



ALCOHOL
HEALTH
ALLIANCE

Year in review

Highlights from January
to December 2023 at the
Alcohol Health Alliance

2023-24

FOREWORD



The year 2023 has not been without its challenges; our healthcare system has not yet recovered from the Covid-19 pandemic, cost-of-living is continuing to place enormous pressure on families, and inequalities are widening across the board.

Despite this, there have been a number of positive steps forward for alcohol policy. A new, fairer, alcohol duty system is now in place and Public Health Scotland released their evaluation of Minimum Unit Pricing in Scotland, recommending it be continued past 2024.

These real-world results will benefit the lives of many, and are the result of the collective hard work of our members, colleagues and wider peers - thank you for all that you do.

Within the AHA, collaboration remained a strong theme. From attending party conferences as a joint stand with Alcohol Change UK, to our partnership with the Obesity Health Alliance and Action on Smoking and Health on an influential report 'Holding us back: tobacco, alcohol and unhealthy food and drink'.

This Year in Review touches on some of the other accomplishments from 2023 that we're proud of. I hope you enjoy reflecting on all that we've achieved together.

This year will present a set of new challenges. A general election will no doubt mean considerable change. But it will also present fresh opportunities to renew our relationship with government and influence action that will significantly improve the lives of generations to come.

Throughout it all, we are determined to keep this important public health issue on the political agenda, to help deliver a future free from alcohol harm.

A handwritten signature in dark ink, appearing to read 'Ian Gilmore', with a long, sweeping underline.

Professor Sir Ian Gilmore, Chair

PARLIAMENTARY HIGHLIGHTS

We aimed to go 'back to basics' for 2023. With a renewed focus on essential activities, we prioritised meeting MPs and government officials, creating a new manifesto, restarting local action visits and preparing for a general election year.



14

Responses to written consultations and calls for evidence



12

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



2

Reports launched in Parliament, with speeches from Shadow Public Health Ministers



42

Parliamentarian interactions at party conferences and our parliamentary events

CAMPAIGNER NETWORK

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



OVER 5K CAMPAIGNERS

A growing network of people passionate about ending alcohol harm



936 ACTIONS TAKEN

Hundreds of people wrote to their MPs to support our calls to action



27 EMAIL CAMPAIGNS

We kept our campaigner network informed and engaged

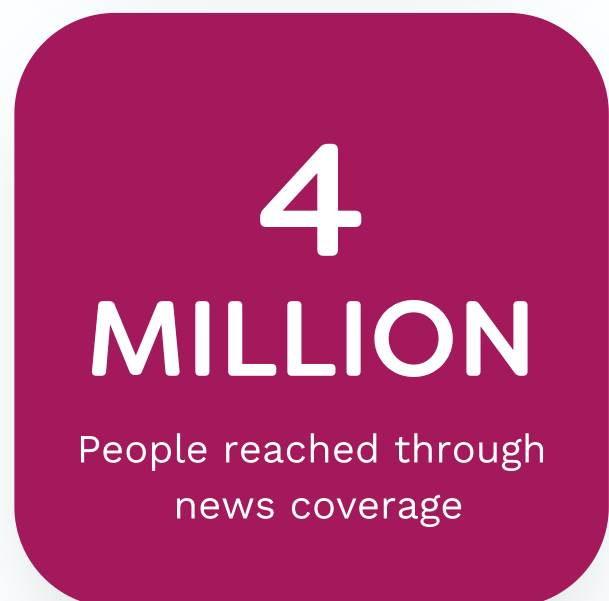
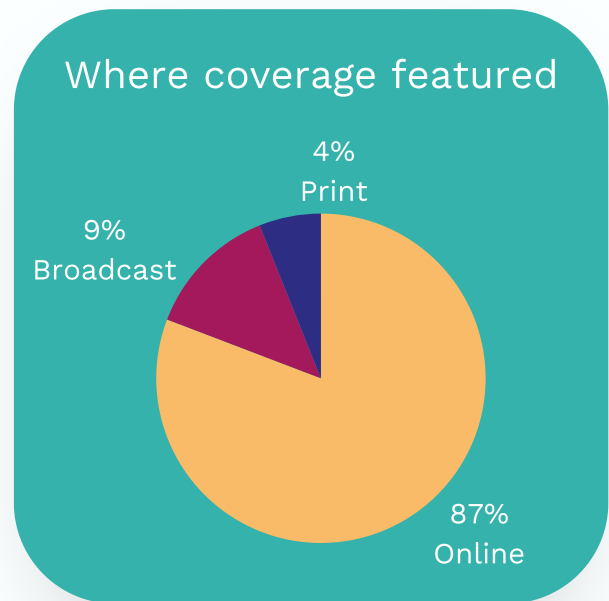


24,626 EMAILS OPENED

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 opinion pieces in medical journals, Letters to the Editor and broadcast interviews on national radio.



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.