



TURN DOWN THE V%LUME!

Lower your strength. Raise your game.

We've all done it. Had a bit too much to drink and vowed never again.

May be got into an argument, fallen out with friends or family, got into an unsafe sexual situation, may be even got into trouble with the police. Decided that it's time to cut down, go a bit easier. All well and good when nursing a hangover, but what about when Friday night's approaching and you're looking forward to kicking back with a few drinks?

So, here's a question: Is it possible to cut down how much alcohol you drink without cutting down on drinks?

The answer - yes... "TURN DOWN THE V%LUME!"

alcohol services for the community's Safer Drinking team are running this year-long campaign to encourage us to look more closely at the alcoholic drinks we buy and show how making small changes to our drinks can have a huge impact in terms of health and wellbeing.

When people think of cutting down they automatically think of drinking less and "missing out". "Turn down the v%lume!" highlights that by lowering the strength of your drink, you can consume less units of alcohol without actually drinking less.

Department of Health daily guidelines recommend no more than 2-3 units for women and 3-4 units for men with at least two alcohol-free days a week, however, it is estimated that currently 1 in 4 people drink at hazardous levels and 1 in 17 is dependent upon alcohol.

Why cut down?

Drinking less alcohol will help you:

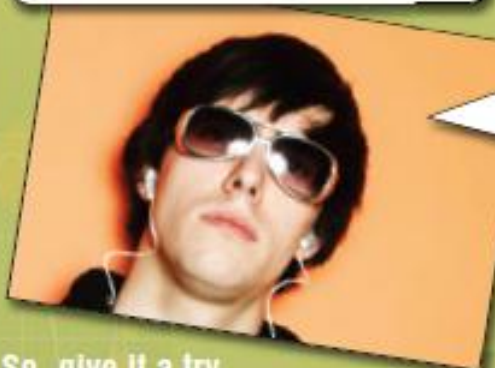
- Sleep better
- Improve your looks (skin, teeth, weight - alcohol affects it all!)
- Be healthier
- Feel happier (alcohol is a depressant)
- Avoid risky situations
- Be better off (drinking can be a costly habit)

So, how can I halve my units?

Easy! Just swap a 25ml shot or measure of...

- Absinthe for a Sambuca
- Aftershock for a Sourz
- Cointreau for an Amaretto
- Drambuie for a Baileys
- Vodka for an Archer's or Martini
- Rum for a Malibu

Small changes soon add up. If you had 6 Vodkas that would be 6 units, double the recommended safe levels. Change it to Archers and 6 drinks would total 3 units, within the recommended 2-3 units a day for a woman.



So, give it a try. "Turn down the v%lume!" and enjoy a safer and healthier lifestyle.



I don't drink spirits. What about lager and cider?

Again, dropping a % or 2 can make a big difference:

- From Special Brew to Stella saves 2 units per pint
- From Stella to Carlsberg saves 1 unit per pint
- From Budweiser to Fosters saves ½ unit a pint
- Frosty Jacks to Magners saves 1½ units a pint
- Strongbow to Bulmers saves ½ unit a pint

If you are concerned about your own or anyone else's drinking then contact asc on 01582 723434 or visit the website www.alcohol-services.co.uk