

Lower My Drinking Campaign

Helpful information for
stakeholders.



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

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

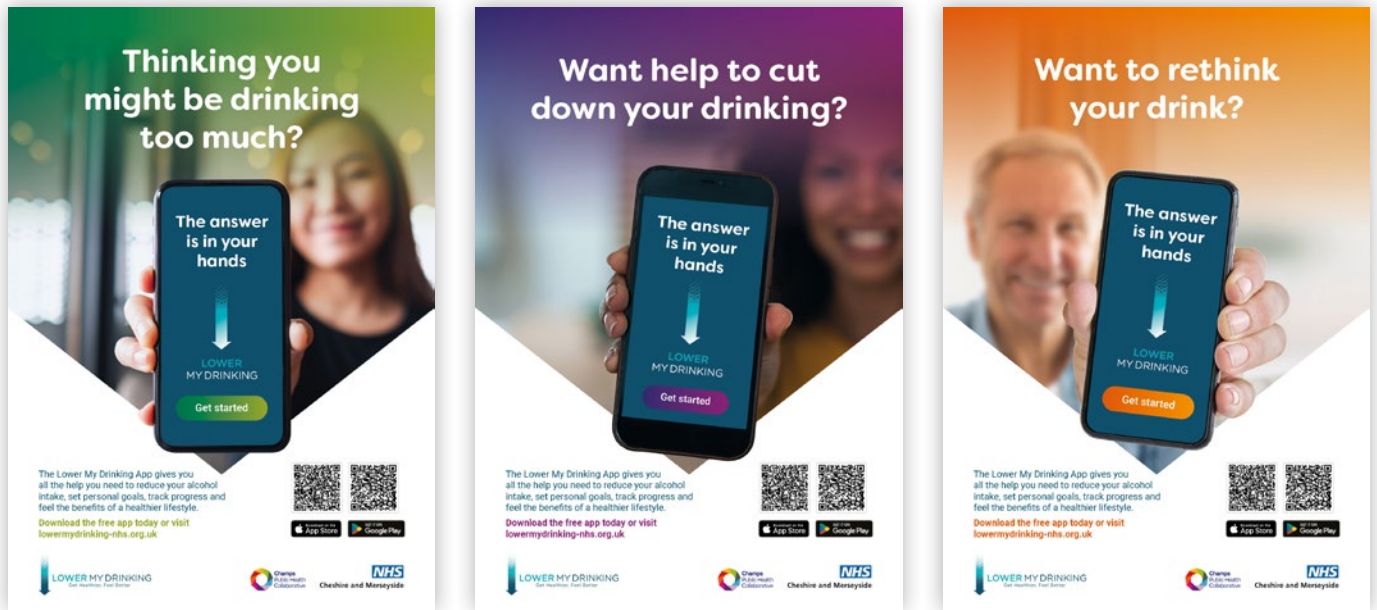
By promoting our campaign you'll be helping to:

- 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

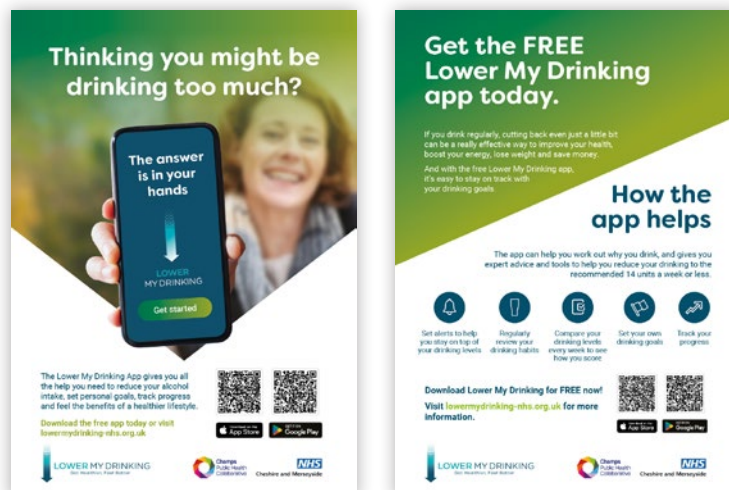
Examples of our campaign resources:

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

QR codes for App Store and Google Play.

LOWER MY DRINKING | 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.

QR codes for App Store and Google Play.

LOWER MY DRINKING | Champs Public Health Collaborative | NHS Cheshire and Merseyside

lowermydrinking-nhs.org.uk

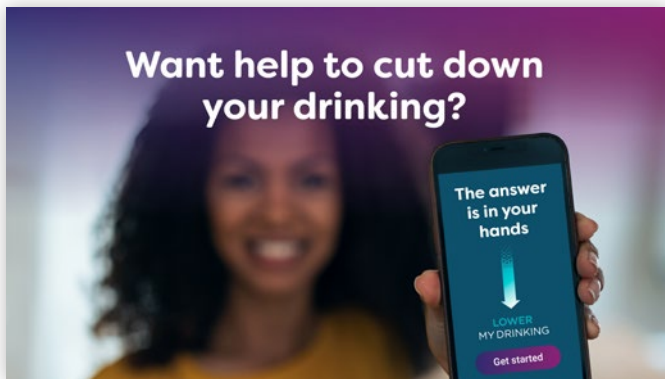
If you drink regularly, cutting back even just a little bit can be a really effective way to improve your health.

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

LOWER MY DRINKING | Champs Public Health Collaborative | NHS Cheshire and Merseyside

lowermydrinking-nhs.org.uk

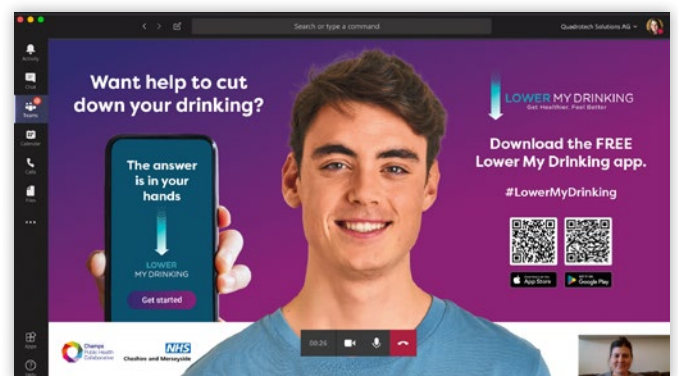
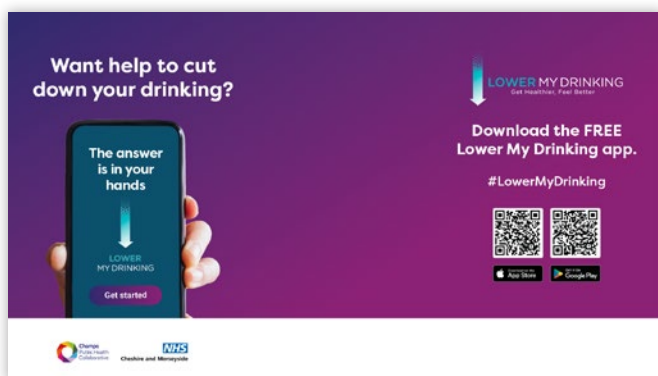
Digital Screen



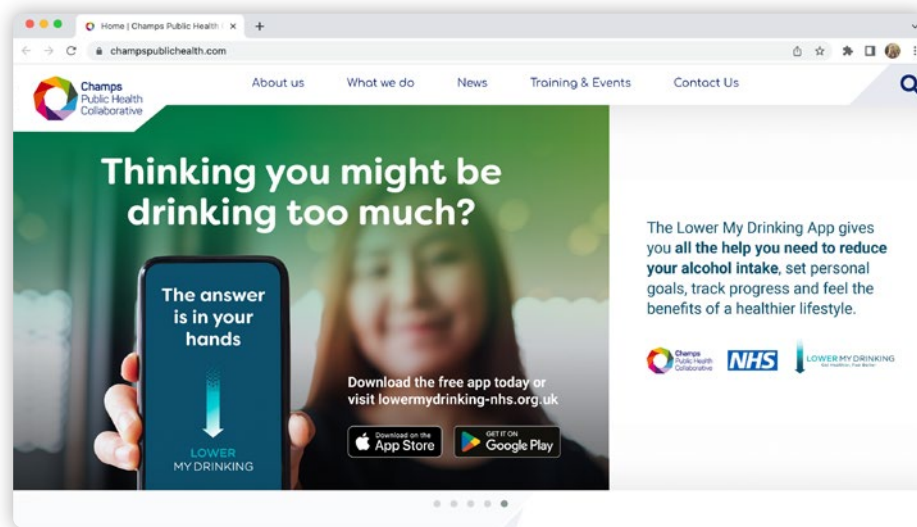
Email Banner



Microsoft Teams Background



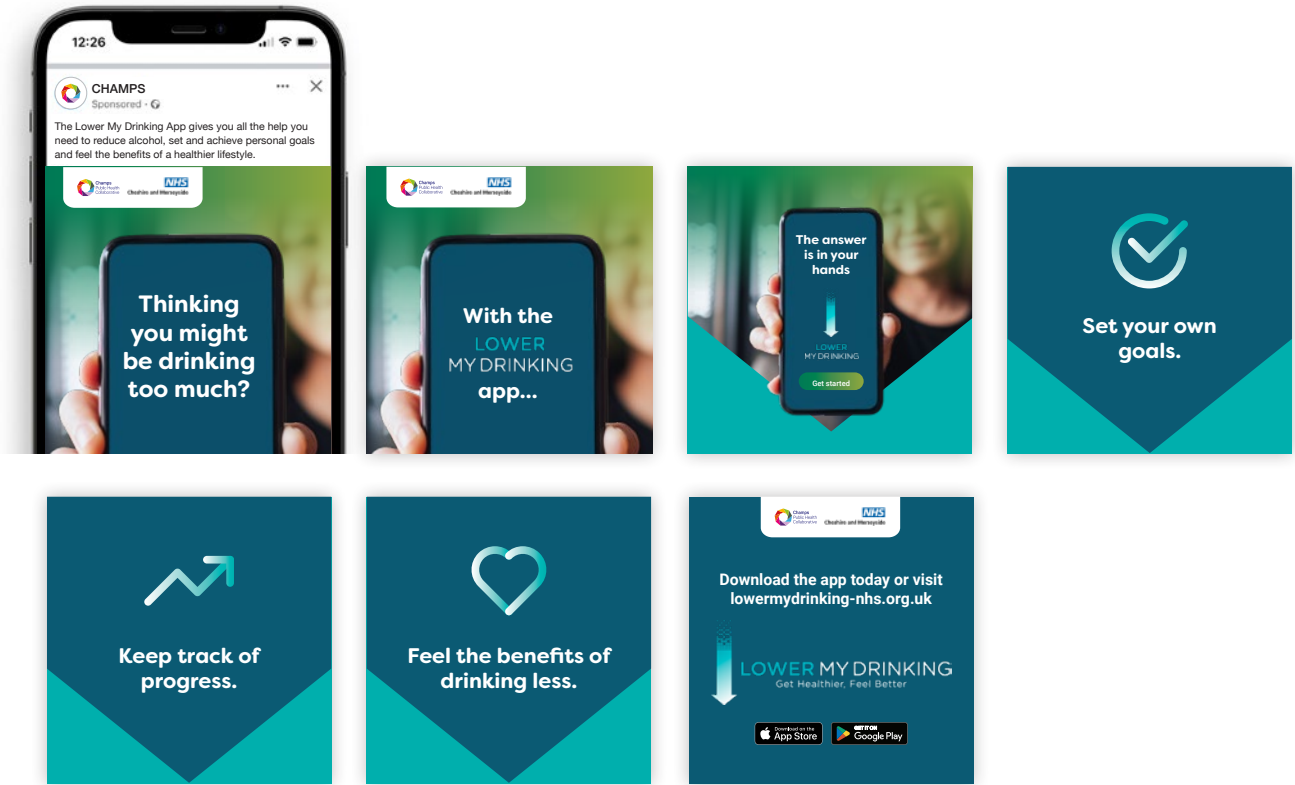
Website Banner



Digital Banners



Animated Social Posts



Static Social Posts

Want help to cut down your drinking?

The answer is in your hands

Download the FREE Lower My Drinking app.
#LowerMyDrinking

Get started

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

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Suggested Captions

General	Dry January
<p>Feel like you should cut your drinking back a little? The answer is in your hands. Download the FREE Lower My Drinking app! App Store https://bit.ly/3PyWkoO Google Play https://bit.ly/3LkZlqe #LowerMyDrinking</p>	<p>After the excesses of the festive season, it's time to think healthy. And if that includes cutting down what you drink, the answer is in your hands with the FREE Lower My Drinking app! Why not download it now? App Store https://bit.ly/3PyWkoO Google Play https://bit.ly/3LkZlqe</p>
<p>Is it time to rethink your drinking? If you want to cut down, the answer's in your hands – download the FREE Lower My Drinking app. App Store https://bit.ly/3PyWkoO Google Play https://bit.ly/3LkZlqe #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 https://bit.ly/3PyWkoO Google Play https://bit.ly/3LkZlqe</p>
<p>Cutting down your drinking is easier than you think. In fact, the answer's in your hands, with the FREE Lower My Drinking app! Download it today: App Store https://bit.ly/3PyWkoO Google Play https://bit.ly/3LkZlqe #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 https://bit.ly/3PyWkoO Google Play https://bit.ly/3LkZlqe</p>
<p>Discover how you can cut down your drinking for good with the FREE Lower My Drinking app. The answer's in your hands! Download it now: App Store https://bit.ly/3PyWkoO Google Play https://bit.ly/3LkZlqe #LowerMyDrinking</p>	<p>Cut down your drinking as part of your January health kick – by putting the answer in your hands! Just download the FREE Lower My Drinking app to get all the help you need. App Store https://bit.ly/3PyWkoO Google Play https://bit.ly/3LkZlqe</p>
<p>Cutting down your drinking also cuts the risk of serious problems like cancer, liver disease and depression. The FREE Lower My Drinking app shows you how, and helps you achieve your goals – why not download it now? App Store https://bit.ly/3PyWkoO Google Play https://bit.ly/3LkZlqe #LowerMyDrinking</p>	<p>If you're rethinking your drinking as part of getting healthier this January, 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 https://bit.ly/3PyWkoO Google Play https://bit.ly/3LkZlqe #LowerMyDrinking</p>
<p>Even cutting back your drinking just a little can have big benefits – better health, more energy, fewer calories and saving money! The FREE Lower My Drinking app will show you how to get there – just download it here! App Store https://bit.ly/3PyWkoO Google Play https://bit.ly/3LkZlqe #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 https://bit.ly/3PyWkoO Google Play https://bit.ly/3LkZlqe</p>
<p>The Lower My Drinking app helps you set realistic goals, track your progress and stay on top of your drinking – and best of all, it's FREE! Download it now: App Store https://bit.ly/3PyWkoO Google Play https://bit.ly/3LkZlqe #LowerMyDrinking</p>	<p>Who's up for #DryJanuary? The FREE Lower My Drinking app helps you rethink what you drink to get it down to a healthier level. Just download it now, set your target and achieve your goals! App Store https://bit.ly/3PyWkoO Google Play https://bit.ly/3LkZlqe</p>
<p>Like more energy? Looking to lose weight? Need to save money? Put the answer in your hands, and download the Lower My Drinking app to help you cut back on your drinking! App Store https://bit.ly/3PyWkoO Google Play https://bit.ly/3LkZlqe #LowerMyDrinking</p>	

Thank you for
your support

