

# Involvement Update

## Alcohol Marketing Restrictions Engagement

Over the past few months, the involvement team at Alcohol Focus Scotland have been speaking to people with lived experience of alcohol related harm, including those in recovery and members of peer support groups, about alcohol advertising in Scotland. Through a series of engagement sessions, participants shared how current marketing practices affect individuals, families, and society, and offered their thoughts on what stronger alcohol marketing restrictions could look like.

The discussions focused on three key areas: outdoor advertising (like billboards and bus stops), alcohol branding at sports and events, and the visibility and promotion of alcohol in shops. Participants also reviewed examples of marketing restrictions from across the world to help shape their thinking.

To date, we have held sessions with four organisations, working closely with people affected by alcohol. The sessions have gathered insights from 48 individuals at different stages of recovery. Their reflections provided valuable insight which will help to shape future alcohol policy in Scotland.

If you would like to have your views on alcohol marketing heard, contact us at [involvement@alcohol-focus-scotland.org.uk](mailto:involvement@alcohol-focus-scotland.org.uk) or scan the QR code for more information.

*"If we can't eliminate it entirely, we should at least ensure advertisements don't glorify drinking culture or target vulnerable populations."*

Person in Recovery



## New Report: The LGBT+ Community and Alcohol Marketing

Alcohol Focus Scotland has recently released a new report titled "Community, Not a Commodity: The LGBT+ Community's Views on Alcohol Marketing."

This report takes a closer look at how alcohol marketing affects LGBT+ people in Scotland, drawing directly from the voices and experiences of community members. A key theme that emerged was discomfort with the prominence of alcohol at Pride events, with many raising concerns about industry sponsorship and calling for more open conversations and action within the community.

To read the full report, simply scan the QR code. Please consider sharing this resource to help amplify these important perspectives and broaden its impact!



**Scan here to view  
the full report!**



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## Engagement with Young People

Our involvement team had some fantastic workshops in June with Street League's East and West Lothian academies for young people aged 16-25. We discussed the harm alcohol can do to our health, communities and relationships, then explored the impact of alcohol marketing in sports.

The groups had some fantastic ideas and insightful views on sports sponsorship, and showed a clear understanding of the harms alcohol can cause. We also had some fun with a debate activity too!



## Recovery Connects

The Involvement Team is excited to be hosting a stall at this year's Recovery Connects Festival on Sunday, 6th July at Queen's Park Arena, Glasgow.



**Members of the AFS team at Recovery Connects 2024.**

Recovery Connects is Scotland's first alcohol and drug free music festival, designed to support and celebrate people in recovery from addiction and to normalise the recovery process. It offers a space for those in recovery to enjoy music and connect with their community in a safe and inclusive environment, while also welcoming those who simply prefer an alcohol-free festival experience! This fantastic annual event is an opportunity for us to connect with the community, share what we do, and meet new faces.

If you're at this year's festival, please do stop by our stall to see us!

## Cancer Prevention Action Week 2025

For Cancer Action Prevention Week (23-29<sup>th</sup> of June, 2025), AFS met with and had a photocall with MSPs in the Scottish Parliament. Alcohol Focus Scotland is supporting the World Cancer Research Fund to highlight the links between alcohol and 7 different cancers. Support the awareness week by following us and sharing our messages on social media.

