



Alcohol Action Network

Recruitment Pack

ALCOHOL
FOCUS
SCOTLAND

Join the Alcohol Action Network

The Alcohol Action Network is a new project from Alcohol Focus Scotland bringing together people with lived and living experience of alcohol harm to help influence change across Scotland.

We are looking for people who are passionate about making a difference and interested in using their experiences to help shape healthier communities, influence policy, and raise awareness about alcohol harm.

By becoming an Advocate, you will have the opportunity to:

- Be part of a respected national organisation and supportive advocacy network.
- Meet new people and connect with others who share similar experiences and values.
- Influence conversations, policy, and public understanding around alcohol harm.
- Develop confidence, skills, and experience in advocacy, communication, and campaigning.
- Take part in events, media opportunities, and community activities.
- Help create positive change for individuals, families, and communities across Scotland.

No previous advocacy, campaigning, or media experience is needed. We are looking for people with insight, passion, and a willingness to learn.



About the Network

The Alcohol Action Network aims to bring together a diverse group of people from across Scotland who are interested in:

- Influencing alcohol policy and public discussion.
- Raising awareness about alcohol harm.
- Supporting communities to advocate for change.
- Sharing lived experience perspectives in meaningful and constructive ways.
- Building a skilled, supportive, and credible advocacy network.

The network recognises that lived experience is valuable expertise.

Advocates are not external consultees - they are members of a national team working together to influence change.



What Do We Mean by Advocacy?

Advocacy means speaking up to help improve understanding, influence decisions, and create positive change.

This could involve:

- Sharing personal perspectives and experiences.
- Helping raise awareness about alcohol harm.
- Contributing ideas to campaigns or policy discussions.
- Speaking at events or participating in media opportunities.
- Supporting community conversations and engagement.

Advocacy can look different for everyone, and there will always be choice around the activities you take part in.

Alcohol Action Network Advocate Role

Role Overview

As an Alcohol Action Network Advocate, you will use your lived or living experience to help influence policy, raise awareness, and support alcohol harm reduction work locally and nationally.

This is a voluntary opportunity focused on meaningful participation, confidence building, and skill development.

Participation is flexible and designed to recognise different circumstances, recovery journeys, and personal commitments.

What Advocates May Be Involved In

Advocates may choose to:

- Share lived experience perspectives.
- Support campaigns and policy work.
- Participate in media and public engagement.
- Attend events, consultations, or meetings.
- Help build awareness within communities.
- Contribute to blogs, podcasts, interviews, or social media activity.

There is no expectation to participate in every activity. Advocates will be able to choose opportunities that feel appropriate, comfortable, and meaningful for them.

Training, Support and Development

AFS will provide training, guidance, and ongoing support.

Training will include:

- Alcohol policy and advocacy.
- Media and communication skills.
- Public speaking and storytelling.
- Understanding political and decision-making processes.
- Wellbeing, boundaries, and safe participation.

Advocates will also have opportunities to:

- Attend parliamentary or community events.
- Contribute to consultations and campaigns.
- Develop communication and leadership skills.
- Build confidence and experience.
- Connect with peers and wider networks.

AFS will provide:

- Regular communication and coordination.
- Peer support opportunities.
- Flexible participation where possible.
- Wellbeing and safeguarding support.
- Agreed travel expense reimbursement.

What We Are Looking For

We are looking for people who:

- Have lived or living experience of alcohol harm, recovery, or being affected by another person's alcohol use.
- Understand the impact alcohol harm can have on individuals, families, and communities.
- Are interested in reducing alcohol-related harm.
- Are willing to learn and develop new skills.
- Feel comfortable engaging respectfully with others.
- Are interested in being part of a supportive team.
- Want to help create positive change.

The following would be helpful, but are not essential:

- Interest in public speaking, campaigning, or communications.
- Experience in recovery or community groups.
- Community connections or peer support experience.
- Interest in influencing policy or social change.
- No previous advocacy or media experience is required.

Participation and Expectations

Advocates will be supported to participate in ways that work for them. We ask that Advocates:

- Participate respectfully and collaboratively.
- Attend training and meetings where possible.
- Communicate any support or accessibility needs.
- Respect confidentiality and professional boundaries.
- Prioritise personal wellbeing.
- Stay in contact with AFS staff.

Advocates should aim to:

- Attend scheduled meetings every two months where possible.
- Participate in introductory training.
- Take part in advocacy or communications activities during the year.

Please note that spaces for the Alcohol Action Advocacy Network are limited, and participation will be offered based on suitability and alignment with the aims of the programme.

How to apply

The recruitment process will include:

- Completing an expression of interest form
- Informal conversation/interview.
- Confirmation of participation if successful

The process is intended to be supportive, informal, and accessible.

Further information about the network, training, and recruitment process is available on request.

Fill out an expression of interest form



Diversity, Inclusion and Wellbeing

The Alcohol Action Network aims to reflect a broad range of experiences and perspectives from across Scotland.

We welcome applications from people from different geographic areas, backgrounds, and stages of recovery.

AFS is committed to creating a respectful, inclusive, and supportive environment.

We recognise that advocacy work involving lived experience can sometimes be emotionally demanding. Advocates will always have choice around the activities they take part in, and support will be available where needed.

Separate wellbeing and safeguarding guidance is available and explains the support AFS can offer to help Advocates participate safely and confidently.



© Alcohol Focus Scotland

166 Buchanan Street Glasgow G1 2LW

Tel: 0141 572 6700 Email: enquiries@alcohol-focus-scotland.org.uk

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