**Alcohol Awareness Week 2025**

**Date:** 7th – 13th July 2025

**AAW Theme:** Alcohol and Work

**DrinkCoach Content:** Impact of alcohol on work

**#:** #AlcoholAwarenessWeek

**Tag:** @DrinkCoach

**Channels:** Twitter & Facebook

**Artwork:** Will be sent separately (**Images can not be branded for individual areas**, but if you have Canva I can share the artwork for you to brand in house) Please email: francescs.sinclair-reid@humankindcharity.org.uk

**Please ensure you include your area’s URLs in all posts and tag us so we can share on our channels.**

If you have a landing page, we advise you use this link for any coaching promotion, rather than your direct coaching link.

|  |  |  |  |
| --- | --- | --- | --- |
| **Area** | **Test link** | **Coaching link** | **Landing page** |
| **Barnsley** | https://drinkcoach.org.uk/barnsley-alcohol-test | https://drinkcoach.bookinglive.com/book/add/p/13 |  |
| **Barnet** | https://drinkcoach.org.uk/barnet-alcohol-test | https://drinkcoach.bookinglive.com/book/add/p/14 |  |
| **Lambeth** | https://drinkcoach.org.uk/lambeth-alcohol-test | https://drinkcoach.bookinglive.com/book/add/p/15 |  |
| **Norfolk** | N/A | https://drinkcoach.bookinglive.com/book/add/p/28 |  |
| **Durham** | https://drinkcoach.org.uk/county-durham-alcohol-test | N/A |  |
| **Surrey** | https://drinkcoach.org.uk/surrey-alcohol-test | N/A |  |
| **Rotherham** | https://drinkcoach.org.uk/alcohol-test-rotherham | https://drinkcoach.bookinglive.com/book/add/p/22 |  |
| **Tower Hamlet** | https://drinkcoach.org.uk/tower-hamlets-alcohol-test | N/A |  |
| **Essex** | https://drinkcoach.org.uk/essex-alcohol-test | N/A |  |
| **West Sussex** | https://drinkcoach.org.uk/west-sussex-alcohol-test | https://drinkcoach.bookinglive.com/book/add/p/11 |  |
| **Waltham**  **Forest** | https://drinkcoach.org.uk/waltham-forest-alcohol-test | https://drinkcoach.bookinglive.com/book/add/p/18 |  |
| **Oxfordshire** | https://drinkcoach.org.uk/oxfordshire-alcohol-test | N/A |  |
| **Haringey** | https://drinkcoach.org.uk/haringey-alcohol-test | https://drinkcoach.bookinglive.com/book/add/p/20 |  |
| **Cumbria** | https://drinkcoach.org.uk/cumbria-alcohol-test | N/A |  |
| **Bradford** | https://drinkcoach.org.uk/alcohol-test-bradford-district | https://drinkcoach.bookinglive.com/book/add/p/32 |  |
| **Suffolk** | https://drinkcoach.org.uk/alcohol-test-suffolk | https://drinkcoach.bookinglive.com/book/add/p/29 |  |
| **NENC ICS** |  | https://drinkcoach.bookinglive.com/book/add/p/19 |  |
| **Northumberland** | https://drinkcoach.org.uk/alcohol-test-northumberland | N/A |  |
| **Sheffield** | https://drinkcoach.org.uk/alcohol-test-sheffield | N/A |  |
| **Croydon** | https://drinkcoach.org.uk/alcohol-test-croydon | https://drinkcoach.bookinglive.com/book/add/p/31 |  |
| **Lewisham** | https://drinkcoach.org.uk/lewisham-alcohol-test | https://drinkcoach.bookinglive.com/book/add/p/16 |  |

**Social Media Content – Alcohol Test**

1. It’s #AlcoholAwarenessWeek and the theme is #Alcohol and #Work. This week we’ll explore how #Alcohol may effect your work life, and tools and support to help you drink less and feel your best.
2. 😣Finding it difficult to concentrate at work?  
   Sometimes drinking the night before can have a bigger impact on your day than you'd expect. Take the 2-min #DrinkCoach #AlcoholTest to see if cutting down could improve your #Focus. #AlcoholAwarenessWeek  
   [Insert Subdomain link]
3. 🛌🏽Struggling to get going in the mornings, even after 8 hours sleep?  
   #Alcohol can affect sleep quality and feeling groggy could be more than Monday blues. Take the #DrinkCoach #AlcoholTest to see if cutting down could make your mornings easier. #AlcoholAwarenessWeek  
   [Insert Subdomain link]
4. 🧠 Find yourself zoning out in meetings or reading the same email twice?  
   #Alcohol can interfere with your focus the day after. If work feels harder than it used to, take 2-mins to check if your drinking could be the reason why. #AlcoholAwarenessWeek [Insert Subdomain link]
5. 💢Patience wearing thin at work?   
   It’s easy to put it down to stress, but sometimes drinking can increase irritability due to disturbed sleep. Take the 2-min #DrinkCoach #AlcoholTest to see if cutting down could improve your mood. #AlcoholAwarenessWeek  
   [Insert Subdomain link]
6. 😴 keep hearing “you look tired”?…  
   Maybe it’s time to cut down. Blotchy skin, sunken eyes due to dehydration, and disturbed sleep can make you look tired. Take the 2-min #DrinkCoach #AlcoholTest to start cutting down. #AlcoholAwarenessWeek  
   [Insert Subdomain link]
7. A couple of drinks on a school night might seem harmless…  
   But if you’re finding it harder to focus, stay motivated, or feel sharp at work it could be due to #Alcohol. Check in on your drinking in just 2-mins. Take the #DrinkCoach #AlcoholTest.  
   [Insert Subdomain link]
8. ☕ Relying on caffeine to power through?  
   🗣️ Snapping more at colleagues?  
   🪫 Energy lower than usual?  
   These could be subtle signs #Alcohol is impacting your workday. Take the 2-min #DrinkCoach #AlcoholTest to see if you should consider cutting down. [Insert Subdomain link]
9. 🤒#Alcohol can lower your immune system and make recovery slower. So if you’re off work more than usual, it could be due to your #Drinking habits.   
   Try the 2-min #DrinkCoach #AlcoholTest to see if your drinking could be affecting your health and work. [Insert Subdomain link]
10. You deserve to feel your best!  
    If alcohol is getting in the way of how you feel during the work day… more tired, less focused, not quite yourself take 2-mins to check in.  
    The #DrinkCoach #AlcoholTest can help you spot the signs and take small steps to cut down. [Insert Subdomain link]
11. Don’t wait to feel worse.  
    If you’ve noticed even small changes in how you feel at work, energy, mood, motivation. It might be worth exploring your drinking habits.   
    Take the 2-min #DrinkCoach #AlcoholTest today. #AlcoholAwarenessWeek [Insert Subdomain link]

**Social Media Content – Coaching Sessions**

1. 🗨️ Find it hard to concentrate at work after an evening drink?  
   Book free online coaching sessions with #DrinkCoach. Coaches will help you cut back, feel better, and stay in control. No judgement, just support. #AlcoholAwarenessWeek [Insert Subdomain link]
2. 🌅 Groggy starts, low energy, and a shorter fuse at work?  
   #Alcohol could be playing a part, even if it’s just a few drinks a week.  
   Book free online coaching for expert support with your drinking. Judgement free and confidential. #AlcoholAwarenessWeek [Insert Subdomain link]
3. 🧠 Struggling with focus & motivation at work?  
   The after-effects of drinking can sneak into your weekdays.  
   Book free online coaching with #DrinkCoach and talk it through with someone who understands. Confidential and judgement free. #AlcoholAwarenessWeek [Insert Subdomain link]
4. ⚡Just a few changes to your drinking habits can boost energy, focus, and mood.  
   Free online coaching with #DrinkCoach will give you tools and support to cut back in a way that works for you. No pressure or judgement. Just support. #AlcoholAwarenessWeek [Insert Subdomain link]
5. Want to feel more switched on at work?  
   #DrinkCoach’s free online coaching can help you set simple, achievable goals to reduce drinking and feel your best, all from home. One chat with a coach could change your life. #AlcoholAwareness Week [Insert Subdomain link]
6. 🔒Thinking about drinking less but not sure where to start?  
   #DrinkCoach’s free online coaching sessions are confidential and led by professionals who listen and guide, not judge. Book a session that works around your goals. #AlcoholAwarenessWeek [Insert Subdomain link]
7. 🧭If you’re wondering whether alcohol might be affecting your work or wellbeing, let’s talk about it. Free online coaching with DrinkCoach will give you space to explore your drinking habits and make a plan that fits your goals. #AlcoholAwarenessWeek [Insert Subdomain link]
8. 😔 On those days when you’re tired, foggy, or just not quite yourself — it might be more than stress. If alcohol plays a part, DrinkCoach’s free online coaching sessions can help. Real people. Real support. Make a change for #AlcoholAwarenessWeek [Insert Subdomain link]
9. 🔄 Need an #Alcohol reset?  
   Free online coaching session with #DrinkCoach can help you feel more in control, whether you’re cutting back or want to go sober. Better mornings, clearer thinking, more energy all starts with one chat. #AlcoholAwarenessWeek  
   [Insert Subdomain link]