

Ministear airson Slàinte Phoblach, Slàinte Bhoireannaich
agus Spòrs
Maree Todd BPA

Minister for Public Health, Women's Health and Sport
Maree Todd MSP



Gillian Martin MSP
Convener, Health, Social Care and Sport Committee

Via email: hscs.committee@parliament.scot

17 November 2022

Dear Convener,

I am writing to notify the Scottish Parliament's Health, Social Care and Sport Committee of the Scottish Government's Consultation on Restricting Alcohol Advertising and Promotion, which has been published today. This is available at <https://consult.gov.scot/alcohol-policy/alcohol-advertising-and-promotion>.

The World Health Organization (WHO) recommend legislative restrictions on alcohol marketing - the advertising and promotion of alcohol - as one of the three 'best buy' actions to prevent and reduce alcohol-related harm.

The Committee will be aware that our [Alcohol Framework 2018](#) set out 20 actions to prevent and reduce alcohol-related harm in Scotland. This included Action 10 which was a commitment to consult and engage on the appropriateness of a range of potential measures, including mandatory restrictions on alcohol marketing. Our [PfG 2022/23](#) also committed to issuing this consultation during 2022 and, subject to the outcomes of the consultation, introduce legislation within the lifetime of this parliament.

I am pleased that we are making progress on these actions by publishing this consultation which will run for 16 weeks and close on 9 March 2022.

The consultation paper is wide ranging and covers potential restrictions on all of the major sources of exposure to alcohol advertising and promotion in Scotland, including advertising on TV, outdoors, through sports and events sponsorship as well as through branded merchandise and online.

Tha Ministearan na h-Alba, an luchd-comhairleachaidh sònraichte agus an Rùnaire Maireannach fo chumhachan Achd Coiteachaidh (Alba) 2016. Faicibh www.lobbying.scot

Scottish Ministers, special advisers and the Permanent Secretary are covered by the terms of the Lobbying (Scotland) Act 2016. See www.lobbying.scot

Taigh Naomh Anndrais, Rathad Regent, Dùn Èideann EH1 3DG
St Andrew's House, Regent Road, Edinburgh EH1 3DG
www.gov.scot



INVESTORS
IN PEOPLE

Accredited
Until 2020



Alcohol advertising and promotion is seen by, and appealing to, large volumes of children and young people in Scotland. [International evidence shows that seeing alcohol marketing is associated with an increased likelihood that children and young people will start to drink alcohol or, if they already drink alcohol, drink more.](#) This is harmful to them in both the short and long term.

It is also likely that alcohol advertising and promotion [influences higher-risk drinkers and can be a trigger for those in recovery to drink alcohol and relapse.](#) This is in addition to the likely impact marketing has on our wider society, by normalising alcohol and presenting it as fun, sociable and commonplace.

[Young people in Scotland](#), as well as [people in recovery and their families](#), have told us directly that they see a lot of alcohol marketing and want us to take action to tackle this

The aim of any restrictions would be to reduce exposure to alcohol advertising and promotion generally in Scotland, which should in turn reduce initiation of drinking and levels of consumption in young people, reduce the potential of relapse for those in recovery and reduce attractiveness of alcohol, and thereby consumption, amongst the general population.

We are seeking responses from all stakeholders to fully understand their views and any concerns they may have about any proposed restrictions. The Scottish Government will be carrying out a programme of engagement with key stakeholders throughout the consultation period.

I look forward to updating the Committee on the outcome of the consultation next year.

Yours sincerely,



Maree Todd MSP

Tha Ministearan na h-Alba, an luchd-comhairleachaidh sònraichte agus an Rùnaire Maireannach fo chumhachan Achd Coiteachaidh (Alba) 2016. Faicibh www.lobbying.scot

Scottish Ministers, special advisers and the Permanent Secretary are covered by the terms of the Lobbying (Scotland) Act 2016. See www.lobbying.scot

Taigh Naomh Anndrais, Rathad Regent, Dùn Èideann EH1 3DG
St Andrew's House, Regent Road, Edinburgh EH1 3DG
www.gov.scot



INVESTORS
IN PEOPLE

Accredited
Until 2020

