



Canadian Alcohol Policy Evaluation Community of Practice



Event #33: April 9, 2025

Alcohol industry activities: how to identify commercial framing and take action for public health

*The views and opinions expressed as part of this presentation are those of the presenters
and do not necessarily represent those of our funders or other organizations acknowledged.*



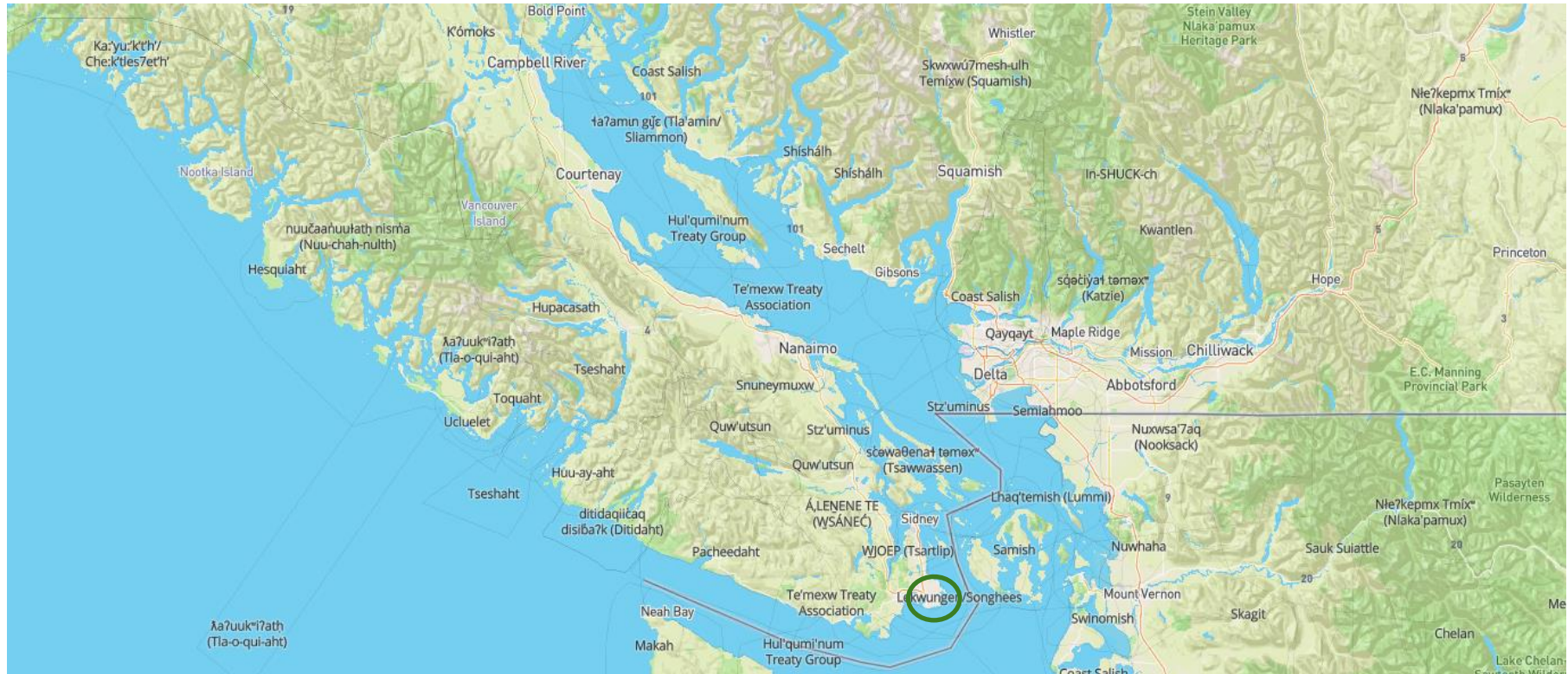
University
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Use Research

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de recherche sur
l'usage de substances



Land acknowledgement



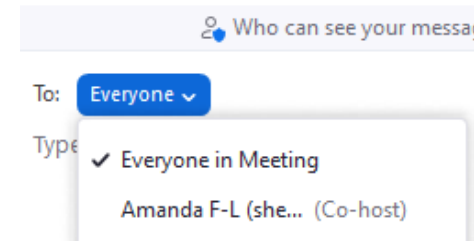
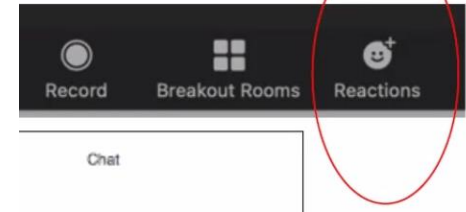
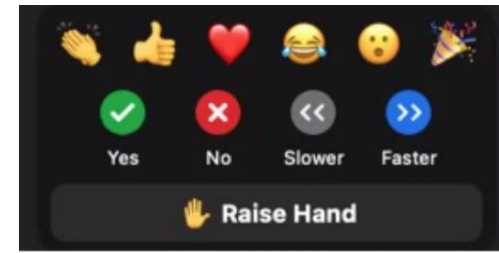


Today's session

- This webinar will be in English and includes a presentation followed by Q&A, 60mins total.
- The presentation component will be recorded, not the Q&A.
Links to the recording and presentation slides will be sent via email.
- We invite your feedback about today's session.
A survey link will be shared in the Chat box and via email.
- To receive persons with lived/living experience honorariums, please email capecopcoord@uvic.ca

Q&A format

- Use chat box to submit a question at any time.
- 'raise hand' during Q&A segment.
The moderator may ask you to unmute to pose your question.
- The moderator may read aloud questions typed in the chat box.
- Technical difficulties?
Please message us in the chat.





Presenter

Catherine Paradis

Technical Officer (Alcohol Network)

World Health Organization Regional Office for Europe

Catherine Paradis, Ph.D., is a public health sociologist recognized for her work in alcohol policy and harm reduction. Currently a Technical Officer at WHO/Europe, she leads the implementation of the EVID-ACTION project, translating evidence into effective alcohol policies. Formerly Director of Health Promotion at the Canadian Centre on Substance Use and Addiction, she co-led the update of Canada's Low-Risk Drinking Guidelines. With two decades of experience across research, policy, and advocacy, Catherine is known for her leadership, strategic thinking, and ability to build impactful partnerships that drive change in public health across diverse communities and countries.

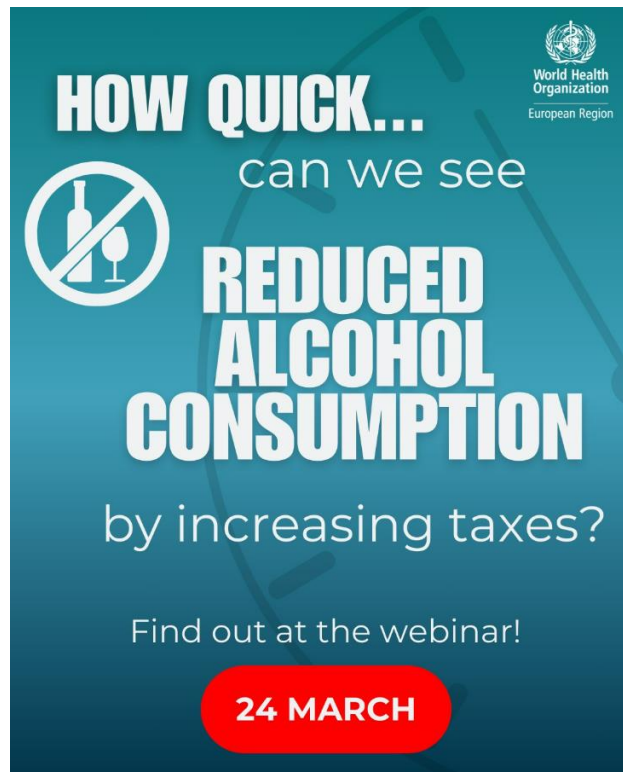
Alcohol industry activities: how to identify commercial framing and take action for public health.

Dr Catherine Paradis, Technical Officer at WHO Regional Office for Europe

Agenda

1. The potential of alcohol policies
2. Interference of profit-driven industries

WHO « Quick-Buys »



Download
the paper
here

World Health Organization
European Region

Quick buys for prevention and control of noncommunicable diseases

Goulden Giles,^a Allison Elberg,^a Angela Colanzi,^a Marilyn Carlen,^a Jill Farrington,^a Carina Ferreira-Borges,^a Dalia Kikula,^a Maria Leticia Louzada,^a Maria Neufeld,^a Ivo Rakovac,^a Elena Tsoy,^a Kamala Wickramasinghe,^a Julianne Williams,^a Martin McKee,^a and David Stuckler^{b,c}

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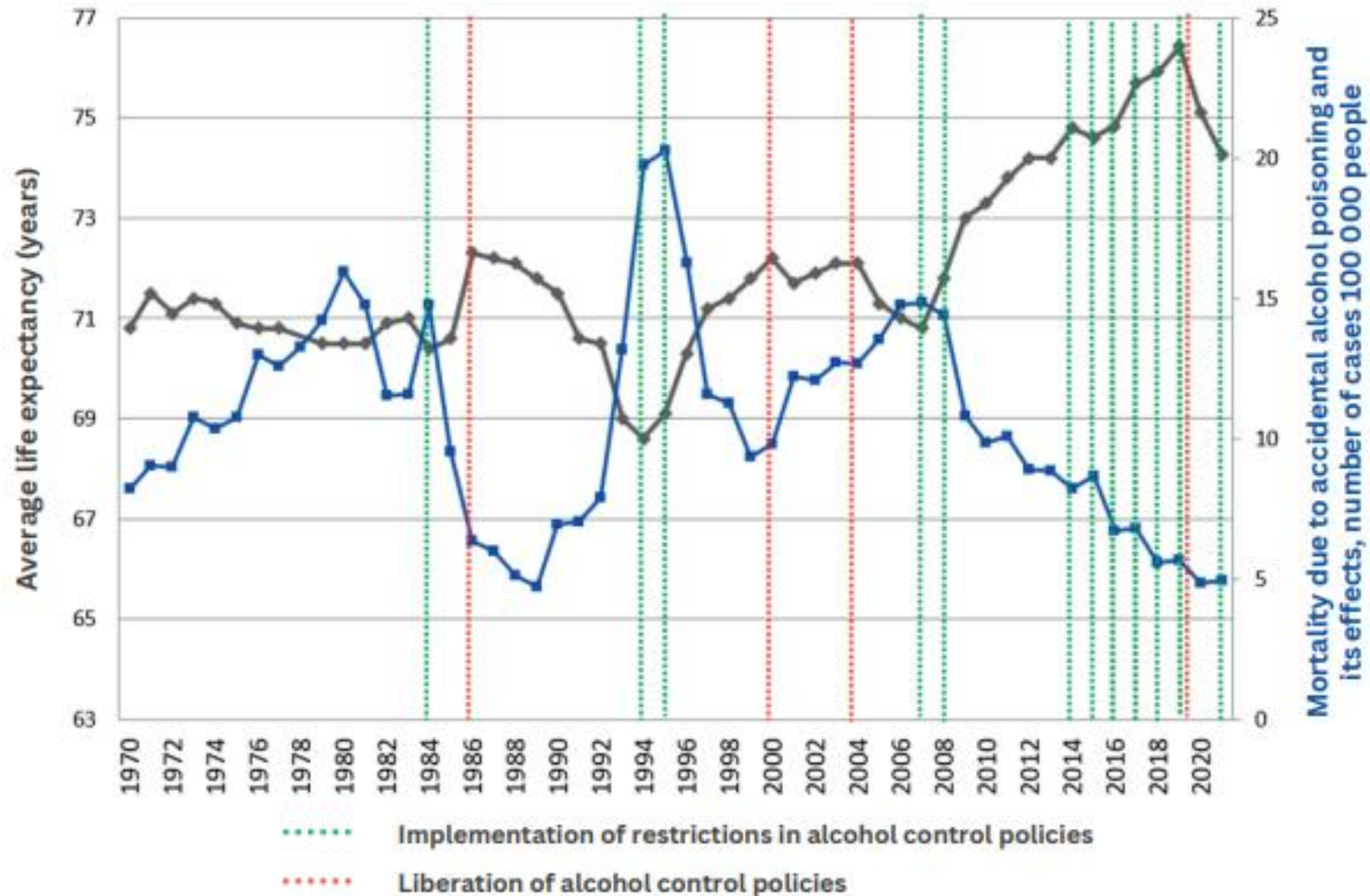
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Lithuania

- Small country in Northern Europe with a population of ~2.8 million.
- Regained independence from the Soviet Union in 1990
- Joined the EU and NATO in 2004, and adopted the euro in 2015.
- GDP per capita (PPP): Mid-range among EU countries, close to the EU average.



Association between alcohol control policy and life expectancy in Lithuania, 1984 - 2021

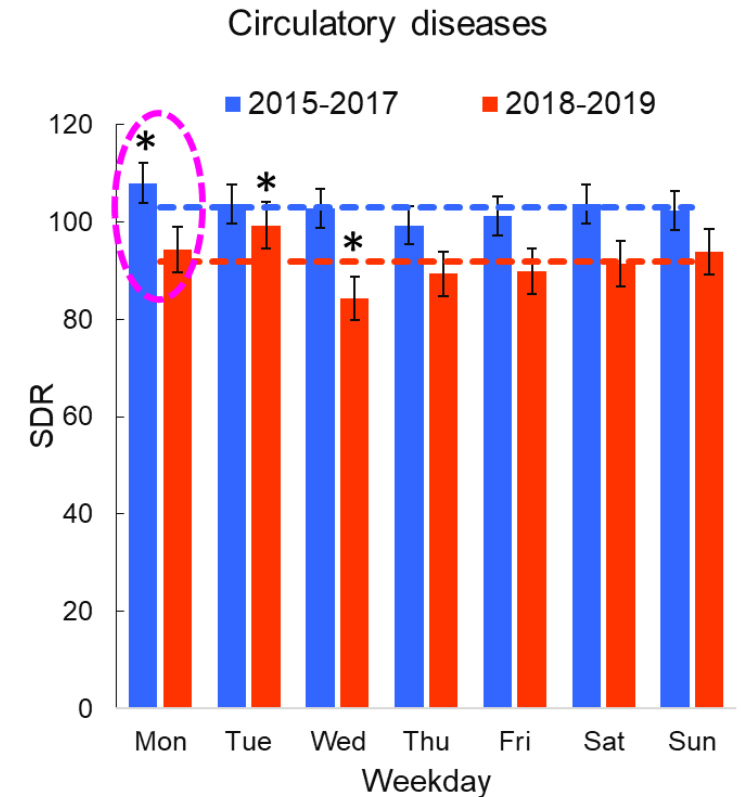
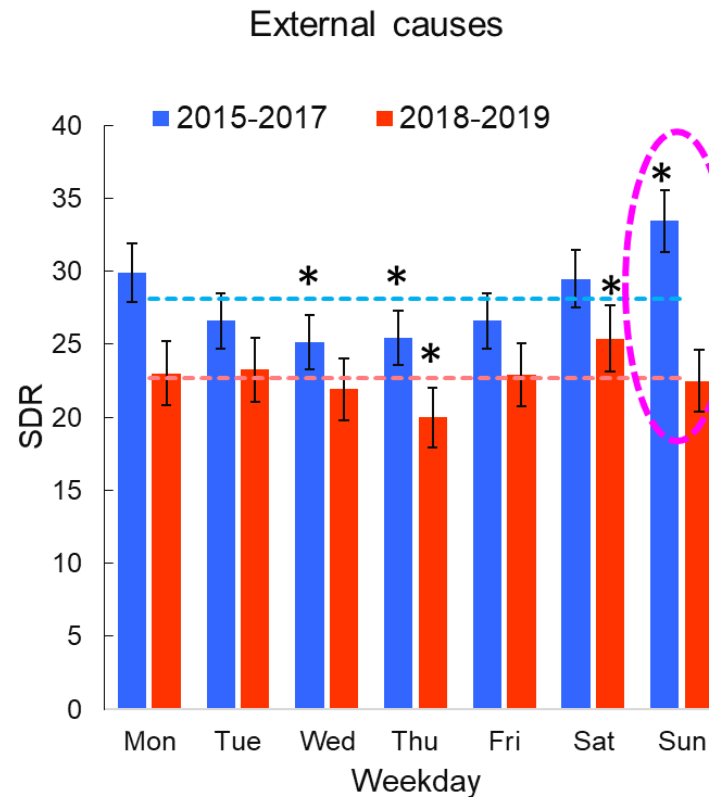


The impact of availability restrictions, in Lithuania, on men mortality by external causes and CVD

Availability restrictions

implemented on January 1, 2018:

- Sunday sales reduced from 14 to 5 hours (10am-3pm)
- Other days reduced from 14 to 10 hours (10am-8pm)

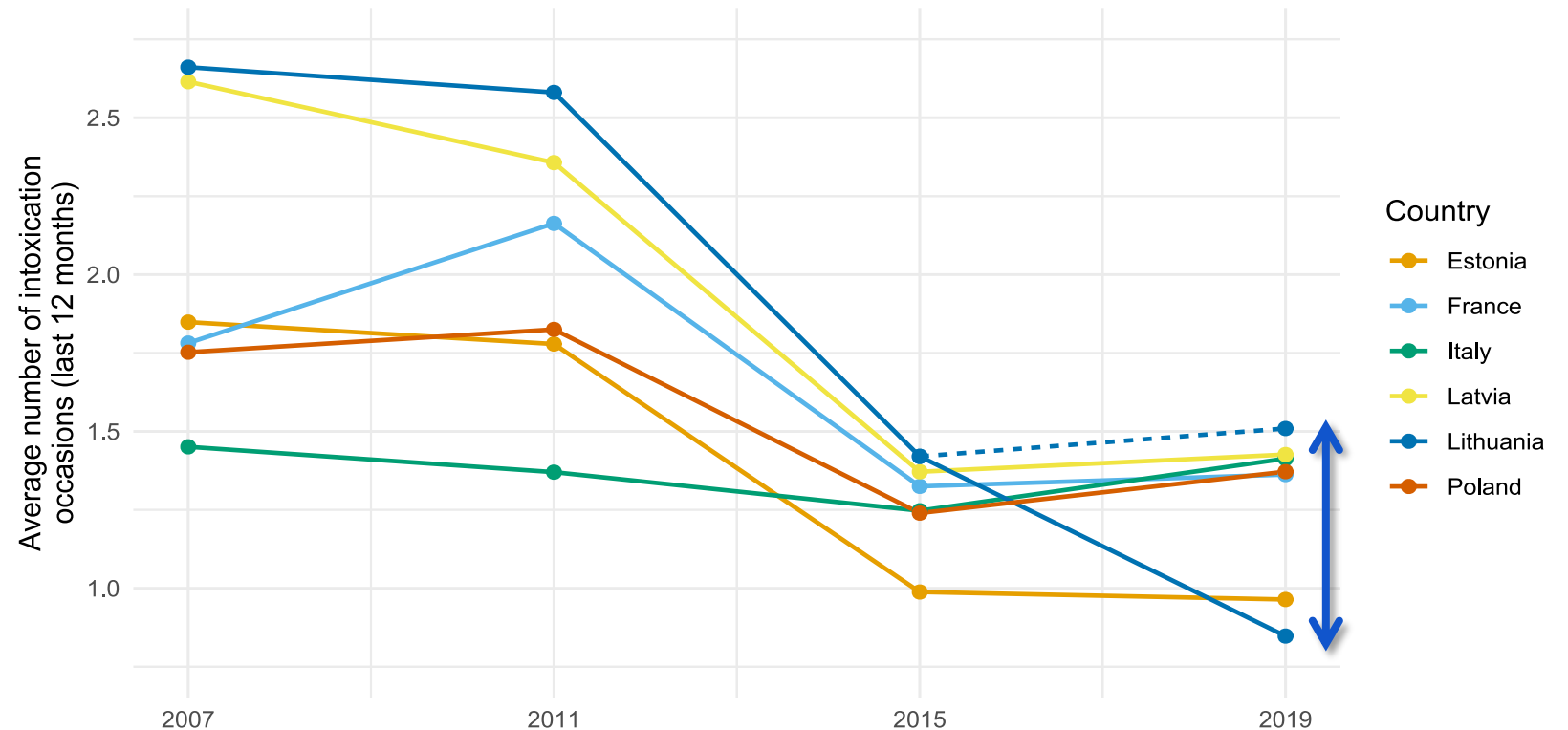


The impact of marketing restrictions, in Lithuania, on intoxication among youth

Marketing restrictions

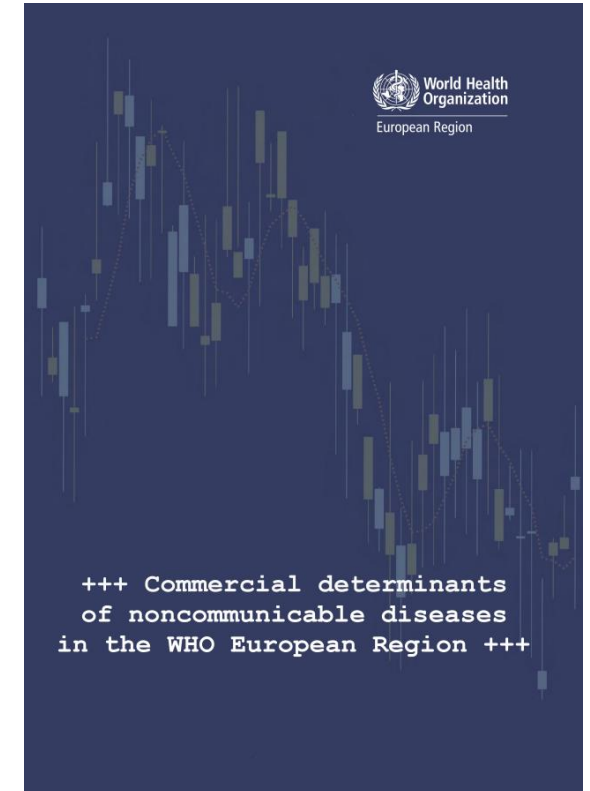
implemented on January 1, 2018:

- one of the world's strictest alcohol marketing bans, prohibiting nearly all forms of alcohol advertising on television, radio, and online platforms, as well as promotional activities like games, competitions, and lotteries.



Commercial determinants of noncommunicable diseases

- 4 major commercial products—alcohol, tobacco, processed food & beverages, fossil fuels—and their practices for 25% (2.7 million/year) of deaths in the WHO European Region
- Commercial interests and industry interference are a key barrier to reaching the global NCD targets in the Region by hindering the implementation of WHO Best Buys
- Urgent need to address these barriers and accelerate the implementation of key Best Buy policies



Download
the report
here



The Alcohol Policy Playbook

A comprehensive guide designed for policymakers, advocates, and public health professionals, addressing key questions about the impact of alcohol and the efficacy of key policies—including pricing, availability, marketing, **labelling**, drink-driving, and no- and low-alcohol products



Empowering public health advocates to navigate alcohol policy challenges

alcohol policy playbook

Download the playbook here



The Alcohol Policy Playbook – Availability Policies

1. Blaming culture
2. Promoting "Partnership"
3. Questioning Effectiveness
4. Framing policies as anti-business

Alcohol availability policies



- Can restrictions on the hours of alcohol sale and alcohol outlet density reduce alcohol harm?

Profit-seeking perspective

Alcohol harm cannot be attributed solely to the hours when alcohol is sold or the number of licenses to sell or distribute alcohol.

It is not the availability of alcohol itself that influences its use and associated harm, but rather a complex interplay between social, economic, demographic and cultural factors that define the context where alcohol is available.

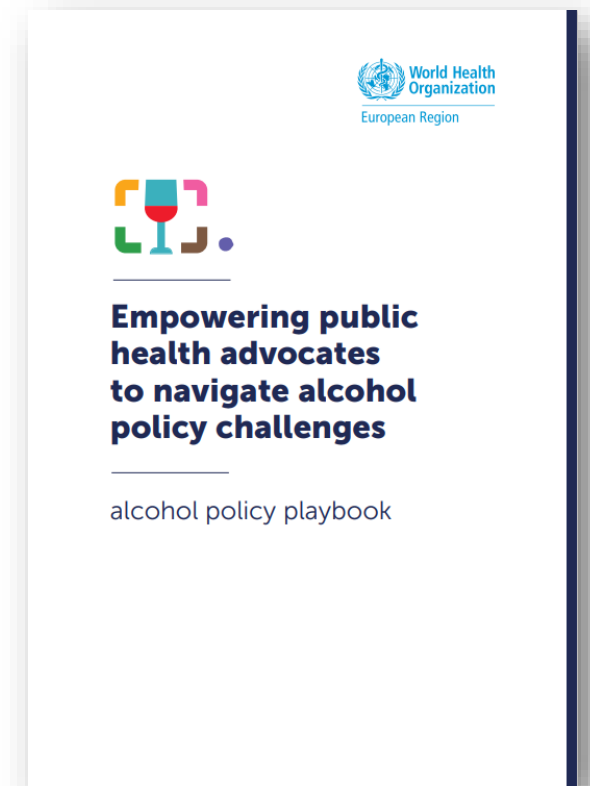
Public health evidence

Availability contributes to the social perception that alcohol is like other commodities and that alcohol use is normal. Greater availability of alcohol may also encourage drinking because it makes it more convenient and easier to access, including for people who are already intoxicated.

Limiting the hours and days of alcohol sales and controlling alcohol outlet density have been shown to reduce violence, hospitalizations and drink-driving accidents. Areas with fewer alcohol outlets experience lower rates of violence and health issues.

The Alcohol Policy Playbook – What can be done?

1. Demanding Transparency and Accountability
2. Strengthening Advocacy
3. International Cooperation



Download
the playbook
here

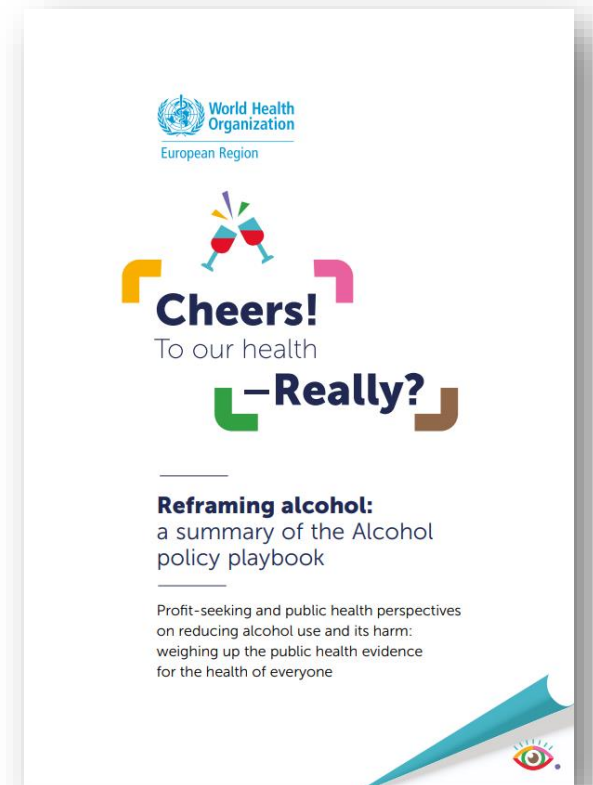


Conclusion

You are in a key position to implement policies that promote the health of your populations.

Access the Alcohol policy playbook to distinguish between the profit-driven perspective and the public health perspective to gain greater insight into how to effectively reduce alcohol consumption and harm.

Download the
Playbook plain
language
Summary here





Q&A





Thank you for attending!

Complete our 3min feedback survey:

English: <https://www.surveymonkey.ca/r/CV657SK>

French: <https://www.surveymonkey.ca/r/CV657SK?lang=fr>



Canadian Alcohol Policy Evaluation (CAPE)

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Public Health Agency of Canada | Agence de la santé publique du Canada



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