

Alcohol Marketing Update

Recent Developments

As you may know, Scottish Government previously committed to issuing a consultation on alcohol marketing restrictions in Scotland. This consultation was launched in 2022. Following analysis of the consultation responses, plans to further consult on alcohol marketing were not included in the Scottish Government's 2024-25 Programme for Government and a second consultation is now dependent on an evidence review by Public Health Scotland, which you can find out more about below. Although this news is disappointing, it highlights the importance of continuing the conversation and ensuring that your views are heard and valued now more than ever.

Involvement Work

The Involvement Team at AFS are really keen to hear your views on specific restrictions you would like to see on alcohol marketing within shops, outdoor spaces and also on sponsorship of sports and other events . If you are interested in getting involved, please get in touch with our Involvement Team by emailing involvement@alcohol-focus-scotland.org.uk.

Before highlighting some recent updates, here are some of the ways that we have been sharing the recovery communities views on this topic. We are open to new, creative ways of sharing your views. If you have any ideas, then please get in touch!

Previous Campaign Activities

In Your Face Animation



"Strategic placement in retail, constantly in your face.
Just a constant bombardment."



"Until you are in recovery it is hard to understand how important this is. Reducing alcohol advertising could easily help save lives for many in the recovery community"

We previously produced 'In Your Face' animations to communicate the views and experiences of the people we spoke with about alcohol marketing. These illustrate how alcohol marketing impacts on people's lives and what they think should be done about it. The animations were launched at an event in the Scottish Parliament and were played at The 7th Global Alcohol Policy Conference which was held in South Africa in 2023 (See some screenshots of the animation above). If you would like to view the full animation, please scan the QR code.



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Campaign Activities

Alcohol-Free Childhood Campaign

Alcohol marketing influences how children and young people think and feel about alcohol. It develops brand preferences and positive expectations around alcohol, creating and reinforcing social norms around drinking. We 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.



Because of this, AFS has joined forces with BMA Scotland, Children in Scotland, Scottish Families affected by Alcohol and Drugs (SFAD) and Scottish Health Action on Alcohol (SHAAP) in a mission to end the harmful impacts of alcohol marketing on children and young people in Scotland. The Alcohol-Free Childhood campaign is supported by around 50 organisations and 80 MSPs across all parties, including First Minister John Swinney MSP.

You can pledge your support to our campaign using the QR code.



LGBTQI+ Views and Experiences

We have been busy on our social channels promoting the voices of those with lived experience and sharing their views on alcohol marketing. As part of LGBT history month, we have shared quotes captured from LGBTQI+ groups over the past few months on alcohol marketing and its impact on their lives. Here is a selection:



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Other News

Public Health Scotland Evidence Review

The Scottish Government has recently commissioned Public Health Scotland to conduct an evidence review, which will focus solely on existing literature, studies and research in order to set out potential areas of action on alcohol marketing and advertising. Advocating for those impacted by alcohol to be heard on this matter will continue to be a key focus for Alcohol Focus Scotland, ensuring that decision makers continue to listen to the views of people impacted. From this work, we are hoping to see the launch of a second consultation on alcohol marketing restrictions this year.

New Marketing Restrictions in Ireland

New restrictions from the Public Health (Alcohol) Act 2018 Ireland have taken effect this month, introducing a broadcast watershed for alcohol advertising on radio and TV. This means a daytime broadcasting ban, with no advertisements for alcohol products on television from 3am to 9pm and on radio on a weekday from 3pm to 10am the following morning.

Other measures already introduced by this act include restrictions on alcohol advertising in public and outdoor spaces, in sport arenas, at events aimed at children, and in cinemas, as well as the physical separation of alcohol from other products in shops. These restrictions are vital to protect children and young people, given that Diageo is currently the number 4 advertiser to children in Ireland, where at least 50,000 start to drink every year.

Ireland is joining many other European countries in restricting alcohol marketing, including Finland, Lithuania, Norway, France and Estonia. It is important that Scotland doesn't get left behind, so we'll be writing to MSPs share the news with them and put pressure on the Government to take action this year.

Labour Party Conference

From Friday 21 February to Sunday 23 February, we hosted a stall at Scottish Labour conference. The main purpose of Alcohol Focus Scotland attending was to talk to local and national level politicians as well as party members about our work and the importance of reducing alcohol harm in Scotland. Thanks to everyone who stopped by over the weekend!

Show your support by following us and sharing our work! Every repost helps amplify our message and drive change. Scan the QR code to connect with us on social media and be part of the movement.

