


Reducing alcohol consumption: guidelines, local government and digital technologies

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Please note:

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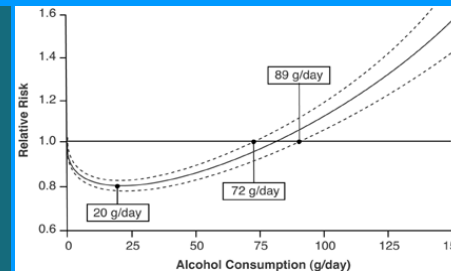
Short-term effects of announcing revised UK lower risk drinking guidelines : Findings from a monthly cross-sectional survey

You should not regularly exceed...

2-3
units
daily



3-4
units
daily



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UK lower risk drinking guidelines

1995 guidelines



New guidelines



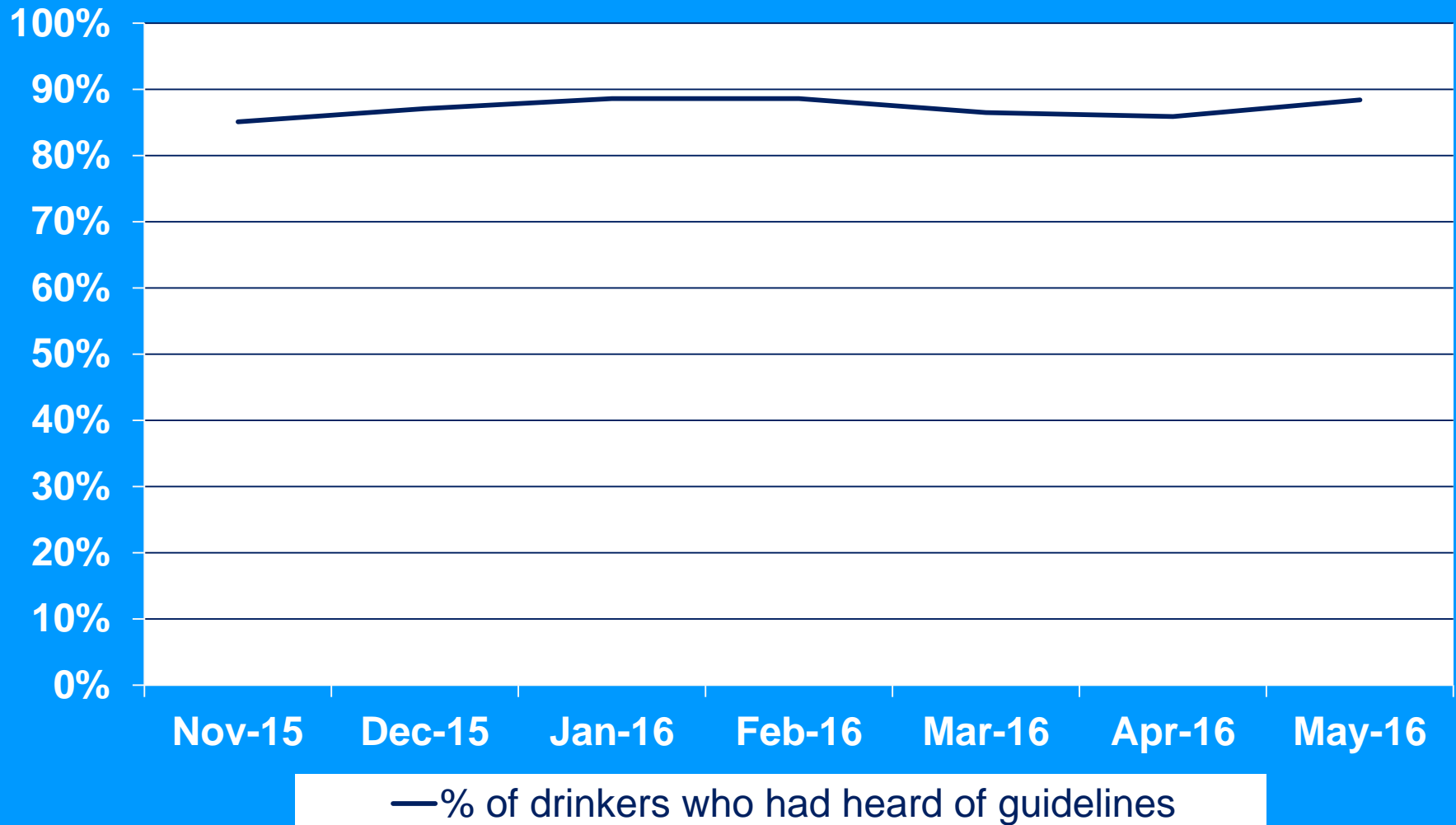
1 UK unit = 7.9g/10ml ethanol

Aims

- Use monthly cross-sectional survey data to:
 - Assess short-term effects of UK announcement on **awareness** and **knowledge**
 - **Information sources** for guidelines
 - Variation by **socioeconomic status**

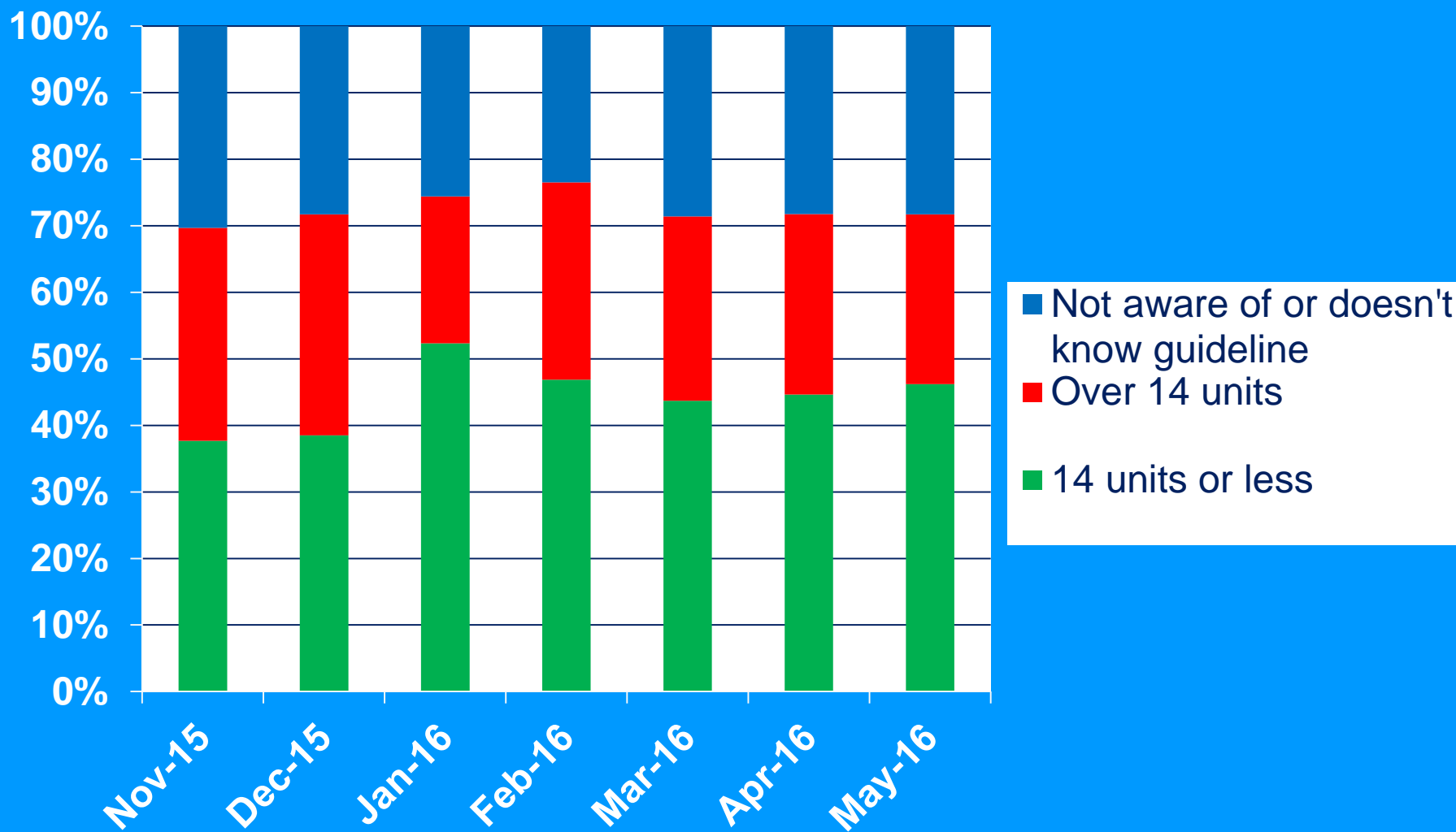


Awareness of guidelines



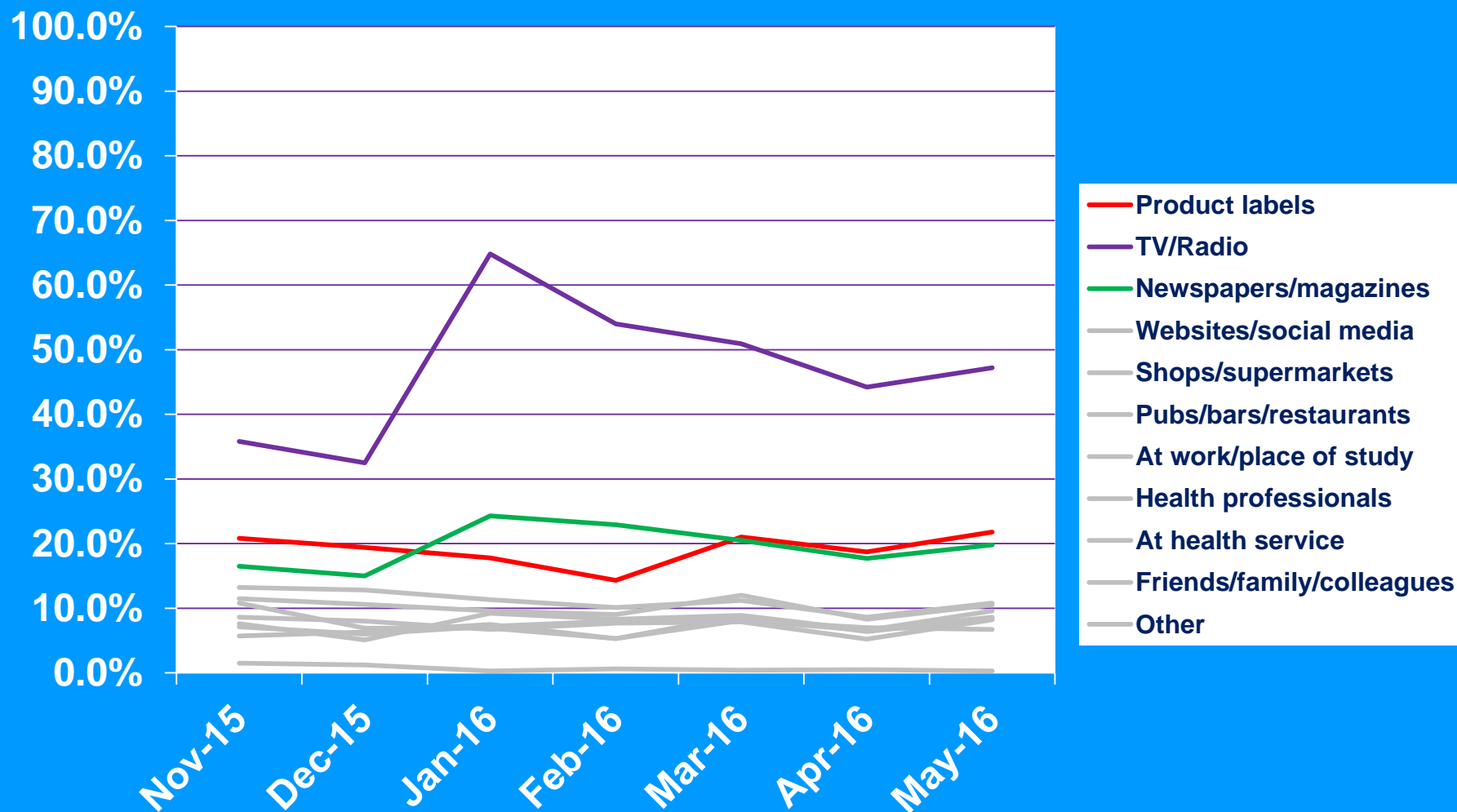


Knowledge of guidelines



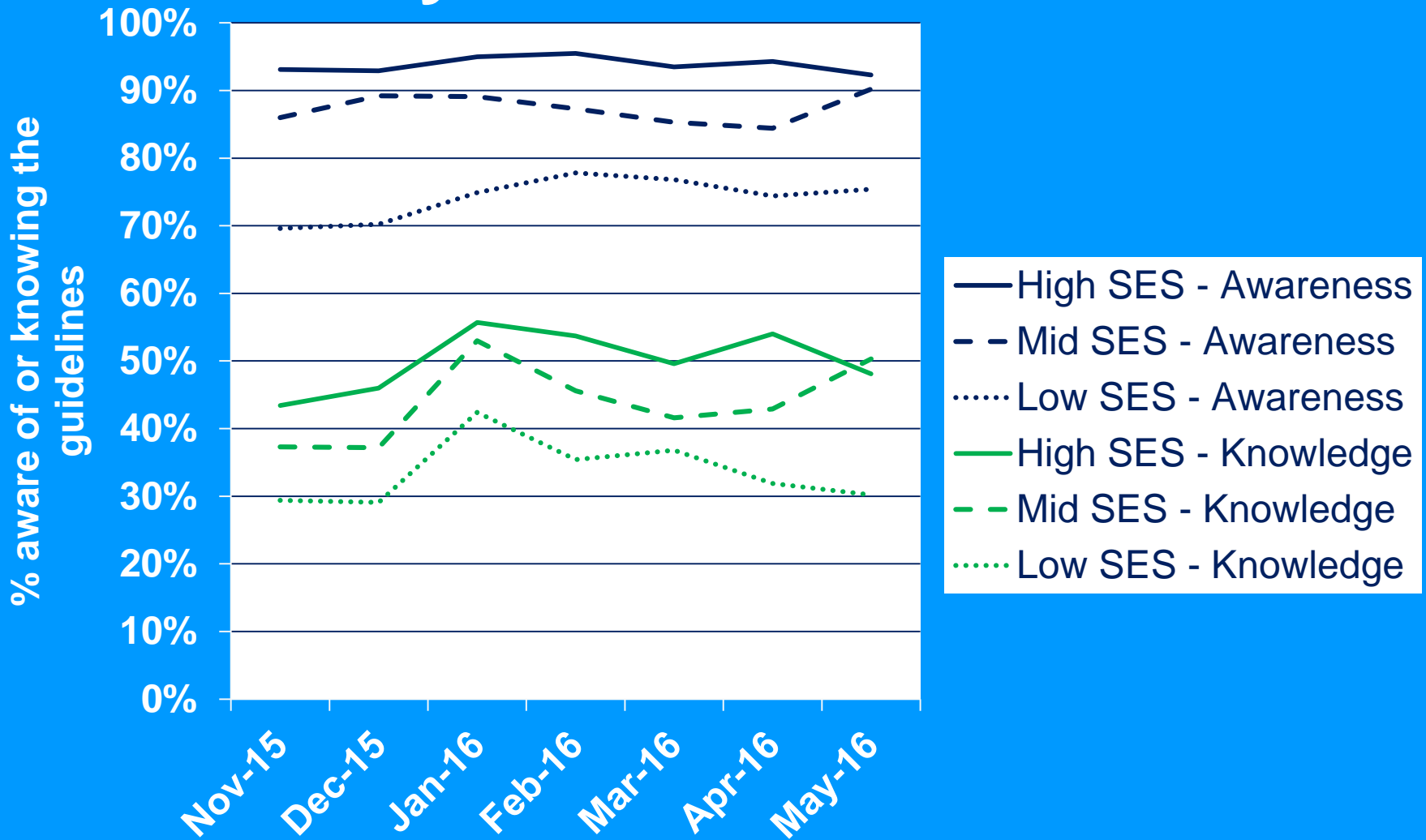


Information sources





Awareness and knowledge by socioeconomic status





Conclusions

- Announcing revisions in drinking guidelines can improve drinkers' knowledge
- Effects may be short-lived without extensive and/or sustained promotion
- Social inequalities persist in awareness and knowledge which Government says:
 - *“Allows people to make responsible and informed choices about their drinking”*



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NHS
***National Institute for
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