**A pink text with rays of light

Description automatically generatedDrinkCoach campaign - Social Media Planner** (16 Dec 2024 – 31 January 2025)

**Please note: More images will be added to the toolkit in January**

**Please tag DrinkCoach resources: @DrinkCoach**

**Please tag all resources: @MyLivingWell1**

Overview: **Audience: 45+ year old women drinking at increased risk levels. Drinking may be out of habit. Alcohol choice predominantly focussed on wine and spirits with mixers and home pour measures.**

**Theme:** This year we have launched the DrinkCoach Challenge offering harm reduction alternative challenges to Dry January, applying a simple change to habits.

**Challenge 1:** Glass half full

This challenge simply encourages people to half the amount of alcohol they drink. This challenge is aimed at people who may find it hard to abstain or drink less by volume, but would realise will benefits from half the units, calories and costs.

**Challenge 2:** Wine free Weekdays (Tuesday and Wednesday)

Aimed at people drinking reduce By focussing on the benefits of alcohol free days, this challenge will help build self-awareness and encourage breaking habits

**Challenge 3:** Social sips

The aim of this challenge is to reduce how much alcohol people drink alone, and to encourage people to only drink when they are out socially, as people tend to overpour when they’re alone. This challenge will benefit people’s mental health.

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| **December content** | | |
| **Message** | **Image** | **Alt text** |
| Has #Alcohol effected your skin, sleep or energy levels? Take control of your health and take part in the #DrinkCoachChallenge. Drink less in a way that suits your lifestyle.   [https://drinkcoach.org.uk/bradford-page](https://drinkcoach.org.uk/bradford-page ) | A group of people in circles  Description automatically generated | A GIF promoting the Drink Coach January DrinkCoach Challenge. In the middle of the graphic is six circles, inside which are the headshots of four women and two men who appear to be in their 30s-50s and are smiling. The text reads Join the January drinkcoach challenge. Sign up and get free online sessions with a drinkcoach to support you throughout the challenge. |
| Dry isn’t for everyone. **Join the #DrinkCoachChallenge** this #January to start a journey to better health that works for you. Whether you want to reduce drinking days, stop drinking solo, or cut down on measures, there’s a challenge for everyone.  [https://drinkcoach.org.uk/bradford-page](https://drinkcoach.org.uk/bradford-page ) | A screenshot of a wine free  Description automatically generated | A GIF promoting the Drink Coach January DrinkCoach Challenge. At the top of the square image is a text box which reads Join the January Drinkcoach challenge. At the bottom it says choose your challenge and reset your relationship with alcohol. In the centre is a white box in which three different graphics are on rotation. The first is a calendar with 7 boxes, two of which have X’s in them. The text reads wine free weekdays. The second is half a wine class and the text reads glass half full. The third is two champagne glasses and the text reads social sips. |
| Has #Alcohol taken a toll? Regain control of your health and take part in the #DrinkCoachChallenge. Reduce your drinking in a way that suits your lifestyle. Find out more.   [https://drinkcoach.org.uk/bradford-page](https://drinkcoach.org.uk/bradford-page ) | A screenshot of a white and blue poster  Description automatically generated | A GIF promoting the Drink Coach January DrinkCoach Challenge. At the top of the square image is a text box which reads Join the January Drinkcoach challenge. At the bottom it says choose your challenge and reset your relationship with alcohol. In the centre is a white box in which three different graphics are on rotation. The first is a calendar with 7 boxes, two of which have X’s in them. The text reads wine free weekdays Break daily habits by having Tuesday and Wednesday alcohol free. The second is two champagne glasses and the text reads social sips. Make alcohol a social affair and only enjoy sips with friends and family. The third is half a wine glass and the text reads glass half full. Enjoy half of your favourite drinks while halving your units, calories and spend. |
| Ready to make a change this #January? Join the #DrinkCoachChallenge. Download the free @DrinkCoach app, take the #AlcoholTest or book free online coaching to help you reach your drinking goals.   [https://drinkcoach.org.uk/bradford-page](https://drinkcoach.org.uk/bradford-page ) | A screenshot of a wine free  Description automatically generated | A GIF promoting the Drink Coach January DrinkCoach Challenge. At the top of the square image is a text box which reads Join the January Drinkcoach challenge. At the bottom it says choose your challenge and reset your relationship with alcohol. In the centre is a white box in which three different graphics are on rotation. The first is a calendar with 7 boxes, two of which have X’s in them. The text reads wine free weekdays. The second is half a wine class and the text reads glass half full. The third is two champagne glasses and the text reads social sips. |
| A month of #Sobriety doesn’t work for everyone. Join the #DrinkCoachChallenge and choose a sustainable challenge that works for you. Sign up for tips, advice and motivation throughout January.   [https://drinkcoach.org.uk/bradford-page](https://drinkcoach.org.uk/bradford-page ) | A screenshot of a wine free  Description automatically generated | A GIF promoting the Drink Coach January DrinkCoach Challenge. At the top of the square image is a text box which reads Join the January Drinkcoach challenge. At the bottom it says choose your challenge and reset your relationship with alcohol. In the centre is a white box in which three different graphics are on rotation. The first is a calendar with 7 boxes, two of which have X’s in them. The text reads wine free weekdays. The second is half a wine class and the text reads glass half full. The third is two champagne glasses and the text reads social sips. |
| Want to break your drinking habits? Join the #DrinkCoachChallenge and regain control of your health. Cut down how much you drink in a safe and sustainable way. Find out more.  [https://drinkcoach.org.uk/bradford-page](https://drinkcoach.org.uk/bradford-page ) | A screenshot of a wine free  Description automatically generated | A GIF promoting the Drink Coach January DrinkCoach Challenge. At the top of the square image is a text box which reads Join the January Drinkcoach challenge. At the bottom it says choose your challenge and reset your relationship with alcohol. In the centre is a white box in which three different graphics are on rotation. The first is a calendar with 7 boxes, two of which have X’s in them. The text reads wine free weekdays. The second is half a wine class and the text reads glass half full. The third is two champagne glasses and the text reads social sips. |
| Ready to make a change this #January? Join the #DrinkCoachChallenge! Whether you want to feel better getting up for work, get that glow back, or feel more switched on there’s a challenge tailored to you. Discover more with @DrinkCoach.  [https://drinkcoach.org.uk/bradford-page](https://drinkcoach.org.uk/bradford-page ) | A group of people in circles  Description automatically generated | A GIF promoting the Drink Coach January DrinkCoach Challenge. In the middle of the graphic is six circles, inside which are the headshots of four women and two men who appear to be in their 30s-50s and are smiling. The text reads Join the January drinkcoach challenge. Sign up and get free online sessions with a drinkcoach to support you throughout the challenge. |
| Make a mindful change this #January with the #DrinkCoachChallenge. Whether you want to drink less often, stop drinking alone, or half your measures, there’s a challenge for you. Learn more with @DrinkCoach!  [https://drinkcoach.org.uk/bradford-page](https://drinkcoach.org.uk/bradford-page ) | A screenshot of a white and blue poster  Description automatically generated | A GIF promoting the Drink Coach January DrinkCoach Challenge. At the top of the square image is a text box which reads Join the January Drinkcoach challenge. At the bottom it says choose your challenge and reset your relationship with alcohol. In the centre is a white box in which three different graphics are on rotation. The first is a calendar with 7 boxes, two of which have X’s in them. The text reads wine free weekdays Break daily habits by having Tuesday and Wednesday alcohol free. The second is two champagne glasses and the text reads social sips. Make alcohol a social affair and only enjoy sips with friends and family. The third is half a wine glass and the text reads glass half full. Enjoy half of your favourite drinks while halving your units, calories and spend. |
| Fancy a new drinking challenge for 2025? **Join the #DrinkCoachChallenge.** Choose from Wine free weekdays, Social sips or Glass half full. Pick a challenge that works best for your goals. Sign up today with @DrinkCoach to find out more.  [https://drinkcoach.org.uk/bradford-page](https://drinkcoach.org.uk/bradford-page ) | A screenshot of a wine free  Description automatically generated | A GIF promoting the Drink Coach January DrinkCoach Challenge. At the top of the square image is a text box which reads Join the January Drinkcoach challenge. At the bottom it says choose your challenge and reset your relationship with alcohol. In the centre is a white box in which three different graphics are on rotation. The first is a calendar with 7 boxes, two of which have X’s in them. The text reads wine free weekdays. The second is half a wine class and the text reads glass half full. The third is two champagne glasses and the text reads social sips. |
| Chosen your #DrinkCoachChallenge? Whether you want to feel better getting up for work, get that glow back, or feel more switched on there’s a challenge tailored to you. Sign up today to receive regular tips and advice. @DrinkCoach.  [https://drinkcoach.org.uk/bradford-page](https://drinkcoach.org.uk/bradford-page ) | A group of people in circles  Description automatically generated | A GIF promoting the Drink Coach January DrinkCoach Challenge. In the middle of the graphic is six circles, inside which are the headshots of four women and two men who appear to be in their 30s-50s and are smiling. The text reads Join the January drinkcoach challenge. Sign up and get free online sessions with a drinkcoach to support you throughout the challenge. |
| Has #WineOClock turned into a daily ritual? Join the @DrinkCoach #WineFreeWeekdays challenge and try increasing your alcohol-free days to cut down, save calories, and money. Sign up today and see the difference!  [https://drinkcoach.org.uk/bradford-page](https://drinkcoach.org.uk/bradford-page ) | A white and blue sign with text  Description automatically generated | A GIF promoting the Drink Coach January DrinkCoach Challenge. At the top of the square image is a text box which reads Join the January Drinkcoach challenge. At the bottom it says choose your challenge and reset your relationship with alcohol. In the centre is a white box in which three different graphics are on rotation. The first is a calendar with 7 boxes, two of which have X’s in them. The text reads wine free weekdays Break daily habits by having Tuesday and Wednesday alcohol free. The second is two champagne glasses and the text reads social sips. Make alcohol a social affair and only enjoy sips with friends and family. The third is half a wine glass and the text reads glass half full. Enjoy half of your favourite drinks while halving your units, calories and spend. |
| Sip while cooking? Small habits can add up fast. Join the @DrinkCoach #WineFreeWeekdays challenge to reset routines, boost your health, and save money. Start today!  [https://drinkcoach.org.uk/bradford-page](https://drinkcoach.org.uk/bradford-page ) | A screenshot of a wine free  Description automatically generated | A GIF promoting the Drink Coach January DrinkCoach Challenge. At the top of the square image is a text box which reads Join the January Drinkcoach challenge. At the bottom it says choose your challenge and reset your relationship with alcohol. In the centre is a white box in which three different graphics are on rotation. The first is a calendar with 7 boxes, two of which have X’s in them. The text reads wine free weekdays. The second is half a wine class and the text reads glass half full. The third is two champagne glasses and the text reads social sips. |
| Is a glass of wine your reward after a long day? That instant relief isn’t all it seems. Take on the @DrinkCoach #WineFreeWeekdays challenge and see how your mood, bank balance and headspace improve.  [https://drinkcoach.org.uk/bradford-page](https://drinkcoach.org.uk/bradford-page ) | A screenshot of a wine free  Description automatically generated | A GIF promoting the Drink Coach January DrinkCoach Challenge. At the top of the square image is a text box which reads Join the January Drinkcoach challenge. At the bottom it says choose your challenge and reset your relationship with alcohol. In the centre is a white box in which three different graphics are on rotation. The first is a calendar with 7 boxes, two of which have X’s in them. The text reads wine free weekdays. The second is half a wine class and the text reads glass half full. The third is two champagne glasses and the text reads social sips. |
| Do you find yourself drinking more at home than socially? Drinking alone increases the chance of over pouring and over drinking. Join the @DrinkCoach #SocialSips challenge to shake up your routine and build healthier habits.  [https://drinkcoach.org.uk/bradford-page](https://drinkcoach.org.uk/bradford-page ) | A white and blue background with text and glasses of wine  Description automatically generated with medium confidence | A GIF promoting the Drink Coach January DrinkCoach Challenge. At the top of the square image is a text box which reads Join the January Drinkcoach challenge. At the bottom it says choose your challenge and reset your relationship with alcohol. In the centre is a white box in which three different graphics are on rotation. The first is a calendar with 7 boxes, two of which have X’s in them. The text reads wine free weekdays Break daily habits by having Tuesday and Wednesday alcohol free. The second is two champagne glasses and the text reads social sips. Make alcohol a social affair and only enjoy sips with friends and family. The third is half a wine glass and the text reads glass half full. Enjoy half of your favourite drinks while halving your units, calories and spend. |
| Do you often drink alone to ease how you’re feeling? Solo drinking can quickly become a habit. Join the @DrinkCoach #SocialSips challenge to build positive habits and a healthier relationship with #Alcohol.  [https://drinkcoach.org.uk/bradford-page](https://drinkcoach.org.uk/bradford-page ) | A screenshot of a wine free  Description automatically generated | A GIF promoting the Drink Coach January DrinkCoach Challenge. At the top of the square image is a text box which reads Join the January Drinkcoach challenge. At the bottom it says choose your challenge and reset your relationship with alcohol. In the centre is a white box in which three different graphics are on rotation. The first is a calendar with 7 boxes, two of which have X’s in them. The text reads wine free weekdays. The second is half a wine class and the text reads glass half full. The third is two champagne glasses and the text reads social sips. |

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| **January content** | | |
| **More images and info will be added in January 2025** | | |
| **Message** | **Image** | **Alt text** |
| 1. It’s the first day of the #DrinkCoachChallenge! Did you know that Bradford residents can book free online coaching with an #Alcohol specialist? Get tailored tips and advice to support you with your #January #challenge. Find out more. @DrinkCoach.   [https://drinkcoach.org.uk/bradford-page](https://drinkcoach.org.uk/bradford-page ) |  | . |
| Are you taking part in a #DrinkCoachChallenge? If you live in Bradford you can talk to a trained coach who can support your journey to better health and habits. Book a free online session today  [https://drinkcoach.org.uk/bradford-page](https://drinkcoach.org.uk/bradford-page ) |  |  |
| 1. It’s the first day of the #DrinkCoachChallenge! Have you taken the 2-min @DrinkCoach #AlcoholTest yet? Find out how many units and calories are in your favourite drinks and get advice on cutting down. 2. https://drinkcoach.org.uk/alcohol-test-bradford-district |  |  |
| Have you started a #DrinkCoachChallenge? Bradford residents can now book free online coaching sessions with an experienced alcohol specialist to support your journey toward better health. Book a session today  [https://drinkcoach.org.uk/bradford-page](https://drinkcoach.org.uk/bradford-page ) |  |  |
| Changing long term habits can be easier when you have support. Bradford residents can access free online coaching with an alcohol specialist to support a healthier future. Book your first session today  [https://drinkcoach.org.uk/bradford-page](https://drinkcoach.org.uk/bradford-page ) |  |  |
| 1. Making the decision to change long term drinking habits is a big step. Take the 2-min @DrinkCoach #AlcoholTest to compare your drinking levels throughout your #JanuaryChallenge and stay motivated to make positive long term changes.  https://drinkcoach.org.uk/alcohol-test-bradford-district |  |  |
| 1. Changing your drinking can be hard. Make it easier with @DrinkCoach. Book free online coaching with an experienced #Alcohol specialist to support your journey to better habits. Free for Bradford residents.   [https://drinkcoach.org.uk/bradford-page](https://drinkcoach.org.uk/bradford-page ) |  |  |
| Are you taking part in the #DrinkCoachChallenge? Reducing your drinking is a great way to improve your health. Bradford residents can access free online coaching with an #Alcohol specialist to support a healthier future. Start now  [https://drinkcoach.org.uk/bradford-page](https://drinkcoach.org.uk/bradford-page ) |  |  |
| 1. What #DrinkCoachChallenge have you chosen? Take the test or speak to a DrinkCoach, to help you reach your #January goals and improve your health.   [https://drinkcoach.org.uk/bradford-page](https://drinkcoach.org.uk/bradford-page ) |  |  |
| 1. 1 week into the #DrinkCoachChallenge! If you’ve got this far, you’re already doing great. Talking might help you on your journey. Book a free online coaching with an #Alcoholspecialist. Free Bradford residents.   [https://drinkcoach.org.uk/bradford-page](https://drinkcoach.org.uk/bradford-page ) |  |  |
| 1. 2 weeks in to the #DrinkCoachChallenge! You’re already halfway there. If you need support you can book free online coaching with an #Alcohol specialist. Free for Bradfordresidents. @DrinkCoach   [https://drinkcoach.org.uk/bradford-page](https://drinkcoach.org.uk/bradford-page ) |  |  |
| 1. We’re 3 weeks into the #DrinkCoachChallenge! You’re really close to the end. Have you booked your free sessions with a @DrinkCoach yet? Get tailored advice to help you make long term changes to your drinking.   [https://drinkcoach.org.uk/bradford-page](https://drinkcoach.org.uk/bradford-page ) |  |  |
| We’re 3 weeks into the #DrinkCoachChallenge! You’re really close to the end. Have you taken the 2-min #AlcoholTest yet? Find out how many units and calories are in your favourite drinks and get advice on cutting down. https://drinkcoach.org.uk/alcohol-test-bradford-district |  |  |
| 1. It’s the final week of the #January #DrinkCoachChallenge! Not long to go, but do you think you can continue beyond January? If you need continued support, book free online coaching with @DrinkCoach.   [https://drinkcoach.org.uk/bradford-page](https://drinkcoach.org.uk/bradford-page ) |  |  |
| We’ve officially made it to the end of the #DrinkCoachChallenge! Congratulations for making it through the month! Harder than you thought? Don’t want to lose feeling better? We’re here to talk it through. Book here for a free, confidential online chat:  [https://drinkcoach.org.uk/bradford-page](https://drinkcoach.org.uk/bradford-page ) |  |  |
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For any queries please email communications@mylivingwell.co.uk