



Alcohol Awareness Week 2016

Social Media Toolkit



HELLO!

This handy toolkit provides all the information you will need to help support our Like My Limit campaign during Alcohol Awareness Week.

This document and brand assets such as infographics, social media images, posters and booklets can be found on our website.

Visit: www.forwardleeds.co.uk/likemylimit





Background

This year's theme for Alcohol Awareness Week (AAW) set by Alcohol Concern is 'Alcohol: Know the risks.' The aim of AAW is to get people thinking about alcohol - how it affects us as individuals, families, communities and society as a whole.

Forward Leeds, in partnership with Leeds City Council, will use AAW as an opportunity to re-launch the 'Like My Limit' campaign that was first launched in 2014 to tackle the growing number of adults regularly drinking over the recommended guidelines.

Like My Limit aims to raise awareness of the physical and mental health implications of alcohol use. Highlighting the risks is a key part of the campaign, as well as reinforcing the previous campaign key messages.



Alcohol & Health

There is now growing evidence of the link between alcohol use and medical conditions. Alcohol Concern cite that alcohol can be linked to over 60 medical conditions, including: cancers, high blood pressure, cirrhosis of the liver and depression.

Alcohol related incidents are having a big impact on the NHS and alcohol-related harm is costing England around £21bn per year, with £3.5bn to the NHS, £11bn tackling alcohol-related crime and £7.3bn from lost work days and productivity costs.

The infographic features a large white thought bubble containing the text 'my LIKE LIMIT' in a stylized font, with a wine glass icon replacing the letter 'I' in 'LIKE'. Below the bubble is a red banner with the text 'KNOW THE RISKS'. Underneath, the text 'WEEKLY UNIT GUIDELINES' is followed by two rows: 'NO MORE THAN' with a female icon and '14 UNITS', and 'NO MORE THAN' with a male icon and '14 UNITS'. The background of the infographic is a dark purple silhouette of a person's head and shoulders.

my LIKE LIMIT

KNOW THE RISKS

WEEKLY UNIT GUIDELINES

NO MORE THAN  **14 UNITS**

NO MORE THAN  **14 UNITS**

AVERAGE MONTHS
OF LIFE LOST
OF LEEDS RESIDENTS
DUE TO ALCOHOL

♀ **WOMEN**
ARE LIKELY TO LOSE
4.7 MONTHS

AVERAGE MONTHS
OF LIFE LOST
OF LEEDS RESIDENTS
DUE TO ALCOHOL

♂ **MEN**
ARE LIKELY TO LOSE
10.7 MONTHS

The context for Leeds

The total annual cost of alcohol harm in Leeds is around £334.62m
(Public Health England 2011/12).

Drinking alcohol increases the risk of developing over 60 diseases
such as cancers, hypertension, alcoholic liver disease & coronary
heart disease

Women are 50% more likely to get breast cancer when regularly
drinking double the daily alcohol limit

It is estimated that alcohol is a factor in around half of all domestic
violence cases

Leeds economy loses an estimated £26million per annum due to hangovers

There are 17,255 dependent drinkers in Leeds
(where person has an excessive desire to drink or is showing some loss of control over their drinking)

It is also estimated that there are over 35,000 adults in Leeds that
may be classified as high risk drinkers
(for men this is drinking over 50 units a week or for women, drinking over 35 units per week)

Alcohol & Hypertension

Hypertension, a form of sustained high blood pressure, is a condition experienced by more than one in four adults in England, and alcohol is a major factor in its development.

Increasing the pressure

Regularly drinking alcohol increases the risk of developing hypertension. People are more likely to develop hypertension after having just one drink a day, and drinking two or three increases the risk substantially. More than three alcoholic drinks a day can increase the chance of developing hypertension in later life by up to 75%.

Hypertension can often be prevented. Drinking less alcohol reduces blood pressure.

#KnowTheRisks

#AAW2016

Alcohol
Concern
Preventing health
improving lives

Alcohol & Breast Cancer

Breast cancer is by far the most prevalent and one of the most lethal cancers for women in the UK. It affects around 1 in 8 women in the UK during their lifetime, and diagnosed in nearly 50,000 women in 2011. 6% of this number were directly attributable to alcohol consumption.

Did you know alcohol is one of the most preventable causes of cancer?

#KnowTheRisks

#AAW2016

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Choice of Drink

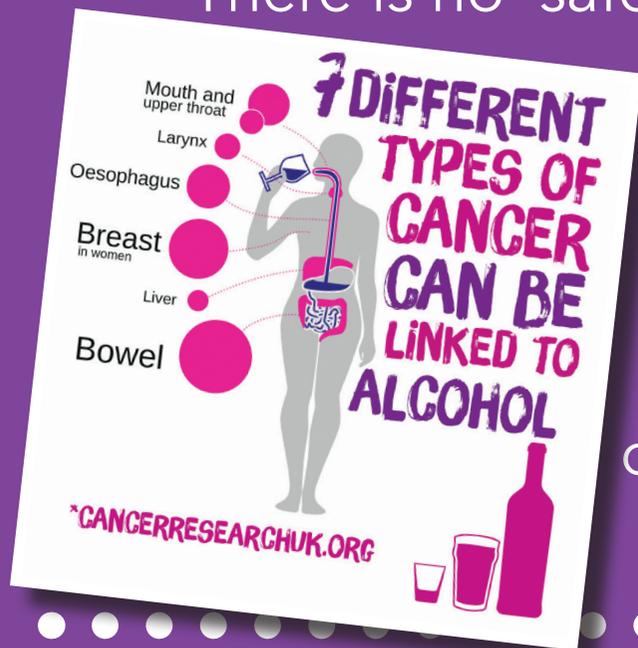
The risk is not affected by the choice of drink - the crucial factor is the strength and the number of drinks consumed. Drinking a higher quantity or stronger alcohol directly impacts on the risk of developing breast cancer.

Alcohol & Cancer

Around 4% of cancers in the UK are directly attributable to alcohol - around 12,800 individual cases every year. This makes alcohol one of the most preventable causes of cancer after smoking.

No Safe Level of Alcohol

There is no 'safe' level of alcohol consumption when seeking to reduce the risk of alcohol-related cancers. The more alcohol consumed the greater the risk. Light daily alcohol consumption can increase the cancer risk for part of the body which come into direct contact with alcohol - mouth, throat, larynx and oesophagus. Heavy consumption increases the risk of all seven types of alcohol-related cancer.



Alcohol & Dementia

Prolonged heavy alcohol misuse can result in the development of 'alcohol-related dementia' and Wernicke-Korsakoff's syndrome, an alcohol-related brain disorder that may not strictly speaking be dementia, but has similar symptoms.

Alcohol-related brain damage

Long term heavy alcohol consumption is linked with the development of 'alcohol-related dementia'; a broad set of dementia like problems that can include problems with memory, attention, learning new tasks and reasoning.

Did you know prolonged heavy alcohol use can result in alcohol-related dementia?

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Alcohol & Depression

Depression is one of the most common mental health problems in the UK, - experienced by as many as one in ten people every year, and it shares a complex, mutually reinforcing relationships with excessive alcohol consumption.



Reducing Alcohol intake can help

By reducing the amount of alcohol consumed, people can reduce the occurrence of depressive symptoms. Cutting out alcohol altogether may be an important lifestyle change necessary for those suffering from depression.

Alcohol & Diabetes

Heavy alcohol consumption is known to contribute to an increased risk of developing Type 2 diabetes, whereas lower alcohol consumption appears to be linked with a small reduction, although the causal relationship is unclear.

Binge drinking risks

Consumption of large amounts of alcohol in a short period (binge drinking) increases the risk of diabetes. Consuming 26 units of alcohol over 3 days has been found to increase the risk of developing diabetes 5 fold.

Heavy alcohol consumption is known to contribute to an increased risk of developing diabetes

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Alcohol & ARBD

Alcohol Related Brain Damage (ARBD) is an umbrella term for the damage that can affect the brain as a result of long-term heavy drinking. Over time, drinking too much alcohol can change the way the brain works and its physical shape and structure.

What level of drinking can cause ARBD?

Everyone is different and alcohol affects people in different ways, so there's no specific amount or length of time of drinking that will determine whether a person does or doesn't have ARBD.

However, the more someone drinks and the longer period of time they drink for, the more likely they are to have some form of ARBD.

Over time, drinking too much alcohol can change the way the brain works and its physical shape and structure.

#KnowTheRisks

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