



ALCOHOL  
HEALTH  
ALLIANCE



# Year in review

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Highlights from the  
last 12 months at the  
Alcohol Health Alliance

2022/2023

# FOREWORD



Back in 2007 when I set up the Alcohol Health Alliance, we set to work with just a handful of organisations and a determination to address the rising harms of alcohol in our society.

Fast forward 16 years and we now have over 60 members, a growing network of campaigners and strong cross-party support joining our call to end alcohol harm.

Our collective work is making a positive difference; after actively campaigning for an alcohol duty review, this summer the Government will introduce a new duty system and the first increase in alcohol duty in a decade!

This is just one of the wins we have achieved together this year, and this Year in Review touches on some of the other highlights from the past 12 months. We're proud of these accomplishments, and I hope you are too.

Looking to the year ahead, we will continue to build on this work and focus on essential activities such as meeting MPs, influencing debates, and building and activating our campaigner and membership bases to deliver real lasting change.

***Professor Sir Ian Gilmore,  
Chair***

# PARLIAMENTARY HIGHLIGHTS

Keeping alcohol high on the political agenda was a big focus. With the valuable support of our Commission on Alcohol Harm, we kept pressure on the Government to address the price, availability and marketing of alcohol with evidenced-based policies and practices.

15

Responses to consultations and calls for evidence including oral evidence in Parliament

20

Meetings with Parliamentarians including the Public Health Minister and Exchequer Secretary to the Treasury

61

Parliamentarians engaged with us at party conferences and our parliamentary event

31

Questions asked in Parliament after requests from the AHA

# CAMPAIGNER NETWORK

Campaigning with us is a great way for members of the public to use their voice to help bring an end to alcohol harm.

Our campaigner network has gone from strength to strength with more people joining in and taking action than ever before.



5,300 CAMPAIGNERS

AHA has more  
campaigners than ever  
before



1,122 ACTIONS TAKEN

Campaigners wrote to their  
MP, Ministers, and  
responded to consultations

"What an incredible  
bunch of people - all so  
committed to making a  
difference and reducing  
the harms of alcohol."

**Susan Laurie, Expert by  
experience & Author**

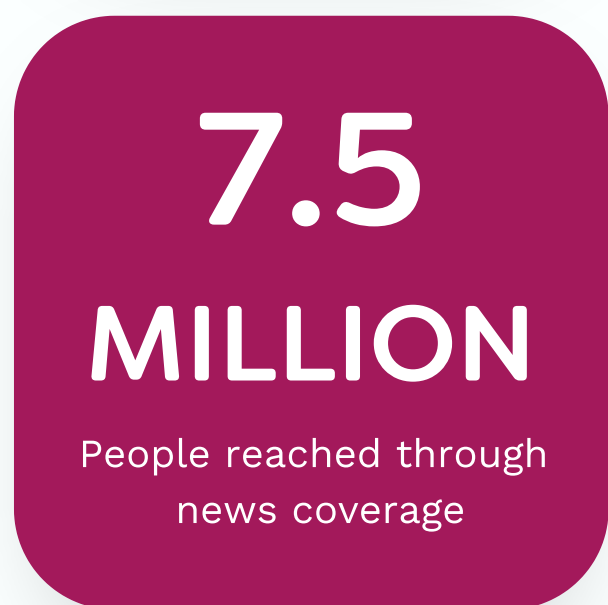
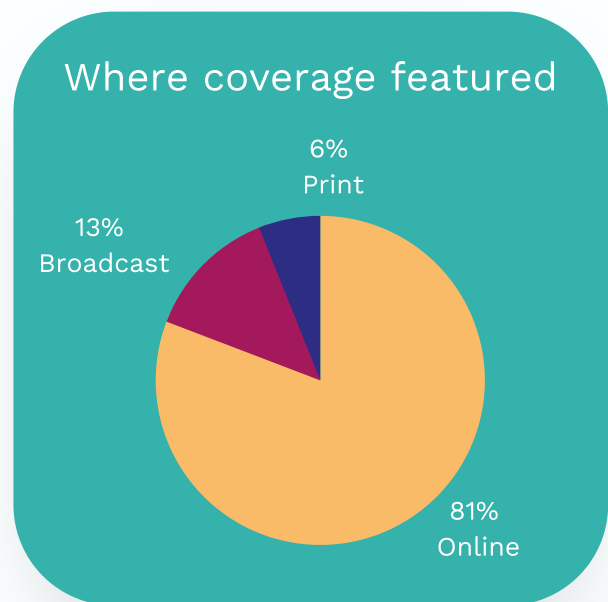


30,864 EMAILS OPENED

We ran 26 email  
campaigns to create a  
highly engaged, active  
campaigner network

# MEDIA APPEARANCES

Using media opportunities to inform and shape the narrative around alcohol harm has allowed us to raise public awareness and amplify the important stories of those affected. We have continued to achieve high-quality local and national coverage across the UK.



# WHAT OUR SUPPORTERS SAY

We've worked alongside some truly inspirational and dedicated people who have joined our fight to reduce alcohol harm. Here are a few kind words they shared about our work...

"The AHA has been an invaluable source of support in raising the issue of alcohol harm up the political agenda. Their policy expertise and research is critical to the work we do in parliament."

**Dan Carden,  
MP for Liverpool, Walton**

"As a recovering alcoholic it's been wonderful to be embraced by the AHA. To be invited to the Houses of Parliament shows that you can have a life beyond your wildest dreams in sobriety."

**Nikki Rushin, Expert by  
experience, CGL**

"Working with the AHA has contributed to a greater awareness of the Nacoa helpline which empowers children with a variety of life skills, enabling them to make informed choices so they can shelter themselves from harm and break the cycle of addiction."

**Hilary Henriques MBE,  
CEX of Nacoa**

"The Alcohol Health Alliance is definitely a force to be reckoned with!"

**Maggie Throup,  
MP for Erewash**

# THANK YOU

Our work to tackle alcohol harm could not be possible without generous grants and contributions, in particular from the Lord Leonard and Lady Estelle Wolfson Foundation, Cancer Research UK, the Institute of Alcohol Studies and the Royal College of Physicians.

We would also like to specifically thank Baroness Finlay of Llandaff for continuing to chair the Commission on Alcohol Harm and to the Commissioners who continue to provide valuable support to the work of the AHA.

A further thank you must be made to the members of our Steering Group and the Communications and Advocacy Group, who give their time to provide strategic oversight and direction, as well as their expert knowledge.

Finally, a huge thank you to all our members, who supported us financially, with their time and expertise and by sharing our actions, arguments and materials – without you we could not do what we do!

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