


**Living Well ‘Know your units’ campaign
&
NI Alcohol Awareness Week content plan**

Date/Time	Post	Image / Video
<p>Monday 1st June</p>	<p>Community pharmacies are raising awareness of the health risks associated of drinking excess alcohol and the steps we can take to be more aware of our drinking habits.</p> <p>As part of the Living Well service the ‘Know your units’ campaign runs throughout June and July, and encourages us to speak to our pharmacist to find out more about the units in our drinks and the effects they can have.</p> <p>Find out more at www.drugsandalcoholni.info</p> <p>#LivingWell #KnowYourUnits</p>	<p>Launch photograph of Stephanie Hanlon (PHA rep) with Niall O’Brien (Pharmacist).</p>  <p>The image shows two people, a woman and a man, standing in a pharmacy. They are holding a large circular infographic titled 'Know your units'. The infographic contains information about alcohol units in various drinks. The woman is on the left, wearing a patterned top and dark trousers. The man is on the right, wearing a white shirt, a blue tie, and dark trousers. In the background, a blue sign with the word 'pharmacy' is visible.</p>

June & July 2026

Saturday 6th June

Understanding alcohol units is key to keeping track of how much you're drinking. So, get to know how many units are in your favourite drinks.

Call into your local pharmacy today for a free unit calculator wheel.

For more information and local services that offer help and support, visit www.drugsandalcoholni.info

#LivingWell
#KnowYourUnits



June & July 2026

Tuesday 9th June

To keep health risks from alcohol to a low level, it is safest not to drink more than 14 units a week.

Drinking too much can seriously affect your health. The risk of developing a range of health problems increases the more you drink on a regular basis.

Call into your local pharmacy for advice and don't forget to pick up an information leaflet.

For more information and local services that offer help and support, visit www.drugsandalcoholni.info

#LivingWell
#KnowYourUnits



June & July 2026

Thursday 11th June

(Issue news release for Alcohol Awareness Week & know your units)

It's easy to forget that alcohol is a powerful drug which can have a significant impact on our health and wellbeing. It can also have an effect on the people around us.

Alcohol can damage relationships and affect our judgement, leading us to do things we wouldn't otherwise and that we might regret later.

If you choose to drink its important to understand the risks and take steps to keep yourself and your friends safe.

To find out more visit – [LINK TO NEWS RELEASE](#)

#KnowYourUnits
#NIAAW26



June & July 2026

Friday 12th June

Understanding alcohol units is key to keeping track of how much you're drinking. Call into your local pharmacy today for advice and don't forget to pick up an information leaflet and free unit calculator wheel.

For more information and local services that offer help and support, visit

www.drugsandalcoholni.info

#LivingWell

#KnowYourUnits



NI Alcohol Awareness Week (NIAAW) 15th – 21st June 2026

June & July 2026

Monday 15th June Alcohol Awareness Week

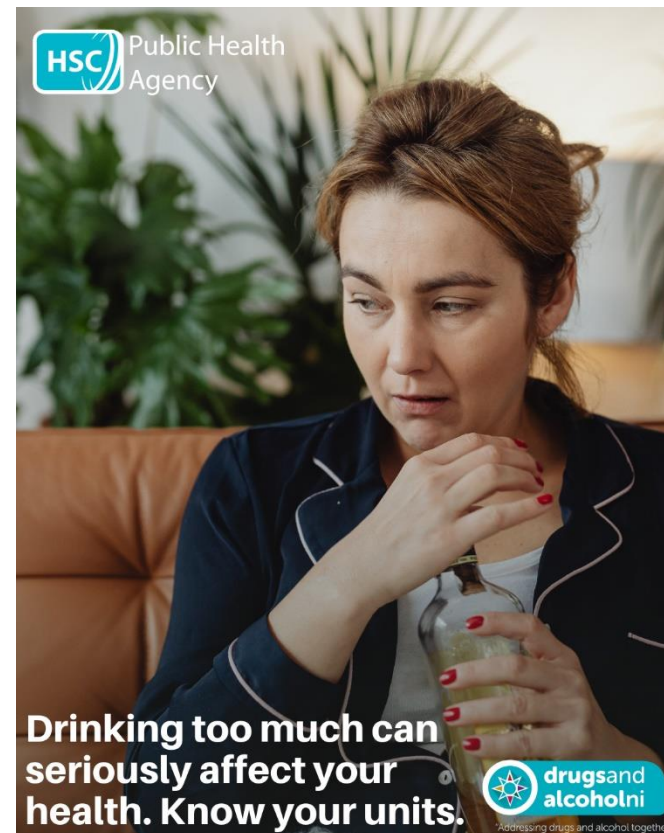
Could your drinking be affecting your health more than you think?

Many people don't realise they are drinking too much and it can seriously affect both your physical and mental health.

Take time to look at your relationship with alcohol and call into your local pharmacy for advice.

You can also take the alcohol test today to learn more about how many units are in your favourite drinks. Visit www.pha.site/alcohol-test

#NIAAW26
#KnowYourUnits



June & July 2026

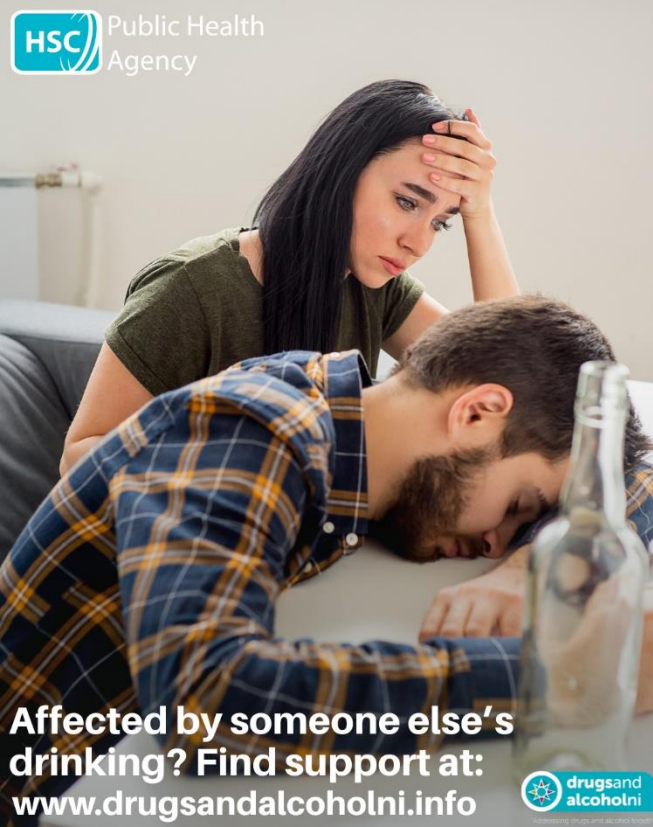
Tuesday 16th June
Alcohol Awareness
Week

Alcohol can damage relationships and affect the people around us.

If you are affected by someone else's alcohol or drug use, there is help and support available for you and your family.

Find support at: www.pha.site/help-for-loved-ones

#NIAAW26
#KnowYourUnits



HSC Public Health Agency

Affected by someone else's drinking? Find support at: www.drugsandalcoholni.info

drugsand alcoholni

The image shows a woman with long dark hair sitting on a couch, looking down with a distressed expression at a man who is slumped over a table. The man has a beard and is wearing a blue and yellow plaid shirt. A clear glass bottle is on the table in front of him. The background is a simple, light-colored room.

June & July 2026

<p>Wednesday 17th June Alcohol Awareness Week</p>	<p>Stephanie Hanlon, Regional Lead for Drugs and Alcohol at the PHA, shares some information on the impact alcohol can have on your health.</p> <p>As part of the Living Well 'know your units' campaign you can call into your local pharmacy for advice.</p> <p>Why not take the alcohol test today to learn more about how many units are in your favourite drinks. Visit www.pha.site/alcohol-test</p> <p>#NIAAW26 #KnowYourUnits</p>	<p>Video of Stephanie Hanlon.</p> <p>www.vimeo.com/1089699302/b21ee30b69</p>
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June & July 2026

Thursday 18th June
Alcohol Awareness
Week

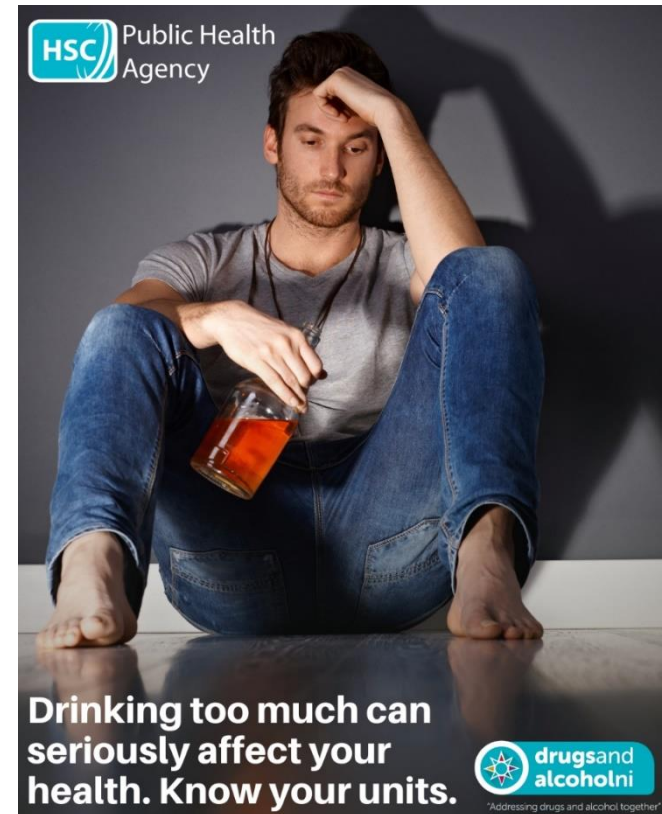
In 2024 the total number of alcohol specific deaths registered was 397. Almost 65% of those were men.

Drinking too much can seriously affect your health.

The risk of developing a range of health problems increases the more you drink on a regular basis.

For more information and local services that offer help and support, visit www.drugsandalcoholni.info

#NIAAW26
#KnowYourUnits



HSC Public Health Agency

Drinking too much can seriously affect your health. Know your units.

drugsand alcoholni
Addressing drugs and alcohol together

June & July 2026

Friday 19th June
Alcohol Awareness
Week

Alcohol is a powerful drug that can have a significant impact on our health and wellbeing.

By understanding how much we drink and by making better choices, we can all take positive steps forward. Even small changes to drinking habits can help improve your overall health and wellbeing.

Take the alcohol test today to learn more about how many units are in your favourite drinks. Visit www.pha.site/alcohol-test

#NIAAW26
#KnowYourUnits



June & July 2026

Saturday 20th June
Alcohol Awareness
Week

Attending festivals and gigs should be memorable for the right reasons.

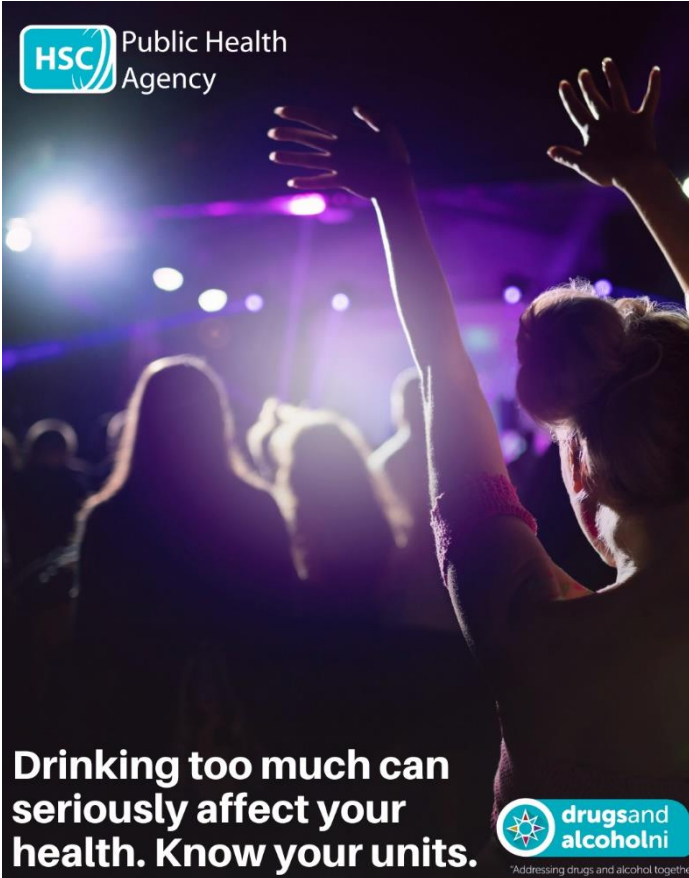
Drinking too much alcohol can lead to serious health risks, impaired decision-making, and unsafe situations.

Look after yourself, your friends and know your limits.

Your safety matters!

Find support at: www.drugsandalcoholni.info

#NIAAW26
#KnowYourUnits



HSC Public Health Agency

Drinking too much can seriously affect your health. Know your units.

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Addressing drugs and alcohol together

Sunday 21st June
Alcohol Awareness
Week

Drinking too much can seriously affect your health. The risk of developing a range of health problems increases the more you drink on a regular basis.

The risks of drinking too much include:

- Heart attack
- Stroke
- Cancer
- Mental health problems
- Anti-social behaviour
- Family break-ups
- Damaged relationships

Know your units. Call into your local pharmacy for advice and don't forget to pick up an information leaflet.

For more information and local services that offer help and support, visit www.drugsandalcoholni.info

#NIAAW26
#KnowYourUnits



End of NI Alcohol Awareness Week (NIAAW) 2026

Wednesday 1st July





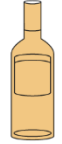

Understanding alcohol units is key to keeping track of how much you're drinking so get to know how many units are in your favourite drinks.

Call into your local pharmacy for advice and don't forget to pick up an information leaflet and unit calculator wheel.

For more information and local services that offer help and support, visit www.drugsandalcoholni.info

#LivingWell
#KnowYourUnits

Alcohol units guide

 Alcopop 275ml (4%) 1.1 units	 Pint of beer (4%) 2.3 units	 Pint of cider (4.5%) 2.6 units
 Quarter bottle of wine (12%) 2.3 units	 Bottle of wine (12%) 9 units	 Measure of spirits (40%) 1.4 units

HSC Public Health Agency

June & July 2026

Thursday 9th July

The risk of developing a range of health problems increases the more you drink on a regular basis.

The 'Know your units' campaign in you local pharmacy is encouraging people to be more aware of their drinking.

Speak to your pharmacist or GP if you are concerned about your own or someone else's drinking.

For more information and local services that offer help and support, visit www.drugsandalcoholni.info

#KnowYourUnits



June & July 2026

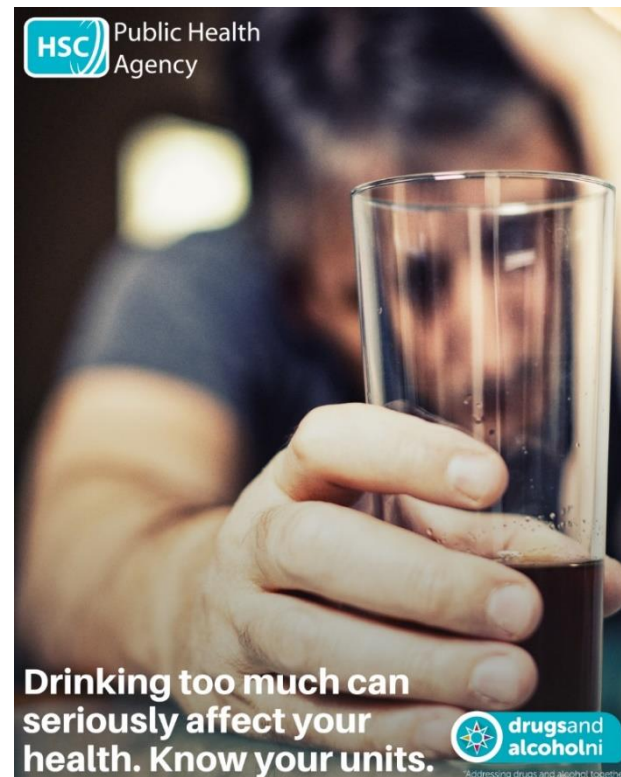
Wednesday 15th July

Know your units.

Drinking too much can seriously affect your health. The risk of developing a range of health problems increases the more you drink on a regular basis.

For more information and local services that offer help and support, visit www.drugsandalcoholni.info

#KnowYourUnits
#AlcoholFreeDays



The advertisement features a close-up photograph of a person's hand holding a tall, clear glass filled with a dark liquid, likely beer. The background is blurred, showing a person's face. In the top left corner, the HSC Public Health Agency logo is displayed. At the bottom, the text reads: "Drinking too much can seriously affect your health. Know your units." followed by the "drugsandalcoholni" logo and the tagline "Addressing drugs and alcohol together".

HSC Public Health Agency

Drinking too much can seriously affect your health. Know your units.

drugsandalcoholni
Addressing drugs and alcohol together

Sunday 19th July

To keep health risks from alcohol to a low level, it is safest not to drink more than 14 units a week.

Understanding units is key to keeping track of how much you're drinking so get to know how many units are in your favourite drinks.

If you regularly drink as much as 14 units per week, it is best to spread your drinking over three or more days and to have several alcohol-free days.

Take the alcohol test today visit, www.pha.site/alcohol-test

#KnowYourUnits
#AlcoholFreeDays

The advertisement features a red and white color scheme. At the top, the text "Is your drinking putting your health at risk?" is written in a bold, dark red font. Below this, the phrase "Take the alcohol test" is centered in white text on a red background. The central graphic is a circular emblem with a dark blue border. Inside the circle, the text "ADULTS SHOULD DRINK NO MORE THAN 14 UNITS" is written in white, with the number "14" prominently displayed in the center. The emblem is surrounded by various alcohol-related icons such as a wine bottle, a beer mug, and a glass of wine. At the bottom left, the HSC Public Health Agency logo is visible, and at the bottom right, the "drugsand alcoholni" logo is displayed.

June & July 2026

Friday 24th July

Understanding alcohol units is key to keeping track of how much you're drinking so get to know how many units are in your favourite drinks.

Call into your local pharmacy today for a free unit calculator wheel.

For more information and local services that offer help and support, visit www.drugsandalcoholni.info

#LivingWell
#KnowYourUnits



June & July 2026

Wednesday 29th July

Know your units.

Drinking too much can seriously affect your health. The risk of developing a range of health problems increases the more you drink on a regular basis.

For more information and local services that offer help and support, visit www.drugsandalcoholni.info

#KnowYourUnits
#AlcoholFreeDays

