



UNIVERSITY OF LEEDS

This is a repository copy of *New Year, New You: A Qualitative Study of Dry January, Self-Formation and Positive Regulation*.

White Rose Research Online URL for this paper:  
<http://eprints.whiterose.ac.uk/137043/>

Version: Accepted Version

---

**Article:**

Yeomans, H [orcid.org/0000-0001-7095-1141](https://orcid.org/0000-0001-7095-1141) (2019) *New Year, New You: A Qualitative Study of Dry January, Self-Formation and Positive Regulation*. *Drugs: Education, Prevention and Policy*, 26 (6). pp. 460-468. ISSN 0968-7637

<https://doi.org/10.1080/09687637.2018.1534944>

---

© 2018, Informa UK Limited, trading as Taylor & Francis Group. This is an author produced version of a paper published in *Drugs: Education, Prevention and Policy*. Uploaded in accordance with the publisher's self-archiving policy.

**Reuse**

Items deposited in White Rose Research Online are protected by copyright, with all rights reserved unless indicated otherwise. They may be downloaded and/or printed for private study, or other acts as permitted by national copyright laws. The publisher or other rights holders may allow further reproduction and re-use of the full text version. This is indicated by the licence information on the White Rose Research Online record for the item.

**Takedown**

If you consider content in White Rose Research Online to be in breach of UK law, please notify us by emailing [eprints@whiterose.ac.uk](mailto:eprints@whiterose.ac.uk) including the URL of the record and the reason for the withdrawal request.



[eprints@whiterose.ac.uk](mailto:eprints@whiterose.ac.uk)  
<https://eprints.whiterose.ac.uk/>

Figure 1. Regulatory Pyramid of Strategies for Responding to Drinking/Drunkenness (from AUTHOR, 2017)

