

CANADIAN ALCOHOL POLICY EVALUATION (CAPE) COMMUNITY OF PRACTICE

FASD prevention and public policy: Roundtable
Event #28: September 19, 2024

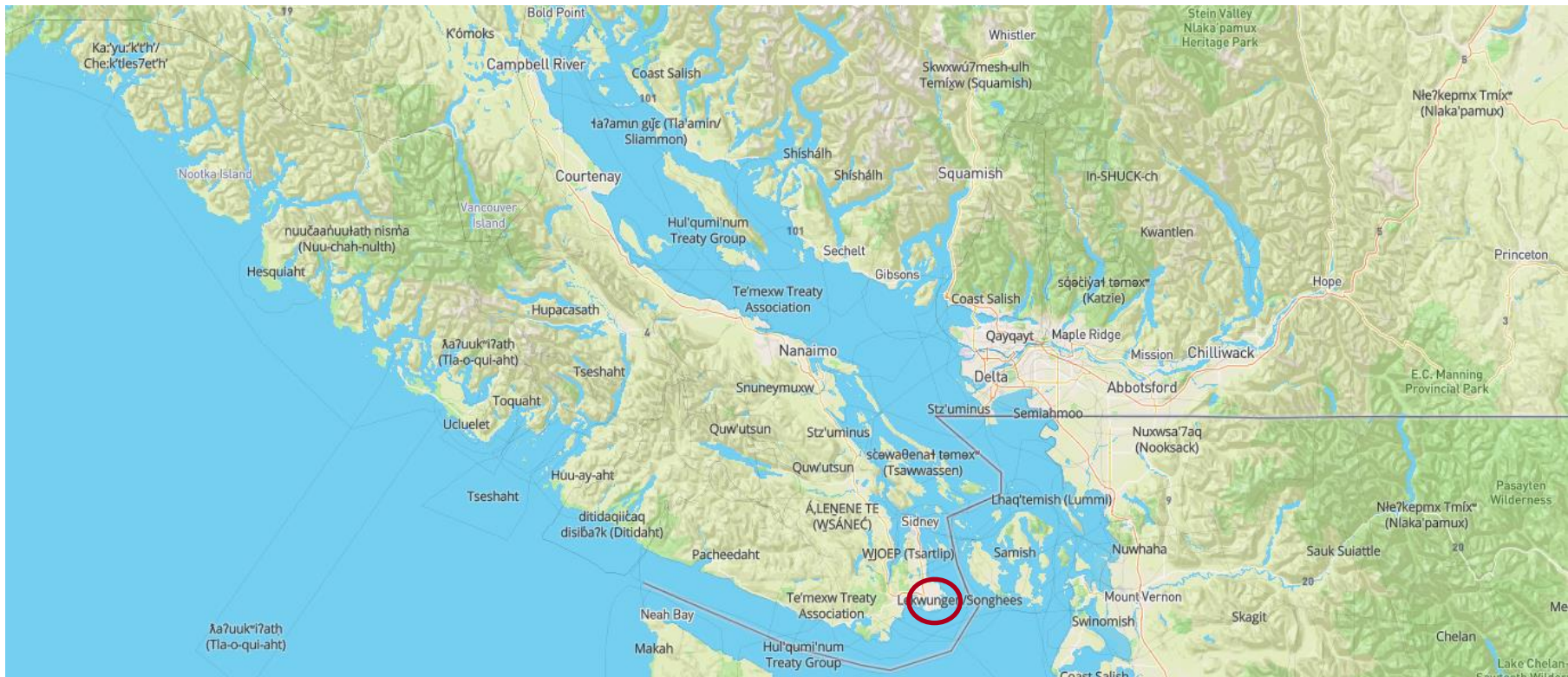


**University
of Victoria**

Canadian Institute
for Substance
Use Research

Institut canadien
de recherche sur
l'usage de substances

camh
Centre for Addiction and Mental Health



We acknowledge and respect the Lək̓ʷəŋən (Songhees and Esquimalt) Peoples on whose territory the university stands, and the Lək̓ʷəŋən and W̱SÁNEĆ Peoples whose historical relationships with the land continue to this day.

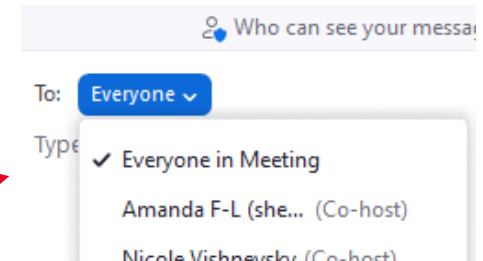
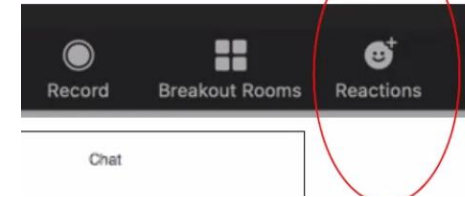
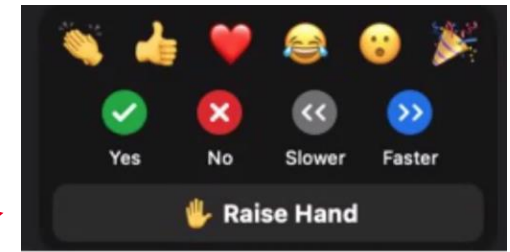
HOUSEKEEPING

- Today's 60-min session includes a brief introductory presentation
- The session will not be recorded. A high-level summary of key points and links to publicly available resources will be shared.
- 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

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

ROUNDTABLE FORMAT

- Use the 'raise hand' tool or Chat box
- The facilitators will ask you to unmute
- The facilitators may read aloud questions typed in the chat.
- Technical difficulties? please message in the chat.



TODAY'S SESSION

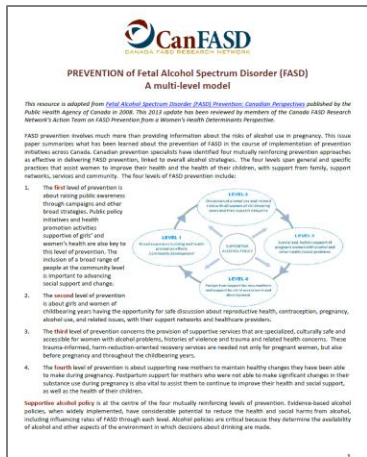
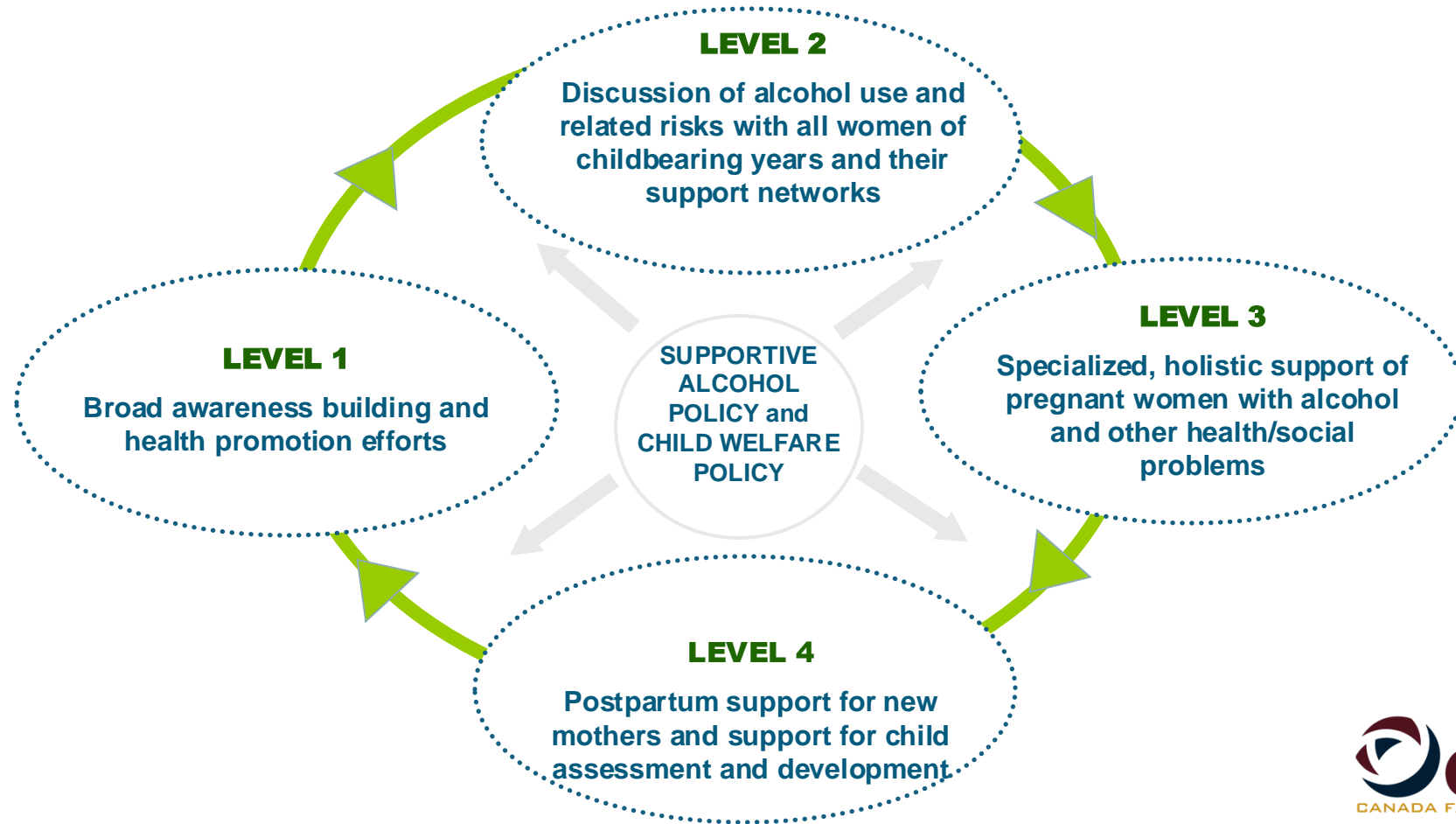
- Explore the types of public health policies (alcohol-related and beyond) that can support FASD prevention, and learn more about efforts currently underway in various jurisdictions, organizations and settings
- Hear from fellow CAPE CoP members about their experiences of working in FASD prevention and advocating for supportive public policy in their communities
- Connect with others working on this topic and share resources
- Learn more about FASD awareness month activities and online courses

FASD Prevention and Public Policy Roundtable

September 19, 2024



Four-Part Model of FASD Prevention



<https://canfasd.ca/wp-content/uploads/2016/09/PREVENTION-of-Fetal-Alcohol-Spectrum-Disorder-FASD-A-multi-level-model.pdf>

Applying Alcohol Policies to the Four-Part Model

Level 1	Level 2
<p>Examples include:</p> <ul style="list-style-type: none"> Alcohol warning labels Point-of-sale warnings Community-driven alcohol strategies 	<p>Examples include:</p> <ul style="list-style-type: none"> Lower risk drinking guidance Alcohol-in-pregnancy guidelines Screening and brief interventions
Levels 3/4	Alcohol and Pregnancy Legislative Policy
<p>Examples include:</p> <ul style="list-style-type: none"> Mandated substance use treatment 	<p>Examples include studies on:</p> <ul style="list-style-type: none"> The efficacy of alcohol and pregnancy policy responses The impacts of policies on alcohol use and birth outcomes Differences in policy implementation by race, education, or other demographic factors



Considering the Costs and Social Responsibility of Alcohol Use during Pregnancy

Alcohol Deficit in Canada: 6 Things You Need to Know

1c **\$6.4 billion**

In 2020, Canada's alcohol deficit was \$6.4 billion. This deficit is the difference between the government revenue from alcohol sales and taxation and the social costs associated with alcohol use, which include health care, lost productivity and the criminal justice system.

2c **122%**

Between 2007 and 2020, this alcohol deficit increased by 122% (in inflation-adjusted dollars).

3c **\$5.7 billion**

The cost of alcohol use has increased from \$14 billion in 2007 to \$19.7 billion in 2020.

4c

Healthcare and lost productivity costs are the largest categories contributing to the social cost of alcohol use.

5c

On average, people who drink alcohol consume 13.3 standard drinks a week. Canada's [Guidance on Alcohol and Health](#) recommends people consider drinking less and defines low- (1-2 drinks a week), moderate- (3-5 drinks a week) and increasingly high- (7 or more drinks a week) risk zones for alcohol-related harms.

In Canada, a standard drink is 17.05 ml or 13.45 g of pure alcohol, which is the equivalent of:

Beer
341 ml (12 oz) of beer
5% alcohol

OR

Cooler, cider, ready-to-drink
341 ml (12 oz) of drinks
5% alcohol

OR

Wine
142 ml (5 oz) of wine
12% alcohol

OR

Spirits (whisky, vodka, gin, etc.)
43 ml (1.5 oz) of spirits
40% alcohol

6c

Among provinces and territories, Nunavut and Northwest Territories reported the highest per person alcohol deficits while Quebec and Newfoundland and Labrador reported the lowest in 2020.



The government revenue from alcohol sales does not offset the social costs of alcohol use in Canada.



What this means

Everyone in Canada is affected by alcohol use and the associated harms, which leads to the significant deficit in the cost of alcohol use.



What you can do?

Advocate for evidence-based alcohol policies that focus on public health, including health promotion, alcohol pricing, labelling and availability, to reduce the alcohol deficit in Canada and overall alcohol-related harms on society.

This poster summarizes the original quantitative research article:

Sherk, A. (2024). Canada's alcohol deficit, 2007-2020: Social cost, public revenue, magnitudes of alcohol use and the per-drink net deficit for a fourteen-year period. *Journal of Studies on Alcohol and Drugs*, 85(3), 306-311. <https://doi.org/10.15288/jsad.23-00241>



Canadian Centre
on Substance Use
and Addiction

CCSA.ca

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Examples from liquor distribution branches – social responsibility sections

BCL has informative pamphlet - but unwilling to print version for community organizations to order and distribute.

<https://www.bcliquorstores.com/sites/default/files/PC316%20SR-FASD-2024Update.pdf>

LCBO has a small note (if you know to look under Good People/ Moderation Mandate) with a broken link to a community organization.

<https://www.lcbo.com/content/lcbo/en/sustainability/good-people/responsible-service-program.html>

SLGC refers people to the Sask. Prevention Institute and SAC (QC) refers to EducAlcool

<https://www.educalcool.qc.ca/en/info/health-well-being/pregnancy/pregnancy-and-drinking-your-questions-answered/>

Manitoba Liquor and Lotteries has a great page on *Supporting Alcohol Free Pregnancies* that you can find easily from their home page.

<https://www.mbl.ca/content/supporting-alcohol-free-pregnancy>

How to Create Effective Campaigns

Comprehension

Does your message contain simple, clear, and direct information? Does the message reflect up-to-date research findings? Have you considered literacy or cultural barriers?

Noticeability

Is the message printed in large, easily readable text? Can you enhance the message with colour or images? What will help it attract attention? (Messages with vertical text, that are placed too high or too low when viewed, or require multiple clicks on a website, tend to attract less attention).

Recall

Is the message going to be placed in an area (physical or digital) frequented by your target audience? Can you introduce variation in content or rotate key messages to increase recall? Is the message consistent over time and/or aligned with other similar campaigns?

Integrated

Combining awareness campaigns with other FASD prevention activities can be more effective. Are there opportunities for your audience to connect with services in the community to learn more or take action? Is the campaign part of wider health promotion activities, e.g., activities related to contraception and sexual health or mental wellness? Are there connections to alcohol policies? Are there opportunities to learn more about people with FASD?

What are the goals of your campaign?

Research suggests that awareness campaigns rarely change people's actual behaviours. They can have other purposes, including:

- 1 Influencing knowledge and levels of awareness and helping shift attitudes and beliefs;
- 2 Encouraging information-seeking;
- 3 Conveying information about how to make positive changes;
- 4 Letting people know where to receive support and services;
- 5 Reminding, reinforcing, and encouraging people who already know the facts.

CAPE COMMUNITY OF PRACTICE

ACKNOWLEDGMENT OF FUNDING AND SUPPORT



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Substance Use and Addictions Program | Programme sur l'usage et les dépendances aux substances



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



In-kind funding and support from co-investigator institutions, knowledge users, and government stakeholders

Thank you for attending this CAPE Community of Practice Event!

Complete our **3min** feedback survey!

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

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