

Year in review

A snapshot of our work from
January to December 2024

FOREWORD



The year 2024 was all about change and adaptation. The general election brought a new government requiring us to pivot quickly to ensure that alcohol harm was made a priority in the shifting political landscape. While addressing the challenges, and the opportunities, of this political transition, we remained steadfast in our mission to reduce alcohol harm—engaging policymakers, the media, and the public with unwavering commitment.

Connecting with parliamentarians, old and new, has been at the heart of our work. Upon entering office, we wrote to the new Prime Minister to urge his government to take meaningful action on alcohol harm. Following the news that record high alcohol deaths were sadly seen yet again we wrote an open letter to Health Secretary Wes Streeting. This got a lot of media attention, bringing the urgent need to address this crisis into the public conversation. Through a new series of breakfast briefings and local action visits we have opened meaningful dialogues and garnered enthusiastic support from parliamentarians. These efforts are helping to build a new wave of political allies to champion our shared cause.

This Year in Review highlights the many other achievements from 2024 that we are proud of. None of this would be possible without the dedication of our members, colleagues, and partners—thank you for all that you do.

As we move forward, we remain committed to ensuring that alcohol harm is recognised as a critical public health issue. With a new government and a renewed focus we will continue to push for a healthier future for all.

A handwritten signature in dark ink, which appears to read 'Ian Gilmore'. The signature is written in a cursive style and is positioned above a horizontal line.

Professor Sir Ian Gilmore, Chair

PARLIAMENTARY HIGHLIGHTS

Engagement with policymakers has been the focus of our work. Recognising the need to build relationships with newly elected MPs, we have created opportunities to educate MPs on the alcohol harms affecting their constituents through welcome letters, action visits and breakfast briefings.



32

Written questions with 2 mentions in Parliament



17

Meetings with Parliamentarians including the former Public Health Minister



4

Scheduled local action visits with MP's and treatment services

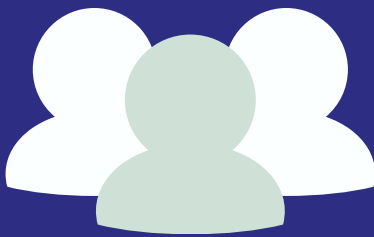


310

Letters sent to new MP's and parliamentarians including the Prime Minister and Health Secretary

CAMPAIGNER NETWORK

By building an active network of campaigners we raise awareness and encourage people to use their voice to show their support for policies that will create a future free from alcohol harm.



5160 CAMPAIGNERS

A growing network of people passionate about ending alcohol harm



632 ACTIONS TAKEN

Hundreds of people joined us in calling for policies to reduce alcohol harm



148 LETTERS

Sent from campaigners to the Exchequer Secretary to support raising alcohol duty

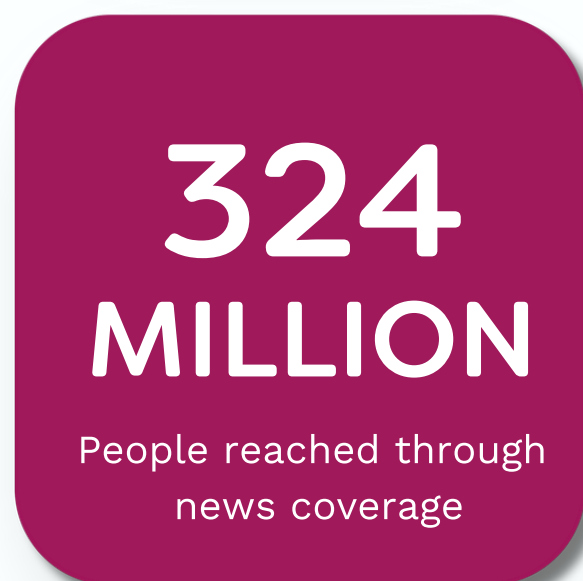
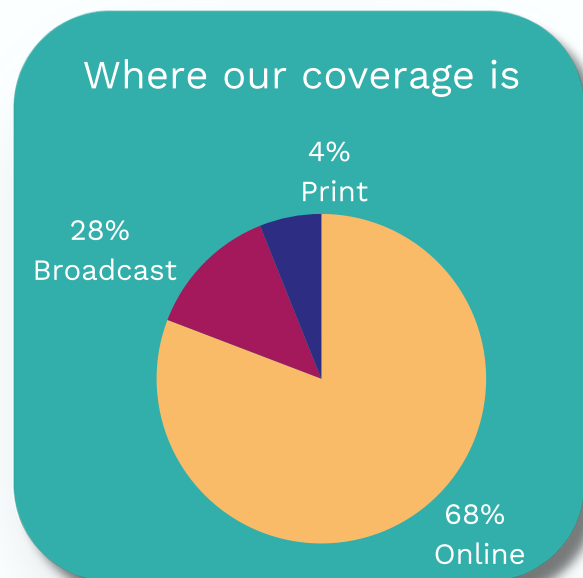


16K EMAILS OPENED

Each email raising awareness and driving change

MEDIA APPEARANCES

We have continued to raise public awareness of alcohol harm and the policies needed to tackle it. A few of the media highlights include broadcast interviews on national radio and television, opinion pieces in medical journals, and providing critical comments to challenge industry misinformation.



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.