



change your drinking



CUT DOWN  
STOP FOR A BIT  
QUIT  
STICK

I'm an **ALCOHOLIC**  
**DRUG & ALCOHOL** Service  
I don't want to be **BORING**



change your drinking

Therapist or counsellor  
Peer community  
Apps



change your drinking

# We connect people to a health market that is currently hidden

- 71% people asking for help working or retired
- 85% of population want to moderate drinking
- 1.8m people in UK drink to excess & actively want to change their drinking
- Both women and men, all ages



change your drinking



Behavioural science

Individuals and adults

One service does not fit all

Social and peer support are powerful

Agile

Financially self-sufficient

Collaborative

Not anti-alcohol

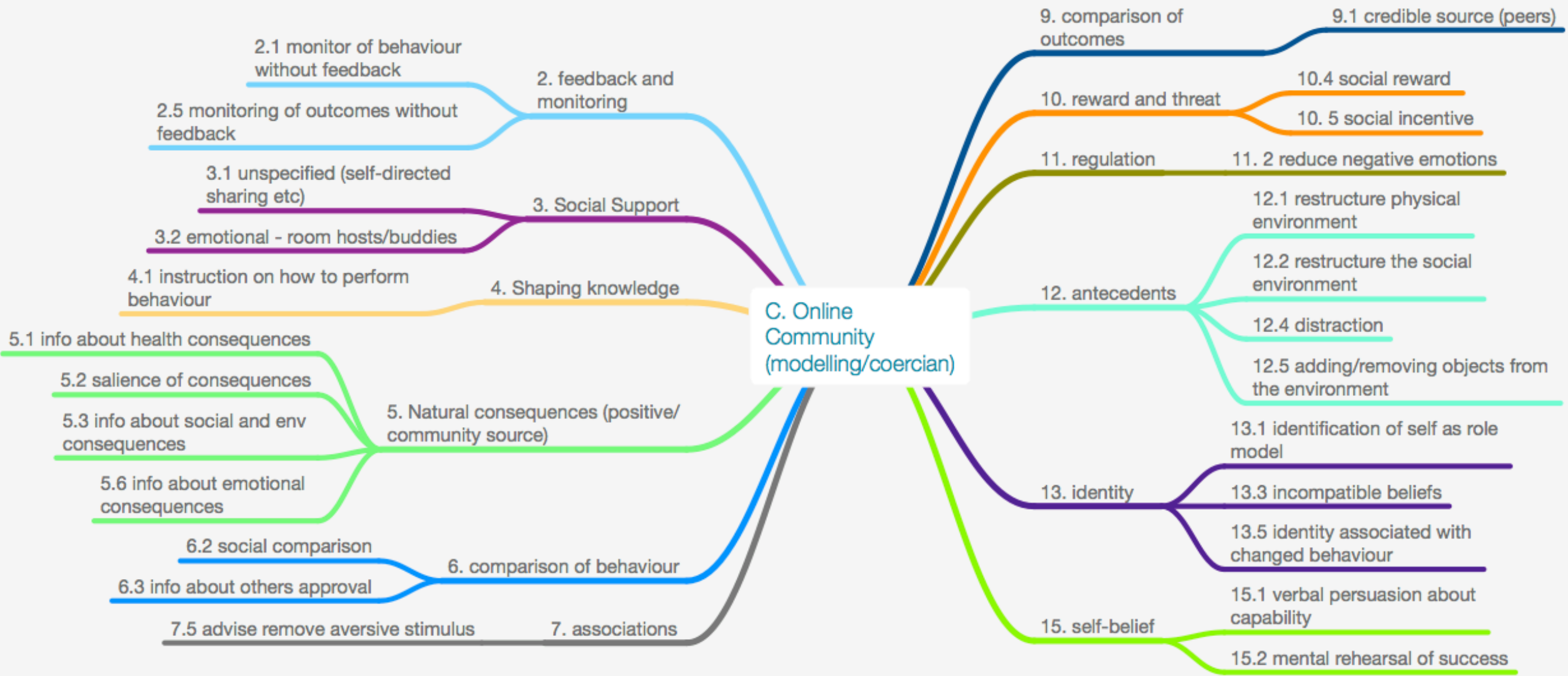
Pro pub



change your drinking



C. Online Community (modelling/coercian)



2.1 monitor of behaviour without feedback

2.5 monitoring of outcomes without feedback

3.1 unspecified (self-directed sharing etc)

3.2 emotional - room hosts/buddies

4.1 instruction on how to perform behaviour

5.1 info about health consequences

5.2 salience of consequences

5.3 info about social and env consequences

5.6 info about emotional consequences

6.2 social comparison

6.3 info about others approval

7.5 advise remove aversive stimulus

9. comparison of outcomes

9.1 credible source (peers)

10. reward and threat

10.4 social reward

10.5 social incentive

11. regulation

11.2 reduce negative emotions

12. antecedents

12.1 restructure physical environment

12.2 restructure the social environment

12.4 distraction

12.5 adding/removing objects from the environment

13. identity

13.1 identification of self as role model

13.3 incompatible beliefs

13.5 identity associated with changed behaviour

15. self-belief

15.1 verbal persuasion about capability

15.2 mental rehearsal of success

# Everything you need in one place



set goals and track your progress



share advice and ideas with others



connect with experts and perks

friendly socials and inspiring events



**An attractive, healthy lifestyle brand.**



Use this page to set your goals. Then use the goals page to keep track of how you are doing.

What is your main goal?

[I want to cut down](#) [I want to stop for a bit](#) [I want to quit](#) [I want to be part of the movement](#)

What will you achieve by quitting?

I will improve my health  I will save money  I will wake up feeling happy  I will cut calories and lose weight  I will feel better about myself  I will get fitter  I will improve my relationships  I will challenge myself

(add your own aspirations here)

When are you going to start?

Today On 19/09/2015

Have you quit before?

No  Yes, a few times  Yes, many times

What's your biggest challenge going to be?

(write your thoughts here)

What's the first thing you will do differently?

(add your own goals here)

How committed are you to quitting?

Not at all  A bit  Fairly  Strongly  Extremely

How confident are you about quitting?

Not at all  A bit  Fairly  Strongly  Extremely

[Save goal and share with the Club](#) [Save goal but keep it private](#)

Changing Habits

[View this email in your browser](#)



Habits. They're not always the easiest thing to break are they. To start new ones, or even know where to begin changing them. Do you try and tackle them all at once? Or should you go through them one at a time?

This week Helen O'Connor, Club Soda Expert running our [Month Off Booze](#), tackles two of the big dogs: Alcohol and Smoking, in her two part blog which you can read [here](#) and [here](#). Helen talks us through the complicated relationship between the two, breaks down the difference of changing habits all in one go or one-by-one, and gives us some Top Tips:

1. **Identify your worst habit** - and lead with that.
2. **Be positive!** You're replacing bad habits with a happier & healthy lifestyle.
3. **Understand why** you've developed these patterns, rituals & triggers.
4. **Seek advice & support.**
5. **Accept that temptation and urges are part of the process.** You will experience, but you can handle, some discomfort.

[Learn to Control Stress Without Alcohol](#)

Earlier in the week we also met Matt & Angela from [The Hypnoworks](#) in our [Meet The Experts](#) feature. They will be running the [Stress course](#) beginning Thursday the 8th of October - this four week course is designed to teach you how to take control of your stress, exploring the ways in which you can stay relaxed and healthy without alcohol.

**P.S VOTE FOR US HERE** if you haven't already!

## DATES FOR THE DIARY:



[Events](#) [Members](#) [Experts](#)

Hey Molly

Maybe it was all that rain, but last week didn't seem to be such a great week for Club Soda members. With most people saying that things were ok, but not so great - I wondered how & if you managed to turn your week around.

I struggled through a couple of days last week myself, which left me thinking about the power of positive thinking. Does thinking happy actually make you happier? This week I'm putting it to the test. Armed with a good cup of coffee, I'm taking this brand new week on with a positive attitude that could knock out a horse. How about you?

So, how are you doing this week?

- AMAZING!
- great
- fine
- ok, but not great
- not good

PS: Please [vote for us here](#) - we are a Carnegie Trust Enabling State finalist and the prize money would help us do some awesome things our members have asked for.



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**How to Quit Drinking**  
**Saturday 14th Nov & 30th Jan**  
 An intensive one day course to give you the tools you need to quit. Run by Louise from A Hangover Free Life  
[joinclubsoda.co.uk/events](http://joinclubsoda.co.uk/events)

**Monday Mindfulness with Andy Hix**  
**Every Monday in Jan**  
 Discount code: mindoverbitter

**What do I put in my mouth instead?**  
**Nutrition Supper Club - Fri 9th Jan**  
 at Redemption Bar  
 Discount code: nomnomnom







*JOIN THE*  
**MOB**

Getting you through a month off booze

London's first  
dry January bootcamp



**MOB**  
**camp**



change your drinking



**THE ENABLING STATE**



change your drinking

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**n=me**

Hey Martin,

We have now crunched the numbers and can share with you your MOB Life Tracker scores. I'll just briefly explain how we got the numbers in this email:

Since people filled the tracker in at different weeks, you may have scores below for the start of the MOB, the end of the MOB, or both. The "start of the MOB" scores are the first scores we have from you, mostly from weeks 1 or 2. The "end of the MOB" scores are from the last week you filled the tracker in.

Many of you who have both the starting and ending scores will see quite a bit of improvement. If you don't, maybe you already know why that is?

If you only have the starting scores, they should still be interesting to look at now, and to compare to how you're feeling today?

A couple of you only have the ending scores - maybe you can look at them



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**We have your starting and ending scores as:**

Sleep quality as **2** and **7**

Energy levels as **1** and **8**

Power to get stuff done as **2** and **8**

Positive emotions/moods as **2** and **8**

Negative emotions/moods as **2** and **7**

Coping (with difficulties) as **3** and **8**

Controlling food choices as **3** and **7**

Controlling money and spending as **3** and **6**

Relationships with friends and family as **2** and **8**

Confidence of getting through the months as **2** and **9**

All are out of a maximum of 10.

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## By goal

Men are more likely to want to cut down, women to quit completely

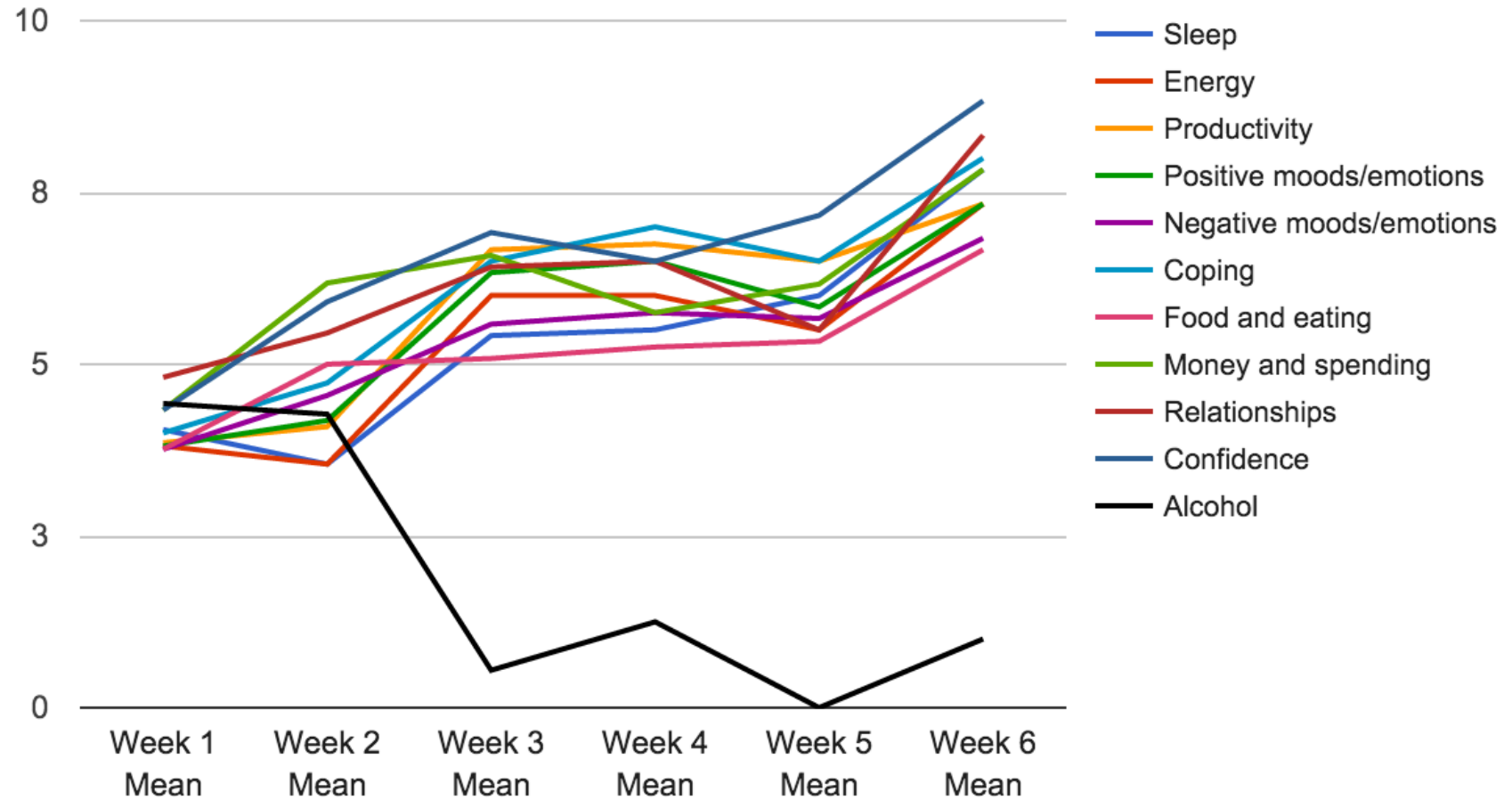
## By country of residence

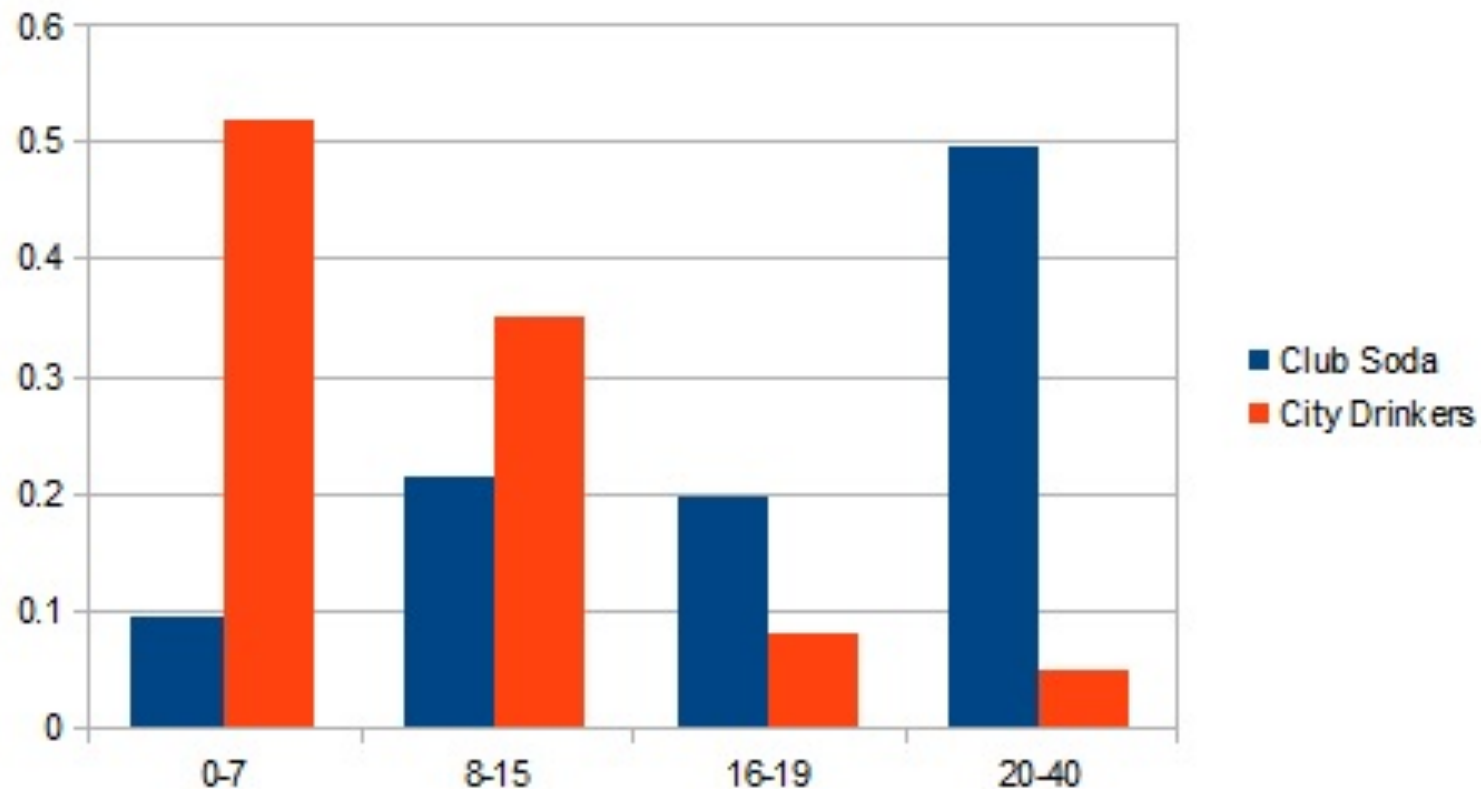
Majority of members in the UK  
Plus many British expats around the world

Altogether from 31 countries

Cut down	39%
Stop for a bit	24%
Quit	20%
Stick/Movement	17%

## Life Tracker Scores by Week



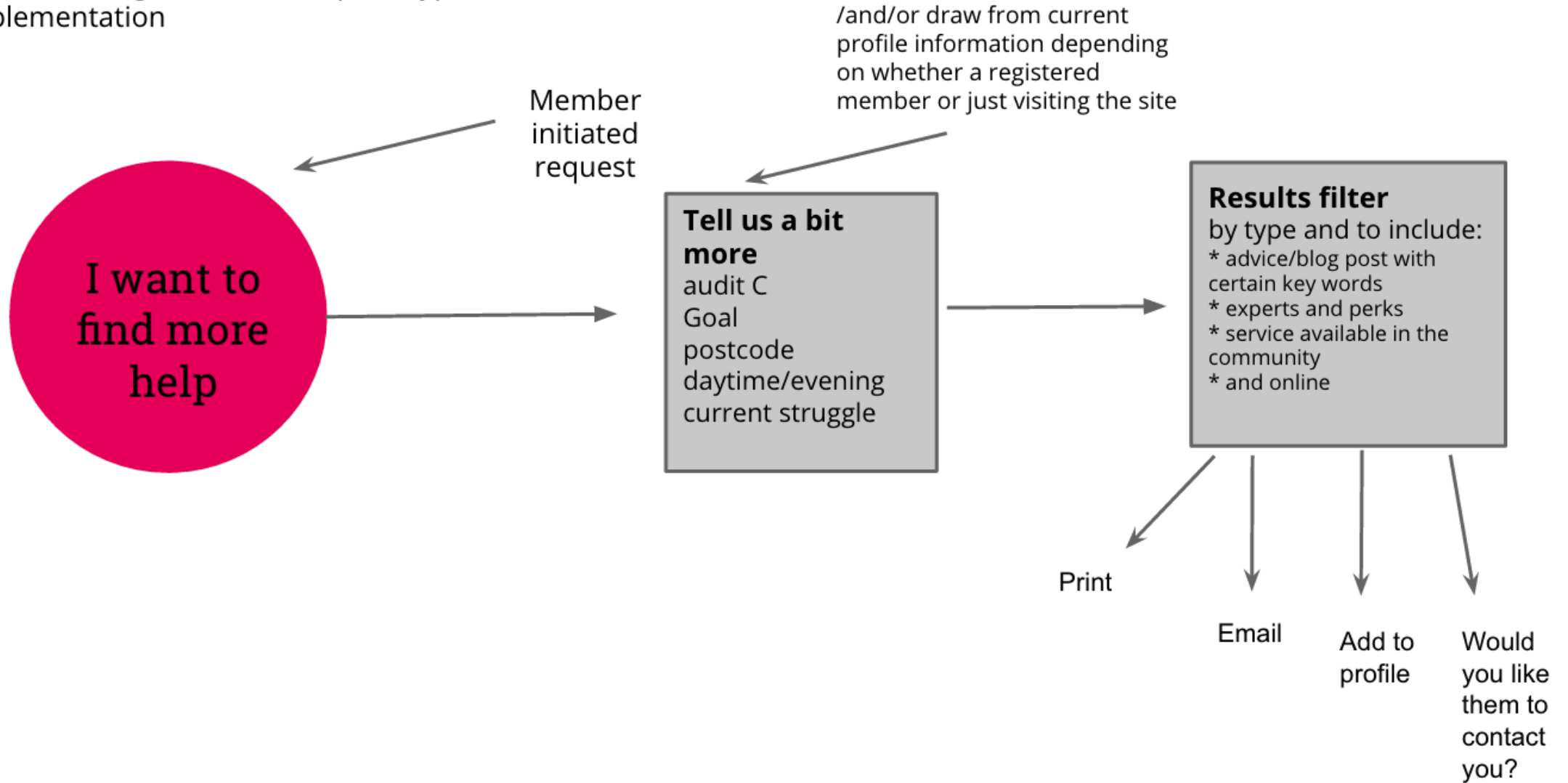


Many Club Soda members are actually very heavy drinkers - nearly half are in the highest-risk category, compared to only about 5% of City drinkers, who are known to drink more than the UK population average

A case study: a member has done the test three times: January score 23, April score 19, and May score 15. They have moved from the highest risk score to the second lowest in five months!

Referral pathways -

logic based algorithm - to be prototyped before implementation







# HACKNEY PUBS & BARS COLLABORATION





Applicants are expected to demonstrate within their application measures to **prevent crime and disorder**, such as: E: Measures to be implemented to **promote sensible drinking** and prevent binge drinking. For instance, by the display of safe drinking material or legal warnings



“We get pissed  
together, why should  
we get sober alone”

Laura Willoughby MBE  
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