



DrinkCoach

FOR IMMEDIATE RELEASE / EMBARGOED FOR [date]

Contact name and title
Company name
Contact phone number
Email address
Website

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

Subheading: *Get alcohol advice and support via phone, tablet or laptop*

[Add council name] have partnered with DrinkCoach to commission a digital platform for residents. DrinkCoach allows people to assess how risky their drinking is and receive personalised advice online. The website also helps residents navigate the local advice and support options.

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(1). To keep health risks from alcohol to a low level the Chief Medical Officer advises 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.

In **XX** there is an estimated **XX%** of residents drinking above the recommended guidelines and **XX%** drinking at dependent levels. The council is hoping to reach people that wouldn't otherwise present for support. Public Health England estimates that for every increasing and higher risk drinker that receives brief advice there is a £27 cost saving to the health and social care economy. (2)

[Insert quote from Commissioner or Council Rep] Suggested quote: "With budgets tightening we have to find innovative ways to connect and help residents that also reduces the future health burden. DrinkCoach will help us to work towards achieving that."



DrinkCoach

DrinkCoach is delivered by Humankind Charity. Visit drinkcoach.org.uk for all the tools you need to track and change your drinking, including a free app available on iOS and Android.

Residents can Take the 2-minute [Alcohol Test](#) **(please link directly to your subdomain <https://www.drinkcoach.org.uk/XX-alcohol-test>)** or search drinkcoach.

For more information, please contact [name of contact] at [phone] or [email]

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(1) <https://www.gov.uk/government/publications/2010-to-2015-government-policy-harmful-drinking/2010-to-2015-government-policy-harmful-drinking>

(2) Public Health England (2016). Local Health and Care Planning: Menu of preventative interventions, p.13. Full article available: