



Our Mission

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

Our Vision

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

Our Organisational Values

Alcohol Focus Scotland's organisational values are:

- independent
- equitable and fair
- evidence-based
- human rights based
- respectful, and
- collaborative.

Our Operational Values

Underneath these outward-facing values are a set of operational values. These are the principles that underpin the things we do and the ways we do them. They are the standards of behaviour we want from ourselves and others.

Professionalism

Professionalism means taking responsibility for our work, carrying it out to the best of our abilities, and fulfilling our commitments.

We believe that professionalism means:

- Being knowledgeable and prepared
- Being honest when you don't have information but following up
- Being organised and tidy
- Taking ownership
- Being responsible for being an AFS representative
- Representing all of AFS's work
- Asking for help if needed
- Being on time for meetings
- Using appropriate language
- Being diplomatic
- Providing good customer service
- Continuous improvement
- Seeking out learning and development opportunities
- Sharing information across the organisation
- Doing what you said you will do
- Not hiding emotions, but expressing them in the 'right' way

Common themes

- **Responsibility**
- **Reliability**
- **Organisation**
- **Competency**

Positivity and creativity

Positivity and creativity means approaching tasks with enthusiasm, remaining optimistic, and making time to explore and share ideas with others.

We believe that positivity and creativity means:

- Being shiny, happy people
- Encouraging (cheerleading) and helping others
- Creating a good atmosphere e.g. by telling (appropriate) jokes, being convivial, saying “hello”
- Taking an interest and asking about the work of others and how you can help
- Creating an environment where it's OK to do things differently
- Acknowledging problems but not being beaten by them
- Ensuring there is time and space to be creative (protecting time)
- Promoting continued learning to help creativity
- Making time to meet/share ideas across the team
- Mixing up team meetings e.g. incorporating creative elements
- Creating space both individually and collectively
- Thinking about the language we use e.g. not apologising for work being perceived as ‘dull’, or implying that the work of others is ‘dull’

Common themes

- Optimism
- Enthusiasm
- Collaboration

Trust

Trust means creating supportive environments where people can be open with one another.

We believe that trust means:

- Being able to be open about weaknesses or struggles
- Being able to ask for help, and trusting that the response will be supportive
- Being able to be open with others
- Acknowledging uncertainty
- Assuming the best of colleagues
- Information given in confidence being respected
- Having a shared sense of collective vision, and how we contribute

Common themes

- Openness
- Supportiveness
- Safety

Equality and diversity

Equality and diversity means being aware of the needs of others, and taking steps to ensure that everyone feels valued and included.

We believe that equality and diversity means:

- Communicating as equals e.g. with equal respect
- Equality of opportunity
- Being accessible and appropriate
- Adapting to needs
- Creating safe and welcoming environments
- Seeking and valuing a range of contributions
- Understanding and respecting different perspectives
- Pro-actively seeking a variety of viewpoints/suggestions

Common themes

- Respectfulness
- Inclusiveness
- Adaptability

Respect

Respect means being considerate of others, valuing all contributions and approaching any differences in a constructive way.

We believe that respect means:

- Treating everyone at the same level, regardless of position (while also respecting decision making and lines of accountability)
- Recognising that everyone's view matters
- Involving people
- Looking for reasons to respect colleagues
- Seeing people as individuals like yourself (or not like yourself)
- Disagreeing/providing criticism positively
- Listening attentively
- Having respect for your own knowledge and skills
- Valuing knowledge and experience (even if different to your own)
- Everyone feeling valued
- Openness and good communication
- Not being dismissive
- Not making assumptions
- Being patient

Common themes

- Trust
- Respectfulness
- Awareness
- Sincerity

Communicating openly and honestly

Communicating openly and honestly means being sincere and respectful towards each other, and trusting that we can ask for help and support when needed.

We believe that communicating openly and honestly means:

- Being able to ask for help and knowing you will get support
- Being able to disagree/challenge each other respectfully
- Celebrating success
- Being open to change and suggesting change
- Integrity
- Knowing that mistakes happen, owning up to them, and learning from them
- Working through differences constructively
- Approaching others with ease, without fear of sounding wrong
- Non-violent confrontation (being direct without causing offense/discomfort)
- Taking people seriously
- Actively listening to others
- Not being two faced
- Saying how you feel, what you need and if you are struggling
- Ensuring communication is two-way

Common themes

- **Valuing others**
- **Constructiveness**