

COUNT

14

**HOW DOES YOUR WEEKLY
DRINKING ADD UP?**

**Alcohol Awareness Week 2021
15 - 21 November
Information Pack**

Aim

The aim of Alcohol Awareness Week is to get people thinking about alcohol – how it affects us as individuals, families, communities and society. By encouraging people to have the right conversations about alcohol we hope to make changes to our relationship with alcohol.

Supporting Alcohol Awareness Week is important as alcohol can increase the risk of diabetes, cancer and poverty as well as causing harm within family relationships. In Fife, cancer and diabetes rates are high and poverty is having a real impact on residents so we need to get the correct messages out to those that need it.

The national Alcohol Awareness Week campaign is run by Alcohol Change UK and the theme for this year's campaign is Alcohol and Relationships. The website contains a range of resources and activities which you can use during the Alcohol Awareness Week. For example: interactive quizzes; mocktail recipes; blogs; and leaflets & posters. To find out more about the campaign or to get involved visit <https://alcoholchange.org.uk/get-involved/campaigns/alcohol-awareness-week-1/about-alcohol-awareness-week>.

The UK government has produced sensible drinking guidelines based on units of alcohol. The Chief Medical Officers' guidelines for both men and women is that, to keep health risks from alcohol to a low level, it is safest not to drink more than 14 units a week on a regular basis. (nhsinform.scot/healthy-living/alcohol/low-risk-drinking-guidelines)

Alcohol problems are a major concern for public health in Scotland.

- 1 in 4 people (24%) drink at harmful levels (defined as drinking more than 14 units per week) ([Scottish Health Survey, 2018](#))
- Drinking more than 14 units a week was reported by 32% of men and 16% of women ([Scottish Health Survey, 2018](#))
- Of those drinking above the guidelines, people in the poorest areas drink more units per week (14 units per week). ([Scottish Health Survey, 2018](#))
- Men are over 2.4 times more likely to be admitted to hospital for alcohol related conditions Fife are above national average for alcohol related admissions. ([Alcohol Related Hospital Statistics Scotland 2019/20](#))
- Alcohol consumption increases risk of cancer ([NHS Inform, 2021](#))
- Alcohol harm costs Scotland £3.6 billion a year in health, social care, crime, productive capacity and wider costs. ([The societal cost of Alcohol Misuse in Scotland, 2007](#))

Count 14 campaign

The Scottish Government [Count 14](#) campaign aims to raise awareness of Scotland's recommended maximum alcohol limits. It has been developed to highlight the guidance that men and women should drink no more than 14 units of alcohol a week, spread out over at least 3 days, to reduce the risk of developing health problems.



To find out more and see how your units add up using easy calculators go to [Count 14](https://count14.scot).













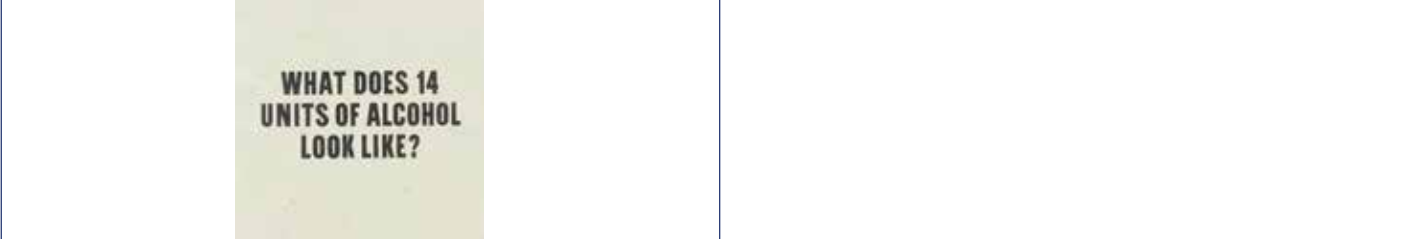
Recommended social media posts

- Sticking to a maximum of 14 units of alcohol per week can reduce the risk of health issues, such as breast, mouth and throat cancer. Find out how your drinking adds up at count14.scot
- If you're drinking 14 units a week, don't save them up for one day. Spreading your drinking over at least three days can keep the risks from alcohol low. Find out why at count14.scot
- To keep the risks from alcohol low, it's recommended you don't drink more than 14 units a week. How does your drinking add up? Find out at count14.scot
- Know how many units are in your favourite tipple? Or do you tend to mix and match? At count14.scot you can find out what 14 units looks like for you.
- Glass of wine after work tonight? If you drink most evenings, it can add up. Sticking to a maximum of 14 units – that's six glasses of wine a week – can reduce the risk of developing health issues. Find out more at count14.scot
- Partial to a vodka and coke or a G&T over a glass of wine? Did you know seven double measures of spirits is 14 units? Staying within this limit over the course of a week reduces your risk of alcohol harm. Find out more at count14.scot
- Whether you're into craft beer, a fruity cider fan or prefer a lager, it's important to know how those units can add up. Whatever your choice, drinking six pints equals the recommended weekly limit of 14 units. Find out more at count14.scot
- Tracking your weekly alcohol intake just got easier, with the count14.scot drinks calculator. Find out how your drinking adds up at count14.scot
- Keeping an eye on the number of days you drink, and the amount, can help reduce alcohol harm. See what 14 units looks like for you at count14.scot
- Tend to mix and match your drinks? If you order something different every time you're at the bar, the count14.scot unit calculator could come in handy.



Downloadable Digital Resources

Click on the images below to download

Email signature	Infographic
 <p>COUNT 14 HOW DOES YOUR WEEKLY DRINKING ADD UP? For the risks & info visit count14.scot</p> <p>Healthier Scotland Scottish Government</p> <p>NHS SCOTLAND</p>	 <p>LOW-RISK DRINKING GUIDELINES</p> <p>14 UNITS IS THE limit</p> <p>4 PINTS OF BEER 7 DOUBLE SPIRITS 6 GLASSES OF WINE</p>
Instagram/Facebook graphics	Twitter graphics
 <p>6 PINTS OF BEER Based on 6 x 330ml, 4% ABV</p>	 <p>6 PINTS OF BEER Based on 6 x 330ml, 4% ABV</p>
 <p>COUNT 14 HOW DOES YOUR WEEKLY DRINKING ADD UP? For the risks & info visit count14.scot</p>	 <p>COUNT 14 HOW DOES YOUR WEEKLY DRINKING ADD UP? For the risks & info visit count14.scot</p>
 <p>7 DOUBLE SPIRITS Based on 7 x 50ml, 40% ABV</p>	 <p>7 DOUBLE SPIRITS Based on 7 x 50ml, 40% ABV</p>
 <p>6 GLASSES OF RED, WHITE OR ROSÉ Based on 6 x 175ml, 12% ABV</p>	 <p>6 GLASSES OF RED, WHITE OR ROSÉ Based on 6 x 175ml, 12% ABV</p>
3 x A3 posters (16Mb)	3 x A4 posters (12Mb)
 <p>6 GLASSES OF WINE IS 14 UNITS</p>	 <p>6 GLASSES OF WINE IS 14 UNITS</p>
30 second video (15Mb)	
 <p>WHAT DOES 14 UNITS OF ALCOHOL LOOK LIKE?</p>	

Additional resources & training

Alcohol related resources and materials available from Health Promotion Information & Resources Centre (HPIRC).

HPIRC has a variety of interactive physical resources to help you raise awareness of the topic of alcohol and to help start conversations. The resources are available to order (free of charge) from the Health Promotion Access Catalogue (HPAC). To view the range of resources visit <http://hpac.fife.scot.nhs.uk/>

Alcohol awareness training available via the Health Improvement Training Programme.

Reduce the risk - cancer prevention. 1pm - 2pm Thursday 18 November. This session aims to provide individuals with the knowledge and skills necessary to provide brief advice to clients on modifiable risk factors associated with cancer prevention.

Alcohol and drugs in the workplace. This eLearning module is designed to give information and guidance to employers to help with workplace issues on both alcohol and drugs. This course can be completed on its own by all members of an organisation or as part of a blended learning course for managers.

Visit the Health Improvement Training website: <https://www.hpac.nhs.uk/HIT/HPACIndex.jsp>

Detailed on the next page are examples of the resources which can be ordered or borrowed from our online catalogue HPAC.

Resource	Link to order
<p><u>Alcohol unit calculator</u></p> 	<p>This is an interactive resource aimed to increase awareness of the unit content of different drinks as well as how many of those drinks make up 14 units. The resource is for members of the public and professional use.</p>
<p><u>Unit measuring cup</u></p> 	<p>This resource provides individuals with practical guidance to help measure alcohol at home. It has unit measurements for pouring spirits and wine and aims to help individuals monitor their alcohol consumption by measuring out their drinks. The cup also contains the low risk drinking guidelines. This resource is for members of the public and for professional use.</p>
<p><u>Daily diary</u></p> 	<p>This resource supports individuals to monitor and record their drinking and provides information around how to cut down/change their drinking. It also contains details of the low risk drinking guidelines. It is a useful resource for people to use if they are worried about their drinking or are looking to cut down on the amount they drink. The resource is targeted at adults.</p>
<p><u>Making a change</u></p> 	<p>This resource encourages individuals to make informed, positive choices regarding their alcohol intake. It contains information about alcohol, the low risk drinking guidelines, and the benefits of change, building confidence and how to go about making a change.</p>
<p><u>Rethink your drink alcohol card</u></p> 	<p>Rethink your drink scratch card</p>
<p><u>Count 14 poster</u></p> 	<p>A3 poster raising awareness of alcohol awareness campaign count14.scot</p> <p>7 double measures of spirits is 14 units. To keep your risks from alcohol low, it's recommended you drink no more than 14 units a week, spread over at least 3 days. How does your drinking add up?</p>
<p><u>Alcohol Change poster</u></p> 	<p>A4 poster highlighting the effects of alcohol on different parts of the body.</p>

Useful websites for further information and support:

www.nhsinform.scot/healthy-living/alcohol

NHS Inform provides information on drinking sensibly, knowing your limits and getting support for alcohol abuse.

www.wearewithyou.org.uk/

We Are With You provide free confidential support with alcohol, drugs and mental health either in person or online.

www.dapl.net

DAPL offers one to one counselling, support, information and advice to individuals and families who are affected by substance use and live within Fife.

www.fife-alcohol-support.org.uk

FASS provides a free, Fife-wide, community based, confidential, one-to-one counselling service for individuals and family affected by alcohol problems.

www.alcohol-focus-scotland.org.uk

Alcohol Focus Scotland is a national charity for alcohol issues. It provided training, leaflets and publications.

www.drinkaware.co.uk

Drink Aware provides facts and advice on whether you need to cut down your drinking. Includes a unit calculator and drinks diary. Resources can also be ordered from the Drink Aware Trust website www.drinkawaretrust.org.uk

www.alcoholconcern.org.uk

Alcohol Concern is the national agency on alcohol misuse campaigning for effective alcohol policy and improved services for people whose lives are affected by alcohol-related problems.

www.knowyourlimits.info/AboutAlcohol.aspx

This website encourages people to think about how much they drink and to know the recommended limits when it comes to alcohol and binge drinking.

www.ias.org.uk

The Institute of Alcohol Studies aims to increase awareness of alcohol related issues in society.

www.alcoholics-anonymous.org.uk

Support for people who suffer from alcoholism.

www.al-anonuk.org.uk

Al-Anon Family Groups provide support to anyone whose life is, or has been, affected by someone else's drinking, regardless of whether that person is still drinking or not.

References

Alcohol Focus Scotland, Facts and Figures. Available from:
<https://www.alcohol-focus-scotland.org.uk/alcohol-information/alcohol-facts-and-figures/>

Alcohol - Healthy Living, NHS Inform. Available from ([NHS Inform, 2021](#))

Alcohol Related Hospital Statistics Scotland 2019/20.
Available from: <https://publichealthscotland.scot/media/6333/2020-11-17-arhs-summary.pdf>

Scottish Health Survey 2018. Available from: <https://www.gov.scot/collections/scottish-health-survey/>

The societal cost of Alcohol Misuse in Scotland for 2007.
Available from: http://drugslibrary.wordpress.stir.ac.uk/files/2017/03/SGalocohol_cost_to_society.pdf

Health Promotion Service,
Fife Health & Social Care Partnership
November 2021

fife.infocentre@nhs.scot