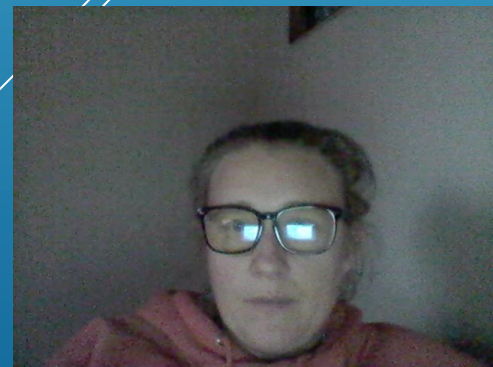




DRY JANUARY

**DRY JANUARY
USING THE
THEORY OF
PLANNED
BEHAVIOUR**



WHAT IS DRY JANUARY?

According to Alcohol Change UK in 2017 an estimated 586,780 people are dependent drinkers. Where only 18% are receiving treatment.

Alcohol Misuse is the biggest risk factor for death and ill-health between 15-49 year olds in the UK.

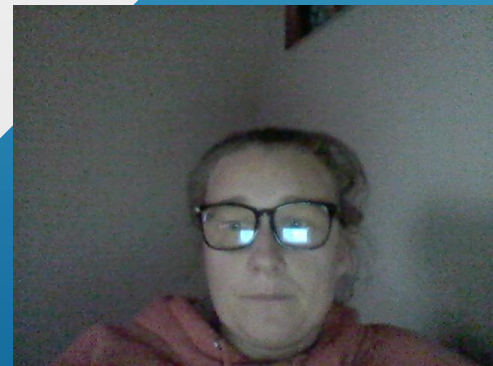
Dry January is a campaign run by a leading UK alcohol charity, Alcohol Change UK which was founded in 2011.

The campaign has got more and more popular each year.

Going Alcohol free for the whole month of January.

Some sign up to raise money for charity.

Others do it for their own mental health and well being.



WHY PARTICIPATE IN DRY JANUARY?

Drinking behaviours are learnt behaviours.

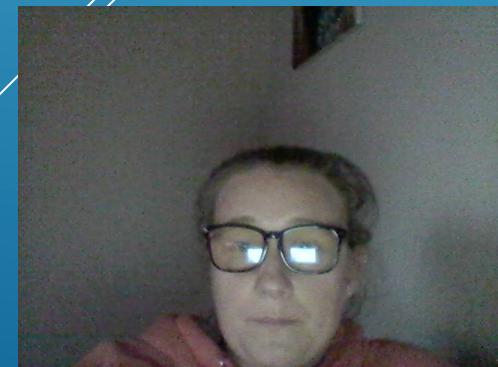
So Dry January is not an anti drinking campaign, They look to changing peoples attitudes towards drinking.

People are more aware now of the detrimental effects alcohol can have your body.

Not only are you likely to have a better outlook about alcohol, you are likely to feel better in yourself physically and mentally,

Other positives include:

Loosing weight
Having a better nights sleep
More energy
Saving money



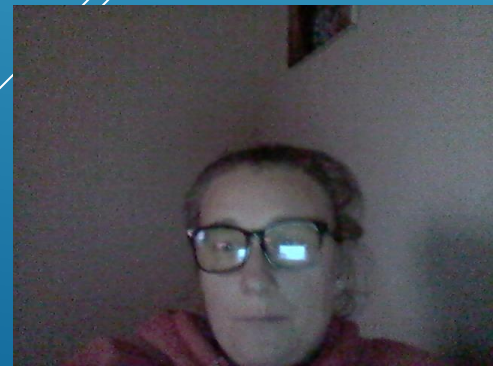
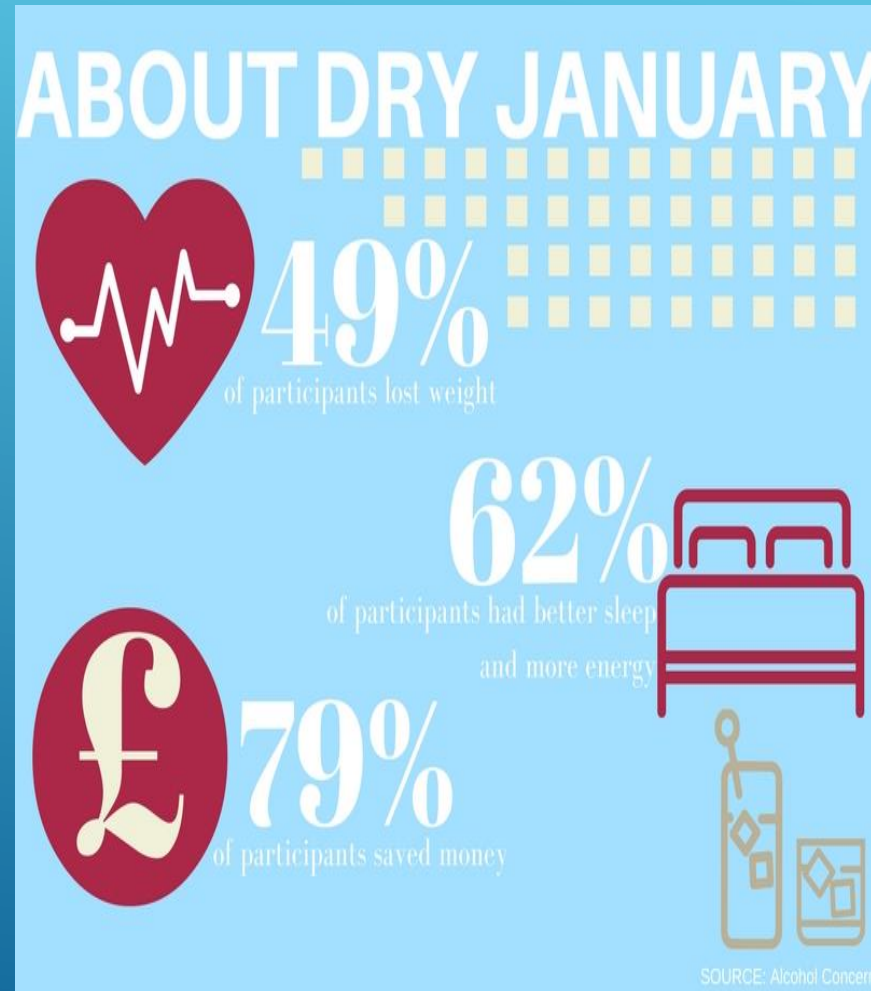
STATISTICS

According to Solent Journalism in 2017

49% of people lost weight

62% of people had a better nights sleep

79% of people saved money



THEORY OF PLANNED BEHAVIOUR

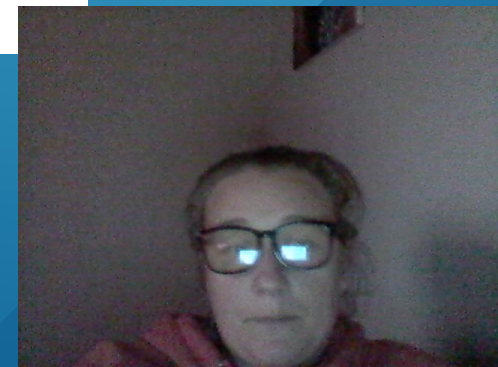
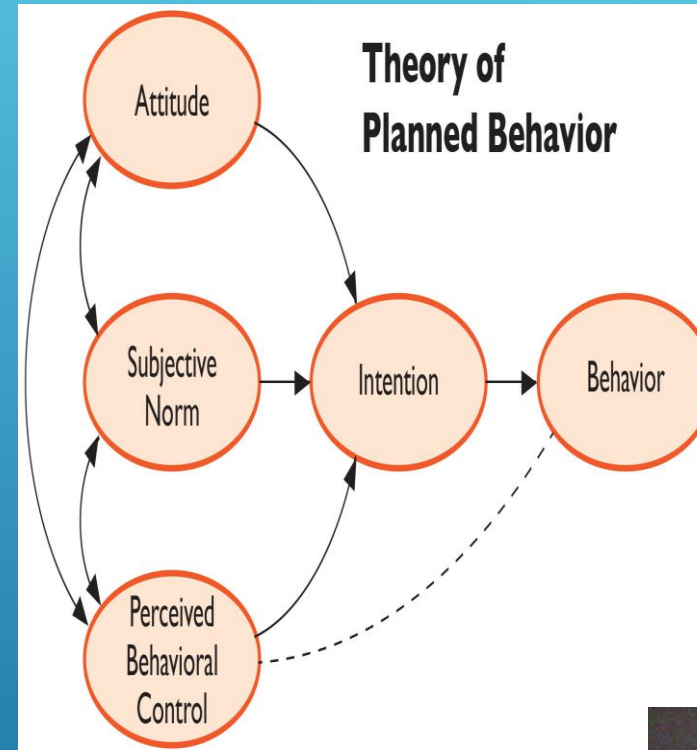
TPB was proposed by Azjen (1989)

Helps us to understand how humans can change their behaviour.

Behaviour is controlled by intentions which are influenced by three factors:

- Behavioural Attitudes
- Subjective norms
- Perceived behavioural concerns

In order to change behaviour you need to change attitude towards a behaviour



Implementing Theory of Planned Behaviour in Health Campaigns

This theory provides us with useful information for predicting health behaviours which enables the planning and implementing of health promotions

Many people drink for different reasons.

If however someone is looking at partaking in Dry January, there is a reason for this.

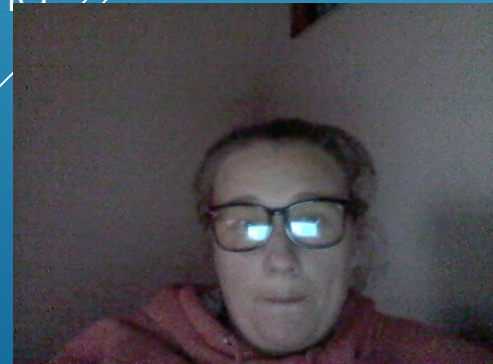
The “Dry January” Campaign focusses on the benefits of giving up drinking alcohol for a month.

It provides information regarding the detrimental effects alcohol can have on your body.

The campaign attempts to change your knowledge, beliefs and attitudes on drinking

Once a persons attitude and perception has changed then they can change their

There have been many studies which use these model in their health campaigns.



The growth of 'Dry January': promoting participation and the benefits of participation.

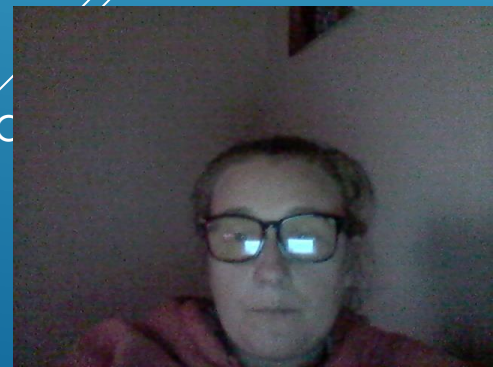
Temporary abstinence from alcohol can provide physiological benefits and positive changes in attitudes and reductions in alcohol consumption (Coghlan, 2021).

Organisations run campaigns that challenge people to give up alcohol for a month.

In 2013 'Dry January' was run to change the drinking culture through 'social contagion' whereby healthy changes in beliefs and behaviour among a sub group of people spread through the population.

In 2015 Public Health England joined with Alcohol Concern who had a budget of £500 000 for the 'Dry January' campaign. This included radio, press, social media, and partnerships with employers.

The aim was to increase the participation of 'Dry January' and to support participation, encouragement and maintain the beneficial impact of 'Dry January'.



METHOD

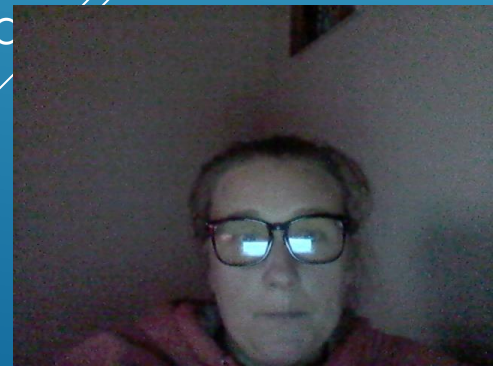
This article looked at evidence from various sources.

The first was the number of people who registered for 'Dry January' between 2013 and 2016.

The second, interviewed adult drinkers in the general population, during the month of February 2015 and 2016. Regarding their awareness of 'Dry January' and if they had attempted to abstain during January.

The third asked applicants who registered before the 6th January 2015 to complete a baseline survey. 13 277 people did so. A one month follow up was completed by 2499 participants and 1591 participants completed the 6 month follow up survey.

The survey was to assess alcohol consumption using the Alcohol Use Disorders Identification Test (AUDIT) and Drink Refusal Self Efficacy (DRSE) was assessed in three domains, social settings when others are drinking. Emotion regulation and opportunistic drinking.

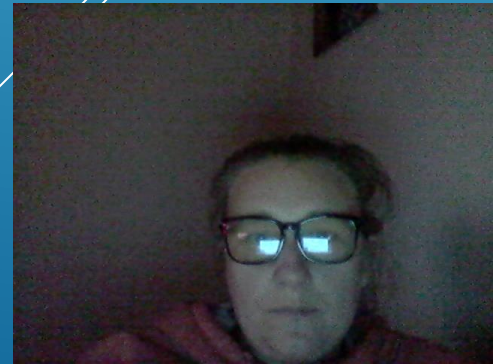
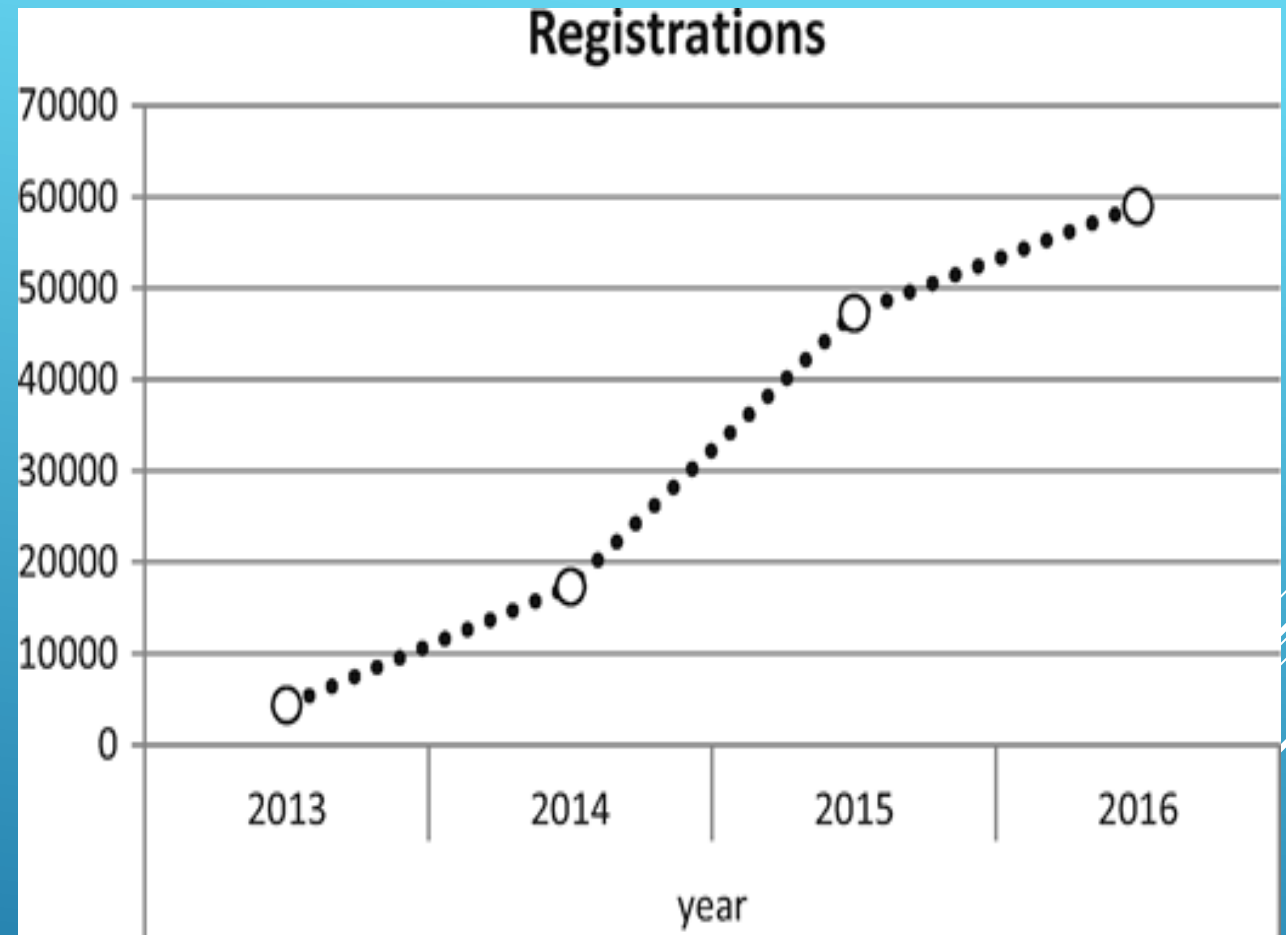


RESULTS

After the campaign in 2015 'Dry January' saw an increase in registrations from just 4000 in 2013 to nearly 60 000 in 2016.

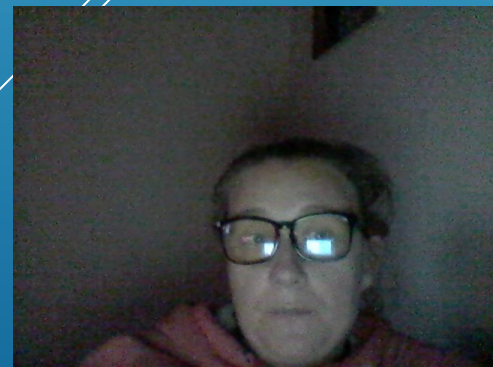
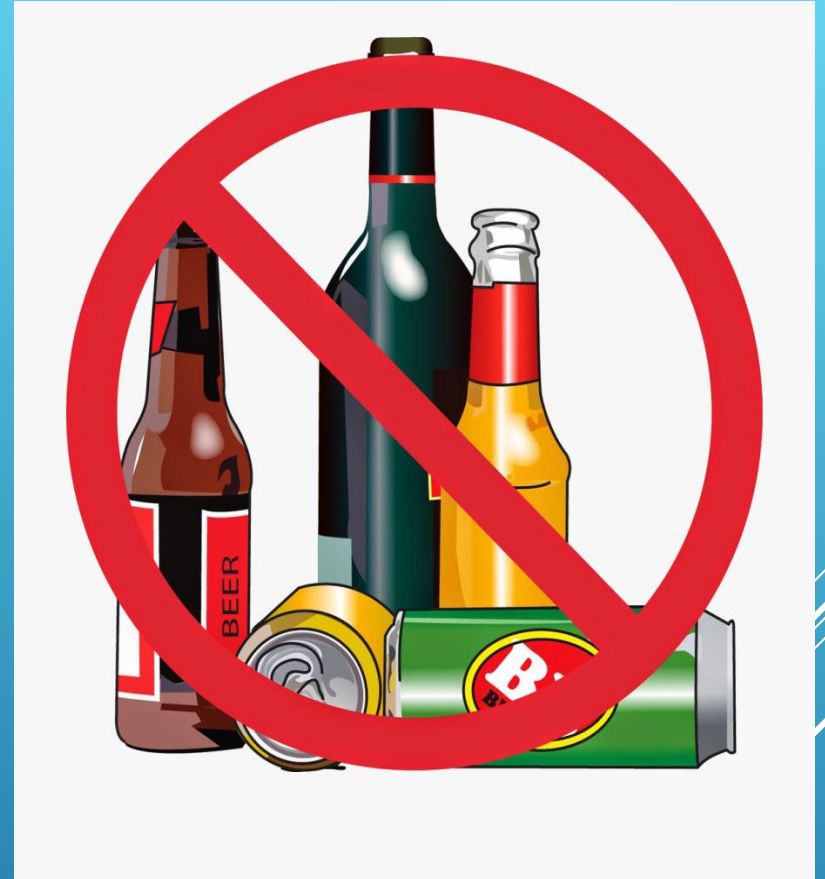
The second source showed many people take part in 'Dry January' without signing up. It was estimated that 2million adults in England tried not to drink in January. The Awareness of the campaign was 64% in 2015 and 78% in 2016.

The third source showed that 62% were successful in completing the challenge. 92% reported they would take part in the challenge again.



The results show that the increase in participants is likely to be due to the increase in the advertising it also shows that 'social contagion' has been an important part of the growth of the campaign .

Therefore we can see that if people want to change their behaviour towards drinking, by being given a tool/challenge with all the relevant information that this will then change their attitudes towards drinking resulting in a change of behaviour.



Voluntary temporary abstinence from alcohol during 'Dry January' and subsequent alcohol use.

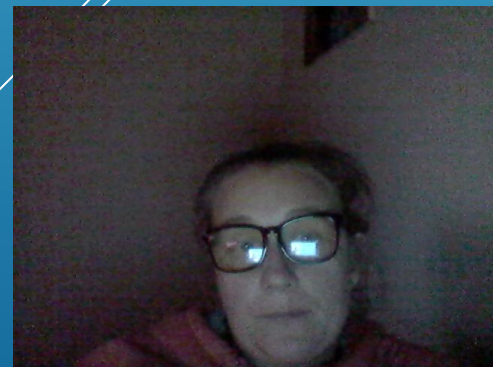
(de Visser et al., 2016) carried out a study. There were two aims of this study. The first being addressing the lack of information about correlates of successful completion of a planned period of abstinence and secondly how successful completion of planned abstinence affects subsequent alcohol consumption.

857 British participants (249 men and 608 women).

Baseline questionnaire was answered followed by questionnaire after 1 month and 6 months.

The results showed that participants who drank less in the December were more successful during the 'Dry January'. It also showed that participants reduced the amount of alcohol intake regardless of whether they successfully completed the challenge or not.

We can therefore suggest that when people partake in a challenge such as 'Dry January' their behaviour changes towards having a healthier outlook on drinking.



CONCLUSION

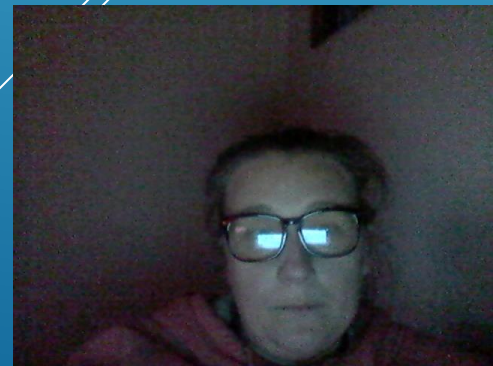
The Planned Behaviour Theory does not include factors such as emotions. Emotions can have a major impact on our behaviour.

However.....

The model can be extremely successful when working with a campaign such as Dry January. As The prediction is the participants wants to already make the change to their behaviour.

By providing the campaign of 'Dry January' and giving the participants the negative effects of drinking and also offering a service where they will send encouraging messages and support throughout the month.

They are able to have an impact on changing the participants knowledge, beliefs and attitudes. Which in return will have an effect on their behaviour around drinking.



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