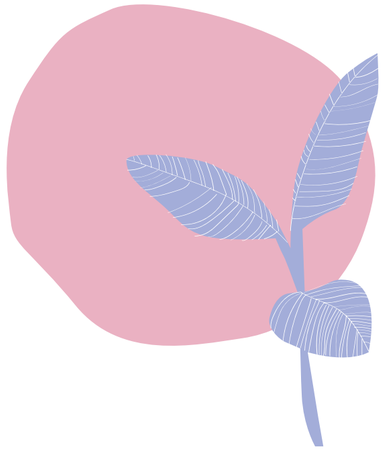
ADAPT
drinks

Dry July Changing Habits Guide



"Our daily decisions and habits have a huge impact upon both our levels of happiness and success."

- Shawn Achor - Author of The Happiness Advantage

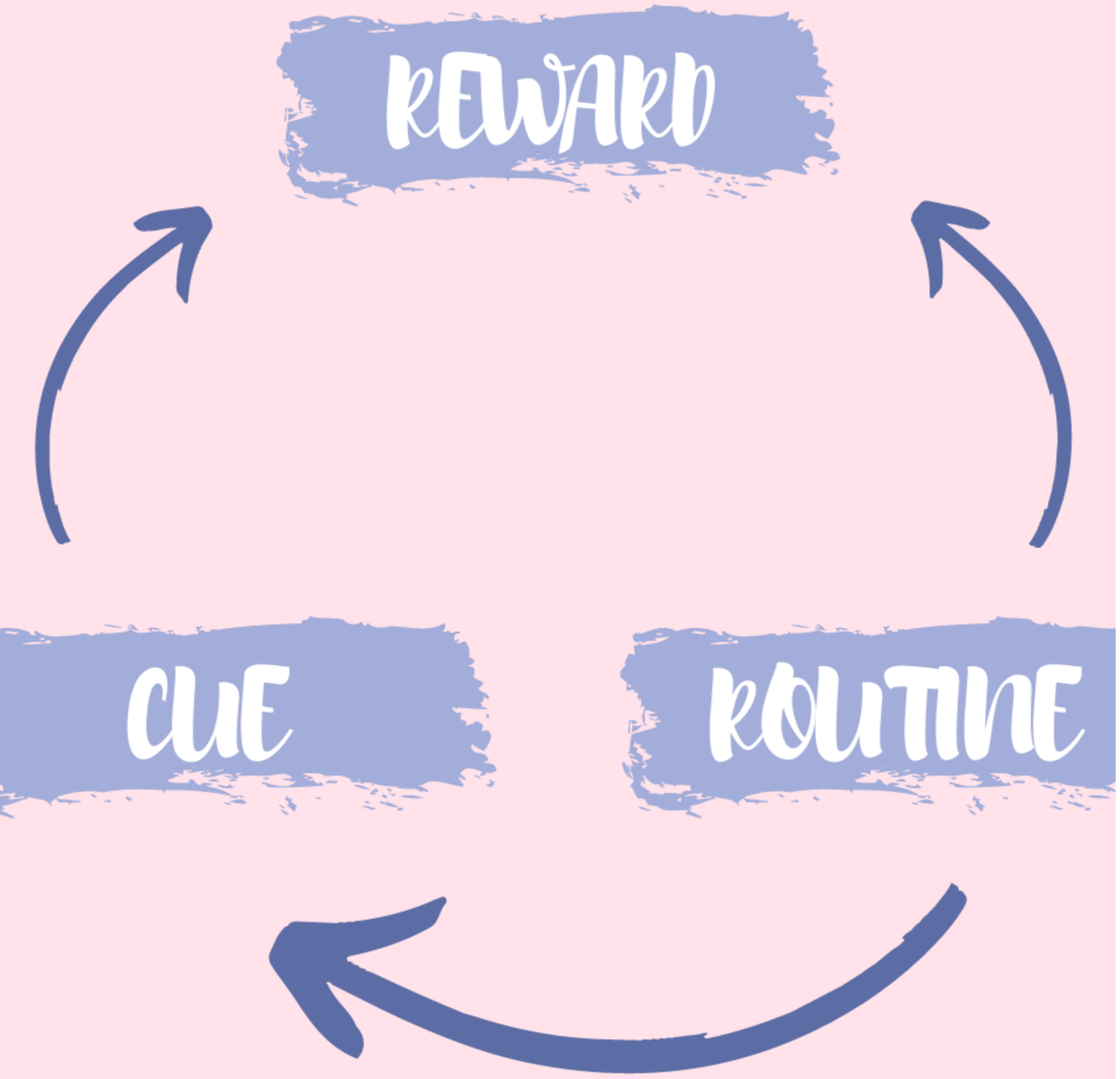
What are habits?

"the choices that all of us deliberately make at some point, and then stop thinking about but continue doing, often every day"

Charles Duhigg - The Power of Habit

Having an alcoholic drink for many is a habit

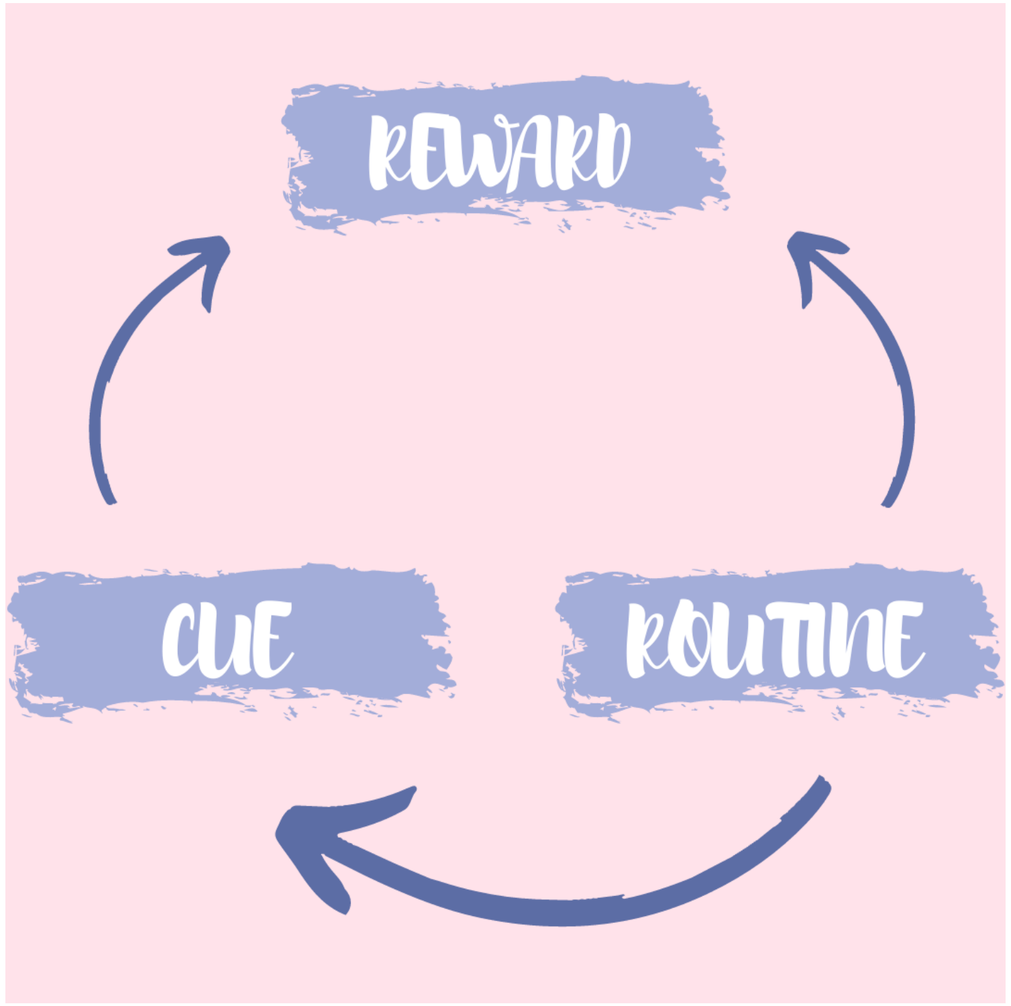
It has evolved over time and isn't something you necessarily make a conscious choice about. It has become part of the end of day routine.



The habit loop

To change our habits, we need to understand the habit loop. At the core of every habit, there is a loop that consists of three parts:

1. First, there is a cue, a trigger that tells your brain to go into automatic mode and which habit to use.
2. Then there is the routine, which can be physical, mental or emotional.
3. Finally, there is the reward, which helps your brain figure out if this particular loop is worth remembering for the future.



The key reason habits are so powerful is that they create neurological cravings.

Most of the time, these cravings emerge so gradually that we're not really aware they exist, so we're often blind to their influence.

But as we associate cues with certain rewards, a subconscious craving emerges in our brains that starts the habit loop spinning.

We start doing the habit without making the conscious decision to do it.

It is why we don't have to think about brushing our teeth in the morning, we just do it. The craving we seek is the clean tingling feeling we get when we brush our teeth, that makes us feel ready for the day.

The changing habits framework

1. Identify the routine
2. Isolate the cue
3. Experiment with rewards
4. Have a plan

ROUTINE

Identify the routine

- Where do you drink?
- What time of the day is it?
- What do you do before the drink?
- What do you do after the drink?
- Is it regular?

CUE

Isolate the cue

Science experiments have shown that almost all habitual cues fit into one of five categories:

1. Location
2. Time
3. Emotional state
4. Other people
5. Immediately preceding action

Experiment with rewards

Most see alcohol as a reward at the end of the day. Play with substitutes that make you feel like you have been rewarded, for example:

- Have a glass of Adapt Relax!
- Sit down for 10 minutes by yourself (hide if you have to!)
- Try an alcohol free wine, beer or spirit
- Take a short walk outside

Have a plan

There will be times outside your routine that will bring cues for you to drink. Have a plan on how to handle these in advance, for example:

- Be the designated driver
- Bring along Adapt Relax or an alcohol free wine, beer or spirit so you have something you enjoy to drink
- Tell those around you to help keep you accountable

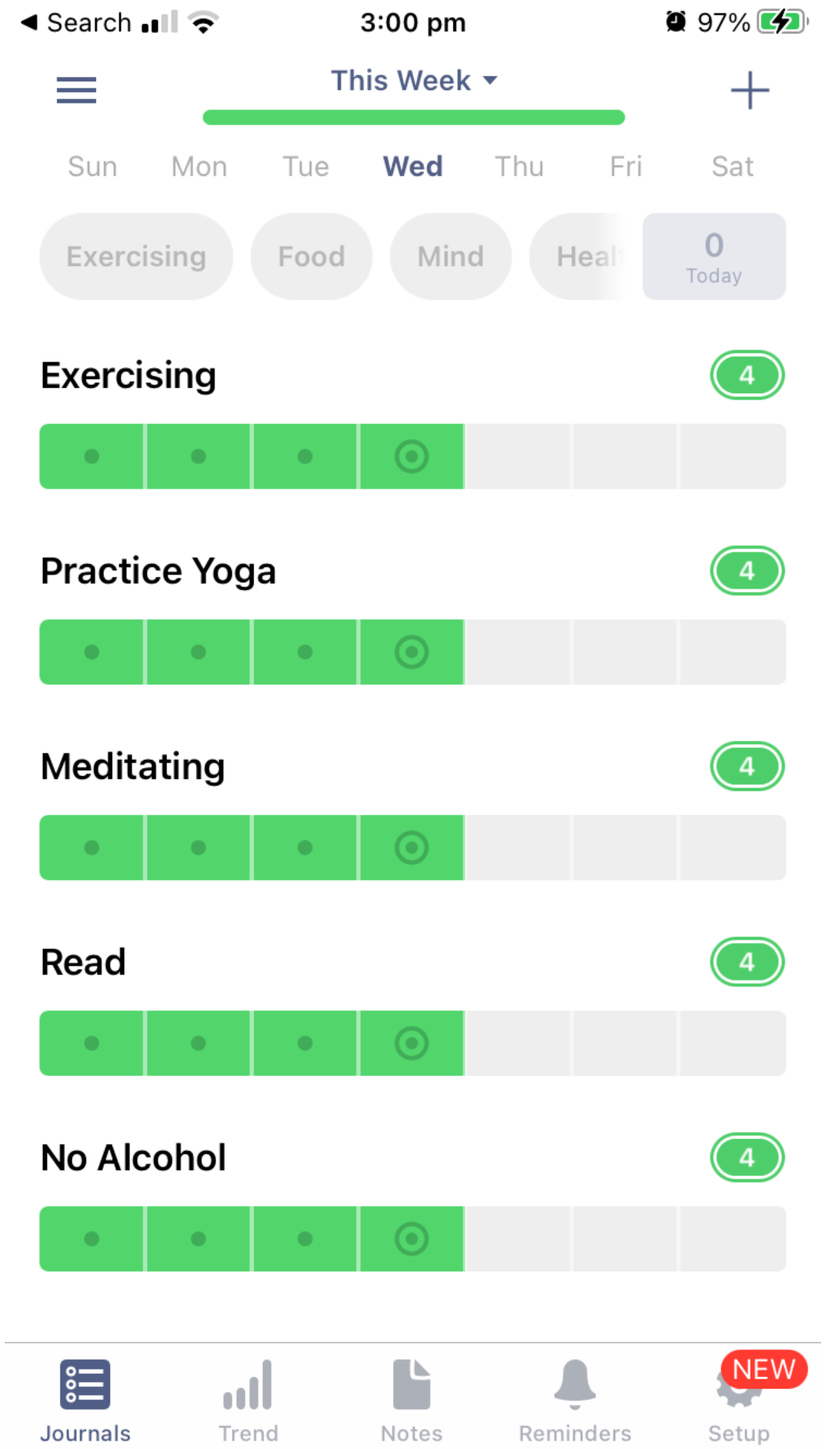
Track your progress

Having a physical representation tracking habits works in two key ways:

- Tracking the habit makes it top of mind.
- Once you get a streak of consecutive days, you really don’t want to break it.

Tools for tracking

- **X on your calendar** – mark off each day that you complete the desired habit.
- **Apps** – there are many out there but we think The Way Of Life App is great.



Set yourself up for success

- Remove alcohol
- Stock up on non-alcohol substitutes
- Connect with others doing Dry July - join us dryjuly.com/teams/adapt-drinks

Focus on what you will gain from going alcohol free

1. No hang overs
2. Better sleep
3. Clear head
4. Raise needed funds
5. Reduce cancer risk
6. Give your liver a break
7. More energy
8. More control

Join us

Fundraise $20 for Dry July team Adapt Drinks and receive 20% of all Adapt Drinks orders from now until end of July 2021!

adaptdrinks

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