



- Makes it easier for people living in Canada to make informed, healthier choices and lower risk of chronic diseases. The findings of [the Yukon Labelling Study](#), one of the best-known studies on the effectiveness of alcohol warning labels, showed that alcohol labels led to an increase in [consumer awareness and knowledge of health risks](#), [number of standard drinks in alcohol containers](#), and [national drinking guidelines](#) and [led to a decrease in alcohol consumption](#);
- Provides clear and easy access to

- Representatives of the alcohol industry should not have any input on the legislation, development, placement, content, size, or style of the mandatory health warning messages implemented on alcohol products.
- Implementation of rotating display of mandatory front-of-package labels with adequate health warning messages that are reviewed and updated regularly covering six defined topic areas (e.g., cancer risk, other health impacts, violence, pregnancy-related risks, impaired driving, and harms to youth).