

A woman with dark curly hair and glasses is smiling broadly, looking off to the side. She is wearing a black turtleneck sweater and holding a blue and white polka-dot mug. The background is a blurred indoor setting, possibly a kitchen or office breakroom, with warm lighting. There are some semi-transparent white squares of various sizes in the upper left corner of the image.

Employee Advice Guide

**Kick-start your New
Year with **Dry January****

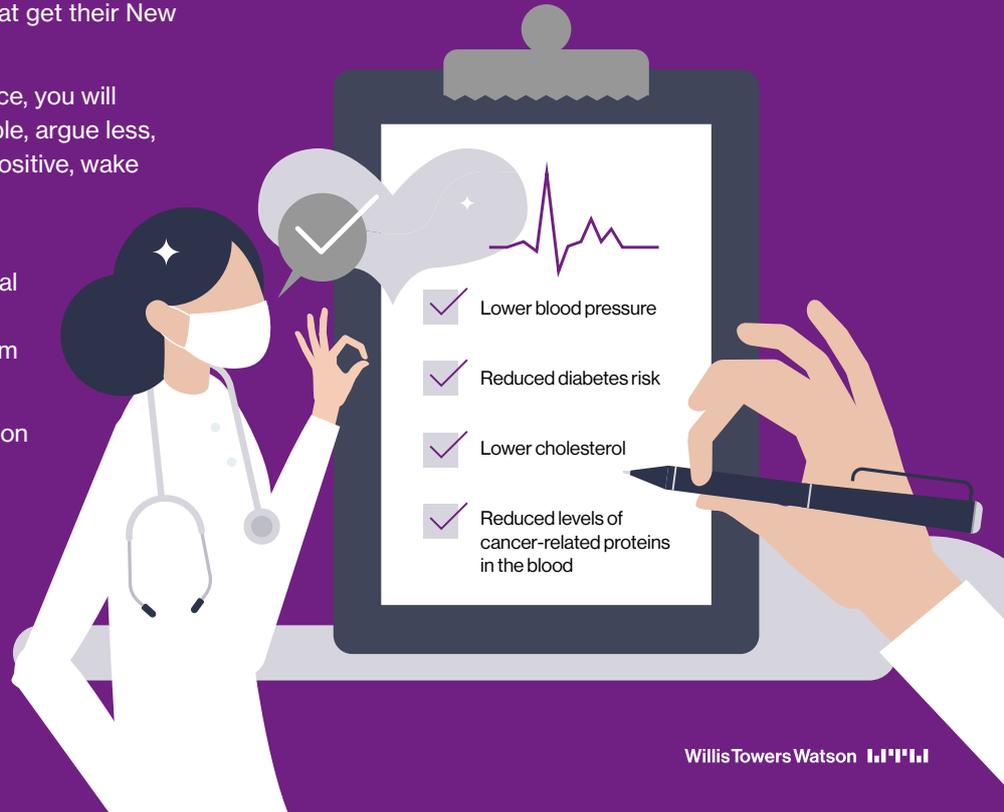
Why do Dry January?

Most people who successfully complete Dry January reap the rewards of many immediate benefits that get their New Year off to a good start.

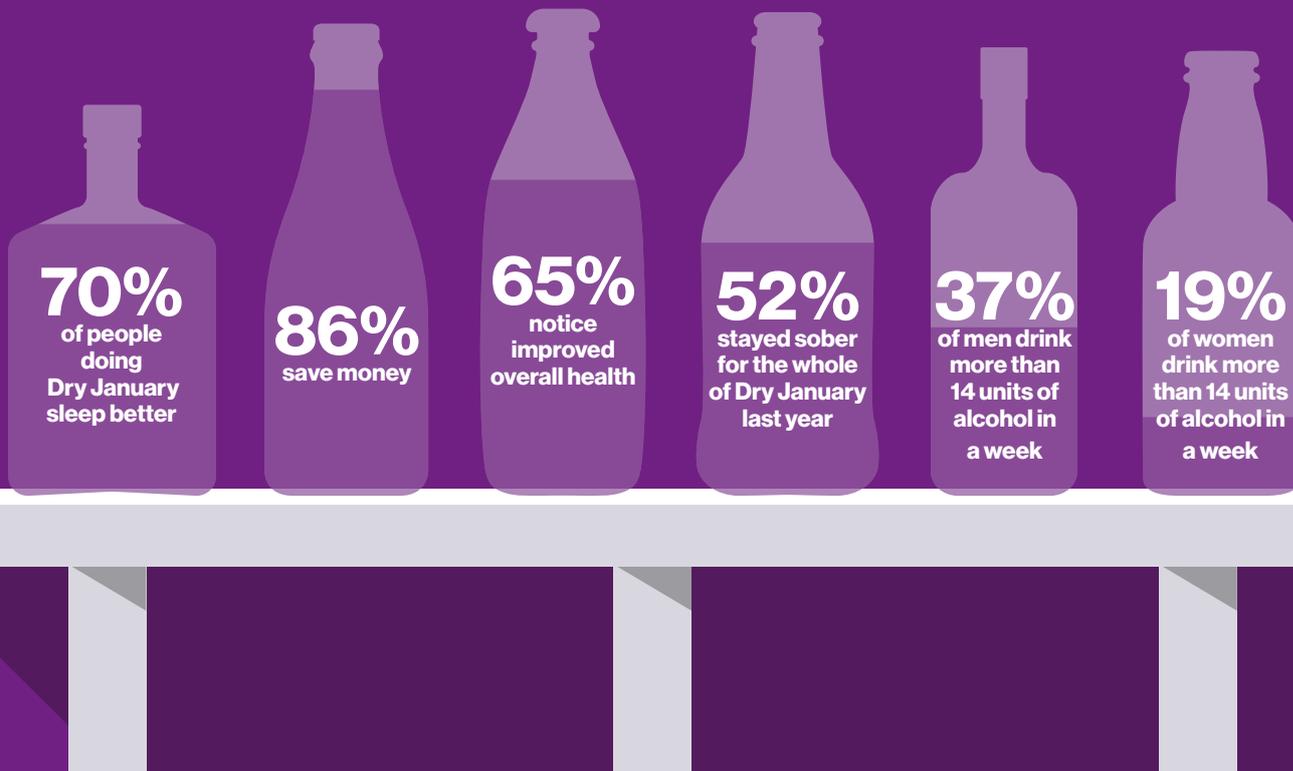
From brighter skin and a better bank balance, you will also sleep better, feel calmer, be less irritable, argue less, have more energy, lose weight, feel more positive, wake up feeling brighter and ultimately be more productive.

But a report published by the British Medical Journal found that people having a month off the booze also enjoyed many longer term health benefits.

So, what's stopping you getting off the wagon for just one month?



Last orders at the bar!



Cut it out!

Men and women are advised not to drink more than 14 units a week on a regular basis and spread their drinking over 3 or more days. That's around 6 medium (175ml) glasses of wine or 6 pints of 4% beer.

But the reality is that most of us exceed that amount on a regular basis. In 2019, 13% of men and 8% of women drank on at least five days and 1 in 5 are concerned about the amount they have been drinking since COVID-19.

New YouGov figures show that 8% of Britons will attempt Dry January sobriety next year. People aged 25 to 49 are the most likely to join in at 14%, while 50-64-year-olds are the least inclined at 9%.

Will you be jumping on the booze-free bandwagon?



Stay dry this January

Have the Christmas and New Year festivities left you feeling too wiped out, sluggish, bloated and lacklustre to tackle 2022 with vigour, positivity and a zest for life?

You're not alone.

Are you one of the many people who make a New Year's resolution to drink less and move more - then fall off the wagon and throw in the gym towel by Blue Monday?

Dry January started in 2013 with 4,000 people. It's come a long way since then, with around 4 million taking part in 2020.

That's not to say sticking to a sober January is easy.

January can be a tough month with long, cold days and dark nights along with money worries, missing family, feeling flat after the festivities and the pressure to keep up with well-intentioned New Year's resolutions.



Last year, only about half of all participants (52%) managed to stay completely sober, while most of those who failed did so in the first two weeks.

With Blue Monday always an unwelcome visitor on January 17th, the temptation to grab a consolation beer or share a bottle of cheer-up wine is ever present.

But going dry could turn out to be far more rewarding than any Peroni or Pinot could ever be.

From physical health and fitness levels to mental health and relationship benefits, here we offer tips on completing the Dry January challenge.



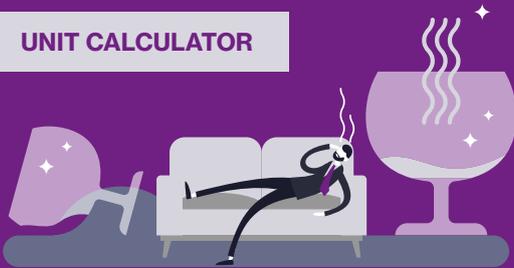
7 steps

to a sober success

1 How much?!

A good starting point is to check how many units you consume each week by using the Alcohol Change UK's Unit Calculator. It may give you the shock you need to give going dry a go - be honest when you complete it! Then work out how much those units are costing you... could ditching the Daquiris mean that Denmark break is now a possibility?

UNIT CALCULATOR



1 in 3 UK adults drank more in 2020 than 2019

2 Download to offload

Those who take on Dry January using Alcohol Change UK's free Try Dry app are twice as likely to succeed. Get the App to help you keep on track when the temptation to say cheers creeps in.

SIGN UP

3 Shake up your socialising

Find new ways to catch up with friends rather than a trip to the pub or a boozy brunch. Meet for breakfast or coffee and cake, go for a walk, join a gym or evening class instead. Start a book club or go to the cinema and theatre – your booze ban may open up a whole new world of hobbies or interests – without the hangover!

4 Drink up!

There are so many delicious alcohol-free wines, beers and mocktails to try, so never think that you have to miss out on a night out that involves a restaurant or bar.

5 Designated driver

Offer to drive, then there is no temptation to drink – plus the added bonus of no taxi fares.

6 Don't lead me into temptation

Tell friends and family that you are taking part in Dry January so that they can support you – they may even tag along.

7 Know your alcohol triggers

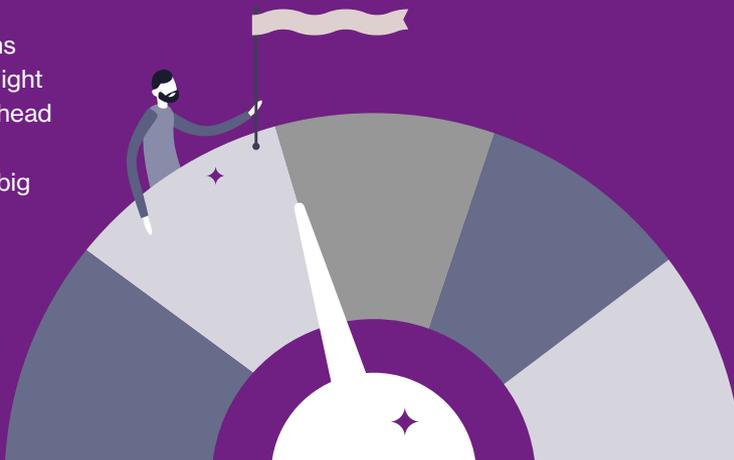
Many people have particular times, places, people or situations where drinking is the norm – from sporting events to a curry night washed down with beer. Be aware of your triggers and plan ahead to manage the temptation. If alcohol is your go-to to alleviate boredom, try exercising, gardening, cooking, baking, DIY or a big New Year clear out instead. Keep your body and mind busy!



3in10 people in the UK
are teetotal

**Good luck with your Dry
January Challenge!**

**Who knows, this could be the
start of a whole new you!**





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Sources

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