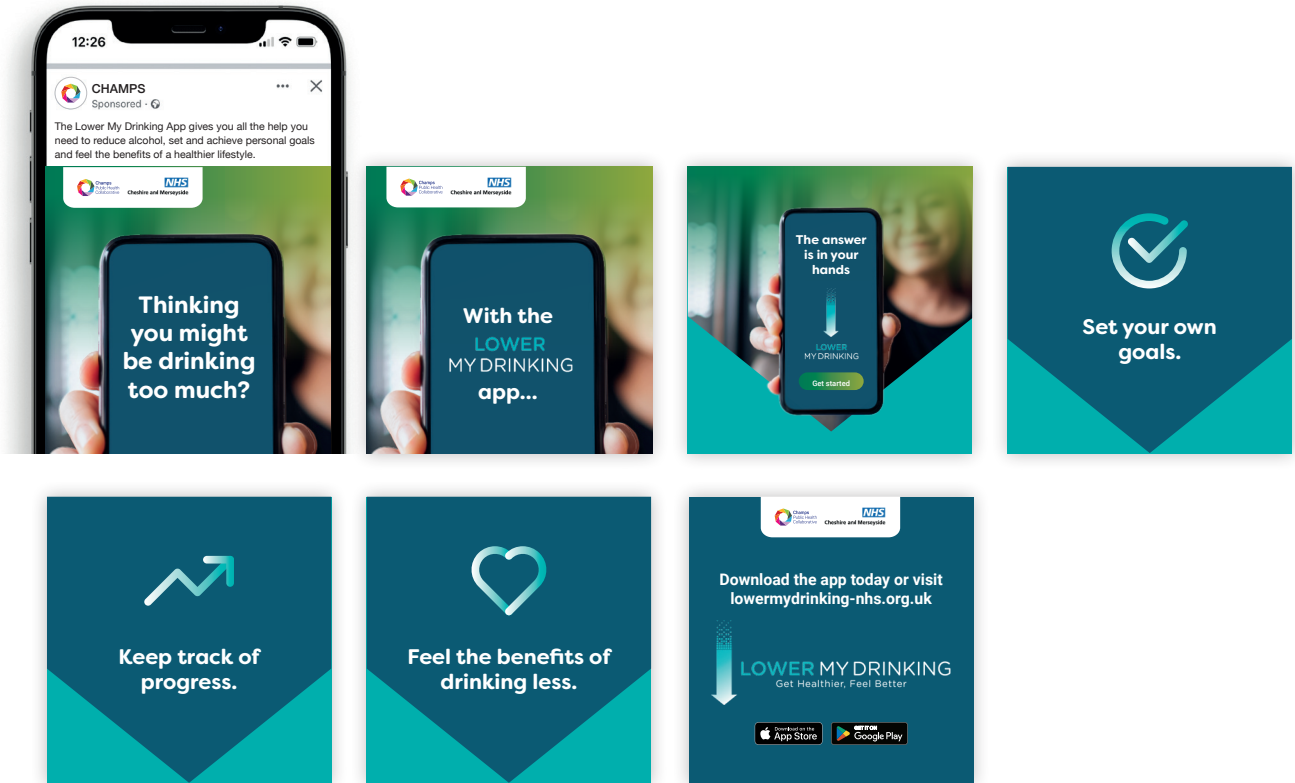


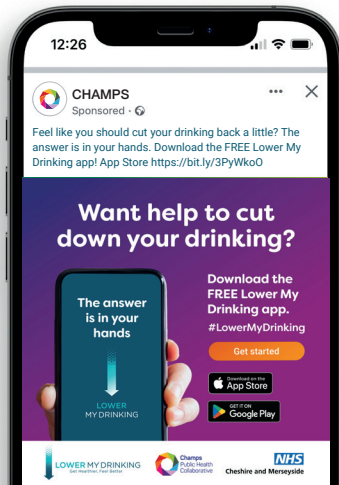
### Digital Banners



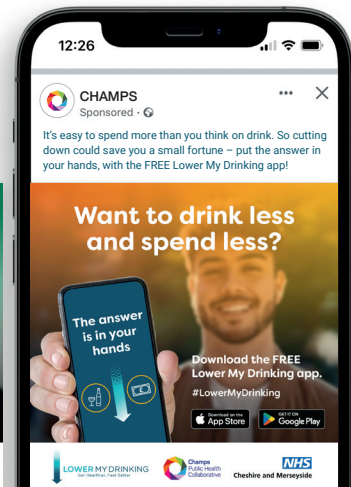


Animated Social Posts





Static Social Posts



Suggested Captions

| General   | Sober October   |
|---|---|
| <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.<br/>                     App Store <a href="https://apple.co/3ka80iv">https://apple.co/3ka80iv</a><br/>                     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?<br/>                     App Store <a href="https://apple.co/3ka80iv">https://apple.co/3ka80iv</a><br/>                     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?<br/>                     App Store <a href="https://apple.co/3ka80iv">https://apple.co/3ka80iv</a><br/>                     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:<br/>                     App Store <a href="https://apple.co/3ka80iv">https://apple.co/3ka80iv</a><br/>                     Google Play <a href="https://bit.ly/3i3KYY0">https://bit.ly/3i3KYY0</a> #LowerMyDrinking.</p>  | <p>Summer is over, but your healthy weight journey is just beginning. Put the answer in your hands this #SoberOctober and download the #LowerMyDrinking app to help boost your health.<br/>                     App Store <a href="https://bit.ly/3PyWko0">https://bit.ly/3PyWko0</a><br/>                     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:<br/>                     App Store <a href="https://apple.co/3ka80iv">https://apple.co/3ka80iv</a><br/>                     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<br/>                     App Store <a href="https://bit.ly/3PyWko0">https://bit.ly/3PyWko0</a><br/>                     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?<br/>                     App Store <a href="https://apple.co/3ka80iv">https://apple.co/3ka80iv</a><br/>                     Google Play <a href="https://bit.ly/3i3KYY0">https://bit.ly/3i3KYY0</a> #LowerMyDrinking</p>                             | <p>Improved health, higher savings and better productivity... if you join us in going #SoberOctober this month. Download the #LowerMyDrinking app and get healthier today.<br/>                     App Store <a href="https://bit.ly/3PyWko0">https://bit.ly/3PyWko0</a><br/>                     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!<br/>                     App Store <a href="https://apple.co/3ka80iv">https://apple.co/3ka80iv</a><br/>                     Google Play <a href="https://bit.ly/3i3KYY0">https://bit.ly/3i3KYY0</a> #LowerMyDrinking</p>    | <p>Want to feel better, more productive and financially stable? Put the answer in your hands this #SoberOctober and download the #LowerMyDrinking app to help you cut back on your drinking!<br/>                     App Store <a href="https://bit.ly/3PyWko0">https://bit.ly/3PyWko0</a><br/>                     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  | Display of campaign videos on screens – Hospitals   |          |
| 10 | Display of campaign videos on screens – Local Authority   |          |
| 11 | Display of campaign videos on screens – Other   |          |
| 12 | Share social media posts – Facebook   |          |
| 13 | Share Social media posts – Instagram  |          |
| 14 | Share Social media posts – X  |          |
| 15 | Identify local 'influencers' who could promote on their social media  |          |
| 16 | Print out and display posters in staff areas  |          |
| 17 | Print out and display posters in public facing areas  |          |
| 18 | Print out and display posters for events  |          |
| 19 | Print out business cards for staff areas  |          |
| 20 | Print out business cards for public facing areas  |          |
| 21 | Print out business cards for events   |          |
| 22 | Print out business cards for staff to give to patients/service users/residents/public etc                   |          |
| 23 | Promote the campaign via local alcohol or substance misuse multi-agency groups                              |          |
| 24 | Promote through local sports and activity groups  |          |
| 25 | Promote with local employers – Public sector  |          |
| 26 | Promote with local employers – Private sector   |          |
| 27 | Promote with community and voluntary sector organisations   |          |
| 28 | Engage with businesses that sell/serve alcohol (supermarkets, off licences, bars/pubs)                      |          |
| 29 | Promotion via local Health Watch Activities   |          |

# Thank you for your support

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



**LOWER MY DRINKING**  
Get Healthier, Feel Better



**Champs**  
Public Health  
Collaborative



**Cheshire and Merseyside**