



**Alcohol Focus**  
SCOTLAND

preventing and reducing harm

# Strategic Plan 2016 - 2019

## who we are

### our mission

To play a leading role in creating a world where alcohol is no longer a major cause of harm.

### our vision

A future free from widespread health and social harm caused by alcohol.

### our approach

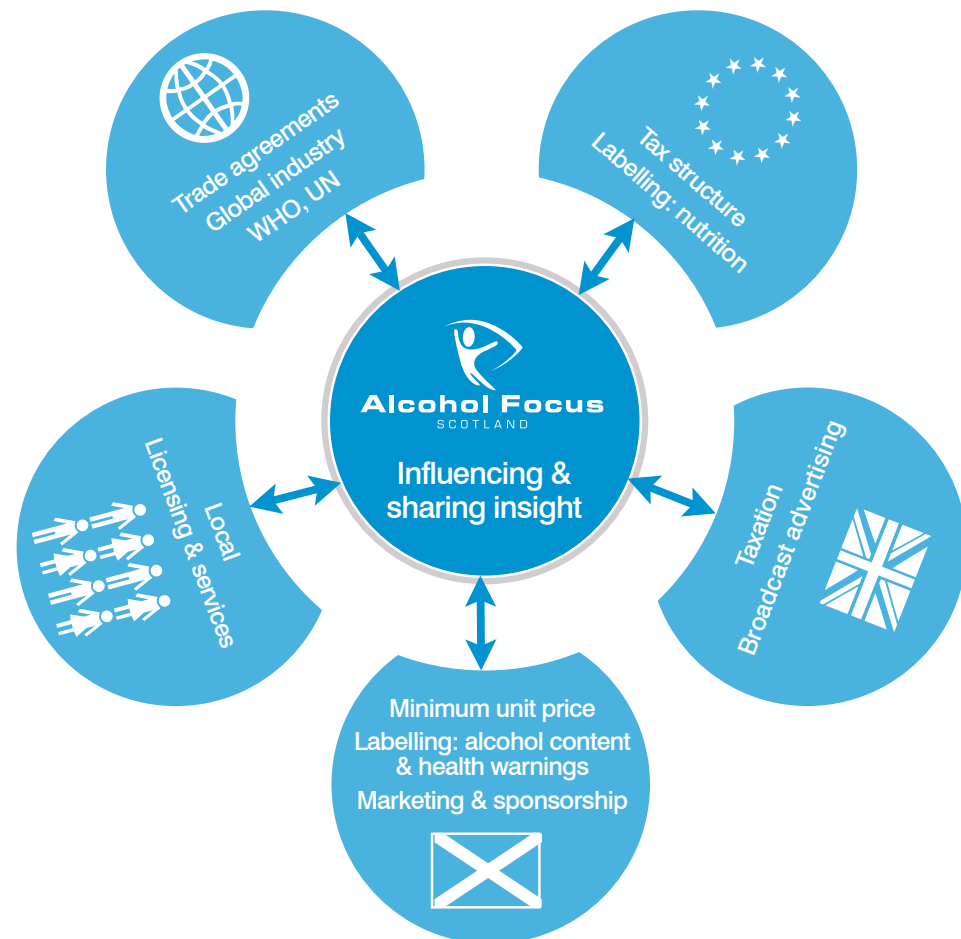
We build public, professional and political support for action to prevent harm by reducing alcohol consumption, in Scotland and beyond.

### our values

Independent, equalities-focused, evidence-based, respectful and collaborative.

## our unique role

Alcohol Focus Scotland (AFS) makes a unique contribution to preventing alcohol harm in Scotland by promoting effective and cost-effective action to reduce consumption. We work in close collaboration with partners to promote action and sharing of good practice at local, UK, European and global level.



## why what we do is important

**Alcohol claims 22 lives a week in Scotland, with those of us living in deprived areas eight times more likely to die.**

Thousands more suffer through ill health and disease, the corrosive effect on our children and families and the increased insecurity and crime in our communities. All of this is a huge drain on our public services and holds back our economy. The total cost is a staggering £3.5 billion each year. That's £900 each, and more than £1 billion more than the entire education budget.

But it doesn't have to be this way. We can change Scotland's relationship with alcohol and ensure everyone is able to fulfil their potential, free from alcohol harm.

We know what works to prevent harm: action on affordability, availability and marketing, backed up by effective implementation and delivery of high quality services.

AFS has led the way in Scotland, and internationally, in advocating an evidence-based approach to tackling alcohol misuse. We have been successful in helping to deliver a more progressive strategy in Scotland and working with partners to shape the debate at UK, European and global level.

But consumption in Scotland is still at historically high levels. The 5% increase in mortality in 2014 shows there is much still to be done.

## our strategic outcomes

### individuals



Each of us is able to live a healthy and full life, free from alcohol harm.

### children & families



Our families are nurturing and thriving, free from the corrosive effect of alcohol on relationships. Our children are able to enjoy a happy childhood, free of alcohol and alcohol marketing.

### communities



Our communities are safe, supportive and successful places where we can all fulfil our potential, free from alcohol-fuelled inequality.

### Scotland



We are a flourishing and progressive country with an international reputation for using the most effective and cost-effective approaches to prevent and reduce alcohol harm.

### UK & international



Our world is a healthier and more equal place where evidence-based policies are implemented at UK, EU and international levels.

# our strategic priorities

In order that action to reduce consumption and harm in Scotland is effective, we need to ensure that all parts of the system - local, national and international - play their part.

## a whole system approach

### effective policy and implementation

Encouraging the development and implementation of effective alcohol policies at local, national and international level by identifying and sharing evidence and good practice.

We will analyse and communicate independent evidence on the scale and range of harms caused to individuals, families and communities by alcohol and on effective and cost-effective ways to tackle it.

## understanding the harm

### my drinking

Helping people to understand and make informed decisions about their drinking by ensuring access to the best independent information on the health risks and the impact on others.

### harm to others

Increasing understanding of the wide impact of others' drinking on children, families, colleagues, public services and the economy, and the best ways to reduce this. Improve identification of and support for those affected.

The international evidence is clear on the three 'best buys' to prevent harm, which should form part of any alcohol policy.

## primary prevention

### increase price

Broadening understanding of, and support for, minimum unit pricing as well as for complementary tax increases at UK level.

### control sales

Encouraging controls on where, when and how alcohol is sold. Ensuring the effective implementation of licensing legislation by supporting licensing boards and forums to promote the licensing objectives.

### restrict marketing

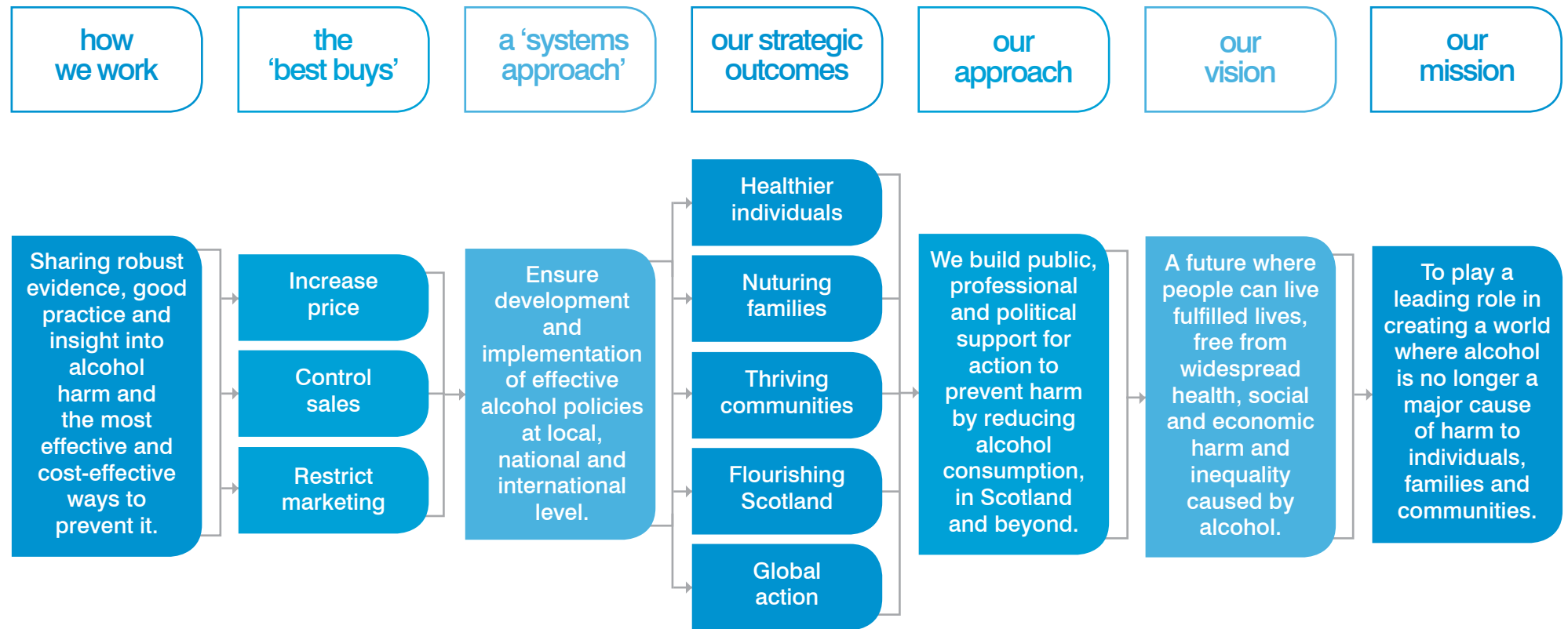
Encouraging controls on the scale and extent of alcohol advertising and sponsorship, in particular protecting children from exposure to alcohol marketing.

## what we do

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# Alcohol Focus Scotland Strategic Plan 2016-2019



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