

u... \h=... strengthen the
impact of people who are active in public and community health throughout Ontario.

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Warning or not warning people about alcohol harms should not be in the hands of an industry, who are motivated to increase sales and profits. Under product liability law, alcohol manufacturers and distributors have a duty to warn consumers of risks - a duty they are not meeting. Alcohol warning labels would hold alcohol companies to the same standard as other regulated drugs. Tobacco and cannabis already have existing labelling requirements under the Tobacco and Vaping Products and Cannabis Acts. In the same way that plain packaging and health warnings on tobacco products were used as part of a broader public health approach to reducing consumption, appropriate and proportionate health messages on alcohol should be viewed as a cost-effective, easy-to-implement strategy that could raise awareness of alcohol-related harms.ⁱⁱ

Finally, alcohol labels would provide consumers with easy-to-use information on alcohol containers to accurately track and monitor their alcohol use in terms of standard drinks. This information is essential if individuals are to effectively reduce their alcohol consumption as recommended in [#8](#) [ce on Alcohol and Health](#). Without understanding standard drinks and knowing the reasons why they should modify their consumption, people are unlikely to follow the guidance.