

Canadian Alcohol Policy Evaluation (CAPE) Community of Practice

*Promising policies to address
alcohol harms in Quebec*

Event #18: October 4, 2023



**University
of Victoria**

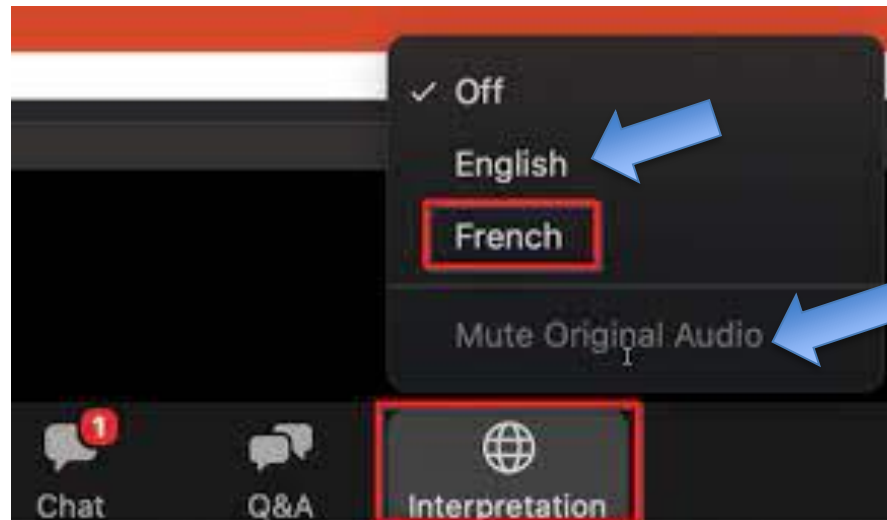
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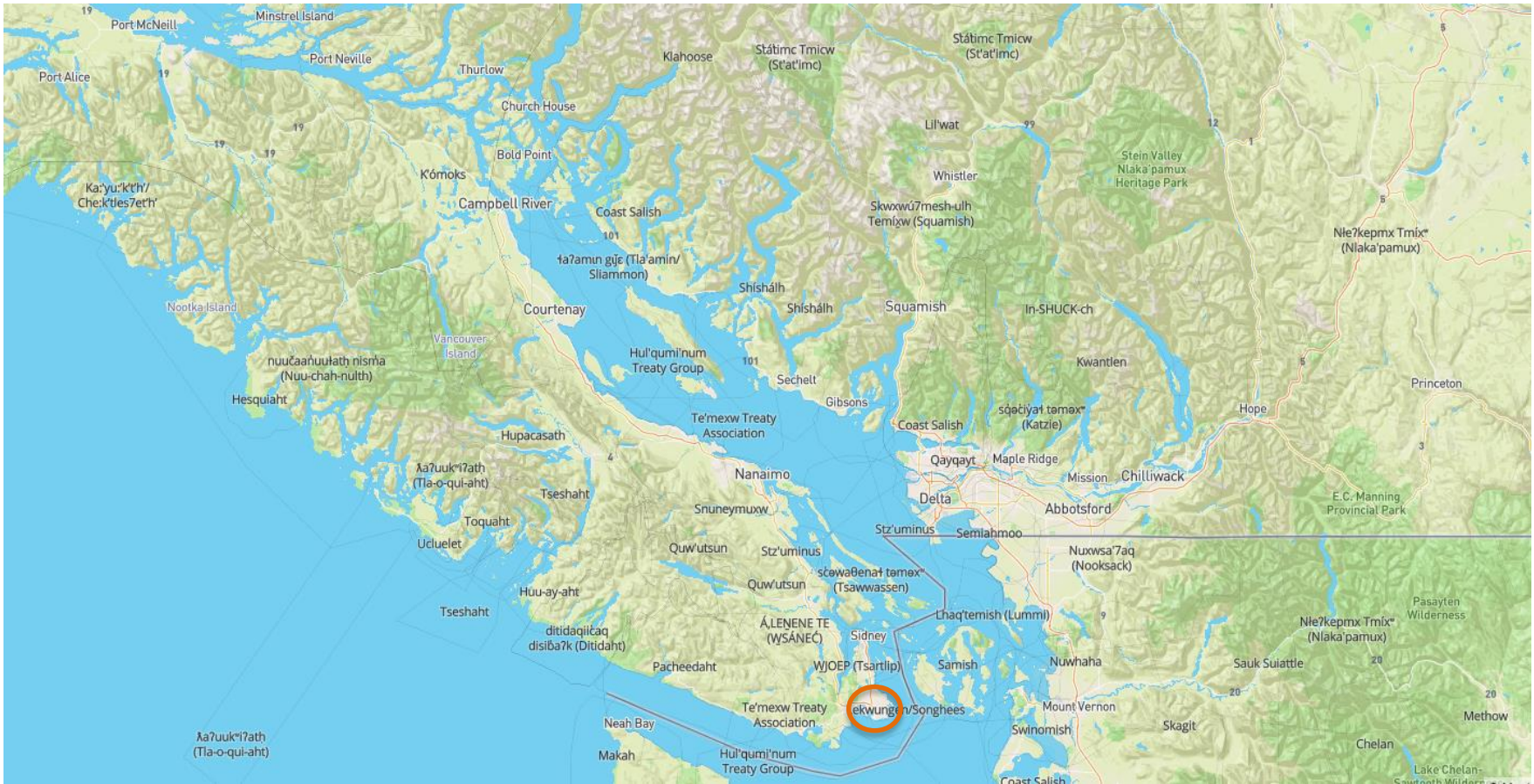


Simultaneous interpretation

- This event will be in French.
- Simultaneous English interpretation is available **except** for the Q&A portion (see Chat box for instructions)
- The English version of the presentation slides is available now in the Chat box



Land acknowledgement



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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ASSOCIATION POUR LA SANTÉ
PUBLIQUE DU QUÉBEC

camh
Centre for Addiction and Mental Health
Centre de toxicomanie et de santé mentale

Housekeeping

- Today's webinar includes a presentation and Q&A = 60mins
- The presentation segment will be recorded (not Q&A). Links to the recording and webinar slides (English and French), will be emailed.
- We invite your feedback about today's session. A survey link will be shared in the Chat box and via email.
- For persons with lived/living experience stipends: email capecopcoord@uvic.ca
- Next event: **Wednesday, October 25: Canada's Guidance on Alcohol and Health: Knowledge mobilization activities**

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



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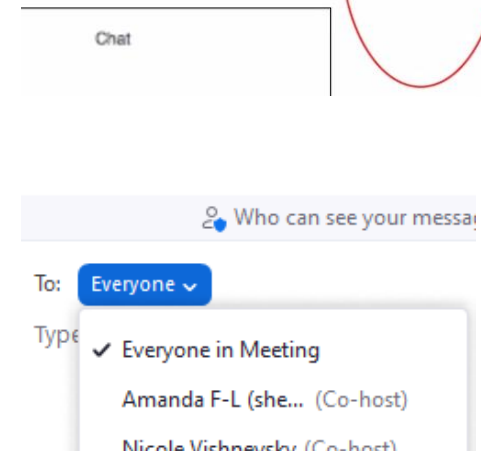
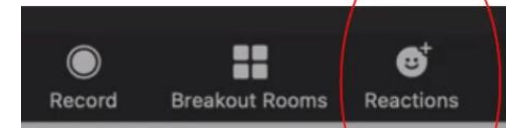
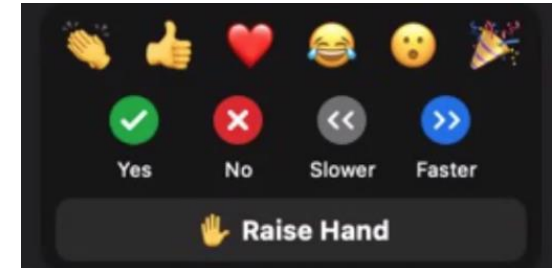
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Q&A format

- Use the chat box or Q&A tool to submit a question at any time (either privately to the moderator or to everyone).
- ‘raise hand’ during Q&A segment. The moderator will ask you to unmute to pose your question.
- The moderator may read aloud questions typed in the chat or Q&A tool.
- Technical difficulties? please message us in the chat.





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Promising policies to address alcohol harms in Quebec

October 4, 2023 |
CAPE CoP webinar



Mission et vision



The **Association pour la santé publique du Québec (ASPQ)** is an independent, non-profit organization that brings together nearly 1,000 citizen and organizational partners to make sustainable health through prevention a priority.

Sustainable health is:

Greater health, for a longer time, in a healthier and safer environment, for everyone and for coming generations.

Webinar context

- Evolving knowledge of the impact of alcohol on health and as a risk factor in various social issues.
 - Summary of [Quebec's](#) portraits and Canada's (in [FR](#) and [EN](#))
- Major costs (Qc : 3 G\$ and Canada: 20 G\$).
- Inspiring measures put in place by various agencies in Canada and around the world.
- ASPQ's publications such as the collection of promising policies to reduce alcohol-related harm (2022) introduces 6 policies.
 - [FR](#) and [EN](#) versions
- [5 free webinars](#) presented last spring (2023)
- CPHA/ACSP project : <https://www.cpha.ca/substance-use>



CANADIAN
PUBLIC HEALTH
ASSOCIATION

ASSOCIATION
CANADIENNE DE
SANTÉ PUBLIQUE

[@ : substanceuse@cpha.ca](mailto:substanceuse@cpha.ca)



Discussed policies

1. Reduce exposure to alcohol advertising in public spaces
2. Regulate alcohol sponsorships
3. Warning labels
4. Manage the prices



Reducing exposure to alcohol advertising in public spaces



What is advertising?

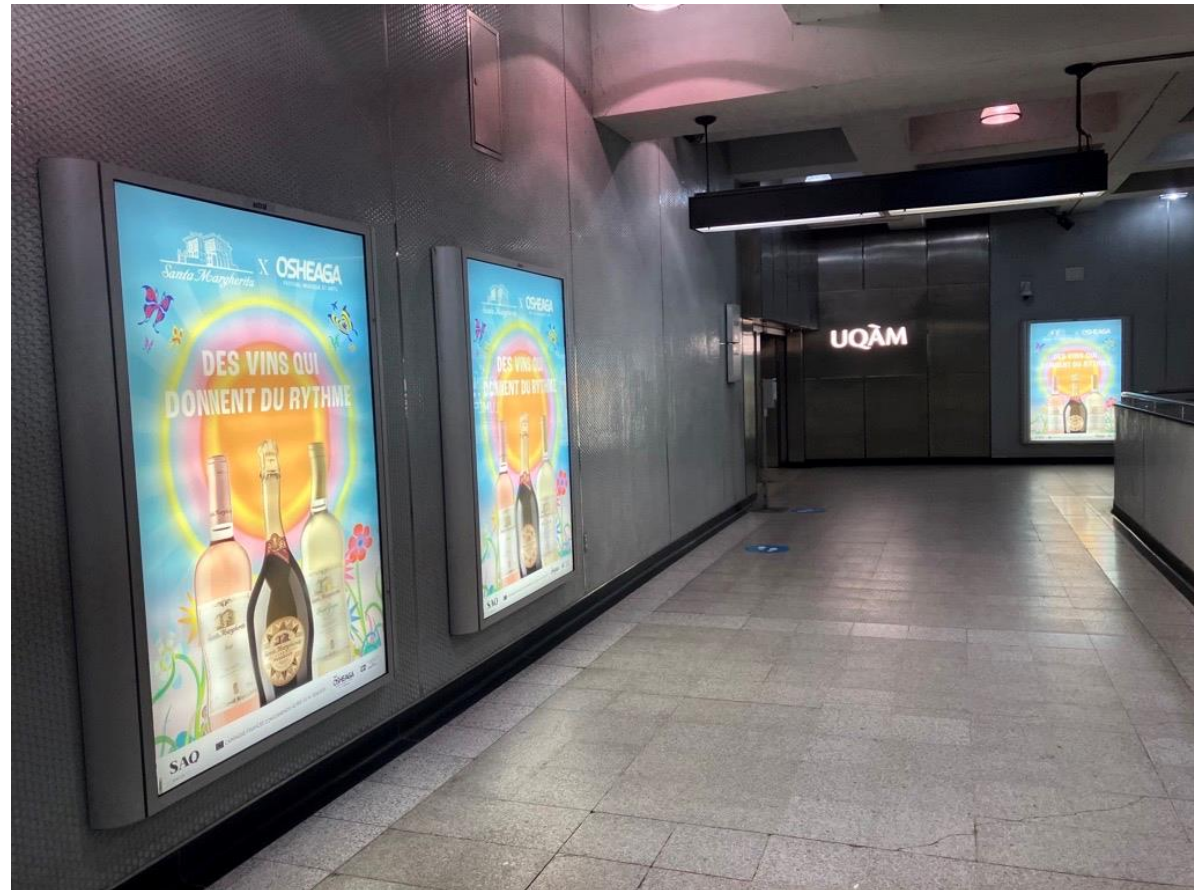
- **Advertising** is a set of practices, techniques and messages employed to bring attention to a product or brand.(ref. 1)
- Advertising with or without direct solicitation



What is outdoor or public spaces advertising ?

- Various places can be considered as public space (digital environments, public roads, interiors of business, etc.)
- According to the Scottish Government's proposal (ref. 2), this includes any advertising billboards, both digital and paper, as well as posters or signs that can be displayed in, on or near a range of settings, including:
 - public transport, stops and stations;
 - vehicles including buses and taxis;
 - Leisure facilities (e.g. sports centres, parks, leisure centres)
 - Shopping centres and precincts;
 - Licensed premises (pubs and restaurants).
- Privileged spaces for the industry

In public transportation







On public thoroughfares





On commercial frontage







Mobile advertising



Effects of exposure to advertising

- Minors are the most exposed. (Ref. 3)
- Young people are attracted to ads.
- Influences the perception of alcohol consumption, habits and consumption levels. (Ref. 4-7)
- Advertising near schools is associated with lifetime consumption intention among children and adolescents. (Ref. 8)

Regulation and anchor points in Quebec

- No provincial ban on alcohol advertising in public spaces
- Obligations of license holders (bars, restaurants, groceries, etc.) in the [Règlement sur la publicité, la promotion et les programmes éducatifs en matière de boissons alcooliques](#)
 - related to content more than location and forms
- The State Corporation (Société des alcools du Québec or SAQ) is not subject to these Regulations.
- *Loi interdisant l'affichage publicitaire le long de certaines voies de circulation*, and *Loi sur la publicité le long des routes* et le *Règlement sur la publicité le long des routes*
 - Posting of advertisements along highways maintained by the Ministry of Transport (provincial roads) (Rest stops and viewpoints)
- Municipalities may have posting rules specific to their environment (e.g. the boroughs of Rosemont-Petite-Patrie and Plateau Mont-Royal)

What is being done elsewhere

- On Prince Edward Island (Liquor Control Act, c. L-14, a.50)
 - Prohibition on the advertising of alcohol by billboards or illuminated signs in public areas, except for those of the Crown Corporation.
- In Saskatchewan (Beverage Alcohol Advertising Standards, 2016)
 - Zoning restrictions have been implemented to prohibit signage near (200 m) primary or secondary schools and places of worship.
- In France, the *Loi Évin* strictly limits the marketing of alcohol in public spaces.
 - Outdoor or print advertising or displays are permitted to provide product information only, with no "lifestyle" advertising.
- The City of New York prohibits advertising in its municipal infrastructures and facilities (Executive order no. 44, 2019), and the City's transit service prohibits it on its public transit infrastructures.

Strategy to consider for outdoor advertising

- Prohibit advertising of brands or alcoholic products
 - In public spaces
 - Close to places frequented mainly by minors
 - Along streets and highways



Regulate alcohol sponsorships



What is sponsorship?

- **Sponsorship is defined as** “financial or material support for an event, product, organization or person for direct advertising benefit.” (réf. 9-10)
- **It is** advertising, a set of practices, techniques and messages employed to bring attention to a product or brand.
- **It is not** an impartial gift of the same type as philanthropy. Sponsorship implies an expectation of visibility in return for the money or product offered (visibility purchase).

Influencers



- **Influencer marketing**

- an association between a content creator or popular social media figure (influencers) and a company, for the purpose of promoting the latter's brand, products or services, in exchange for financial or material considerations.
- It is an **advertising strategy** related to sponsorships

Why do businesses use sponsorships?

The association with specific causes and events makes it possible to:

- Boost the company image (ref. 11)
- Minimize effects and strengthen perceptions (ref. 11)
- Maintain a certain social norm by embodying a fun and even healthy lifestyle (Ref. 12)
- Promote product sales at (and after) the event, recognition and emotional connection to the brand (Ref. 11, 13)
- Implement an internal corporate social responsibility program (confusion re. donations)

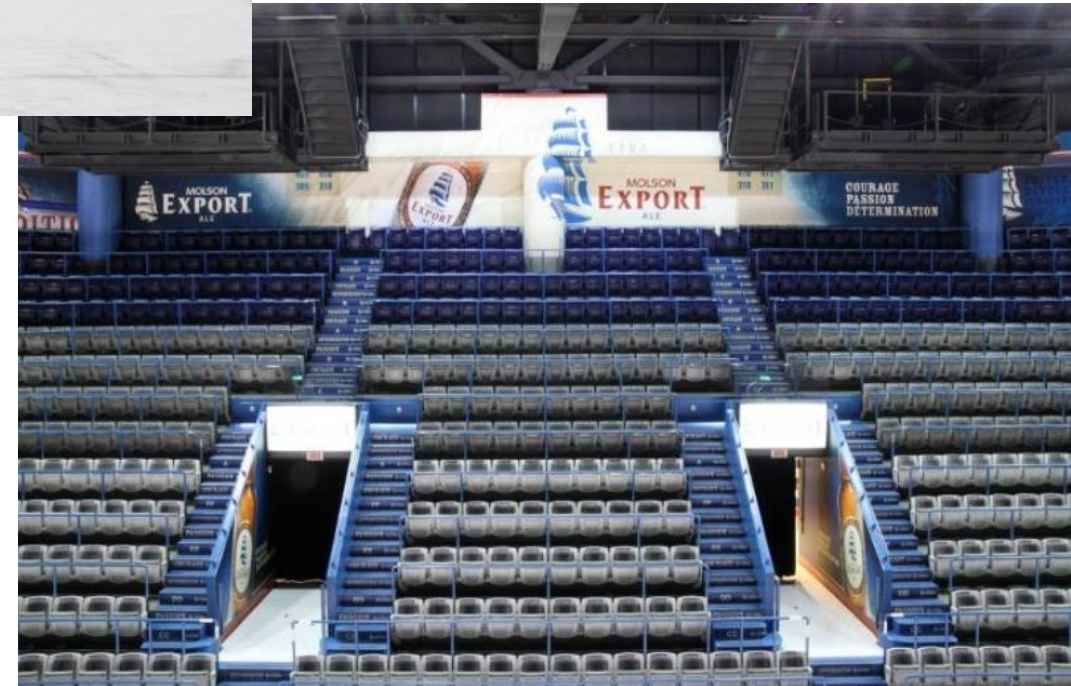
Influence of sponsorship on consumers

- Exposure to marketing, including sponsorship and promotional items, influences perceptions, habits and levels of consumption. (Ref. 4, 5, 7, 13, 14)
- Many studies stress the presence and influence of sports sponsorships.
 - Loyalty to the team and the sponsor and purchase intentions (Ref. 15)
 - Early initiation and increased use among minors (Ref. 16)
 - Normalization of alcohol consumption and sponsorship (Ref. 17-18)
 - Heavy drinking (Ref. 16)

In the sports world



FIÈRE PARTENAIRE



Distillerie Noroi, nouveau partenaire des Voltigeurs!



2018-02-08

Budweiser illuminera le Centre Vidéotron lors d'un match des Remparts



In the healthcare community



SUPER ALE
EDITION INVINCIBLE

FONDATION DES **gouverneurs**
de l'espoir

1\$ par canette vendue
sera remis pour
aider des enfants
très malades
et leur famille.

4.99



SAQ PRÉSENTE

**—MONTRÉAL
PASSION—VIN**

GRAND PARTENAIRE



BANQUE
NATIONALE
GESTION PRIVÉE 1859



Dons et commandites

Montréal Passion Vin

La SAQ est fière d'être partenaire de Montréal Passion Vin, qui aura lieu les 2 et 3 décembre 2022.

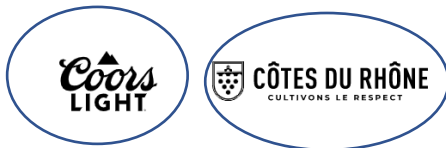
In the cultural and artistic field

MONTREAL EN LUMIERE

Commanditaires officiels



Fournisseurs officiels



CCM



Dons et commandites

Montréal en lumière

La SAQ est fière d'être partenaire de Montréal en lumière qui aura lieu du 16 février au 5 mars 2023.



COMÈTE ROQUETTE



Carnaval de Québec
19 Aralık 2021 · 🌐



🍸 | À l'approche du temps des Fêtes, nous sommes toujours à la recherche d'inspiration pour des nouveaux cocktails, n'est-ce pas ?

Bonhomme Carnaval s'est inspiré des cocktails festifs de la SAQ pour te suggérer le Comète roquette !

Tu auras besoin, entre autres, de **ungava Gin**, de soda tonique, de mûres et de feuilles de menthe fraîche.

Pour découvrir la recette complète, clique ici :
<https://bit.ly/3e3wt57>



Dons et commandites

Carnaval de Québec

La SAQ est fière d'être partenaire du Carnaval de Québec qui aura lieu du 3 au 12 février 2023.







Regulation and anchor points in Quebec

- Sponsorships of sports, events or infrastructures are authorized.
- *Regulation respecting promotion, advertising and educational programs relating to alcoholic beverages* (RLRQ, c. P-9,1, r.6)
 - General rules on advertising (art.2-3) prohibit a manufacturer from inciting minors to consume or from promoting consumption.
 - Essential measure to keep (art.7): prohibition against advertising on clothing and equipment intended for use by a person of minor age in a sport or in any other activity engaged in by a person of minor age.
- **65% of 15-year-olds and up in Quebec** agree with forbidding alcohol sponsorships for groups or events attended by minors. (Léger-ASPQ, 2022)

What is being done elsewhere

- In **France**, the *Loi Évin* prohibits any type of advertising including alcohol sponsorship and product placement.
- In **Finland**, advertising including sponsorship of hard liquor (over 22% alcohol) is prohibited, and some restrictions apply to so-called average alcohols (containing no more than 22% alcohol). (Alkoholilaki, 28.12.2017/1102, art.50)
- In **Ireland**, alcohol sponsorships are prohibited at events where the majority of participants are children, which address children or which involve driving. Restrictions also apply to sporting events. (Public Health (Alcohol) Act 2018, art.15-16)



What is being done elsewhere

- Canada's **Northwest Territories** adopted prohibitions stating that no holder of a manufacturing licence or any other manufacturer of liquor shall sponsor an event, activity or organization in which the participants or audience can reasonably be expected to consist primarily of minors, if the value of the sponsorship is over \$1,500, or when giving out awards. (Liquor Regulations, R-069-2008, art.74)
- **University institutions** have adopted alcohol sponsorship policies. For example, Université de Montréal does not allow for distributor sponsorship except for the SAQ.
- **Examples of tobacco** (RLRQ, c. L-6.2, art.22) and **cannabis laws in Quebec** (RLRQ, c. C-5.3, art. 51)
 - Prohibition of direct and indirect sponsorship without preventing donations (without promotion).

For more information



- ASPQ's Case Study on event and influencer sponsorships by the alcohol industry ([FR](#) and [EN](#) versions)

Strategies to consider regarding sponsorships




- Ensure the correct interpretation of the term "advertising" in legislation and regulations.
- Draw on cannabis and tobacco rules or examples from other jurisdictions.
- Encourage municipalities and cities to control sponsorships.
- Universities and student associations can adopt internal sponsorship policies.

Warning labels on alcohol containers



Several types of warnings and labels

- Information about the standard drink and number of portions
 - Information about risks (warnings)
 - Cancers
 - Automobile operation
 - Pregnancy
 - Energy drinks
 - Minimum age
 - Information about consumption benchmarks
 - Information about nutritional values
- 

Why talk about warnings?

- Certain types of information about alcohol consumption seem to be lacking or poorly understood:
 - Concept of standard drink
 - Alcohol–cancer link
 - Alcohol link during pregnancy and breast feeding
- A recommendation gaining greater visibility
 - [Bill S-254](#) from independent senator Brazeau
 - 1st reading in Senate ended November 2022
 - 2nd reading in Senate ongoing
 - Awaiting reading in House of Commons



Current legislative portrait and provincial jurisdiction

- Jurisdictions and powers shared between the federal and provincial governments concerning alcohol, including packaging and labeling
- Federal standards governing packaging and labeling
 - *Food and Drugs Act* (R.S.C. [1985], c. F-27)
 - *Food and Drug Regulations*
 - *Spirit Drinks Trade Act* (S.C. 2005, c. 39)
 - *Safe Food for Canadians Act* (S.C. 2012, c. 24)
- Provincial standards may be added for products sold in the province's territory
 - *Food Products Act* excludes alcoholic beverages
 - E.g.: *Tobacco Control Act* and *Cannabis Regulation Act*

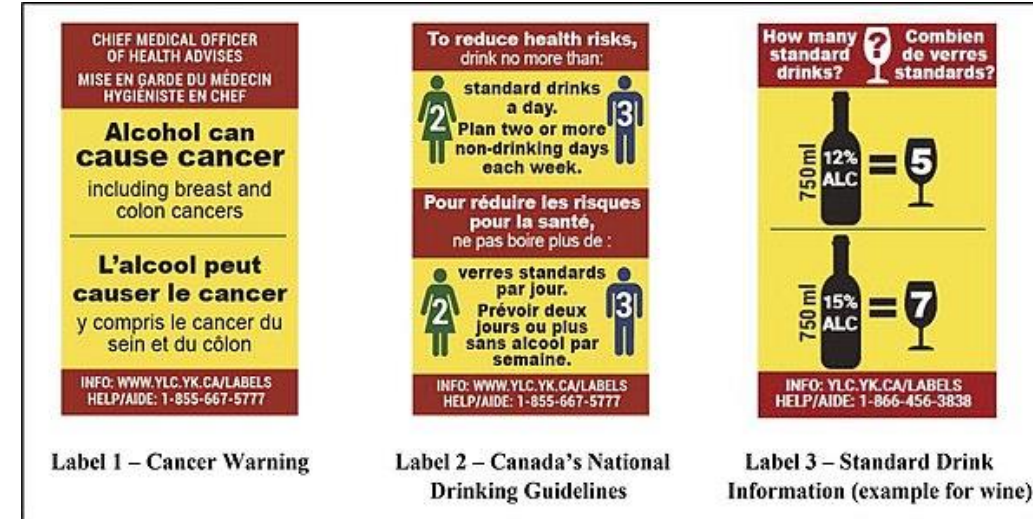
Supports and perceptions

- **77%** of Quebec adults agree with mandating messages on alcohol containers to warn about the dangers of alcohol consumption during pregnancy (Léger-ASPQ 2021)
- **72%** of Quebecers 15 and up are in favor of adding warnings to alcohol containers concerning the risks of drinking alcohol (Léger-ASPQ 2022)
- **Half** of Quebec adults feel that labeling the number of standard portions of alcohol would help them monitor their consumption (Léger-ASPQ 2023)



What is being done elsewhere

- In the Yukon and Northwest Territories
 - Pilot project (2017) to create a large mandatory colored label (standard drinks, cancer and pregnancy)
 - The warning against the risks of cancer related to alcohol was dropped following strong pressure from the alcohol industry.
- Many countries require messages about health risks, during pregnancy or when driving an automobile, on all containers.
 - E.g.: Ireland, South Korea, South Africa, France, Australia, California, etc.
 - The European Union is looking into the matter.



GOVERNMENT WARNING: (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

The example of Sandy's Law 2004 (Ontario)



Affiches obligatoires de prévention sur l'alcool durant la grossesse (Loi Sandy de 2004)

MARS 2022

Depuis le 1^{er} février 2005, suivant l'adoption du Projet de loi 43, aussi connue sous le nom de *Loi Sandy*, tous les établissements en Ontario qui servent ou vendent de l'alcool sont dans l'obligation de mettre des affiches avertissant que la consommation d'alcool durant la grossesse peut occasionner l'ensemble des troubles causés par l'alcoolisation fœtale, et ce, dans un ou plusieurs endroits visibles par les clients.

Contexte

En mars 2004, Sandy, le fils adoptif de 25 ans, du député provincial ontarien du Comté de Prince Edward-Hastings, Ernie Parsons, est décédé des suites d'un trouble du spectre de l'alcoolisation fœtale. Le député a alors présenté un projet de loi privé proposant l'affichage d'avertissements à l'effet que la consommation d'alcool pendant la grossesse cause le syndrome d'alcoolisme fœtal (TSAF).

Le projet de loi 43 modifiant la *Loi sur les permis d'alcool* a été adopté rapidement à l'unanimité par les membres du parlement ontarien : il a été voté et sanctionné dès juin 2004 dans le but d'informer les femmes enceintes et leur entourage des risques de la consommation d'alcool durant la grossesse et ainsi tenter de prévenir le TSAF et les coûts sociaux et de santé y étant liés. Plusieurs groupes entendus lors des consultations se sont montrés en faveur du projet de loi en indiquant qu'il s'agit d'une première étape utile dans la prévention du TSAF, tout en rappelant que d'autres mesures ou politiques doivent la compléter¹¹⁴.

Adoption et suivi des mesures

Les nouvelles mesures législatives énoncées dans la *Loi Sandy* sont entrées en vigueur le 1^{er} février 2005 obligeant l'ensemble des établissements ontariens servant ou vendant de l'alcool, dont la LCBO

- [Case Study](#) by ASPQ (2022)
- Sandy, 25 years old, died in 2004 following a foetal alcohol spectrum disorder (FASD)
- *Sandy's Law* implemented February 1, 2005
 - Unanimous vote in Ontario legislature
- Amendments to *Act Respecting Liquor Permits*
 - Obligation to display prevention and warning messages concerning alcohol and pregnancy in sales locations
 - Fines for failure to comply

Strategies to consider in regard of warning labels

- The obligation to affix warnings could be considered as part of a general strategy to implement enabling environments.
 - It is possible to draw on what has been done in this area in other provinces and countries.
- The material conditions are all just as important to ensure visibility and effectiveness.
 - Size, location, clarity and diversity of the messages, along with accuracy and visual graphics, are elements well worth considering.



Can you see it?

How the regulation is applied affects its effectiveness.



The importance of a highly visible message



Manage the prices of alcohol



Why talk about pricing?

- Attraction of prices for consumers
 - Influence purchasing behaviour
 - Influence consumption levels
- Diversity of strategies for lowering the sales price
 - Frequent and advertised discounts and promotions
- Recent debate about taxes on alcoholic products (federal level) and about sales on products from SAQ
- Complex minimum price policy



Several types of price promotions

- Promotions related to the price of alcoholic beverages aim to cut a product's price in the short term.
 - They directly affect the price of the alcohol by lowering it or giving the impression of a good deal.
- Many forms:
 - Offer of another product upon the purchase of an alcoholic beverage (cross-promotion)
 - Sales or discounts
 - Contests
 - Discount coupons
 - Tax payments
 - Reduction for multiple purchases (2 for 1)
 - Cashback

Examples of promotions



Examples of promotions

LES PROMOS DU SOIR
BRASSEURS

Day	Product	Price
LUNDIS (À partir de 16h)	PICHET DE SANGRIA	16,50 \$ /ch.
MARDIS (À partir de 16h)	LITRE DE BIÈRE	9,50 \$ /ch.
MERCREDIS (À partir de 16h)	MOCKTAIL	À 4 \$ /ch.
JEUDIS (À partir de 16h)	PICHET DE BIÈRE PREMIUM	15 \$ /ch.
DIMANCHES	BOUTEILLE DE VIN À 1/2 PRIX	À partir de 16h
	PICHET DE BIÈRE CLASSIQUE	14 \$
DE 15H À 19H DU LUNDI AU VENDREDI	PINTE DE BIÈRE	7 \$
	SPIRITUEUX	5,25 \$
	VERRE DE VIN	7 \$
TOUS LES JOURS (À partir de 19h)	5 SHOOTERS	20 \$



GÉNÉREUX POINTS BONIS

9 PRODUITS sélectionnés à découvrir

- BONI 4000 pts
- BONI 3500 pts
- BONI 8000 pts
- BONI 3750 pts
- BONI 6000 pts

PROFITEZ-EN DÈS DEMAIN

18+ MODALITÉS SAO



Current legislative portrait in Quebec

Sales price rules:

- Floor price for beer sold in grocery stores and convenience stores (grocery permit holders)
 - Prices vary according to alcohol content by volume
 - Prices indexed annually and [published](#) by RACJQ
- Applicable [specific provincial tax](#) on alcohol above GST and QST and [federal tax](#) on alcohol
- Prices of products sold at Quebec liquor stores (SAQ) are covered by trade agreements
- Policies subject to free trade regulations and trade agreements (e.g. [GATT](#)) (ref.20-21)
 - Exception for health protection



Current legislative portrait in Quebec

Regulations governing price promotions:

- Prohibition of advertising that promotes irresponsible consumption (art. 2(4) [*Regulation respecting promotion, advertising and educational programs relating to alcoholic beverages*](#))

For example:

- Open bar
 - Ladies night featuring free alcohol
 - Beat the clock
 - 3 for 1 or 4 for 1
 - Cheap drinks (very low price)
- Regulation prohibiting on-site consumption permit holders from offering or giving a discount on the normal price (art. 9 of the *Act*)
 - Regulation prohibiting on-site consumption permit holders from announcing free drinks in its advertising (art. 10 of the *Act*)
 - INSPQ's report about the impacts of a minimum pricing in Quebec (ref. 19)



What is being done elsewhere

With minimum prices:

- All Canadian provinces have minimum price policies on alcohol sold as off-sales or for on-site consumption.
 - Quebec and Alberta do not have any for all types of alcohol sold.
- For reasons of public health, other countries have adopted a minimum price policy:
 - [Scotland](#) implemented a minimum (or unit) price per alcohol in 2018
 - [Wales](#) in 2020
 - [Ireland](#) in 2022.

Table Illustrating minimum prices (\$) in 2017 in the other Canadian provinces (these prices may differ from current prices) by alcohol type

	Off-sales consumption				On-site consumption				
		Beer	Wine	Beer shandy	Spirits	Beer	Wine	Beer shandy	Spirits
BC		1.35	1.03	1.12	1.37	3.22	3.45	2.47	5.18
AB		-	-	-	-	2.39	1.76	1.98	4.32
SK		1.52	1.45	1.28	1.38	2.09	1.68	1.61	3.38
MB		1.37	1.22	1.27	1.27	2.25	2.16	1.61	3.38
ON		1.33	1.17	1.19	1.49	2.00	1.92	1.43	2.94
QC		1.36	-	0.93	-	-	-	-	-
NB		1.27	1.23	1.65	1.05	1.35	1.73	3.10	2.16
PE		2.17	2.05	1.94	1.51	2.50	3.45	2.45	3.45
NS		1.82	1.82	1.78	1.48	2.40	2.40	1.72	3.67
NL		1.83	1.72	2.12	1.47	1.65	1.91	1.13	2.34

*The data are taken from CAPE reports by province and territory from the Canadian Institute for Substance Use Research at the University of Victoria, <https://www.uvic.ca/research/centres/cisur/projects/active/projects/Canadian-alcohol-policy-evaluation.php>

What is being done elsewhere

Concerning price-related promotions:

- Since 2021, **Ireland** has prohibited promotions related to the price of alcohol, including discounts on multiple purchases, tips, cross-promotions and loyalty programs. ([Regulations 2020, S.I. No 4/2020](#))
- The **Northwest Territories** prohibits the distribution of discount coupons that can be exchanged to purchase alcohol. (*art. 72 Liquor Act*)
- **Ontario's [guidelines](#)** specify that price promotions based on the purchase of other beverages (promotions for multiple purchases, 2 for 1, half-price, etc.) and promotions targeting certain groups (students, women, etc.) are prohibited.

Strategies to consider regarding prices

- Implement a standard minimum price per alcoholic drink for all alcoholic beverages sold.
- Prohibit offers of a promotional product with the purchase of alcoholic products (cross-promotion).
- Prohibit price promotions for multiple purchases (Happy Hour, 2 for 1, payment of taxes, etc.).
- Prohibit loyalty programs or coupons that can be exchanged for alcoholic products.
- Prohibit the advertising of price-related promotions.



Conclusion



Une première loi irlandaise de santé publique sur l'alcool :

UNE APPROCHE INTERSECTORIELLE PROMETTEUSE
SEPTEMBRE 2023

En 2018, l'Irlande a mis en place sa première loi de santé publique visant à réduire la consommation d'alcool à l'échelle populationnelle. Aux prises avec une forte prévalence de consommation d'alcool, soit de 10.8 L d'alcool pur par habitant en comparaison à 8.7L par habitant pour l'ensemble des pays de l'OCDE¹, son gouvernement a opté pour une approche intersectorielle afin de contrer cette problématique. La loi inclut cinq principales interventions² :

1. un prix minimum des produits alcoolisés par unité d'alcool;
2. une mise en garde obligatoire sur les contenants de boissons alcoolisées;
3. des restrictions sur les publicités dans les lieux publics et les commandes liées à l'alcool;
4. une réduction de la visibilité des produits dans les points de vente;
5. une restriction quant à la vente et à l'approvisionnement des produits alcoolisés.

Cette loi est complémentaire à d'autres mesures précédemment instaurées au pays, telle qu'une limite d'alcoolémie au volant de 50 mg par 100ml de sang (0,05)³. Si les retombées sont encore peu documentées vu son adoption récente, sa stratégie globale incluant plusieurs interventions prouvées comme étant efficaces pour réduire l'achat et la consommation d'alcool en fait un exemple inspirant en matière de politiques publiques^{4,5,6,7,8}.

Contexte entourant la modification législative

La consommation d'alcool est une problématique connue de longue date en Irlande. En 2009, le gouvernement irlandais a mis en place un comité d'experts afin de documenter les risques associés à la consommation d'alcool ainsi que les meilleures politiques publiques en matière de prévention et de réduction des méfaits^{9,10,11}. Les recommandations de ce comité ont servi de base au projet de la loi de santé publique sur l'alcool qui a été initialement présenté en 2013¹¹. De nombreuses contraintes ont fait que cette législation n'a été adoptée que cinq ans plus tard. Parmi celles-ci, le fait que l'alcool et les enjeux qui y sont

An example of an Act including all suggested policies

- Case study of the Ireland's public health law in alcohol adopted in 2018 ([FR](#) and [EN](#) versions).
- The law includes five main areas of intervention:
 - a minimum price on alcoholic products based on alcohol content;
 - a mandatory warning label on alcoholic beverage containers;
 - restrictions on public advertising and sponsorship of alcohol products;
 - a reduction in the visibility of alcohol products at points of sale;
 - restrictions on the sale and supply of alcohol products

Other ASPQ's publications

Publications available at www.aspq.org (Priorité « alcool »):

- Les impacts de la consommation d'alcool sur les Québécoises (2023)
- L'alcool au Québec : une consommation soutenue par une norme sociale favorable (2022)
- L'alcool au Québec : opinions de la population et des organismes sur la norme sociale et les politiques publiques (2022)
- Études de cas : Colombie-Britannique (0,05)
- Portrait du marketing. Des stratégies pour tous les goûts (2021)



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