

## ‘Drink free days’ campaign evidence pack

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This document presents the research evidence supporting claims presented as part of the Drink Free Days campaign launched in September 2018.

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## Background

The Drink Free Days (DFD) campaign targets midlife drinkers who drink over the low risk drinking guidance (more than 14 units per week)<sup>1</sup> and who are often drinking in the home. The campaign has evolved from the Drinkaware ‘Have a Little Less’ (HALL) campaign, which has run for two years (May 2016 to June 2018) targeting midlife male drinkers who are drinking routinely in the home and over the low risk drinking guidelines. The HALL campaign focused on engaging the men to realise the harmful effects of their drinking and making them start to reflect on their drinking practices, and an online tool (DrinkCompare Calculator) was developed to assist men with this. The Drink Free Days campaign is an evolution of the HALL campaign in the sense that it focuses on routine drinking in the home and it continues to targets midlife men, however it differs by including midlife female drinkers and by presenting a stronger ‘call to action’ by suggesting people to take more drink free days.

The selection of our target population was informed by an initial segmentation from the Drinkaware Monitor 2014<sup>2</sup>. This work identified a segment of increasing or high risk drinkers ‘Risky Career Drinkers’, of which the single biggest demographic group is 45 to 64 year old men. Furthermore, in England and Scotland middle-aged men have the highest average weekly alcohol consumption<sup>3,4</sup>, and alcohol-related death rates in the UK in 2015 were highest among men aged 55 to 69 years (42.2–44.9 deaths per 100,000 population)<sup>5</sup>. Informed by a systematic review of qualitative research into UK midlife men’s drinking<sup>6</sup> our insight research ‘Midlife Male Drinking’<sup>7</sup> found that this audience are habitual drinkers who do the majority of their drinking at home and who often do not realise they are drinking at levels which affect their long-term health.

Midlife women (aged 45-64) are included as part of the target audience for the DFD campaign partly due to further insights emerging and partly due to the evolution of the campaign messaging towards a stronger call to action. The segmentation of UK drinkers based on the Drinkaware Monitor 2017<sup>8</sup> identified two segments (segment 4 and 8) which substituted the previous category of ‘Risky Career Drinkers’ by offering more granular detail. It highlighted that women make up 46% of segment 4 and 35% of segment 8 respectively, and that women aged 45-64 specifically represent 19% of segment 4 and 18% of segment 8.

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<sup>1</sup> See details here <https://www.drinkaware.co.uk/alcohol-facts/alcoholic-drinks-units/latest-uk-alcohol-unit-guidance/>

<sup>2</sup> Drinkaware Monitor 2014: Adults drinking behaviour and attitudes in the UK. Retrieved from <https://www.drinkaware.co.uk/research/our-research-and-evaluation-reports/drinkaware-monitor-2014-adults-drinking-behaviour-and-attitudes-in-the-uk/>

<sup>3</sup> McLean, J., Christie, S. & Gray, L. (Eds.). (2017). *Scottish Health Survey 2016: Volume 1: Main Report*. The Scottish Government Health Directorate. ISBN 9781788512763

<sup>4</sup> NHS Digital. (2016). *NHS Digital Health Survey for England, 2015: Trend tables–Adult tables*. Retrieved from <http://www.content.digital.nhs.uk/catalogue/PUB22616>

<sup>5</sup> Office of National Statistics. (2015). *Alcohol-related deaths in the UK, registered in 2013*

<sup>6</sup> Parke, H., Michalska, M., Russell, A., Moss, A. C., Holdsworth, C., Ling, J., & Larsen, J. (2018). Understanding drinking among midlife men in the United Kingdom: A systematic review of qualitative studies. *Addictive Behaviors Reports* 8: 85-94.

<sup>7</sup> Further information on our Midlife Male Drinking can be found in our Midlife Male Drinking report: <https://www.drinkaware.co.uk/research/our-research-and-evaluation-reports/midlife-male-drinking-report/>

<sup>8</sup> Drinkaware Monitor 2017: UK adults drinking behaviours and attitudes. Retrieved from <https://www.drinkaware.co.uk/research/our-research-and-evaluation-reports/drinkaware-monitor-2017/>

The Drinkaware Monitor 2018 found those who rated drinking as the easiest lifestyle factor to improve on (compared to diet, exercise and smoking) were in segment 4 (34%) followed by segment 8 (33%)<sup>9</sup>, supporting the case for targeting alcohol moderation messages at these audiences. Furthermore, findings from the Drinkaware Monitor 2018 suggest that men are more likely to report that advice from a spouse or partner prompts them to think about reducing their drinking – with 12% of men saying that this was a trigger for them to think about cutting down. Hence, targeting messages at midlife women may engage not only the women themselves, but also indirectly the men who are their partners or spouses.

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<sup>9</sup> Gunstone et al. (2018). *Drinking behaviour and moderation among UK adults: Findings from Drinkaware Monitor 2018*, London: YouGov and Drinkaware.

## Drink Free Days - message focus

'Drink free days' is the campaign's main call to action, and has superseded the previous 2016-2018 Drinkaware campaign message of 'Have a little less, feel a lot better'. There are a number of reasons for this: 1) it offers a simple and clear message to more effectively support behaviour change, 2) it is recommended as a drink moderation strategy in the 2016 CMO low risk drinking guidelines, and 3) the UK public are finding the message relevant and relatively easy to action.

In line with good practice principles for social marketing<sup>10</sup>, the 'drink free days' message has the benefit of being simple and clear, offering no risk of the audience misunderstanding what they are being asked to do. Furthermore, research suggests that public health messages focusing on making lifestyle behaviour changes in a non-stigmatising way are more likely to be positively received by the audience<sup>11</sup>.

The 2016 UK Chief Medical Officers' guidelines recommend having several drink free days per week<sup>12</sup>. The guidelines state that:

'If you wish to cut down the amount you drink, a good way to help achieve this is to have several drink-free days each week.'

Our insight research suggests that the 'drink free days' message is positively received by the target audience<sup>13</sup>. During the first half of 2018, message testing research undertaken for Drinkaware explored the drinking of midlife women in segments 4 and 8, and it examined which messages and calls to action both midlife men and women would find most engaging<sup>13</sup>. Taking drink free days was found to be a receptive message for the midlife male and female audiences, positively encouraging them to change their drinking habits for the better and therefore reduce the risk of alcohol related harm. This was supported by audience research which had previously been undertaken on behalf of PHE, similarly finding that taking days off drinking was felt to be appealing<sup>14</sup>.

Furthermore, taking drink free days is already by far the most popular drink moderation strategy in the UK with 72% of drinkers having used this in the past<sup>15</sup>. Data from the Drinkaware Monitor 2017<sup>16</sup> show that, among UK adults aged 45-65, 26% of men and 16% of women drink alcohol on at least four days of the week, suggesting that among these there is good potential to be adding extra drink free days.

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<sup>10</sup> Lee, N.R. & Kotler, P. (2015). *Social marketing: Changing behaviors for good*. Sage Publications.

<sup>11</sup> Puhl, R., Peterson, J. L., & Luedicke, J. (2012). Fighting obesity or obese persons? Public perceptions of obesity-related health messages. *International Journal of Obesity*, 37, 774.

<sup>12</sup> UK Chief Medical Officer (2016). *UK Chief Medical Officers' Low Risk Drinking Guidelines*. Department of Health. Viewed 10 August 2018, [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/545937/UK\\_CMOs\\_report.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/545937/UK_CMOs_report.pdf)

<sup>13</sup> Future Thinking (2018). *'Drink Free Days' campaign: Insight research and message testing*.

<sup>14</sup> This audience testing research was undertaken for PHE in 2016 in relation to their preparations for supporting the DryJanuary campaign (report not publicly available).

<sup>15</sup> Gunstone et al. (2018). *Drinking behaviour and moderation among UK adults: Findings from Drinkaware Monitor 2018*, London: YouGov and Drinkaware.

<sup>16</sup> Drinkaware Monitor 2017: UK adults drinking behaviours and attitudes. Retrieved from <https://www.drinkaware.co.uk/research/our-research-and-evaluation-reports/drinkaware-monitor-2017/>

Alongside the Drink Free Days call to action, the campaign addresses key health harm topics, including: high blood pressure and heart disease, weight and breast cancer. The rationale for focusing on these is that message testing research found that the midlife male audience was most receptive to messaging around high blood pressure and weight, and the midlife female audience was most receptive to messaging on breast cancer and weight<sup>17</sup>. Only a couple of core health harm messages are in the campaign foregrounded for each group, in order to avoid 'message overload' and ensure clear communication, in agreement with good practice principles for social marketing messaging<sup>18</sup>.

Recognising that a message alone has only limited impact to change behaviour<sup>19</sup>, the advertising for the campaign directs the audience to go to a Drink Free Days website ([www.DrinkFreeDays.co.uk](http://www.DrinkFreeDays.co.uk)) where they are encouraged to complete an online calculator (DrinkCompare Calculator). This calculator shows the users the impact of their drinking, including how their drinking compares to the rest of the UK, and those binge drinking or drinking at an increasing/higher risk are directed to download the One You (PHE) Drink Free Days app while low risk drinkers are directed to seek more information on the Drinkaware website. The One You app was originally called 'Days Off' but has been renamed as 'drink free days' as it was found in our message testing research to be more easily understood and appealing<sup>13</sup>.

The Drink Free Days campaign uses radio, digital and poster advertising. Also, health harm educational videos targeting women provide supporting content for the campaign. The evidence supporting claims made as part of the campaign is presented in what follows. In addition, the campaign links to health harm educational videos created for midlife men as part of the previous HALL campaign, and the evidence supporting these can be found here:

[https://www.drinkaware.co.uk/media/1572/evidence-page\\_final.pdf](https://www.drinkaware.co.uk/media/1572/evidence-page_final.pdf)

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<sup>17</sup> Future Thinking. (2018). 'Drink Free Days' campaign: Insight research and message testing.

<sup>18</sup> Lee, N.R. & Kotler, P. (2015). *Social marketing: Changing behaviors for good*. Sage Publications.

<sup>19</sup> Kelly, M.P., & Barker, M. (2016). Why is changing health-related behaviour so difficult? *Public Health*, 136, 109-116.

## Drinking less generates health and wellbeing benefits

### Video

Have a little less, feel a lot better

### Evidence

The evidence behind this message is that the less you drink, the better it is for your health, which is supported by a recent evidence review<sup>20</sup> as well as the evidence informing the 2016 CMO low risk drinking guidelines<sup>21</sup>.

The tone of voice of the message is informed by the message testing research originally carried out for the HALL campaign<sup>22</sup>.

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<sup>20</sup> GBD 2016 Alcohol Collaborators (2018). Alcohol use and burden for 195 countries and territories, 1990-2016: A systematic analysis for the Global Burden of Disease Study 2016. *The Lancet*. [Published online]. doi:[https://doi.org/10.1016/S0140-6736\(18\)31310-2](https://doi.org/10.1016/S0140-6736(18)31310-2)

<sup>21</sup> UK Chief Medical Officer (2016). *UK Chief Medical Officers' Low Risk Drinking Guidelines*. Department of Health. Available from:

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/545937/UK\\_CMOs\\_report.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/545937/UK_CMOs_report.pdf) [accessed on 7 September 2018]

<sup>22</sup> 2CV (2016). Middle aged men campaign development: Summary report. Retrieved from

<https://www.drinkaware.co.uk/media/1571/2cv-executive-summary-of-middle-aged-men-campaign-development-march-2016.pdf> [accessed on 7 September 2018]

## Breast cancer

### Video

FVO: 1 in 8 women in the UK will develop breast cancer at some point in their lives<sup>23</sup>,  
And 1 in 13 cases are caused by alcohol consumption<sup>24</sup>. The more you drink, the greater the risk<sup>25</sup>.

FVO: Because it's not just your liver that breaks down alcohol in your body...

FVO: ... your breast tissue does too<sup>25</sup>.

FVO: Alcohol also increases the level of oestrogen in your bloodstream<sup>25</sup> – and these higher levels are associated with an increased risk of developing breast cancer<sup>27</sup>.

FVO: Not only that, if you're drinking alcohol regularly and not eating well – the combination of regular drinking with a poor diet can also add to the risks<sup>25</sup>.

FVO: Yet cutting back on just a few drinks a week can really improve your overall health

FVO: And actively reduce your risk of developing breast cancer<sup>26</sup>.

FVO: Have a little less, feel a lot better.

See how at [drinkaware.co.uk](http://drinkaware.co.uk)

### Radio

F:

Have you ever told a little white lie when your doctor asks how much alcohol you drink?

It's easy to kid ourselves about our drinking.

But the truth is, drinking alcohol most nights can be bad for your health.

I mean, did you know alcohol causes 1 in 13 cases of breast cancer<sup>24</sup>?

And the more you have, the greater the risk<sup>26</sup>.

Drinking less by having more drink-free days can help reduce the risk of developing breast cancer<sup>26,27</sup>.

Remember, there's only One You, so be more Drinkaware.

See how at [drinkfreedays.co.uk](http://drinkfreedays.co.uk).

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<sup>23</sup>Cancer Research UK, Breast cancer incidence (invasive) statistics, <http://www.cancerresearchuk.org/health-professional/cancer-statistics/statistics-by-cancer-type/breast-cancer/incidence-invasive#heading-Six>, Accessed [August 2018]

<sup>24</sup>Brown, K.F., et al. (2018). The fraction of cancer attributable to modifiable risk factors in England, Wales, Scotland, Northern Ireland, and the United Kingdom in 2015. *British Journal of Cancer*, 118(8), 1130-1141.

<sup>25</sup>World Cancer Research Fund International (2017). Continuous Update Project: Diet, nutrition, physical activity and breast cancer, American Institute for Cancer Research, London: WCRF International. [Online].

<sup>26</sup>Betts, G. et al. (2017). Alcohol consumption and risk of common cancers: Evidence from a cohort of adults from the UK. *Journal of Public Health*, 11, 1-9. <https://doi.org/10.1093/pubmed/fox123>

<sup>27</sup>Liu, Y., Nguyen, N., & Colditz, G. (2015). Links between alcohol consumption and breast cancer: A look at the evidence. *Women's Health*, 11(1), 65-77.

## Heart and blood pressure

### Video

FVO: Did you know that 1 in 11 women in the UK die from coronary heart disease<sup>28</sup>, every year?

FVO: Well, regularly drinking alcohol can contribute to this.

FVO: Just having a couple of glasses of wine regularly through the week (A) can weaken your heart and shrink your arteries<sup>31</sup>.

FVO: That makes it harder for blood to be pumped around your body, increasing your blood pressure<sup>29</sup> and risks to your heart<sup>28</sup>...

FVO:...it can also lead to blood clots that cause strokes and brain damage<sup>30</sup>

FVO: But it's not all bad.

FVO: Drinking a little less alcohol can help reduce the strain on your heart<sup>31</sup> and lower your blood pressure<sup>32</sup>, cutting your risk of developing heart disease.

FVO: Have a little less, feel a lot better.

### Radio

M and F:

Have you ever told a little white lie when your doctor asks how much you drink?

It's easy to kid ourselves about our drinking.

But the truth is, drinking alcohol most nights can be harmful to your health.

Did you know alcohol can raise your blood pressure which increases the risk of a heart attack<sup>33</sup>?

And the more you drink, the greater the risk<sup>34</sup>.

Drinking less by having more drink-free days is an easy way to reduce this risk.

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<sup>28</sup>BHF (2017) CVD statistics – BHF UK Factsheet. Retrieved from at: <https://www.bhf.org.uk/-/media/files/research/heart-statistics/bhf-cvd-statistics---uk-factsheet.pdf?la=en>

*Note since recording this video the factsheet has been updated. As of September 2018 the stat is stated to be 1 in 12 women in the UK die from coronary heart disease.*

<sup>29</sup>Taylor, B., Irving, H. M., Baliunas, D., Roerecke, M., Patra, J., Mohapatra, S., &Rehm, J. (2009). Alcohol and hypertension: Gender differences in dose–response relationships determined through systematic review and meta-analysis. *Addiction*, 104(12), 1981-1990.

<sup>30</sup>Leonardi, M., & Bissett, J. (2005).Prevention of atrial fibrillation. *Current Opinion in Cardiology*, 20(5), 417-423.

<sup>31</sup>Larsson, S. C., Drca, N. & Wolk, A. (2014) Alcohol consumption and risk of atrial fibrillation: A prospective study and dose-response meta-analysis. *Journal of the American College of Cardiology*, 64(3): 281-289. Retrieved from <http://content.onlinejacc.org/article.aspx?articleid=1889060#tab1>

<sup>32</sup>Xin, X., He, J., Frontini, M. G., Ogden, L. G., Motsamai, O.I. &Whelton, P. K. (2001). Effects of alcohol reduction on blood pressure: A meta-analysis of randomized controlled trials. *Hypertension*, 38(5): 1112-1117. Retrieved from <http://hyper.ahajournals.org/content/38/5/1112.shot>

<sup>33</sup>NHS (2016). *Overview: High blood pressure (hypertension)*. Accessed September 2018 from <https://www.nhs.uk/conditions/high-blood-pressure-hypertension/>

<sup>34</sup>Xin, X., He, J., Frontini, M. G., Ogden, L. G., Motsamai, O.I. &Whelton, P. K. (2001). Effects of alcohol reduction on blood pressure: A meta-analysis of randomized controlled trials. *Hypertension*, 38(5): 1112-1117. Retrieved from <http://hyper.ahajournals.org/content/38/5/1112.shot>



Remember, there's only One You, so be more Drinkaware.  
See how at [drinkfreedays.co.uk](http://drinkfreedays.co.uk).

## Evidence for comparison calculations

(A) A couple of glasses of wine regularly through the week = minimum 18.4 units per week

- A medium glass (175ml) of 13% ABV wine = 2.3 units
- A couple = minimum two. Hence, minimum 4.6 units
- Regularly through the week = minimum 4 times per week; two glasses of wine 4 times a week (8 glasses) = 18.4 units

## Weight gain and central obesity

### Video

F.V.O: Most of us know alcohol contains calories – but exactly how many, may surprise you.

F.V.O: Just two large glasses of wine amounts to 20% of your recommended daily calorie intake<sup>35</sup>. (B)

F.V.O: That's like eating two bars of milk chocolate. (C)

F.V.O: And if you're consuming more calories than you're burning off, you can soon start piling on the pounds.

F.V.O: Putting on weight won't just affect the way you look though...

F.V.O: Becoming overweight causes complications as fat builds up around your vital organs and begins to clog your arteries<sup>37</sup>, increasing your risk of heart disease and stroke.

F.V.O: Yet cutting back on just a few drinks a week can improve your health.

F.V.O: And help you keep in shape too.

Have a little less, feel a lot better.

### Radio

M:

Have you ever told yourself a little white lie about how much alcohol's affecting your belly?

It's easy to kid yourself when your jeans are feeling a bit tight.

But the truth is drinking alcohol most nights can pile on the pounds, and it can be a risk to your health<sup>36</sup>.

You see, carrying that extra weight puts more strain on your heart<sup>37</sup>, and can leave you feeling more out of breath than you used to.

Drinking less by having more drink-free days is an easy way to keep your belly in check.

Remember, there's only One You, so be more Drinkaware.

See how at [drinkfreedays.co.uk](http://drinkfreedays.co.uk)

F:

Have you ever told yourself a little white lie about how much alcohol you drink?

It's easy to kid ourselves our jeans are tight because they've shrunk in the wash.

But the truth is, drinking alcohol most nights can be bad for your health.

I mean, did you know a large glass of wine is like eating a whole bar of chocolate?<sup>36</sup>

Drinking less by having more drink-free days is an easy way to cut calories.

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<sup>35</sup>Calculated by Drinkaware calorie counter and the recommended daily allowance for calorie intake for women is taken from the NHS site: <https://www.nhs.uk/chq/pages/1126.aspx?categoryid=51>

<sup>36</sup>Calculated by Drinkaware calorie counter and the recommended daily allowance for calorie intake for women is taken from the NHS site: <https://www.nhs.uk/chq/pages/1126.aspx?categoryid=51>

<sup>37</sup>See, R., Abdullah, S. M., McGuire, D. K... & de Lemos, J. A. (2007). The Association of Differing Measures of Overweight and Obesity With Prevalent Atherosclerosis, *Journal of the American College of Cardiology*, 50(8): 752-759.

Remember, there's only One You, so be more Drinkaware.  
See how at [drinkfreedays.co.uk](http://drinkfreedays.co.uk).

## Evidence for comparison calculations

(B) Two large glasses of wine amounts to 20% of your recommended daily calorie intake.

- A 250ml glass of 13% ABV wine = 227 calories
- The recommended daily calorie intake is 2000 calories for women and 2500 for men<sup>38</sup>

(C) That's like eating two bars of milk chocolate

- A standard 45g Cadbury Dairy milk chocolate bar = 240 calories (kcal)<sup>39</sup>

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<sup>38</sup>NHS online. *What should my daily intake of calories be?* (reviewed on 13/10/2016) Available from: <https://www.nhs.uk/common-health-questions/food-and-diet/what-should-my-daily-intake-of-calories-be/> [Accessed on 7 September 2018]

<sup>39</sup>Information from Cadbury's website, available from: <https://www.cadbury.co.uk/products/cadbury-dairy-milk-11294> [Accessed on 3 September 2018]

## Mental health

### Video

FVO: At the end of a busy day, having a drink may seem like a good way to unwind.

FVO: Although you may initially feel relaxed and calm, it won't lead to a good night's sleep<sup>40</sup>.

FVO: Drinking alcohol affects your sleep patterns<sup>40</sup>, interrupting the deep sleep your body needs to refresh and repair itself.

FVO: Disrupted sleep can leave you feeling tired<sup>41,42</sup>

FVO: and that can have a negative impact on the day ahead<sup>44,43</sup>.

FVO: Lack of quality sleep is also linked to more serious mental health concerns like depression and anxiety<sup>44,45</sup>.

FVO: So, cutting down the amount of alcohol you regularly drink doesn't just improve your chances of a good night's sleep, it can also improve your overall mental health too.

FVO: Have a little less, feel a lot better.

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<sup>40</sup>Ebrahim, I. O. et al. (2013). Alcohol and sleep I: Effects on normal sleep. *Alcoholism Clinical and Experimental Research*, 37(4), 539-49. doi: 10.1111/acer.12006. Retrieved from <http://www.ncbi.nlm.nih.gov/pubmed/23347102>

<sup>41</sup>Roehrs, T. & Roth, T. (2001). Sleep, sleepiness, sleep disorders and alcohol use and abuse. *Sleep Medicine Reviews*, 5(4), 287-297.

<sup>42</sup>Morita, E., Miyazaki, S., & Okawa, M. (2012). Pilot study on the effects of a 1-day sleep education program: Influence on sleep of stopping alcohol intake at bedtime. *Nagoya Journal of Medical Science*, 74(3-4), 359.

<sup>43</sup>Garbarino, S., Lanteri, P., Durando, P., Magnavita, N., & Sannita, W. G. (2016). Co-morbidity, mortality, quality of life and the healthcare/welfare/social costs of disordered sleep: a rapid review. *International Journal of Environmental Research and Public Health*, 13(8), 831.

<sup>44</sup>Strine, T. W. & Chapman, D. P. (2005). Associations of frequent sleep insufficiency with health-related quality of life and health behaviors. *Sleep Medicine*, 6(1): 23-37.

<sup>45</sup>Bellos, S. et al. (2013). 'Cross-cultural patterns of the association between varying levels of alcohol consumption and the common mental disorders of depression and anxiety: Secondary analysis of the WHO Collaborative Study on Psychological Problems in General Health Care'. *Drug and Alcohol Dependence*, 133, 825-831. Retrieved from [http://www.drugandalcoholdependence.com/article/S0376-8716\(13\)00364-5/abstract](http://www.drugandalcoholdependence.com/article/S0376-8716(13)00364-5/abstract)

## Risk from alcohol

### DrinkCompare Calculator

Risk of alcohol-related mortality based on alcohol units consumed weekly presented in the calculations available online: [www.drinkfreedays.co.uk](http://www.drinkfreedays.co.uk)

### Evidence for the calculations

The calculations are based on data used as part of the evidence that informed the 2016 CMO low risk drinking guidelines<sup>46</sup>.

## Population comparison data

### DrinkCompare Calculator

Percentage of men or women in the UK who drink less than weekly. Presented in the calculations which is available online: [www.drinkfreedays.co.uk](http://www.drinkfreedays.co.uk)

### Evidence for the calculation

The calculation is based on self-reported drinking data obtained in March/April 2017 from a nationally representative sample of 6,174 adults in the UK<sup>47</sup>

## Drink free days as an alcohol moderation strategy

### Digital ads

Taking more Drink Free days is an easy way to reduce the risk of alcohol to your health  
Taking more drink free days is an easy way to reduce your weight

### Evidence

The claims are supported by the audience message testing research<sup>48</sup>, finding that taking days off drinking is felt to be appealing and reactively easy to do by UK drinkers.

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<sup>46</sup> Holmes, J. et al. (2016). *Mortality and morbidity risks from alcohol consumption in the UK: Analyses using the Sheffield Alcohol Policy Model (v.2.7) to inform the UK Chief Medical Officers' review of the UK lower risk drinking guidelines*, ScHARR, University of Sheffield. Retrieved from [https://www.shef.ac.uk/polopoly\\_fs/1.538671!/file/Drinking\\_Guidelines\\_Final\\_Report\\_Published.pdf](https://www.shef.ac.uk/polopoly_fs/1.538671!/file/Drinking_Guidelines_Final_Report_Published.pdf)

<sup>47</sup> Drinkaware Monitor 2017: UK adults drinking behaviours and attitudes. Retrieved from <https://www.drinkaware.co.uk/research/our-research-and-evaluation-reports/drinkaware-monitor-2017/>

<sup>48</sup> Future Thinking. (2018). *'Drink Free Days' campaign: Insight research and message testing*.