



Year in Review

A snapshot of our work from January to December 2025

2025



Professor Sir Ian Gilmore,
Chair

Foreword

Throughout 2025, we began to see encouraging signs of progress and growing momentum for action on alcohol harm.

We supported the first-ever parliamentary debate on alcohol and cancer, helping to secure recognition of alcohol as a Group 1 carcinogen—placing it alongside tobacco and asbestos. This marked a significant step in raising awareness of the risks associated with alcohol and strengthening the case for clearer public health information. It also laid important groundwork for the Government's commitment to mandatory health warnings on alcohol labels in the NHS 10 Year Plan.

In Wales, the decision to retain Minimum Unit Pricing provides further evidence of its effectiveness and strengthens the case for similar action in England. Plans to review the drink-drive limit, as part of a new Road Safety Strategy, also present a vital opportunity to reduce harm and save lives.

All of this is a true testament to the power of our collective advocacy to drive real change.

This Year in Review highlights the many other achievements we have made together. None of this would be possible without the commitment of our members and partners—thank you for all that you do.

PARLIAMENTARY HIGHLIGHTS

In 2025, the Alcohol Health Alliance focused on strengthening its influence in a changing political landscape by building relationships with parliamentarians and proactively engaging a new Government across key departments.

24 Letters to Ministers

Including an open letter to SoS Wes Streeting following the 10 Year Health Plan for England, signed by 34 experts and organisations.

22 Meetings with Officials

Held across 8 different government departments including Home Office, Treasury, DfT and DHSC to advance policy discussions.

607 Letters to MPs

To build support, share evidence, and encourage action on alcohol harm in their constituencies and in Parliament

28 MP Meetings

With new and re-elected MPs to build parliamentary support and increase political engagement on our priorities.

PARLIAMENTARY HIGHLIGHTS CONT...

Building on our parliamentary relationships, we continued to table questions, brief MPs ahead of key debates, and submit evidence to shape Government policy on alcohol harm. Our engagement ensured that alcohol remained on the Parliamentary agenda throughout the year.

18 Written Questions

Tabled in Parliament to raise awareness of alcohol-related health issues.

2 Oral Questions

Put to Health Secretary Wes Streeting at a Health Committee evidence session on why key alcohol policies were removed from the 10 Year Health Plan for England.

12 Consultation Responses

to shape harm reduction policies, including representations on MUP in Wales and the Autumn Budget.

180 MPs Briefed

For key debates including those on drink driving, alcohol duty, and alcohol and cancer.

CAMPAIGNER NETWORK

We utilised our campaigner network to increase activism, and raise public awareness of alcohol harm through coordinated campaigns across our key priority areas. This included inviting MPs to the first ever parliamentary debate on alcohol and cancer and writing to the Exchequer Secretary in support of alcohol duty.

5160

Grassroots
campaigners

A network of people
passionate about
ending alcohol harm.

201

Letters sent

By campaigners to the
Exchequer Secretary to
support raising alcohol duty

146

Invitations to MPs

Sent by campaigners to attend
the alcohol and cancer debate
in parliament

MEDIA HIGHLIGHTS

We continued to increase public awareness of alcohol harm and the policy measures needed to address it, securing high-impact media coverage across national and regional broadcast outlets and leading newspapers. This included contributing a clear public health perspective to an often polarised debate and helping to shape more informed public discourse.

830

Media Appearances

National media mentions across print, broadcast, and online outlets.

10.5
BILLION

People reached

Combined social media impressions on key campaigns.

53%

Positive sentiment

Positive coverage more than doubled, from 24% in 2024 to 53% in 2025.

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.

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.



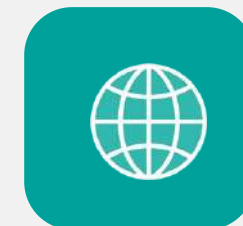
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