

Alcohol Change UK

Alcohol change isn't about being anti-alcohol. Its aim is to get people to think about drinking as a conscious choice, not a default.

In the UK one person dies every hour as a result of alcohol

What is Alcohol Awareness Week?

Alcohol Awareness Week, led by Alcohol Change UK, is an opportunity to reflect on our relationship with alcohol and the impact it can have on health, wellbeing, and daily life. It encourages open conversations and greater understanding around drinking habits.

Why It Matters

For many people, drinking can become routine, often linked to socialising, stress relief, or celebration. Alcohol Awareness Week encourages people to pause and reflect by asking questions like: *Why am I drinking?* and *How is it affecting me?* This reflection can be the first step toward positive change.

Alcohol increases our risk of 200 diseases, injuries and other health conditions.

Small Changes, Big Impact

The campaign highlights that even small changes can make a difference. This might include taking alcohol-free days, choosing low or no-alcohol alternatives, or seeking support when needed. The focus is on realistic, manageable steps rather than drastic changes.

Creating a Supportive Culture

At its core, Alcohol Awareness Week promotes understanding without judgement. By reducing stigma and encouraging honest conversations, it helps create a culture where people feel supported to make choices that are right for them.

If you're worried about your alcohol use, opening up to someone about how you're feeling can be one of the bravest things you can do. It can also be the start of a process of positive change.

Check how healthy your drinking is with this quick quiz:
[Check your drinking | Alcohol Change UK](#)

Sober Shaming

Sober shaming is when someone is made to feel uncomfortable or judged for not drinking, often through comments or pressure to “just have one.”

Many people sober shame unintentionally due to social norms and alcohol culture, but it can still be harmful.

Why it matters: It can make people feel judged, discourage them from cutting down, and create barriers to healthier choices. It can also be disrespectful to cultural or religious reasons for not drinking.

Impact: It can pressure people into drinking more than they want and make it harder for individuals to make positive changes.

Tips for cutting down alcohol use

Know your motivation: Identify and write down why you want to cut down, such as better sleep, improved health, or saving money, to stay focused.

Understand your triggers: Recognise when, where, and why you tend to drink more, and plan how to manage those situations without self-judgement.

Break habitual drinking: Cut out drinks you have out of routine or boredom and consider planning your drinking in advance.

Control availability: Only buy what you intend to drink and consider alcohol-free alternatives to reduce temptation.

Reduce consumption gradually: Make simple swaps like smaller measures, alternating with water, and choosing lower-strength drinks.

Get support: Share your goals with someone you trust who can encourage and help keep you accountable.

Finding Support

See your GP for confidential advice.

- [NHS England](#)
- [NHS 111 Wales](#)
- [NHS Inform, Scotland](#)
- [Drugs and Alcohol Northern Ireland](#)
- [Alcohol Change UK Charity](#)

We **CAN** change
the role that
alcohol plays in our
lives.