

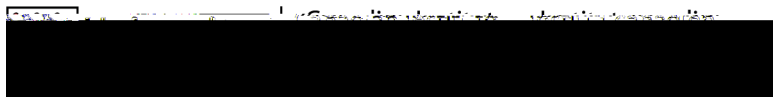
Ms. Nadia Theodore  
Ambassador of Canada to the World Trade Organization and Permanent Representative of Canada to  
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The Honourable Mary Ng, P.C., M.P.  
Minister of Export Promotion, International Trade and Economic Development  
House of Commons  
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Re: Canadian position on Ireland's Public Health (Alcohol) Act and related labelling regulations in World Trade

Case 1: [Redacted]



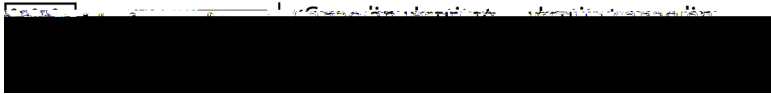


on alcohol content and calories, would be a highly effective way to inform Irish consumers of the risks of alcohol consumption so that they can make informed decisions about their health.

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)
- [Examining the impact of alcohol labels on awareness and knowledge of national drinking guidelines: 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 quasi-experimental study \(2020\)](#) (Hobin et al., 2020, JSAD)
- [Effects of strengthening alcohol labels on attention, message processing, and perceived effectiveness: A quasi-experimental study in Yukon, Canada \(2020\)](#), (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](#)

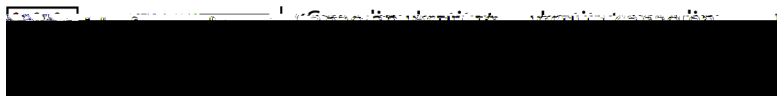


*Alcohol labels fulfil the duty to inform consumers*

The Canadian Alcohol Policy Evaluation Project (CAPE), together with legal experts, [have also outlined](#) 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**

Case 1: [redacted] | Case 2: [redacted] | Case 3: [redacted] | Case 4: [redacted] | Case 5: [redacted]





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