



DrinkCoach Media Pack

Online Coaching & The Alcohol Test

Social media & website content,
advertising, marketing materials and more.

drinkcoach.org.uk

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Welcome to DrinkCoach

We would like to extend a warm welcome to you and we look forward to working together to make a positive impact on alcohol related harm in your area.

All the tools you need to track
and change your drinking.

DrinkCoach aims to offer the very best alcohol advice and support to people when they need it. Our products are designed to encourage self-assessment, monitoring and behaviour change related to alcohol.

Find out more about our products on drinkcoach.org.uk.



Alcohol Test

Drinking too much? Find out how risky your drinking is with our **free, quick** and **confidential** test.

TAKE THE TEST



DrinkCoach App

Available on iOS and Android smartphones and tablets, our free app features a range of tools proven to help reduce your intake.

FREE DOWNLOAD



Online Coaching

A **professional, convenient** and **confidential** way to discuss your drinking and receive **expert guidance** from an alcohol treatment specialist.

FIND OUT MORE

As featured in:

Daily Mail

Forbes

theguardian

HUFFPOST

TheObserver

THE SUNDAY TIMES

The Telegraph

Social Media Strategy

Before we get onto explaining a bit more about the products/services, it is worth saying that the successful integration of the product into your area is directly influenced by good planning and comms support.

Setting goals

Before you begin with your DrinkCoach strategy it's important to think about your online goals, who your audience are and the best way to reach them.

Social media support

Follow our social media channels and mention us in your DrinkCoach posts so we can like and share your content. We also share lots of content that will be relevant to your audience so please feel free to like and share our posts. We may tag you in specific posts and campaigns, so keep an eye out.

DrinkCoach Channels

Twitter: @drinkcoach

Facebook: Drinkcoach

Website: www.drinkcoach.org.uk

App: DrinkCoach+

Hashtags

#TheAlcoholTest

#DrinkDifferently

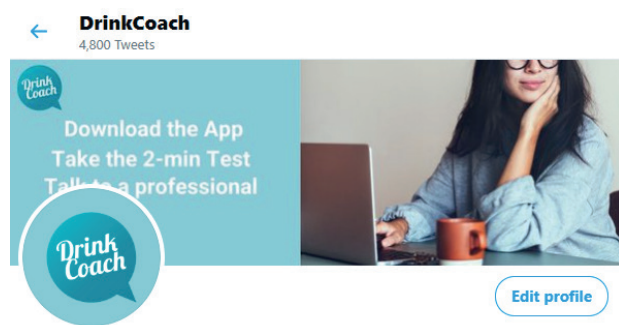
#DrinkCoachApp

Suggested content

This pack includes a range of marketing content for you to promote the DrinkCoach services on your media channels. Content covers the DrinkCoach App, The Alcohol Test, DrinkCoach Online Coaching Service and relevant awareness days throughout the year.

We have also provided an image library for you to choose appropriate imagery for your audience (see page 9).

If you need any support please refer to the **DrinkCoach brand guidelines** or email us at innovation@humankindcharity.org.uk.



The Alcohol Test

The Alcohol Test is a digital version of the Alcohol Use Disorders Identification Test (AUDIT) developed by the World Health Organisation. It is considered the gold standard tool in alcohol screening. By answering 10 questions the test taker will receive brief advice and signposting options dependent on their score and associated risk category. The Alcohol Test is available on the DrinkCoach website and App and is optimised across mobile, tablet and desktop.

Twitter, Facebook & Instagram Posts

1. Have you taken the 2-min Alcohol Test? Find out if your drinking is risky and get helpful tips on cutting down. It's free and confidential! Visit (insert your area alcohol test link) today. @DrinkCoach
2. Think you know your score? 16.4% of people who completed #TheAlcoholTest in 2019 were higher risk drinkers. Find out how risky your drinking is today (insert your area alcohol test link). @DrinkCoach
3. Want to know if your drinking habits are affecting your health? Take the 2-min Alcohol Test to find out now. It's free, quick and confidential. (Insert your area alcohol test link).

Tip: Why not use your local data from the dashboard to create your own social content.

The DrinkCoach App

The DrinkCoach App is free to download and use and is available on iOS and Android. It is a great tool to help people track and change their drinking. The App contains loads of useful features such as unit, calorie and cost calculators, goal setting, location based reminders, hangover diary, summaries and share functions.

1. Track your drinking with the free DrinkCoach App. Just add your drinks and let the app do the number crunching on units, calories and cost. Download the free App today. <https://drinkcoach.org.uk/drinkcoach-app>
2. Goal setting is a great way to start your journey. The #DrinkCoach app has a goal setting feature to help you write down and track your drinking goals. Download the free app today. <https://drinkcoach.org.uk/drinkcoach-app>
3. Lost count of how many drinks you've had during the week? Download the free DrinkCoach app and keep track on your phone with the handy #DrinkTracker calendar. <https://drinkcoach.org.uk/drinkcoach-app>

Coaching Sessions

Our online coaching sessions are a professional, convenient and confidential way for people to discuss their drinking and receive expert guidance from an alcohol treatment specialist online. Bookings can be made in the evenings and weekends, with the sessions available anywhere they have a Skype connection. All of our coaches are trained and experienced alcohol workers.

Twitter, Facebook and Instagram posts

1. Want to change your drinking? You don't have to do it alone. #DrinkCoach coaching offers a safe and convenient way to talk to a qualified professional. (insert area name) residents are entitled to 6 free sessions valued at £330.

<https://drinkcoach.org.uk/online-coaching-counselling-appointments-folder-only>

2. Want to cut down on your drinking but need extra support? (insert area name) residents get free #DrinkCoach sessions worth £55 each. Book an online Skype appointment for a date and time convenient to you.

<https://drinkcoach.org.uk/online-coaching-counselling-appointments-folder-only>

LinkedIn Posts

1. We are proud commissioners of DrinkCoach, a digital service that offers early intervention to our residents drinking alcohol at risky levels. We fund online appointments so our residents can connect with a qualified alcohol specialist over Skype at a time that suits them. Find out more about DrinkCoach here.

<https://drinkcoach.org.uk/>

2. DrinkCoach is a digital service that offers identification and brief advice and early intervention to our residents drinking at risky levels. Download the free App, take the Alcohol Test and see if you are eligible for free coaching sessions with a trained alcohol specialist. <https://drinkcoach.org.uk/>

3. DrinkCoach online coaching sessions are a professional, convenient and confidential way to discuss your drinking and receive expert guidance from an alcohol treatment specialist. Bookings can be made at a time that suits you, including evenings and weekends, with the sessions available anywhere you have a Skype connection. All DrinkCoach coaches are trained and experienced alcohol workers. Find out more about DrinkCoach here. <https://drinkcoach.org.uk/>

MJog Text Messages

Tip: If your CCG commissions MJog as their primary care appointment reminder system, see if there is an opportunity to collaborate.

NB: The messaging must be something that comes from the Surgery and they are responsible for ensuring that only patients that have opted in to receive information texts are sent the message. We would suggest that any texts be sent during a campaign period like Alcohol Awareness Week so it feels relevant to patients.

We have found that targeted campaign messages sent through GP services are highly effective. Below are some examples of messages that have been sent to promote the Alcohol Test.

Option 1: It's Alcohol Awareness Week. Take the Alcohol Test to see if you're drinking at risky levels and where to get support in XXX. It only takes 2 minutes. (Insert area and hyperlink)

Option 2: Worried about your drinking? Take the 2-minute Alcohol Test and get personalised advice. It's free, quick and confidential. (Insert area and hyperlink)

Option 3: This Alcohol Awareness Week, (insert local area) GPs are encouraging all patients to take The Alcohol Test. It's free, quick and confidential. (Insert hyperlink)

Tip: Target messages around specific campaign periods such as Dry January and Alcohol Awareness Week.

Our Recommendations

- 1.** An image speaks a thousand words. Avoid using images that may trigger or reinforce drinking behaviour.
- 2.** Have a clear call to action in your messaging e.g. to take the Alcohol Test.
- 3.** As you have invested in DrinkCoach it is important to make sure that the local services are promoting the tools in your area. During campaign periods make sure all your local services hosting events are distributing DrinkCoach information and directing residents towards the Alcohol Test.
- 4.** Organic content does work to boost brand awareness and if the call to action is clear (i.e. Take the Test, Download the App) then it can help to drive numbers.

Website Content

Promoting DrinkCoach on your website is a great way to promote the offer to your residents. We have provided some suggested content and a variety of banners. You can download our website banners at drinkcoach.org.uk/media-pack

Local Wellbeing Select your local wellbeing hub for events and information in your area. **Start**

Topics

- Alcohol
 - Alcohol - an introduction
 - What is alcohol misuse?
 - Helping yourself
 - Support available
 - DrinkCoach
 - Support for family and friends
 - Further information
- Being active
- Being social
- Drugs
- Falls Prevention
- Healthy eating
- Healthy home
- Healthy mind
- Information for professionals
- Money
- Drugs, Alcohol

DrinkCoach - online coaching

DrinkCoach

Free alcohol coaching - now available in West Sussex

DrinkCoach online coaching is for anyone wanting to reduce their drinking. If you are tired of hangovers, costs and the impact on your health, our alcohol specialists can help you identify and achieve your drinking goals.

DrinkCoach is professional, convenient and confidential. You can access the service anywhere and at anytime it suits you: weekdays, evenings and weekends. All you need is a Skype connection.

If you live and/or work in West Sussex click on the following link and enter the promo code WSWELL to book your free sessions:

[Book an appointment](#)

For more information on DrinkCoach download the [DrinkCoach information leaflet](#) or visit the [DrinkCoach website](#).

DrinkCoach

TAKE THE TWO-MINUTE ALCOHOL TEST

It's free, quick and confidential

DrinkCoach

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drinkcoach.org.uk

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TAKE THE TWO-MINUTE ALCOHOL TEST

It's free, quick and confidential

The Alcohol Test

Want to know how risky your drinking is? Take the 2-min DrinkCoach Alcohol Test to find out. The Alcohol Test is a 2-minute 10 question screening tool developed by the World Health Organisation. It will tell you how risky your drinking is and signpost you to additional support. Take the DrinkCoach Alcohol Test today. (ADD AREA TEST LINK).

Free DrinkCoach App

If you want to track your drinking, set goals and see how much calories and money you can save, download the free DrinkCoach App, available on iPhone and Android. <https://drinkcoach.org.uk/drinkcoach-app-folder-only>

Online Coaching

Book free sessions (worth £55 each) with a DrinkCoach Alcohol Specialist online coaching sessions are a professional, convenient and confidential way to discuss your drinking and receive expert guidance from the comfort of your own home. Bookings can be made at a time that suits you, including evenings and weekends, with the sessions available anywhere you have a Skype connection. Book your free DrinkCoach session here.

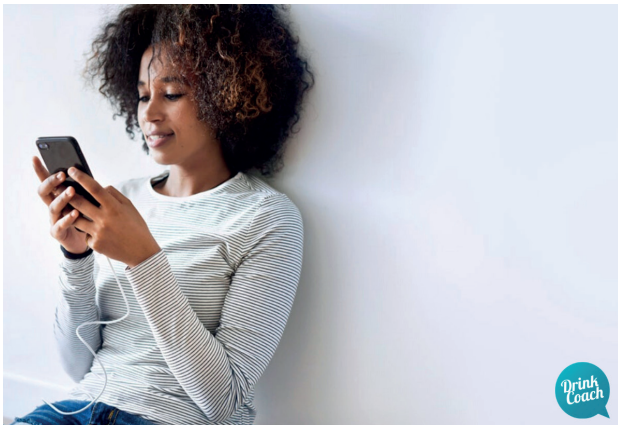
DrinkCoach services are free for anyone who lives in XXX
For more information about DrinkCoach visit: drinkcoach.org.uk/

Image Library

Our branding focuses on using lifestyle images of real people. As much as possible, images should have a positive, happy feel to them should be bright, clear and high quality. Ideally, there should be an element of blue in the image and to show the digital element we recommend using images with people looking at their phone, laptop or tablet. However, we have included some images which show alcohol use, we only suggest using these if necessary or if these types of images work particularly well for your audience.

We have included a diverse range of branded images for you to use. The images you choose should be relatable to your main target audience but we do promote diversity where possible.

Visit drinkcoach.org.uk/media-pack to download our full range of images.



Awareness Days

Alcohol Awareness Week (November) is one of our biggest campaign periods. We tend to see a huge jump in the number of website visits, app downloads and completed tests. Use AAW to increase traffic to your area Alcohol Test.

We have included some suggested social posts for you to use on your channels.

1. It's Alcohol Awareness Week. Take the @DrinkCoach Alcohol Test to see if you're drinking at risky levels at (insert your area alcohol test link) It only takes 2 minutes. For more support and advice on your drinking visit drinkcoach.org.uk.
2. Worried about your drinking? Take the @DrinkCoach Alcohol Test to see if you're drinking at risky levels for Alcohol Awareness Week. It only takes 2 minutes. Take the test today at (insert your area alcohol test link). For more support and advice on your drinking visit drinkcoach.org.uk.
3. Take the @DrinkCoach Alcohol Test for Alcohol Awareness Week. It's a nifty tool that can tell you if your drinking levels are risky, and where to get support if they are. It only takes 2 minutes. Take the test today at (insert your area alcohol test link). For more support and advice on your drinking visit drinkcoach.org.uk.

Here is an example from Barnet Council.



Dry January

As Dry January is our biggest campaign period we will send you a briefing document prior to the campaign. The document will contain suggested social media posts and appropriate images for the year's Dry January theme. We also suggest you plan your own content and strategy around Dry January.

You can book in social media advertising through us. This includes paid for Twitter and Facebook ads. See our Social Media Ads page for more details.

There are other campaign periods throughout the year that are relevant to alcohol and our services. Social media posts, blogs and articles can be produced to promote DrinkCoach during these campaign periods.



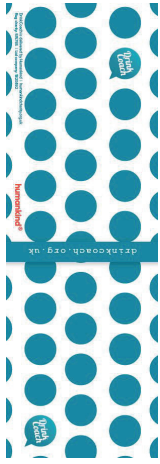
Month	#1	#2	#3	#4
January	Dry January	Love Your Liver Month	National Obesity Week	
February	World Cancer Day	Time to Talk Day	Heart Awareness Month	
March	International Women's Day	World Sleep Day	Oral Health Day	Brain Awareness Week
April	Stress Awareness Month	World Health Day	Bowel Cancer Month	
May	Mental Health Week	Action On Stroke Month		
June	Men's Health Week	Diabetes Awareness	Carers Week	
July	Summer Campaign	World Hepatitis Day		
August	Breast Feeding Awareness Week			
September	Freshers Week	Sexual Health Week	Recovery Month	FASD National Day
October	- Stoptober - Liver Awareness Month	Breast Cancer Awareness Month	Domestic Abuse Month	- Recovery Month - Elderly Awareness
November	Alcohol Awareness Week	Winter Campaign		
December	Dry January Preparation	Christmas Campaign	Disability Day	

Marketing Materials

We offer a range of eye catching marketing materials that are designed to raise awareness. Our materials are ideal to support events and to be distributed in local settings.

- Having a variety of promotional materials helps with brand awareness across your county or borough. There are a number of ways commissioned areas have managed the dissemination of materials including; centrally held resources: the lead commissioner purchases materials and holds them centrally operating a request system. Services in the area email to request bespoke quantities depending on need.
- Wide dissemination: the commissioner purchases materials and does a direct mail out of quantities to key stakeholders.

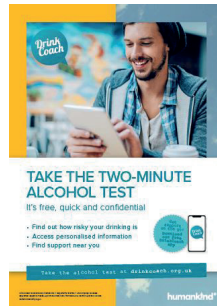
If you would like to order any of the below resources please download our order form on drinkcoach.org.uk/media-pack and send to innovation@humankindcharity.org.uk

Item description	Test Material	Where to use
<p>Banner stand</p> <p>Eye-catching graphic roller banner with core branding and web address.</p> <p>2000mm x 800mm</p>		<p>Great eye catching banners for conferences and events.</p> <p>If your public health team have an active presence at community events why not invest in a banner stand to make your stall stand out from the crowd.</p> <p>You may also lone this out to stakeholders to show at their events or during key campaign periods such as Alcohol Awareness Week.</p>
<p>Info-cards</p> <p>Eye-catching two-sided information cards signposting people to the site with unit guidance on the reverse.</p> <p>Business card size printed on 400gsm matte laminated paper</p>		<p>Where to use</p> <p>Our info cards are a very versatile piece of marketing material. Perfect for GPs and hospital staff to hand out to patients and the handy business card size means people can easily keep hold of them in wallets and pockets to refer to later.</p> <p>Other commissioned areas have placed them inside fresher week packs for students at their local universities or put them inside delegate packs for conferences or events held by the council.</p>
<p>Bus pass/Oyster-card wallets</p> <p>Bold graphic design image printed with DrinkCoach logo and web address and two spaces for storing bus pass.</p> <p>210mm x 72mm printed on soft PVC</p>		<p>Where to use</p> <p>Give away at events such as freshers week and conferences.</p> <p>Social media giveaways.</p> <p>We recommend filling these with DrinkCoach infocards when distributing at your events.</p>

Posters

One-sided poster promoting DrinkCoach.

A3 or A4 size, printed on 200gsm silk



Where to use

Great for use in GP surgeries, libraries and other community locations.

Scratchcards

Two-sided colour scratchcard with scratch panels enabling users to quickly AUDIT-C themselves in a fun and effective manner.

13.5cm x 9.5cm printed on 300gsm silk



Where to use

Highly engaging and perfect for use at stalls or in pharmacies.

GP surgeries, pharmacies and alcohol services.

Unit and calorie calculator wheels

Our most popular promotional resource, the DrinkCoach unit and calorie calculator helps individuals and professionals work out the units and calories in alcoholic drinks. It includes popular brand names for ease of use and recommended guidelines for men and women.

14.4cm diameter printed on 250gsm satin



Where to use

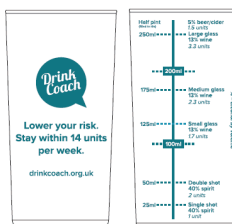
Popular at events and conferences. Effective as a low cost engaging piece of marketing material people will keep.

GP surgeries, pharmacies and alcohol services.

12oz unit cups

Our latest piece of marketing material, indicates how many units are in different measures of a variety of alcoholic drinks.

They are re-useable and are printed on high quality plastic.



Where to use

Grab peoples attention at conferences and events. These unit cups are engaging pieces of marketing material that people can take home and use for a long time.

Bespoke design work

Humankind works with commissioners to develop bespoke campaigns tailored to your area and can add your corporate branding to all of the above products (excluding the wheels).

We can project manage our own design team to develop artwork bespoke to your needs.

Prices available on request for other DrinkCoach promotional resources.

Social Media Advertising

Additional targeted Facebook and Twitter advertising helps generate ongoing traffic to your subdomain and can be scheduled weekly, monthly or over key campaign periods like Dry January and Alcohol Awareness Week.



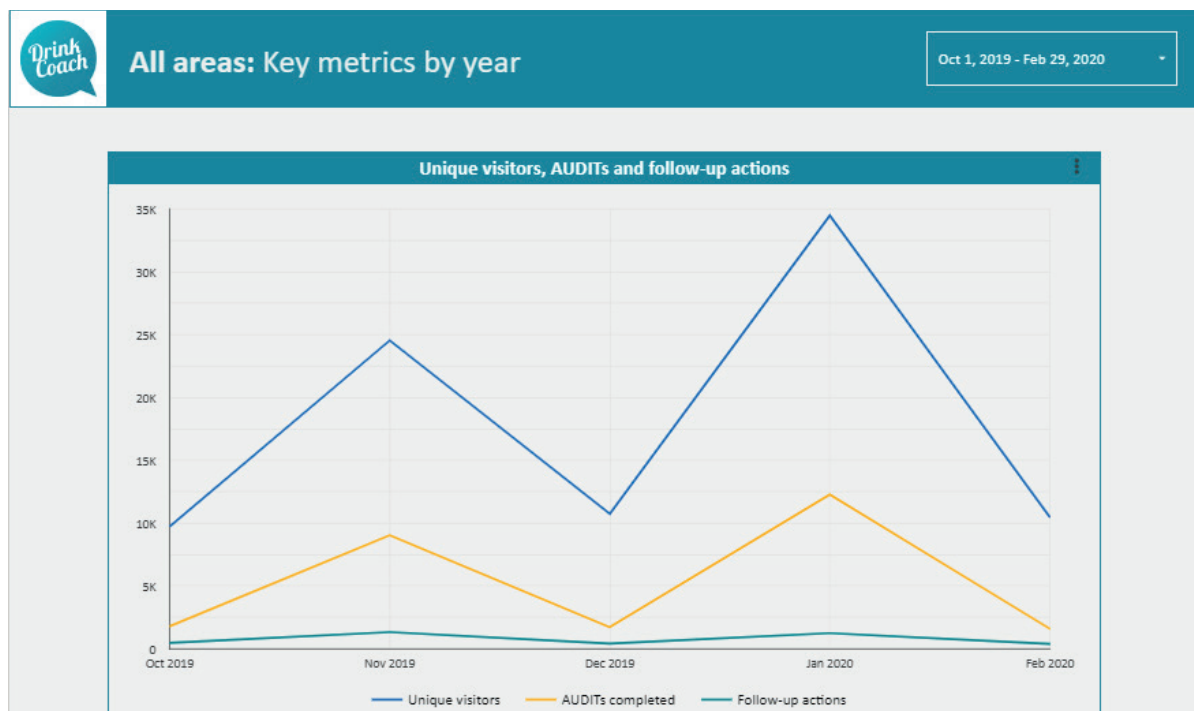
Cost per week
£145

Social media advertising is a cost effective way to increase numbers for areas that may have limited comms support.

Our marketing team will handle the set up and monitoring of the ads, all you need to do is let us know the time frame and overall budget you want to spend. Our prices start from £145 per week.

Below are examples of areas that have purchased advertising, with clear changes in the graph during the advertising periods.

Top Tip: If you are stretched for communication support we recommend running advertising across Twitter and Facebook throughout the year with increased spend during certain awareness campaigns such as Alcohol Awareness Week and Dry January.



Example Press Release

Press releases are a great way to promote the DrinkCoach services to your residents. They provide free publicity and can be sent to multiple journalists and news outlets.

we have provided a press release promoting the Alcohol Test and free Online Coaching pathway. **You can download the full press release at drinkcoach.org.uk/media-pack**



Title: Council launches DrinkCoach digital tools to help residents tackle their alcohol use

Subheading: Free online alcohol test and coaching sessions to help residents cut down

Add council name have partnered with DrinkCoach to commission a new digital platform with access to free online appointments to help residents cut down their drinking. DrinkCoach allows people to assess how risky their drinking is and receive personalised advice online. The website also directs residents towards the most appropriate local service including connecting via video call to a DrinkCoach alcohol specialist.

Many people enjoy alcohol responsibly; however it can also have a negative impact. The Department of Health estimate that 83% of people drinking above the recommended guidelines do not know they are putting their health at risk*. The Chief Medical Officer advises 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. For people regularly drinking as much as 14 units per week, it's best to spread drinking evenly over three or more days.

The DrinkCoach Alcohol Test is a quick and confidential way for residents to find out how risky their drinking is. By answering 10 simple questions, the test taker receives advice and, where appropriate, information on local face-to-face support options.

Other Digital Resources

We have included a wide range of digital resources to support your DrinkCoach campaigns.

Resources include;

- Resident ads
- Website banners
- Magazine and newsletter adverts
- Screens

Logos, colours and branding

You can download our brand guidelines and high res logo at drinkcoach.org.uk/media-pack



Important Links

Test: <https://drinkcoach.org.uk/alcohol-test>

App: <https://drinkcoach.org.uk/download-drinkcoach-app>

Coaching: <https://drinkcoach.org.uk/online-coaching-counselling-appointments>

Unit & calorie calculator: <https://drinkcoach.org.uk/unit-and-calorie-calculator?rq=unit>

Health effects (short term): <https://drinkcoach.org.uk/effects-of-alcohol-short-term-all?rq=health>

Health effects (long term): <https://drinkcoach.org.uk/alcohol-dependence>

Blogs: <https://drinkcoach.org.uk/blog>