

# Local Government Alcohol Policy Pack

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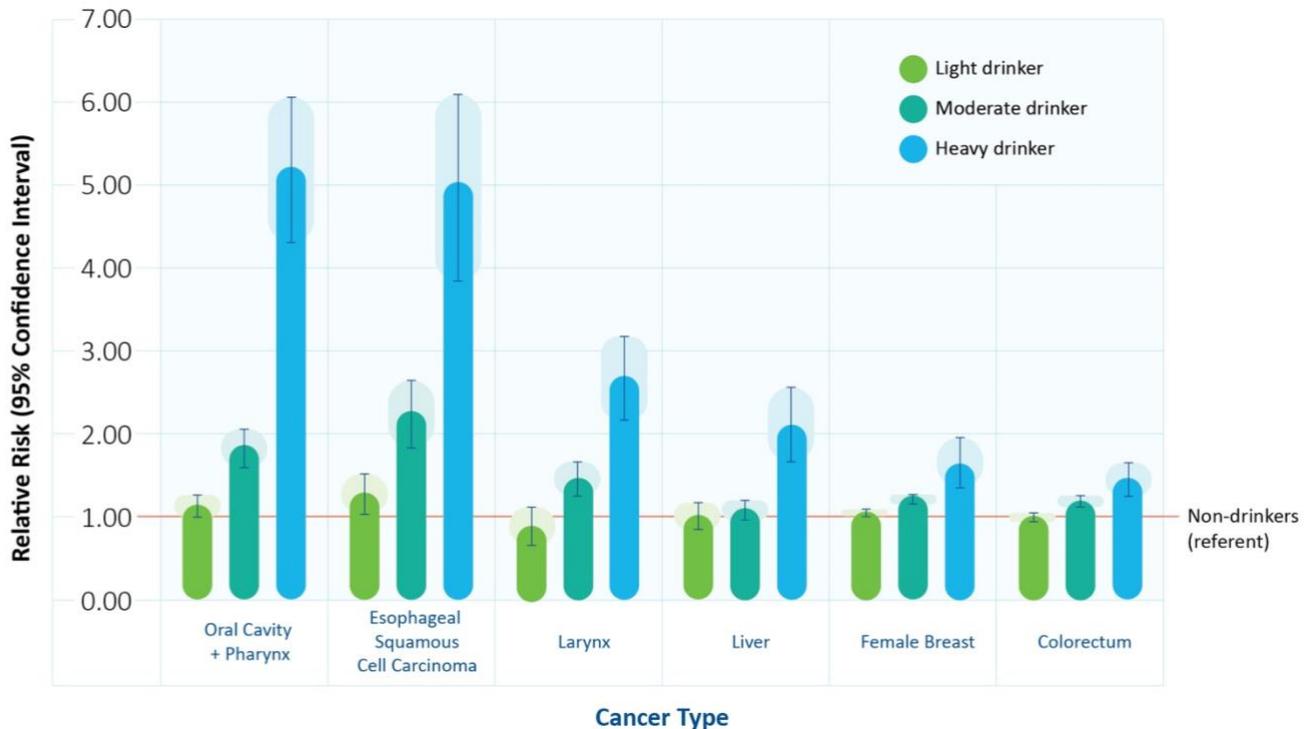
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## Background Evidence

The consumption of alcoholic beverages is classified by the International Agency for Research on Cancer as carcinogenic to humans.<sup>i</sup> There is strong evidence to support a causal link between alcohol and cancer at seven sites in the body: oropharynx, larynx, oesophagus, liver, breast, colon and rectum.<sup>ii</sup>

## Relative Risks by Cancer Type and Alcohol Intake



Adapted from American Society of Clinical Oncology and results of Bagnardi et al (2015).

As illustrated in the figure above, for these cancers, risk is directly related to dose.<sup>iii</sup> For breast and colorectal cancers, which have lower relative risks compared to other cancer sites, the higher incidence rates of these cancers in Canada contributes to larger population-level impact.

Alcohol consumption in Canada is on the rise, due in large part to a lack of awareness of health risks (including cancer risk) and increasing access and availability of alcohol products.<sup>iv</sup> Strategies to reduce alcohol-related harms have traditionally taken an educational approach focused on ‘excessive’ alcohol consumption.<sup>v</sup> Implementing effective policies that build on existing alcohol policy strategies and previous experiences in tobacco control will support reductions in alcohol consumption and cancer risk in Canada.

Many policy levers exist at the local level to support reductions in alcohol consumption. Policies regulating access, availability, and marketing of alcohol have shown to be effective in lowering alcohol consumption and related harms, as summarized in the table below.

## Summary of Evidence-Informed Policy Interventions to Reduce Alcohol Consumption

| Policy Intervention   | Key Evidence on Effectiveness in Reducing Consumption  |
|---|--|
| limiting hours of sale <sup>vi</sup>  | <ul style="list-style-type: none"> <li>Reducing hours of alcohol sale may reduce consumption and harm, as evidence indicates increases in the amount of time when alcohol is available is associated with increases in consumption<sup>vii</sup></li> </ul>  |
| limiting the number of physical outlets where alcohol is sold <sup>viii</sup> | <ul style="list-style-type: none"> <li>Generally, increased outlet density was associated with increases in alcohol-related harms<sup>ix</sup></li> <li>Emerging evidence indicates reducing density of alcohol outlets impacts consumption and reduces chronic health harms<sup>x</sup></li> </ul>  |
| increasing alcohol prices <sup>xi</sup>                                       | <ul style="list-style-type: none"> <li>Minimum prices effectively reduce health and other harms, and have a greater effect on the heaviest drinkers who experience the greatest harm<sup>xii</sup></li> <li>Increasing Social Reference Prices by 10% in Saskatchewan led to a 8.4% drop in alcohol sales<sup>xiii</sup></li> <li>Increasing minimum prices in British Columbia demonstrated improvements in alcohol-related health outcomes<sup>xiv</sup></li> </ul>  |
| increasing alcohol taxes <sup>xv</sup>  | <ul style="list-style-type: none"> <li>Increasing tax is associated with a proportionate reduction in alcohol consumption and harms<sup>xvi</sup></li> <li>Combined taxation and minimum unit pricing increases positive impacts on health compared with either strategy on its own<sup>xvii</sup></li> <li>10% increase in prices as a result of taxation results in a 5% reduction in consumption<sup>xviii</sup></li> <li>Doubling sales taxes reduces alcohol-related mortality by an average of 35%<sup>xix</sup></li> <li>In Finland, reducing taxes increased consumption by 10% and alcohol-attributable deaths by 19%<sup>xx</sup></li> </ul> |
| restricting alcohol advertising and promotion <sup>xxi</sup>                  | <ul style="list-style-type: none"> <li>Complete advertising bans are effective in reducing alcohol-related morbidity and mortality<sup>xxii</sup></li> <li>Industry self-regulation is unlikely to be effective<sup>xxiii</sup></li> <li>Labelling alcohol with health warnings increases knowledge and awareness; however, effectiveness in reducing consumption is not yet demonstrated in peer-reviewed literature<sup>xxiv</sup></li> </ul>  |

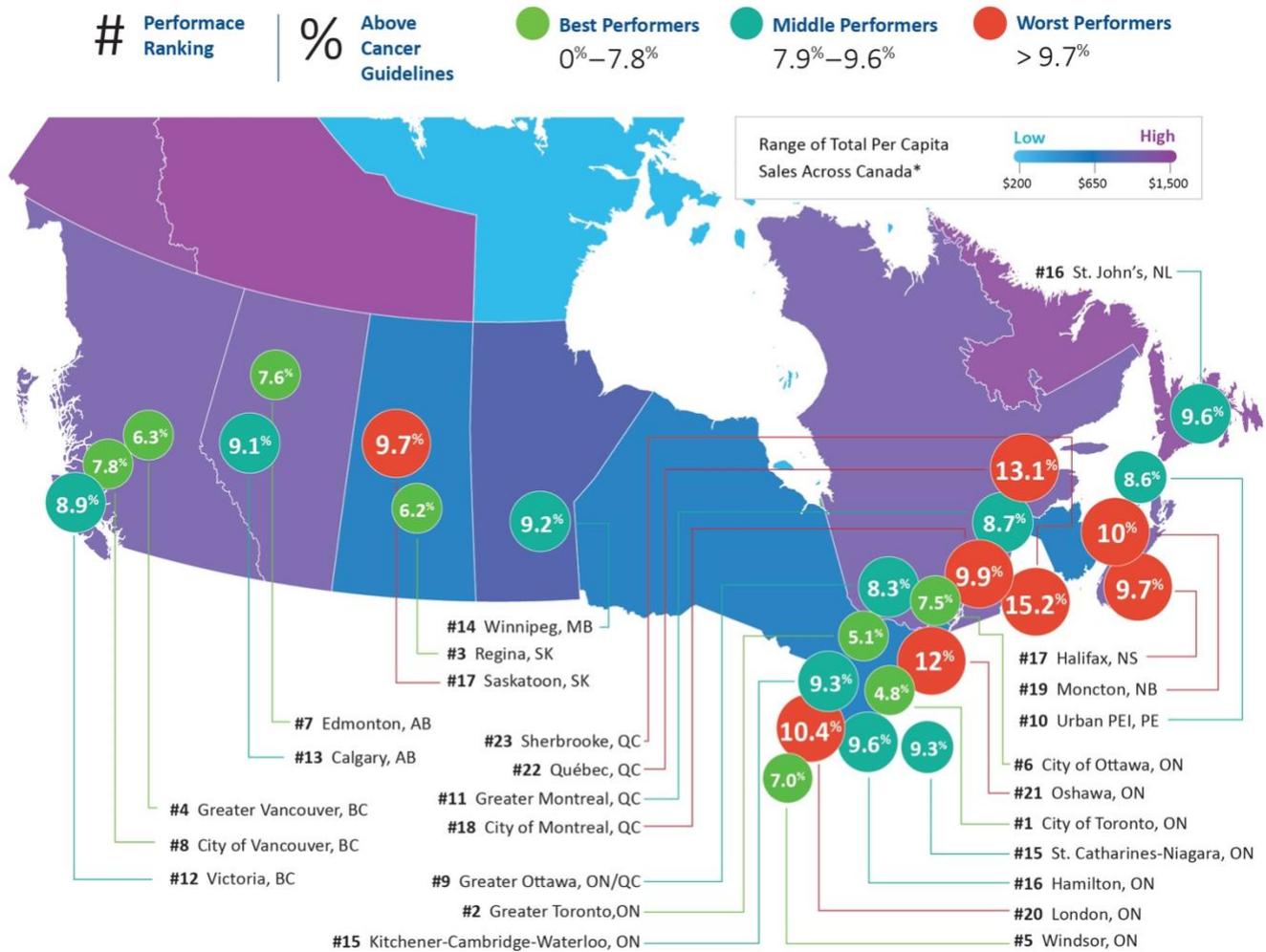
# Key Statistics

**~80%**  
of Canadian adults (aged 18 and older) consumed alcohol in the past year<sup>xxv</sup>

**5% to 15%**  
Regional and municipal rates of alcohol consumption above cancer guidelines range from 5% in Toronto, ON to 15% in Sherbrooke, QC<sup>xxvi</sup>

**Variation in alcohol consumption is present across urban, rural, and remote areas in Canada<sup>xxvii</sup>**

## Alcohol Consumption Above Cancer Guidelines in Canada's Largest Cities (2015/2016)



Canada's Low-Risk Alcohol Drinking Guidelines for cancer recommends no more than 2 drinks per day for men and no more than 1 drink per day for women.

Data on alcohol consumption should be interpreted with caution, as data currently available does not distinguish between "never" and "former" drinkers in alcohol abstinence rates. As such, rates of alcohol consumption and consumption above cancer guidelines may be higher than rates reported.

See full data table for data sources and more information on next page.

\*Data available in Provincial/Territorial Alcohol Policy Pack

## Data Table: Alcohol Consumption Above Cancer Guidelines in Canada's Largest Cities (2015/2016)

| Large Metropolitan Area                       | Performance Rank <sup>a,b</sup> | Adults (aged 18+) reporting exceeding cancer guidelines for alcohol consumption (%) | Number of Respondents |
|---|---------------------------------|---|-----------------------|
| City of Toronto, ON                           | 1                               | 4.8 <sup>E</sup>  | 109,000               |
| Greater Toronto                               | 2                               | 5.1   | 241,200               |
| Regina, SK                                    | 3                               | 6.2 <sup>E</sup>  | 11,400                |
| Greater Vancouver, BC                         | 4                               | 6.3   | 125,600               |
| Windsor, ON                                   | 5                               | 7.0 <sup>E</sup>  | 18,400                |
| City of Ottawa, ON                            | 6                               | 7.5 <sup>E</sup>  | 55,000                |
| Edmonton, AB                                  | 7                               | 7.6 <sup>E</sup>  | 77,600                |
| City of Vancouver, BC                         | 8                               | 7.8 <sup>E</sup>  | 43,200                |
| Greater Ottawa, ON/QC                         | 9                               | 8.3 <sup>E</sup>  | 85,400                |
| Urban PEI, PE                                 | 10                              | 8.6 <sup>E</sup>  | 6,000                 |
| Greater Montreal, QC                          | 11                              | 8.7   | 276,000               |
| Victoria, BC                                  | 12                              | 8.9 <sup>E</sup>  | 26,200                |
| Calgary, AB                                   | 13                              | 9.1   | 103,400               |
| Winnipeg, MB                                  | 14                              | 9.2   | 56,400                |
| Kitchener-Cambridge-Waterloo, ON <sup>T</sup> | 15                              | 9.3 <sup>E</sup>  | 35,800                |
| St. Catharines-Niagara, ON <sup>T</sup>       | 15                              | 9.3 <sup>E</sup>  | 31,200                |
| Hamilton, ON <sup>T</sup>                     | 16                              | 9.6 <sup>E</sup>  | 56,400                |
| St. John's, NL <sup>T</sup>                   | 16                              | 9.6 <sup>E</sup>  | 16,400                |
| Saskatoon, SK <sup>T</sup>                    | 17                              | 9.7 <sup>E</sup>  | 22,400                |
| Halifax, NS <sup>T</sup>                      | 17                              | 9.7 <sup>E</sup>  | 32,200                |
| City of Montreal, QC                          | 18                              | 9.9   | 157,000               |
| Moncton, NB                                   | 19                              | 10 <sup>E</sup>   | 12,800                |
| London, ON                                    | 20                              | 10.4 <sup>E</sup>   | 40,800                |
| Oshawa, ON                                    | 21                              | 12 <sup>E</sup>   | 41,200                |
| Québec, QC                                    | 22                              | 13.1  | 83,200                |
| Sherbrooke, QC                                | 23                              | 15.2 <sup>E</sup>   | 26,400                |

### Data Table Notes:

E: Interpret with caution due to large variability in the estimates.

T: Tie in ranking.

a. Percentages are ranked from the lowest to highest.

b. Percentages are grouped into tertiles: the 1<sup>st</sup> tertile (best performers); 2<sup>nd</sup> tertile (middle performers) and, 3<sup>rd</sup> tertile (worst performers).

1. Canada's Low-Risk Alcohol Drinking Guidelines for cancer recommends no more than 2 drinks per day for men and no more than 1 drink per day for women.
2. Due to the feasibility of survey questionnaire on alcohol consumption, a daily average consumption was calculated using total number of weekly drinks the respondent reported consuming in the week prior to the CCHS interview, divided by 7 days.
3. Data sources: Statistics Canada, Canadian Community Health Survey (CCHS), 2015 reporting year.

## What are evidence-informed alcohol policy actions for local governments and what is happening in Canada?

To understand the extent to which evidence-informed alcohol policy actions across Canada have been adopted at the local level, policies were analyzed from within the Prevention Policies Directory<sup>xxviii</sup> (31 Canadian municipalities are captured by this tool). Evidence-informed alcohol policy actions for alcohol were derived from multiple sources (see table notes). A level of adoption in Canada (low, medium or high) was assigned to each evidence-informed policy action to help illustrate areas of strength and weakness across the country (low = very few jurisdictions have adopted evidence-informed policy action; medium = some, but not all jurisdictions have adopted evidence-informed policy action; high = most jurisdictions have adopted evidence-informed policy action).

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**Issue:** Regulate commercial and public availability of alcohol<sup>e,1,2,3,4</sup>

**Action:** Limits on hours of sale<sup>e</sup>

Ensure there is no increase in hours of sale<sup>1,3,4</sup>

**Degree of Adoption in  
31 Canadian Municipalities: Low**

### Current Action(s) in Canada

None of the 31 municipalities limited hours of sale beyond usual hours of alcohol sales (e.g., 11:00am – 2:00am). Many jurisdictions have exceptions that allow for extended hours of alcohol sales, for instance, Vancouver extends hours of sale using several bylaws (e.g., License Bylaw, Business Premises Regulation of Hours Bylaw, Winter Games Bylaw).

### Local Policy Tool(s)<sup>h,i</sup>

- Municipal Alcohol Policy (MAP)
- Development Agreements
- Business License Bylaws

### Example(s) of Local Action<sup>h,i</sup>

Municipalities can strengthen their MAP, development agreements, or other bylaws to maintain/reduce hours of operation for a business that serves alcohol (e.g., require earlier closure Sunday through Thursday).

# Action: Limit density of on- and off-premises alcohol outlets<sup>f,1,3,4</sup>

## Degree of Adoption in

**31 Canadian Municipalities: Low**

### Current Action(s) in Canada

A few examples exist at the municipal level in Canada where municipalities have limited density of alcohol outlets using zoning and/or land use bylaws:

- Surrey's Locational Guideline requires that private liquor stores be located 400m from children's facilities (e.g., schools, parks, and playgrounds) as well as public libraries and recreation centres. It also requires private liquor stores not be located within 1km of another private liquor store.
- Edmonton's Zoning Bylaw requires a minimum separation distance of 500m between alcohol outlets. In addition, bylaw prohibits alcohol outlets less than 100m from any site being used for community or recreation activities (e.g., community league buildings and facilities, children's playgrounds and play areas), public or private education, or public lands.
- Fredericton's Zoning Bylaw does not permit alcohol outlets, within 300m of a place of worship, school or in a building also used for residential purposes (with some exceptions).
- Calgary's Land Use Bylaw does not permit liquor stores within 300m of any other liquor stores, nor can they be located within 150m of a school.
- Vancouver's Land Use Development Policies: Liquor Store Guidelines indicate that no liquor store should be located within 150m of a church, park, elementary or secondary school, community centre or neighbourhood house.

In addition, Vancouver and Victoria use Business License Bylaws to require alcohol retailers to conduct public consultation on impact and assess density in their applications.

### Local Policy Tool(s)<sup>h,i</sup>

- Land Use + Zoning Bylaws
- Business License Bylaws
- Fees Bylaws

### Example(s) of Local Action<sup>h,i</sup>

Municipalities can strengthen zoning, land use or other by-laws to prohibit businesses that sell alcohol in a certain area.

Municipalities can also strengthen these bylaws to set limits on the number of licensed establishments allowed in a certain geographic area.

Municipalities can use licensing to require health impact assessments for every alcohol license application. Municipalities can evaluate these and contest those that could adversely impact a neighbourhood.

Municipalities can discourage introduction or expansion of U-Brew and U-Vin industries. Where they exist, licensing can be made contingent upon matching socially referenced prices for beverage alcohol in that jurisdiction.

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## **Issue:** Restrict or ban alcohol advertising and promotions<sup>2,3,4</sup>

## **Action:** Enforce and expand regulation of alcohol advertising content and formats<sup>3</sup>

### **Degree of Adoption in**

**31 Canadian Municipalities: Low**

### **Current Action(s) in Canada**

A few local governments across Canada use a variety of bylaws to regulate or restrict alcohol advertising and/or promotions:

- Saskatoon Transit Advertising Policy prohibits alcohol advertisements on transit. Advertising in Recreation Facilities Policy restricts alcohol advertising at recreation facilities.
- Hamilton’s MAP prohibits advertising of alcohol beverage names, brands or manufacturers at events frequented by youth.
- Halifax’s MAP requires approval of alcohol advertising on municipal property (including transit) and inclusion of messages about consumption of alcohol and options for safe transportation in accordance with Low Risk Drinking Guidelines. In addition, the policy restricts alcohol ads, promotion of products/brands, or distribution of promotional items on municipal property except by permit or permanent liquor license.
- Ottawa’s MAP does not permit marketing practices that encourage increased or immoderate consumption (e.g., oversized drinks, double shots of spirits, drinking contests, liquor raffles and volume discounts). In addition, no alcohol advertising is permitted on municipal premises frequented by youth (unless Director approval received).
- Brampton’s MAP bans alcohol at events where the focus is on youth under 19, minor sports events, and street/block parties.
- Caledon’s MAP bans alcohol permits for events for youth, including minor sport events.

### **Local Policy Tool(s)<sup>h,i</sup>**

- Municipal Alcohol Policy
- Parks and Recreation Bylaws
- Sponsorship Bylaws and Policy
- Sign Bylaws
- Public Transit Bylaws
- Land Use + Zoning Bylaws
- Business Licence Bylaws

### **Example(s) of Local Action<sup>h,i</sup>**

Municipalities can strengthen MAPs or introduce other bylaws to restrict or prohibit the advertising and promotion of alcohol on municipal owned land, facilities and/or at municipal events.

Strengthen MAPs or introduce other bylaws to prohibit advertising and conducting “happy hour” sales and other discounts.

Through other bylaws, such as sign or zoning bylaws, municipalities can control the location, size and type of signs that are displayed in front of alcohol establishments and other places.

## Action: Enforce and expand regulation of alcohol sponsorship<sup>3</sup>

### Degree of Adoption in

**31 Canadian Municipalities: Low**

### Current Action(s) in Canada

A few local governments across Canada use a variety of bylaws to regulate or restrict alcohol advertising and/or promotions:

- Whitehorse's Indoor Facility Sponsorship Policy prohibits advertising of alcohol at venues frequented by children. In addition, the Purchasing and Sales Policy prohibits sponsorship or advertising by companies whose main business is sale or promotion of alcohol.
- Halifax's Sponsorship Policy requires alcohol sponsorships to comply with the MAP and contain information about responsible drinking.

### Local Policy Tool(s)<sup>h,i</sup>

- Municipal Alcohol Policy
- Parks and Recreation Bylaws
- Sponsorship Bylaws and Policy
- Land Use + Zoning Bylaws
- Business Licence Bylaws

### Example(s) of Local Action<sup>h,i</sup>

Municipalities can strengthen MAPs or introduce other bylaws to restrict or prohibit the sponsorship by alcohol industry on municipal owned land, facilities and/or at municipal events.

Apply sponsorship restrictions to civic events.

## Action: Implement health warning labels on alcohol products<sup>j</sup>

### Degree of Adoption in

**31 Canadian Municipalities: Low**

### Current Action(s) in Canada

Vancouver amended its License By-law in 2017 to require liquor serving establishments to display drink size and strength on their menu for all types of alcoholic drinks.

### Local Policy Tool(s)<sup>h,i</sup>

- Municipal Alcohol Policy
- Sign Bylaws
- Land Use + Zoning Bylaws
- Business License Bylaws

### Example(s) of Local Action<sup>h,i</sup>

Municipalities can strengthen MAPs or introduce other bylaws to require establishments serving or selling alcohol to require signs or menu labelling with health information (e.g., Low Risk Drinking Guidelines, health risks, etc.).

Other bylaws, such as sign or zoning bylaws, municipalities can control the location, size and type of signs that are displayed in front of alcohol establishments and other places.

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**Issue:** Use pricing policies such as excise tax increases on alcoholic beverages<sup>1,2,3,4</sup>

**Action:** Imposition or increase of taxes and other disincentives on alcoholic drinks<sup>h,1,2</sup>

**Degree of Adoption in  
31 Canadian Municipalities: Low**

**Current Action(s) in Canada**

No actions observed.

**Local Policy Tool(s)<sup>h,i</sup>**

- Tax, Fees, Levy Bylaws

**Example(s) of Local Action<sup>h,i</sup>**

Municipalities can introduce tax bylaw on retail sales of alcohol.

**Action:** Establish minimum pricing per standard drink across all alcoholic beverages indexed to inflation, and maintain average prices at or above the consumer price index<sup>3,4</sup>

**Degree of Adoption in  
31 Canadian Municipalities: Low**

**Current Action(s) in Canada**

Only two of 31 local governments in Canada have enacted pricing policies, which may reflect the lack of provincial pricing policies in British Columbia:

- Vancouver's License Bylaw requires licensed liquor establishments to refrain from selling, or offering for sale, an alcoholic beverage at a retail price of less than \$3.00 per standard serving, inclusive of taxes, being: (i) 1fl oz of spirits having an alcoholic content of 17% or more, served on its own or in a mixed beverage, (ii) 5fl oz of wine having an alcoholic content of 1.5% or more, or (iii) 20fl oz of beer, cider or a cooler, having an alcoholic content of 1.5% or more; (iv) calculate pro rata the minimum price of an alcoholic beverage containing a fraction of one standard serving.

- Victoria's Business License Bylaw prohibits licensed establishments from selling, or offering for sale, alcoholic beverages at a retail price of less than \$3.00 per Standard Serving, inclusive of taxes. The minimum price of an alcoholic beverage containing a fraction of one Standard Serving is to be calculated pro rata. A Standard Serving is: (a) 1fl oz of spirits having an alcoholic content of 17% or more, served on its own or in a mixed beverage; (b) 5fl oz of wine having an alcoholic content of 1.5% or more; (c) 12fl oz of beer, cider, or a cooler, having an alcoholic content of 1.5% or more.

**Local Policy Tool(s)<sup>h,i</sup>**

- Municipal Alcohol Policy
- Business Licence Bylaws

**Example(s) of Local Action<sup>h,i</sup>**

Strengthen MAPs or introduce other bylaws to impose minimum pricing laws, mark-ups and discounting violations.

# Action: Adopt disincentive pricing policies for higher alcohol content beverages<sup>3,4</sup>

## Degree of Adoption in

**31 Canadian Municipalities: Low**

## Current Action(s) in Canada

Very few local governments have adopted disincentive pricing policies for higher alcohol content beverages. A couple of MAPs address high alcohol content beverages in other ways:

- Toronto MAP prohibits high alcohol beers (over 5.6%) on municipal property. In addition, the policy requires at least one-third of alcohol volume available at events must be of low alcohol content.

- London MAP requires permit holders to ensure that 30% of the alcoholic beverages offered consist of low alcohol options (e.g., low alcohol beer, light wine, and low alcohol spirits).

## Local Policy Tool(s)<sup>h,i</sup>

- Municipal Alcohol Policy
- Business Licence Bylaws

## Example(s) of Local Action<sup>h,i</sup>

Strengthen MAPs to require lower-alcohol-content beer and coolers, with overall goal of reducing volume of absolute alcohol consumed per capita.

**Note:** [Prevention Policies Directory](#) captures information for 31 Canadian municipalities (18 largest municipalities in Canada, and at least 1-2 largest municipalities in all other provinces/territories). Levels of adoption: Low = very few jurisdictions have adopted evidence-informed policy action; Medium = some, but not all jurisdictions have adopted evidence-informed policy action; High = most jurisdictions have adopted evidence-informed policy action.

<sup>1</sup> World Cancer Research Fund International (2009). *Policy and Action for Cancer Prevention*. Retrieved from: [http://www.wcrf.org/sites/default/files/Policy\\_Report.pdf](http://www.wcrf.org/sites/default/files/Policy_Report.pdf)

<sup>2</sup> World Health Organization (2013). *Global Action Plan for the Prevention and Control of Non-Communicable Diseases*. Retrieved from: [http://apps.who.int/iris/bitstream/10665/94384/1/9789241506236\\_eng.pdf?ua=1](http://apps.who.int/iris/bitstream/10665/94384/1/9789241506236_eng.pdf?ua=1)

<sup>3</sup> Cancer Care Ontario (2016). *Prevention System Quality Index*. Retrieved from: <https://www.cancercareontario.ca/en/statistical-reports/prevention-system-quality-index>

<sup>4</sup> Public Health Ontario/Cancer Care Ontario (2012). *Taking Action to Prevent Chronic Disease*. Retrieved from: <https://www.ccohealth.ca/en/report-taking-action-to-prevent-chronic-disease>

<sup>5</sup> Community Preventive Services Task Force (2009) *Systematic Review: Alcohol – Excessive Consumption: Maintaining Limits on Hours of Sale*

<sup>6</sup> Community Preventive Services Task Force (2007) *Systematic Review: Alcohol – Excessive Consumption: Regulation of Alcohol Outlet Density*

<sup>7</sup> Community Preventive Services Task Force (2007) *Systematic Review: Alcohol – Excessive Consumption: Increasing Alcohol Taxes*

<sup>8</sup> Centre for Addiction and Mental Health (2012). *Making the case for supporting local alcohol policy in Ontario*

<sup>9</sup> University of Victoria (2010). *Helping Municipal Governments Reduce Alcohol-related Harms*

<sup>10</sup> Giesbrecht, N., Wettlaufer, A., April, N., Asbridge, M., Cukier, S., Mann, R., McAllister, J., Murie, A., Plamondon, L., Stockwell, T., Thomas, G., Thompson, K., & Vallance, K. (2013). *Strategies to Reduce Alcohol-Related Harms and Costs in Canada: A Comparison of Provincial Policies*. Toronto: Centre for Addiction and Mental Health.

## What Canadian municipalities have adopted a Municipal Alcohol Policy?

| Municipality / Region |                               | Municipal Alcohol Policy (MAP) adopted | MAP references Low-Risk Drinking Guidelines <sup>xxx</sup> | MAP references cancer guidelines <sup>xxx</sup> |
|-----------------------|-------------------------------|--|--|---|
| NL                    | St John's                     | ✓                                      |  |   |
|                       | Conception Bay South          |  |  |   |
| PE                    | Charlottetown                 |  |  |   |
|                       | Summerside                    |  |  |   |
| NS                    | Halifax                       | ✓                                      | ✓  |   |
|                       | Region of Queens Municipality | ✓                                      |  |   |
| NB                    | Fredericton                   |  |  |   |
|                       | Moncton                       |  |  |   |
|                       | Saint John                    |  |  |   |
| QC                    | Québec City                   |  |  |   |
|                       | Montreal                      |  |  |   |
|                       | Longueuil                     |  |  |   |
| ON                    | Toronto                       | ✓                                      | ✓  |   |
|                       | Peel Region*                  | ✓                                      |  |   |
|                       | Hamilton                      | ✓                                      |  |   |
|                       | London                        | ✓                                      |  |   |
|                       | Ottawa                        | ✓                                      | ✓  |   |
| MB                    | Winnipeg                      |  |  |   |
|                       | Brandon                       |  |  |   |
| SK                    | Regina                        |  |  |   |
|                       | Saskatoon                     | ✓                                      |  |   |
| AB                    | Calgary                       |  |  |   |
|                       | Edmonton                      |  |  |   |
| BC                    | Victoria                      |  |  |   |
|                       | Vancouver                     | ✓                                      | ✓  | ✓   |
|                       | Surrey                        |  |  |   |
| NU                    | Iqaluit                       |  |  |   |
|                       | Arviat                        |  |  |   |
| NT                    | Yellowknife                   |  |  |   |
|                       | Hayriver                      |  |  |   |
| YK                    | Whitehorse                    | ✓                                      |  |   |

Note: \*within Peel Region, Caledon and Mississauga have adopted MAPs.

## How does the public perceive this issue?

Little data exists at the national level related to public perceptions on alcohol and cancer.

- In 2017, 56% of Canadians involved in a public survey indicated alcohol use is completely socially acceptable (in comparison to other substances such as tobacco and cannabis)<sup>xxxii</sup>.
- In 2016, the Canadian Cancer Society conducted a public opinion survey related to alcohol and cancer risk in Ontario and Québec<sup>xxxiii</sup>:
  - In Ontario and Québec, only 28% and 30% of the public, respectively, know that consuming alcohol can increase the risk of developing cancer.
  - Two-thirds of Ontarians and Quebecers said they would reduce their consumption of alcohol if they learned that drinking alcohol increases their risk of cancer.

## What economic evidence exists in support of these approaches?

- Taxation of alcohol is found to be a cost-effective and cost-saving approach to reducing alcohol consumption and harm<sup>xxxiii</sup>.
- Minimum pricing of alcohol is found to be a cost-effective and cost-saving approach to reducing alcohol consumption and harm<sup>xxxiv</sup>.
- Complete bans on alcohol advertising are cost-effective and cost-saving, however effectiveness and cost-effectiveness decrease dramatically with partial advertising bans<sup>xxxv</sup>.
- Reducing hours and days of sale is found to be cost-effective and may reduce harms from alcohol<sup>xxxvi</sup>.

## How will we know we are making progress on alcohol policy?

Adoption of evidence-based policy indicators supports monitoring and evaluation of progress on alcohol policy. Cancer Care Ontario's Prevention System Quality Index<sup>xxxvii</sup> includes examples of alcohol policy indicators at the municipal/regional level, which include:

- Minimum retail price of alcohol sold in off-premise alcohol outlets
- % of privately-owned off-premise alcohol outlets
- Alcohol outlet density (on- and off-premise) - # outlets per 10000 population

## References

- <sup>i</sup> International Agency for Research on Cancer (IARC). *IARC monographs on the evaluation of carcinogenic risks to humans, volume 96. Alcohol consumption and ethyl carbamate*. Lyon, France: IARC; 2010. Available from: <http://monographs.iarc.fr/ENG/Monographs/vol96/mono96.pdf>.
- <sup>ii</sup> Connor, J. (2016). Alcohol consumption as a cause of cancer. *Addiction*. doi:10.1111/add.13477.
- <sup>iii</sup> LoConte, N, Brewster, A, Kaur, J, Merrill, J, and Alberg, A. (2018). Alcohol and Cancer: A Statement of the American Society of Clinical Oncology. *Journal of Clinical Oncology*, 36:1, 83-93.
- <sup>iv</sup> Giesbrecht, N, Wettlaufer, A, April, N, Asbridge, M, Cukier, S, Mann, R, McAllister, J, Murie, A, Plamondon, L, Stockwell, T, Thomas, G, Thompson, K, and Vallance, K. (2013). *Strategies to reduce alcohol-related harms and costs in Canada: A comparison of provincial policies*. Toronto: Centre for Addiction and Mental Health.
- <sup>v</sup> Ibid.
- <sup>vi</sup> Popova, S, Giesbrecht, N, Bekmuradov, D, and Patra, J. (2009). Hours and days of sale and density of alcohol outlets: Impacts on alcohol consumption and damage: A systematic review. *Alcohol and Alcoholism*, 44(5), 500-16.
- <sup>vii</sup> Hahn, R.A., Kuzara, J.L., Elder, R., Brewer, R., Chattopadhyay, S., Fielding, J., Naimi, T.S., Toomey, T., Middleton, J.C., Lawrence, B. (2010). Effectiveness of policies restricting hours of alcohol sales in preventing excessive alcohol consumption and related harms. *American Journal of Preventive Medicine*, 39(6), 590-604.
- <sup>viii</sup> Popova, S, Giesbrecht, N, Bekmuradov, D, and Patra, J. (2009). Hours and days of sale and density of alcohol outlets: Impacts on alcohol consumption and damage: A systematic review. *Alcohol and Alcoholism*, 44(5), 500-16.
- <sup>ix</sup> Community Preventive Services Task Force (2007) *Systematic Review: Alcohol – Excessive Consumption: Regulation of Alcohol Outlet Density*. Retrieved from: <https://www.thecommunityguide.org/findings/alcohol-excessive-consumption-regulation-alcohol-outlet-density>
- <sup>x</sup> Burton, R, Henn, C, Lavoie, D, O'Connor, R, Perkins, C, Sweeney, K et al. (2017). A rapid review of the effectiveness and cost-effectiveness of alcohol control policies: an English perspective. *Lancet*, 389, 1558-80.
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