

NHS Drink Free Days app campaign

Partner Toolkit

Introduction

Champs Public Health Collaborative is promoting the NHS Better Health **Drink Free Days** app through a brand-new campaign targeting residents across Cheshire and Merseyside to encourage them to reduce their alcohol consumption and improve their wellbeing.

The **free NHS Drink Free Days app** helps people cut down on alcohol by choosing a few alcohol-free days each week. It provides simple, practical support to help people stay on track and see the benefits of making small changes.

With the app, users can:

- Choose their drink-free days
- Track their progress
- Receive helpful reminders and tips
- Celebrate milestones and achievements

Choosing just a few drink-free days each week can help people **feel healthier, sleep better and save money**.

To help promote the campaign, we have created a range of digital and print assets that partners can share in their organisations, waiting rooms, websites and social media channels.

A paid digital campaign will be live from 5th March 2026 and running for 6 weeks across Google and Facebook targeting priority wards across Cheshire and Merseyside. However, the assets in the toolkit have been created as an 'always on' campaign and you can use them throughout the year.

Accessing the campaign assets

All campaign assets are available to download using the link below:

https://drive.google.com/drive/folders/1EzjLiK_U9Fqtl6phnwUrpVjFGF8R5c_X

Please feel free to download and share these resources across your organisation and networks to help promote the NHS Drink Free Days campaign

Campaign Assets

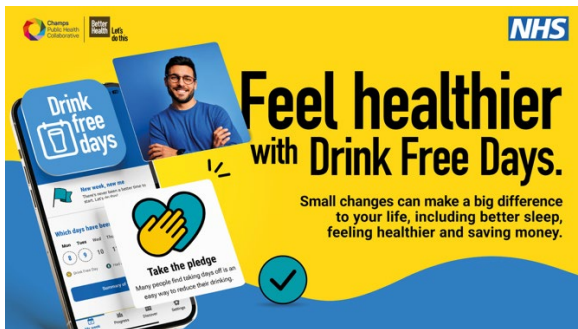
Below are the assets available for you to use. Suggested copy is included where relevant to make it easy to share the campaign across your channels.

A3 Poster



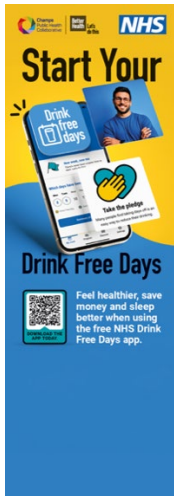
These posters can be displayed in **waiting rooms, community venues, noticeboards and reception areas.**

'How to use' PPT



This PPT can be displayed on digital screens in **waiting rooms, community venues, noticeboards and reception areas.**

Pull-Up Banner



This banner can be used at **events, health promotion activities, community venues or public engagement spaces.**

Digital Banner



Digital banners can be used on **websites, internal platforms, newsletters or digital screens.**

Google Ads



Suggested ad copy:

Download the NHS Drink Free Days app. Pick your alcohol-free days, track progress, get tips and stay motivated. Start feeling healthier today. <https://drinkfreedays.app.link/Ys9VrVzHs0b>



Suggested ad copy:

Choose your alcohol-free days and let the NHS app support you. Track habits, get reminders, and celebrate milestones. Free to download. <https://drinkfreedays.app.link/Ys9VrVzHs0b>



Suggested ad copy:

The NHS Drink Free Days app helps you plan alcohol-free days each week. Get practical tips, motivation and progress tracking. Download now. <https://drinkfreedays.app.link/Ys9VrVzHs0b>



Suggested ad copy:

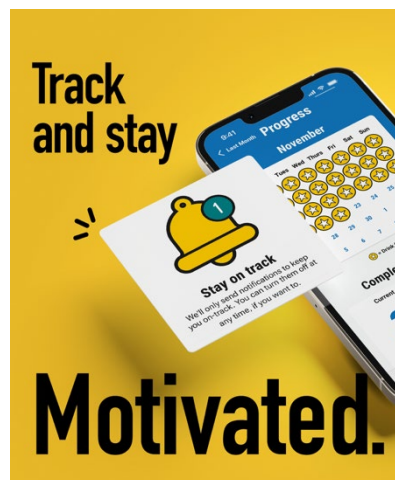
Use the NHS Drink Free Days app to choose alcohol-free days that work for you. Track your progress and get timely reminders. Start today. <https://drinkfreedays.app.link/Ys9VrVzHs0b>



Suggested ad copy:

Download the NHS app to pick your alcohol-free days, get helpful tips and celebrate milestones. A simple way to cut down and feel great. <https://drinkfreedays.app.link/Ys9VrVzHs0b>

Meta Carousel



Suggested post copy:

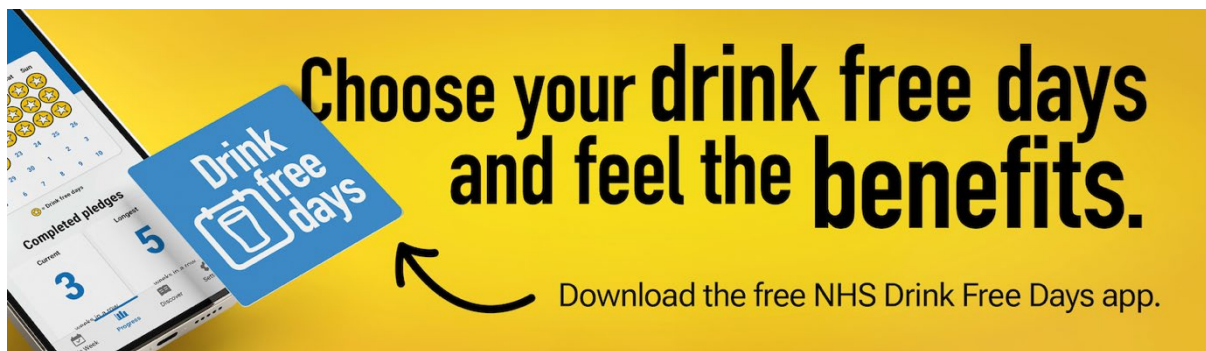
Feel healthier, lose weight and save money by choosing a few drink-free days each week.

The free NHS Drink Free Days app helps you pick your days, track your progress and stay motivated with simple tips, reminders and milestone celebrations.

Small changes can make a big difference. Start your drink-free days today.

Download the app <https://drinkfreedays.app.link/Ys9VrVzHs0b>

Email Signature Banner



Business Card



These cards can be handed out in **GP practices, pharmacies, community venues and events** to encourage people to download the app.

News story

New Cheshire and Merseyside campaign inspires residents to take charge with the NHS Drink Free Days app

Champs Public Health Collaborative has launched a brand new campaign across Cheshire and Merseyside encouraging residents to cut down on alcohol consumption by using the free NHS Drink Free Days app.

Part of the NHS Better Health initiative, the app supports people who want to reduce how much alcohol they drink by helping them introduce a few alcohol-free days into their week. Users can choose their drink-free days, track their progress and stay motivated with tips, reminders and milestone celebrations.

The campaign highlights how small changes can make a big difference. Choosing just a few drink-free days each week can help people feel healthier, sleep better and save money.

To support the campaign, a range of promotional materials have been developed, including posters, digital advertising, social media content and display materials to help raise awareness of the app and encourage downloads. Campaign messages encourage people to start their Drink Free Days and experience the benefits of taking regular days off alcohol.

Residents across Cheshire and Merseyside are encouraged to download the free NHS Drink Free Days app and start building drink-free days into their week.

Click [here](#) to download the campaign assets

Please feel free to download and share these resources across your organisation and networks to help promote the NHS Drink Free Days campaign

If you would like further information regarding this campaign or the Champs Public Health Collaborative Reduction of Harm From Alcohol programme, please email champscommunications@wirral.gov.uk

Checklist

This document provides a checklist of activities to consider for promoting the app locally. Whilst this list is not exhaustive, we thought it would be helpful for starters.

| No | Description | Complete |
|----|----------------------------------|----------|
| 1 | Organisation website news story | |
| 2 | Organisation intranet news story | |
| 3 | Bulletin to staff | |

| No | Description | Complete |
|----|--|----------|
| 16 | Print out and display posters in public facing areas | |
| 17 | Print out and display posters for events | |
| 18 | Print out business cards for staff areas | |

| | | | | | |
|----|--|--|----|--|--|
| 4 | Bulletin to stakeholders | | 19 | Print out business cards for public facing areas | |
| 5 | Bulletin to residents | | 20 | Print out business cards for events | |
| 6 | Bulletin to patients | | 21 | Print out business cards for staff to give to patients / service users / residents / public etc. | |
| 7 | Display of campaign videos on waiting room screens - GPs | | 22 | Promote campaign via local alcohol or substance misuse multi-agency groups | |
| 8 | Display of campaign videos on screens - Hospitals | | 23 | Promote through local sports and activities group | |
| 9 | Display of campaign videos on screens - Local Authority | | 24 | Promote with local employers - public sector | |
| 10 | Display of campaign videos on screens - Other | | 25 | Promote with local employers - private sector | |
| 11 | Share social media posts - Facebook | | 26 | Promote with Community and Voluntary Sector organisations | |
| 12 | Share social media posts - Instagram | | 27 | Engage with businesses that sell / serve alcohol (supermarkets, off licences, bars / pubs) | |
| 13 | Share social media posts - Twitter | | 28 | Promotion via local Health Watch activities | |
| 14 | Identify local 'influencers' who could promote on their social media | | 29 | Other promotional activities (please specify) | |
| 15 | Print out and display posters in staff areas | | | | |

More information

If you would like further information regarding this campaign or the Champs Public Health Collaborative Reduction of Harm From Alcohol programme, please email

champscommunications@wirral.gov.uk