



DRINK,

work

& me



work

## Aim

Raise awareness of alcohol related harm

Through education, prevention,  
treatment and policy in the workplace





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# Workplace?

Delivered under workplace  
health & wellbeing  
agenda





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Funded by:



LOTTERY FUNDED



# Partners



Counselling, support and information services for those affected by alcohol and drug use.



Supporting individuals, families, communities and professionals with regards to substance use, suicide, self-harm and mental health crisis



Supporting companies to do business in a responsible way.



Social Research Centre

Providing social research services to clients in the not-for-profit sector.



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# Cost of Alcohol to the NI economy estimated at £900 million

“That’s one tenth of the N.I. Block Grant”







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## Cost to business

- £258m productivity/premature death
- £47m absenteeism
- £96m presenteeism

Estimated 3.64 million working hours lost to presenteeism



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# Alcohol

The preferred drug of choice in N. Ireland?

- Highest unit intake in the U.K.
- 72% Adults drink alcohol at some level
- 217,000 Harmful or Hazardous Drinkers





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# Alcohol

People do not understand alcohol and its real impact or how to manage it in the workplace





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# Alcohol

Loss to productivity

Increased risk to accidents in the workplace

Drink driving morning after

Poor mental & physical health outcomes



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## Why this project.

- 80% wanted to positively impact wellbeing by focussing on the issue
- 58% viewed it as an important issue
- 57% believed alcohol has negatively impacted business
- 43% didn't know how to deal with the issue





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Do you know what's in  
your glass?





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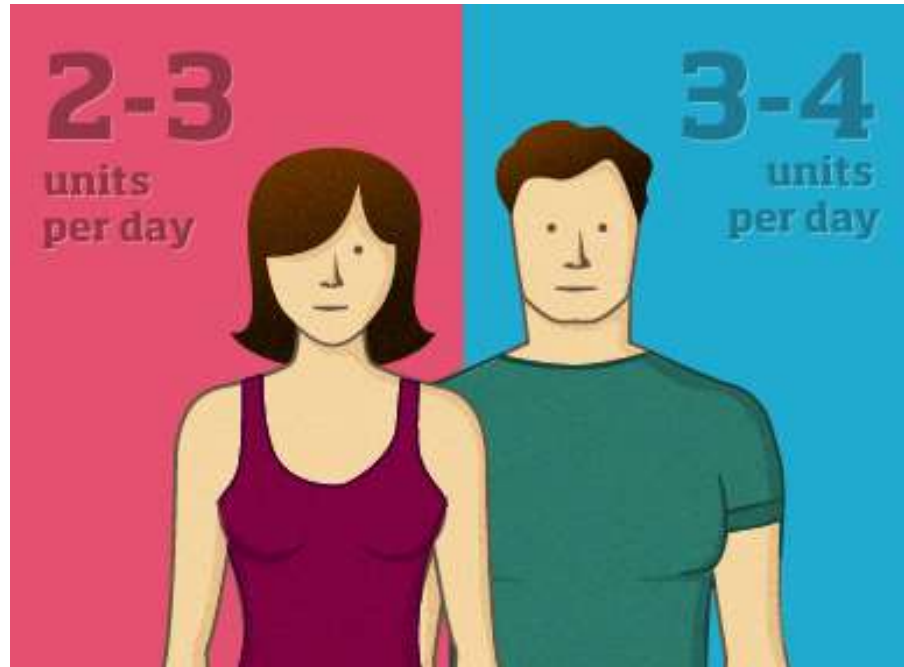
How many units for a man and woman?







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And you can't save them up!





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# Achieving our aims





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## Education & Prevention

General Awareness Raising  
Line Management Training  
Online e-Learning  
Legacy trained personnel





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# Intervention and treatment

## Self-Help Website Brief Intervention Counselling







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# Legacy

## Learning Network Drink, Work & Me Champions Business Toolkit







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# Beyond the Workplace

Pre-employment Focus  
Family Support  
Community Support





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## Service Overview

Company's:	9
Return to Work schemes:	2
Training:	4000 participants
Counselling:	96 individuals
Brief & Family Intervention:	43 Individuals





DRINK.

# Why Self Help?



## Self Help Dashboard

Whatever your goal, this website is here to help you see that change is possible. How you use this material is entirely up to you. Even small changes to how much or how often you drink can make a substantial difference. - We wish you well in your efforts.



- 1. Getting ready...**  
Where does drinking fit in your life?
- 2. Taking Stock**  
Where are you in the Stages of Change?
- 3. Setting your goals and limits**  
Set your goal and cut down your drinking.
- 4. Decision Time**  
People have more success changing when they have a plan.
- 5. Low & risky drinking**  
Any decrease in drinking is a positive step forward.
- 6. Where can I get help?**  
Help is at hand...





## Why do you think you drink?

Look at the reasons below and select how seldom or often you drink because of each one.

Seldom - Sometimes - Often

I drink to help me relax	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I drink to show affection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I drink because it makes me feel good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I drink because of pressure from friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I drink because it helps me sleep	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I drink because I like the taste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I drink in order to celebrate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I drink to help me do boring things	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I drink to forget my worries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I drink because it gives me confidence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I drink to be sociable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I drink because there is nothing else to do	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I drink when I am angry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I drink to get drunk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I because it's a big part of who I am	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I drink out of habit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Are there other reasons you drink? Please enter them below.

Back

Next

Where does drinking fit in your life?



Home /

Where are you in the Stages of Change?



**ACTION:** Has started change. 3 to 6 months of hard work to keep the decision going

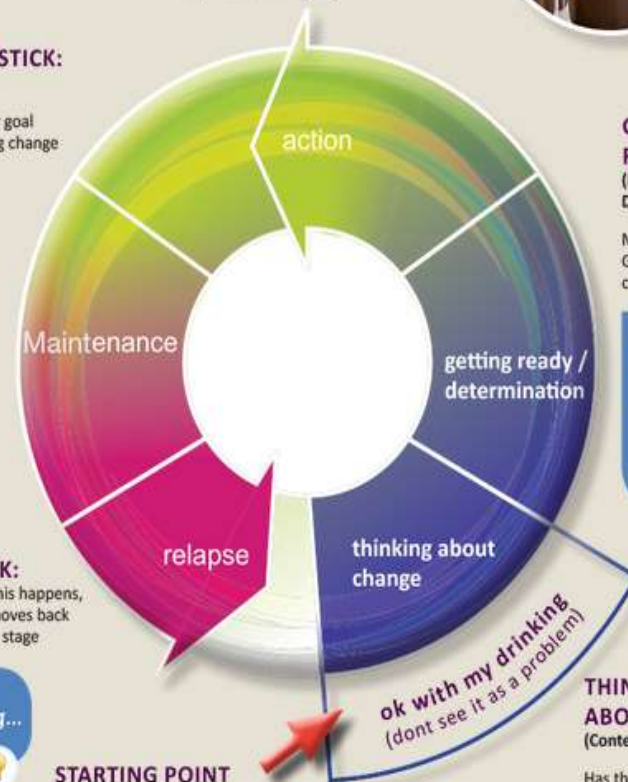
**MAKING IT STICK:** (Maintenance)

Has reached their goal and is maintaining change

**GETTING READY:** (Preparation / Determination)

Mind set change. Gets a plan, gets committed

Making a plan is crucial for your success



**SLIP BACK:** (Relapse) if this happens, the person moves back to a previous stage

Back to planning...



**STARTING POINT**

I am ok with what I am doing (Precontemplation) Does not see a problem. Outside the circle.

**THINKING ABOUT IT:** (Contemplation)

Has thought about change, but has not put this into action



SUPPORTING YOU  
AND YOUR FAMILY

[www.drinkworkandme.com](http://www.drinkworkandme.com)

Date	Sessions	Users	Pageviews	Pages/session	Avg. Session Duration	% New Sessions
Oct-14	520	476	1300	2.5	02:16	86.35%
Nov-14	492	455	975	1.98	01:31	86.99%
Dec-14	455	427	788	1.73	01:02	89.01%
Jan-15	804	527	1187	1.97	01:50	82.12%
Feb-15	396	341	855	2.16	02:05	81.06%
Mar-15	728	692	1247	1.71	01:06	91.62%
Apr-15	703	633	1332	1.89	01:20	86.91%
May-15	680	569	1508	2.22	01:51	83.38%
Jun-15	527	447	1178	2.24	01:33	81.59%
Jul-15	1257	1219	1794	1.43	01:06	79.71%
Aug-15	502	437	1107	2.21	01:42	84.86%
Sep-15	441	347	1017	2.31	02:09	74.15%
<b>Average</b>	625.4167	547.5	1190.66667	2.029166667	01:37	83.98%





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# Questions?

