



Strategies to Reduce Alcohol-Related Harms and Costs in Canada: A Review of Provincial, Territorial, and Federal Policies

February 20th, 2019 Webinar

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Project website:
www.alcoholpolicy.cisur.ca



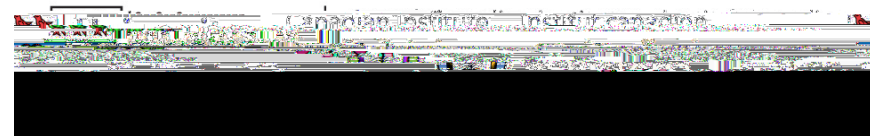
Canadian Alcohol Policy Evaluation (CAPE) Funders



Substance Use and Addictions Program | Le Programme sur l'usage et les dépendances aux substances

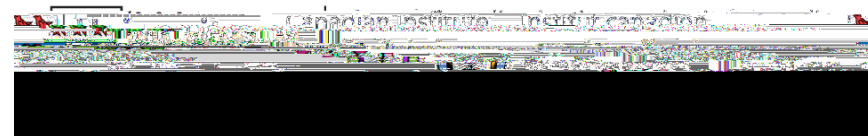
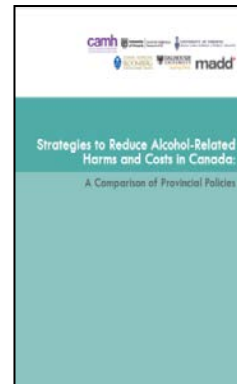
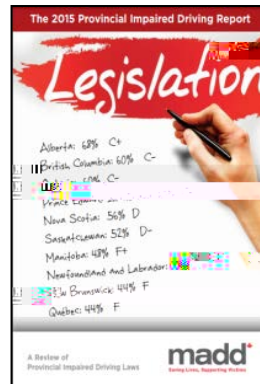
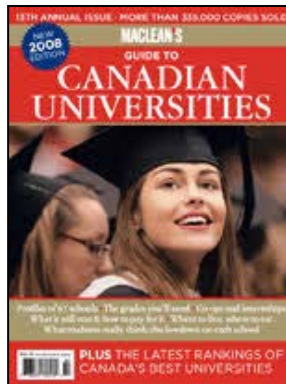


The views and opinions expressed in this report are those of the authors alone and do not necessarily represent the views of Health Canada or the other organisations acknowledged.



CAPE History

- First alcohol policy report was released along with 10 provincial summary reports in 2013 (no territories included) (Giesbrecht et al., 2013)
- Format based on: MADD Canada's impaired driving report card/legislative review series and MacLean's University rankings



CAPE– 2019

- Health Canada SUAP Grant (provinces and territories)
 - Second assessment of provincial alcohol policies
 - First assessment of territorial alcohol policies
 - Policy domains/indicators revised based on updated evidence and stakeholder feedback
 - Results presented as grades rather than rankings
- Public Health Agency of Canada Funding (federal)
 - First assessment of the implementation of federal alcohol policies

Project Rationale: Alcohol Harms

- ~ 80% of Canadians drank 1+ alcoholic drink in past year
- ~ 30-40% of drinkers (15+ years) report drinking above the low-risk drinking guidelines (after adjustment for under-reporting)
- -

Project Rationale: Alcohol Costs

- The economic cost of alcohol in Canada for 2014 was estimated to be **\$14.6 billion**, more than any other psychoactive substance, including tobacco;
- Net revenue from alcohol in Canada in 2014 totaled **\$10.9 billion** i.e. only 75% of costs
- Each province and territory runs a **cost deficit** from alcohol, ranging from **6% in Quebec** up to **96% in Nunavut**.

Province/Territory	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL	YT	NT	NU
Alcohol Net Revenue* (StatsCanada, 2018)	\$1,621	\$1,111	\$391	\$431	\$3,918	\$2,445	\$247	\$372	\$56	\$248	\$17	\$30	\$1.75
Alcohol Harms Costs* (CSUCH, 2018)	\$1,936	\$2,396	\$563	\$577	\$5,344	\$2,589†	\$326	\$427	\$67	\$276	\$41	\$56	\$43
Deficit*	-\$314	-\$1,285	-\$172	-\$146	-\$1,426	-\$144	-\$79	-\$54	-\$10	-\$27	-\$23	-\$25	-\$42

* Value in Millions

† Cost estimates do not include inpatient hospitalization, day surgery and emergency department costs for Quebec

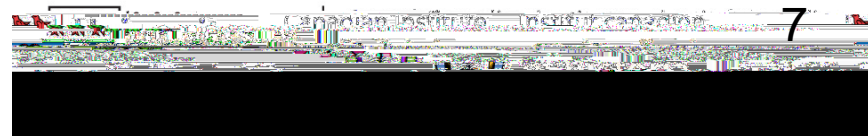
Project Rationale: Evidence-based Policies

Alcohol policy domains with most evidence of effectiveness and greatest population reach were selected e.g. policies that:

- f* Decrease alcohol's affordability
- f* Decrease convenience of access
- f* Restrict advertising and promotions
- f* Deter impaired driving

Advances in knowledge now enable more specific advice e.g.

- f* Apply consistent minimum prices per standard drink
- f* Use government rather than private retail systems
- f* Apply advertising codes both to new digital and traditional media
- f* Apply civil penalties for impaired drivers



Project Methods



Federal Policy Domains

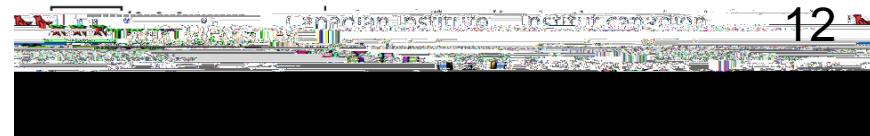
Policy Domains	Policy indicator categories
1. Pricing and Taxation	<ul style="list-style-type: none"> - Minimum pricing for alcohol sold on federally controlled lands/waters - Volumetric taxation (GST and Excise tax)
2. Physical Availability	<ul style="list-style-type: none"> - Importation of alcohol, restrictions and exemptions
3. Impaired Driving Countermeasures	<ul style="list-style-type: none"> - Federal Criminal Code BAC limit - Random breath testing
4. Marketing and Advertising Controls	<ul style="list-style-type: none"> - Regulating alcohol marketing: content and coverage - Enforcement mechanisms - Monitoring and reporting of alcohol marketing activities
5. Minimum Legal Drinking Age	<ul style="list-style-type: none"> -

Prov./Terr. Direct Policy Domains

Direct Policy Domains	Policy indicator categories
1. Pricing and Taxation	<ul style="list-style-type: none"> - Minimum pricing - General pricing keeping pace with inflation - Pricing on alcohol content - Provincial/territorial taxation
2. Physical Availability	<ul style="list-style-type: none"> - Regulating placement and density - Outlet density (practice indicator) - Hours and days of sale - Regulating availability within the establishment
3. Impaired Driving Countermeasures	<ul style="list-style-type: none"> - Graduated licensing programs - Penalties, suspensions and revocations - Interlock programs
4. Marketing and Advertising Controls	<ul style="list-style-type: none"> - Regulating alcohol marketing: content and coverage - Enforcement mechanisms - Marketing by the liquor boards (practice indicator)
5. Minimum Legal Drinking Age	<ul style="list-style-type: none"> - Level of MLDA - Supportive legislation and loopholes - Graduated drinking programs
6. Screening, Brief Intervention and Referral	<ul style="list-style-type: none"> - Practice guidelines - Tools and services - SBIR implementation (practice indicator)
7. Liquor Law Enforcement	<ul style="list-style-type: none"> - Status of risk-based licensing and enforcement programs - Quality of risk-based licensing and enforcement programs - Penalties - Responsible beverage service training status, coverage and quality

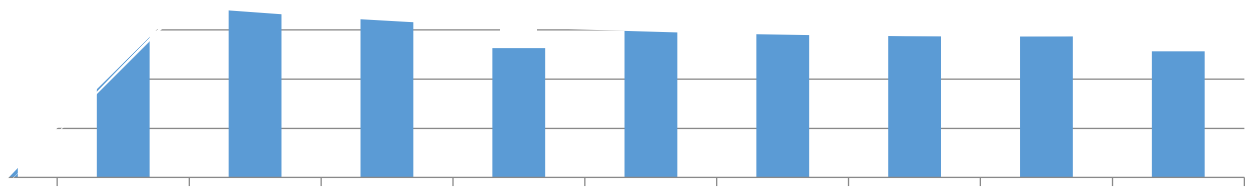
Prov./Terr. Indirect Policy Domains

Indirect Policy Domains	Policy indicators categories
8. Control System	<ul style="list-style-type: none"> - Type of alcohol retail system - Sales beyond on- and off-premise outlets - Relative emphasis on product promotion vs health and safety - Ministry responsible for the control and sale of alcohol
9. Alcohol Strategy	<ul style="list-style-type: none"> - Focus of the strategy - Implementation mechanisms of the strategy - Range of evidence based strategy recommendations
10. Monitoring and Reporting	<ul style="list-style-type: none"> - Comprehensiveness of reporting - Accessibility of reporting - Leadership and support for reporting
11. Health and Safety Messaging	<ul style="list-style-type: none"> - Alcohol labelling: status and quality - Alcohol messaging: status and quality - Dissemination of messaging (practice indicator)





Final- in Scores



Provincial/Territorial- Best Current Practices

These policies are achievable!



If we take the best current practice for each policy from each province and territory, Canada collectively achieves an **A** with a score of **87%**



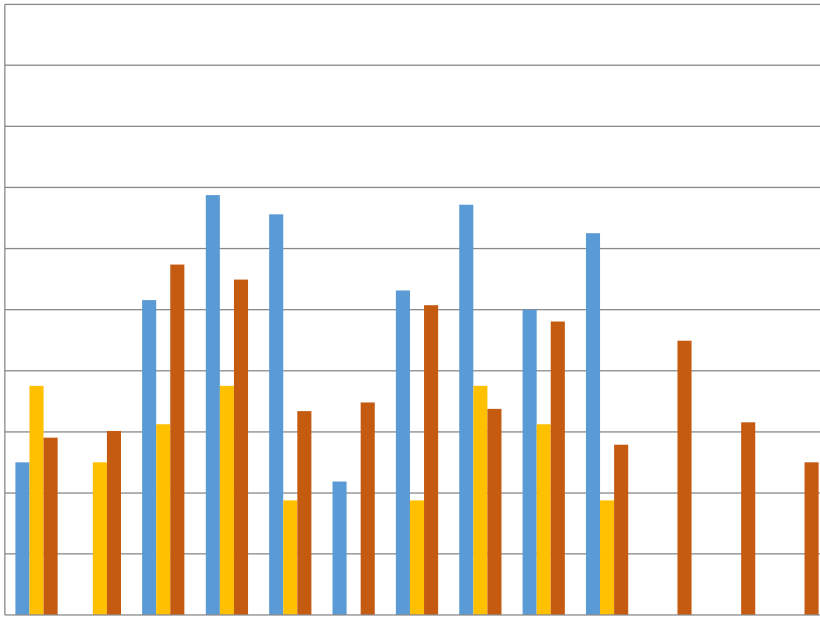
A Detailed Look at the Provincial and Territorial Results



Provincial/Territorial- Pricing and Taxation

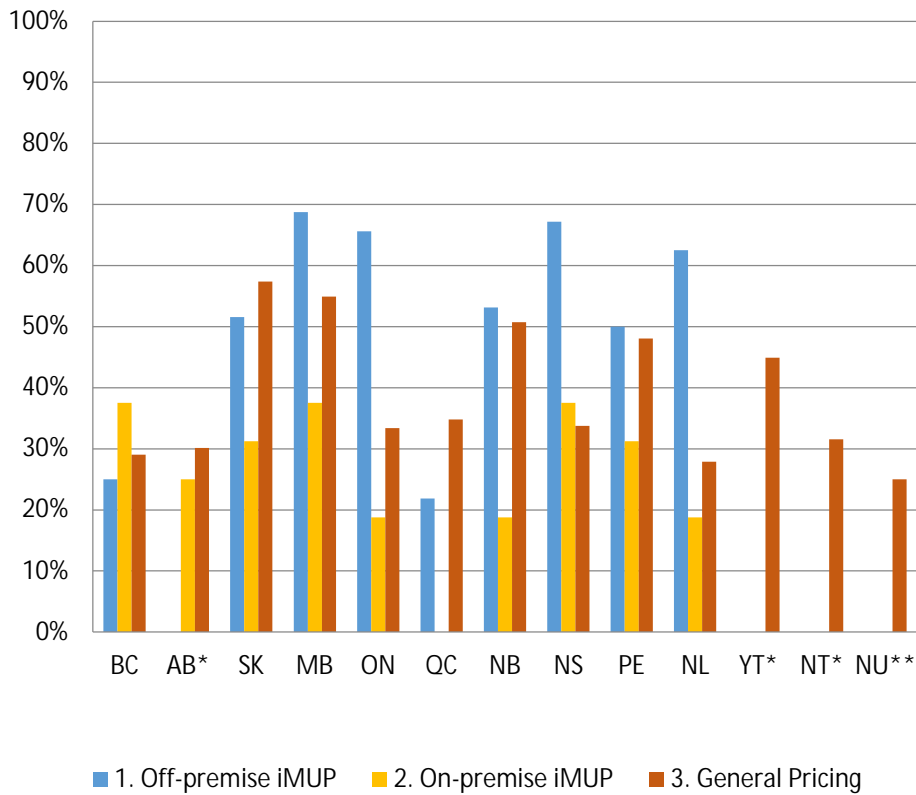


Provincial/Territorial- Pricing and Taxation

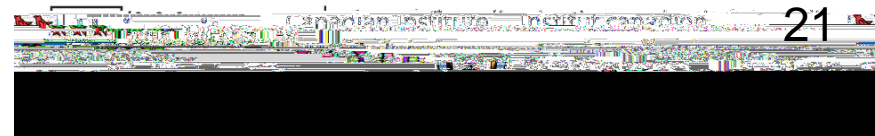


Provincial/Territorial- Pricing and Taxation

Pricing and taxation indicator scores by province and territory

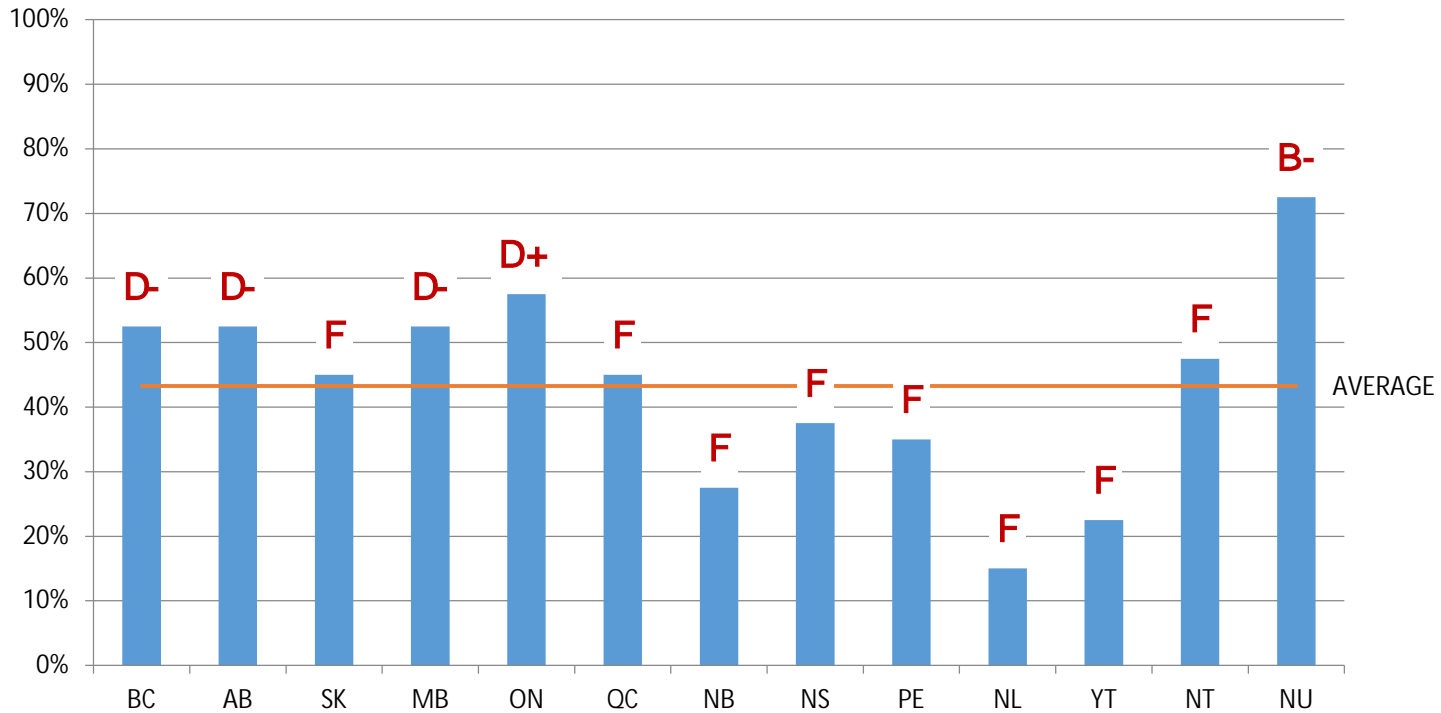


- QC only sets min. prices for malt-based beverages sold off-premise; AB does not set any off-premise minimum prices
- No prov./terr. sets on-premise min. prices that reflect alcohol content within beverage categories or indexes on-premise minimum prices to inflation
- Ten of the 13 jurisdictions do not set alcohol prices according to alcohol content



Provincial/Territorial-Physical Availability

Physical availability domain scores by province and territory

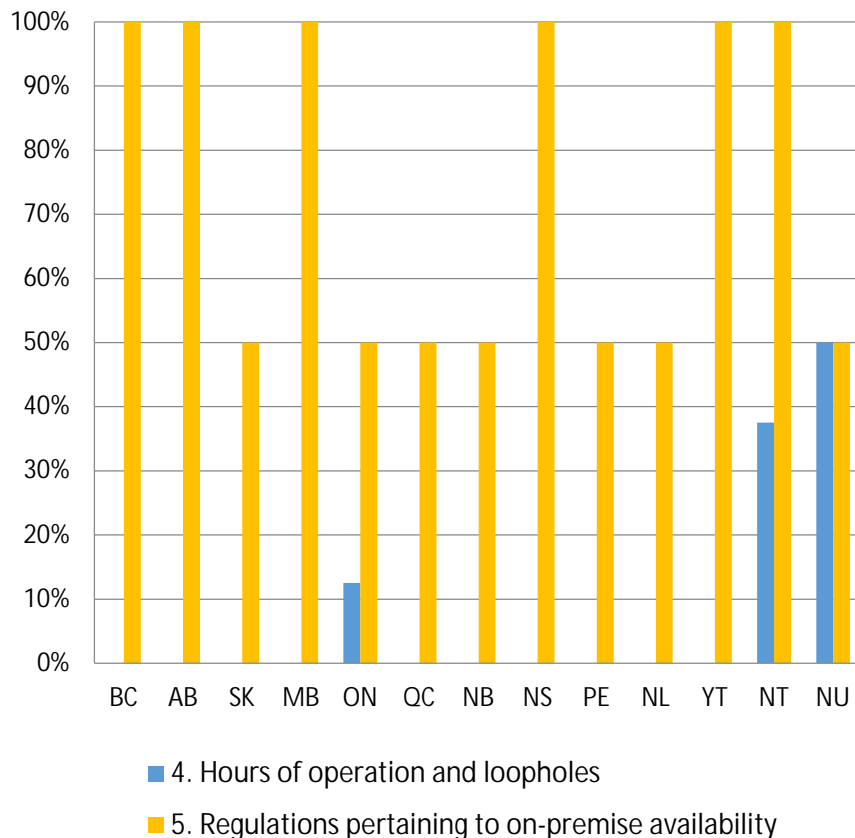


Provincial/Territorial-



Provincial/Territorial-Physical Availability

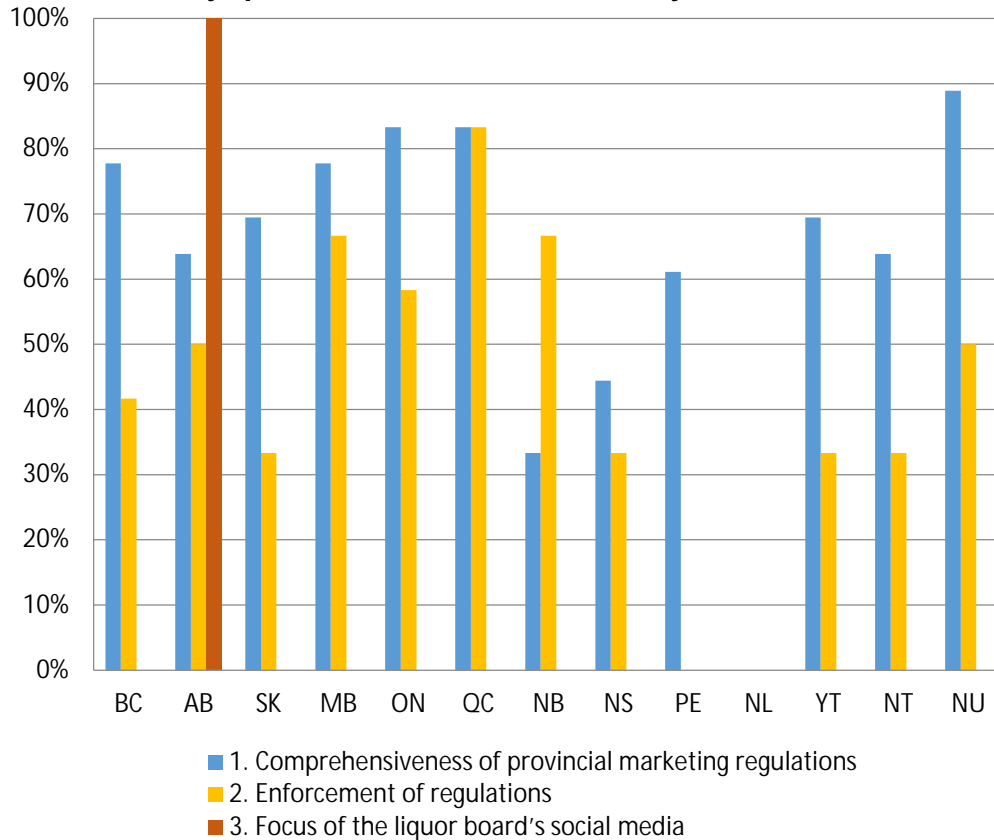
Physical availability indicator scores by province and territory



- NB limits off-premise sales to a maximum of 11 hours per day by regulation
- Most jurisdictions permit re-corking of unfinished for take away and restrict the number of drinks served to a patron at one time
- The majority of jurisdictions have loopholes that allow for the extension of hours of operation for off-premise stores and on-premise establishments

Provincial/Territorial- Marketing and Advertising Controls

Marketing and advertising controls indicator scores by province and territory



- NL does not regulate alcohol advertising beyond the



Provincial/Territorial-





Recommendations



Federal Recommendations



Pricing and Taxation

- x Excise taxes are increased and based on alcohol content for all alcoholic beverages
- x A standardized national minimum price per standard drink is negotiated with all provinces and territories

Marketing and Advertising

- x The CRTC advertising code is updated and expanded

A National Alcohol Strategy

- x The federal government initiates a process to develop a new national strategy for reducing alcohol-related harm

An Alcohol Act for Canada

- x Alcohol is responsible for more economic costs in Canada than either cannabis or tobacco, both substances which have their own Acts, a federal Alcohol Act is needed.



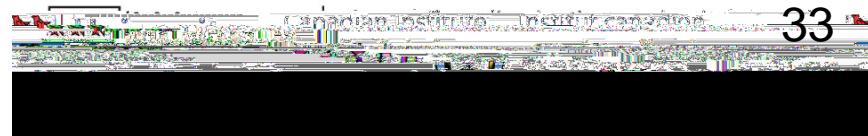
Provincial/Territorial Recommendations

Pricing and Taxation: indexed minimum price per standard drink of \$1.75 for off-premise stores and \$3.50 for on-premise establishments

Physical Availability: set upper limits on density and regulate maximum trading hours (off-premise: 11am-8pm; on-premise: 11am-1am the next day), no extensions.

Impaired Driving: Introduce mandatory vehicle impoundment for all drivers with a .05% BAC and require successful completion of ignition interlock programs as a condition of re-licensing for all alcohol-related Criminal Code impaired-driving offenders

Marketing and Advertising: Implement comprehensive restrictions covering placement, quantity, and content of ads as well as sponsorship restrictions for all media and advertisers; implement mandatory pre-screening by an independent authority



Provincial/Territorial Recommendations

Minimum Legal Drinking Age: increase the MLDA or give consideration to graduated drinking policies

SBIR: Implement SBIR practice guidelines endorsed by a credible professional association (e.g. the College of Family Physicians of Canada) and fund online or in-person SBIR programs

Liquor Law Enforcement: Implement Risk-Based Licensing and Enforcement programs for all liquor outlets

Alcohol Contr Cohot:ceas2 >>BDf -0.003 Tc 0.0-2.7(as)-3(ed Li)-0-189ema



Provincial/Territorial Recommendations

Provincial/territorial Alcohol Strategy: Develop and fund a government-endorsed alcohol-specific strategy incorporating a full range of evidence-based interventions and policies independently from the alcohol industry

Monitoring and Reporting: Fund the tracking and public reporting of key alcohol-related harm indicators annually through a centralized system with an identified lead agency

Health and Safety Messaging: Require prominent placement of alcohol labels that include rotating health and safety messages, standard drink information and low-risk drinking guidelines



Next steps

- Detailed provincial/territorial summaries to be released in early Spring
- In-depth presentations of jurisdiction-specific results and



Questions



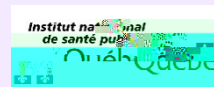


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Project website:



CAPE Info

Funders:



Partners:



Project website:

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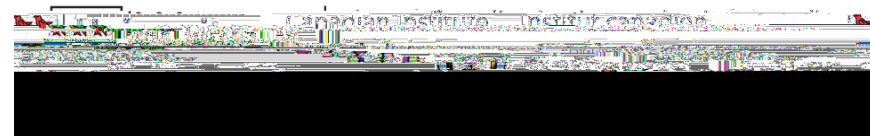
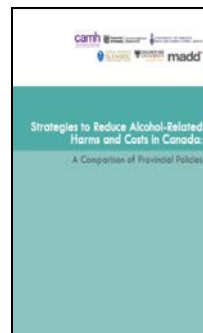
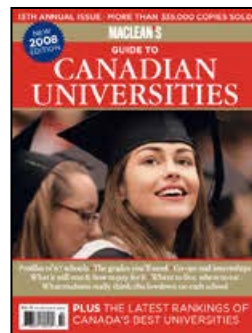
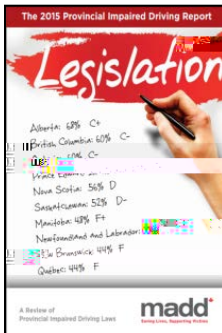


CAPE Info

History: the first [alcohol policy report and 10 provincial summary reports](#) was released in 2013 (no territories included) (Giesbrecht et al., 2013)

This is the first assessment of federal and territorial alcohol policies and the second assessment of provincial alcohol policies

Format based on: MADD Canada's impaired driving report card/legislative review series and MacLean's University rankings



Alcohol Consumption and Harms

- ~ 80% of Canadians drank 1+ alcoholic drink in past year
- ~ 30-40% of drinkers (15+ years) report drinking above the low-risk drinking guidelines (after adjustment for under-reporting)
- In 2014, alcohol led to:

-



The Alcohol Deficit

- The economic cost of alcohol in Canada for 2014 was estimated to be **\$14.6 billion**, more than any other psychoactive substance, including tobacco;
- Net revenue from alcohol in Canada in 2014 totaled **\$10.9 billion** i.e. only 75% of costs
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Federal Recommendations

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Marketing and Advertising

- x The CRTC advertising code is updated and expanded

A National Alcohol Strategy

- x The federal government initiates a process to develop a new national strategy for reducing alcohol-related harm

An Alcohol Act for Canada

- x A federal Alcohol Act is needed to address issues such as:



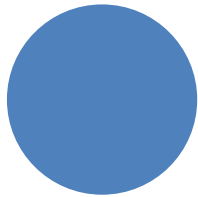
Provincial/Territorial- Overall Policy Implementation Score

Canada achieved 44% () of its potential to implement gold standard alcohol policies



Provincial/Territorial- Best Current Practices

Gold standard alcohol policies are achievable!



87%

If we take the best current practice for each policy from each province and territory, Canada collectively achieves an **A** with a score of **87%**

Provincial/Territorial Recommendations

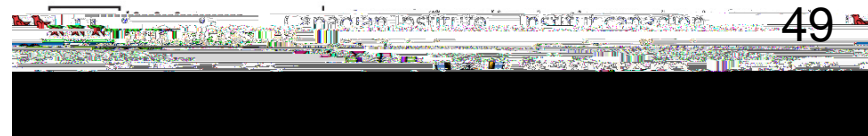


Pricing and Taxation: Set minimum prices per standard drink at \$1.75 or higher for retail sales and \$3.50 for restaurants and bars
i.e. No 'Buck-a-beer' pricing

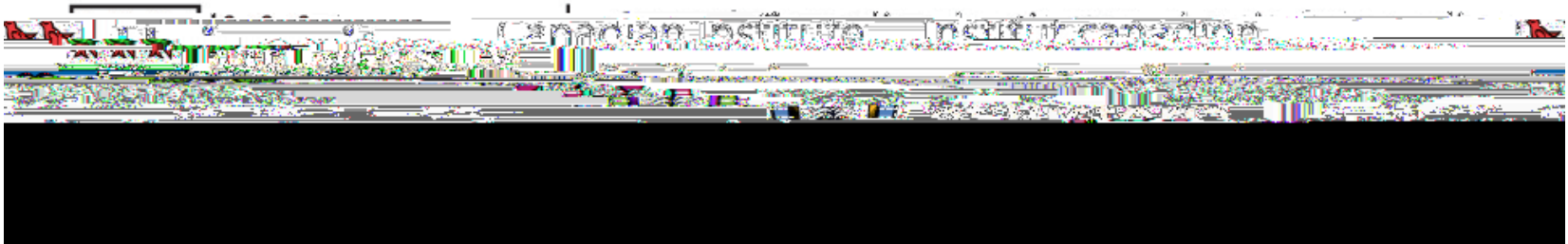


Physical Availability: Restrict liquor store hours to no later than 8pm and no later than 1am for bars; exclude alcohol sales from grocery stores

Alcohol Control System: Discontinue plans for privatisation of retail alcohol sales; maintain a government-owned and run retail network for off-premise outlets that reports to a ministry with a mandate to protect health and safety







Thank you!

Project website:

www.alcoholpolicy.cisur.ca



Webinar support provided by: The Provincial System Support Program at Camh