

Canadian Alcohol Policy Evaluation (CAPE) 3.0

Results from New Brunswick

The Canadian Alcohol Policy Evaluation (CAPE) provides rigorous assessments of how well each level of government in Canada is implementing policies proven to reduce harm from alcohol use. This is the third edition of the CAPE project; a project which has a track record of strengthening Canada's response

Steps NB can take to improve their CAPE policy scores

The policy domains below are listed in order of impact based on their effectiveness and scope.

Note: Grade ranges: A+ = 90-100%; A = 85-89%; A- = 80-84%; B+ = 77-79%; B = 73-76%; B- = 70-72%; C+ = 67-69%; C = 63-66%; C- = 60-62%; D+ = 57-59%; D = 53-56%; D- = 50-52%; F = 0-49%.

NB's CAPE 3.0 Score: 35% (F)

Policy domain 1: Pricing & Taxation

Score: 39% (F)

All recommended policies should be developed and implemented without alcohol industry involvement, without incorporating exceptions, and enacted in legislation or regulation where possible.

- Increase legislated minimum prices to a rate per standard drink (e.g. 17.05mL ethanol) of at least \$2.04* for alcohol sold at off-premise retail outlets and \$4.07* for alcohol sold at on-premise establishments, after taxes, and implement on-premise automatic indexation (*2023 price); tie minimum prices for all alcohol precisely to ethanol content (e.g. \$/L ethanol).
- Update general alcohol prices annually to ensure that all keep pace with NB-specific inflation, increase alcohol sales taxes and tax alcohol at a higher rate than other consumer goods.
- Set off-premise minimum retail markups to be at least 100% of the landed cost for each beverage type and set on-premise markups at or above the off-premise retail price.

Policy domain 2: Physical Availability

Score: 36% (F)

All recommended policies should be developed and implemented without alcohol industry involvement, without incorporating exceptions, and enacted in legislation or regulation where possible.

- Reduce existing outlet density of all premises. Introduce density and placement limits for off-premise outlets and on-premise establishments.
- Reduce and legislate maximum trading hours allowed per week; restrict alcohol sales before 11:00am and after 8pm (off-premise retail outlets) and 1am (on-premise establishments). Prohibit on-premise alcohol takeout. Prohibit alcohol home delivery, including by a third party, from all premises.

Policy domain 3: Control System

Score: 20% (F)

All recommended policies should be developed and implemented without alcohol industry involvement, without incorw 0.304 8y746 (v)-8.5 i(in)2.2 (g)2.6 (re)-3 (x)-2.8 (c)-1.9 (e)-7.9 pn)2.2 (t.5 i((o)-6.6 (n)2.2 is)-1.3 (.)-1 (l)-11.3

- Appoint a health and/or safety-focused ministry to oversee alcohol distribution/retail. Require government wholesaler or equivalent fee between the producer/manufacturer and retailer.
- Increase current 21% proportion of government-owned and operated off-premise outlets and move towards a full government monopoly. Prohibit alcohol sales beyond traditional channels (e.g. convenience and grocery stores), in other establishments (e.g. spas and sporting facilities) and via online sales; phase out ferment-on-premise outlets and home-brew kits.
- Include protection of public health and safety as explicit mandate objectives for regulator and distributor/retailer; legislate earmarked funds for harm prevention, research, and treatment; require public health involvement in decision-making and legislative changes; require targeted health-focused public engagement.

Policy domain 4: Impaired Driving Countermeasures

Score: 59% (D+)

- Increase minimum legal age to 21 for possession and purchase of alcohol; consider granting graduated access (i.e. restrictions based on alcohol strength or hours of sale).
- Prohibit policies permitting parents/guardians or other adults from providing alcohol to minors beyond the home.
- Require proof of age identification for anyone purchasing alcohol and 2-staged verification (i.e. when ordering and receiving order) for alcohol sales made remotely (e.g. online, via phone, etc.).

Policy domain 7: Health and Safety Messaging

Score: 2% (F)

All recommended policies should be developed and implemented without alcohol industry involvement, without incorporating exceptions, and enacted in legislation or regulation where possible.

- Implement enhanced alcohol labelling as a manufacturer requirement and mandatory onsite health and safety messaging (e.g. signage, posters) in all premises. Labels, signage, and messaging should include a variety of evidence-based warning messages (e.g. cancer risk, standard drinks, national alcohol guidance, calories), be prominently displayed and accompanied by pictorials, rotate across all products, and support consumers in making informed decisions about product use.
- Deliver a variety of ministry-led alcohol health and safety campaigns (beyond holiday themes) at least annually.

Policy domain 8: Liquor

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- Formally adopt and the most recent evidence-based national alcohol guidance with an official statement of support.
- Provide health professionals with screening, brief intervention, and referral (SBIR) training and ensure availability of in-person or online SBIR services with health professionals.
- Provide publicly funded permanent managed alcohol programs.

Policy domain 10: Alcohol Strategy

Score: 17% (F)

All recommended policies should be developed and implemented without alcohol industry involvement, without incorporating exceptions, and enacted in legislation or regulation where possible.

- Implement a standalone government-endorsed alcohol strategy that includes a wide range of evidence-based public health policies (such as pricing and physical availability) and is developed independently of the alcohol industry. Allocate dedicated government funding to the strategy with an identified public health leader, an implementation timeline, reoccurring public-facing implementation assessments and updates at least every 5 years.

Policy domain 11: Monitoring and Reporting

Score: 50% (D-)

All recommended policies should be developed and implemented without alcohol industry involvement, without incorporating exceptions, and enacted in legislation or regulation where possible.

- Implement systematic and comprehensive tracking of all alcohol-related indicators (e.g. add policy changes to existing indicators).
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To learn more about the Canadian Alcohol Policy Evaluation or to join our Community of Practice, visit alcoholpolicy.cisur.ca or email cisur@uvic.ca

Suggested citation

Naimi, T., Stockwell, T., Giesbrecht, N., Wettlaufer, A., Vallance, K., Farrell-Low, A., Farkouh, E., Ma, J., Priore, B.,