



# Alcohol Awareness Week '25

## "Alcohol and Work"





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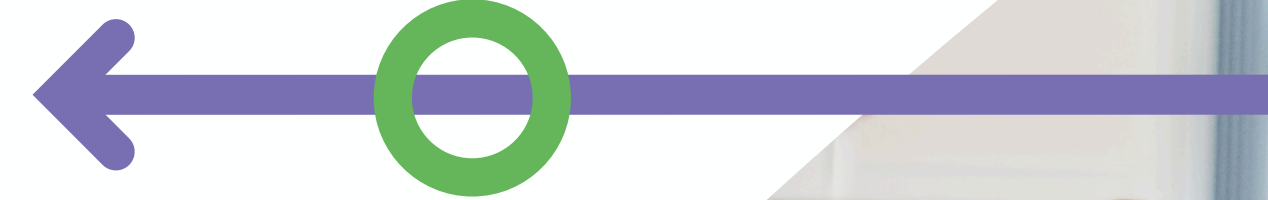
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## Campaign Overview



The theme for this year's Alcohol Awareness Week (7-13 July 2025) is 'Alcohol and work'. With longer hours, increased stress, and the blurring of lines between work and home, alcohol and work are often connected. We want to encourage everyone to pause and consider how their work might be contributing to increased alcohol use as a coping mechanism.

As part of the week, START will be providing a variety of events to provide education and harm reduction advice to the entire community in regard to the relationship between alcohol and work to help people better understand it.

We will be sharing some bitesize helpful tips and advice on changes we can all make to improve our health and well-being, we will also be focussing on dispelling myths about treatment pathways and options available for support in the Borough through Turning Point.

Slough Borough Council's alcohol prevention priorities are embedded within broader public health and community safety strategies, particularly the Slough Community Safety Partnership Plan 2025-2028 and the Serious Violence Strategy 2024-2027.







## Overview

**These figures suggest a growing demand for support services in Slough, with alcohol use being significant concerns.**

### **Alcohol & Drug Treatment in Slough (2023–2024)**

- 725 people in Slough were in contact with drug and alcohol treatment services in the year to March 2024.
  - This is an increase from 635 people the previous year
- Of those in treatment:
  - 54% were adults struggling with opiates.
  - The remainder included individuals with alcohol-only issues and other substances.

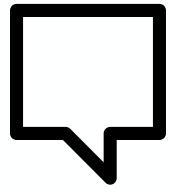
### **National Context for Comparison**

- Across England, 310,800+ adults were in contact with treatment services in 2023–2024.
- 29% of treatment-related deaths nationally were among the alcohol-only group.

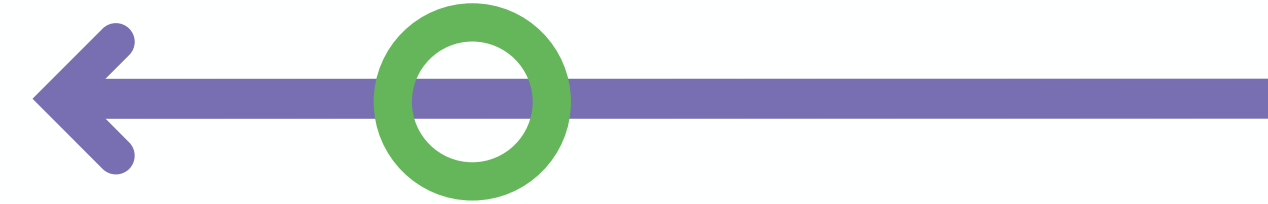
Source: [gov.co.uk](https://www.gov.uk/government/statistics/adult-substance-misuse-treatment-statistics-2023-to-2024-report) Adult substance misuse treatment statistics 2023 to 2024: report







# 2025 Theme: Alcohol and Work



## 1. Local Impact in Slough

Problem alcohol use can have a profound effect on both physical and mental health. Raising awareness enables employees to make informed decisions and better understand the risks associated with excessive alcohol consumption, including liver disease, hypertension, and mental health conditions such as depression and anxiety.

## 2. Workplace Implications

Alcohol-related challenges can contribute to absenteeism, diminished productivity, and workplace incidents. Promoting awareness supports healthier lifestyle choices, which in turn can enhance overall performance and safety within the workplace.

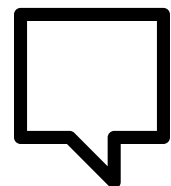
## 3. Contributing Factors

Many individuals may face difficulties with alcohol use without seeking support. Awareness initiatives help foster a supportive culture, encouraging employees to access help and available resources. As alcohol is often normalised in both social and professional contexts, these campaigns also serve to challenge prevailing norms and advocate for moderation and responsible behaviour.

## 4. Employer Responsibility

Engaging activities during Alcohol Awareness Week—such as team challenges, educational workshops, or fundraising events—can strengthen team cohesion and encourage open dialogue around health and wellbeing. Supporting this initiative reflects an employer's commitment to staff welfare and can form a valuable component of a broader workplace wellbeing strategy.





# Local Events in Slough



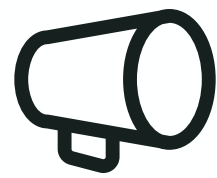
Throughout Alcohol Awareness Week, there will be a variety of events supported by Turning Point aimed at reducing stigma and promoting available resources.



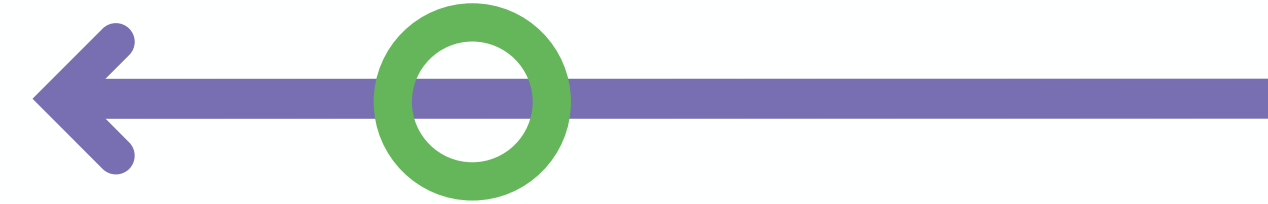
If you have any questions please email Alison Finlay, Operations Manager, [alison.finlay@turning-point.co.uk](mailto:alison.finlay@turning-point.co.uk)

Monday 7 July	Tuesday 8 July	Wednesday 9 July	Thursday 10 July	Friday 11 July
10am-11am <b>Welcome to the week: Alcohol Awareness – know your units</b> <b>Speakers:</b> Helen Phillips, Drug and Alcohol Lead <u>Join the meeting</u>	10am-10.30am <b>Maintaining our wellbeing at work</b> <b>Speakers:</b> Samantha Hickey, Counsellor - Wellbeing Team <u>Join the meeting</u> 11am-11.30am <b>Try Dry App – Keep track of your alcohol use</b> <b>Speakers:</b> Brian Burgon, Alcohol Change UK <u>Join the meeting</u>	10am-11am <b>Alcohol Use and liver health</b> <b>Speakers:</b> Izzy Pappas, Project Manager: Liver Health Checks, Royal Berkshire Hospital (RBH) <u>Join the meeting</u>  11.30am-12.30pm <b>Safeguarding Considerations when working with patients with COMHAD</b> <b>Speakers:</b> Stuart Bunce, Named professional adult safeguarding <u>Join the meeting</u>	10am-11am <b>Diabetes management and alcohol awareness</b> <b>Speakers:</b> Claire Powell, Senior Diabetic Nurse Specialist <u>Join the meeting</u>  11am-12pm <b>Alcohol Awareness - Professional Training</b> Hosted by Turning Point <u>Join the meeting</u>	11am-12pm <b>Making Every Contact Count</b> <b>Speakers:</b> TBC  <b>RSVP: Email Alison Finlay, Operations Manager, <a href="mailto:alison.finlay@turning-point.co.uk">alison.finlay@turning-point.co.uk</a></b>
2pm-3pm <b>Working towards integrated care for veterans with COMHAD – An evidence-based model</b> <b>Speakers:</b> Maria Warburton Deputy Service Lead / Advanced Mental Health Practitioner • Veterans Mental Health Transition, Intervention and Liaison (TIL) <u>Join the meeting</u>	12pm-1.30pm <b>AA/ Turning Point personal experiences of recovery</b> <b>Speakers:</b> Turning Point Peer Mentor's and an opportunity to talk and hear from those about lived experience of alcohol use and recovery. <u>Join the meeting</u>	1pm-1.30pm <b>Alcohol Withdrawal Management</b> <b>Speakers:</b> TBC <u>Join the meeting</u>  2pm-3pm <b>Working with young people who use alcohol</b> <b>Speakers:</b> Michael Wakelyn Green, Specialist Drug and Alcohol Practitioner <u>Join the meeting</u>	1pm-1.30pm <b>Reducing Stigma</b> <b>Speakers:</b> Trevor Heron Engagement and partnership lead Turning Point <u>Join the meeting</u>  2pm-2.30pm <b>Suicide risk with COMHAD - Crisis Case presentation</b> <b>Speakers:</b> Letitsia Wedderburn, Associate Nurse Consultant COMHAD <u>Join the meeting</u>  6pm-8pm <b>Alcohol Resolution Workshop Family and Carers Workshop</b> Turning Point hosts open, drop-in, taster sessions. <b>27 Pursers Court, Slough, SL2 5DL</b>	1pm-1.30pm <b>Individual Placement and Support (IPS) and recovery</b> <b>Speakers:</b> Lee Savage, IPS Change Grow Live <u>Join the meeting</u>  2pm-3pm <b>Women's health and alcohol awareness</b> <b>Speakers:</b> Maisie Ogston, Women's Health Lead Cranstoun <u>Join the meeting</u>





## Advice for Employers



Employers can play a crucial role in supporting employees who may be struggling with their alcohol use.

Here are some steps to consider:

1. **Promote Healthy Behaviours:** Move away from traditional work nights out, rewards, and celebrations that centre around alcohol or pub visits. Instead, encourage healthy lifestyle choices and stress management techniques to help reduce the risk of problematic drinking.
2. **Promote a Supportive Environment:** Encourage a workplace culture that supports employees seeking help for alcohol-related problems. This includes providing access to Employee Assistance Programs (EAPs).
3. **Implement Clear Policies:** Establish and communicate clear policies regarding alcohol use and that support is available that will not affect their employment.
4. **Management Training:** Ensure that Managers and Supervisors are trained to recognise signs of alcohol use and that they feel confident they can approach the sensitively.





## Talking without Stigma

When starting a conversation with an employee or colleague about your concerns regarding their drinking, it's important to be mindful of the effects of stigmatising language. Such language can be a significant obstacle for those struggling with their alcohol use and asking for help.

### To Challenge this Stigma

- Speak up when you hear negative or incorrect comments about people with problematic drinking habits.
- Reflect on the language you use when talking to someone about a alcohol or drug problem - ensure it is not judgmental.
- Talk openly about recovery and alcohol use, you can help break down stereotypes, foster empathy, and reduce discrimination.
- Create a more open and supportive environment for those who need help.

### Avoid using the following language:

- Substance abuse
- Substance misuse
- Addict
- Alcoholic



### Instead, why not try using some of the following language?

- Substance use
- Person with problematic drinking
- Overconsumption of alcohol
- Reliant upon alcohol



# Slough Treatment, Advice and Recovery Team (START)

START is free and confidential, available for anyone who is concerned about their own or someone else's substance use. We provide dedicated support for alcohol use.

## **Your Health**

Our sessions will teach you new ways to manage your use as well as cutting down and quitting. We have a medical team who can provide treatment advice to complement and support your recovery.

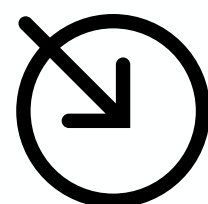
## **Your Wellbeing**

Our service supports you as a whole person helping you find the fun in life again with alternative activities, volunteering opportunities, the chance to meet new people and a safe space to talk. We can also support those you love which will aid your recovery and help them understand more and learn alongside you.

## **Your Future**

Support is available to help with life skills, housing, education, employment, and hobbies.





## Get involved

**You can raise awareness by sharing information supplied in this toolkit about alcohol harm reduction:**

- Share this campaign toolkit with your colleagues.
- Post on your social media channels, using our images and copy (pages 11, 12, 13)
- Download Campaign Assets (page 14)
- Follow our social media channels and when possible please share, like and comment on our posts










Instagram 4:5. We have included 5 posts and suggested one a day but please choose to post as many as you'd like for the week






IMAGE

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Monday	Tuesday	Wednesday	Thursday	Friday
				
<p><b>Do you know how much you're drinking?</b></p> <p><b>When does having a drink after work to unwind start to become a problem? Find out if you're drinking too much or how much you should be drinking by taking our quiz!</b></p> <p><a href="#">Take the Quiz mytp.me/aaw-quiz</a></p> <p><b>Call us to find out how we can support you: 01753 692548 Visit our website to find out more: mytp.me/START-AAW</b></p> <p><b>#AlcoholAwarenessWeek #HealthyChoices #DrinkResponsibly #StopSoberShaming #Wellness</b></p>	<p><b>Do you know how many units you're drinking?</b></p> <p><b>You can reduce your alcohol intake on a night out by:</b></p> <ul style="list-style-type: none"><li>• Having a soft drink in between</li><li>• Only ordering singles</li><li>• Using a mixer</li><li>• Avoiding shots</li><li>• Skipping rounds</li></ul> <p><b>We have plenty of hints and tips to help you enjoy a night out in a healthier and safer way. Save yourself from the next day's hangover and protect your bank balance!</b></p> <p><b>Call us to find out how we can support you: 01753 692548 Visit our website to find out more: mytp.me/START-AAW</b></p> <p><b>#AlcoholAwarenessWeek #HealthyChoices #DrinkResponsibly #StopSoberShaming #Wellness</b></p>	<p><b>Did you know the recommended weekly limit is 14 units of alcohol?</b></p> <p>While no amount of alcohol is completely safe, it's important to spread your intake over the week.</p> <p>✔ Take at least 1-2 days off between drinking nights. ✖ Avoid binge drinking – consuming all 14 units in one night is not recommended.</p> <p><b>Make healthier choices and enjoy your nights out responsibly!</b></p> <p><b>Call us to find out how we can support you: 01753 692548 Visit our website to find out more: mytp.me/START-AAW</b></p> <p><b>#AlcoholAwareness #KnowYourLimits #DrinkResponsibly #HealthyChoices #StopSoberShaming</b></p>	<p><b>☀ Small Changes, Big Difference ☀</b></p> <p>This week is Alcohol Awareness Week, and we're asking you to think about how you can make healthier choices. If you've had a stressful day at work, what can you do instead of opening a beer or wine?</p> <ul style="list-style-type: none"><li>• Go for a walk in the park</li><li>• Walk the dog</li><li>• Have a kickabout with your kids or grandkids</li><li>• Check out what's on in your community</li></ul> <p>Turning Point can help you break habits and find new ways to manage everyday stress from work and life.</p> <p><b>Call us to find out how we can support you: 01753 692548 Visit our website to find out more: mytp.me/START-AAW</b></p> <p><b>#SmallChangesBigDifference #AlcoholAwarenessWeek #HealthyChoices #StressManagement #StopSoberShaming</b></p>	<p><b>☀ Slough Treatment, Advice and Recovery Team (START) ☀</b></p> <p>Our service is free and private. We help anyone worried about their own or someone else's drinking or drug use.</p> <p><b>Your Health:</b> We teach you how to manage, cut down, or quit drinking. Our medical team can give you advice and support.</p> <p><b>Your Wellbeing:</b> We help you enjoy life again with fun activities, volunteering, meeting new people, and a safe place to talk. We also support your loved ones so they can help you too.</p> <p><b>Your Future:</b> We help with life skills, housing, education, jobs, and hobbies. We have two 8-week groups to help you understand and reduce your drinking. Which group you join depends on your drinking habits.</p> <p>You can make an online referral here: <a href="https://mytp.me/START-AAW">https://mytp.me/START-AAW</a></p> <p><b>Call us to find out how we can support you: 01753 692548. We're available 9am to 5pm on weekdays.</b></p>

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IMAGE

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# Supporting Assets for Download

- Campaign A4 Poster
- Making Changes PDF which includes hints and tips about safe levels of drinking and how to reduce safely.
- Let's talk about alcohol at work from Rightsteps



The poster features a photograph of four diverse people (two men and two women) sitting around a table, smiling and holding coffee cups. A large yellow arrow points from the right towards the text.

## Small Changes Can Make a Big Difference

Reconsider your alcohol use with our free and confidential services. Our friendly, experienced team can support you to find new ways to deal with stress and work, to help you achieve a healthier balance.

**Contact START**  
Slough Treatment, Advice and Recovery Team  
**01753 692548**

**SCAN ME**



**Public Health**  
Slough Borough Council

**TURNING POINT**  
inspired by possibility



The PDF has a green header with the title 'Making Changes' and the Turning Point logo. It includes a section on alcohol units with images of various drinks and their corresponding unit counts.

## Making Changes

**Do you know how many units are in your drinks?**

It is recommended to drink under 14 units a week for both men and women. Although it's important to know that no amount of alcohol is safe. If you are worried you can begin by monitoring how much you are regularly drinking. We have included a drink diary to help you do this.

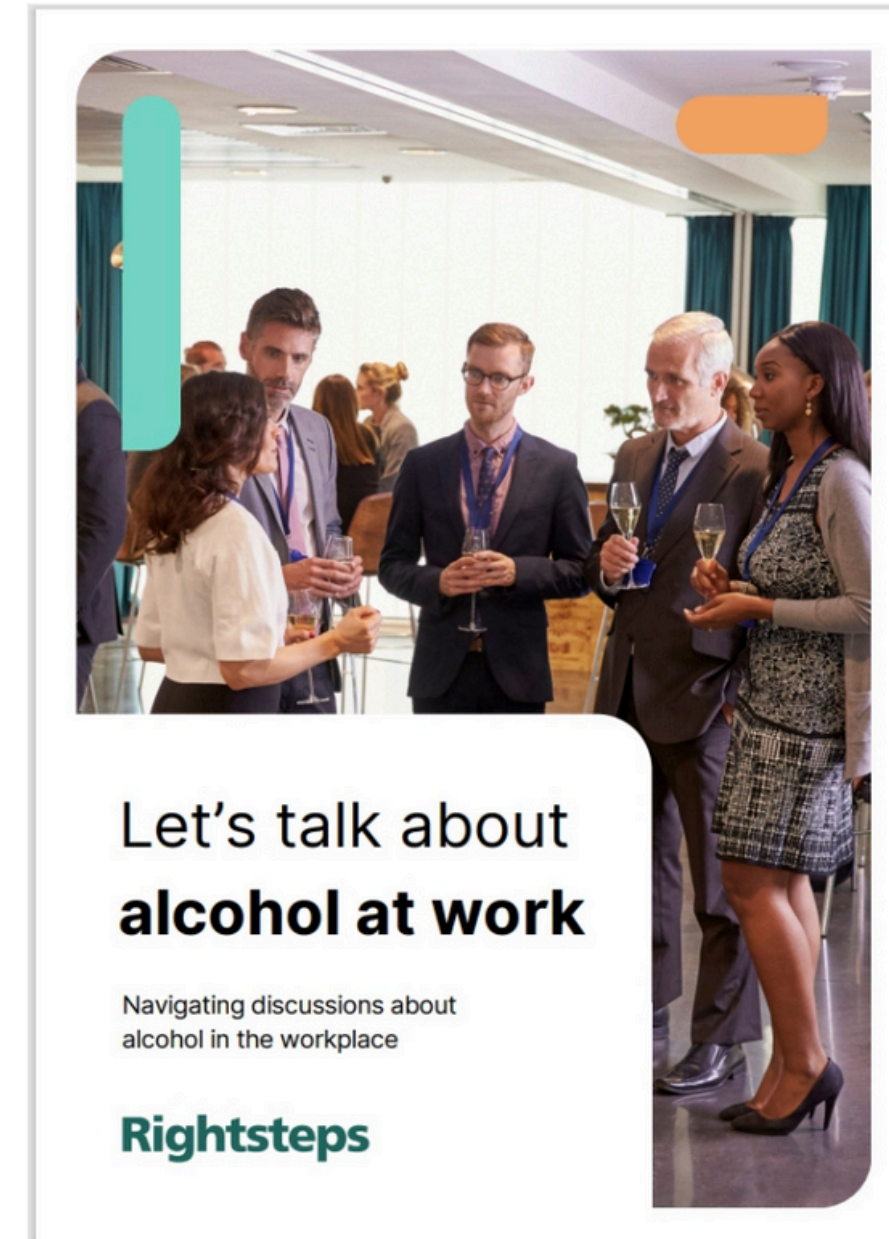
 1.6 units 1 bottle of premium beer (330ml)	 2.3 units 1 pint of beer (4%ABV)	 2.6 units 1 pint of cider (4.5% ABV)
 1 unit 1 glass of 25ml measured spirits (40% ABV)	 3 units 1 large glass of red/ white/ rose wine 250ml (12% ABV)	 9.8 units 1 bottle of wine (750ml) (13% ABV)

**Change doesn't have to mean stopping completely, you may just want to cut down to a healthier amount and find a balance.**

**Start to reduce your alcohol intake with these small changes:**

- Drink alcohol with a lower percentage.
- Eat before drinking alcohol, or at least during.
- Avoid doubles and shots.
- Don't drink in rounds so you can control when and how much.
- Have soft drinks in between alcoholic ones.
- Avoid salty foods (crisps/nuts) – they will make you more thirsty.
- Keep less alcohol in the house.
- Plan alternative ways to relax and keep busy rather than the pub.

 [www.turning-point.co.uk/support-we-offer/drugs-and-alcohol](http://www.turning-point.co.uk/support-we-offer/drugs-and-alcohol)



The poster features a photograph of four people in a professional setting, engaged in conversation. A large teal letter 'I' is on the left, and an orange speech bubble is on the right.

## Let's talk about alcohol at work

Navigating discussions about alcohol in the workplace

**Rightsteps**



## Thank you for your support

We hope this toolkit empowers you to create a supportive environment for anyone affected by alcohol harm.

Free and confidential support is available, please get in touch if you would like any further advice, support or resources.

Slough Community Hub, based in the centre of your local community, is open from 7am to 8pm, Monday to Friday.

If you need to speak with a member of our team please call us on 01753 692548, available 9am to 5pm on weekdays.

For further information contact: Alison Finlay, Operations Manager, [alison.finlay@turning-point.co.uk](mailto:alison.finlay@turning-point.co.uk)



# Slough Treatment, Advice & Recovery Team (START)

Turning Point (START),  
27 Pursers Court,  
Slough,  
SL2 5DL

 [turning-point.co.uk/services/slough](http://turning-point.co.uk/services/slough)

 01753 692 548

Turning Point is a registered charity, no.234887, a registered social landlord and a company limited by guarantee no. 793558 (England & Wales).

Registered Office: America House, 2 America Square, London, EC3N 2LU

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