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SIGN UP AT DRYJANUARY.ORG.UK

Dry January?

Effects on health and well-being in the short- and medium-term

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DRY JANUARY®

Alcohol Change UK runs Dry January to:

- help people to take control of their alcohol use
- encourage discussion of alcohol use

ALCOHOL

CHANGE^{UK}

DRY JANUARY®

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Other alcohol abstinence challenges in the UK ...



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Alcohol Change UK runs Dry January to:

- help people to take control of their alcohol use
- encourage discussion of alcohol use

Other alcohol abstinence challenges in the UK ...

and in other countries ...



Theoretical perspectives



Dry January gives people

- motivation
- support
- opportunity to develop skills
- opportunity to experience benefits

“gain-framed” messages for behaviour change

(Fisher et al., 1994; Michie et al., 2011; Tversky & Kahneman, 1981)

Growth of Dry January



Registrations

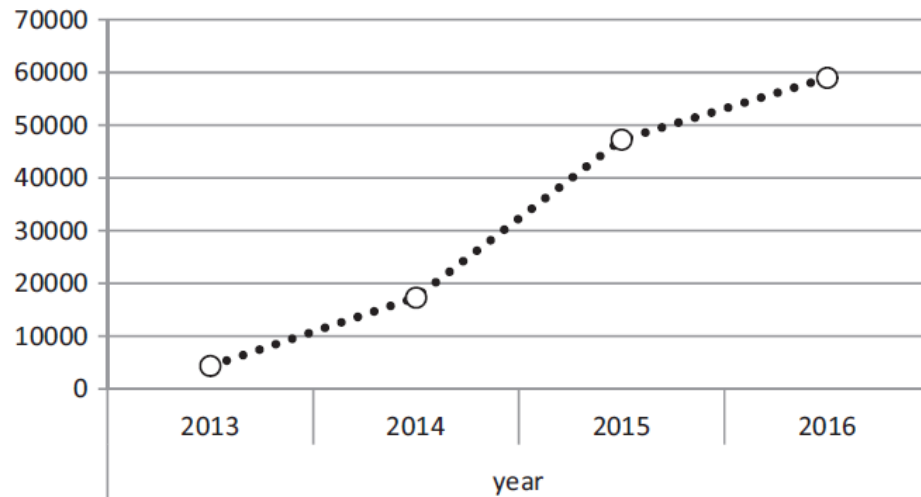


Figure 1 Growth in registrations for Dry January

Growth of Dry January



Registrations

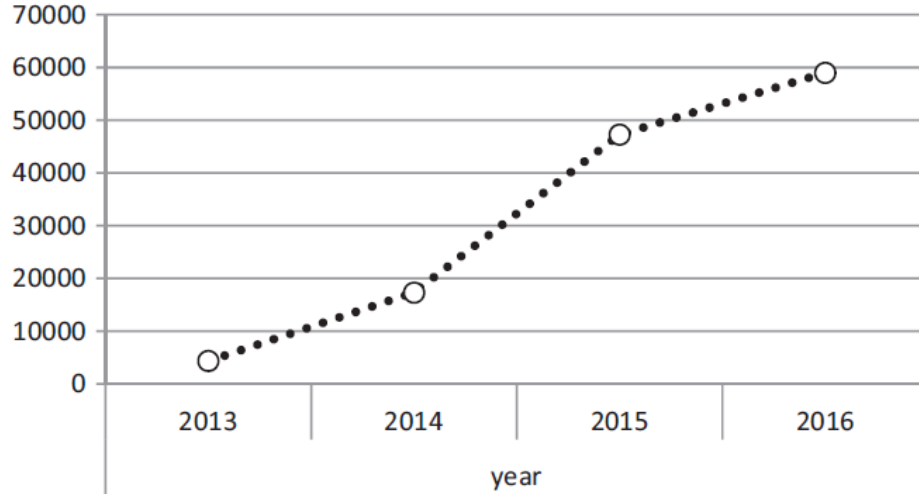


Figure 1 Growth in registrations for Dry January

Social contagion: Many people do Dry January without registering
= 11% of the adult population or over 1 million people!

Physiological effects



After one month without alcohol, people have significant reductions in

- liver fat

- blood glucose

- blood cholesterol

Well-being

My research: annual surveys of Dry January registrants

- surveys - registration
- end of January
- 6 month follow-up

interviews - end of January



Well-being

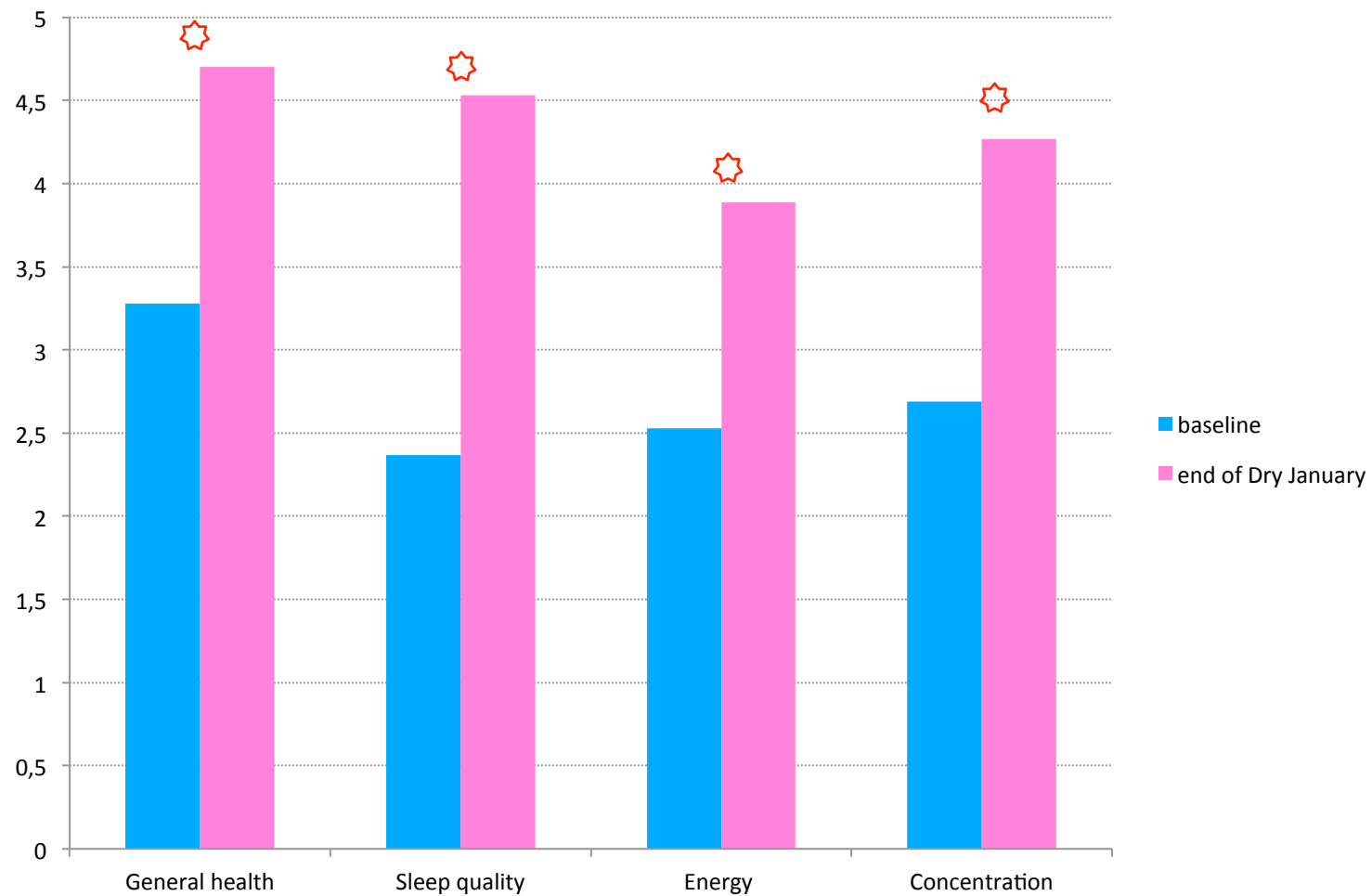


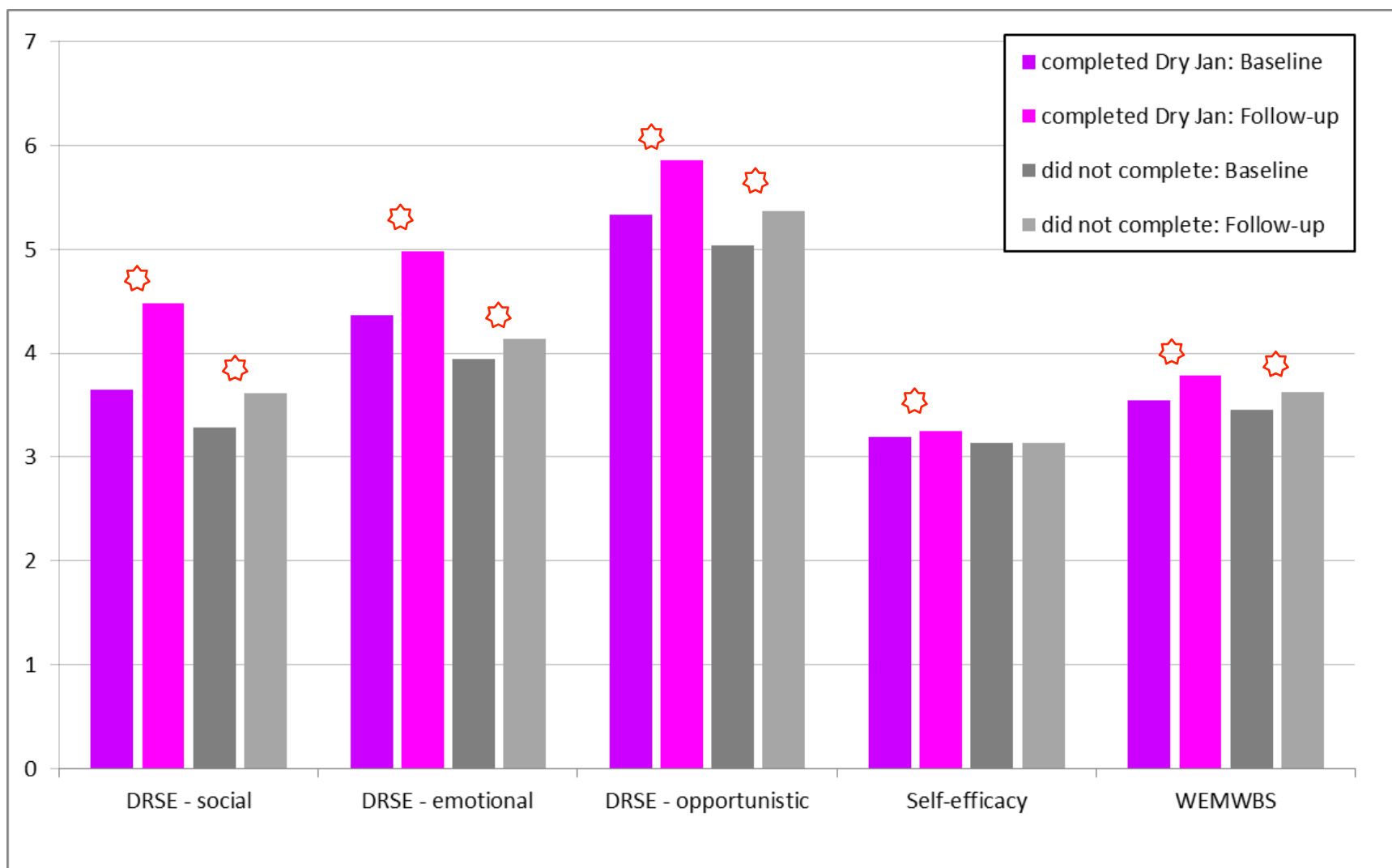
My research: annual surveys of Dry January registrants

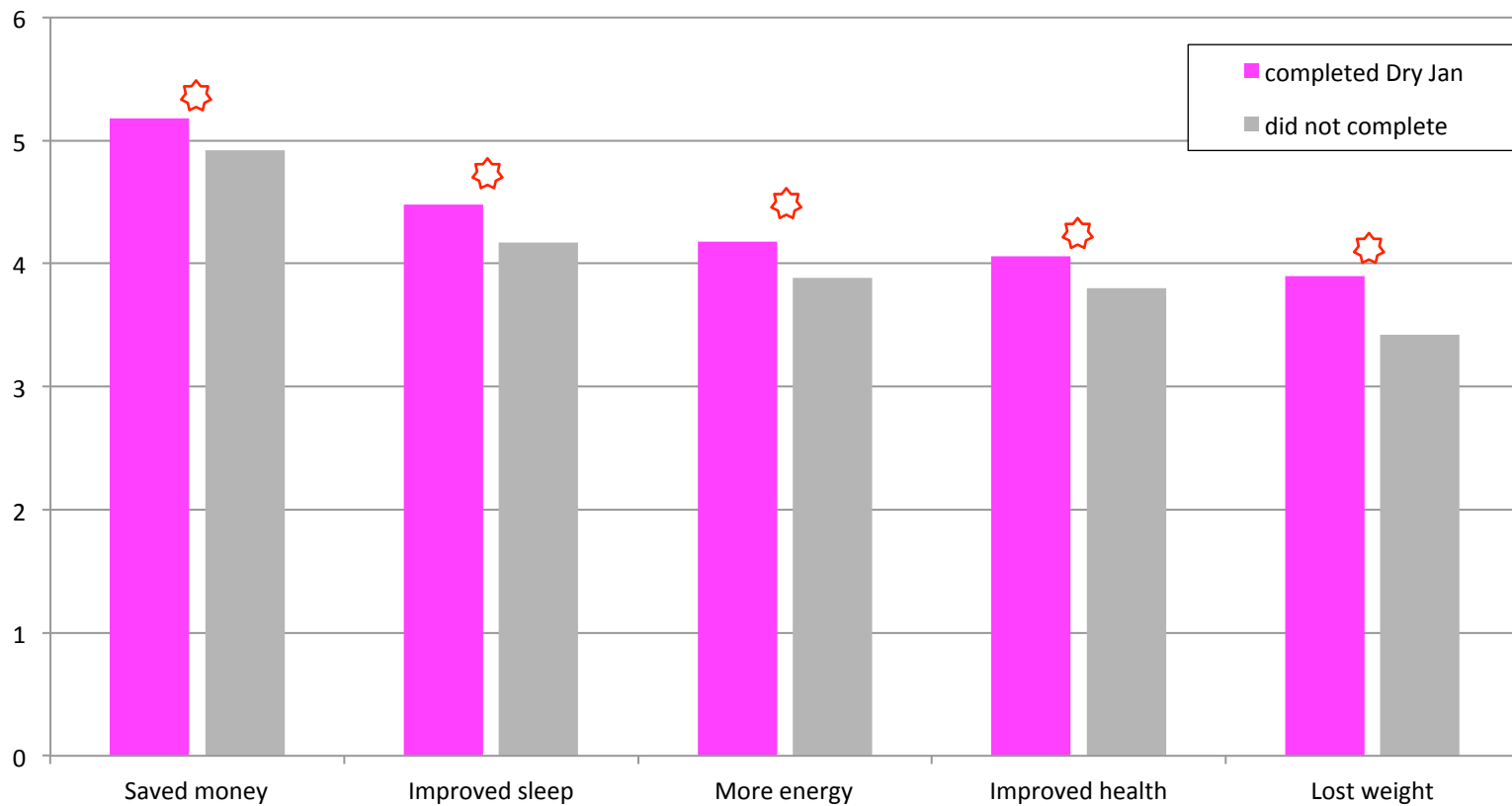
- surveys - registration
- end of January
- 6 month follow-up

interviews - end of January

After one month without alcohol, people have significantly
better sleep quality, concentration, and work performance
greater drink-refusal self-efficacy (DRSE)
better general well-being
lower alcohol consumption with few “rebound” effects









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TRACK YOUR DRINKING ALL YEAR ROUND



DOWNLOAD THE DRY JANUARY APP



79%

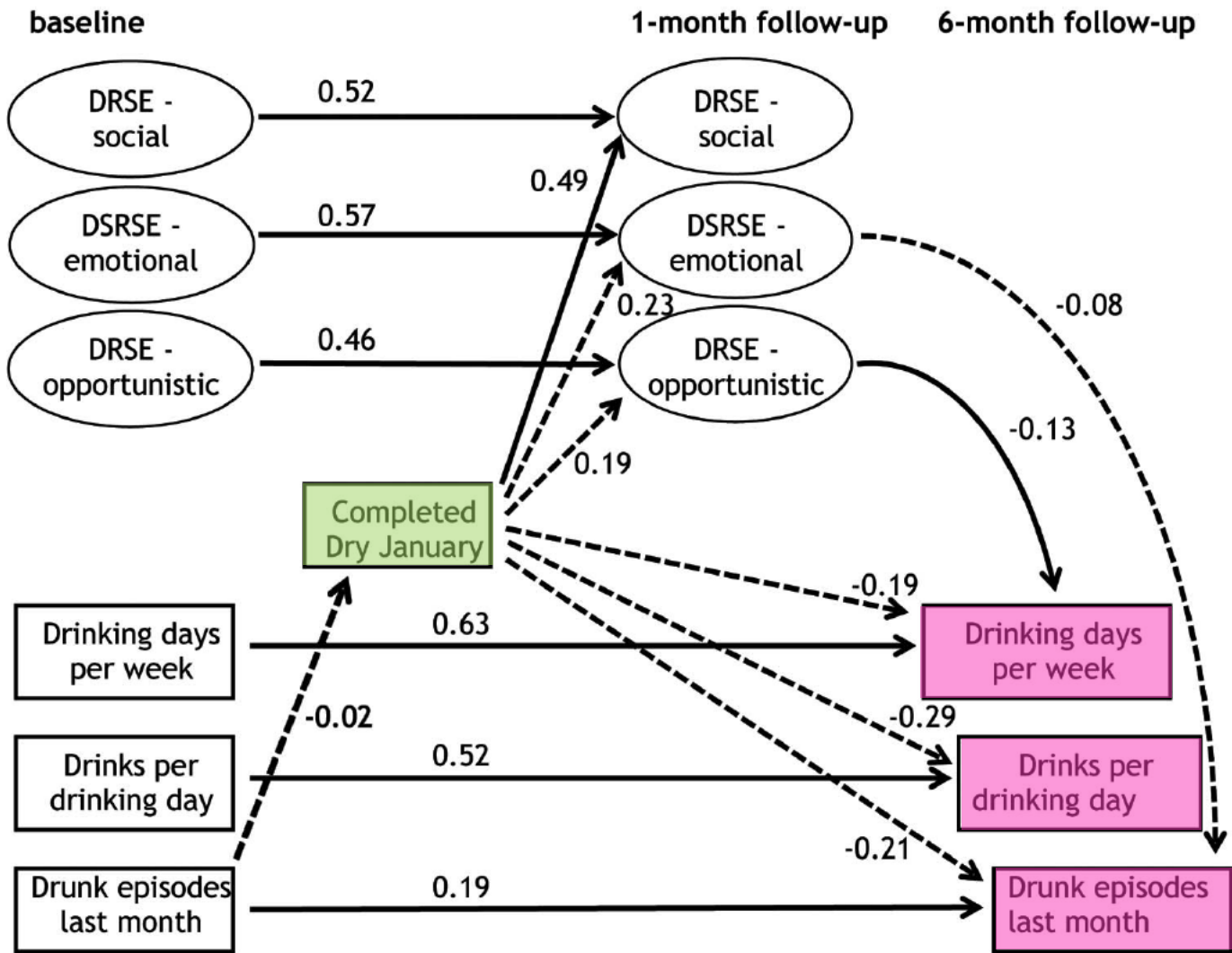
of participants
saved money

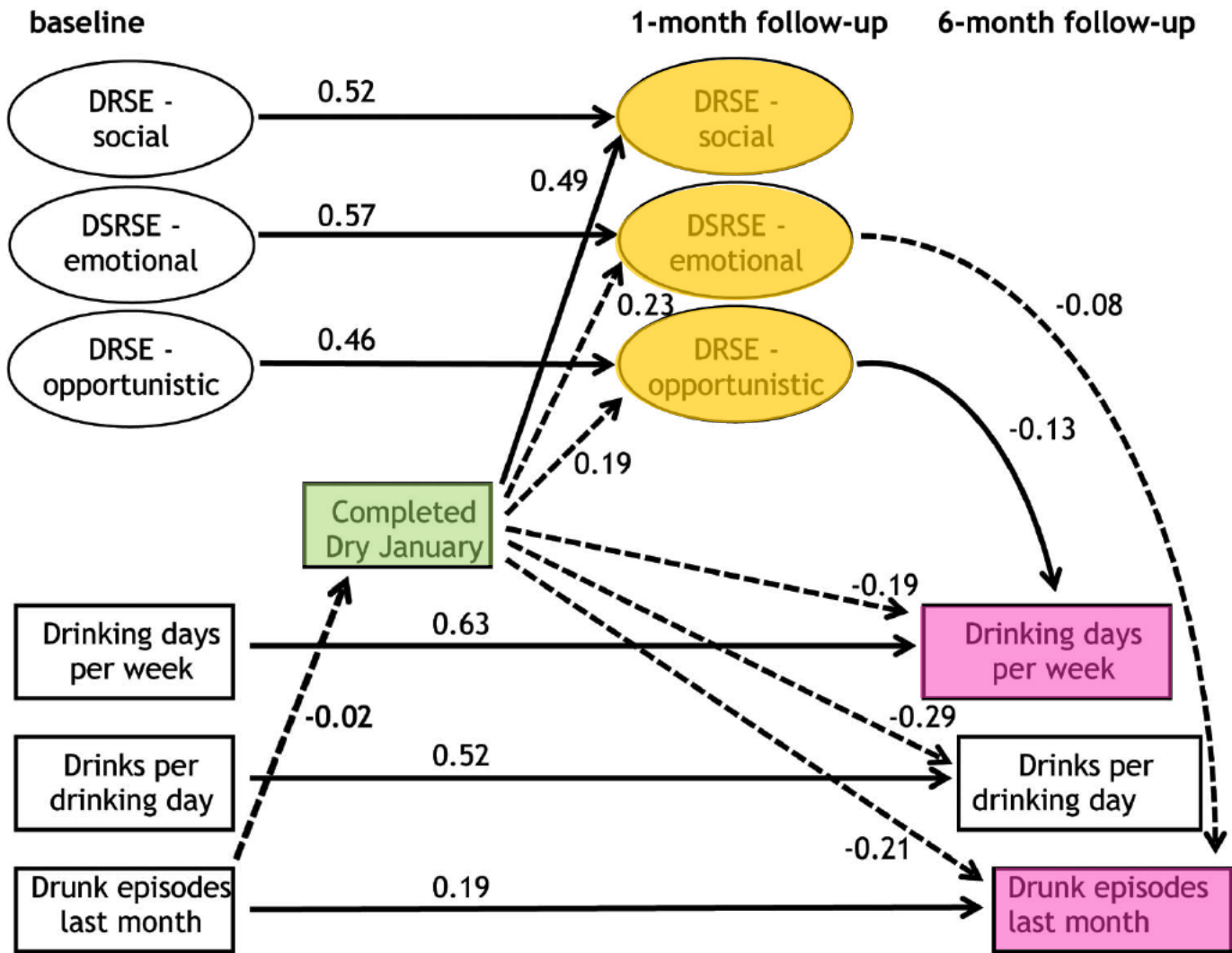
62%

of participants had better
sleep & more energy

49%

of participants
lost weight





The benefits of registering



Dry January provides support and advice via its website, blogs, Facebook pages and groups, Twitter, Instagram, email, and mobile app

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People who make more use of such support are

- > more likely to complete Dry January

 - 68% of respondents who read every supportive email stayed dry

 - 62% of those who read some emails

 - 60% of those who read none

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- > more likely to experience short- and longer-term benefits

Improving the support provided by Dry January

More of the same please. I feel you have definitely upped your game. More **stories** from people like me who are not dependent on alcohol but like the feeling that going dry gives would be good. The **motivational stories** from others is a big part.

Finding an acceptable variety non-alcoholic drink to ask for in pubs would be good. I found **on the blog** someone suggested Sparkling water and Angostura bitters, it works for me and is easy for bartender to understand and serve.

More stuff about the benefits, how you should be feeling, there was none of that this year and **I really found it motivating** on my first Dry Jan 3 years ago.

You could win **prizes** for numbers of days, numbers of consecutive days etc. Not real prizes, things like stars and balloons and stuff on the app. You could win custom emojis to use in your phone if that is possible.

conclusions

- we need to
 - get people to sign up - because many do not
- and then
 - give them the support they want / need
- ideal situation = individually-tailored support
 - shown to be effective in other health domains
 - but not feasible with current resources



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