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The Honourable Mary Ng, P.C., M.P.
Minister of Export Promotion, International Trade and Economic Development
House of Commons
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Re: Canadian position on Ireland's Public Health (Alcohol) Act and related labelling regulations in World Trade leading Canadian research organizations dedicated to ms from substance use and identifying evidence-based measures to reduce these and CISUR are World Health Organization Collaborating Centres on alcohol policy independent from commercial vested interest groups. Our alcohol research over damajor focus on labelling, including an evaluation of the only real-world incer warnings and other health messages in the Yukon Territory of Canada.

Our statement

We support Ireland's Public Health (Alcohol) Act and implementing regulations and urge the Canadian Government NOT to oppose the new labelling requirements in the World Trade Organization's (WTO) Technical Barriers to Trade Committee, thereby respecting Ireland's authority to enact new alcohol labelling requirements, including a cancer warning statement. Canada should not undermine this scientifically sound, publicly supported, public health policy that was enacted by democratically elected officials in Ireland.

Consumers have a right to know about risks to their health from drinking alcohol and to be provided critical information about the contents of alcohol products relevant to their health and safety.

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on alcohol content and calories, would be a highly effective way to inform Irish consumers of the risks of alcohol consumption so that they can make informed decisions about their health.

Our own research here at CISUR and CAMH supports alcohol labelling. For the last 10 years we have led the Canadian Alcohol Policy Evaluation Project (CAPE), a nation-wide exercise funded by the federal government to define and monitor the implementation of effective alcohol policies. The CAPE research team has developed Evidence-based Recommendations for Labelling Alcohol Products. Ireland's alcohol labelling is consistent with these recommendations for effective labelling of alcohol products.

Together with Public Health Ontario, CISUR conducted one of the best-known studies on the effectiveness of alcohol warning labels. The Yukon Labelling Study, which affixed brightly coloured, rotating labels on alcohol containers in Whitehorse, Yukon, Canada, was a rare real-world study of the effectiveness of alcohol warning labels in informing drinkers of the risks of alcohol and reducing consumption. Several academic papers have been published on the study, including:

- Communicating risks to drinkers: testing alcohol labels with a cancer warning and national drinking guidelines in Canada, (Hobin et al., 2020)
- <u>Examining the impact of alcohol labels on awareness and knowledge of national drinking</u> quidelines: A real-world study in Yukon, Canada, (Hobin et al., 2020, JSAD)
- Testing alcohol labels as a tool to communicate cancer risk to drinkers: a real-world quasiexperimental study (2020) (Hobin et al., 2020, JSAD)
- <u>Effects of strengthening alcohol labels on attention, message processing, and perceived</u>
 <u>effectiveness: A quasi-experimental study in Yukon, Canada (2020)</u>, (Hobin et al., 2020, Intl J Drug Policy)
- Testing the Effectiveness of Enhanced Alcohol Warning Labels and Modifications Resulting From Alcohol Industry Interference in Yukon, Canada: Protocol for a Quasi-Experimental Study (Vallance et al., 2020, JSAD)
- Improving Knowledge That Alcohol Can Cause Cancer Is Associated with Consumer Support for Alcohol Policies: Findings from a Real-World Alcohol Labelling Study, (Weerasinghe et al., 2020, Env Res and Public Health)
- The effects of alcohol warning labels on population alcohol consumption: An interrupted time

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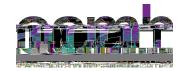
Alcohol labels fulfil the duty to inform consumers

The Canadian Alcohol Policy Evaluation Project (CAPE), together with legal experts, <u>have also outlined</u> manufacturers' duty to inform consumers of any risks inherent in the use of a product and provide consumers with adequate information to make an informed choice concerning use of the product. While there are no doubt legal variations between Canada and Ireland, the principle is the same: **Producers of**

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