Eat. Pace. Plan.
Do these three wise things
and have a great night out.

Campaign Toolkit

#EatPacePlan
It’s the most wonderful time of the year...

The party season is upon us and London is one of the best places in the world to have a good night out. This year the Mayor of London, supported by the City of London Corporation, amongst other partners, is encouraging Londoners to be merry and have fun, but also look after themselves and get home safe and well.

In 2017, the Capital’s ambulance service responded to 5,526 alcohol-related incidents in December. Drinking too much can cause illness, injury and death. As well as short-term damage, like sprains, cuts and a hangover, alcohol misuse can also cause long-term problems like liver and heart disease and dementia.

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, Plan. By eating before you go out, pacing your drinks and checking what time your last train is you can avoid any unexpected accidents or mishaps.

We need your help to get the message out to party planners, employers, businesses and those working 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 need, making it simple to join our campaign. You can support us on social media, share this toolkit, as well as advise on what office party planners can include in their invite to their colleagues to make sure everyone has a great time and gets home well and safely.

By taking a few, good steps and some simple party planning everyone can have a fun night out. 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!
Our top tips

Nobody wants to be the Grinch. We’re not telling people not to drink and enjoy themselves - we all love a party - but we can also all recall a time when we have maybe had a few too many.

We want people that are out partying this year to avoid using A&E or a blue light service and plan ahead to ensure they get home well and safely. **Think three wise things.**

Why not enjoy a meal before going out, pace your drinks and pre-book that taxi home? You’ll be thankful the next day.

We’re encouraging Londoners and their employers to think about how they can make sure everyone has a great time and to think about what happens when the party is over and how everyone including friends and colleagues will get home safely.

The stats

- **5,526** alcohol incidents took place in December 2017.
- In December 2017 the boroughs with the worst alcohol related incidents were:
  - City of London - **21.4%** of total incidents
  - Westminster - **13.3%** of total incidents
  - Camden - **11%** of total incidents
- There have been **304** accidental alcohol-related fires so far in 2018.
- Over **41%** of accidental alcohol-related fires caused in 2017 were caused by cooking.
Three wise things: #EatPacePlan

**EAT**
1. Make sure you eat before you go out. Eating can help slow down the absorption of alcohol, helping you stay in control. Focus on healthy fats and lean sources of protein, as these will help to slow digestion and the absorption of alcohol. Why not book a party somewhere that also serves meals or snacks?

**PACE**
2. Try pacing and spacing. Planning a strategic soft drink/non- or low-alcoholic drink or some water between alcoholic drinks slows the rate of your drinking.
3. Don’t drink alcohol? Pregnant? Bars and pubs these days have some great alcohol-free alternatives to your favourite drinks. Just looking to cut back and sick of from-concentrate orange juice? Why not try a non-alcoholic beer or cocktail? Many non- and low-alcoholic drinks are lower in sugar, too, so they can be a healthier choice.
4. Stick to safer drinking levels and have some alcohol-free days. 14 units in a week spread over three or more days. Unsure of your units? According to Drinkaware a 125ml glass of wine is around 1.5 units of alcohol.

5. Know your limits. Try and keep a check on how much you are drinking. The NHS One You – Drink Less app will help you keep track of how much you are drinking and spending £££.

6. Keep an eye on your drinks and don’t leave them unattended. Also, keep an eye on your bag and phone.

7. Beware of drinking in rounds. Don’t feel obliged to keep up with other people. Trying to keep up with other people is dangerous and often very expensive.

8. If you’re 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?

9. Stay hydrated! Fizzy or still. Start and end your night with water, and you’ll thank yourself.

Three wise things: #EatPacePlan

**PLAN**

10. 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

11. London Buses run services 24 hours a day. To find out when your next bus is due, just search for your stop or choose your route number. https://tfl.gov.uk/travel-information/stations-stops-and-piers/

12. Get a taxi or book a minicab. Remember black taxis can be hailed from the street or booked via app or phone and can even be paid by card. Minicabs need to be booked direct with a licensed minicab company via app, phone, or at their office and you will receive a booking confirmation. Never use an unbooked minicab - they are dangerous and unsafe.

13. Don’t leave it to chance and walk home alone. Look after friends or colleagues who have had too much.

14. Remember that the morning after a big night out you may still be over the drink drive limit. Do not risk it.

15. Have a Merry Christmas and think Eat, Pace, Plan!
Rethink your drink

Regularly drinking too much alcohol can have severe effects on your health. Worried about your drinking?

Our scratch card provides a quick way to review your drinking. It is based on the AUDIT C tool which was developed by experts and has been extensively evaluated.

Our scratch card can be found at https://rethinkyourdrink.org.uk/

More information about alcohol and health can be found at https://www.nhs.uk/oneyou/for-your-body/drink-less/

You can also get advice and support by calling Drinkline on 0300 123 1110.
Template News/Website Release

A new campaign encouraging Londoners to eat, pace and plan in order to stay safe in the London this festive period is launching today [Monday 26th November].

The festive campaign is run by the Mayor of London supported by the City of London Corporation amongst other partners. 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.

By taking a few, good steps and some simple party planning everyone can have a fun night out.
Do you know your limits?

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.

Last December over 5,526 incidents the London Ambulance Service attended were alcohol related. 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!

Tweets:

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

- It’s that time of year again! Today launches Eat, Pace, Plan - our festive campaign encouraging Londoners to stay safe in the London this festive period. Check out #EatPacePlan #staymarvellous

- Wishing you a Merry Christmas! Check out three wise things for staying safe and enjoying your party season. Eat something before you go out, pace your drinks and plan how you will get home. #EatPacePlan

- How will you be getting home tonight? Do you know the time of your last train? Before you go out, think about where the nearest public transport is to your party. Visit tfl.gov.uk/journeyplanner. #EatPacePlan

- Tis’ the season to be jolly. Are you out tonight? Don’t miss out on any of the evening’s fun by drinking too much. Put some extra thought and plans in place for a safer more enjoyable night out. #EatPacePlan #fomo #gethomesafely

- Beware of drinking in rounds. Don’t feel obliged to keep up with other people. Trying to keep up with other people is dangerous and often very expensive. #EatPacePlan
Useful Links

Eat, Pace, Plan homepage
Mayor of London
London Drug & Alcohol Policy Forum
Transport for London (TFL)
WDP

Business Healthy
Supporting the health & wellbeing of City workers

NHS One You - Drink Less
Cut down, stop for a bit or quit drinking alcohol

Club soda
Consent is everything
Sex without consent is rape - it’s as simple as tea!

Contact Us
Launches on 26 November 2018
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.
This campaign is supported by London Ambulance Service, London Fire Brigade, Metropolitan Police Service, City of London Police, TfL and British Transport Police.
Merry Christmas! Don’t forget to #EatPacePlan.