



CASE STUDY — CAMPAIGN LEADERSHIP & POLICY CHANGE

SAMANTHA MORGAN · CAMPAIGN LEADERSHIP & POLICY CHANGE

ID Inclusion

Turning an Unwanted Delivery Into a National Consent Campaign

NOT
EVERYONE
DRINKS

When alcohol arrived unrequested at her alcohol-free home, Samantha didn't stay quiet — she founded Not Everyone Drinks, the campaign that got HelloFresh to pause unsolicited alcohol promotions and reached Westminster within a month.

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national brand (HelloFresh) paused unsolicited alcohol marketing

Westminster

reached via APPG within one month of launch

10,000s

reached online in the campaign's first two weeks

BBC

national broadcast, press & radio coverage

THE INCIDENT

A can of cider arrived, uninvited, with Samantha's HelloFresh delivery — into a home she deliberately keeps alcohol-free. Managing ADHD, autism and recovery, she knew an unexpected can on the doorstep wasn't a marketing misstep. It was a safeguarding risk, and one a child in the house could just as easily have picked up.

THE RESPONSE

Samantha raised it directly with HelloFresh, who paused the promotion — then went further, founding Not Everyone Drinks: a campaign arguing alcohol marketing should be opt-in, not opt-out, and that sobriety deserves the same respect as drinking.

THE ASK

The campaign makes four asks of brands and employers: opt-in-only alcohol marketing, inclusion audits on promotional content, sober-inclusive workplace policies, and industry recognition of the UK's growing non-drinking population.

SELECTED IMPACT

- ✓ HelloFresh paused unsolicited alcohol promotions in direct response
- ✓ Reached Parliament's APPG within one month of launch
- ✓ Blog published with Alcohol Change UK
- ✓ Featured on the BBC, plus national press, radio and a podcast
- ✓ Publicly backed by Turning Point
- ✓ Featured by the Alcohol Health Alliance

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We made handing out cigarettes unthinkable. It's time we did the same for alcohol.

SAMANTHA MORGAN, FOUNDER

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We are not anti-drinking. We are pro-choice.

NOT EVERYONE DRINKS CAMPAIGN

FEATURED & PRESENTED AT

BBC News · BBC Radio Suffolk · British Psychological Society · British Sociological Association · Times Higher Education · Suffolk News · East Anglian Daily Times · Open University · Alcohol Change UK · Alcohol Health Alliance