



DRY JANUARY[®]



Employer guide
to giving Dry January a go

Supported by



Alcohol Concern
Promoting health; improving lives

INTRODUCING



DRY JANUARY®

Give your body a break

We're encouraging people across the UK to sign up for Dry January and start 2017 in a state of booze-free bliss. Because after the heady excess of the holiday season, January is the best time to give your body a little break. And it's super simple to do – just swap your alcoholic drinks for something softer in January to experience some amazing health (and wealth) benefits.

Why encourage your workforce to take part?

Well every day, around 200,000 people go to work with a hangover. And that's got to have a pretty big impact on your workplace. Not only that, lost productivity and absenteeism due to alcohol costs the economy 17 million working days and £7bn a year*. So, if your employees sign up for just a month off the sauce, you're going to notice a positive difference.

*Source: Alcohol Concern

"I feel fresh – wide awake, and way more productive."

"Even my bank balance is feeling healthier after Dry January"

"I lost weight, felt great and will be drinking far less in the future thanks to Dry January."



Spread the word

Firstly, we've got to make sure everybody knows about it. So...



Pop these eye-catching **A3 posters** in pride of place to encourage every member of staff to sign up for Dry January.

Display one of the **A4 pledge posters** in a public place to encourage your employees to sign it and show their commitment to Dry January 2017.



Dry January in five easy steps

You can help your colleagues stay alcohol free for all 31 days. In this pack, there's everything you need to make your work environment an encouraging place for people to take part. And it's as easy as 1,2,3.



1. Sign up at dryjanuary.org.uk

2. Pledge

The **pledge poster**. This is best placed where everyone can see it, like the public kitchen or staff room. Everyone who is up for taking part, pledges by autographing the poster.

Make sure you ask your staff to register online too. Simply visit dryjanuary.org.uk and fill in the form to get lots of helpful hints on how to keep motivated (via email or text).


Also, the Dry January website is packed with information about how cutting out alcohol improves their health and wealth.

3. Personal reminder

These Dry January **wristbands*** are for your employees to wear throughout the month to remind them that they're giving their body a break. Hand them out once they've registered and signed the Dry January pledge poster.



* included in packs while stocks last



Give your body a well-earned break by starting 2015 in a state of booze free bliss. Like any great holiday, you'll feel better the longer it lasts so keep going to the end of the month to really feel the benefits.

THURSDAY 1 **FRIDAY** 2 **SATURDAY** 3 **SUNDAY** 4

MONDAY 5 **TUESDAY** 6 **WEDNESDAY** 7

8 9 10 11

12 13 14 15 16 17 18

19 20 21 22 23 24 25

26 27 28 29 30 31

WELL DONE!

You should feel proud as punch. Keeping off the booze for 31 days is no mean feat, and after some well deserved time off, your body must be feeling (and looking) so much better. Treat yourself to more time off sometime soon!

SIGN UP AT DRYJANUARY.ORG.UK FOR EVEN MORE HINTS AND TIPS ON HOW TO STAY BOOZE FREE.

4. Motivation

Help your Dry January team make it through by placing this countdown poster where everyone can see it. It's full of tips on how to stay strong, and points out all the benefits of going without booze for a month. Plus, all the successful alcohol free days can be enthusiastically crossed off.

5. Dry January Champion

Pick a Dry January Champion to help encourage everyone in the team.

Stay social

Facebook, Twitter and Instagram are where people share how they're getting on during Dry January. From uploading photos of their hangover free Saturday mornings to talking about how they're finding going booze free.



See what's got people talking on the #DryJanuary Twitter feed



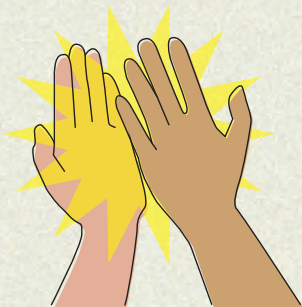
Find plenty of Dry January suggestions on Facebook including mega mocktail recipes

Sign up to take January off (booze)

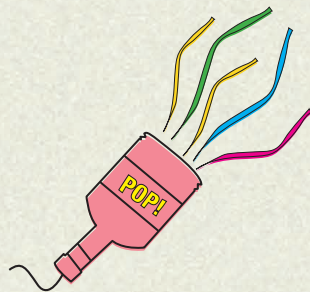
Register online at dryjanuary.org.uk and get regular texts and emails full of handy hints on how to stay booze free for the whole month.



Lead by example. If the big boss is off the booze too it's going to be a lot easier for everyone.



Set up a **buddy system** - encourage Dry January people to pair up and support each other.



Throw a **Dry January launch party** for everyone involved. It will help remind everyone that they're all in it together.



Instead of Friday drinks, why not head for a team night out at the cinema, a concert or maybe a quick game of ten-pin bowling?

Some more ways to keep the momentum going



Substitute alcohol at **work events** throughout the month. This shows your staff that you're willing to help them complete the challenge.



Link to the Dry January website on your **intranet or internal channels** so your staff can find loads of hints about how to keep on track with the challenge.
Dryjanuary.org.uk



Encourage **conversation** by sharing their Dry January experiences on our social media channels using the hashtag **#dryjanuary**.



Download the **Dry January** app available on iOS and Android to help track progress, and for handy tips and tricks.