

**Think
you
know
your
dr_.nk?**

Public Health Leads' Information Pack

drink✓checker

Alcohol
Health

Network

Online IBA and Alcohol Awareness Campaigns for your local area

Drink Checker is a new evidence-based web app that allows local residents and workers to anonymously and confidentially check their drinking levels, receive personalised, risk based feedback, use a drink diary to help cut down and refer themselves to local treatment, online, 24/7.

Launched in 2013 by Alcohol Health Network, it is an innovative and cost effective method for local Public Health teams to promote early identification of alcohol misuse, support increasing risk drinkers to cut down and provide clear pathways to treatment for high risk and dependent drinkers.

How does Drink Checker support Public Health initiatives?

Drink Checker is a digital health promotion tool than can be customized for your local area. It helps Public Health Teams in a variety of ways:

- Ensures early identification of alcohol misuse, reducing hospital admissions, GP visits and workplace absenteeism in your area

- Includes the option to add mental health and sexual health self-assessment, with feedback and signposting to local services

- Can be promoted by GPs, your local health services, pharmacies, hospitals, mental and sexual health clinics, police and fire service as well as your local Chamber of Commerce

- Supports local IBA screening from GPs, Pharmacists and other healthcare professionals while providing options for patients to log in later and review results – can be used as part of LES or other contract

- Provides a clear pathway to treatment for dependent drinkers – via a self-referral contact form direct to your preferred services, with call back option

- Encourages increasing risk drinkers to use the drink diary to plan drink-free days and set a limit on units per day, savings in cash and calories

- Includes social media channel on Twitter, e-comms and seasonal copy for your twitter feed and local government website

What's included in the Drink Checker web app?

Drink Checker is a bespoke online AUDIT web app for smartphones, tablets and PCs, which includes:

Customised website for your area promoting alcohol awareness and local treatment services, with your LA branding and illustrations of your local landmarks on every page

Personalised risk-based feedback to users, via NICE recommended AUDIT and NHS-based brief advice online

Drink diary, unit calculator, calorie and savings tracker

Option to sign up for weekly tips, advice and alerts via sms/texts

Signposting and online referral to local Tier 3 alcohol and other health services

Demographic data capture and reporting for commissioners, including:

- o Number and demographics of visitors
- o Risk Profiles and demographics of high risk drinkers
- o Postcodes reached by your promotional campaign
- o Numbers directly referring to local services online
- o Drinking trends from those using drink diary and savings tracker

Engaging, seasonally changing articles on alcohol and its effects

Online IBA has been shown to reduce drinking rates up to 12 months after intervention and by significantly more than controls. ¹



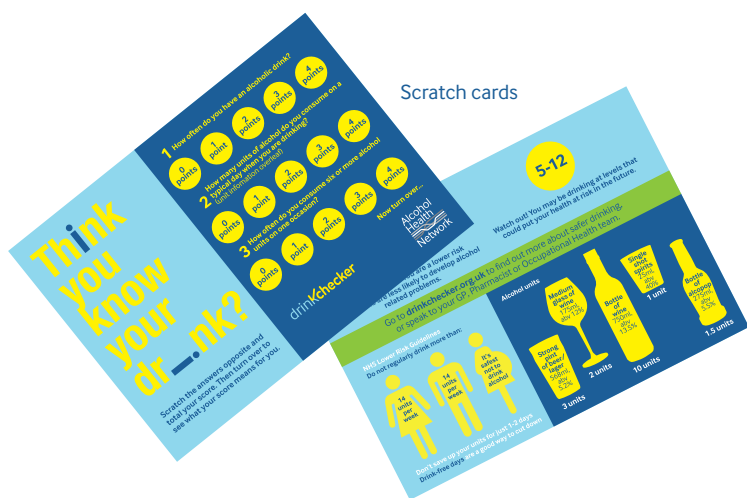
¹ Donoghue K, Patton R, Phillips T, Deluca P, Drummond C, The Effectiveness of Electronic Screening and Brief Intervention for Reducing Levels of Alcohol Consumption: A Systematic Review and Meta-Analysis, J Med Internet Res 2014;16(6):e142

How does Alcohol Health Network support Public Health teams?

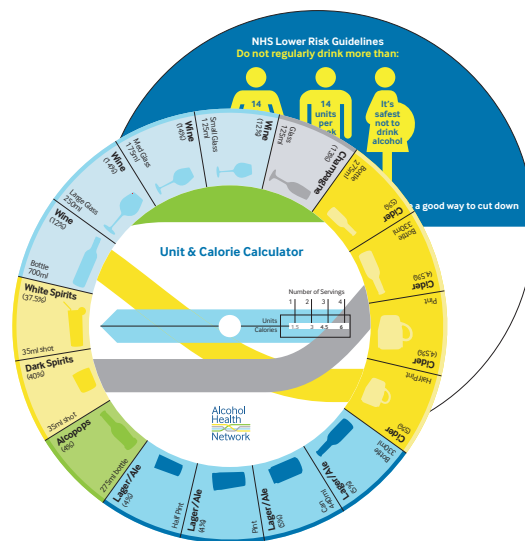
We provide training and advice for GPs, Pharmacists & healthcare professionals in your area on how to use and promote Drink Checker. We can attend your Alcohol Strategy meetings and work with your various partners to help them to promote your Drink Checker. We also ensure the Drink Checker tool is customised to fit with your HWB Strategy and provide you with a starter pack of eye-catching materials to promote your Drink Checker to local residents and workers. Finally, we ensure you review and are entirely happy with your customised site before we help you launch it.

Promotional Materials

We also offer a variety of branded promotional materials, including scratch cards, posters, fact sheets, unit calculator wheels, pharmacy bags, JC Decaux posters, travel card holders, bookmarks, beer mats and bags. Please contact us for more information.



Scratch cards



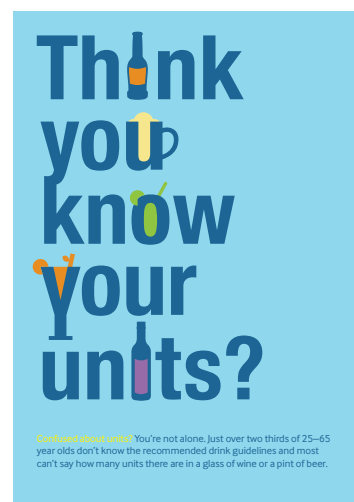
Wheel



Posters



Mini cards



Fact sheets

Testimonials

“Alcohol Health Network’s expertise and professionalism have made a tremendous difference to the work we are doing to raise alcohol awareness and promote lower risk drinking. They have given the work real momentum.”

Iona Lidington,
Associate Director of Public Health, Royal Borough of Kingston

“Excellent tool for helping me think through how to reduce my alcohol intake.”

“Seeing the details and the calculations, plus a place to save them, provides more motivation to cut down.”

“Online is more anonymous to admit to these things.”

“Good easy instructions, with questions completed anonymously, makes it attractive to take part in.”

Drink Checker Users

“Very helpful to get me thinking more critically in reducing my alcohol consumption per week.”

Who are Alcohol Health Network?

Alcohol Health Network (AHN) is a non-profit social enterprise set up in 2012 by Don Shenker, previously CEO of Alcohol Concern and with over 20 years' experience working in alcohol harm reduction. The Network collaborates with academics and clinicians from the E-Health Unit at University College London and Camden and Islington NHS Trust who sit on our Advisory Board. Our digital partners are Codeface, who develop online solutions for University College London's randomised control trials around the world.

We use evidence-based online approaches recommended by the National Institute for Health and Clinical Excellence (NICE) to reduce alcohol harm. We have developed and run bespoke alcohol awareness websites and campaigns for local areas and employers in the UK, Germany and Denmark.

drinkKchecker

Using digital technology to enhance pathways to treatment, reduce alcohol related costs and improve health and wellbeing across communities and local businesses.

Alcohol
Health

Network

alcoholhealthnetwork.org.uk
hello@alcoholhealthnetwork.org.uk
Tel: 020 3151 2420