



ALCOHOL  
CHANGE<sup>UK</sup>

We are the **new**  
**charity** formed  
from the merger of  
Alcohol Research UK  
and Alcohol Concern.



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**We invite you to work with us to create alcohol change.**



## Why Alcohol Change UK?

Every year in the UK alcohol-related harm leads to thousands of lives lost, and hundreds of thousands more damaged. Serious alcohol harm – from liver disease, heart conditions, stroke, cancer, mental health problems and so much more – can affect any one of us, from any walk of life. And each of us who drinks too much is part of a family and a community who feel the effects too.

Yet we treat alcohol differently to other drugs – it is legal, socially acceptable, widely available and heavily promoted.

We are not anti-alcohol. We're against alcohol harm. And we are **for alcohol change**.

We are for a future in which no one feels they must drink; where the issues which lead to alcohol harm – like poverty, mental health problems, homelessness – are addressed; and where those of us who drink too much, and our loved ones, have access to high-quality support whenever we need it, without shame or stigma.

Driven by our belief that every person deserves to live free from alcohol harm, we create smart, evidence-driven **change**.

## Who we are

- **Compassionate:** We care deeply about everyone seriously harmed by alcohol, whoever they are.
- **Truthful:** We seek and tell the truth.
- **Ambitious for change:** We are optimistic and determined.

We believe in people making their own choices – so we don't tell them what to do or not to do.

We believe in evidence – so we steer clear of ideological positions.

We know that alcohol harm is a complex issue requiring sophisticated responses – so we avoid oversimplification.

We are against the stigma that is so often associated with drinking problems – so we challenge it.

## Our work

We focus entirely on reducing alcohol harm, working across the **whole range of serious alcohol harms**, from mental and physical to societal and economic.

While we are independent, we know we can't do this alone. We always seek to collaborate with those who share our vision of reducing alcohol harm. We work to connect audiences: researchers, policy-makers, practitioners and the general public.

## How we will create change

To reduce alcohol harm, we have identified five major, interlinked changes that need to happen. Our strategy is to drive progress in all five areas simultaneously.



### Improved knowledge

We want alcohol-related policy and practice to be developed on the basis of robust research evidence; new ideas about alcohol harm reduction created, tested and shared; and the knowledge base enriched by the experiences of those affected by alcohol harm. Everything we do is based on this.

### Better policies and regulation

We want to see a policy environment that prioritises the reduction of alcohol harms in all their forms based on robust and reliable evidence.

### Shifted cultural norms

We want to see the development of more informed and balanced drinking cultures across the UK, with alcohol playing a less central role.

### Improved drinking behaviours

We want to help more people gain the motivation, confidence and ability to exert control over their drinking; with less need for specialist support.

### More and better support and treatment

We want to see a vibrant and diverse treatment sector that is effective, properly funded, well commissioned and coordinated, and easy for people with drinking problems and their families to navigate.