



Maggie's COACHING TIPS

When You're Using Alcohol to Cope

Alcohol can feel like a quick way to numb, escape or relax. But if it's your go-to way of coping, it may be masking deeper needs.

Let's get curious, not judgemental.



SIGNS IT MIGHT BE MORE THAN JUST A DRINK

You drink to deal with stress, anger, sadness or anxiety.

You're drinking more or more often than you used to.

It's hard to relax, switch off or fall asleep without alcohol.

You use drinking to avoid feelings or problems.

It's affecting your sleep, health or relationships.

The thought of cutting back or stopping feels difficult.

COACHING STEPS – GET CURIOUS

1

NOTICE THE PATTERN

- What usually happens just before I want a drink?

2

NAME THE FEELING

- What emotion or need is underneath?

3

IDENTIFY THE NEED

- Am I looking for calm, confidence, sleep, escape or relief?

4

WEIGH IT UP

- What does alcohol give me in the short term?
- What does it take away from me afterwards?

5

EXPLORE ALTERNATIVES

- What else could meet even a small part of that need?

6

TAKE A SMALL STEP

- What's one small change I could try this week?

MAGGIE'S COACHING TIP

*Don't begin with judgement.
Begin with understanding.*

When we understand the need underneath a behaviour, we have somewhere meaningful to start and real change becomes possible.

Maggie

WHAT THE PROFESSIONALS SAY

The World Health Organization (WHO) says that alcohol can be a way of coping with stress, trauma, anxiety and depression. NHS guidance highlights that regular drinking to manage emotions can increase the risk of dependence and impact our physical and mental health.

Professional support is about understanding, not blaming.

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“The curious paradox is that when I accept myself just as I am, then I can change.”

– Carl R. Rogers



Be kind to yourself. You're doing the best you can with what you know.

You don't have to do this alone.

