

## Drinkaware's Drinking Check

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### 1. Key points

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- **Drinkaware's alcohol screening tool is the mostly widely used in the UK outside of the NHS.**
- **We have completely redesigned our alcohol screening tool – known as the [Drinking Check](#) - to make it much clearer, personalised, and accessible.**
- **We want to increase and improve the conversations we are having with each other about our alcohol consumption. By 2025 we want to reach 2 million completions each of year, of our Drinking Check.**

### 2. About Drinkaware

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Drinkaware is the UK's leading alcohol charity. We work in partnership with others to reduce alcohol harm across the UK, deliver public-facing campaigns and digital services and use our expertise to give governments, industry, communities, and individuals the knowledge and support to make informed decisions about alcohol and how to reduce the harm it can cause.

We gather valuable data on the impact of alcohol consumption and harm among the population and groups within society through our sector-leading [annual Monitor report](#) of drinking habits and trends, as well as discrete research on harms in particular populations and groups.

### 3. What is an alcohol screening tool?

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One of several validated screening tools that will be used as part of our Drinking Check is based on the World Health Organisation's, Alcohol Use Disorders Identification Test (AUDIT),<sup>1</sup> an internationally recognised quiz developed to help people identify their alcohol risk level, which is then followed by brief advice.<sup>2</sup>

Across the UK, alcohol screening tools are used extensively in clinical and non-clinical settings and while they can be completed with a clinician or other specialist, they can also be completed on your own, at home – or wherever you may be. There is evidence to suggest that digital screening tools are effective in reducing alcohol consumption in men and women by around three to five units each week.<sup>3</sup>

### 4. Drinkaware's Drinking Check

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**We think checking your alcohol consumption should be as straightforward and regular as checking your blood pressure.**

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<sup>1</sup> [World Health Organisation](#)

<sup>2</sup> In England and Wales, IBAs are short, light-touch evidence-based tools that help people understand their alcohol consumption followed by some brief advice and information that is tailored to their identified need. Drinkaware, August 2023, [City Pilots project evaluation](#). In Scotland, these tools are called ABI. [NHS Health Scotland](#), ABI stands for 'a short, evidence-based, structured conversation with a patient/service user that seeks in a non-confrontational way to motivate and support the individual to think about and/or plan a change in their behaviour'

<sup>3</sup> Beyer, F., Lynch, E., & Kaner, E. (2018). Brief interventions in Primary Care: An Evidence Overview of Practitioner and Digital Intervention Programmes. *Current Addiction Reports*, 5(2), 265–273. <https://doi.org/10.1007/s40429-018-0198-7>

Since our inception in 2006, Drinkaware has widened the use of alcohol screening tools beyond clinical settings specifically through digital and community interventions. **Outside the NHS, we are the largest provider of alcohol screening tools in the UK.** Our assessment and screening tools are disproportionately used by risky drinkers and so have the potential to reach those who would not, or do not, regularly engage with healthcare providers.

In 2022, there were more than 355,000 completions of our screening tool, but we know there are 8 million increasing risk drinkers in the UK, and we want to reach them.

In 2023, **we have redesigned our screening tool from the ground up.** This new, far more personalised tool can be accessed online anytime. Drinkers are invited to complete a short questionnaire and will then receive tailored advice and information based on their answers. If they want to, they can go further and complete further modules designed to help them really understand their drinking habits and behaviours.

We want to increase and improve the conversations we are having with each other about our alcohol consumption. We recognise that screening tools are not a silver bullet for reducing alcohol harm. However, increasing completions of Drinkaware's Drinking Check is an important way to reach people and communities at scale and enable more people to make informed decisions about alcohol and how to reduce the harm it can cause. 58% of those who drink over the CMOs' guidelines of 14 units a week have never been asked to complete an alcohol assessment.<sup>4</sup>

A key advantage of digital screening tools is that they can be delivered at scale but also targeted to when drinkers are most likely to be thinking about their drinking (e.g., when they are purchasing alcohol). They can also be targeted at groups at higher risk of harm.

**We see our Drinking Check as a critical way of helping to normalise the conversation around alcohol.** To do this, we have started an ambitious multi-year set of activities to improve and develop our tool with new features and content to help destigmatise having open and honest conversations about our alcohol consumption.

## 5. What we want to achieve

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We are working at pace to deliver change at scale - **by 2025 we want to reach a total of 2 million completions a year of our Drinking Check.** Across the country, we need to increase and improve the conversations we are having with each other about our alcohol consumption. This will also help us to bridge the gap we have between the perceptions and reality of our relationship with alcohol.

Drinkaware's Drinking Check is an easy way to help destigmatise those conversations about our alcohol consumption. You can access the short quiz via the QR code below to understand more about your drinking, what that means for your risk level, and get some great tips on how to reduce your risk.



**For more information, please contact Jessi Kullar, Policy and Public Affairs Manager, at [jkullar@drinkaware.co.uk](mailto:jkullar@drinkaware.co.uk)**

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<sup>4</sup> Pearson A., & Slater, E. (2023, November). *Let's talk about drinking. Drinkaware Monitor 2023.* PS Research and Drinkaware.