



Alcohol Focus
SCOTLAND

Impact Report 2016-17

Reducing harm caused by alcohol

Who we are

Alcohol Focus Scotland is an independent charity working to prevent and reduce the significant harm that alcohol causes to health, families and communities in Scotland.

As Chief Executive, Alison Douglas leads the team working across policy, communications, learning and development.

Mary Cuthbert OBE is the Chair of Alcohol Focus Scotland's Board.

What we do

- gather and share evidence of the harm caused by alcohol
- promote effective policies to prevent and reduce this harm
- develop learning opportunities and resources to support best practice

Sobering statistics

- 24 alcohol-related deaths every week
- 35,000 alcohol-related hospital admissions every year
- Alcohol is a factor in more than half of violent crime
- 51,000 children live with a problem drinking parent
- £3.6 billion annual cost to Scotland

Highlights of the year

Protecting children from alcohol marketing

More than 30 health and children's organisations and more than half of all MSPs, across all political parties, supported our campaign to keep alcohol marketing out of childhood. [#alcoholfreekids](#)



At the Scottish Government's request, we facilitated a virtual network of international experts in alcohol marketing. The report of this group, "Promoting Good Health from Childhood: Reducing the impact of alcohol marketing on children in Scotland" identifies the practical measures which should be taken in Scotland to protect children and young people, including removing alcohol adverts from streets and public transport, and phasing out alcohol sponsorship in sport.

In July, we welcomed Professor David Jernigan and Professor Gerard Hastings to present at our seminar on alcohol marketing held at the Royal College of Physicians of Edinburgh.



Campaigning for minimum unit pricing

As the delay to minimum pricing entered its fifth year, AFS continued to highlight the problems caused by cheap, strong alcohol and the benefits that minimum pricing will bring. In October, minimum pricing was declared lawful for the second time but we strongly criticised the Scotch Whisky Association in an open letter signed by 15 organisations for declaring their intention to appeal this decision. We carried out a supermarket price survey which found that strong white cider was being sold for as little as 18p per unit, and highlighted the need to increase the duty on it in the Budget.

Supporting families affected by alcohol

We launched a new website www.myfamilyandalcohol.org.uk in January 2017 for people affected by or concerned about a family member's drinking. The website was developed in consultation with those with lived experience and includes animations, videos and online self-assessment tools to help people think about how their drinking might be affecting family relationships and wellbeing. The Minister for Childcare and Early Years, Mark McDonald MSP, introduced the resource at an event in the Scottish Parliament. Since its launch the website has been visited by over 7,500 people.



Changing Scotland's relationship with alcohol: Recommendations for further action

Along with our partners BMA Scotland, Scottish Health Action on Alcohol Problems (SHAAP) and Scottish Families Affected by Alcohol and Drugs (SFAD), we developed a comprehensive package of recommendations for the next phase of the Scottish Government's alcohol strategy. We pressed them to take bold action to control the widespread availability and marketing of alcohol. The report was published in March and received significant media coverage, as well as being the subject of a motion in the Scottish Parliament.



Working together on alcohol, tobacco and obesity

We formed a coalition with ASH Scotland, Obesity Action Scotland and Scottish Health Action on Alcohol Problems (SHAAP) to prevent the harms and health inequalities associated with alcohol, tobacco and unhealthy diet.

Alcohol Focus Scotland and ASH Scotland established a new Cross Party Group at the Scottish Parliament – Improving Scotland's health: 2021 and beyond. The group focuses on how we can improve the health of the next generation by preventing and reducing non-communicable diseases like cancer and heart disease, caused by alcohol, tobacco and unhealthy foods.

Providing practical resources for children affected by parental drinking

The roll out of our Rory and Lila resources to nurseries and primary schools across Scotland continued and we also developed a new resource,



C.H.A.T. (Children Harmed by Alcohol Toolkit). This is aimed at social work, family support and specialist alcohol services supporting children aged 3-16 years who have been referred because of a parent or carer's drinking. As well as training practitioners in how to use the toolkit effectively, we registered more than 150 people as part of a C.H.A.T. network to share tips and good practice.

We held an evidence inquiry session on the impact of parental drinking on children as the Scottish element of a UK research project which will report later this year.

Improving licensing policy and practice

In September we ran four regional licensing events involving 170 people working in licensing, health and community safety. Their views and experiences of how the licensing system operates were used to inform our recommendations to Scottish Government.

To assist local alcohol and health advocates in influencing licensing decisions, we provided



licensing training to representatives of 13 Alcohol & Drug Partnerships (ADPs) and 3 NHS boards.

We prepared to train every licensing board member in Scotland following the local government elections, by updating our Licensing Board Members' training and scheduling training courses for every local authority.

Supporting effective local action

We continued to deliver alcohol policy support to local Alcohol and Drug Partnerships (ADPs). This included two networking events for ADP Coordinators on action to reduce alcohol-related deaths and the use of video and other media to communicate key messages. Twenty ADPs were represented across the two events.

We published a series of local alcohol harm factsheets which were distributed to MSPs, local media and to all candidates standing in the local government elections. The stark statistics highlighted how alcohol affects local communities and council budgets, and local councillors were offered advice on championing effective action to tackle this.

Influencing policy

This year we submitted 12 policy consultation responses on issues ranging from mental health, police powers to stop and search children for alcohol, and the soft drinks levy. We provided



written evidence to the Health and Sport Committee's preventative agenda inquiry, and oral evidence to the same Committee on healthcare in prisons.

In January we set up an exhibition stand in the Scottish Parliament to showcase our work to MSPs and increase our profile. During the week we met with more than 60 MSPs and discussed the action needed to reduce the impact of alcohol in their constituencies. MSPs were also encouraged to tweet their support for our #alcoholfreekids campaign.

Strong governance

We ensured the continuing good governance of AFS, with the Board electing Mary Cuthbert OBE as their new Chair and the AGM in September appointing four new Board Directors with diverse experience: Professor Jeff Collin, Ms Hilary Davison, Mr Andrew Fraser and Dr Drew Walker. The Board held an away day in February to consider future challenges and opportunities for AFS.

Year in numbers...



2,700

Twitter followers and
30,000 impressions
every month



118

practitioners
trained to use Rory
and Lila resources



125

media stories
and 44 broadcast
interviews



11

eFocus newsletters



100

people completed
licensing training



72

MSPs signed
marketing pledge



170

licensing stakeholders
at regional events



30

people trained in
alcohol advocacy



12

conference
presentations



43,835

website
visits



234

attended alcohol
awareness and
workplace training



30

ADPs
supported

Summarised accounts for the year ended 31 March 2017

	2017	2016
	£	£
Income		
Voluntary income	595,746	579,391
Charitable activities	133,301	266,553
Bank interest	565	986
Total income	729,612	846,930
Expenditure		
Learning and Development	269,660	274,653
Policy, Research and Advocacy	237,267	358,911
Communication and Information	146,950	197,494
Generating voluntary income	26,062	31,497
Total expenditure	679,939	862,555
Net movement before other recognised gains /losses	49,673	(15,625)
Funds		
Unrestricted – Designated funds	300,000	275,000
Unrestricted – General fund	207,896	194,611
	507,896	469,611
Restricted	27,638	16,250
Total funds	535,534	485,861

Alcohol Focus Scotland reported a net surplus of funds of £49,673 for the year ended 31 March 2017. This comprised an operating surplus of £38,285 on the unrestricted funds and £11,388 on the restricted fund.


Income totalled £729,612 in 2016/17 compared with £846,930 in 2015/16. Income from charitable activities decreased by £133,252 from the previous year mainly because the income in 2015/16 reflected the additional revenue generated from hosting the Global Alcohol Policy Conference (GAPC).

Total resources expended in 2016/17 were £679,939 compared with £862,555 in 2015/16. The reduction in expenditure from the previous year mainly related to the one-off cost of hosting GAPC in 2015/16.

Thank you to all the individuals, organisations and funders who have supported our work this year. For our full report and financial statements, please contact Bruce Miller, Financial Controller at our registered office or email bruce.miller@alcohol-focus-scotland.org.uk



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 @alcoholfocus

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