



Humza Yousaf MSP
First Minister
Scottish Government
Sent by email: firstminister@gov.scot

23 May 2023

AN OPEN LETTER FROM FAMILIES TO THE FIRST MINISTER: HEAR OUR VOICE ON ALCOHOL MARKETING TOO!

Dear First Minister

As family members and friends harmed by a loved one's alcohol use, we welcomed the Scottish Government's commitment in November 2018 to tackling alcohol marketing in Scotland. We also welcomed the consultation on this issue when it was finally published four years later, in November 2022.

So we were shocked to hear your announcement to the Scottish Parliament on 18 April that you have taken these long-awaited proposals "back to the drawing board", to take "a fresh look at this issue" due to alcohol industry concerns.

We live every day with the impact of our loved one's drinking – whether they are still actively using alcohol, are in recovery, or where they have died. We are people from all corners of Scotland and from all walks of life.

The aim of alcohol marketing is to encourage over-consumption. The industry's profits rely on Scotland drinking too much, too often. Our 'Alcohol Everywhere' culture harms whole families and whole communities – children, young people and adults. Alcohol is in your face, no matter where you look, and there is no part of daily life in Scotland which is alcohol-free.

The World Health Organisation has identified restricting alcohol marketing as one of the most effective ways to reduce harm – one of their three 'best buys' along with tackling price and availability. We do not need to consult on this.

We have heard the noise made by the alcohol industry about the proposals to restrict alcohol marketing. It is not surprising that they will do everything to maintain the status quo.

However we also have a voice and we need to be heard. We do not have the power or influence of the alcohol industry, we do not have an army of lobbyists or a multi-million pound PR machine to amplify our voices. Our daily lives are shaped by chaos, exhaustion, disappointment, grief and loss. We do not have the time, energy or resources to compete with the industry. But you have let our voice be drowned out by those with money, power and influence.

We need you to hear us and to hear our stories. We matter too – our families matter, our communities matter. In the past four years, since the Scottish Government publicly committed to tackling alcohol marketing, over 4,500 more people in Scotland have died directly through alcohol. They include our family members, our friends, our colleagues, our loved ones. How many more people will die, how many more lives shattered, how many more families destroyed before you hear our voice?

Yours sincerely,

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|-----|----------------|------------|-----------------------|
| 1. | James | Allan | Forth Valley |
| 2. | Marjorie | Allan | Forth Valley |
| 3. | J | Allen | Lothian |
| 4. | Allison | Archdeacon | Inverclyde |
| 5. | F | Balkwill | Forth Valley |
| 6. | Amanda | Barr | Stirling |
| 7. | Sarah | Baxter | Edinburgh |
| 8. | Fiona | Blacklaw | East Lothian |
| 9. | Gillian | Bolton | Fife |
| 10. | Jane | Boylan | Forth Valley |
| 11. | R | Bradley | Glasgow |
| 12. | Lorraine | Briwn | Forth Valley |
| 13. | Sandra | Broadfoot | South Lanarkshire |
| 14. | Alexandra | Broadfoot | South Lanarkshire |
| 15. | Alex | Brown | Falkirk |
| 16. | Catriona | Burnett | East Dunbartonshire |
| 17. | Julie | Calder | Highland |
| 18. | S | Campbell | Fife |
| 19. | C | Campbell | Forth Valley |
| 20. | A | Cassels | Glasgow |
| 21. | J | Cassels | Stirling |
| 22. | S | Cavill | East Lothian |
| 23. | Sarah | Chadfield | Dumfries and Galloway |
| 24. | Karen | Coats | Lothian |
| 25. | Janette | Coleman | Midlothian |
| 26. | M | Cooper | Fife |
| 27. | Margaret | Crail | West Lothian |
| 28. | Caroline Brice | Cummings | Greenock |

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|-----|-----------------|------------|---------------------------|
| 29. | Callum | Davidson | Area not disclosed |
| 30. | Jane | Dewar | Edinburgh |
| 31. | Agnes | Donnachie | Inverclyde |
| 32. | V | Dougal | Lothian |
| 33. | David | Drysdale | Glasgow |
| 34. | Duncan J | Drysdale | Argyll |
| 35. | Andrew | Drysdale | Stirling |
| 36. | E | Duncan | Area not disclosed |
| 37. | S | E | Falkirk |
| 38. | Annemarie | Egan | Fife |
| 39. | Peter | Eyles | West Lothian |
| 40. | M | Farmer | Fife |
| 41. | Maria | Fernandez | Fife |
| 42. | K | Fitzsimons | North Lanarkshire |
| 43. | A | Fleming | East Ayrshire |
| 44. | F F | Ford | Forth Valley |
| 45. | Suzie | Gallagher | Inverclyde |
| 46. | Jennifer | Gallagher | Inverclyde |
| 47. | Kimberley | Glencross | West Dunbartonshire |
| 48. | Elizabeth | Glonek | Fife |
| 49. | João | Gonçalves | Inverclyde |
| 50. | Susan | Grant | Edinburgh |
| 51. | Ann-Marie | Gray | Aberdeenshire |
| 52. | C | Hagen | Inverclyde |
| 53. | Penny | Halliday | Dumfries and Galloway |
| 54. | Andrew | Hayne | Inverclyde |
| 55. | P | Henderson | Forth Valley |
| 56. | Kirsten | Holland | Fife |
| 57. | Sandra | Holmes | Lothian |
| 58. | Lynsey | Houston | Edinburgh |
| 59. | Alyson | Hutton | Fife |
| 60. | Catherine | Johnson | Central |
| 61. | J | Jones | Lothian |
| 62. | L | Kiltie | Fife |
| 63. | E | Lennox | Greater Glasgow and Clyde |
| 64. | O | Lo | Falkirk |
| 65. | Derrick | Louden | South Lanarkshire |
| 66. | M | Louden | South Ayrshire |
| 67. | J | Macdonald | Greater Glasgow and Clyde |
| 68. | Pauline Tierney | Macdonald | Stirling |
| 69. | N | Macdonald | Lothian |
| 70. | Karen | Macdonald | East Dunbartonshire |

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|------|--------------|---------------|---------------------------|
| 71. | Ian | Macdonald | East Dunbartonshire |
| 72. | Mags | Mackenzie | West Dunbartonshire |
| 73. | Gill | Macnaughton | Glasgow |
| 74. | Gill | Macnaughton | Glasgow |
| 75. | A | Magnus | Fife |
| 76. | Susan | McAllister | Stirling |
| 77. | Susie | McClue | Greater Glasgow and Clyde |
| 78. | R | McCull | Dundee |
| 79. | Irene | McCusker | Forth Valley |
| 80. | Jacquelyn | McDonald | Midlothian |
| 81. | Cora | McDonald | Forth Valley |
| 82. | Iain | McDonald | Forth Valley |
| 83. | MC | McDonald | Forth Valley |
| 84. | Wendy | mcdougall | Forth Valley |
| 85. | Heather | Mcgeechan | West Dunbartonshire |
| 86. | William | Mcgeechan | West Dunbartonshire |
| 87. | Susan | McGregor | Glasgow |
| 88. | K | McKay | Lothian |
| 89. | Irene | Mclaughlin | North Lanarkshire |
| 90. | J | McMahon | Forth Valley |
| 91. | K | Milne | Fife |
| 92. | Rebekah-Lynn | Montes | Area not disclosed |
| 93. | Janis | Montgomery | Midlothian |
| 94. | A | Morrison | Forth Valley |
| 95. | Siobhan | Morton | Grampian |
| 96. | Sharon Jean | Nicil | Forth Valley |
| 97. | Beth | Norwell | West Lothian |
| 98. | G | Noto La Diega | Glasgow |
| 99. | Sarah | O'Hare | Glasgow |
| 100. | Dennis | Owenson | Lothian |
| 101. | Carolyn | Paterson | Midlothian |
| 102. | Julia | Paton | West Lothian |
| 103. | Christina | Penman | Area not disclosed |
| 104. | J | Reid | Falkirk Council area |
| 105. | L | Renwick | Edinburgh |
| 106. | Ruth | Ritchie | Dumfries and Galloway |
| 107. | Alison | Robertson | Highland |
| 108. | G | Robertson | Forth Valley |
| 109. | Christina | Rodriguez | Inverclyde |
| 110. | Claudia | Rough | Edinburgh |
| 111. | R | S | Inverclyde |
| 112. | H | Salter | Midlothian |

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|------|--------------|------------|----------------------|
| 113. | Linda | Scott | Fife |
| 114. | E | Sergeant | Forth Valley |
| 115. | L | Shaw | Fife |
| 116. | Joseph | Somerville | Port Glasgow |
| 117. | Shonagh Lisa | Soutar | Fife |
| 118. | I | Stewart | Midlothian |
| 119. | C | Sykes | Edinburgh |
| 120. | E | Sykes | Edinburgh |
| 121. | J | Sykes | Edinburgh |
| 122. | Kirsteen | Tares | Tayside |
| 123. | Alexandra | Taylor | Edinburgh |
| 124. | Diane | Thomson | East Dunbartonshire |
| 125. | S | Thomson | Forth Valley |
| 126. | Gary | Thomson | Paisley |
| 127. | B | Trowell | Midlothian |
| 128. | Sharon | Tully | Falkirk Council area |
| 129. | C | Varendonck | Renfrewshire |
| 130. | J | W | Fife |
| 131. | Claire | Wadsworth | Glasgow |
| 132. | Jacqueline | Walker | Forth Valley |
| 133. | Alison | Ward | Forth Valley |
| 134. | M | Williams | Midlothian |
| 135. | Renate | Wolf | Forth Valley |
| 136. | Gail | Wright | Falkirk Council area |
| 137. | C | Yilmaz | Lothian |

Please note: Names have been listed in alphabetical order of surname. To enable signatories to retain the anonymity of their families if preferred, they were invited to sign with their initials or full name, along with their town, local authority or health board area.

CONTACT

This letter has been coordinated by Scottish Families Affected by Alcohol and Drugs, on behalf of the signatories. For further information, please contact:
Justina Murray, CEO, email ceo@sfad.org.uk, mob 0790 428 0669.

Scottish Families Affected by Alcohol and Drugs is a company limited by guarantee (Company No: 345289) and a recognised Scottish Charity (SCO034737)
 Edward House, 199 Sauchiehall Street, Glasgow, G2 3EX
 T: 0141 465 7523
 E: info@sfad.org.uk w: www.sfad.org.uk

