



Realising our Rights

How the Scottish Government can protect us from alcohol marketing

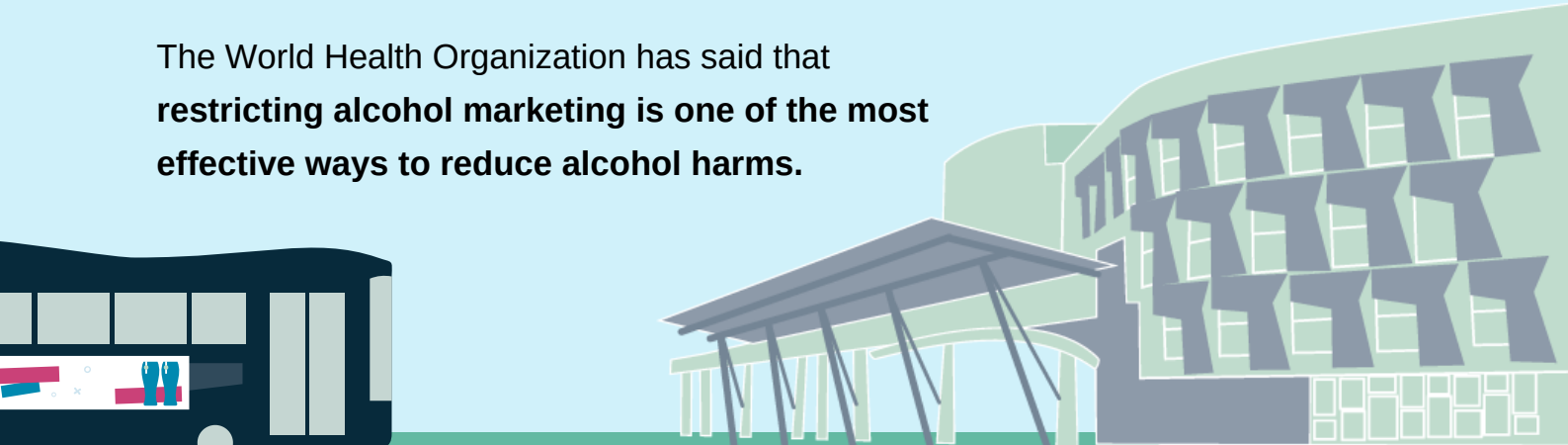
The **Alcohol Marketing Expert Network** recommends that countries introduce comprehensive statutory restrictions on alcohol marketing to protect and fulfil people's human rights, including their right to health.

Scotland has significant powers to legislate in a number of key areas.

The Network recommends that the Scottish Government should:


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- ✓ **Introduce statutory restrictions on alcohol marketing activities**, including:
 - advertising in outdoor and public spaces
 - sponsorship of sports and events
 - branded merchandise
 - advertising in print publications
 - ✓ Ensure alcohol displays and promotions in **shops** are only visible to those planning to browse or purchase alcohol.
 - ✓ Stop **price** being used as a promotional tool.
 - ✓ Mandate the display of health information on all alcohol **packaging**.
 - ✓ Ensure restrictions are **comprehensive** and explicitly include **all forms of brand marketing**, including identifiable fonts, colours, and taglines, not just brand names.

The World Health Organization has said that **restricting alcohol marketing is one of the most effective ways to reduce alcohol harms.**





Alcohol harms in Scotland

- **1 in 4** of us are drinking at levels that place our health at risk
 - **36% of 13 year olds** and **71% of 15 year olds** have drunk alcohol
 - **3700 people** die each year from alcohol, with **over a quarter** of these deaths from alcohol-related **cancers**
 - Alcohol costs **£3.6bn** each year, including almost **£500m** in health and social care costs
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Effects of alcohol marketing

Alcohol marketing affects us all. It makes us think positively about alcohol and encourages us to drink more.

“We see alcohol every day, up to a few times a day but we are just kind of used to seeing it.”

12-15 year old

“Alcohol marketing is utterly ubiquitous, it’s really hard to forget about the urge to have a drink when you’re surrounded by it. Even the ads for alcohol free variants.”

Person in recovery

Alcohol marketing leads **children and young people** to start drinking earlier, to drink more, and to drink at problematic levels.

People in recovery from alcohol problems talk about how alcohol marketing can act as a trigger and poses a risk to their recovery.




Public support in Scotland

- 75% of people support limiting children’s exposure to adverts
- 62% of people support restricting advertising, sponsorship, and promotion online and in outdoor and public spaces
- 48% of people support a ban on all alcohol advertising – with higher levels of support than opposition for this measure

Support our campaign

“I believe that alcohol marketing has no place in childhood. All children should play, learn and socialise in places that are healthy and safe, protected from exposure to alcohol marketing.”

Read

- [The full report](#)
 - [The summary](#)
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About Alcohol Focus Scotland

Alcohol Focus Scotland (AFS) is the national charity working to prevent and reduce alcohol harm.

Alcohol Focus Scotland is a Registered Scottish Charity (SC009538) and a Company Limited by Guarantee (Scottish Company No. SC094096).