

Drinkaware organisational strategy 2023 - 2025



Introduction

Karen Tyrell – CEO Drinkaware

Welcome to the new Drinkaware strategy.

This is an exciting time for Drinkaware with a new Chair, new Chief Executive and new trustees, all with a shared sense of purpose to reduce alcohol harm in the UK.

I can see how important Drinkaware is to the public.

In 2022, there were over 5m visits to our website, over 117,000 downloads of the myDrinkaware app and our award-winning chatbot uses AI technology to support around 5,000 people every month.

We believe that we have a shared responsibility for the culture of the society we want to live in. The world around us matters. As such, real partnership is vital to achieve the scale of change that we want to make.

Working together with the alcohol industry, government, researchers, academics, charities and others will allow us to make tangible change to the UK's drinking culture so more people can lead healthy, happy lives.

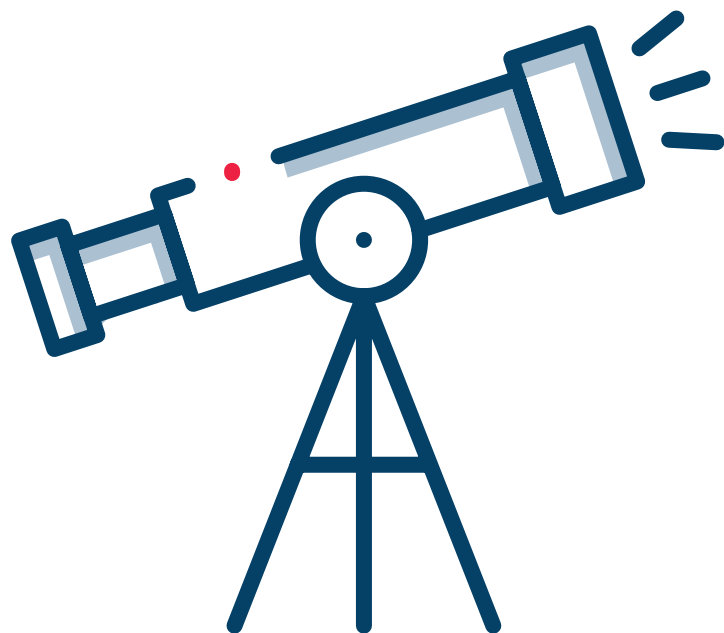
Karen Tyrell – Chief Executive



January 2023



Our vision



**Working together
to reduce alcohol
harm across the UK**

Our mission



Using our expertise to give governments, industry, communities and individuals the knowledge and support to make informed decisions about alcohol and how to reduce the harm it can cause.

Delivered through:

- Public-facing campaigns and digital services, information and guidance
- Evidence-led advice to governments and industry
- Independent research, consumer insight and evaluation

Goal 1 >

Working together to reduce alcohol harm

We'll partner with governments, industry and others to move towards systemic and sustainable change at scale, to improve society's relationship with alcohol

- **We know we cannot achieve our vision alone. We want to work in partnership with governments in all four nations, the alcohol industry, academics and researchers in order to achieve the change we want to see.**
- **We will continue to be independent, to enable us to give advice, information and guidance, based on the evidence.**

Goal 2 >

Voice

We'll become a leading voice in conversations around alcohol and use our voice to stand up for people who experience alcohol harm

- To be a leading voice, we don't need to be loud but we are happy to speak up when there is evidence to support our position and when people seek our opinion.
- We will continue to invest in the Drinkaware brand, to ensure high levels of trust and public awareness.

Goal 3 >

Information and support

We'll ensure the public can make conscious, informed choices about alcohol and can find help if they need it

- **We will provide clear, evidence-based information about alcohol.**
- **We will provide tools to help people moderate their drinking and will signpost people to sources of support if they need it.**
- **We will deliver public facing campaigns to ensure the public get the facts about alcohol.**

Goal 4 >

Research and expertise

We'll become the trusted experts in our field, generating and sharing knowledge and insight

- We will commission research into under-explored areas where we can fill the gaps in the evidence-base, increase our knowledge and share that knowledge more widely.
- We will continue to monitor the external environment to ensure we are aware of how, where and how much alcohol people are buying and consuming.

Goal 5 >

Infrastructure

We'll be a great place to work, with simple, effective systems and a sustainable income

- We want to be a great place to work so we can recruit and retain the best staff who are committed to working together to reduce alcohol harm in the UK
- We will ensure we have sufficient income to deliver on our strategy

Our values



Solid Reasoning

We seek and use both hard evidence and expert insight to shape our work and inform our voice.

Clarity with Empathy

To reduce alcohol harm and strengthen informed choice, we make every effort to communicate clearly and constructively, and express our thoughts with care to make a positive difference.

Principled Partnership

We work with others to maximise impact, whilst exercising our independence, to deliver on our purpose.

Understanding & Connecting

In every aspect of our work, we support people by listening well and focusing on what matters most to them, we embrace each individual's unique situation, perspectives and skills.

Determination & Curiosity

Determined to meet challenges together, we adapt to discover fresh and more effective ways to work by being open to learning and flexible in our response.

Background and context

Set up in 2006
as a catalyst for
cross-sector
organisations to
work together

Committed to
reducing alcohol
harm via an industry
funding model

Alcohol harm,
use and trends
have shifted
over time

We now need to
work with and
through others to
deliver change
at scale

Drinkaware was set up in 2006, through discussions between the alcohol industry and government. At the time, alcohol was a major public issue with concerns about binge drinking and alcohol-fuelled social disorder regularly in the news.

The world has changed a lot since then. Many things have improved, particularly the number of young people choosing to drink less, and a reduction in drink driving. However, some trends are moving in the wrong direction, including the rise in alcohol-specific deaths in 2021 and 2020.

The way people purchase and consume alcohol has changed, with more people drinking at home and more alcohol bought online. There is also a significant increase in the uptake of low alcohol and alcohol free products.

We know there is more to do and that Drinkaware still has a vital role, working with its partners in the alcohol industry, government and charities, in reducing alcohol harm in society.

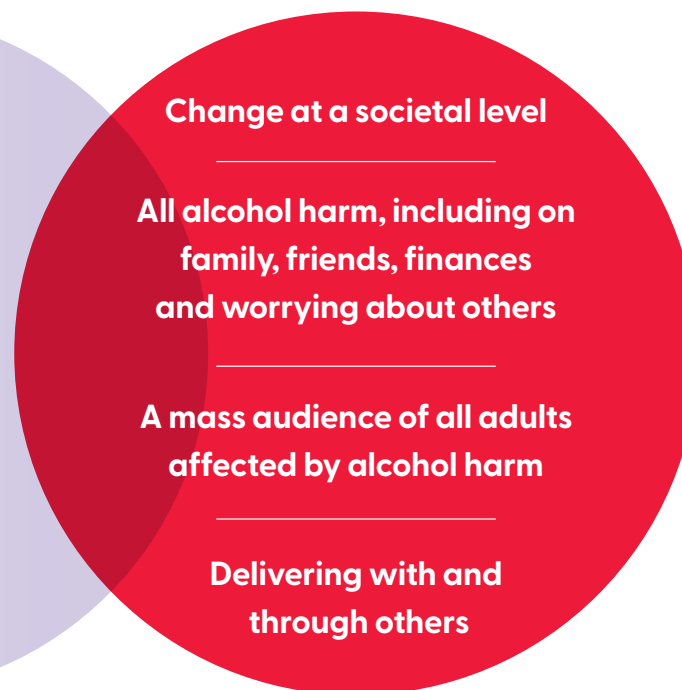
Our strategic direction

We are moving from a focus on individual behaviour change, to societal change. Many factors influence behaviour, including individual motivation, the wider environment and policy and regulation. We want to see change at a societal level, and create a future where people who choose to drink can make informed choices about their drinking and do it in a low-risk way.

Moving from



To a wider focus which includes:



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Working together to reduce alcohol harm across the UK

drinkaware

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Goals

1. Working together to reduce alcohol harm

We'll partner with governments, industry and others to move towards systemic and sustainable change at scale, to improve society's relationship with alcohol.

2. Voice

We'll become a leading voice in conversations around alcohol and use our voice to stand up for people who experience alcohol harm.

3. Information and support

We'll ensure the public can make conscious, informed choices about alcohol and can find help if they need it.

4. Research and expertise

We'll become the trusted experts in our field, generating and sharing knowledge and insight.

5. Infrastructure

We'll be a great place to work, with simple, effective systems and a sustainable income.

Values

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Drinkaware's new strategy will run for three years, from January 2023 to December 2025.

In 2024, we will check in on progress and explore whether the external environment has made any changes necessary. We will be reaching out to our stakeholders for their insight in developing this.

In early 2023 we begin to develop our Theory of Change. This will define how what we do is expected to lead to the change we want to see.

If you have questions, thoughts or feedback on our strategy for the next three years, or would like to partner with us please email contact@drinkaware.co.uk

Thank you for supporting us in our vision of working together to reduce alcohol harm across the UK.

For more information, visit www.drinkaware.co.uk

