



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: *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.

The numbers of people accessing treatment for alcohol has declined but the number of alcohol related deaths continues to rise. Mark Holmes, Head of Innovation at DrinkCoach says that “unfortunately there is still a lot of stigma and shame experienced by drinkers that prevents them from accessing face to face support. DrinkCoach allows people to connect in a convenient, safe and confidential way and get the support they need”.

The council have also committed to funding access to the online coaching service to connect residents via video call to a DrinkCoach. Sessions would normally cost £55 but under this new scheme the full amount will be covered by the council. Sessions are confidential and convenient with daytime, evening and weekend appointments available.ⁱ

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.¹

[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 work towards achieving that."

Residents can have up to 6 free sessions with a DrinkCoach to help them reduce their drinking. Residents can take the DrinkCoach Alcohol Test to see if they qualify for the free sessions. A previous DrinkCoach client who was initially drinking a bottle of wine a night said: "This is an amazing service I am so grateful that it is available. It is helping me to make life saving changes to my drinking." After attending 6 sessions the client is alcohol free and enjoying a healthier and happier lifestyle.

DrinkCoach is delivered by Humankind Charity. Visit drinkcoach.org.uk for all the tools you need to track and change your drinking.

Residents can Take the 2-minute [Alcohol Test](#) (please link directly to your subdomain <https://www.drinkcoach.org.uk/XX-alcohol-test>) to see if they qualify for the free sessions.

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

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¹ Public Health England (2016). Local Health and Care Planning: Menu of preventative interventions, p.13. Full article available: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/683016/Local_health_and_care_planning_menu_of_preventative_interventions_DM_NICE_amends_14.02.18_2_.pdf

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