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Alcohol Action Ireland



Alcohol Action Ireland (AAI) is a non-governmental organisation which acts as an expert independent voice for policy change on alcohol-related issues. Over many years it has been highly active in ensuring the successful passage of the Public Health (Alcohol) Act 2018, the first legislation in Ireland to take a public health approach to the control of alcohol consumption with measure such as Minimum Unit Pricing, restrictions on advertising and labelling of alcohol products. AAI is now working to ensure the full implementation of the Act as well as advocating for a range of other policies in areas such as children who have grown up with alcohol harm in the home though its Silent Voices initiative.

Sheila joined AAI in 2019 and has extensive experience in policy development and advocacy. She has led a range of not-for-profit organisations in science, education and public engagement including the Institute of Physics in Ireland and the Irish Centre for Talented Youth. She is a member of the Public Health Alcohol Research Group established by the Minister for Health in Ireland to advise on alcohol policy evaluation research and is a Board member of the European alliance of alcohol policy NGOs, Eurocare.

She has a BSc Hons in physics and a PhD in astrophysics from Queen’s University Belfast.