

**JUNE  
2020**

# **ALCOHOL MESSAGING DURING COVID-19**

**SOCIAL MEDIA TOOLKIT**

**ALCOHOL  
FOCUS  
SCOTLAND**

**Public Health**   
Scotland

# HELP SPREAD OUR MESSAGE

There was a need to develop one point of reference where the public (and professionals) could access up to date and consistent 'headline' information about alcohol during the COVID-19 pandemic.

This information is now live on NHS Inform at [nhsinform.scot/covid-19-alcohol-advice](https://nhsinform.scot/covid-19-alcohol-advice)

Working in partnership, Public Health Scotland, NHS 24 and Alcohol Focus Scotland have created this toolkit to help communicate this information wider. Social media assets have been developed, directing the user to the NHS Inform content and other channels of support.

This document provides suggested posts and assets for you to use and share on your channels from today. We've not provided a schedule, as we hope you can regularly feed these messages in to your planned activity throughout the coronavirus outbreak.

Please note, more targeted messages designed for specific audiences including; Harmful and dependent drinkers; Children and young people affected by someone else's drinking; Young people who are drinking themselves; Alcohol and pregnancy are being developed. We aim to share these with you soon.

# OBJECTIVES & TARGET AUDIENCE

## Objectives

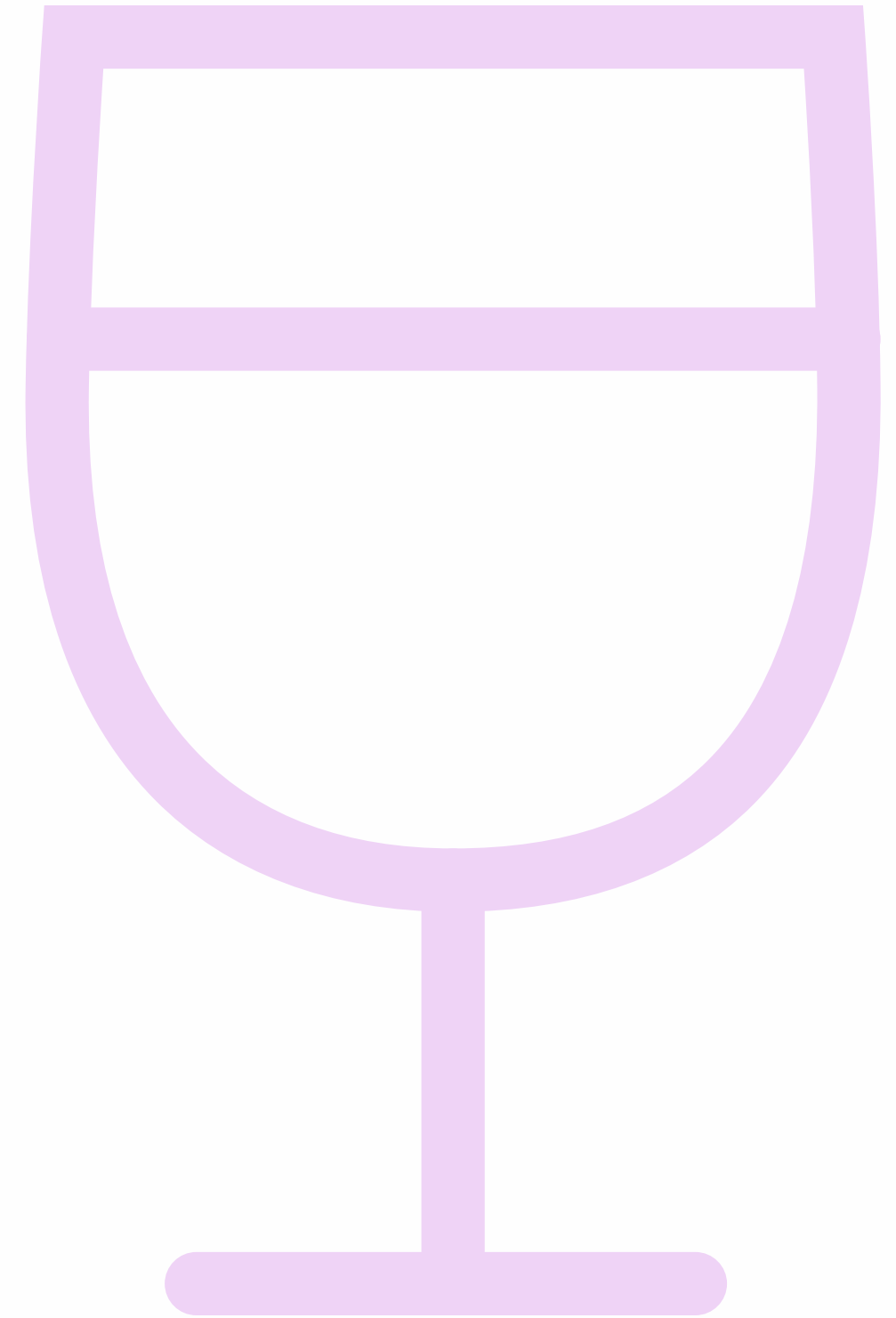
During COVID-19/self isolation:

- People drinking at home maintain a healthy relationship with alcohol
- People understand the risks associated with home drinking
- People concerned about their drinking know where to find support
- People concerned about someone else's drinking know where to find support

## Target Audience

- General population and people drinking more during lock down
- Dependent drinkers
- People in recovery
- People worried about someone else's drinking

# ALCOHOL MESSAGING



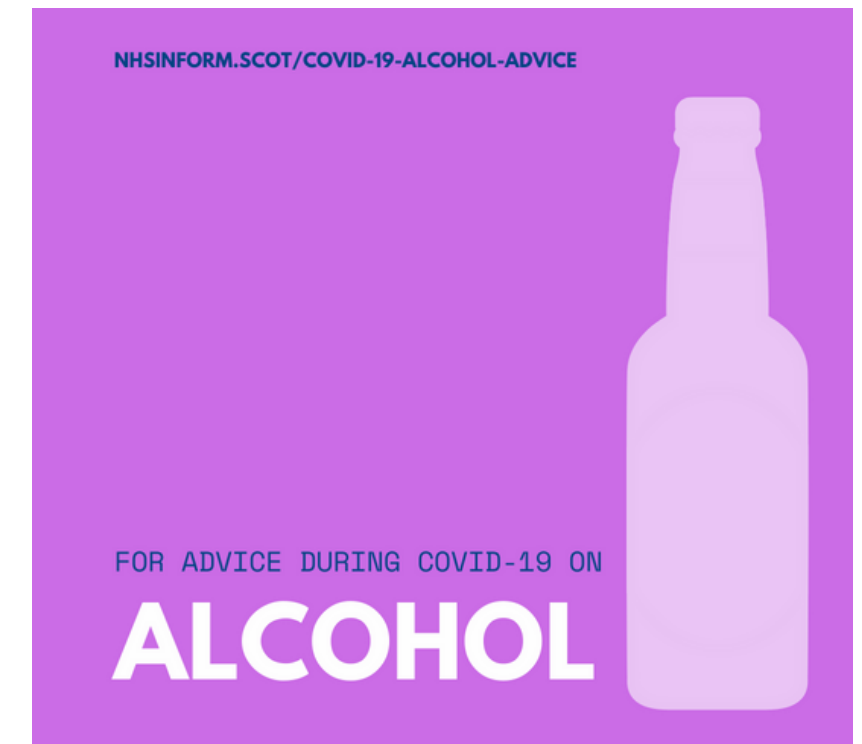
- The assets provided have been scaled for Facebook, Twitter and Instagram
- Caption sizes vary – some may not be suitable for Twitter (limit of 280 characters).

# ASSET 1 & 2

## SUGGESTED CAPTIONS:

The coronavirus outbreak has changed daily life for us all. Some of us may be drinking more alcohol to relax and combat feelings of stress. However, drinking can make it more difficult to manage negative thoughts and feelings. If you have concerns about alcohol at this time visit [nhsinform.scot/covid-19-alcohol-advice](https://nhsinform.scot/covid-19-alcohol-advice) **OR**

Are you worried about your own or someone else's drinking? Support is available online and on the phone during the coronavirus outbreak. For information on the support services available, visit [nhsinform.scot/covid-19-alcohol-advice](https://nhsinform.scot/covid-19-alcohol-advice)



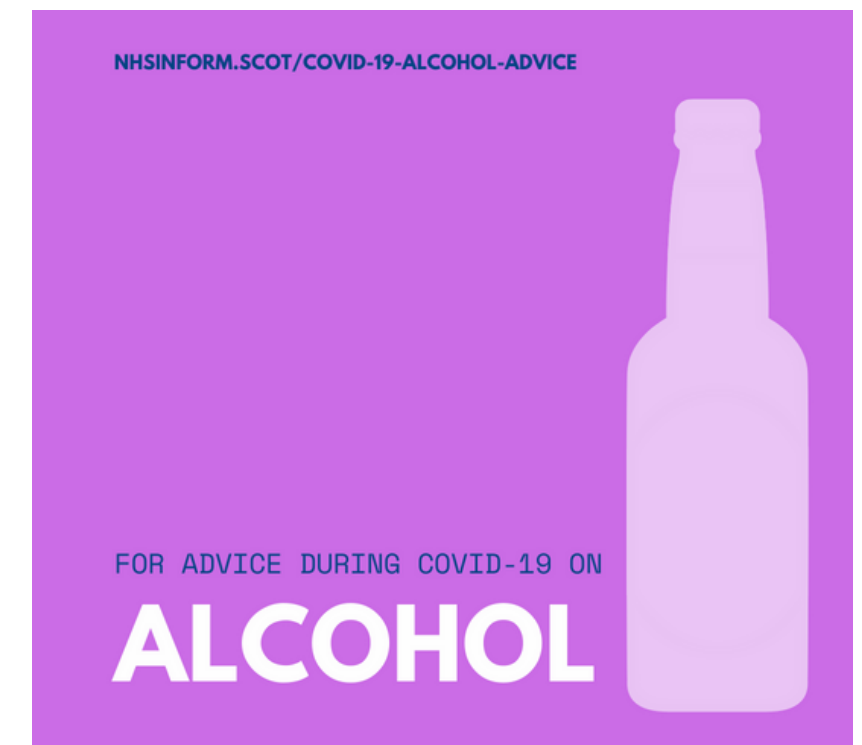
# ASSET 1 & 2 (CONT.)

## SUGGESTED CAPTIONS:

You may find you're drinking alcohol more often during lockdown. To cut down on your drinking try sticking to 14 units or less a week, have alcohol free days or only drink at the weekend. For more information on managing your alcohol intake visit [nhsinform.scot/covid-19-alcohol-advice](https://nhsinform.scot/covid-19-alcohol-advice)

OR

Limiting alcohol and caffeine can help reduce stress and anxiety. It's important to **#ClearYourHead** and keep in a good routine, with healthy meals and plenty of sleep. Visit [clearyourhead.scot](https://clearyourhead.scot) for more tips on how to help you look after yourself during these uncertain times.



# ASSET 3 & 4

## SUGGESTED CAPTIONS:

Are you drinking more alcohol during lockdown to relax, or combat feelings of stress? Visit [nhsinform.scot/covid-19-alcohol-advice](https://nhsinform.scot/covid-19-alcohol-advice) for more tips on how to manage your drinking during these difficult and uncertain times.

OR

Alcohol can reduce the immune system's ability to fight off infectious diseases. Choosing to cut back on how much you drink may help reduce the chance of complications from Coronavirus. For more tips on how to manage your drinking visit

[nhsinform.scot/covid-19-alcohol-advice](https://nhsinform.scot/covid-19-alcohol-advice)

OR

(For Asset 3): Are you finding it difficult to keep track of your drinking during lockdown? You can use these useful tips and **#Count14** units using the unit calculator at [count14.scot](https://count14.scot) to help.

ADVICE DURING COVID-19



### WAYS TO MANAGE YOUR DRINKING

- Count your units - 14 or less a week
- Buy less alcohol when you do your weekly shop. We're more likely to reach for a drink if it's close at hand
- Find ways to relax without alcohol - try cooking, a video call with friends or exercise

Visit [nhsinform.com/covid-19-alcohol-advice](https://nhsinform.com/covid-19-alcohol-advice) for more tips

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### WAYS TO MANAGE YOUR DRINKING

- Try low or non-alcoholic drinks
- Set rules that will help; like not drinking until your evening meal or only drinking at the weekend
- Use a small glass or measure when pouring drinks
- Develop and maintain a routine - have regular sleep, mealtimes and exercise

Visit [nhsinform.com/covid-19-alcohol-advice](https://nhsinform.com/covid-19-alcohol-advice) for more tips

# ASSET 5

## SUGGESTED CAPTIONS:

Are you worried about your own or someone else's drinking?  
Drinkline provide support over the phone or online. For more  
information visit [wearewithyou.org.uk](https://wearewithyou.org.uk)

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### DRINKLINE

Supports people who are worried about their own  
or someone else's drinking

- You can chat to someone at **0800 731 4314**
- Monday-Friday 9am-9pm
- Saturday-Sunday 10am-4pm
- Webchat is available at [wearewithyou.org.uk](https://wearewithyou.org.uk)



# ASSET 6

## SUGGESTED CAPTIONS:

We Are With You to provide free, confidential support about alcohol over the phone or online. For more information visit [www.wearewithyou.org.uk](http://www.wearewithyou.org.uk)

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### WE ARE WITH YOU

Provides free, confidential support with alcohol and drugs via a local service or online

- You can chat to someone at **0800 915 4624**
- Monday-Friday 9am-9pm
- Saturday-Sunday 10am-4pm
- Webchat is available at [wearewithyou.org.uk](http://wearewithyou.org.uk)

# ASSET 7

## SUGGESTED CAPTIONS:

SFAD provide support to anyone concerned about someone else's drinking in Scotland. If you are looking for advice during the coronavirus outbreak, you can reach them by phoning their confidential helpline. For more information visit [sfad.org.uk](https://sfad.org.uk)

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**SCOTTISH FAMILIES AFFECTED  
BY ALCOHOL & DRUGS**

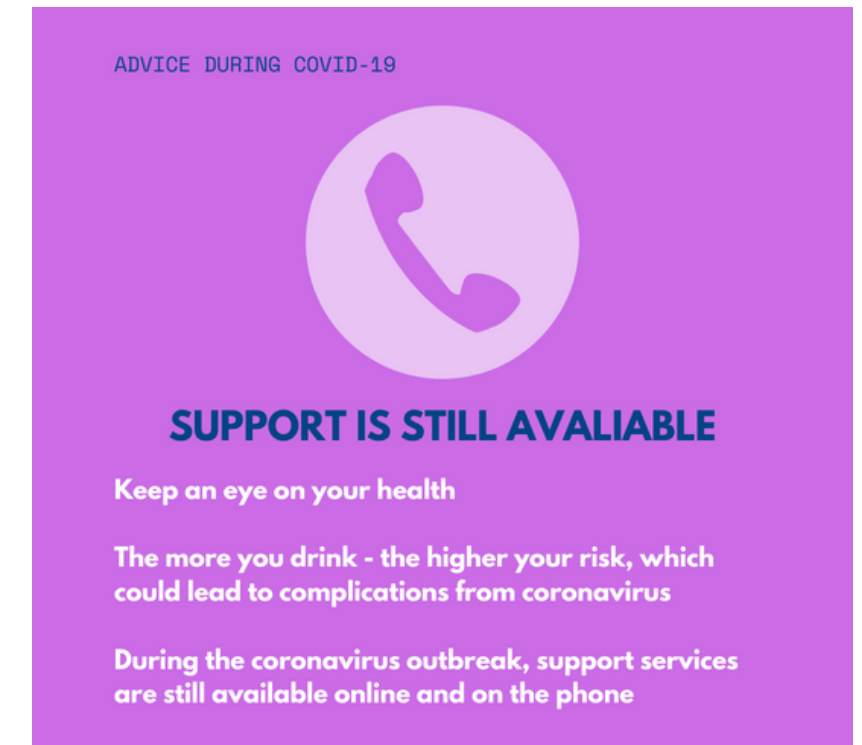
Offers support for anyone concerned about someone else's alcohol or drug use

- You can chat to someone at **08080 101 011**
- Monday-Friday 9am-11pm
- Visit [sfad.org.uk](https://sfad.org.uk) for more information

# ASSET 8

## SUGGESTED CAPTIONS:

If you are concerned about your drinking and the impact it is having on your health, support services are still available during the coronavirus outbreak. This map [bit.ly/3c1ATG3](https://bit.ly/3c1ATG3) has been updated to show the services which are still available in Scotland at this time.



# ASSET 9

## SUGGESTED CAPTIONS:

Are you planning to stop or reduce the amount of alcohol you are drinking? If you drink heavily, this can be dangerous. For advice during the COVID-19 pandemic visit [bit.ly/2LXmyzI](https://bit.ly/2LXmyzI)

OR

If you drink a lot it can be dangerous to stop or cut down without planning. If you experience symptoms of withdrawal - hallucinations, dizziness, lessened mobility or seizures - seek emergency help. During the COVID-19 pandemic visit [bit.ly/2LXmyzI](https://bit.ly/2LXmyzI) for advice on stopping or reducing the amount of alcohol you drink.

ADVICE DURING COVID-19

### STOPPING OR REDUCING ALCOHOL INTAKE

- The more alcohol you drink, the greater the risk to your health
- The risks of heavy drinking and the harms from cutting back are higher, the more you drink
- If you plan to stop or cut down, make contact with friends, family or support services to help you

# ASSET 10

## SUGGESTED CAPTIONS:

Many recovery communities are hosting online meetings, activities and check-ins during the coronavirus outbreak. For information about these support services and further tips on how to maintain your recovery visit [nhsinform.scot/covid-19-alcohol-advice](https://nhsinform.scot/covid-19-alcohol-advice)

OR

Some people may find it difficult to maintain their recovery during the coronavirus outbreak. Mutual Aid organisations can provide resources and connect people to their nearest local groups. Information about Mutual Aid and recovery communities can be found at [scottishrecoveryconsortium.org](https://scottishrecoveryconsortium.org)

OR

Despite face to face meetings being postponed, support groups such as Smart Recovery are still available online during the COVID-19 outbreak. They can help by providing support and ensuring you sustain your recovery gains. Visit [smartrecovery.org.uk](https://smartrecovery.org.uk) for more information.

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### MAINTAINING RECOVERY

It is important to:

- **Be aware of your triggers** - boredom, loneliness, depression and anxiety increase the chances of relapse
- **Stay connected** - reach out to support networks, family or friends online or over the phone
- **Be kind to yourself** - by practising good self care - build a routine, include eating sensibly and physical activity

# ASSET 11

## SUGGESTED CAPTIONS:

We understand it is a difficult time, however the advice about drinking alcohol while pregnant remains the same during the coronavirus outbreak - **#noalcoholnorisk**. For more information visit [nhsinform.scot/alcohol-and-pregnancy](https://nhsinform.scot/alcohol-and-pregnancy)

ADVICE DURING COVID-19



### PREGNANCY & ALCOHOL

- No alcohol, no risk - avoid alcohol, tobacco or other drugs
- Take care of yourself - eat healthily, engage in gentle daily exercise, and stay in contact with family and friends
- If you recognise or think that you do have a problem with alcohol, contact your GP surgery or local alcohol advice centre for support in cutting down

**If you require any further information  
about this toolkit, please contact:**

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