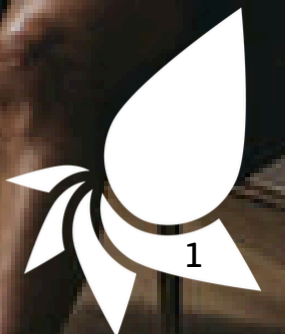


Communications Toolkit

Alcohol and Me

Alcohol Awareness
Week 2026

**TURNING
POINT**
inspired by possibility



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: Claire Vanneck, Leicester City Marketing and Engagement Lead - claire.vanneck@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.”



Reels Facebook/ Instagram/ TikTok posts

Image	Copy
 <p data-bbox="193 810 626 1035">This years theme for Alcohol Awareness Week is "Alcohol and Me".</p> <p data-bbox="226 1542 573 1692">35 second reel introducing Alcohol Awareness Week</p>	<p data-bbox="826 540 1705 596">Introducing Alcohol Awareness Week</p> <p data-bbox="826 697 2459 979">Being mindful about what we're drinking doesn't always mean cutting things out completely. Often, it's about being more aware of the role and impact that alcohol has on our life and knowing how to get support to make changes.</p> <p data-bbox="826 1073 2459 1429">This #AlcoholAwarenessWeek take a moment to check in and reflect on your 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.</p>

Facebook/Instagram posts

[Download Resources Here](#)

Carousel 1: The financial costs of drinking



Copy:

We've all been there. Had a big night out, spent more money than we thought, didn't make it into work, and wondered what the surprise delivery was!

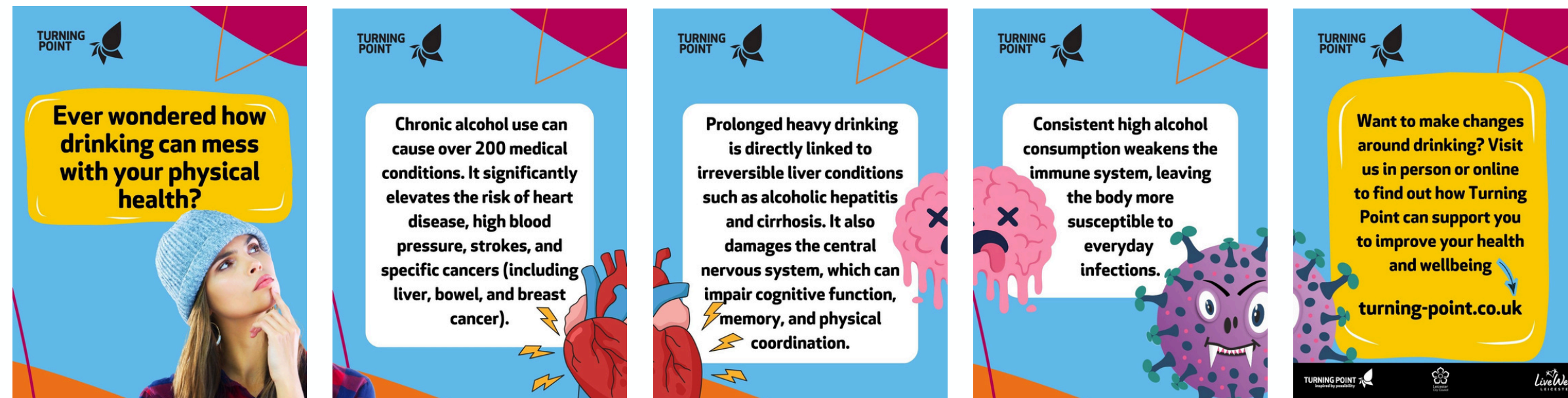
This Alcohol Awareness Week, we're taking a step back and considering the role that alcohol might be playing in our lives. For more information, support and harm reduction advice, visit:

#AlcoholAwarenessWeek #AlcoholAndMe #Drinking

Facebook/Instagram posts

[Download Resources Here](#)

Carousel 2: The physical impacts of drinking



Copy:

No, we aren't going all Steven Bartlett BUT we do know that frequent and excessive drinking can lead to a number of health issues.

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://www.turning-point.co.uk/services/leicester>

#AlcoholAwarenessWeek #AlcoholAndMe #Drinking

Facebook/Instagram posts

[Download Resources Here](#)

Carousel 3: The mental health impacts of drinking



Copy:

We often have a drink as a way of relaxing or relieving stress but the reality is that drinking leads to poor sleep, hangxiety and ultimately makes your mental health worse.

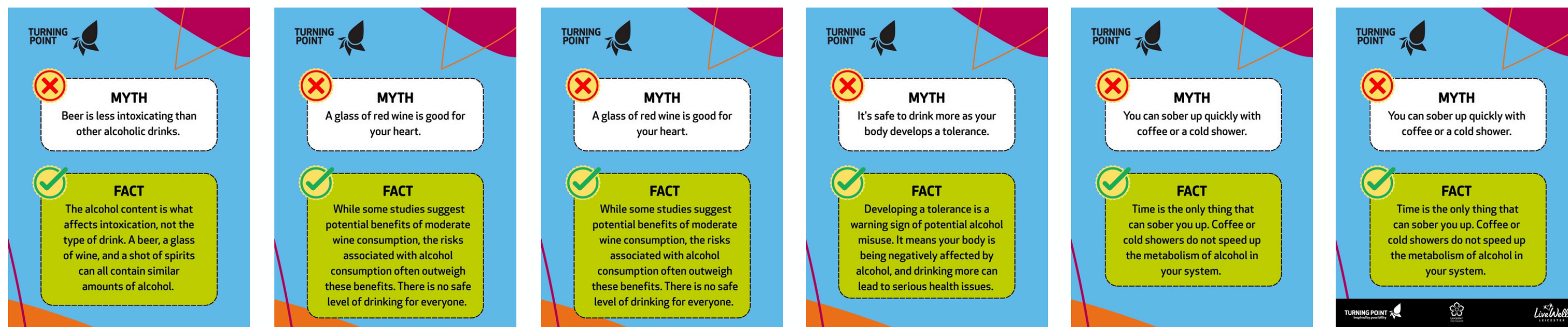
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#AlcoholAwarenessWeek #AlcoholAndMe #Drinking

Facebook/Instagram posts

[Download Resources Here](#)

Carousel 4: Myths and Facts



Copy:

“It’ll put hairs on your chest”. I mean it won’t, and also who even wants that?

There’s so much misinformation around alcohol we thought we’d share some facts when it comes to drinking.

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://www.turning-point.co.uk/services/leicester>

#AlcoholAwarenessWeek #AlcoholAndMe #Drinking

Facebook/Instagram posts

[Download Resources Here](#)

Carousel 5: Know your units

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How much are you actually drinking?

- 330ml ABV 6% 2 units
- 330ml ABV 4.5% 1.5 units
- 350ml ABV 13% 4.6 units
- 200ml ABV 13.5% 2.7 units

TURNING POINT

We're told to watch our drinking, but how many of us really know what a unit of alcohol is?

With all the different drinks and glass sizes out there, from shots to pints and bottles, it's really easy to get lost in the mix when figuring out how many units are in your drink.

TURNING POINT

Units are a handy way to measure how much pure alcohol is in a drink. One unit is about 10ml or 8g of alcohol, roughly the amount an adult can handle in an hour.

Theoretically, there should be little to no alcohol left in the blood after an hour, but everyone is different. The number of units in a drink depends on its size and alcohol by volume or ABV.

TURNING POINT

It is recommended that both men and women limit their alcohol intake to no more than 14 units per week on a regular basis. If you consistently consume up to 14 units a week, aim to spread your drinking over three or more days.

14

Looking at popular drinks, how much should you be consuming on a weekly basis?

TURNING POINT

Buzzballz

200ml ABV 13.5% 2.7 units
This means 27ml is pure alcohol

Buzzballz are ready-to-go cocktails, popular for their bright colours, variety of flavours, and high ABV. To avoid going over 14 units per week, limit yourself to no more than **5 Buzzballz**.

TURNING POINT

White Claw Hard Seltzer

330ml ABV 4.5% 1.5 units
This means 14.85ml is pure alcohol

White Claw Hard Seltzers are popular due to being low calorie and low-carb, appealing to those on clean diets and lifestyles. To avoid going over 14 units per week, limit yourself to no more than **9 cans of White Claw Hard Seltzer**.

TURNING POINT

Jinro Soju

350ml ABV 13% 4.6 units
This means 45.5ml is pure alcohol

Jinro Soju is a Korean alcoholic beverage that has become very popular in the UK after the global rise of Korean culture. To avoid going over 14 units per week, limit yourself to no more than **3 bottles of Jinro Soju**.

TURNING POINT

-196 Vodka Seltzer

330ml ABV 6% 2 units
This means 19.8ml is pure alcohol

-196 Vodka Seltzer is a Japanese alcoholic drink that freeze crushes fruit at -196 degrees to lock in a natural, refreshing flavour. To avoid going over 14 units per week, limit yourself to no more than **7 cans of -196 Vodka Seltzer**.


Copy:

We often talk about having no more than 14 units of alcohol week - but what does that mean in real terms?

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://www.turning-point.co.uk/services/leicester>

#AlcoholAwarenessWeek #AlcoholAndMe #Drinking

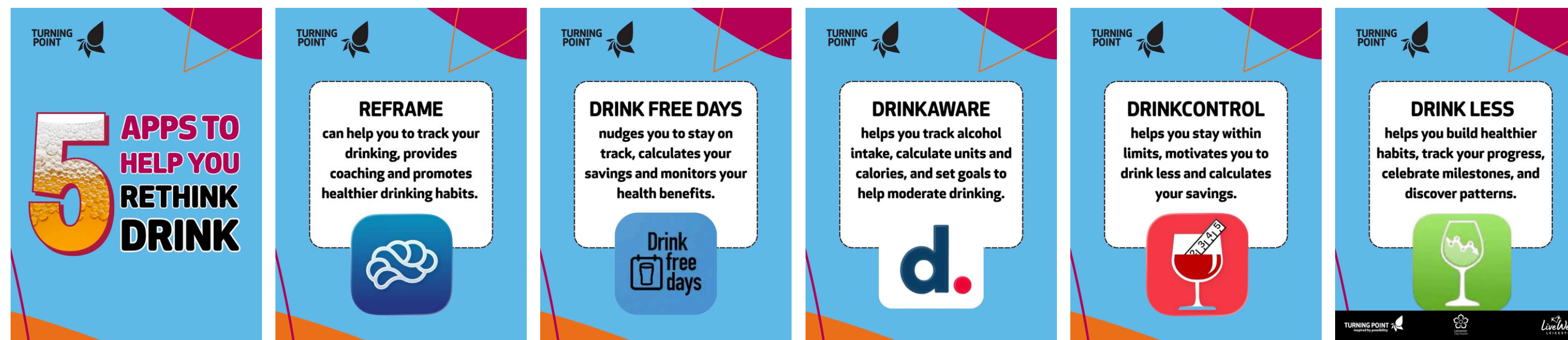
Reels Facebook/ Instagram/ TikTok posts

Image	Copy
 <p data-bbox="169 1534 606 1639">32 second reel around being alcohol unit aware</p>	<p data-bbox="826 540 2269 671">Want to make some quick and easy changes to your drinking? Follow our five top tips.</p> <p data-bbox="826 765 2425 1133">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/services/leicester</p>

Facebook/Instagram posts

[Download Resources Here](#)

Carousel 6: Keeping track



Copy:

Ready to make changes but want some help to stay motivated and see the results? There are lots of apps that can help chart your progress.

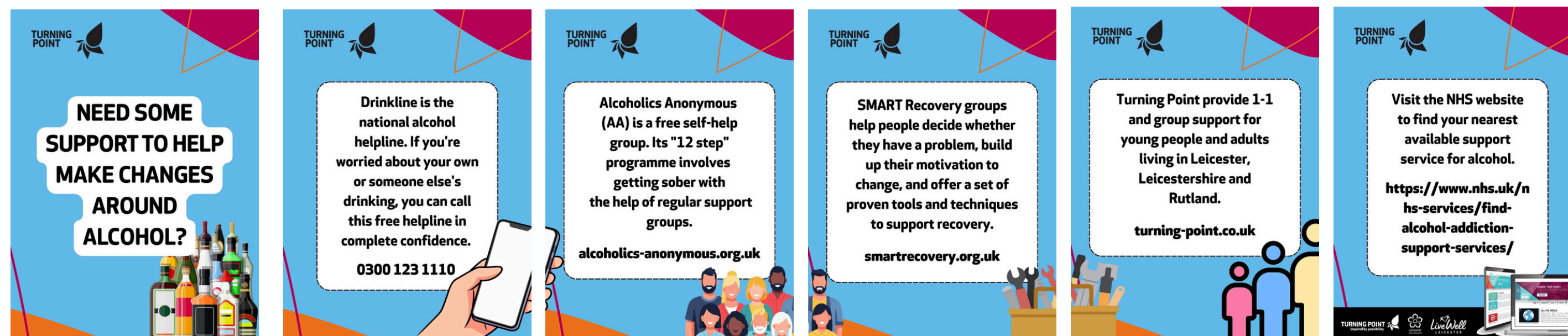
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#AlcoholAwarenessWeek #AlcoholAndMe #Drinking

Facebook/Instagram posts

[Download Resources Here](#)

Carousel 7: Getting support



Copy:

Need something more than apps for support? There are a number of national and local organisations that provide free and confidential support when it comes to alcohol.

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://www.turning-point.co.uk/services/leicester>

#AlcoholAwarenessWeek #AlcoholAndMe #Drinking

Resources

[Download Resources Here](#)

If a night used to look like this...



Total of 17.1 units

and now looks like this...



Total of 7.8 units

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



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.

 <p>1.6 units</p>	 <p>2.3 units</p>	 <p>2.6 units</p>
 <p>1 unit</p>	 <p>3 units</p>	 <p>9.8 units</p>

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

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.

Drinks Diary

Resources

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://www.turning-point.co.uk/discover/new-substance-information-cards-now-available>
- Find your local service - www.turning-point.co.uk/services
- Get Support (make a referral) - www.turning-point.co.uk/get-support

Get involved

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



Contact details

For any questions around the campaign or downloading resources , please contact:
Claire.Vanneck@turning-point.co.uk



www.turning-point.co.uk



www.instagram.com/tp_llr



www.facebook.com/Turning Point Leicester



www.linkedin.com/company/turning_point



www.youtube.com/@turningpoint_uk

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