

Provincial / Territorial Alcohol Policy Pack

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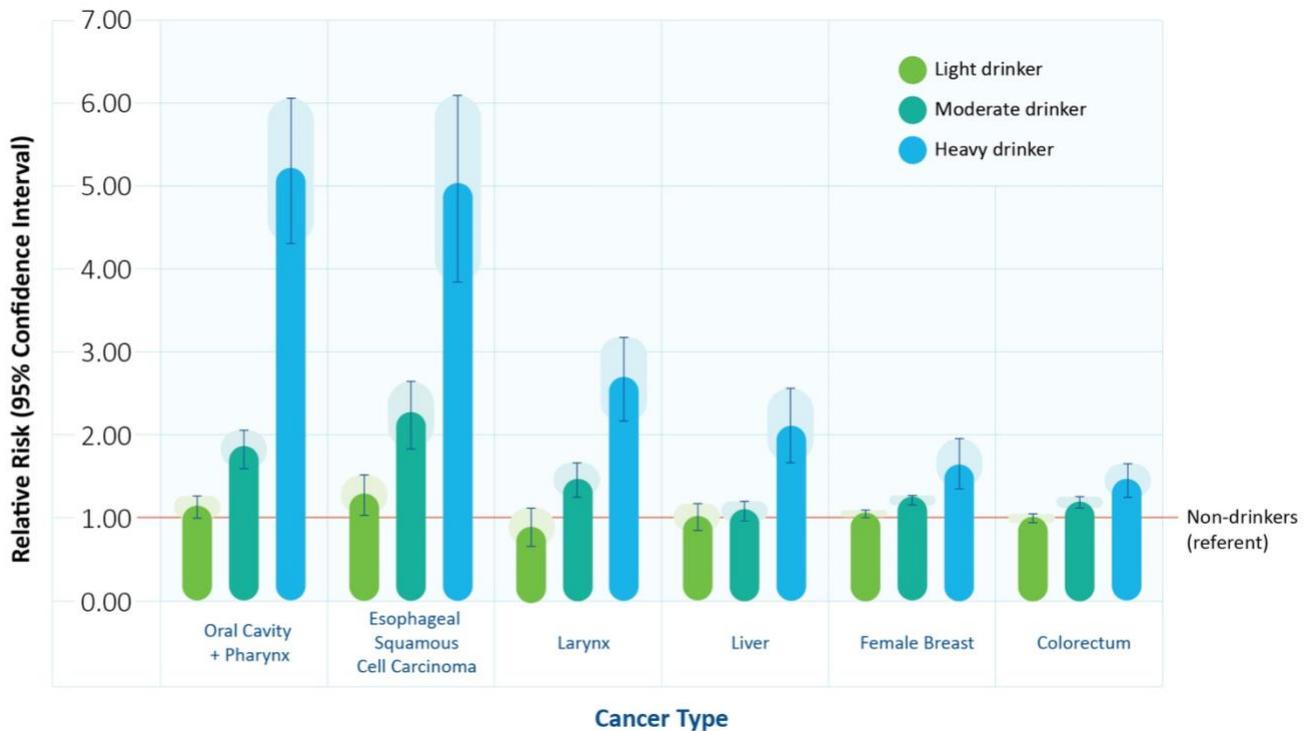
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Background Evidence

The consumption of alcoholic beverages is classified by the International Agency for Research on Cancer as carcinogenic to humans.ⁱ 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.ⁱⁱ

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.ⁱⁱⁱ 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.^{iv} Strategies to reduce alcohol-related harms have traditionally taken an educational approach focused on ‘excessive’ alcohol consumption.^v 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.

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

Key Statistics

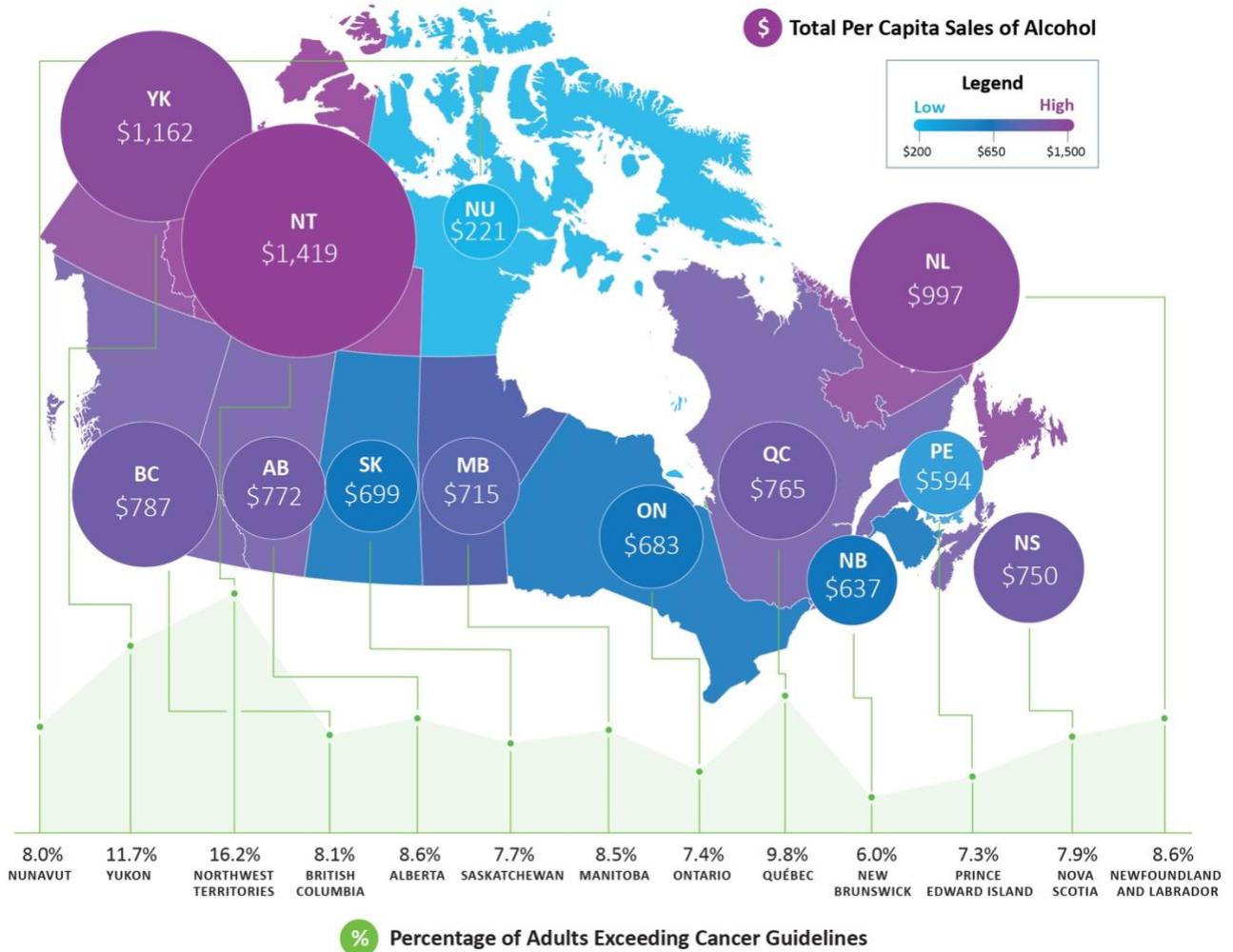
~80%

of Canadian adults (aged 18 and older) consumed alcohol in the past year^{xxvii}

64% to 84%

Provincial and territorial rates of alcohol consumption range from 64% in Nunavut to 84% in Québec^{xxviii}

Alcohol Sales and Consumption of Alcohol Above Cancer Guidelines by Province/Territory (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 Table: Annual Sales and Per Capita Sales of Alcohol + Percentage of Adults Exceeding Cancer Guidelines for Alcohol Consumption in Canada, by Province/Territory (2015/2016)

| Province/Territory | Value for total sales (dollars) | Value for total per capita sales (dollars) | Adults (aged 18+) reporting exceeding cancer guidelines for alcohol consumption, by province (percent) |
|-------------------------------------|------------------------------------|---|---|
| Canada | 22,081,961 | 733.8 | — |
| NL Newfoundland and Labrador | 452,293 | 997.2 | 8.60% |
| PE Prince Edward Island | 73,490 | 593.6 | 7.30% ^E |
| NS Nova Scotia | 608,016 | 750.0 | 7.90% |
| NB New Brunswick | 410,390 | 636.6 | 6.00% ^E |
| QC Québec | 5,336,962 | 764.6 | 9.80% |
| ON Ontario | 7,926,079 | 683.4 | 7.40% |
| MB Manitoba | 752,882 | 714.8 | 8.50% |
| SK Saskatchewan | 641,069 | 699.4 | 7.70% |
| AB Alberta | 2,634,256 | 771.9 | 8.60% |
| BC British Columbia | 3,155,568 | 787.1 | 8.10% |
| YT Yukon | 36,149 | 1162.3 | 11.70% |
| NT Northwest Territories | 49,239 | 1419.0 | 16.20% |
| NU Nunavut | 5,568 | 220.6 | 8.00% ^E |

Data Table Notes

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

“—”: Data not available.

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. Per capita sales by value are based on the population of inhabitants of 15 years of age and over. This allows comparability with other countries, the Organization of Economic Co-operation and Development and the World Health Organization.
4. The population estimates are based on CANSIM table 051-0001 Estimates of Population, by age group and sex for July 1, Canada, provinces, and territories, annual (persons).
5. Sales and per capita sales exclude quantities derived from import permits.
6. Data sources: Statistics Canada, Canadian Community Health Survey (CCHS), 2015 reporting year; Statistics Canada, CANSIM table 183-0023 (accessed: January 25, 2018); Statistics Canada, CANSIM table 051-0001.

What are evidence-informed alcohol policy actions for provincial/territorial governments?

To understand the extent to which evidence-informed alcohol policy actions across Canada have been adopted at the provincial/territorial level, policies were analyzed from within the Prevention Policies Directory^{xxix}. 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).

Issue: Regulate commercial and public availability of alcohol^{e,1,2,3,4}

Action: Limits on hours of sale^e

Ensure there is no increase in hours of sale^{1,3,4}

Degree of Adoption in Canada: Low

Current Action(s) in Canada

Adoption of evidence-informed policy action related to limiting hours of sale across Canada is low. Although all provinces and territories have legislation in place to control hours of sale and service of alcohol, no provinces or territories have placed higher limits on hours of sale.

Allowable hours to sell and serve alcohol for on and off-premise consumption varies by province/territory and outlet or license type. Hours are fixed, but are often subject to amendments.

Saskatchewan has the longest allowable hours of operation for government-controlled retail stores (8:00am-3:00am, 19 hours). Québec and British Columbia have the longest allowable hours of service of alcohol at licensed establishments (8:00am-3:00am and 9:00am-4:00am, 19 hours respectively). In addition, in certain licensed premises in New Brunswick, where a full meal service is provided, hours of service for alcohol can range from 6:00am-2:00am (20 hours). Ontario has the shortest total allowable hours of alcohol service at licensed establishments (11:00am-2:00am, 15 hours).

Most provinces and territories allow longer hours of service for special occasions such as New Year's Eve. Extended hours permits are available in all provinces and territories and extend the hours of sale and service.

Action: Limit density of on- and off-premises alcohol outlets^{f,1,3,4}

Degree of Adoption in Canada: Low

Current Action(s) in Canada

Adoption of evidence-informed policy action related to limiting alcohol outlet density across Canada is low. Locations of retail and licensed premises for the sale and service of alcohol must be approved by alcohol control governing bodies, but clear and defined outlet density requirements across provinces and territories is lacking. “Bring Your Own” alcohol and re-corking policies, as well as “off-sales” of alcohol in licensed establishments increases alcohol outlet density, providing additional access.

A few provinces (NS, PE, BC) outline location requirements within legislation, but they only apply to some types of alcohol outlets. For example:

- Prince Edward Island requires new agency store locations to have a large enough population base, and the absence of an existing store. It also prohibits agencies from being operated on the premises of a motel, hotel, licensed establishment or restaurant, or in areas where minors tend to congregate.
- British Columbia allows that a holder of a license to sell and serve liquor may attain an off-premise sales endorsement, where patrons can purchase bottled alcohol, if the premises is at least 30km from a liquor store, licensee retail store, or is a brewpub.
- Nova Scotia requires ferment-on-premises locations be kept separate from other premises used for different purposes.

The majority of provinces and territories also require citizen input or support for the establishment of new alcohol retail outlets, which may impact outlet density where citizen support is lacking.

In Nunavut and Northwest Territories, communities participate in a plebiscite to choose their preferred alcohol system - unrestricted, restricted (limited quantities to purchase), committee (elected alcohol education committee decides who may purchase consume, transport liquor etc.), and prohibition. As a result, many communities in the territories have no alcohol retail outlets present, and those that do exist are dispersed, limiting access to alcohol.

All provinces and territories (except NL, PEI and NU) allow patrons to bring their own wine (and in some cases beer) to a licensed establishment to consume on premises and/or take home the remainder of unconsumed wine bought at the establishment. Saskatchewan, Manitoba, British Columbia, Nunavut, Northwest Territories and Yukon also permit “off-sales” in certain licensed establishments, where patrons can purchase unopened bottles of alcohol for off-premise consumption.

New Brunswick, Québec, Ontario and British Columbia allow for the sale of alcohol in grocery stores, with varied restrictions, and Québec allows for the sale of alcohol in convenience stores.

Nova Scotia, Québec (except beer), Ontario, and Alberta allow for the sale of liquor online, providing home delivery and in-store pickup options. Newfoundland and Labrador allows for the purchase of fine wine online with in-store pickup options.

Action: Limit privatization of alcohol retail system^{g,3,4}

Degree of Adoption in Canada: Low

Current Action(s) in Canada

Adoption of evidence-informed policy action related to limiting privatization of the alcohol retail system across Canada is low.

Privatization of the alcohol retail system is present across all provinces and territories. Alberta operates a private retail system that is overseen by the Alberta Liquor and

Gaming Commission, a government agency that establishes rules and regulations to control alcohol sales, distribution and consumption. All other provinces and territories operate a mixed alcohol retail system, whereby government-controlled retail outlets sell and supply alcoholic beverages, along with other privately-owned outlets, such as agency stores, boutique stores, ferment-on-premises outlets, brewery and winery stores, etc.

Issue: Restrict or ban alcohol advertising and promotions^{2,3,4}

Action: Enforce and expand regulation of alcohol advertising content and formats³

Degree of Adoption in Canada: Medium

Current Action(s) in Canada

Adoption of evidence-informed policy action related to enforcing and expanding regulation of alcohol advertising content and formats across Canada is medium. Although most provinces and territories have advertising content restrictions for alcoholic beverages that exceed *the Code for broadcast advertising of alcoholic beverages* set by the Canadian Radio-television and Telecommunications Commission (CRTC), measures are varied across provinces and territories. Various advertising formats are also permitted across most provinces and territories with some restrictions. However, exemptions to the Code and format restrictions are provided for advertisements that promote social responsibility, such as those that address cancer and chronic disease prevention.

All provinces and territories, must adhere to the CRTC *Code for broadcast advertising of alcoholic beverages*, which prohibits content directed at minors and content that promotes misuse of alcohol, social acceptance, success, and depicts other lifestyle benefits. Most provinces and territories have implemented various additional policy measures that exceed the Code. For example, Saskatchewan includes zoning restrictions for placement of advertisements near elementary or secondary schools or places of worship and New Brunswick includes restrictions on the frequency of advertisement in radio and television formats. Prince Edward Island, Québec and Ontario also prohibit the representation of alcoholic beverages as being beneficial to health or possessing a nutritive or curative value.

A few provinces and territories have restrictions on advertising price promotions. Ontario, Saskatchewan and Northwest Territories are not permitted to use language within advertisements that suggest that beverages are cheap or low cost, such as with the advertisement of happy hour specials, and New Brunswick cannot advertise free beverages in dining rooms.

Most provinces and territories permit alcohol advertising in various formats such as print (magazines and newspapers), radio and television, billboards, signs, and online formats, provided that they comply with the CRTC Code and additional advertising restrictions set by the jurisdiction where applicable, and are approved by alcohol control governing bodies. Prince Edward Island does not permit advertising by billboard or illuminated sign but provides exemptions for its liquor commission and agency stores. Yukon and Nunavut also do not permit advertising of alcohol in print, radio and television, billboard, or electric or illuminated sign formats unless approved by liquor control governing bodies.

Most provinces and territories grant exemptions to advertising content and format restrictions that promote social responsibility or “worthwhile causes,” such as promoting awareness of responsible levels of consumption and fetal alcohol spectrum disorder.

Action: Enforce and expand regulation of alcohol sponsorship³

Degree of Adoption in Canada: Low

Current Action(s) in Canada

Adoption of evidence-informed policy action related to enforcing and expanding regulation of alcohol sponsorship

is low. Nearly all provinces and territories permit various forms of sponsorship by alcohol manufacturers, including but not limited to, social and sporting events, contests, scholarships and bursaries, with some restrictions. For example, Northwest Territories does not permit sponsorship of events primarily attended by minors or those that have a sponsorship value greater than \$1500.00.

Action: Implement health warning labels on alcohol productsⁱ

Degree of Adoption in Canada: Low

Current Action(s) in Canada

Adoption of policy action related to implementing health warning labels on alcohol products is low, and evidence supporting such approaches is still emerging. The Canadian Food Inspection Agency (CFIA) regulates alcohol labelling at the federal level, and there is currently no requirement for alcohol products to carry warning messages, nor that warning messages are posted at points-of-sale. Only the Yukon and Northwest Territories require labels to be affixed to alcoholic beverages that warn consumers about the risk of fetal alcohol spectrum disorder (FASD)

when alcohol is consumed during pregnancy. In addition, Ontario requires premises licensed to sell or serve liquor to visibly post signs in establishments warning consumers of these risks.

No provinces and territories in Canada have implemented product labels that warn consumers about the impact of consumption on cancer and/or chronic disease. In late 2017, the Yukon piloted health warning labels on alcoholic beverages as part of a research project to understand the impact of warning labels that indicate alcohol is a cancer risk factor on awareness and consumption. This pilot was halted prematurely by alcohol industry pressure on the territorial government.

Issue: Use pricing policies such as excise tax increases on alcoholic beverages^{1,2,3,4}

Action: Imposition or increase of taxes and other disincentives on alcoholic drinks^{h,1,2}

Degree of Adoption in Canada: Medium

Current Action(s) in Canada

Adoption of evidence-informed policy action related to taxation of alcohol across Canada is medium. Over half of Canada's provinces and territories have imposed taxes specific to the purchase of alcohol. However, increasing these taxes on a regular basis to act as a disincentive for purchasing, like what is done for tobacco, has not been a strong focus of governments to this point.

All provinces and territories have implemented retail sales taxes on the purchase of alcohol. New Brunswick, Prince Edward Island, Québec, Ontario, Saskatchewan, British Columbia and Yukon have implemented additional taxes specific to the purchase of alcohol. Québec taxes alcohol at a rate per millilitre of beverage purchased and has separate tax rates for beer and other types of alcohol. New Brunswick, Prince Edward Island, Saskatchewan, British Columbia and Yukon tax the total purchase price. Ontario taxes alcohol by both volume and total purchase price and has separate tax rates for wine and beer. Please refer to taxation summary table after this section for more information.

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^{3,4}

Degree of Adoption in Canada: Medium

Current Action(s) in Canada

There is some adoption of evidence-informed policy action related to minimum pricing across Canada. Nearly all provinces (and none of the territories) have minimum pricing policies in place for the purchase of alcohol in retail and licensed establishments, with over half implementing pricing per standard drink. Only a few provinces (NS, QC – beer only, ON, MB) review minimum prices on an annual basis and index those prices to inflation. No provinces or territories price alcohol above the consumer price index.

All provinces (except QC) have minimum prices set for the sale and service of alcohol in licensed establishments.

Newfoundland and Labrador, Nova Scotia, Prince Edward Island, Ontario, Manitoba, Saskatchewan and British Columbia have minimum pricing per standard drink in place, and in many cases, minimum prices vary by type of alcohol served. New Brunswick sets minimum pricing per ounce of alcohol served, which varies by type, and Alberta sets minimum price per can, bottle and ounce of beer only.

All provinces (except AB) have minimum prices set for the sale of alcohol in retail establishments. Québec only has minimum prices set for sale of beer at grocery stores.

In Nova Scotia, Québec (beer only), Ontario, and Manitoba, minimum prices are reviewed annually and indexed to inflation.

Action: Adopt disincentive pricing policies for higher alcohol content beverages^{3,4}

Degree of Adoption in Canada: Low

Current Action(s) in Canada

Adoption of evidence-informed policy action related to disincentive pricing policies for higher alcohol content beverages across Canada is low.

Some provinces have volumetric pricing policies in place that increase price of alcohol based on the amount purchased. Newfoundland and Labrador, Nova Scotia, Prince Edward Island, Ontario, Manitoba, and Saskatchewan

must increase or decrease the price of alcohol served in licensed establishments in proportion to the difference between the volume of alcohol in the serving and the volume outlined by minimum pricing policies (standard drink sizes). New Brunswick prices alcohol on a per ounce basis, and Alberta prices beer on a per ounce basis, causing the drink price to increase in proportion to the amount served. In addition, Ontario has volumetric pricing for the sale of alcohol in retail establishments and has implemented additional taxes on beer, wine and spirits that are based on the amount purchased. No territories have volumetric pricing in place.

Note: 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.

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

²World 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

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

⁴Public 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>

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

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

⁷Community Preventive Services Task Force (2011) *Systematic Review: Alcohol – Excessive Consumption: Privatization of Retail Alcohol Sales*

⁸Community Preventive Services Task Force (2007) *Systematic Review: Alcohol – Excessive Consumption: Increasing Alcohol Taxes*

⁹Giesbrecht, 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.

Summary of Tax Rates by Province/Territory

| Jurisdiction | Tax Rate (% of purchase price) | Volumetric Tax Rate (cents/litre purchased) | Flat Tax (cents) |
|--------------------------------------|---|--|--|
| New Brunswick ^{xxx} | 5% | — | — |
| Prince Edward Island ^{xxxi} | 25% | — | — |
| Québec ^{xxxii} | — | Beer: \$0.36/L Other alcoholic beverages: \$0.72/L | — |
| Ontario ^{xxxiii,xxxiv} | Ontario wine purchased at a winery retail store: 6.1% Non-Ontario wine purchased at a winery retail store: 18.1% Ontario wine purchased at a wine boutique: 8.1% Non-Ontario wine purchased at a wine boutique: 19.1% Spirits: 61.5% | Ontario beer made by beer manufacturers Draft: \$0.7131/L Non-draft: \$0.8833/L Ontario beer made by microbrewers Draft: \$0.3482/L Non-draft: \$0.3834/L Ontario beer made and sold at Ontario brew pubs: \$0.3288/L Beer (all kinds except draft beer made and bought at a brew pub or a secondary location of the brew pub): \$0.17/L Wine cooler: \$0.28/L Spirits: \$0.38/L Spirits cooler: \$0.28/L | Beer, wine and spirits environmental tax on non-refillable containers (except draft beer made and bought at a brew pub or a secondary location of the brew pub): \$0.0893 |
| Saskatchewan ^{xxxv} | 10% | — | — |
| British Columbia ^{xxxvi} | 10% | — | — |
| Yukon ^{xxxvii} | 12% | — | — |

What provinces and territories have alcohol strategies in place?

The table below illustrates provinces and territories where an alcohol strategy has been adopted, as well as whether or not the strategy includes the following information: alcohol as a risk factor for cancer, promotion of Canada’s Low-Risk Drinking Guidelines, and/or cancer-specific alcohol consumption guidelines.

| Jurisdiction | Alcohol Strategy Adopted | Cancer Risk Included | Low-Risk Drinking Guidelines^{xxxviii} Included | Cancer Guidelines^{xxxix} Included |
|----------------------------------|---------------------------------|-----------------------------|--|---|
| Newfoundland and Labrador | x | x | x | x |
| Nova Scotia | ✓ | ✓ | ✓ | x |
| Prince Edward Island | x | x | x | x |
| New Brunswick | x | x | x | x |
| Québec | x | x | x | x |
| Ontario | x | x | x | x |
| Manitoba | ✓ | ✓ | ✓ | x |
| Saskatchewan | x | x | x | x |
| Alberta | ✓ | x | ✓ | x |
| British Columbia | x | x | x | x |
| Nunavut | ✓ | x | x | x |
| Northwest Territories | x | x | x | x |
| Yukon | x | x | x | x |

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)^{xi}
- In 2016, the Canadian Cancer Society conducted a public opinion survey related to alcohol and cancer risk in Ontario and Québec:^{xi}
 - 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^{xlii}
- Minimum pricing of alcohol is found to be a cost-effective and cost-saving approach to reducing alcohol consumption and harm^{xliii}
- Complete bans on alcohol advertising are cost-effective and cost-saving, however effectiveness and cost-effectiveness decrease dramatically with partial advertising bans^{xliv}
- Reducing hours and days of sale is found to be cost-effective and may reduce harms from alcohol^{xlv}

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. Early adopters of alcohol policy indicators at the provincial/territorial level include:

Cancer Care Ontario’s Prevention System Quality Index Alcohol Indicators^{xlvi}

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

Strategies to Reduce Alcohol-related Harms and Costs in Canada Policy Indicators^{xlvii}

Several academic institutions collaborated on the development of 10 alcohol policy dimensions and indicators for Canada. Policy indicators reflect a policy that has been mandated at the provincial (or territorial) level and is included in legislation or provincial (or territorial) regulations (e.g., a policy that restricts the location or number of retail outlets).

| Policy Dimension | Policy Indicator(s) |
|------------------------|---|
| Pricing | <ul style="list-style-type: none"> • Coverage of off-premise minimum prices • Level of off-premise minimum prices • Presence of off-premise minimum pricing loopholes • Price of common low cost, high alcohol products • Coverage of on-premise minimum prices • Level of on-premise minimum prices • Presence of off-premise minimum pricing loopholes • Price of common low cost, high alcohol products • Average price levels • Indexation (differences from alcohol price indexes and consumer price index) • Automatic indexation • Price bands • Pricing on alcohol content |
| Alcohol Control System | <ul style="list-style-type: none"> • Proportion of off-premise outlets that are publicly owned • Alcohol sales beyond on-premise and off-premise outlets (e.g., online, delivery, ferment on premise/at home) • Ratio of spending on product promotion versus social responsibility messaging |

| Policy Dimension | Policy Indicator(s) |
|---------------------------|---|
| | <ul style="list-style-type: none"> • Policy on dedicated prevention/social responsibility funds • # of mediums employed for social responsibility messaging • Ministries overseeing alcohol retail and control |
| Physical Availability | <ul style="list-style-type: none"> • Regulations limiting on- and off-premise outlet density • Regulation of hours of operation • Limiting hours of operation to no more than 9 business hours per day and limited availability in early morning and late at night • Presence of exceptions and extensions for hours and days of sale |
| Drinking and Driving | <ul style="list-style-type: none"> • Comprehensive 3-year graduated licensing program for new drivers • Zero tolerance blood alcohol content level for drivers under 21 or with less than 5 years experience • 7-day Administrative License Suspension (ALS) and vehicle impoundment program • Parallel ALS and vehicle impoundment program for those who fail or refuse sobriety tests • Mandatory interlock program for all federal impaired driving offenders • Mandatory administrative forfeiture for drivers with >2 federal impaired driving violations within 10 years • Mandatory remedial program for federal impaired driving offenders, and for drivers with a repeat short term 90-day impairment related ALS within 5 years |
| Marketing and Advertising | <ul style="list-style-type: none"> • Content restrictions beyond CRTC regulations • Placement restrictions • Quantity restrictions • Regulations restricting advertisement of price promotions • Specific authority responsible for enforcement of regulations • Presence of a formal complaint system • Strong or escalating consequences for violation • Presence of sponsorship policies |
| Legal Drinking Age | <ul style="list-style-type: none"> • Legal drinking age • Legislation prohibiting sale or purchase of alcohol by minors • Policies pertaining to serving minors in a private residence of licensed area • Enforcement of legal drinking age in off-premise outlets • Enforcement of legal drinking age in on-premise outlets |

| Policy Dimension | Policy Indicator(s) |
|--|---|
| Screening, Brief Intervention and Referrals (SBIR) | <ul style="list-style-type: none"> • Inclusion of SBIR in a provincial/territorial strategy or action plan • SBIR practice guidelines issued by professional association • Fee for service codes |
| Server Training and Challenge and Refusal Programs | <ul style="list-style-type: none"> • Mandatory server and management training program for all licensed events and venues (on-premise) • Policy prohibiting sale of alcohol to someone who is intoxicated (on and off premise) • Comprehensiveness of challenge criteria (on and off premise) • Server training program based on face-to-face protocol (on and off premise) • Server training program requires periodic re-training (on premise) • Server training program based on evidence (on and off premise) • Server training program enforced (on and off premise) |
| Provincial Alcohol Strategy | <ul style="list-style-type: none"> • Presence and focus of strategy (e.g., alcohol main focus versus under umbrella of a broader strategy on addictions and mental health) • Range of policy interventions within strategy |
| Warning Labels and Signs | <ul style="list-style-type: none"> • Mandatory warning labels on alcohol products • Quality of warning label message(s) • Rotating warning label messages • Warning labels include graphics • Size and prominence of warning labels • Mandatory off-premise warning signs • Mandatory on-premise warning signs • Variation in warning sign messages (on and off premise) • Quality of warning sign messages (on and off premise) |

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- ⁱⁱⁱ 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.
- ^{iv} 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.
- ^v Ibid.
- ^{vi} Hahn, R, et al. (2012). Effects of alcohol retail privatization on excessive alcohol consumption and related harms: A community guide systematic review. *American Journal of Preventive Medicine*, 42(4), 418-27.
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