



Strategic plan

2019-2022

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WHO WE ARE



Our vision

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



Our mission

To deliver effective and cost-effective action to reduce alcohol consumption and harm in Scotland and beyond.



Our values

Independent, equitable and fair, evidence-based, person-centred, respectful and collaborative.

OUR UNIQUE ROLE

Alcohol Focus Scotland (AFS) makes a unique contribution to preventing alcohol harm in Scotland by promoting cost-effective action that works for people and communities and which reduces health inequalities. We work with a wide range of people and partners who put the public interest first.

We promote the sharing of good practice at local, UK, and international level. We do not work with the alcohol industry, as the World Health Organization states:

“The alcohol industry has no role in the formulation of alcohol policies, which must be protected from distortion by commercial or vested interests.”

Our focus

AFS works across all of these areas, primarily focusing on Scotland while also overlapping and contributing on a UK and international level.



WHY WHAT WE DO IS IMPORTANT

Change is possible. Over the last ten years Scotland has been internationally recognised for the bold steps it has taken to reduce alcohol consumption and harm, including introducing minimum unit pricing. AFS has been at the forefront of explaining and expanding the evidence base for action. From historic highs in the early 2000s, alcohol deaths and hospital admissions have reduced, improving the lives of many Scots and their families.

But still too many of us are suffering too much harm. Alcohol claims 10 lives a day in Scotland, with those of us living in deprived areas around eight times more likely to die. We need to change Scotland's relationship with alcohol and ensure everyone is able to fulfil their potential.

We know the 'best buys' which will help bring about that change: action to reduce affordability, control availability and restrict marketing of alcohol. These need to be accompanied by delivery of high quality recovery-oriented treatment and support.

“Promoting cost-effective action that works for people and communities...”

What's new?

We will give greater emphasis to co-producing approaches with those affected by alcohol issues, for example, in our work programmes on My Drinking and Harm to Others.

We will undertake work to support local Alcohol and Drug Partnerships to reduce alcohol related deaths.

We have included work on ensuring AFS is well-managed and sustainable as an explicit part of our Strategic Plan.

OUR STRATEGIC PRIORITIES



People

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



Communities

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



Children and 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.



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.

OUR APPROACH



The 'Best Buys'

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

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 marketing, in particular to protect children and young people from exposure to it.



Understanding & Reducing Harm

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

My Drinking

Helping people 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.

Treatment & Care

Supporting local Alcohol & Drug Partnerships to reduce alcohol deaths.



A Whole System Approach

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

Building Advocacy Capability

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

“ Helping people understand and make informed decisions about their drinking. ”



Sustainable AFS

We will ensure that AFS continues to be able to operate effectively.

Capacity and Capability

Developing and maintaining the necessary knowledge and skills in both board members and staff to deliver our priorities.

Continuous Improvement

Using sound programme management practice and reflection to continuously improve our effectiveness.

Good Governance

Providing good governance and sound management so we can continue to deliver effectively and efficiently.

Funding

Ensuring financial sustainability by developing and implementing a fundraising strategy to diversify funding streams.

WHAT WE DO

Alcohol Focus Scotland is the national charity working to prevent and reduce alcohol harm. We do this through our advocacy work which encompasses policy and research, learning and development, and communications.

OUR IMPACT

We will update our monitoring and evaluation framework to enable us to demonstrate delivery and to support improvement activity.



OUR VALUES



Independent

We are a charity which promotes the public interest.

We are independent from government and from the alcohol industry



Person-centred

We are committed to working with people to ensure policy and practice meet their needs



Collaborative

We are committed to working with others who share our Mission and Values, in order to achieve our Vision



Equitable & Fair

We are committed to promoting positive outcomes for all



Respectful

We treat everyone with dignity and respect and expect the same in return



Evidence-based

We use the best available evidence and experience, and seek to improve it



-  166 Buchanan Street, Glasgow G1 2LW
-  0141 572 6700
-  enquiries@alcohol-focus-scotland.org.uk
-  www.alcohol-focus-scotland.org.uk
-  @alcoholfocus

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