



# Strategies to Reduce Alcohol-Related Harms and Costs in Canada: A Review of Provincial and Territorial Policies

POLICY RECOMMENDATIONS & BEST PRACTICE LEADERS

# Strategies to Reduce Alcohol-Related Harms and Costs in Canada: A Review of Provincial and Territorial Policies

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<ul style="list-style-type: none"> <li>• Have administrative licensing suspensions for at least 3 days for the first offence and 7 days for the second.</li> </ul>	BC, AB, SK, MB, ON, NB, NS, PE, and NL
Direct Policy Domain Recommendations	Best Current Practice Leaders
4. Marketing and Advertising Controls	
<ul style="list-style-type: none"> <li>• Implement comprehensive restrictions covering placement, quantity, content of ads as well as sponsorship restrictions for all media;</li> </ul>	None
<ul style="list-style-type: none"> <li>• Implement an independent complaint system and penalties that escalate with the frequency and severity of the violation;</li> </ul>	

<ul style="list-style-type: none"> <li>• Employ at least 1 liquor inspector per 300 outlets</li> </ul>	AB, SK, MB, NS, YT, and NT
<ul style="list-style-type: none"> <li>• Implement Mystery Shopper and police inspection programs with public reported penalties escalating with frequency and severity of offences;</li> </ul>	SK, ON, and QC
<ul style="list-style-type: none"> <li>• Mandate evidence based Responsible Beverage Service Training for all venues and levels of staff.</li> </ul>	BC, AB, and PE
Indirect Policy Domains Recommendations	Best Current Practice Leaders
8. Alcohol Control System	
<ul style="list-style-type: none"> <li>• Maintain a government owned and run retail network for off-premise outlets* that reports to a ministry with a mandate to protect health and safety** ;</li> </ul>	*NS and NU **BC

<ul style="list-style-type: none"> <li>Track indicators that include: per capita consumption; alcohol-related hospital admissions and deaths, and alcohol-related crime</li> </ul>	BC, AB, SK, MB, ON, NB, PE, and YT
11. Health and Safety Messaging	
<ul style="list-style-type: none"> <li>Require prominent placement of alcohol labels that include rotating health and safety messages, standard drink information and Low-Risk Drinking Guidelines; and</li> </ul>	YT and NT
<ul style="list-style-type: none"> <li>Require health and safety messaging at all on and off-premise outlets supported by other suitable media platforms</li> </ul>	* BC and ON ** AB, MB, ON, and QC

General Recommendations	
<ul style="list-style-type: none"> <li>Given the substantial and increasing harm from alcohol use, all provinces and territories should give greater priority to funding and implementing effective alcohol policies.</li> </ul>	
<ul style="list-style-type: none"> <li>Following some European countries, liquor regulation should be located within ministries primarily concerned with health and safety rather than with finance and economic development</li> </ul>	
<ul style="list-style-type: none"> <li>The recent trend to treat alcohol as an ordinary commodity to be sold alongside food and other grocery items should be reconsidered as this leads to greater consumption and related harm.</li> </ul>	
<ul style="list-style-type: none"> <li>All provinces and territories are encouraged to learn from each other's experiences with successful implementation of effective alcohol policies</li> </ul>	
<ul style="list-style-type: none"> <li>There needs to be concerted action involving government, NGOs and other stakeholders in implementing a combination of population level policies and more focused interventions for priority populations.</li> </ul>	
<ul style="list-style-type: none"> <li>Greater investment in public education about the risks of alcohol, including the comparative risk</li> </ul>	