

Dry January 2023 Partner Toolkit

#DryJanuary is a movement across New Hampshire, the US, and beyond that was created to encourage people to take a break and abstain from drinking alcohol throughout the month of January. The campaign originated with AlcoholChange.org.

The Partnership has created this mini-kit of posts for partners to share #DryJanuary content. The easiest way to promote this content is to follow The Partnership social channels and “like” and “share” the content that we'll create and share from our campaigns: [Take A Break NH](#), [Sober Curious](#) - which runs on [Binge-Free 603](#), and [Today is For Me](#). The Partnership is also running paid Dry January promotion from the Take A Break NH and Binge-Free Sober Curious branded social channels.

If your organization wants to post their own content in addition to liking and sharing our channels' content, please copy and save the images from the website and use the associated post text provided here. **Don't forget to tag us!**



Get a fresh start in 2023! Feel better, sleep better, and improve your overall health by taking a break from alcohol this month with #DryJanuary.



Take control this year - health is wealth! Why not try a Dry January? According to AlcoholChange.org, 86% of people saved money and 65% of people noticed generally improved health while participating in Dry January. Will you give it a go? #DryJanuary



It's #DryJanuary! Being alcohol-free for a month can show us that we don't need alcohol to have fun, relax, or socialize, and can help us practice healthier drinking habits throughout the year. Are you giving it a try? Let us know in the comments below!



What are some health benefits to an alcohol-free month? Participating in Dry January can lower your blood pressure, reduce your risk of diabetes, and lower your cholesterol. Will you try it out?



Want to try #DryJanuary but not sure where to start? Don't feel like you have to say no to social plans just because you aren't drinking alcohol. More establishments are even offering fun #mocktails to try! Telling others about your journey will help hold you accountable and might even get some others on board.



#DryJanuary comes with a wealth of benefits for your health. Many people report healthier alcohol habits throughout the year after participating in Dry January. Are you in?

Click the Icons to Follow our Partner Campaigns:

[Take A Break NH](#)  

[Binge-Free603](#)  

[Today is for me.](#)  

