

Eat. Pace. Plan.

Do these three wise things to keep
your night merry & bright.

Campaign Toolkit



#EatPacePlan



SUPPORTED BY
MAYOR OF LONDON



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LET'S START

"When I read about the dangers of drinking, I gave up reading."

Henry Youngman

American comedian and violinist

The above quote is not meant to deter you from reading this toolkit! It is a reminder, however, that seasonal alcohol campaigns often leave the audience with a sour taste in their mouth (it's not just the vodka).

"Eat, Pace, Plan" campaign aims to share the message of drinking in a responsible way that reduces harm to individuals or those around them, and to influence behaviour, so those out drinking during the festive season look after themselves, their personal possessions and make the most of this time of year.

At the very least, we hope that this toolkit will provoke some fresh thinking on alcohol consumption. No-one wants to wake up the next day with their handbag missing or an unexpected meeting at work about the previous night; According to national charity Drinkaware, one in four of us regret drunken behaviour at a Christmas party. The consequences

of drinking too much on a night out can be far more severe, however.

We've all heard or said "I'll only have one tonight..." but alcohol-related calls typically rise by about 50% on festive party nights. During winter 2018, the London Ambulance Service responded to 6,018 alcohol related calls. Drinking too much, especially over the festive period, can put huge additional strain on the emergency services that are already under pressure at this time of year.

We want Londoners to have a good time, eat, drink and be merry but avoid calling an ambulance and a trip to A&E. We want Londoners to think of three wise things: **Eat, Pace and Plan.**

The party season is upon us and we know London is one of the best places in the world to have a good night out. Once again this year, the City of London Corporation with support from the Mayor of London, is encouraging Londoners to be merry and have fun but also get home safe and well - #NoRegrets.

We need your help to get the message out to party planners, employers and workers in London that a little extra planning for a night out can make it a lot more fun in the long run for everyone.

In this pack, we have brought together all the information that you and your organisation might need

to make it simple to be a part of the "Eat, Pace, Plan" campaign. You can support us on social media, share this toolkit and support office party planners with their invites to their colleagues to make sure everyone has a great time and gets home well and safely.

You may want to think outside the box and choose something different when it comes to planning your Christmas social. There are more alternatives than ever before to going to the local pub and organising a social or group activity can feel more inclusive and ensure that everyone – including non-drinkers – are welcome. A recent Totaljobs survey found that six in ten workers want their employers to offer alcohol-free work socials.

By taking a few, good steps and some simple party planning, everyone can have a fun night out. The message is clear: don't just think about where you're going and how to get there; think about what you're going to do when the party finishes, how you are going to get home safely and how will your friends and colleagues do the same. By putting extra thought and plans in place you will have a safer and more enjoyable night out.

Your help will be hugely important to the success of our campaign and we look forward to working with you.

Have a Merry Christmas and think three wise things!



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THE RECIPE

A recipe for a good night out, think three wise things:

EAT,
PACE,
PLAN.



Eat a healthy meal before you go out.

Eating can help slow down the absorption of alcohol, helping you stay in control and save you money on those late-night food binges.



Pace your drinks if out this party season.

Don't feel obliged to keep up in rounds. Why not have a soda or water in between drinks, or try a non-alcoholic option? There are lots of high-quality no- and low-alcoholic options on the market and many bars and pubs now stock them, too. Have a look at the [Club Soda Guide](#) to see which local drinking spots have the best non-alcoholic offering.



How will you be getting home tonight?

Put some extra thought early into how you will get home. Check when your last train is or pre book your taxi.

The **impacts of drinking too much over the festive period** – what last year looked like:

- London Ambulance Service responded to **63,824 alcohol related incidents** in 2018.
- **6,018** of these alcohol incidents took place **in December**.
- This represents **6% of the total number** of incidents London Ambulance Service were **called to that month**.
- London Fire Brigade have attended **1,120 accidental alcohol-related fires** in the last three years, with crews attending more than one incident a day.
- There have been **244 alcohol related fires so far in 2019**.
- In 2018, **39% of alcohol related fires** were **caused by cooking**.



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HOW TO DO

HOW YOU CAN FOLLOW THREE WISE THINGS

EAT

Drinking alcohol makes me absinthe minded.

1. Pre-drinks? What about pre-snacks? Drinking on an empty stomach is never a good idea, so make sure you eat before you go out. Eating can help slow down the absorption of alcohol, helping you stay in control. Why not book a party somewhere that serves meals or snacks, or order in some food beforehand?

PACE

Who is this “moderation” people keep telling me to drink with?

2. Try pacing and spacing. Having a soft drink or some water between alcoholic drinks slows the rate of your drinking. Why not try a non-alcoholic beer or mocktail? Drinking any kind of alcoholic shots will take you over the low-risk guidelines very quickly, so they are best avoided. Top tip: sparkling water served with a wedge of lime looks just like a G&T, is virtually calorie-free and can make you feel like you aren't missing out.

3. Stick to safer drinking levels, i.e. no more than 14 units in a week spread over three or more days. According to Drinkaware a 125ml glass of wine is around 1.5 units of alcohol and a double gin and tonic is roughly 1.8. Alcohol is also highly calorific; two single rum and cokes have the same amount of calories as a bag of chocolate buttons.

4. Try and keep a check on how much you are drinking. The [NHS Change4Life](#) tracker or [Drinkaware's Track and Calculate](#) Units app will help you keep track of how much you are drinking and *spending*. If you are worried or uncertain about how much you're drinking, ask the bar staff. Do they pour doubles or singles? How big is their large glass of wine?

5. Keep an eye on your drinks and don't leave them unattended.

6. If a friend or colleague seems inebriated don't buy them any more drinks.

7. Beware of drinking in rounds. Don't feel obliged to keep up with other people. Trying to keep up with other people can be dangerous and expensive.

8. Feel like you have drunk a lot over the festive period? Why not consider Dry January? Taking a month-long break from alcohol can in the short term improve your liver function, help you lose weight and improve your sleep.



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HOW TO DO

HOW YOU CAN FOLLOW THREE WISE THINGS

PLAN

Get home safe and sound.

9. Before you go out, think about where the nearest public transport is to your party and check the time of the last bus or train. Visit tfl.gov.uk/journeyplanner
10. Be aware of your surroundings and keep your possessions safe. Never leave your bags or other valuables unattended in public places. Make sure your phone is charged before you go out.
11. Book a minicab in advance using <https://tfl.gov.uk/modes/taxis-and-minicabs/book-a-taxi?intcmp=4226>. Do not accept lifts from strangers.
12. Share the fare and share a cab with a colleague or friend who lives close by.
13. Remember after a big night out you may still be over the drink-drive limit in the morning. Even small amounts of alcohol affect your ability to drive safely.



Remember; in an emergency call 999.



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SHARE

BLURB TO SHARE WITH CONTACTS AND COLLEAGUES

This Christmas you
are invited...
To do three wise things.

EAT,
PACE,
PLAN.

Every year, the emergency services are burdened with the fall-out of Christmas parties with free-flowing alcohol. This doesn't need to be the case, as long as people eat, pace and plan.

"Eat, Pace, Plan" is a festive campaign being run by the City of London Corporation, with support from the Mayor of London. It encourages Londoners to stay safe while they are out having fun this Christmas and to get home safe and well.

Alcohol-related calls typically rise by about 50% on festive party nights and we want Londoners to have a good time, eat, drink and be merry, but avoid having to call an ambulance and take a trip to A&E. We want Londoners to think of **three wise things: Eat, Pace and Plan.**

We need your help to get the message out to party planners, employers and workers in London that a little extra planning for a night out can make it a lot more fun in the long run for everyone.

The campaign materials include a toolkit, in which we've brought together all the information that you and your organisation need making it simple to support

our campaign. Share this toolkit, our messages on social media [link to Twitter page, i.e. <http://www.twitter.com/bizhealthy>] and provide suggestions to office party planners on what they could include in their invitations to colleagues to make sure everyone has a great time and gets home well and safely.

Your help will be hugely important to the success of our campaign and we look forward to working with you.

**Have a Merry Christmas and
think three wise things!**

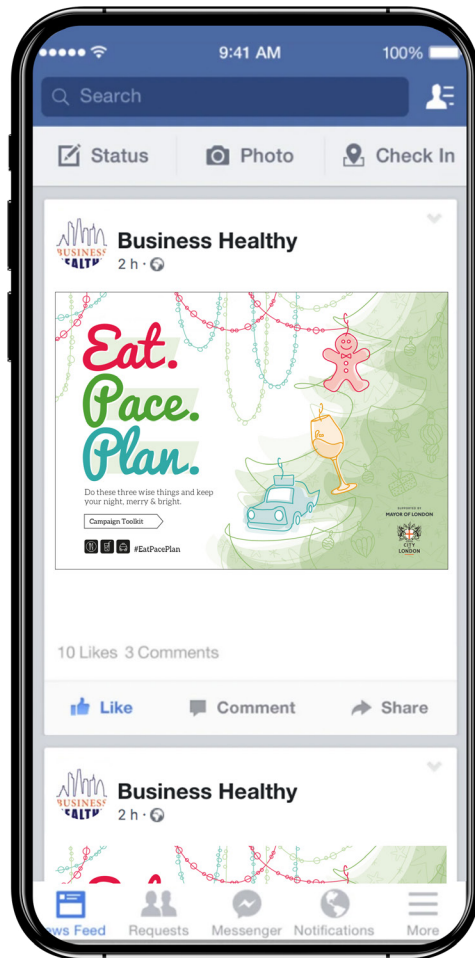


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SOCIAL MEDIA



FACEBOOK POST

This Christmas you are invited to **do three wise things** and keep your night, merry and bright:

EAT. PACE. PLAN.

This festive period we want Londoners to have a good time, eat drink and be merry but to stay safe and not ruin their night by ending up ill. We want them to think of three wise things: **Eat, Pace, Plan**. If it is your office party tonight remember to plan your journey home in advance, check the train or bus times and only use licenced taxis. Don't just think about how to get there; think about how you will get home.

Alcohol-related calls typically rise by about 50% on festive party nights so we want Londoners to have a good time, eat, drink and be merry but avoid calling an ambulance and a trip to A&E. Look after your friends and colleagues this year and stick to safer drinking levels. Put some extra thought and plans in place for a safer more enjoyable night out.

Have a safe and merry Christmas!



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SOCIAL MEDIA

TWEETS



Using **Twitter** is a powerful and effective tool to share the campaign. This toolkit provides **example tweets** that can be used from your organisations twitter account.

"This Christmas you are invited to...do three wise things and keep your night, merry and bright. Eat, Pace, Plan launches today and encourages Londoners to stay merry and safe" **#EatPacePlan #NoRegrets**

"Does alcohol make you absintheminded? Check out three wise things for staying safe and enjoying your party season. Eat something before you go out, drink sensibly and plan how you will get home." **#EatPacePlan #NoRegrets**

"Get home safe and sound. Is your Christmas party coming up? Find out what you as an employer can do to ensure your employees stay safe and do not ruin their night by ending up ill." **#EatPacePlan #NoRegrets**

"How will you be getting home tonight? Do you know what time your last train is? For more top 'party planning' tips check out" **#EatPacePlan #NoRegrets**

"This' the season to be jolly. Are you out tonight? Put some extra thought and plans in place for a safer more enjoyable night out. Keep your night merry and bright" **#EatPacePlan #NoRegrets**

"Who is this 'moderation' people keep telling me to drink with? Look out for friends and colleagues this party season. Be a top party planner with" **#EatPacePlan #NoRegrets**

"Happy New Year's Eve! Don't forget to **#EatPacePlan** tonight. Make it a night to remember." **#NoRegrets**



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SUPPORT



Useful links:

MAYOR OF LONDON

[Mayor of London](#)



[Consent is everything](#)

Good Thinking

[Good Thinking](#)



[Change4Life](#)



[London Drug
& Alcohol Policy Forum](#)



[Business Healthy](#)



[Clubsoda](#)



[Find a mini-cab](#)



[Drinks Meter](#)



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Contact us

Thank you for your support.

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think three wise things!

www.cityoflondon.gov.uk/eatpaceplan

Please get in touch if you have any questions
about our campaign and if we can help you at:
safercity@cityoflondon.gov.uk

This campaign has received funding from
the following partners: Greater London Authority,
The City of London Corporation, and London Drug
and Alcohol Policy Forum.



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