

Canadian Alcohol Policy Evaluation (CAPE)

**CAPE 3.0 Update and Community of Practice Launch
Event January 19, 2022**

***Presenters: Fariha Alam, Amanda Farrell-Low, Norman Giesbrecht,
Timothy Naimi, Tim Stockwell, Ashley Wettlaufer***



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WELCOME/BIENVENUE!

Part 1: Canadian Alcohol Policy Evaluation (CAPE) Overview and update [~30 mins]

Why is alcohol policy important?

What is CAPE?

How does CAPE work?

Recap of CAPE 2.0

Alcohol policy changes during COVID-19 pandemic

What's next for CAPE 3.0?

Questions and discussion [~15 mins]

Part 2: CAPE Community of Practice (CAPE CoP) [~15 mins]

Why launch an alcohol policy community of practice?

What will the CAPE CoP look like?

Membership Makeup and Audience Polls

Questions and discussion [~30 mins]

Meet your Presenters...



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Norman Giesbrecht (CAMH)



University of Victoria
Canadian Institute for Substance Use Research



Amanda Farrell-Low (CISUR)



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Tim Stockwell (CISUR)

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Ashley Wettlaufer (CAMH)



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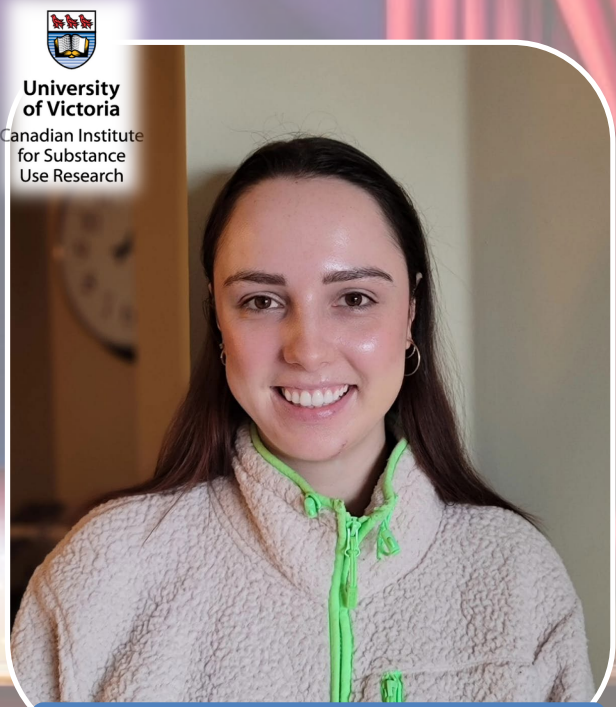
... And Our Presentation Creator




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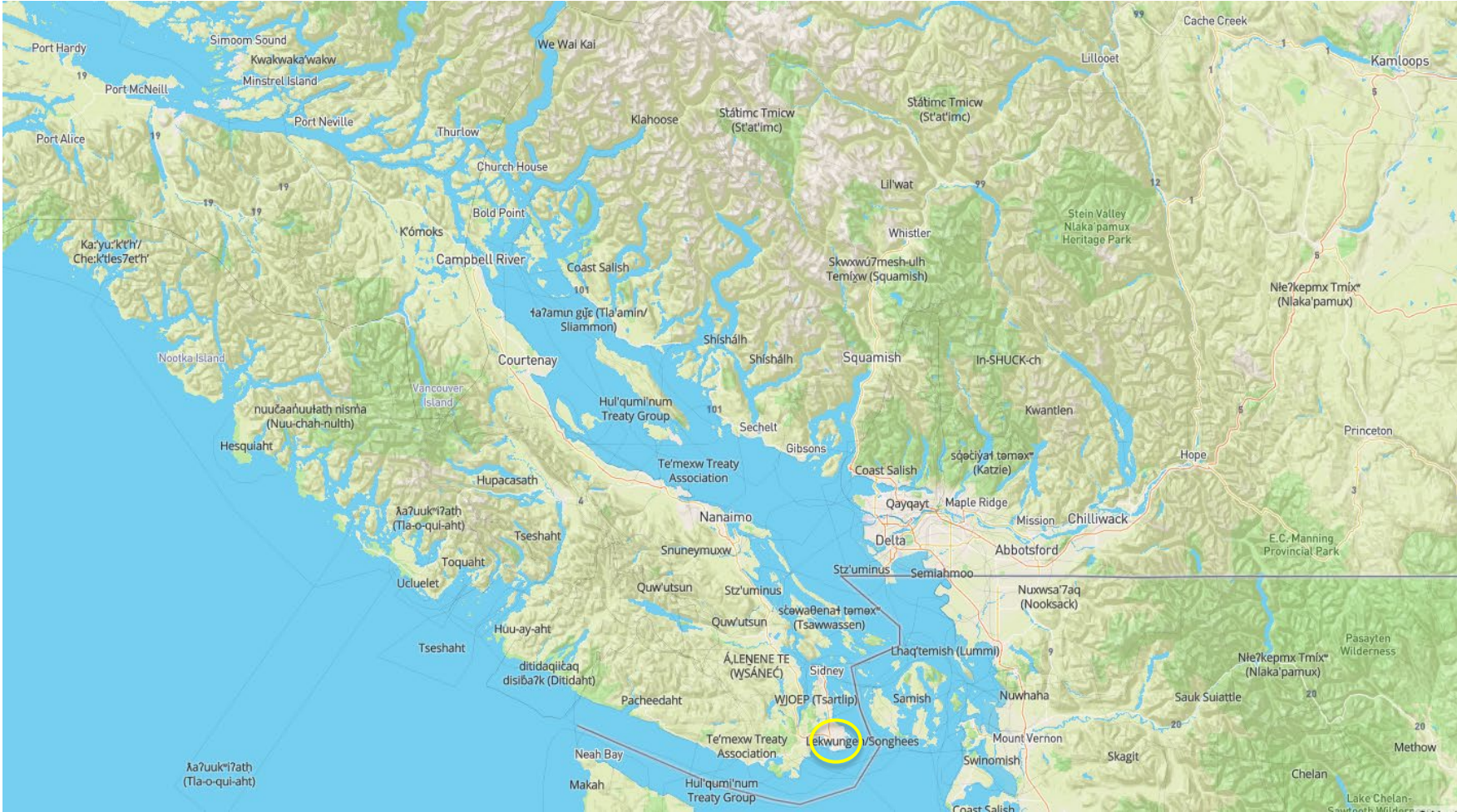
Kate Vallance (CISUR)

& Community of Practice Coordinator




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Nicole Vishnevsky (CISUR)



We acknowledge and respect the ləkʷəŋən peoples on whose traditional territory the University of Victoria stands and the Songhees, Esquimalt and W̱SÁNEĆ peoples whose historical relationships with the land continue to this day.



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Webinar Housekeeping

- Presentation today = 1.5 hours in two parts
- Please use the chat function for questions
- Optional: turn on live transcript if you prefer
- We will circulate presentation materials after (slide decks, recordings, summaries, French versions when possible)
- We will be recording presentations, but not Q&A sessions
- For persons with lived/living experience stipends: email capecopcoord@uvic.ca
- Questions? www.alcoholpolicy.cisur.ca or capecopcoord@uvic.ca



Aperçu de l'événement : en français

- Veuillez noter que l'événement sera en anglais.
- Les documents disponibles en français (après traduction) comprendront des:
 - diapositives de présentation
 - des résumés d'événements
 - Les sondages de rétroaction
 - les termes de référence de la communauté de pratique
- Les questions en français sont les bienvenues dans la boîte de discussion car elles seront traduites.



Why is Alcohol Policy Important?

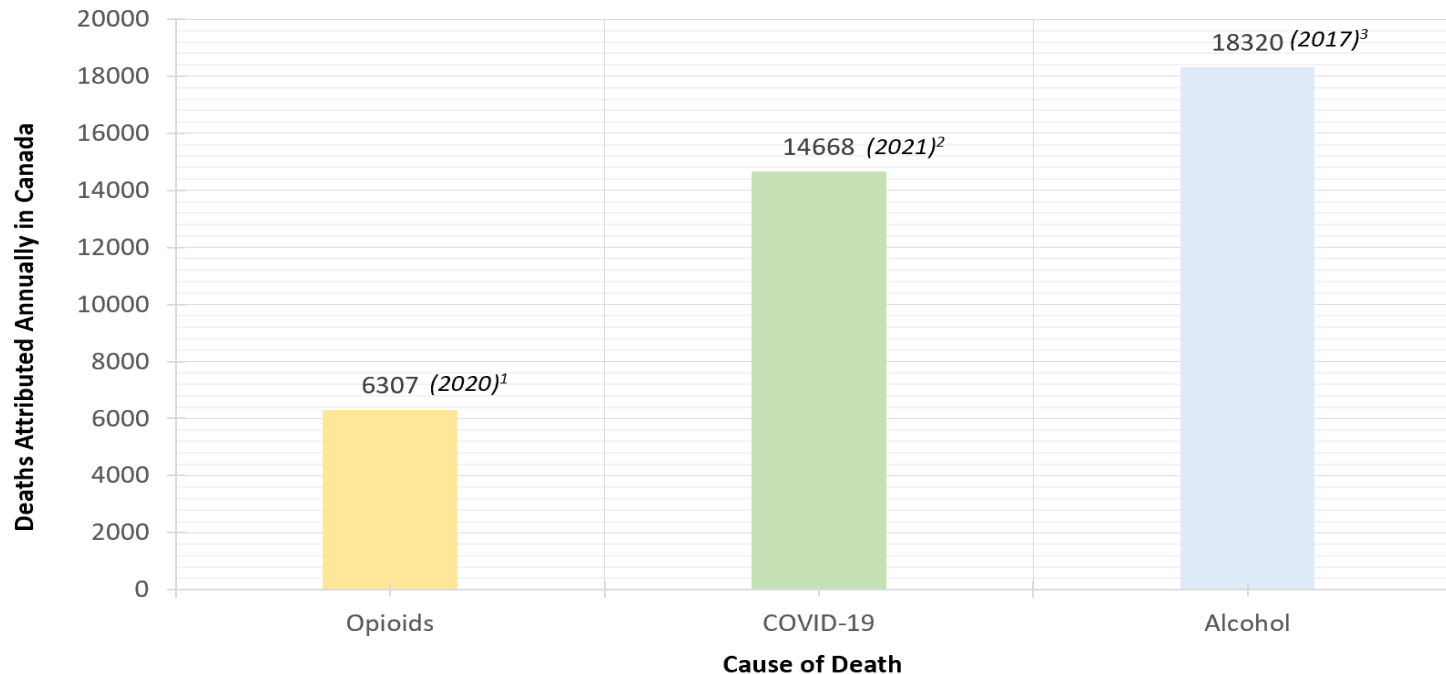
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Norman Giesbrecht (CAMH)

A look into Deaths in Canada...

Deaths Attributed Annually in Canada to Different Causes



¹ <https://csuch.ca/publications/CSUCH-Canadian-Substance-Use-Costs-Harms-Report-2020-en.pdf>

² <https://health-infobase.canada.ca/substance-related-harms/opioids-stimulants/>

³ <https://health-infobase.canada.ca/covid-19/visual-data-gallery/>

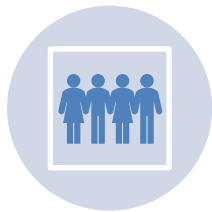
Main Approaches to Preventing or Reducing Harm from Alcohol



Clinical interventions



Education and information



Cultural change



Implementing alcohol policies



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Clinical Interventions



- **May be effective**
- **Often costly**
- **Typically do not focus on the occasional high risk drinker**
 - **This population represents a large share of total harm from alcohol**
- **Do not address alcohol promotion or drinking culture at population level**



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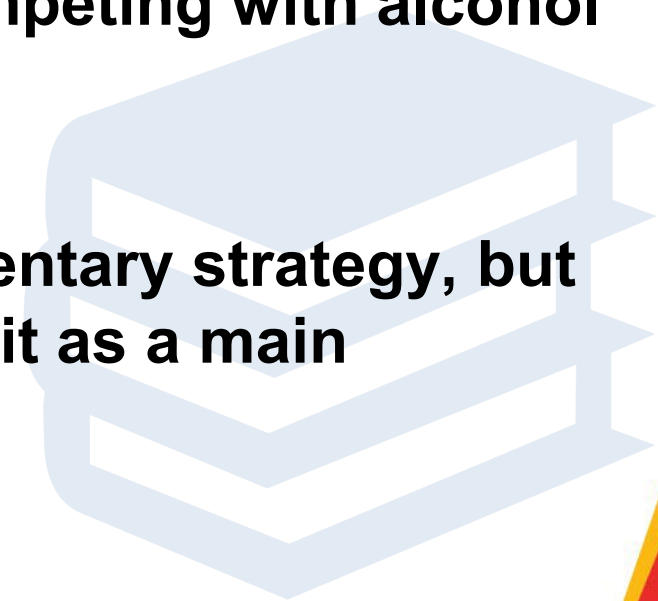
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Education & Information

- **Of questionable effectiveness in changing behaviour**
- **Very costly if any chance of competing with alcohol marketing and advertising**
- **Potentially useful as a supplementary strategy, but alcohol industry often presents it as a main approach to prevention**



Two Examples of Information on Alcohol

**Drink responsibly
for the good
of Ontario.**

Donate in store today

madd⁺ LCBO SPIRIT OF SUSTAINABILITY

“Please drink responsibly”



Warning Labels

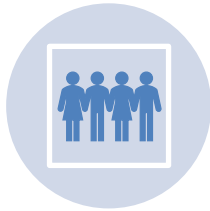


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Cultural Change on Alcohol Attitudes and Behaviours

- **No clear road map how to do this**
- **May take a generation or more**
- **However, strong alcohol policies can contribute to cultural change**





Alcohol Policies



- **Shown to be effect in reducing high-risk drinking and harms from alcohol**
- **Efficient and typically of low cost**
- **Relevant to all sectors of population and drinking behaviours**
- **Do not victimize specific persons or sectors**
- **Are supported by effective clinical programs and information campaigns**



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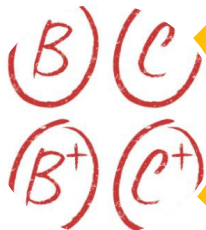
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What is the Canadian Alcohol Policy Evaluation (CAPE) Project?



The CAPE project is a comparative, point-in-time review of alcohol policies in Canada using a health surveillance approach



Systematically assesses degree of implementation of a series of evidence-based alcohol policies across governments



1st review: 10 provinces (Giesbrecht et al., 2013)
2nd review: 10 provinces/3 territories & federal gov.
(Stockwell et al., 2019/Wettlaufer et al., 2019)



Why Conduct the CAPE Project?



~80% of Canadians drank 1+ alcoholic drink in past year



30-40% of drinkers (15+ years) report drinking above low-risk drinking guidelines after adjustment for under-reporting (Zhao et al., 2015)



In 2017, alcohol led to:

- 18,000 deaths,
- 115,000 years of productive life lost and
- 105,000 hospital admissions (CSUCH, 2020)



In 2018, the net costs of alcohol exceeded its revenues with all provinces and territories running a deficit (CSUCH 2020).



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What is the Basis for the CAPE Project?

WHO SAFER & PAHO strategies for reducing alcohol harms

Decreasing alcohol's affordability

Decreasing convenience of access

Restricting advertising and promotions

Deterring impaired driving

Previous international policy scales and comparative reviews

Anderson et al., 2009

Babor et al. 2010

Brand et al. 2007

Naimi et al. 2011

Nelson et al. 2013

Burton et al. 2016

MADD Canada Impaired driving report cards & legislative reviews

Solomon et al., 2003 & 2018



CAPE 1.0 Publications



Drug and Alcohol REVIEW



Drug and Alcohol Review (2015)
DOI: 10.1111/dar.12338



Pricing of alcohol in Canada: A comparison of provincial policies and harm-reduction opportunities

NORMAN GIESBRECHT¹, ASHLEY WETTLAUFER¹, GERALD THOMAS², TIM STOCKWELL³, KARA THOMPSON³, NICOLE APRIL⁴, MARK ASBRIDGE⁵, SAMANTHA CUKIER⁶, ROBERT MANN¹, JANET McALLISTER⁷, ANDREW MURIE⁸, CHRIS PAULEY⁹, LAURIE PLAMONDON⁴ & KATE VALLANCE²

IJADR International Journal of Alcohol and Drug Research

The Official Journal of the Kettil Bruun Society for Social and Epidemiological Research on Alcohol

doi: 10.7895/ijadr.v5i2.221

IJADR, 2016, 5(2), 33 – 45

ISSN: 1925-7066

Strategies to reduce alcohol-related harms and costs in Canada: A comparison of provincial policies

Norman Giesbrecht^{1,2}, Ashley Wettlaufer¹, Stephanie Simpson³, Nicole April⁴, Mark Asbridge⁵, Samantha Cukier⁶, Robert E. Mann^{1,2}, Janet McAllister⁷, Andrew Murie⁸, Chris Pauley⁹, Laurie Plamondon⁴, Timothy Stockwell⁹

SUBSTANCE USE & MISUSE
2017, VOL. 52, NO. 10, 1364–1374
<http://dx.doi.org/10.1080/10826084.2017.1281308>



ORIGINAL ARTICLE

Comparing Alcohol Marketing and Alcohol Warning Message Policies Across Canada

Ashley Wettlaufer^a, Samantha N. Cukier^b, and Norman Giesbrecht^{a,c}

^aCentre for Addiction & Mental Health, Institute for Mental Health Policy Research, Toronto, Canada; ^bData Science, Dartmouth College, Hanover, New Hampshire, USA; ^cDalla Lana School of Public Health, University of Toronto, Toronto, Canada

Strategies to Reduce Alcohol-Related Harms and Costs in Canada:

A Comparison of Provincial Policies

Stratégies pour réduire les méfaits et les coûts liés à l'alcool au Canada :

Une comparaison des politiques provinciales

Reducing Alcohol-Related Harms and Costs in Alberta:

A Provincial Summary Report

Home > Canadian Public Policy > List of Issues > Vol. 40, No. 3

A Comparison of Measures and Policies to Prevent Alcohol Problems among Youth across Canadian Provinces

Stephanie Simpson^①, Ashley Wettlaufer^①, Norman Giesbrecht^①, Mark Asbridge^①, Robert Mann^①, Andrew Murie^①

Find links to these documents under the 'CAPE Project Resources' tab at:

www.alcoholpolicy.cisur.ca



CAPE 2.0 Methods

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Ashley Wettlaufer (CAMH)



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What does the CAPE Project Offer?



1. Accessible, evidence-based, up-to-date information for policymakers, NGOs etc.

2. Systematic policy comparisons between jurisdictions and over time

3. Platform for informing the public about effective alcohol policies

4. Mechanism for keeping a public health approach to alcohol policy on government agendas



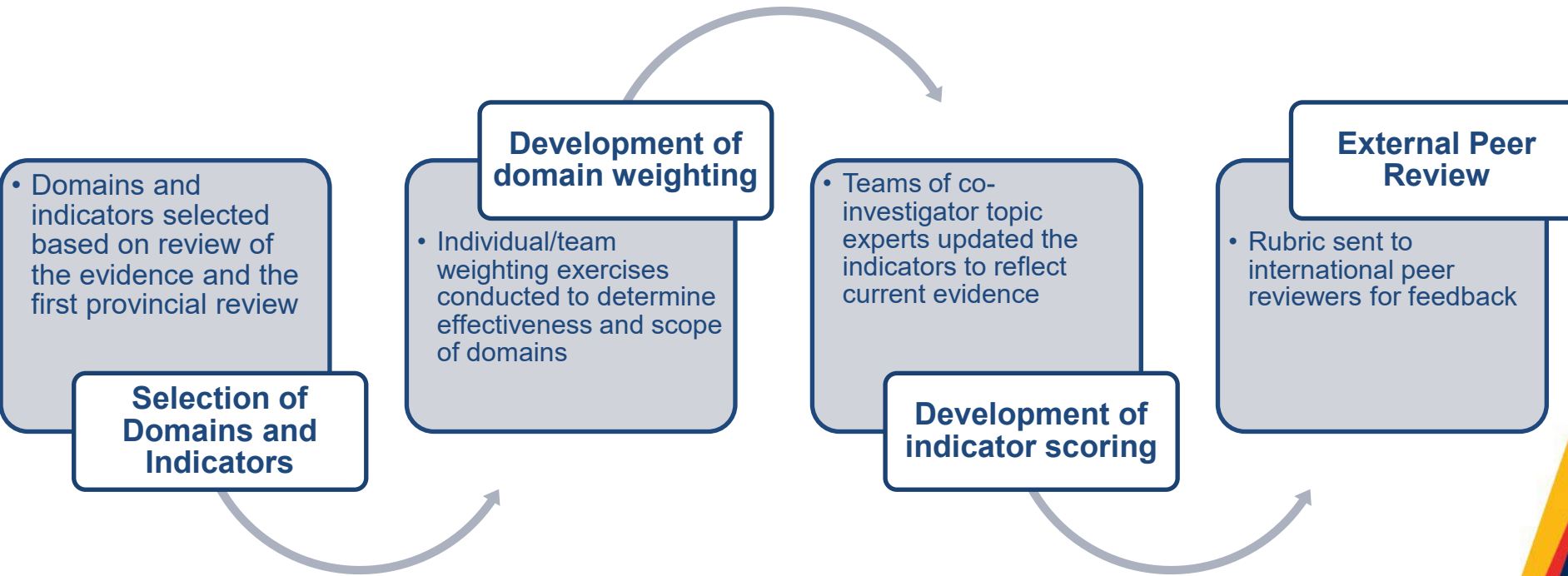
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Developing the CAPE Policy Domain Scoring Rubric




Each jurisdiction contacted to appoint a CAPE data validation contact


Provincial, Territorial, Federal Domains



CAPE Alcohol Policy Domains

1. Pricing and Taxation 


 2. Physical Availability


3. Impaired Driving Countermeasures 


 4. Marketing and Advertising Controls

5. Minimum Legal Drinking Age 

 6. Screening, Brief Intervention and Referral

7. Liquor Law Enforcement (Provincial/Territorial ONLY) 

 8. Alcohol Control System

9. National Alcohol Strategy 

 10. National Monitoring and Reporting

11. Health and Safety Messaging 



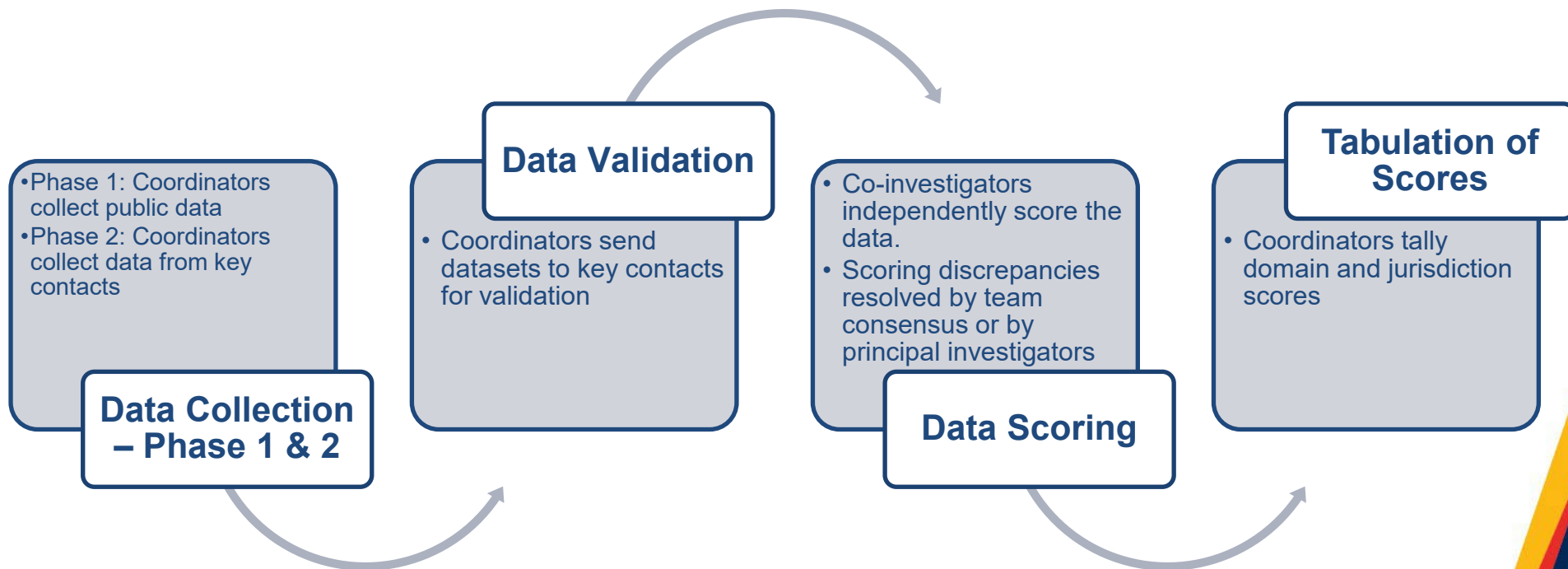
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Applying the CAPE Policy Domain Scoring Rubric



CAPE scores = Sum of indicator scores × Domain weights
CAPE scores calculated for each provincial, territorial and federal jurisdiction



CAPE 2.0 Project Team in Action!



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CAPE 2.0 Recap



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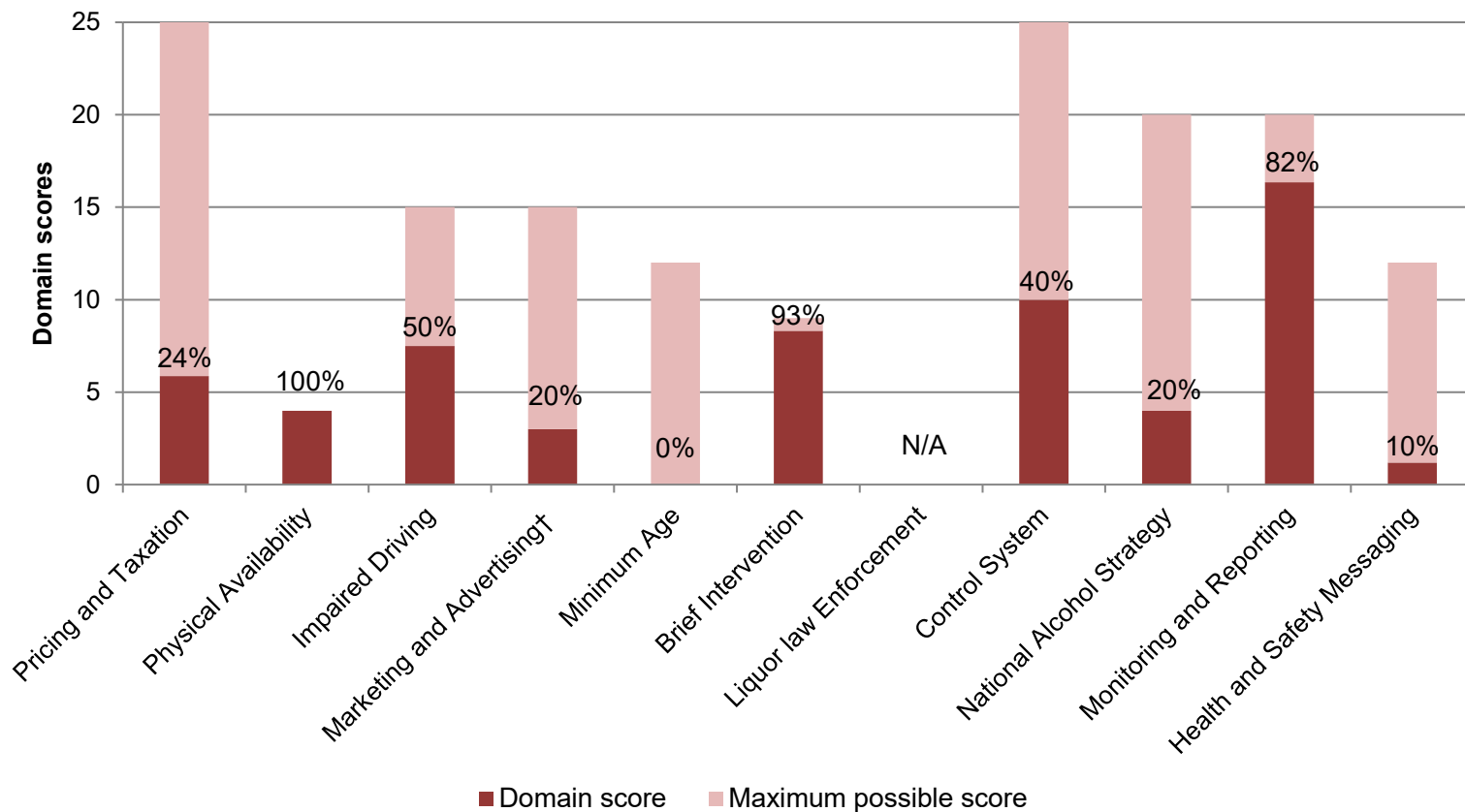
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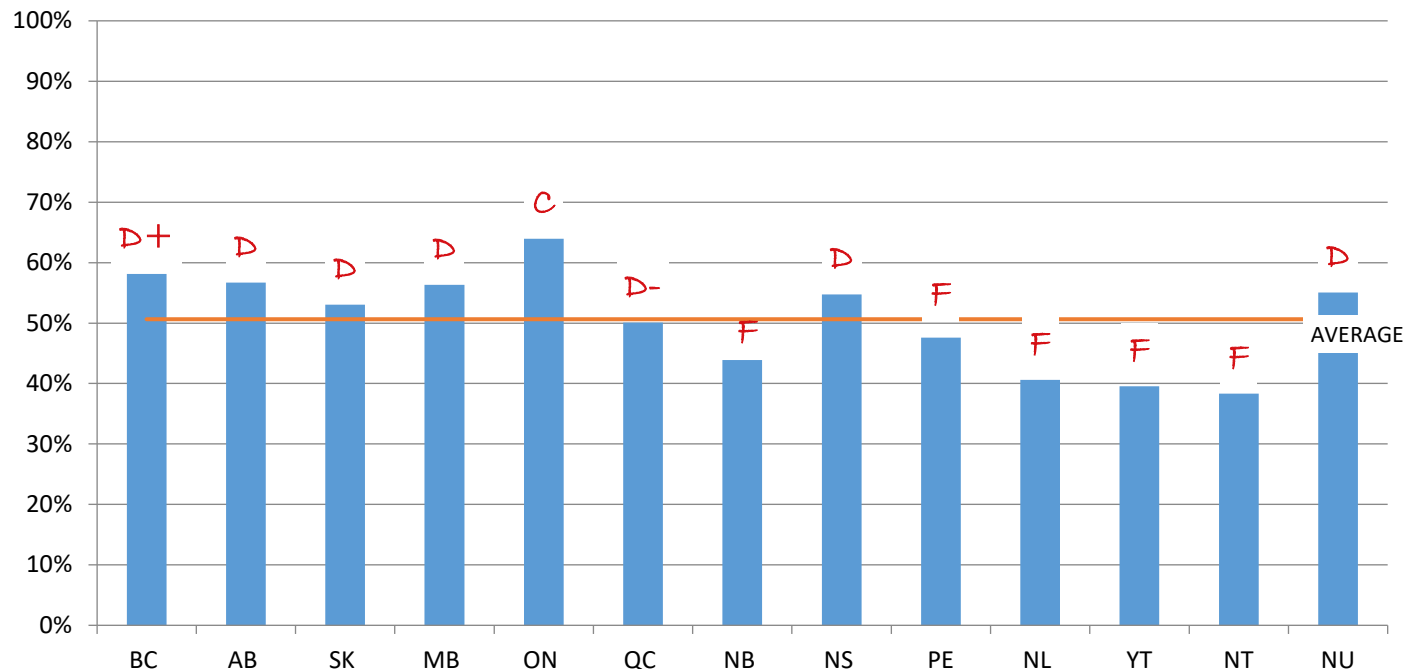
CAPE 2.0 Federal Policy Domain Scores

Federal total policy implementation score: 38.4% **F**



CAPE 2.0 Provincial/Territorial-Adjusted Total Policy Implementation Scores

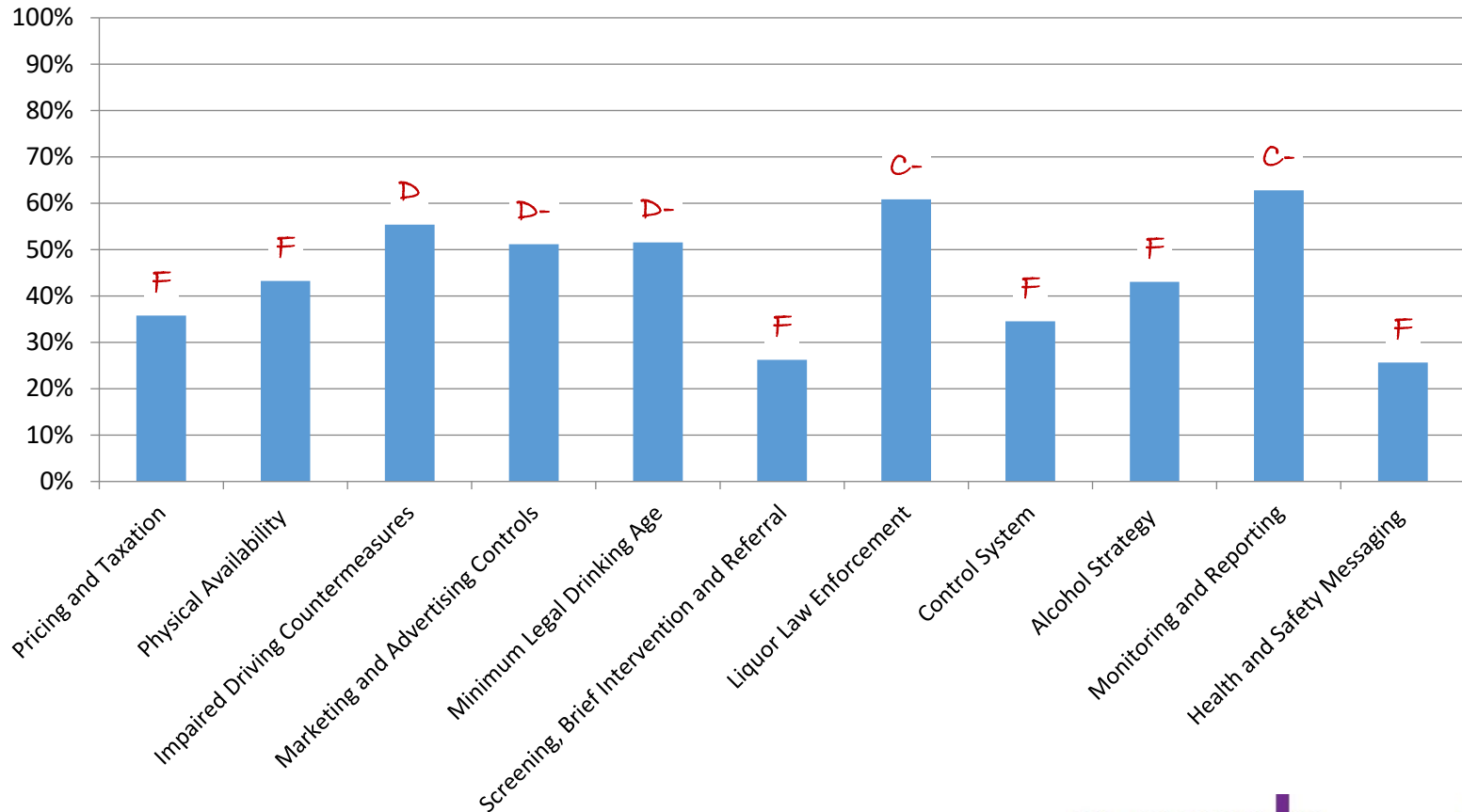
Scores have been scaled up by comparing against best current practice in any P/T



CAPE 2.0 Provincial/Territorial Policy Domain Scores



P/T total policy implementation score: 44% **F**



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CAPE 2.0 P/T Best Current Practices

Policy Domain	Best Current Practice Score (%)
Pricing & Taxation	82.4
Physical Availability	95.0
Impaired Driving Countermeasures	95.0
Marketing & Advertising Controls	100.0
Minimum Legal Drinking Age	60.0
Screening, Brief Intervention and Referral	69.0
Liquor Law Enforcement	97.5
Control System	80.0
Alcohol Strategy	100.0
Monitoring & Reporting	90.0
Health & Safety Messaging	75.0
Overall Best Current Practice Score	86.8 (A)



CAPE 2.0 Provincial/Territorial Summaries

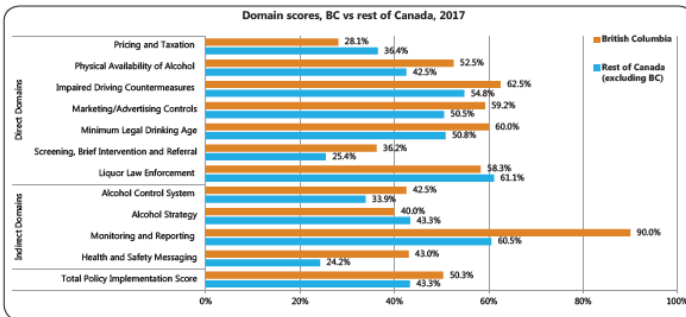
Reducing Alcohol-Related Harms and Costs in British Columbia: A Policy Review



British Columbia

Population (2016)	4,648,494
Per capita alcohol consumption age 15+*	9.9L pure ethanol**
Overall alcohol harm costs (2014)	\$1,936M
Net revenue from alcohol (2014)***	\$1,621M
Type of alcohol retail system	Mixed government/private system

The Provincial and Territorial Canadian Alcohol Policy Evaluation (CAPE) project is a rigorous assessment of whether evidence-based alcohol policies were implemented within each province and territory in 2017. A comprehensive alcohol policy framework was developed, containing gold standard best practices across 11 different 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 British Columbia has implemented these gold standard best practices captured in the alcohol policy framework. **Overall, British Columbia scored 50% in 2017, which is 7% above the average of 43% for the rest of Canada (excluding BC).**



Promising practices in British Columbia

- Minimum prices for most alcohol sold in British Columbia on-premise establishments (e.g. bars and restaurants) are currently set at a rate higher than the gold standard best practice; the only exception is the discounted rate available for draft beer and cider provided in servings greater than 50oz. British Columbia also sets sales taxes on alcohol that are 3% higher than the PST on other consumer goods.
- To support safer drinking contexts, British Columbia restricts the number of drinks served to individuals at one time to two standard drinks and permits re-corking of unfinished wine for take-away at on-premise establishments such as bars and restaurants.
- There are strong impaired driving countermeasures in place in British Columbia with minimum durations for administrative licensing suspension (ALS) set as recommended at 3 days for the first offense and 7 days for the second offense with a license reinstatement fee.
- British Columbia has supportive minimum legal drinking age legislation that prohibits the purchase and sale of alcohol involving underage individuals with no existing exceptions allowing for legal consumption of alcohol in certain contexts such as a parent, spouse or guardian providing it in a private residence.

*Adjusted to account for unrecorded alcohol consumption. **Equivalent to 581 standard drinks (1 standard drink contains 17.05ml of pure alcohol and is equivalent to 341ml of 5% beer, 142ml of 12% wine, or 43ml of 40% spirits). *** Net income of liquor authorities, total taxes, and other revenue. See CAPE report for full list of data sources.

Strengthening alcohol policies in British Columbia		
Policy Domain	Score	Selected recommendations
Pricing and Taxation	28% F	Ensure minimum prices are set at a rate per standard drink (e.g. 17.05ml, pure alcohol) of at least \$1.75* per standard drink for off-premise retail stores and \$3.50* per standard drink for on-premise establishments, after taxes with no exceptions (**2019 prices). For example, minimum prices should be legislated to apply to all off-premise retail stores including ferment-on-premise sales. Volume discounts such as for pitchers of beer should be prohibited. Update all alcohol prices annually to reflect British Columbia-specific inflation rates to ensure alcohol does not become less expensive relative to other goods over time. On-premise minimum prices have not been updated since implementation in 2016 and so have reduced potential as a harm reduction intervention.
Physical Availability	53% D-	Introduce legislated restrictions on outlet density in British Columbia, particularly for on-premise establishments such as restaurants and bars. Limit the availability of alcohol by reducing trading hours: do not allow early morning alcohol sales (i.e. before 11:00am) or late-night sales (i.e. after 8pm for off-premise retail stores and 1am for on-premise establishments) without exceptions and prohibit 24-hour room service sales of alcohol in hotels/motels.
Impaired Driving Countermeasures	63% C-	Strengthen the graduated licensing program (GLP) for new drivers in British Columbia by implementing a night-time driving ban for stage 2 drivers and zero tolerance for cannabis and illicit substances for GLP drivers for a minimum of 3 years after program completion. Penalties should be increased or modified for all drivers when the presence of a drug is detected in addition to alcohol and a minimum 3-year interlock order should be required for a second Criminal Code impaired driving offense.
Marketing and Advertising Controls	59% D+	Ensure alcohol advertising content restrictions cover placement, quantity, and content of ads and that there is an independent complaint system that handles complaints for advertisements from all off-premise retailers whether they are privately or government-run. Implement mandatory pre-screening for all alcohol ads by an independent authority to confirm compliance with content restrictions prior to publication and have penalties that vary depending on the severity of the violation. Liquor regulators and retailers should make use of social media platforms to present evidence-based alcohol-related health and safety messaging.
Minimum Legal Drinking Age	60% C-	Increase the minimum legal drinking age: give consideration to graduated drinking policies that grant phased-in legal access to alcohol by limiting the amount and type of alcohol that can be purchased in specific settings between the ages of 19 and 21.
Screening, Brief Intervention/Referral	36% F	Collaborate with health care professionals to develop screening, brief intervention and referral (SBIR) practice guidelines and tools to be implemented in a health care setting and online or consider adopting the SBIR resource developed by the College of Family Physicians. Online tools can increase accessibility, especially among younger populations or those not accessing health care in a clinical setting; implementation of SBIR tools should be tracked in order to inform future SBIR activities.
Liquor Law Enforcement	58% D+	Implement a risk-based licensing and enforcement program for on-premise establishments, off-premise retail stores, and special occasion permits to inform licensing conditions and enforcement schedules based on outlet and licence holder characteristics as well as incident data. Both on-premise establishments and off-premise retail stores should be inspected a minimum of once per year with more frequent checks based on risk. Employ at least 1 liquor inspector per 300 outlets to ensure there are sufficient numbers to conduct frequent compliance checks and follow-up checks for violations.
Alcohol Control System	43% F	Increase the proportion of government-owned and government-run off-premise retail stores in British Columbia. Prohibit sales beyond on- and off-premise outlets such as online sales and liquor delivery services; phase out ferment on premise outlets, which encourage the bulk sale of inexpensive alcohol. Ensure there are legislated earmarked funds to support prevention initiatives and health messaging.
Alcohol Strategy	40% F	Develop an alcohol-specific government endorsed strategy that includes a range of evidence-based public health policies and is developed independently from the alcohol industry. Ensure the strategy has dedicated funding, an identified leader with a public health and/or safety focus to facilitate implementation, and systems in place to monitor implementation and effectiveness. The strategy should be updated at least every five years.
Monitoring and Reporting	90% A+	Ensure that monitoring and tracking of alcohol consumption and harm indicators are supported effectively funded and made publicly available at least annually through a centralized system in order to inform evidence-based monitoring of trends in consumption and harms.
Health and Safety Messaging	43% F	Implement legislated enhanced alcohol labels as a manufacturer requirement with health and safety messages, standard drink information, and national low-risk drinking guidelines; labels should have prominent rotating messages that are accompanied by pictorial images. Ensure that legislated health and safety messages displayed in all on-premise establishments and off-premise retail stores include a variety of health-focused messages; and have liquor control boards use a range of media platforms to communicate health and safety messaging.
Total Policy Implementation Score	50% D-	A comprehensive list of gold standard best practice alcohol policies is available in Appendix C of the full CAPE report*.

CAPE 2.0 Knowledge Products



Dedicated project website

home » projects » all active projects » active projects

Canadian Alcohol Policy Evaluation

Reports and Resources CAPE Project Overview

- + 2019 Provincial and Territorial CAPE Reports and Su
- + 2019 Federal CAPE Report
- + Presentations and infographics
- + Webinars
- + 2013 Provincial CAPE Reports
- + Journal articles
- + Related news stories and media releases
- + Related alcohol policy evaluation publications
- + Other resources

www.alcoholpolicy.cisur.ca

Media/social media

↑ Pinned Tweet
CISUR @Uvic_CISUR · Apr 24
 Today we release our 13 #alcoholpolicy report cards: one for each Canadian province and territory. Find out how your jurisdiction compares: uvic.ca/research/centr...#bhealth#cdnhealth#bcpoli#HarmReduction



Alcohol policies fizzle for Canadian governments as harms overflow: reports

Stakeholder early access

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

Executive Summary



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

February 14th, 2019 Pre-Release Stakeholder

Stockwell, T., Wettlaufer, A., Vallance, K., Chow, C., Giesbrecht, N., April, N., Asbridge, M., Callaghan, R.C., Cukier, S., Davis-MacNeelin, P., Dube, M., Hynes, G., Mann, R., Solomon, R., Thomas, G., Thompson, K.

Launch webinars

University of Victoria Canadian Institute for Substance Use Research Institut canadien de recherche sur l'usage des substances **camh**

13 P/T summary reports

Strategies to Reduce Alcohol-Related Harms and Costs in Canada

A Review of Provincial, Territorial, and Federal Policies

The Canadian Alcohol Policy Evaluation (CAPE) project carefully assessed how well Canada's federal government, provinces, and territories were implementing alcohol policies with strong evidence for protection of public health and safety in 2017.

Alcohol Policy Domains	Provincial & Territorial Grade	Federal Grade
Pricing & Taxation	36% F	24% F
Physical Availability of Alcohol	43% F	100% A+
Impaired Driving Countermeasures	55% D	50% D+
Marketing and Advertising Controls	51% D-	20% F
Minimum Legal Drinking Age	52% D-	0% F
Screening, Brief Intervention & Referral	26% F	93% A+
Liquor Law Enforcement	61% C-	N/A
Alcohol Control System	35% F	40% F
Alcohol Strategy	43% F	20% F
Monitoring and Reporting	63% C	82% A
Health and Safety Messaging	26% F	10% F
OVERALL SCORE	44% F	38% F

87% of best practice policies were found across provinces. If all these had been consistently implemented, the provinces and territories would have collectively scored 87% A+ improvements are feasible.

The net revenue from alcohol in Canada of \$10.9 billion was only 75% of the estimated \$14.6 billion costs in 2014. All provinces and territories ran a deficit, with alcohol revenues being lower than the economic costs.

Now the provinces and territories compare to best Canadian current practice!

Indicates the most important policy areas.

Infographic

* Refer to section 10.1 for more information on the methodology used in this report.

Stockwell, T. et al. (2019). Strategies to Reduce Alcohol-Related Harms and Costs in Canada: A Review of Provincial and Territorial Policies. Victoria, BC: Canadian Institute for Substance Use Research, University of Victoria.

CAPE 2.0 Reports and Publications



Original Paper | [Full Access](#)

Strategies for engaging policy stakeholders to translate research knowledge into practice more effectively: Lessons learned from the Canadian Alcohol Policy Evaluation project

Kate Vallance, Tim Stockwell, Ashley Wettlaufer, Norman Giesbrecht ✉, Clifton Chow, Kiffer G. Card, Amanda Farrell-Low.

First published: 27 May 2021 | <https://doi.org/10.1111/dar.13313>



Original Paper | [Full Access](#)

Alcohol retail privatisation in Canadian provinces between 2012 and 2017. Is decision making oriented to harm reduction?

Norman Giesbrecht ✉, Ashley Wettlaufer, Tim Stockwell, Kate Vallance, Clifton Chow, Nicole April, Mark Asbridge, Russell Callaghan, Samantha Cukier, Geoff Hynes, Robert E. Mann, ... See all authors ▾

First published: 14 December 2020 | <https://doi.org/10.1111/dar.13229> | Citations: 2



Original Paper | [Full Access](#)

The Canadian Alcohol Policy Evaluation project: Findings from a review of provincial and territorial alcohol policies

Kate Vallance, Tim Stockwell, Ashley Wettlaufer, Clifton Chow, Norman Giesbrecht ✉, Nicole April, Mark Asbridge, Russell Callaghan, Samantha Cukier, Geoff Hynes, Robert Mann, ... See all authors ▾

First p



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



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

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

British Columbia	
Population (2016)	4,648,494
Per capita alcohol consumption age 15+*	9.9L pure ethanol**
Overall alcohol harm costs (2014)	\$1,936M
Net revenue from alcohol	\$1,621M

The Provincial and Territorial Canadian Alcohol Policy Evaluation (CAPE) project is a rigorous assessment of whether evidence-based alcohol policies were implemented within each province and territory in 2017. A comprehensive alcohol policy framework was developed, containing gold standard best practices across 11 different 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. The first seven domains are: 1) alcohol availability, 2) alcohol pricing, 3) alcohol marketing, 4) alcohol advertising, 5) alcohol labeling, 6) alcohol packaging, and 7) alcohol distribution. The last four domains are: 8) alcohol consumption, 9) alcohol consumption in high-risk settings, 10) alcohol consumption in high-risk situations, and 11) alcohol consumption in high-risk environments.

Find links to these documents under the 'CAPE Project Resources' tab at: www.alcoholpolicy.cisur.ca

...e to which British practices captured mbia scored 50% the rest of Canada

CAPE 2.0 – Knowledge Dissemination



150+ provincial/territorial stakeholders attended pre-release webinar
250+ stakeholders/community attendees joined public launch webinar event

CAPE reports/resources downloaded 900+ times within first 3 months of release

390+ media articles published about the CAPE results (readership ~7.6M)

Health/regulation/retail stakeholders across 9 provinces/territories requested jurisdiction-specific results webinars (30 completed in total)

Project completion letters and reports sent to 45 existing stakeholder contacts (provincial/territorial deputy ministers) & 75 new government contacts



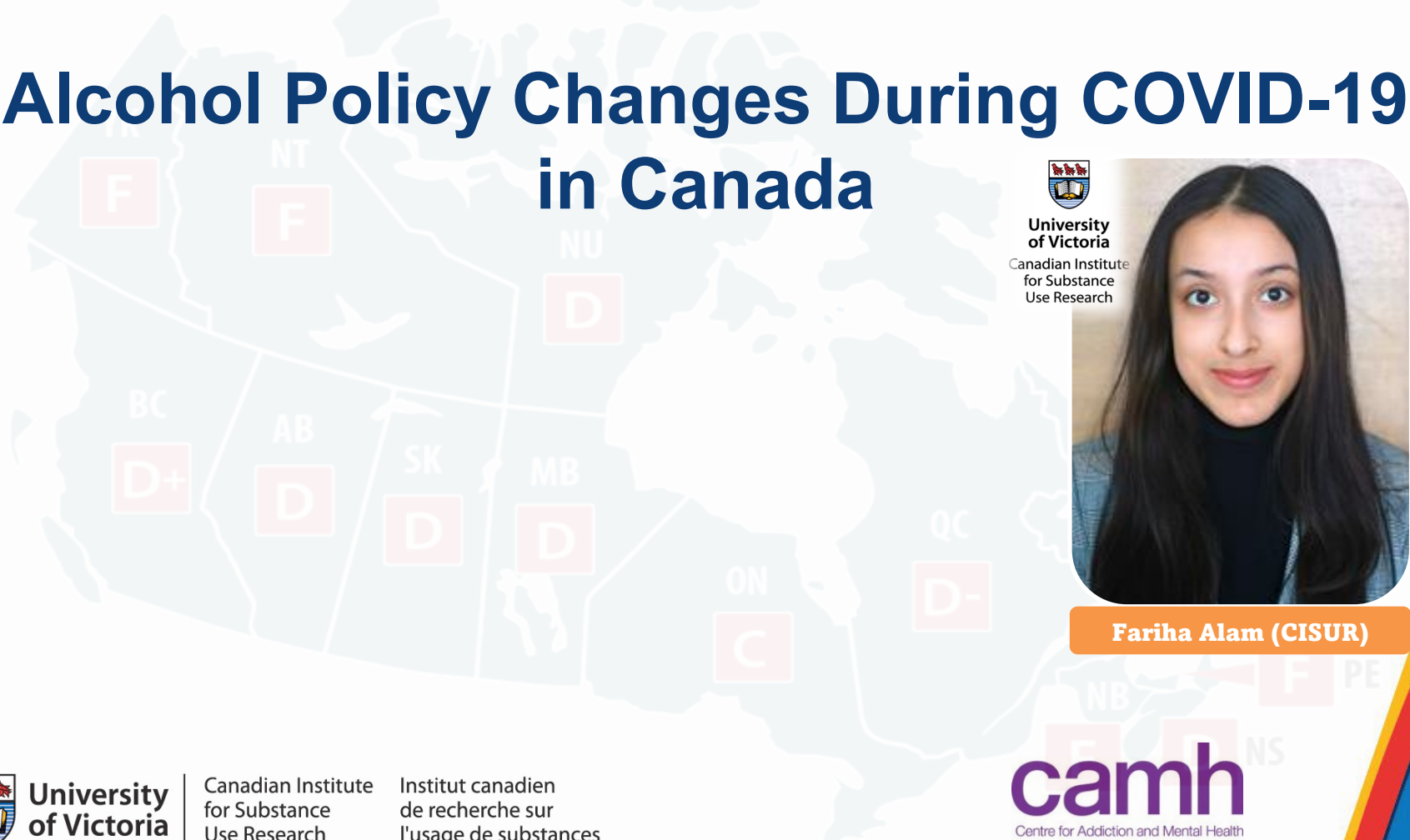
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Alcohol Policy Changes During COVID-19 in Canada



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(De)regulatory Trends Across Canada



Ontario to reduce wholesale alcohol prices for bars and restaurants

The Quebec government has agreed on new alcohol laws that will lighten various restaurant, bar and hotel liquor rules.

Ontario liquor laws amended to give consumers more delivery options, help boat operators with licences

■ News
Liquor delivery to homes now possible in NWT
by Ethan Butterfield October 21, 2021

DOUG FORD WILL FURTHER EXPAND THE SALE OF BEER AND WINE INTO CORNER STORES, GROCERY STORES, AND BOX STORES
Published on May 18, 2018

"Doug Ford is going to make beer cheaper in Ontario," said Kenney. "I'm going to do everything I can to do the same thing in Alberta."

VANCOUVER ISLAND | News

B.C. makes off-sales liquor delivery authorization permanent for restaurants, bars

Loblaws expands beer and wine services following Ontario regulation changes

VANCOUVER ISLAND | News

B.C. permanently extends liquor store hours

Liquor store industry group concerned by Edmonton 7-Eleven selling alcohol

Ford government extends hours at LCBO, Beer Store, licensed grocers starting Sunday

MONTREAL | News

Quebec restaurants can now sell alcohol through delivery apps after last-minute vote

British Columbia

Restaurants, bars now permanently allowed to buy alcohol at wholesale prices

Beer and wine sales begin Thursday on some southern BC Ferries routes

Home » N.S. Restaurant Leaders Applaud \$1.2-Million Break On Booze

MARCH 30 2021
DEREK MONTAGUE | HALIFAX, NEWS, NOVA SCOTIA
N.S. Restaurant Leaders Applaud \$1.2-Million Break On Booze

N.B. Liberals promise to modernize liquor laws, expand where alcohol can be sold



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Summary of Key Alcohol Policy Changes Implemented during Pandemic (March 2020-Present)

Provinces/Territories	Pricing and Taxation	Physical Availability of Alcohol		Alcohol Control System		Marketing and Advertising
		Hours On-Premises	Hours Off-Premises	Home Delivery/Takeaway from On-Premises Establishments	Ferment on Premise	
British Columbia			P	P		
Ontario			P	P		
Saskatchewan				P		
Alberta				P		
New Brunswick				P		
Nova Scotia						
Yukon						
Nunavut						
Northwest Territories						
Quebec				P		
Prince Edward Island				P		
Manitoba				P		
Newfoundland and Labrador				P		
Legend	Policies Relaxed		Policies Relaxed Permanently		Stricter Policies Implemented	

Special thanks to the CCSA Working Group for compiling COVID-19 alcohol policy data across Canada, which can be accessed by contacting policy@ccsa.ca.



Examples of Policy Changes to Pricing & Taxation



Province	Policy Changes
British Columbia	In June 2020, restaurants, bars and tourism operators with liquor licensees permitted to purchase beer, wine and spirits at wholesale prices*
Ontario	Reduced wholesale prices on alcohol purchased from LCBO on January 1, 2022 Basic beer tax rate frozen until March 2023 Reduced minimum price of spirits consumed onsite to align with reduced pricing for takeout and deliveries
Nova Scotia	Extends 10% wholesale discount on wine and spirits to include bottled and canned beer, ready-to-drink liquor products and cider in March 2021
Newfoundland and Labrador	Implements wholesale pricing discount for craft breweries, wineries, distilleries and cideries producing 1000 Hectolitres or less



Examples of Policy Changes to Physical Availability



Province	Policy Changes
British Columbia	<ul style="list-style-type: none">• Permanently extends liquor store hours• Stores allowed to operate between 7AM-11PM daily
Ontario	<ul style="list-style-type: none">• Permanently extends liquor store hours• Stores allowed to operate between 7AM-11PM daily
Quebec	<ul style="list-style-type: none">• Temporarily extends liquor store hours• Stores allowed to operate between 7AM-11PM daily
Alberta	<ul style="list-style-type: none">• On December 2021, 7-Eleven in Edmonton first to sell alcohol and allow for consumption onsite
All Provinces + Northwest Territories	<ul style="list-style-type: none">• Reduced hours of operation and on-site capacity for on-premises retailers (bars, restaurants)



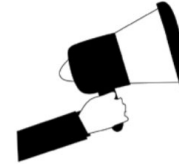


Examples of Policy Changes to Control System

Province	Policy Changes
All Provinces and Northwest Territories	Home delivery and takeout of alcohol from restaurants and bars with the purchase of food (policy permanent except in Northwest Territories & Nova Scotia)
Prince Edward Island	Home delivery permitted permanently from agency liquor stores, micro-breweries, wineries, distilleries, ferment-on-premise establishments and restaurants with a package sales license
Ontario	Policy to allow for curbside pickup of beer, wine, and cider from licensed grocery stores
Newfoundland and Labrador	Permits ferment on premise operations to bottle beverages for customers that started batches of beer or wine prior to March 2020



Examples of Policy Change to Marketing & Advertising



The disco ball won't be the only thing sparkling this new year.

Get 10,000 pb
when you buy any 4 of these selected wines.
VALID DEC 29 - JAN 2





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Tim Naimi (CISUR)

CAPE 3.0 Update & Next Steps



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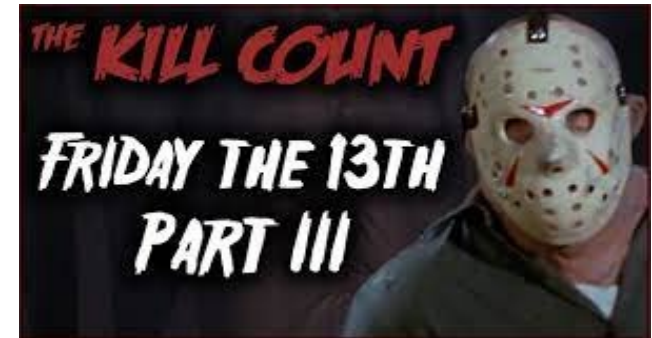
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CAPE 3.0 Update and Next Steps

- CAPE 3.0 very similar to CAPE 2.0
- *But unlike the movies...*Numbered versions of CAPE just get better and better!!



CAPE 3.0 Project Team



CISUR

Tim Naimi, Co-Investigator

Tim Stockwell, Co-Investigator

Marilou Gagnon, Co-Investigator

Adam Sherk, Co-Investigator

Russell Callaghan, Co-Investigator

Kate Vallance, Research Associate

Amanda Farrell-Low, Communications officer

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CAMH

Norman Giesbrecht, Co-Investigator

Kevin Shield, Co-Investigator

Robert Mann, Co-Investigator

Ashley Wettlaufer, Methods Specialist

Alcohol Policy Experts at Institutions Across Canada

Mark Asbridge, Co-Investigator
Dalhousie University,

Jacob Shelley, Co-Investigator,
University of Western Ontario

Robert Solomon, Co-Investigator, University of Western Ontario

Kara Thompson, Co-Investigator
St. Francis Xavier University

...as well as additional knowledge use collaborators and partners!



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CAPE 3.0 Policies/New Directions

- Currently revising 250+ indicators to develop updated CAPE 'rubric' (i.e., scoring system) –
- COVID-related policy changes:
 - New ways to get alcohol: home delivery, curbside pickup, take-away alcohol from bars and restaurants
- Hot topics, new evidence, or both:
 - Minimum pricing, labelling (cancer, calories, std. drinks)
- Policy processes in an era of deregulation:
 - public health input, industry influence



Policy Data Collection, CAPE 3.0

- Same process as CAPE 2.0
- The long winding road ...put meat on the rubric's bone!
- Review of relevant statutes
- Some data acquisition, validation with key govt. stakeholders (e.g., practice-related indicators)





CAPE 3.0 Knowledge Products

- Your input matters! Stakeholder feedback for CAPE 3.0
English: <https://bit.ly/CAPEinput> French: <https://bit.ly/ÉPCA>
- Federal-, provincial/territorial-specific 4-page summaries
- **New Ideas:**
 - Summaries by policy domain (e.g., pricing, impaired driving), or individual indicators (e.g., home delivery, minimum prices)
 - Federal, provincial/territorial policy data packages
 - Webinars, topics based on interest from YOU!



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CAPE 3.0 Funding & Support



CISUR and CAMH



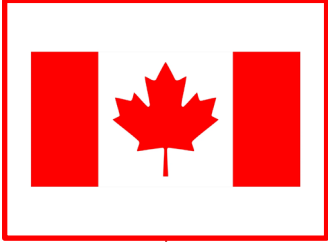
Social Sciences and Humanities Research Council (SSHRC) Connection Grant



Public Health Agency of Canada (PHAC)



In-kind funding from co-investigator institutions and the Health Ethics, Law and Policy (HELP) Lab



In-kind support and incredible enthusiasm from knowledge users & government stakeholders

The views and opinions expressed in this presentation are those of the authors alone and do not necessarily represent those of our funders



NEW Communications Strategy: CAPE Community of Practice!

- “The [CAPE Community of Practice](#) aims to establish a national alcohol policy community which builds and sustains long-term connections, collaborations, and professional development between stakeholders from a variety of government and non-government sectors with the shared goal of promoting healthy public policy.”
- Sign up! <https://bit.ly/CoPSignup>
- Rejoindre! <https://bit.ly/rejoindreCdeP>
- Independent of industry influence, involvement
- We want more folks
- We want broader representation, e.g.,: govt. regulators, govt. finance, Indigenous orgs., orgs. representing those with lived experience, Francophone individuals



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Veuillez remplir notre très bref formulaire de commentaires sur l'événement
Veuillez remplir notre très bref formulaire de commentaires sur l'événement
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CAPE LAUNCH PART 1

Questions and Discussion



Please complete our very brief CAPE event feedback form:

<https://bit.ly/CAPEevents>

Veuillez remplir notre très bref formulaire de commentaires sur l'événement :

<https://bit.ly/rétroCdP>

PART 2 – CAPE Community of Practice



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Amanda Farrell-Low (CISUR)



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Why start an alcohol community of practice?

- CAPE 1.0 & 2.0 put us in touch with many working in alcohol policy across Canada
- Work often siloed
- Why not create a space for people across jurisdictions and areas of expertise to collaborate, learn from each other, and strengthen alcohol policy?

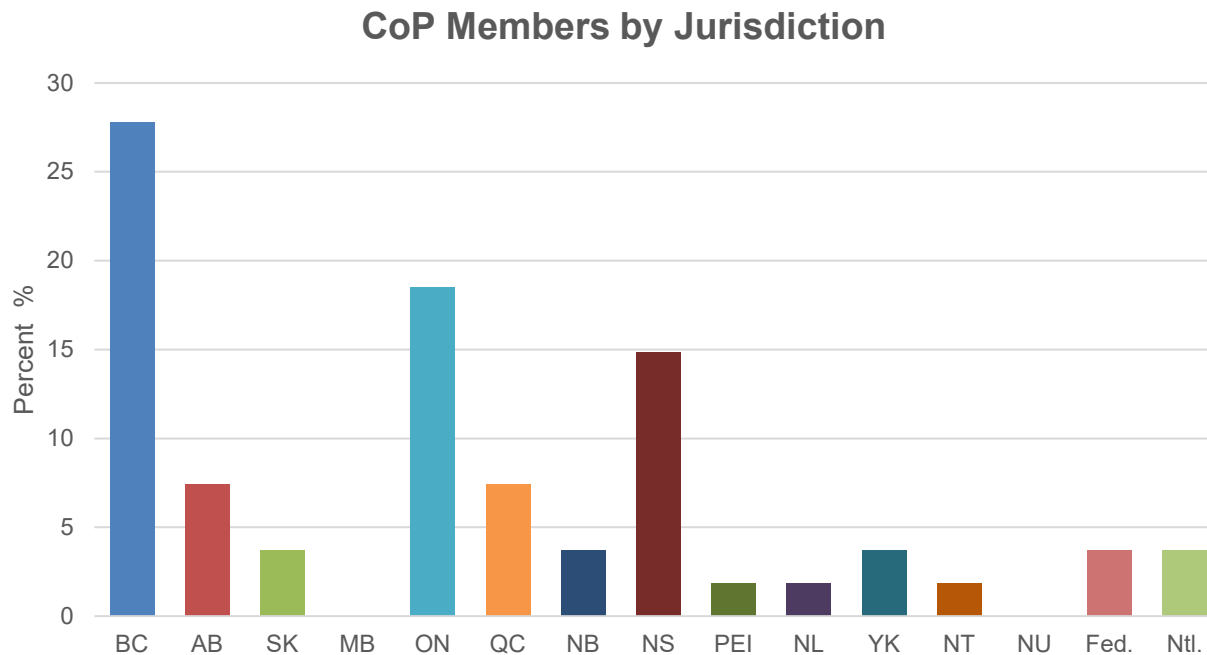


Our Process of Developing the Community of Practice

- Based on other CISUR models (Managed Alcohol Program Study CoP, Collaborative Community Laboratory on Substance Use and Harm Reduction (Co/Lab) CoP)
- Quite a few internal iterations before now
- What would be useful for advancing policy change or strengthening policy?
- Envision a space for collaboration and learning that is driven by the membership, but supported by the CAPE CoP team and coordinating committee
- Free of industry involvement

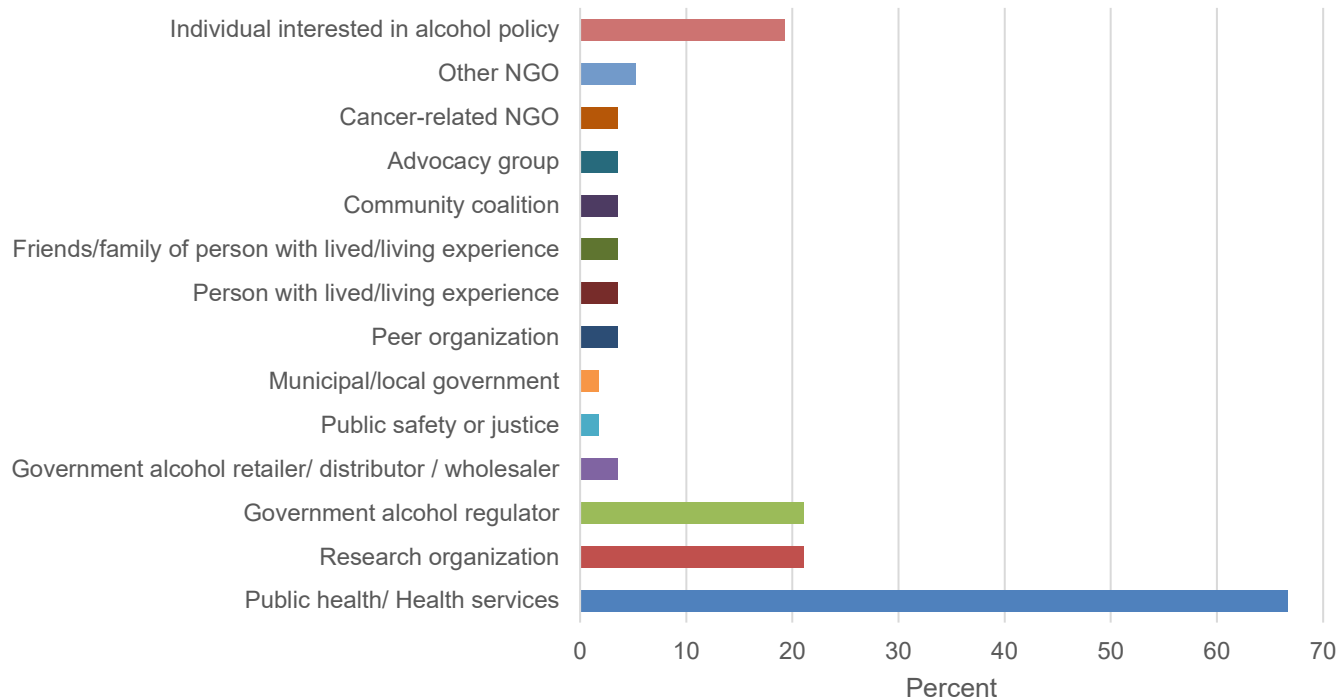


Which Jurisdictions do Community of Practice Members Represent?



What Organizations do Community of Practice Members Represent?

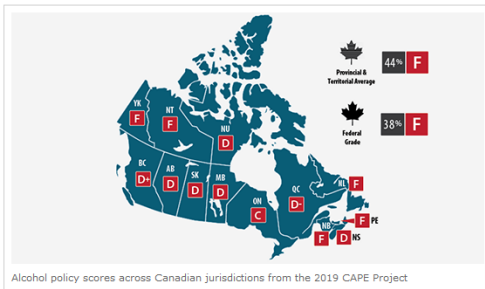
CoP Members by Affiliation





- Alcohol Warning Labels Study
- Canadian Alcohol Policy Evaluation (CAPE) +
- CMAPS - The Canadian Managed Alcohol Program Study
- InterIMHP - International model of alcohol harms and policies
- All active projects
- Archived projects

home » projects » all active projects » active projects
Canadian Alcohol Policy Evaluation



Tour of Resources

CAPE Project Resources	Alcohol Policy Resources	Community of Practice	
<p>+ Background</p> <hr/> <p>+ How To Join</p> <hr/> <p>+ Upcoming Events</p> <hr/> <p>+ Event Recordings and Summary Notes</p> <hr/> <p>+ Terms of Reference</p> <hr/> <p>+ Contact Us</p>			



Our Vision with Member Input

- Range of events, both CoP only and open to public
- Range of topics and formats (researcher led and stakeholder led)
- 1-2 months between events
- Structure: presentation, discussion, takeaway action items



Our Vision with Member Input

- Materials available for people who can't attend event, in French as much as possible
- Moderated listserv for asking questions, sharing resources and news
- Possible password-protected site for more sensitive documents (is this of interest?)





CAPE LAUNCH PART 2 Community of Practice

Questions and Discussion



Please complete our very brief CAPE event feedback form:

<https://bit.ly/CAPEevents>

Veillez remplir notre très bref formulaire de commentaires sur l'événement :

<https://bit.ly/rétroCdP>



Before you go...

CAPE CoP Website

www.alcoholpolicy.cisur.ca

CAPE 3.0 Input Survey English:

<https://bit.ly/CAPEinput>

French:

<https://bit.ly/ÉPCA>

CAPE CoP Sign-Up Link

English:

<https://bit.ly/CoPSignup>

French:

<https://bit.ly/rejoindreCdeP>

CAPE CoP Event Evaluation

English:

<https://bit.ly/CAPEevents>

French:

<https://bit.ly/rétroCdP>



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Thank you for Attending our CAPE 3.0 Community of Practice Launch Event!



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Veuillez remplir notre très bref formulaire de commentaires sur l'événement :

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