

Reducing Alcohol-Related Harms and Costs in Alberta: A Policy Review



The Provincial and Territorial Canadian Alcohol Policy Evaluation

policy domains. The first seven domains have evidence of effectiveness as means of *directly* reducing population level consumption of alcohol and/or related harms. The last four domains are composed of evidence-based strategies that more *indirectly* facilitate implementation of the first seven domains. See Stockwell et al, 2019 for the full methodology and findings.

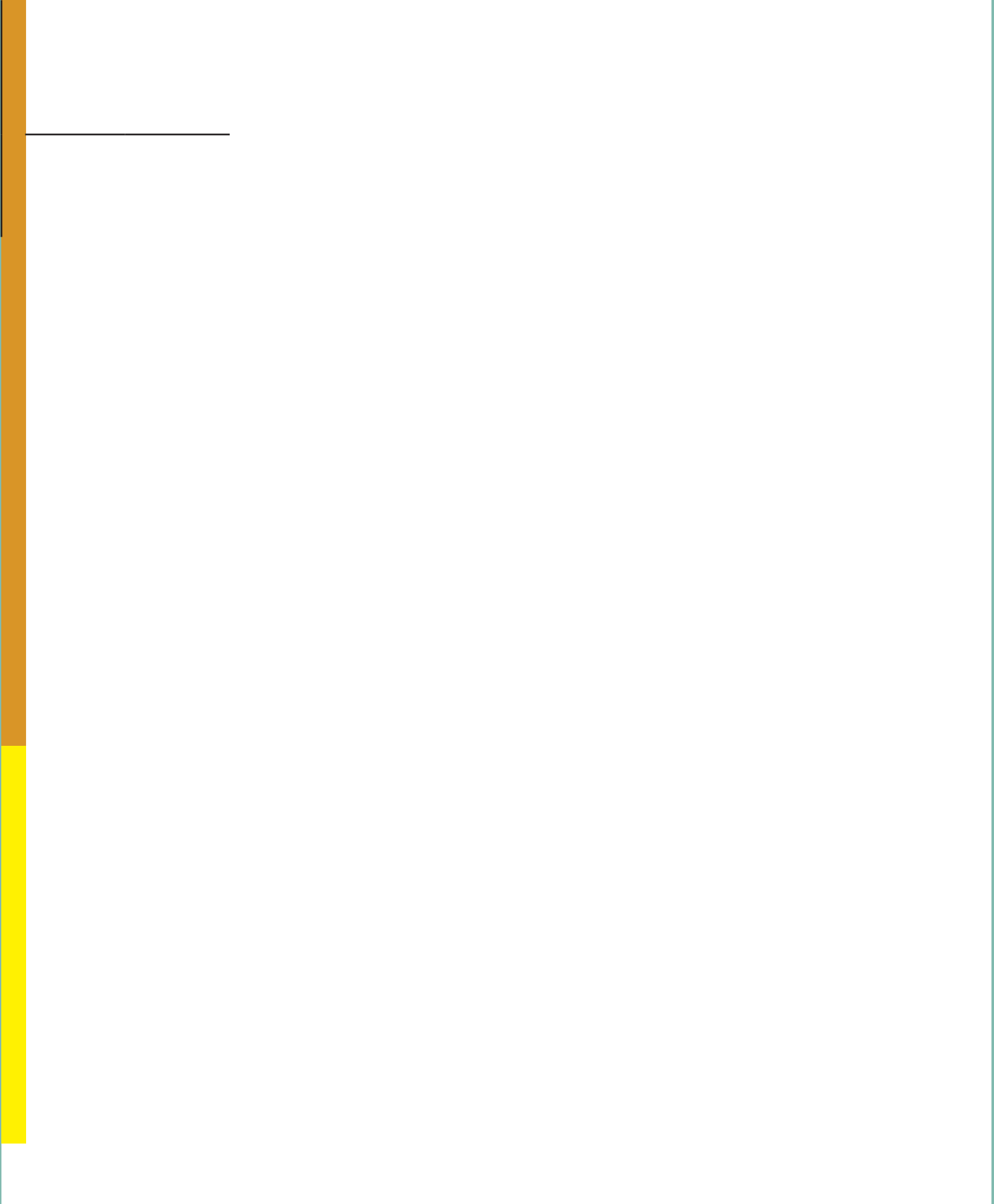
The scores presented in this summary reflect the degree to which Alberta has implemented these gold standard best practices captured in the alcohol policy framework. **Overall, Alberta scored 49% in 2017, which is 6% above the 43% average for the rest of Canada (excluding Alberta.)**



Promising practices in Alberta

- There are some promising pricing restrictions in place in Alberta such as **restrictions on price-based advertising** (e.g. prohibitions against advertising free liquor, multi-drink specials, or all-you-can-drink specials). Discounted gift cards for on-premise liquor purchase are not allowed and coupons are only permitted if the price per drink does not fall below the minimum.
- To support safer drinking contexts, Alberta **restricts the number of alcoholic beverages** sold or served to a patron after 1am to two drinks and permits **re-corking of unfinished wine** for take-away at on-premise establishments such as bars and restaurants.
- Alberta has strong **interlock regulations** for *Criminal Code* impaired driving offenders, which requires completion of the interlock program prior to relicensing and a minimum 3-year interlock order for second offenses.
- The government liquor commission's social media platforms take a balanced approach to disseminating **health and safety messaging** and promotional messaging; The AGLC funds programs such as *Best Bar None* and resources such as *DrinkSense* which are dedicated to social responsibility and health and safety messaging.



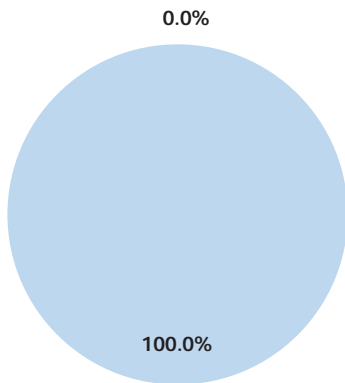




Alberta minimum prices per standard drink, 2017



Alberta alcohol retail stores, 2017

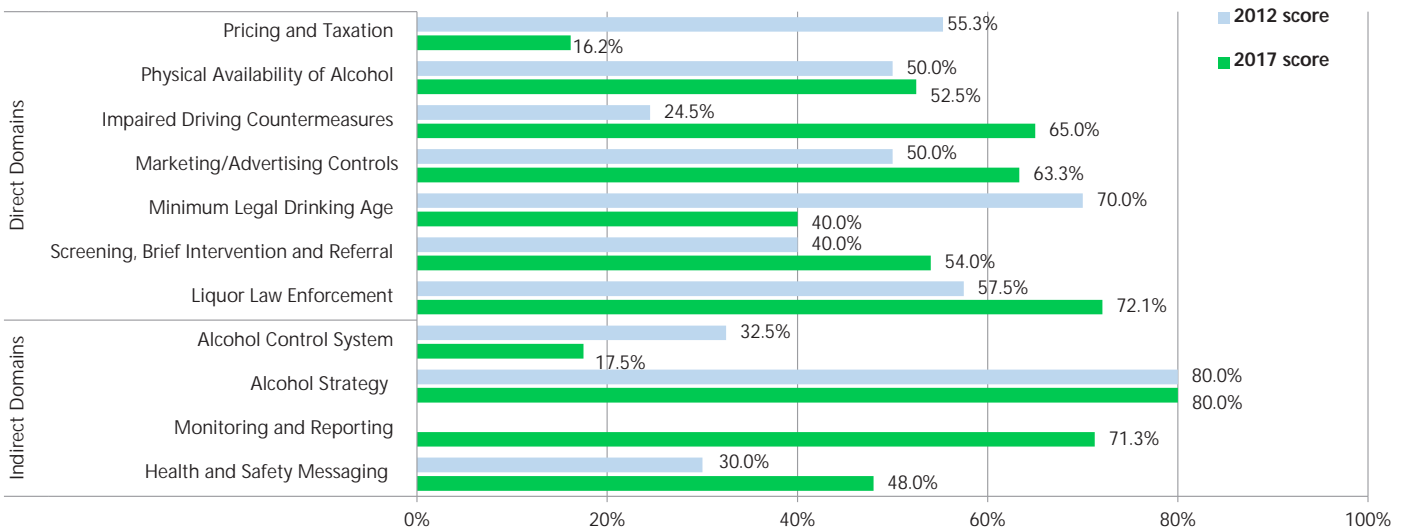


■ Government retail stores ■ Private retail stores

Best practice is 100% government-run alcohol retail stores

Note: No off-premise minimum pricing. On-premise minimum beer price shown here is an average of two minimum beer prices.

Domain scores, Alberta, 2012 vs 2017



Note: policy indicators may have changed between 2012 and 2017 thus scores reflect best practices at the time of data collection.

