

Are you ‘sober curious’?

For people in many cultures and communities, drinking alcohol is a regular part of social life. But more and more people are choosing to drink less or not at all for a variety of personal and wellness reasons.

As they do, they often face peer pressure and stigma from loved ones, colleagues and even strangers: ‘Why don’t you drink?’ ‘Come on, just have one, it’s a celebration!’ ‘After the week we’ve had, we need a drink!’

The thing is, it doesn’t matter why someone decides to limit their alcohol consumption – it’s no one else’s business unless they choose to share. What does matter is that they feel supported in their decision.

Use this interactive guide to create at least a week of sober fun. Choose one item from each column, then mix and match them to create an alcohol-free activity.

Drink of choice	Activity	Things to think or talk about to keep your mind off alcohol
<ul style="list-style-type: none">• Get a smoothie.• Find a mocktail recipe online to make.• Fill your wine glass or pint glass with sparkling water.• Add a spice you like, such as cinnamon, cardamom or chilli powder, to coffee, tea or simply hot water.• Drink a juice blend you’ve never tried before.• Gather your favourite fruit and herbs together and mix with water, tea or juice.• Grab a cup of herbal tea.• Try a non-alcoholic beer, wine or spirit.	<ul style="list-style-type: none">• Go to a museum, art gallery or sporting event in your area for the first time.• Choose an eatery that doesn’t serve alcohol.• Make or buy a dessert you enjoy and share it with a friend when sugar cravings hit.• Skip happy hour to complete one thing on your to-do list.• Donate money to a favourite cause or buy a gift for yourself or someone else with the money you’d normally spend on alcohol.• Make a list of when you’re most likely to drink alcohol or be around that environment, then write down changes you could make to your schedule or routines to support yourself.• Do something you find relaxing and fun, such as going for a walk in a nearby park, spending the afternoon reading, writing or drawing, watching a film or working on a DIY project.	<ul style="list-style-type: none">• A mentor who inspires you in life, work or play.• Your first pet or favourite friend.• A time you spoke up for yourself – what happened and why?• A major milestone you worked hard to achieve, including how you did it, challenges overcome and how you felt after accomplishing it.• A favourite memory with friends that didn’t involve alcohol.• Your favourite view – close your eyes and imagine looking at it, and describe what you see and how you feel.• A joke, show or person that makes you laugh every time.



Seek support

If you are concerned that you or someone close to you may have an alcohol or other substance use disorder, support is available. Consult a medical or mental health professional.

Sources:

Alcohol and Drug Foundation. [What is ‘sober curious’?](#). 5 June 2025.

American Psychological Association. [‘Sober curiosity’ destigmatizes the desire not to drink](#). 1 Jan 2025.

Institute of Alcohol Studies. [“The best me probably would be better without alcohol”: What women told us about the sober curious movement](#). 21 Feb 2023.

National Institute on Alcohol Abuse and Alcoholism. [Sober-curious young Americans may be changing the conversation around alcohol](#). 1 Sept 2024.



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