

Newsletter from Alcohol Focus Scotland

[View this email in your browser](#)



August 2023

UPDATE

Unacceptable rise in alcohol-specific deaths

1,276 people lost their lives because of alcohol in 2022 according to National Records of Scotland.

Each of these deaths was preventable and we need to do more to reduce the harm caused by alcohol to individuals, their families and communities.

Alcohol Focus Scotland are urging the Scottish Government to take action to combat the **40% reduction** in access to specialist alcohol services in addition to delivering on commitments made in the 2018 Alcohol Framework to introduce preventative policies to save and improve people's lives.

Laura Mahon, deputy chief executive of Alcohol Focus Scotland, said, "For the third year in a row we've seen deaths caused by alcohol increasing. This is completely unacceptable, with each of these deaths being preventable. We need to be going further and faster in our efforts to reverse this appalling trend."

 [Read more](#)

POLICY

Alcohol marketing: "If it's changed, it's our future it will help" say children and young people

tighter restrictions on alcohol marketing and promotion in Scotland and provides 16 recommendations for the Scottish Government to consider.

Young people involved in the work supported the phasing out of alcohol sponsorship from sports teams and sporting events, and the introduction of restrictions in local shops and supermarkets to make alcohol less visible to young people. They also want a reduction in the volume of online and television alcohol advertising that young people see. Participants also suggested “toning down” the content of alcohol advertisements, to make them less appealing to children and young people. Many young people also highlighted that newer drinks have packaging and flavours that attract the attention of children and young people.

The young people involved in this project said they hoped introducing new restrictions on alcohol marketing would lead to “healthier and happier people”.

- 🔗 [Read a blog post about the report](#)
- 📄 [Read the report and the recommendations](#)

TRAINING

Working with children and young people

Take a look at Alcohol Focus Scotland's upcoming training sessions which introduce resources developed for use with children, young people, or families affected by alcohol harm. Participants will learn how to use our materials to help build children's resilience, describe the impact of harmful parental drinking, and support children and families affected by a family member's drinking.

🔗 Find out more and book your place:

- **Rory: Friday 8 September 2023**
- **Children Harmed by Alcohol Toolkit (CHAT): Thursday 14 September 2023**



Alcohol Awareness

Want to better understand alcohol, its impact, and basic ways to provide support and signpost others affected by alcohol use?

 Find out more and book your place:


- **Alcohol Awareness: Wednesday 27 September 2023**
- **Alcohol Affects Us All (enhanced Alcohol Awareness): Friday 29 September 2023**

CONSULTATIONS

Scottish Parliament Committees Call for Views on Finance and Pre-Budget Scrutiny

Alcohol Focus Scotland has responded to two Scottish Parliament Committee's calls for views on the sustainability of Scotland's finances and pre-budget scrutiny.

We highlight the significant economic burden of alcohol use in Scotland, particularly to our health service, and propose the introduction of an alcohol harm prevention levy to help combat the unprecedented financial challenges Scotland is facing. The Scottish Government should use its fiscal powers to raise revenue from the sale of alcohol, making the 'polluter pay', to help offset the significant costs to the public sector of dealing with the consequences of alcohol harm and fund public services, including improved recovery-oriented services. This should go hand in hand with the implementation of cost-effective preventative policies, such as minimum unit pricing and alcohol marketing.

 Read our responses:

- **Finance and Public Administration Committee: The Sustainability of Scotland's Finances**
- **Health, Social Care and Sport Committee: Pre-budget Scrutiny 2024-25**



RESEARCH

“I don't want to introduce it into new places in my life”: The marketing and consumption of no and low alcohol drinks

A recent publication in the International Journal of Drug Policy highlights the ways in which the expanding NoLo market may present challenges and opportunities in relation to public health.

The study looked at the promotion of NoLo products and the tendency to focus on addition marketing, encouraging people to drink NoLo products in addition to their typical weekly drinking patterns, such as at the gym. NoLo consumption is also depicted as a short-term measure, accompanied by the expectation that "real" alcohol can be consumed in traditional drinking spaces and contexts.

In this study there was no evidence of NoLos being consumed on top of existing alcohol consumption, despite this finding being reported elsewhere. Participants reported being more likely to drink NoLos in place of alcohol and incorporate them into their existing drinking routines.

 [Find out more](#)

RESEARCH

The effectiveness of alcohol label information for increasing knowledge and awareness: a rapid evidence review

New research published in the BMC Public Health suggests that alcohol labelling is an effective intervention that should be added to the broader suite of policy options.

The researchers looked at the effectiveness of bottle labels for improving understanding of

in drinking alcohol, enabling them to make informed decisions around consumption, and perhaps provide a route to changing behaviour. The literature review suggests that the specific format of the label matters, prompting careful consideration of the design and placement of labels.

Thus, effective alcohol labelling is an intervention that policymakers should consider. The authors also note that public support for labelling is high.

 **Read the study**

EVENT

CPG on Improving Scotland's Health: AGM

The next meeting of the Cross-Party Group on Improving Scotland's Health will be the AGM, held online on Wednesday 6 September 2023, 12:45 - 13:15.

The meeting is only for interested MSPs and registered group members who have completed a declaration of interest form. Members will have already received the Zoom registration link. Please contact the secretariat at CEO@ashscotland.org.uk if you would like to become a member of the CPG.

 **Find out more about the CPG**



EVENT

WHO Less Alcohol Webinar Series

The World Health Organization has announced the return of the Less Alcohol Webinar Series for its third edition.

are free with prior registration available at the links below:

- **Alcohol and the environment: how to green alcohol control policies?** Monday 18 September, 13:00 CET
 - **Alcohol monopolies: what does it take for alcohol monopolies to work?** Wednesday 18 October, 13:00 CET
 - **Youth and alcohol: do new trends demand new solutions?** Tuesday 7 November, 13:00 CET
 - **Measuring alcohol policy implementation: are existing tools and methods fit for purpose and use?** Thursday 7 December, 13:00 CET
-
-
-



**ALCOHOL
FOCUS
SCOTLAND**



166 Buchanan Street, Glasgow G1 2LW



0141 572 6700



enquiries@alcohol-focus-scotland.org.uk



www.alcohol-focus-scotland.org.uk



[@alcoholfocus](https://twitter.com/alcoholfocus)

Copyright © 2023 Alcohol Focus Scotland, All rights reserved.
You can [update your preferences](#) or [unsubscribe from this list](#).



**INTUIT
mailchimp**