
ALCOHOL
FOCUS
SCOTLAND
Alcohol Action Day
Toolkit
#AlcoholActionDay

Alcohol Action Day for Scotland

Alcohol is an issue that affects every part of Scottish society. Alcohol deaths remain at near record highs, with 50 people dying each week. One in two people report being affected by someone else's drinking. Alcohol contributes to anti-social behaviour in our cities and towns and adds huge pressures to our health service and criminal justice system.

That's why Alcohol Focus Scotland has joined together with partners across the sector to create Alcohol Action Day Scotland: a day to give organisations across the alcohol sector the opportunity to talk about alcohol in Scotland.

The first ever Alcohol Action Day will take place on Thursday 12 November.

The theme is: Support.

We're encouraging organisations to interpret this to highlight any issues they want.

At Alcohol Focus Scotland, we'll talk about what support is on offer nationally, how people with lived experience find accessing that support and where there are gaps that must be addressed.

We'll continue to add more information and resources to the Alcohol Action Day website page.

Purpose of Alcohol Action Day

Alcohol Action Day will be an annual event that will, over time, provide opportunities to explore different aspects of the issue, draw attention to relevant campaigns, policy ideas and initiatives, and empower people with lived and living experience to share their stories and views.



Get involved in Alcohol Action Day

Whether you are an alcohol service, a charity that works either directly or indirectly to support people affected by alcohol related harm, a support group, a business or someone who is or knows someone who has been affected by alcohol - we want you to get involved in Alcohol Action Day!

Here are some ideas for ways to get involved:

- Hold an event or an alcohol awareness session
- Run alcohol awareness stalls at existing events
- If you're a service providing support, showcase your work - either with AFS or on social media
- Use our press release template to highlight your work
- Share the suggested social media posts within this pack
- Write to your MSP to ask for properly funded alcohol treatment and support services
- Encourage people to talk openly and honestly about alcohol and their own drinking
- Share lived and living experience stories through blogs, videos or social media

Tell us how you're marking Alcohol Action Day

This toolkit provides some suggestions for ways you could get involved, but we'd encourage people to get creative - so if you have your own idea of how to mark the day and raise the issue of supporting people to make a positive change to their drinking, that's great!

Whether you're using suggestions or assets within this toolkit, or marking Alcohol Action Day in your own way - we'd love to hear about it and share it with others!

You can contact us to tell us about what you're doing at:

communications@alcohol-focus-scotland.org.uk

Get involved in Alcohol Action Day continued

- Encourage supporters to share their stories of recovery and what made this possible
- Support people who decide to make changes to their drinking by encouraging or celebrating their choice and avoiding ‘sober shaming’ if someone chooses not to drink or to drink less
- Are you an organisation? Ensure your staff are supported by reviewing your ‘alcohol in the workplace’ policies

If you need help now Contact Drinkline: 0800 7314 314 or Visit NHS Inform

Website Content/Newsletter Blurb

This Alcohol Action Day we’re talking about support.

Everyone should be able to access the support they need, when they need it. Whether you're worried about your own drinking or supporting someone else, help is available.

Support can take many forms. For some people, it may be a specialist alcohol treatment service. For others, support from friends, family or peer groups can make all the difference. Every type of support has an important role to play in helping people make changes to their drinking and improve their health and wellbeing.

To ensure everyone can get the help they need, we need services to meet the need.

The Scottish Government must deliver a national needs assessment to make sure services are fit for purpose. We need to build a clear picture of existing services, identify gaps in provision and understand where investment is most needed. Sustainable funding of these services is essential so they are available to everyone who needs it.

Find out more about how you can get involved.

Local Media Template Press Release

Are you doing great work you want to shout about? Or perhaps you want to spotlight your amazing staff. We've created a template press release for you to adapt and send to media to showcase your work.

Scotland's first Alcohol Action Day

On Thursday 12 November we're marking Scotland's first Alcohol Action Day.

Alcohol is an issue that affects every part of Scottish society. Alcohol deaths remain at near record highs, with 50 people dying each week. One in two people report being affected by someone else's drinking. Alcohol contributes to anti-social behaviour in our cities and towns and adds huge pressures to our health service and criminal justice system.

[ORG/GROUP] will be [INSERT ACTIVITIES YOUR ORG/GROUP IS RUNNING].

This year's Alcohol Action Day is on the theme of 'Support.' Everyone should be able to access the support they need, when they need it. Whether you're worried about your own drinking or someone else, help is available.

NAME, TITLE at YOUR ORG/GROUP said, [INSERT QUOTE ABOUT ALCOHOL ACTION DAY"]

Carolyn Lochhead, chief executive of Alcohol Focus Scotland said, "Support can take many forms. For some people, it may be a specialist alcohol treatment service. For others, support from friends, family or peer groups can make all the difference. And for all of us, government has a role in changing society so that alcohol is less central in our lives. Every type of support has an important role to play in helping people make genuine, informed decisions about drinking and improve their health and wellbeing."

Find out more and get involved in Alcohol Action Day 2026.

ENDS

Notes to Editors

Contact INSERT CONTACT DETAILS for more information about YOUR GROUP/ORGANISATION's Alcohol Action Day activities.

Alcohol Action Day Scotland
Alcohol Focus Scotland has joined together with partners across the sector to create Alcohol Action Day Scotland: a day to give organisations across the alcohol sector the opportunity to talk about alcohol in Scotland.

Alcohol Action Day Social Media Assets

We've created a selection of social media graphics covering a range of support issues and themes.

On the next page you'll find suggested social media posts to accompany these graphics.

Please share these on social media before and during Alcohol Action Day using the hashtag #AlcoholActionDay.

You can also create your own graphics, video content or social media posts and share using the hashtag #AlcoholActionDay and tagging Alcohol Focus Scotland.

These resources are also available on the AFS website.



Alcohol Action Day



Need Support



Services



Stigma

Suggested social posts

Alcohol Action Day

Today is Scotland's #AlcoholActionDay

The theme is 'Support'.

Supporting people to make a positive change to their drinking can take many forms. What does good 'support' look like to you?

Need Support

Are you worried about your own drinking, or perhaps the drinking of someone close to you?

Advice and support is available.

Contact Drinkline on 0800 731 4314, available Monday to Friday, 9am to 9pm and Saturday to Sunday, 10am to 4pm.

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Services

The Scottish Government must deliver a national needs assessment to make sure services are fit for purpose. We need to build a clear picture of existing services, identify gaps in provision and understand where investment is most needed.

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Stigma

Stigma is a major barrier to people seeking help for an alcohol problem

We can reduce stigma by creating supportive environments where people can talk openly and honestly about alcohol problems.

#AlcoholActionDay

Alcohol Awareness Posters

Alcohol Focus Scotland has previously produced a series of alcohol awareness posters, including posters providing information on low risk drinking, health risks, and how people can access support.

You may also wish to download these and display them in your service or work place.

The entire series can be downloaded from the Alcohol Focus Scotland website.









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