In response to the Health and Sport Committee call for evidence on the general principles of the Alcohol etc. (Scotland) Bill, the majority of members of the Youth Commission on Alcohol (YCA) are supportive of the introduction of a minimum price per unit of alcohol.

The YCA is currently undertaking research into Scotland’s alcohol culture, with an emphasis on factors affecting Scotland’s drinking habits. The Commission is acutely aware that a number of factors influence alcohol consumption and has focused its research primarily on areas such as availability and accessibility; education; alternatives for young people and adults; alcohol industry marketing and social marketing. Throughout our research we have been aware of the continuing debate on the subject of minimum pricing per unit of alcohol.

As each Commissioner has a personal interest in improving Scotland’s alcohol culture, we are aware that strong, inexpensive alcoholic drinks play a small but significant role and therefore support the introduction of a minimum price per unit of alcohol with the view that this will help to reduce some of the more dangerous levels of alcohol consumption.

We understand that minimum alcohol pricing is not the only suitable way to reduce alcohol consumption. However, we support its introduction because we believe that it will alter consumption levels and any policy intended to reduce alcohol consumption would be beneficial to the health and well being of young people in Scotland.

Bob Forsyth
Facilitator
Youth Commission on Alcohol
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