

# Lower My Drinking Platform (app and website)



**Champs Public Health Collaborative are launching a new campaign funded by Cheshire & Merseyside Health & Care Partnership to promote the Lower My Drinking platform, which is now available for use across Cheshire and Merseyside.**

During the COVID-19 pandemic harmful drinking has risen significantly, consequently impacting on people, communities, and services.

This campaign, featuring videos of people telling their stories about why they reduced their drinking, aims to increase the downloads of the **Lower My Drinking app** and ensure that expert advice is accessible across Cheshire and Merseyside.

The app is free to download and use for anyone who lives or works in Cheshire and Merseyside (access is by postcode).

The **Lower My Drinking** platform, designed by clinical psychologists and behavioural scientists, gives advice and uses scientifically-proven tools to reduce drinking to the recommended limit of 14 units a week or less.

**It helps individuals set a drinking goal, and then helps them to achieve it by:**

- Tracking progress towards an individual drinking goal
- Recognising all the gains to be made by cutting down
- Focusing on what is really motivating to reduce drinking
- Sees how an individual's drinking compares to the rest of the population

As well as this, **Lower My Drinking** shows the issues that could potentially cause someone to drink more than is healthy for them and gives a set of proven skills that can be used to address these. Specifically, these skills will -

- Change how an individual thinks about alcohol and the role it plays in their life
- Anticipate situations that may tempt someone to drink too much, and plan how they will limit their drinking when they get there
- Help the person to stay calm and relaxed in any situation without having a drink
- Replace drinking in a daily routine with positive activities that will feel good
- Manage any impulses to drink at the wrong time or in the wrong place by using a mindfulness technique
- Improve lifestyles and boost overall physical and emotional wellbeing



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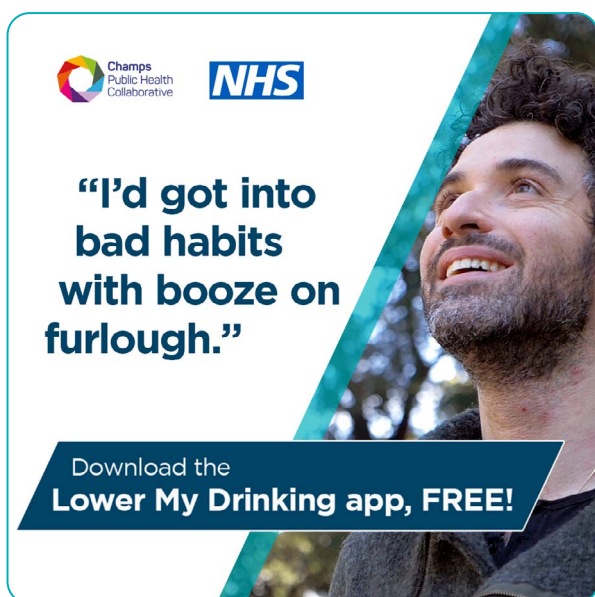


## How you can help

The **Lower my Drinking** campaign is an opportunity for you to help anyone, who lives or works in Cheshire and Merseyside, to manage their drinking habits to a safer level.

To promote this resource and support this campaign, you can:

- Use the campaign's digital assets such as Twitter and Facebook banners and images sized for social media.
- Share the campaign on your social media channels and through internal communications using the hashtag **#LowerMyDrinking**
- Print out posters and other assets which feature QR codes for easy access to the Lower My Drinking app.
- Promote the campaign and app on your intranet
- Share the campaign and app on your public-facing website



## Key messages and tone of voice

The campaign's tone of voice is encouraging, non-judgemental, accessible and optimistic. The messages recognise that we've all been going through difficult times, due to the COVID pandemic, and reassures that there is support available.

It emphasises that the **Lower My Drinking app** not only guides you to set your drinking goal, but helps you achieve it too. The use of videos, featuring local accents, provides a community feel for the campaign and emphasises that it is a regional Cheshire and Merseyside campaign.

## Suggested messaging

Find ways to lower your drinking by downloading the **FREE Lower My Drinking app**. Get healthier. Feel better. **#LowerMyDrinking**

Now's the time to get healthier and feel better. Download the **FREE Lower My Drinking app** for help and support. **#LowerMyDrinking**

Take that positive step, get healthier and feel better. Download the **FREE Lower My Drinking app**. **#LowerMyDrinking**

Start your journey back to your best you. Find ways to lower your drinking by downloading the **FREE Lower My Drinking app**. Get healthier. Feel better. **#LowerMyDrinking**

When posting about, or sharing campaign assets on social media please use the hashtag **#LowerMyDrinking** and include the links to download the app:

[App store](#)

[Play store](#)



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## What are the benefits for you?

Promoting the campaign will:

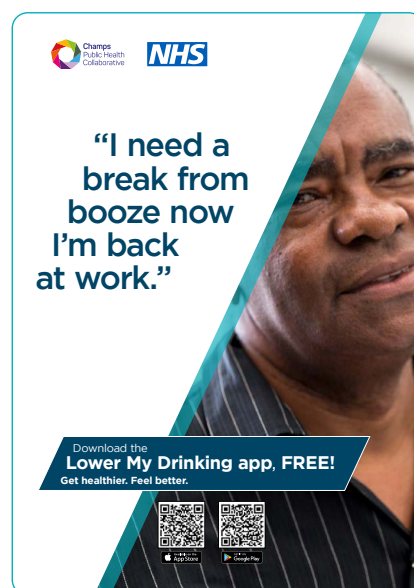
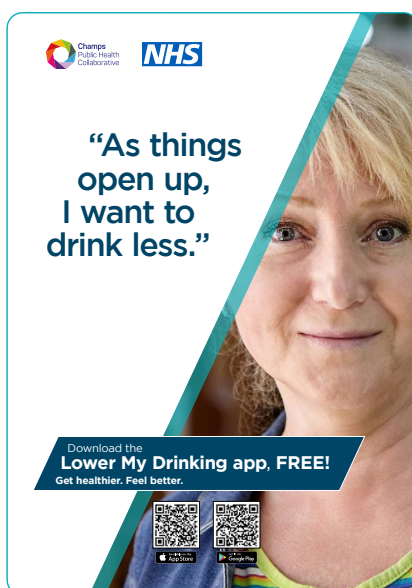
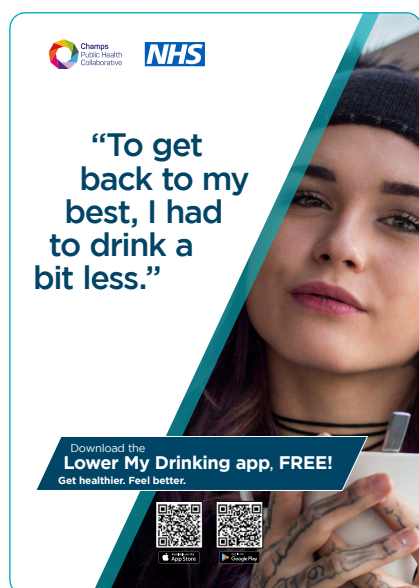
- Start a conversation about alcohol and drinking habits in Cheshire and Merseyside.
- Improve awareness and understanding of the **Lower My Drinking app** and the help available.
- Ensure that people have access to the **Lower My Drinking app** in Cheshire and Merseyside and they know that it is FREE.
- Make you a part of the mission to reduce the rise in harmful drinking seen since the pandemic.

## Available campaign resources:

The campaign will focus on digital advertising through **Facebook**, **Instagram** and **Google Display** campaigns. The campaigns will target men and women, aged 20-65, in areas of greatest alcohol harms and inequalities in Cheshire and Merseyside.

There are resources available [HERE](#) that you can download including:

- Videos and images available for sharing on social media (Twitter, Instagram and Facebook)
- Printable posters, leaflets and business cards featuring QR codes to direct people to the **Lower My Drinking app**.



# Thank you for your support