



Fresh look for us. Fresh outlook for you?

You may have already heard, but just in case you haven't, we are thrilled to introduce our new name and brand!

From 1st January we are now called **Lena** (By Inspire) and over the coming weeks you will slowly start to see this filtering through in all our outward communications, starting with our January E-zine.





Dry or Drink Less January

Time to rethink your drinking?

Dry January is a UK public health campaign encouraging people to abstain from alcohol for the entire month of January. Similarly, in Ireland they promote Drink Less January during this month.

Both initiatives aim to raise awareness about the effects of alcohol, reset drinking habits, and promote better health overall.

Studies have shown that people who participate in Dry January often reduce their alcohol consumption in the longer term, and that improvements in participants' health and wellbeing continue into the weeks and months after the campaign ends.

Health benefits

Physical: Improved liver function / Better sleep quality / Enhanced energy levels / Weight loss (for some)

Mental: Reduced anxiety and stress and Improved mood and focus

Many people who reduce or stop drinking report feeling a greater sense of control over their lives, increased happiness, and a deeper understanding of their emotional needs.

Financial benefits

The cost savings of not drinking alcohol can be significant, depending on how much you typically spend.

Typical prices in Ireland and the UK

Pubs/Bars:

A pint of beer: £5-£8 or €6-€10

A glass of wine: £5-£8 or €8-€13

A measure of spirits (eg vodka) £4-£8 or €6-€10

Supermarkets/Off-Licences:

Bottle of wine: £6-£12 or €5-€10

Pack of 4 beers: £4-£7 or €8-10

Spirits (eg vodka): £15-£25 or €15-€30 per bottle

It all adds up

- If you are spending £/€ 40 per week on alcohol
- You could save £/€ 160 if you stopped drinking for the month of January
- And a whopping £/€ 1,920 if you gave up for the whole year!

The money you save could be put to better use in lots of ways - whether it's paying off debt or building up savings, or treating yourself to a holiday, or even funding a new healthier hobby such as a gym membership or yoga classes. The choices are endless and your body, your mind, and your wallet will thank you for it!

Practical advice to help reduce your drinking

1. Set clear goals / Plan alcohol-free days

Decide how much and how often you want to drink. Designate specific days of the week to go without alcohol. Gradually increase these days over time. Stick to the plan!

2. Avoid triggers

Identify situations, people, or emotions that make you want to drink and aim to avoid or work around these - particularly for the days you have committed to being alcohol-free.

3. Track your drinking

Keep a journal, or use the tracker or virtual bar on the Lena Support Hub, or an app, to monitor how much you drink.

4. Have alcohol-free alternatives

Stock up on non-alcoholic beverages like sparkling water, herbal teas, mocktails, or alcohol-free beer and wine. Try experimenting with creative drink recipes to make it fun.

[Visit the Hub](#)

Free online webinar

Alcohol Awareness

To mark Dry January/Drink Less January, Lena is delivering a free 1-hour Webinar with up to 500 free places available.

Date & Time:
Wednesday 8th January 2024, 12-1pm

There are many different reasons for using alcohol, however, alcohol can have a major impact on many areas of our lives, including our mental health and wellbeing.

In this online workshop you will:

- Improve your understanding and awareness of alcohol
- Gain an understanding of potential indicators of problematic use
- Discuss the potential harm caused by alcohol on our physical and mental health
- Gain awareness of supports to minimise harm



[click here to secure your place](#)

Blue Monday

Blue Monday is a term often used to describe the third Monday in January, which is labelled by some as 'the most depressing day of the year.' The idea originated in 2005 as part of a marketing campaign by a UK travel company and has since gained cultural significance.

Based on a formula that factored in things like bad weather, darker days and nights, post-holiday debt, and already broken New Year's resolutions and arguing that these then led to a drastic dip in motivation and mood. However, there's no real evidence to suggest that a single day is (or should be) any more depressing than another.

Brew Monday

Brew Monday is a positive mental health campaign that was launched by the UK-based charity Samaritans as an antidote to the idea of 'Blue Monday.'

Brew Monday encourages people to connect with others over a cup of tea or coffee whether that's at home, in the community, or in the workplace.

Use the 20th January as a positive opportunity for having meaningful conversations about mental health and wellbeing.

How to stay mentally healthy this January

1. Check in on your mental health and that of others
2. Spend time with friends or family for emotional support
3. Focus on small achievable tasks to build momentum and motivation
4. Practice self-care, such as exercising, meditating, or engaging in hobbies
5. Make plans for activities to look forward to in the coming months

The right support, at the right time.

New look, same values

Whilst we may have gotten a makeover – nevertheless you can be assured of:

- the same great service,
- exceptional customer care, and
- dedication to excellence

that you've come to know and trust in relation to the support we provide you with on behalf of your employer.

All existing telephone numbers and Support Hub log-in pins remain the same, and everything old (ie email and web addresses) will automatically redirect to the new versions, so please don't hesitate to reach out to us just as you've always done.

We're always here to help.

At one time or another we all experience challenges that can leave us feeling overwhelmed.

At times like these, it may be useful to speak with someone trained to listen who can offer advice, guidance, and a fresh outlook.

The support available via Lena is fully independent and provides you with access to a range of mental health and wellbeing interventions, including:

- A free and confidential 24/7 Ireland-based helpline, available 365 days a year
- Rapid access to therapeutic support provided locally by qualified, empathetic, and experienced therapists
- Structured counselling delivered face-to-face, by telephone, or by video (your choice)
- Online information, self-help tools, and resources hosted on our digital Support Hub

[Email us for support](#)

Expert care, **with you at the centre.**

