

KNOW YOUR LIMITS CAMPAIGN MATERIALS FOR HERTFORDSHIRE

The Know Your Limits campaign, launched in 2007, aims to raise awareness associated with high risk drinking, particularly in relation to personal health and safety.

Hertfordshire Strategic Alcohol Campaigns Group has produced a series of resources to promote the safe, sensible, social drinking message at a local level. These resources are available for you to order and use in your own campaigns. This may include public health and well being events, targeted information to parents, carers and work places or staff working within the local community.

Promoting *Know Your Limits* supports actions featured within local Alcohol Harm Reduction Strategies produced by each Crime and Disorder Reduction Partnership across Hertfordshire.

All resources follow Government guidelines and complement national resources produced for the two current Know Your Limits campaigns 'Units' and 'Binge'.

- 'Units' is aimed at anyone who drinks but particularly over 25s
- 'Binge' is aimed at 18-24 year olds, however, some resources can be used with younger ages if appropriate.

For further information on the national campaigns and resources visit: www.nhs.uk/units or www.alcoholstakeholders.nhs.uk

The following materials are available:

- Know Your Limits Pen
- Units Fridge Magnet
- Units Bag Tag
- Units 'Drinks of Britain' Display Banner (3 x for loan only)
- 'Drinks of Britain' Health Information A5 flyer
- 'Drinks of Britain' A4 poster
- 'Drinks of Britain' Mouse Mats (front line professionals only)

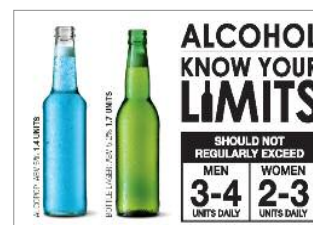
'Drinks of Britain' Banner



Know Your Limits Pen



Units Bag Tag

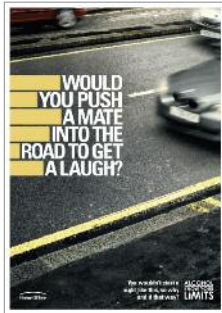


Units Fridge Magnet



'Drinks of Britain'

'would you push' A6



'would you sleep' A6



'would you get in' A6



'would you squat' A6



'Binge' A6 postcard:

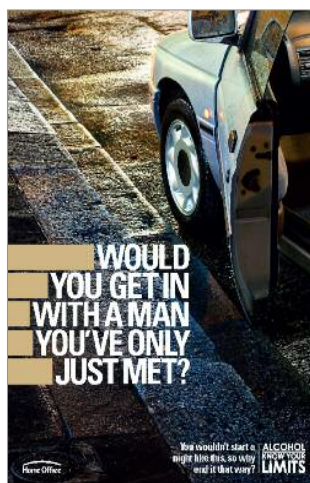
- 'would you squat' includes information on the law
- 'would you push' includes information on drunk pedestrians
- 'would you get in' includes information on personal safety
- 'would you sleep' includes information on recovery position
- 'would you sleep' display banner (1 x for loan only)
- 'would you get in with a man' A4 sticker (for cubicle doors)

All merchandise can be accessed by ordering online at www.hpherts.nhs.uk, by contacting Health Promotion Hertfordshire: **01923 281630** or: resources@herts-pcts.nhs.uk

There are maximum quantities on each item.



'would you sleep' Banner



'would you get in' A4 Sticker

**ALCOHOL
KNOW YOUR
LIMITS**

SHOULD NOT REGULARLY EXCEED	
MEN	WOMEN
3-4	2-3
UNITS DAILY	UNITS DAILY