



Aha!... the moment the penny drops and you get the message about alcohol.

What is the message of the Aha! Campaign?

Thinking about your drinking

The campaign encourages people to think about their drinking, to reduce any excesses and to use the extra time, money and energy for activities that improve health, wellbeing and quality of life.

Less is More

A reduction in alcohol consumption provides opportunities for gains in health, wellbeing and quality of life.

LESS alcohol provides opportunities for MORE personal fulfilment such as:

- MORE health and wellbeing
- MORE time for friends and family
- MORE disposable income

How can you support the campaign?

- By joining the Alcohol Health and Wellbeing Alliance (Aha!)
- By placing the Aha! logo on your website, social media sites, email footer, posters, or other promotional products.
- By submitting your name/business name/logo to our list of Alliance members
- By promoting Aha! activities and events
- By Thinking about Your drinking

To register your interest and see how you can get involved:
info@ahacampaign.ie

