

Where PE needs work: Selected examples

Policy domain 1: Pricing & Taxation

Minimum pricing is not tied to ethanol content for any alcohol sold in PE and there is ~~no~~ ^{premise} indexation. In general, alcohol prices in PE are not keeping up with inflation. ~~premise~~ ^{premise} alcohol is not taxed at a higher rate relative to other consumer goods at the retail level.

PE Minimum Pricing in 2021/22

Note: Price per standard drink for a common container size and beverage strength, expressed in 2021 dollars.

Off-premise e.g., liquor stores)

Recommended minimum price: \$1.83

Actual prices:

- x Beer: \$2.33
- x Wine: \$2.14
- x Spirits: \$1.59
- x Coolers: \$

- x 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 decisionmaking and legislative changes; require targeted health-focused public engagement.

Policy domain 4: Impaired Driving Countermeasures

Score 58% (D+)

Recommendations

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

- x Strengthen graduated licensing program (GLP) with stage 1 minimum of 12 months and implement stage 2 nighttime driving ban. Implement zero-tolerance (e.g. 0.02% BAC) for all drivers.

Policy domain: Health & Safety Messaging

Score: 9% (F)

Recommendations

