



Canadian Alcohol Policy Evaluation Community of Practice

Event #39: January 21, 2026



Your Drink Your Call campaign and Know Alcohol update

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
of Victoria

Canadian Institute
for Substance
Use Research

Institut canadien
de recherche sur
l'usage de substances



camh
Centre for Addiction and Mental Health

uvic



Canadian Alcohol Policy Evaluation (CAPE) Acknowledgment of funding and support



Health Canada | Santé Canada

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



Social Sciences and Humanities Research Council (SSHRC) Connection Grant

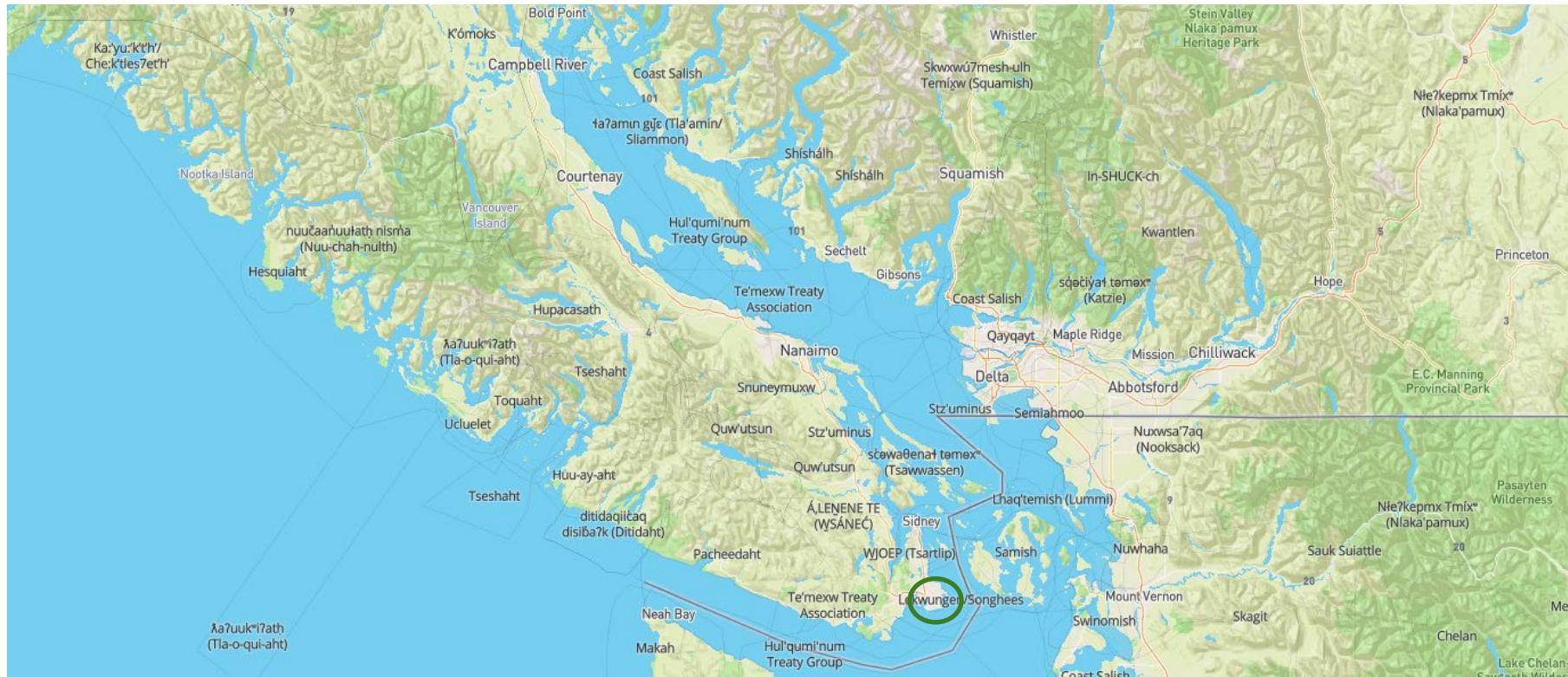


Public Health Agency of Canada | Agence de la santé publique du Canada



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

Land acknowledgement





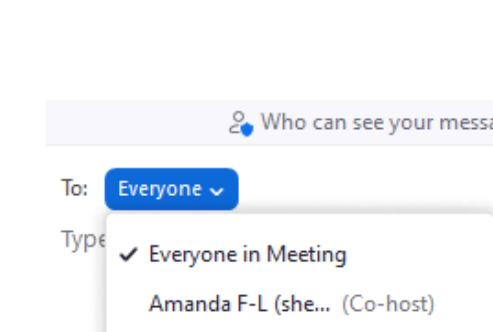
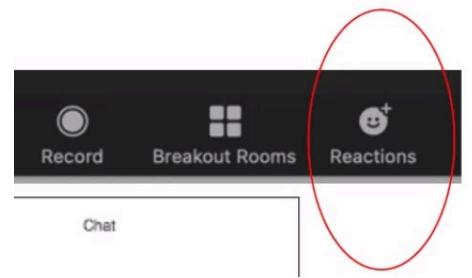
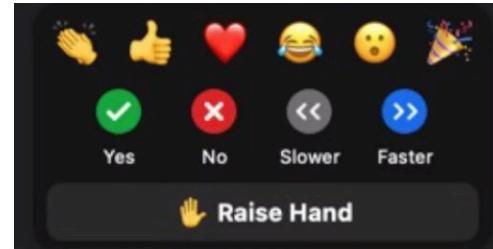
Today's session

- This webinar will be in English and includes two presentations with Q&A, 90mins total.
- The presentations will be recorded, not the Q&A segment.
- 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.





Presenters

Stephanie Cooper, Manager, Substance Use and Health in Emerging Adulthood (SHEA) Lab, St. Francis Xavier University

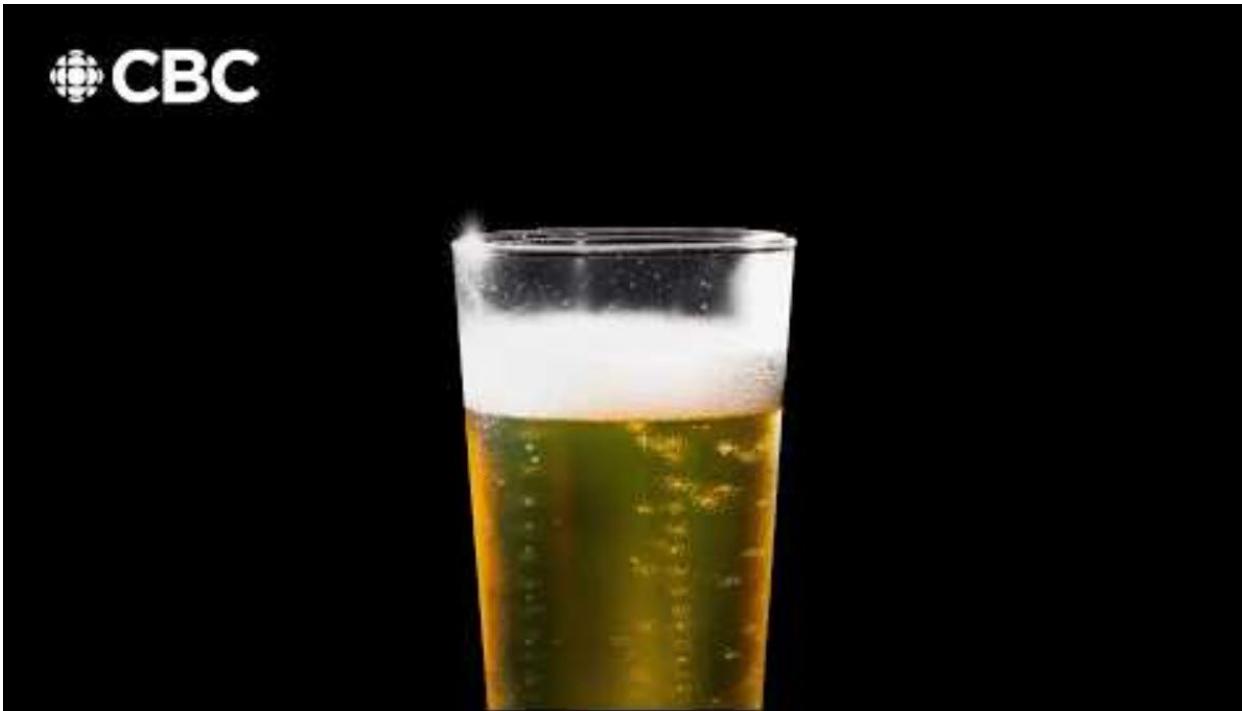
Dr. Kara Thompson, Director, Substance Use and Health in Emerging Adulthood (SHEA) Lab, St. Francis Xavier University

Andrea Cowan, Know Alcohol Project Coordinator, Canadian Institute for Substance Use Research (CISUR)

Dr. Tim Naimi, Director, Canadian Institute for Substance Use Research (CISUR)



The Nature of Things: Your Drink Your Call & KnowAlcohol.ca



KNOW ALCOHOL

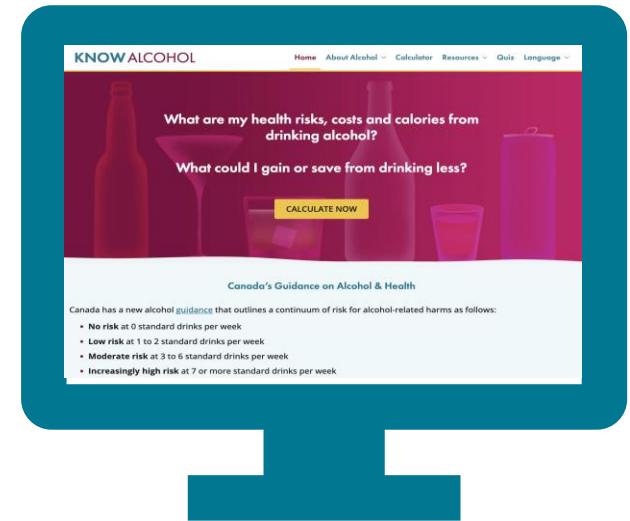
KnowAlcohol.ca: Partnership, Promotion, and Dissemination

Presenters: Tim Naimi & Andrea Cowan



**University
of Victoria**

**Canadian Institute for
Substance Use Research**



Team

- **Funder:** Health Canada's Substance Use and Addictions Program
- **Project partners:** Canadian Centre on Substance Use and Addiction
- **Project staff:** Tim Naimi, Andrea Cowan, Priya Johal, Amanda Farrell-Low
- **Calculator datasets:** Kevin Shield, CAMH
- **Website:** SUPERUS
- **Digital marketing:** Be the Change Group

Canada's Guidance on Alcohol and Health



Canadian Centre
on Substance Use
and Addiction

Evidence. Engagement. Impact.

Background

Per week

No risk

0

Low risk

1
2

Moderate
risk

3
4
5
6

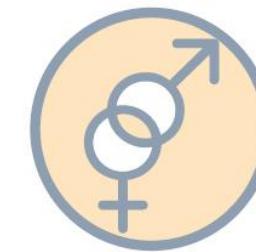
Increasingly
high risk

7
8
+

Per week
consumption



Sex & Gender



Youth



Per occasion
consumption



Pregnancy



Background cont'd

- Public awareness of and adherence to Canadian alcohol guidelines is suboptimal
 - 30% are aware of the national guidelines
 - 50% of drinkers consume alcohol at levels considered moderately risky (i.e., 3–6 standard drinks/week)
- Offering digital, personalized alcohol information could better inform Canadians and motivate them to drink less
- The Canadian Institute for Substance Use Research (CISUR) launched KnowAlcohol.ca

Methods

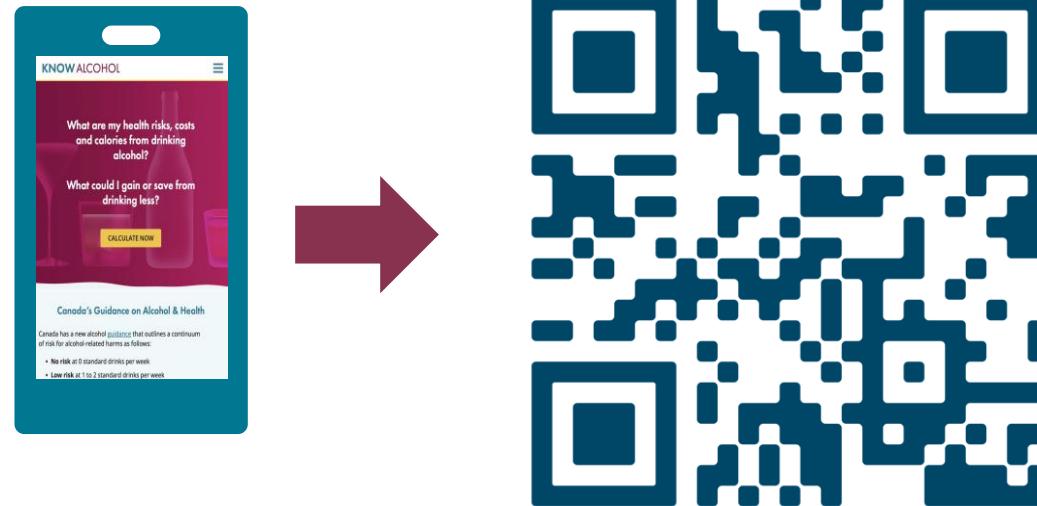
Background research

- Literature review on risk communication and existing personalized alcohol tools
- Canada-wide survey ($N=660$) assessing alcohol knowledge, and interest in and impact of personalized alcohol information

Consultations

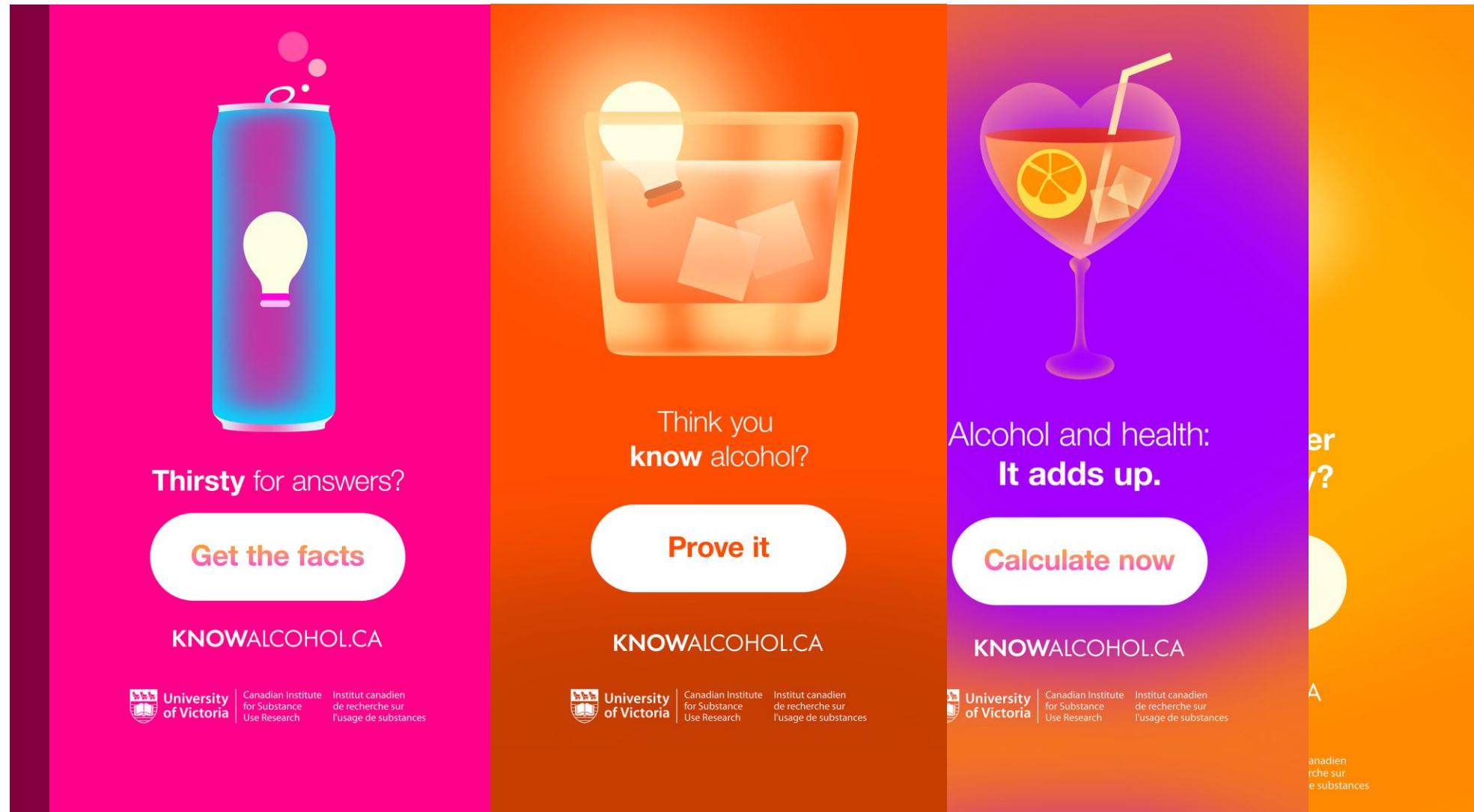
- **Professional:** CISUR & CCSA scientists and experts
- **Public:** monthly meetings with 19 Canadians to inform domain name, website content, and design

KNOW ALCOHOL



<https://knowalcohol.ca>

Digital Marketing



The image displays four digital marketing cards for the website KNOWALCOHOL.CA, arranged horizontally. Each card features a different background color and a central icon.

- Card 1 (Pink):** Shows a blue can with a lightbulb inside. Text: "Thirsty for answers?". Call-to-action: "Get the facts".
- Card 2 (Orange):** Shows a glass with a lightbulb inside. Text: "Think you **know** alcohol?". Call-to-action: "Prove it".
- Card 3 (Purple):** Shows a cocktail glass with a heart shape. Text: "Alcohol and health: **It adds up.**". Call-to-action: "Calculate now".
- Card 4 (Yellow):** Shows a glass with a lightbulb inside. Text: "Alcohol and health: **It adds up.**". Call-to-action: "Calculate now".

Common footer elements:

- Logos:** University of Victoria and Canadian Institute for Substance Use Research (Institut canadien de recherche sur l'usage de substances).
- Text:** KNOWALCOHOL.CA
- Text:** University of Victoria, Canadian Institute for Substance Use Research, Institut canadien de recherche sur l'usage de substances

Results- Earned Media

- 740 mentions in news and social media outlets
 - >730 million people reached

NEWS

UVic booze calculator displays your long-term health and financial impacts of alcohol consumption



by Liz Brown

January 2, 2025 12:17 pm



UVic website outlines personal risks of alcohol



• No risk at 0 standard drinks per week

New year, new you? This tool aims to educate about alcohol use

Know Alcohol is an online resource from researchers at the University of Victoria that calculates risks of alcohol use and benefits from reducing consumption



Liz McDonald

Jan 10, 2025 2:00 PM



ANALYSIS

Health

Skip Your Last Drink and Reboot Your Health

A new tool tracks the real-time benefits of cutting back on alcohol.



Timothy Naimi and Peter Butt / 6 Jan 2025 / The Conversation

Timothy Naimi is the director of the Canadian Institute for Substance Use Research and a professor in public health and social policy at the University of Victoria. Peter Butt is a professor in the department of academic family medicine at the University of Saskatchewan. This story was originally published by the Conversation.

New UVic website empowers alcohol drinkers with personal risk calculator

KnowAlcohol.ca provides personalized feedback on alcohol consumption to keep Canadians informed



Evan Lindsay

Jan 2, 2025 7:00 PM



What's your health risk from alcohol? New website from UVic will tell you

Users of knowalcohol.ca can enter their age, sex and how much they drink per week and calculate their risk of several alcohol-related diseases.



Cindy E. Hornett

Jan 2, 2025 8:30 AM



Results- Advertising

General population campaign*

- Impressions (>80% English)
 - 1,361,009 Meta
 - 4,389,260 Google
 - 8,121,310 Bell Media
- Clicks
 - 20,285 Meta (avg. CTR 85%↑ than industry)
 - 34,647 Google (avg. CTR 1200%↑ than industry)
 - 10,133 Bell Media

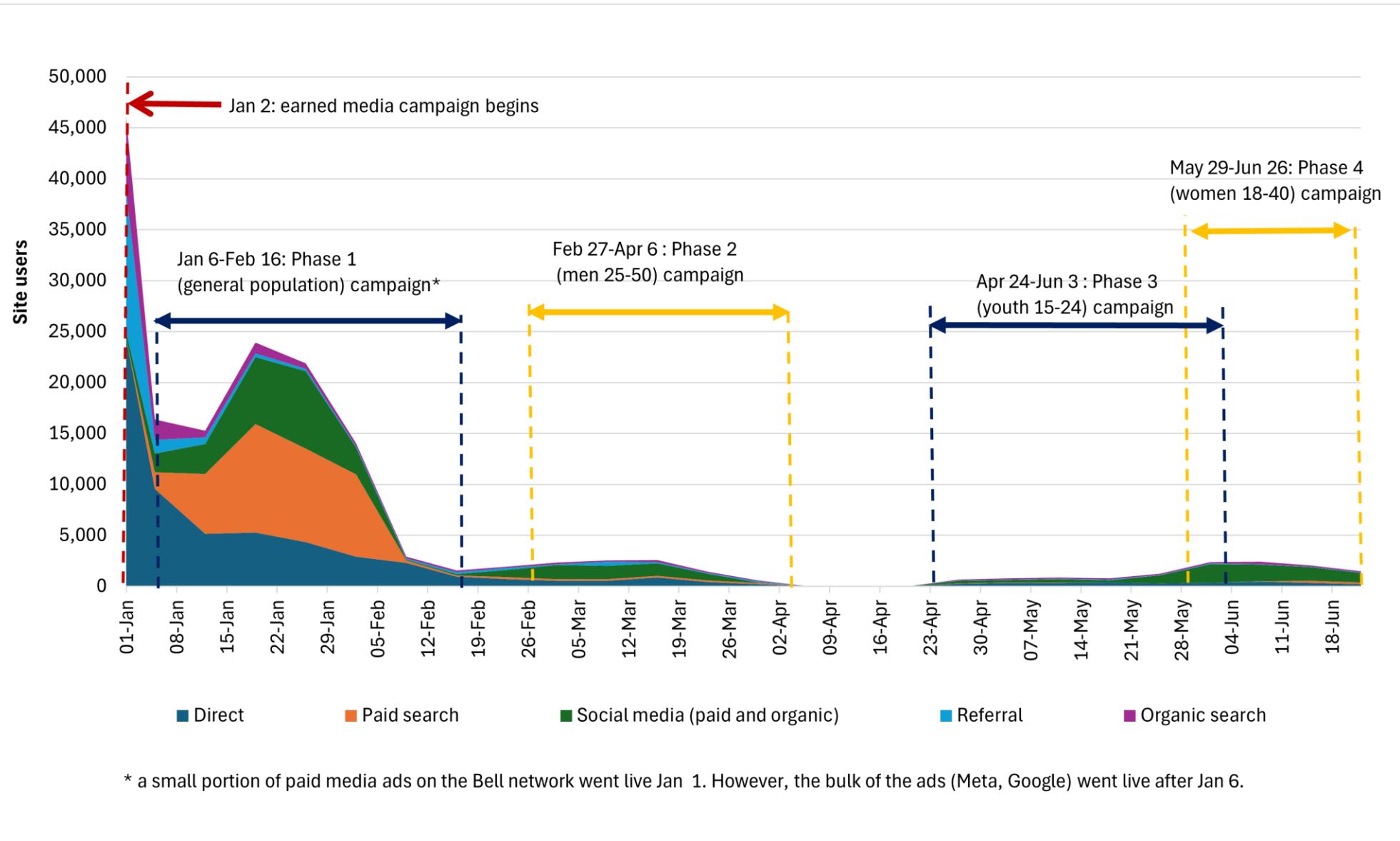


*January 6th – February 13th, 2025

Digital Marketing, Phases 1-4

Full digital campaign results

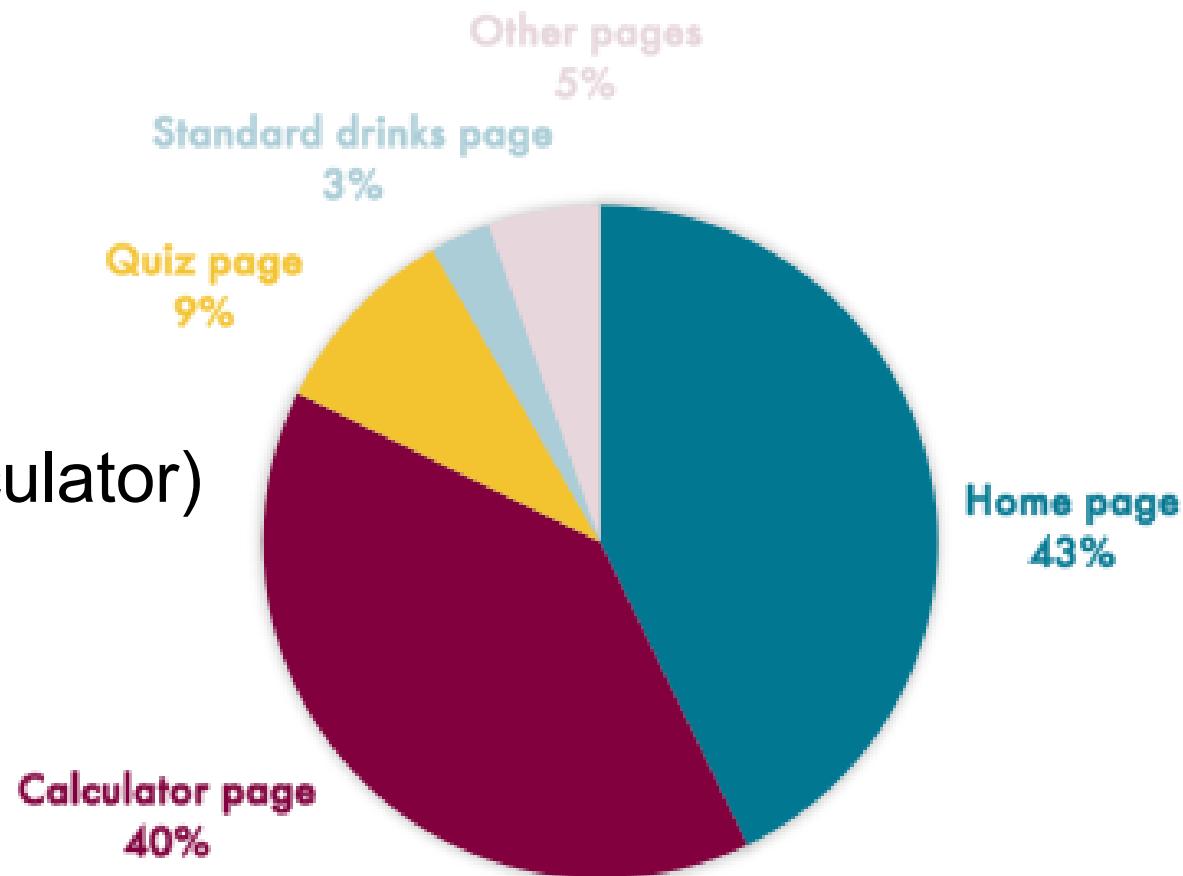
Campaign	Platforms	Impressions	Clicks	Spends (\$/click)	Active site users	Quiz engagement
General population (Jan 6-Feb 5)	Google, Meta, Bell	12,145,390	59,787	\$37,215 (\$0.62)	72,000	3,338
Men 25-55, High-risk drinkers (Feb 24-Apr 10)	Meta, Bell	634,120	13,141	\$7,269 (\$0.55)	9,600	3,482
Youth 15-24 (Apr 23-June 3)	YouTube, Snapchat	366,725	1,446	\$2,186 (\$1.51)	2,456	336
Women 18-40 (May 29-June 26)	Meta, YouTube	874,137	12,801	\$5,377 (\$0.42)	8,490	441



Results

KNOW ALCOHOL

- 362,340 visits across all pages
 - 86% English
 - 11% French
- 134,813 active users (61% used calculator)
 - 2.69 average no. of page views
 - 2 min 28s avg. duration
 - 15,280 returning users



*January 1st – June 25th, 2025

Results

KNOW ALCOHOL

- 472 feedback survey submissions
 - 47% male
 - 15.20 avg. drinks/week
- 49% reported improved knowledge
- 39% intended to drink less
- 26% shared the website



Results

KNOW ALCOHOL

“The calculator let me play with the numbers to find my ‘sweet spot’. Have shared with all my friends.”

“I had no idea that alcohol and cancer were related...If this info was on liquor cans/bottles, I would have significantly cut back already.”

“As a family physician who tries to counsel patients about alcohol (and often face challenges in this), I am really impressed with this website and thankful for your efforts.”

“A real eye opener.”

Next Steps

- Invitations to partner and promote KnowAlcohol
 - Campaign assets available at <https://knowalcohol.ca/team>



Next Steps

- Release of promotional videos
 - 15-20 second digital ads
 - 1-minute videos
- 2026/27 Campaign underway
 - January/Feb 2026: General population (Dry Jan)
 - Spring 2026: Rural/remote target



Thank You!

<https://knowalcohol.ca>



knowalcohol@uvic.ca



University
of Victoria

Canadian Institute for
Substance Use Research

your drink. your call.



Canadian Centre
on Substance Use
and Addiction
Evidence. Engagement. Impact.

Centre canadien sur
les dépendances et
l'usage de substances
Données. Engagement. Résultats.

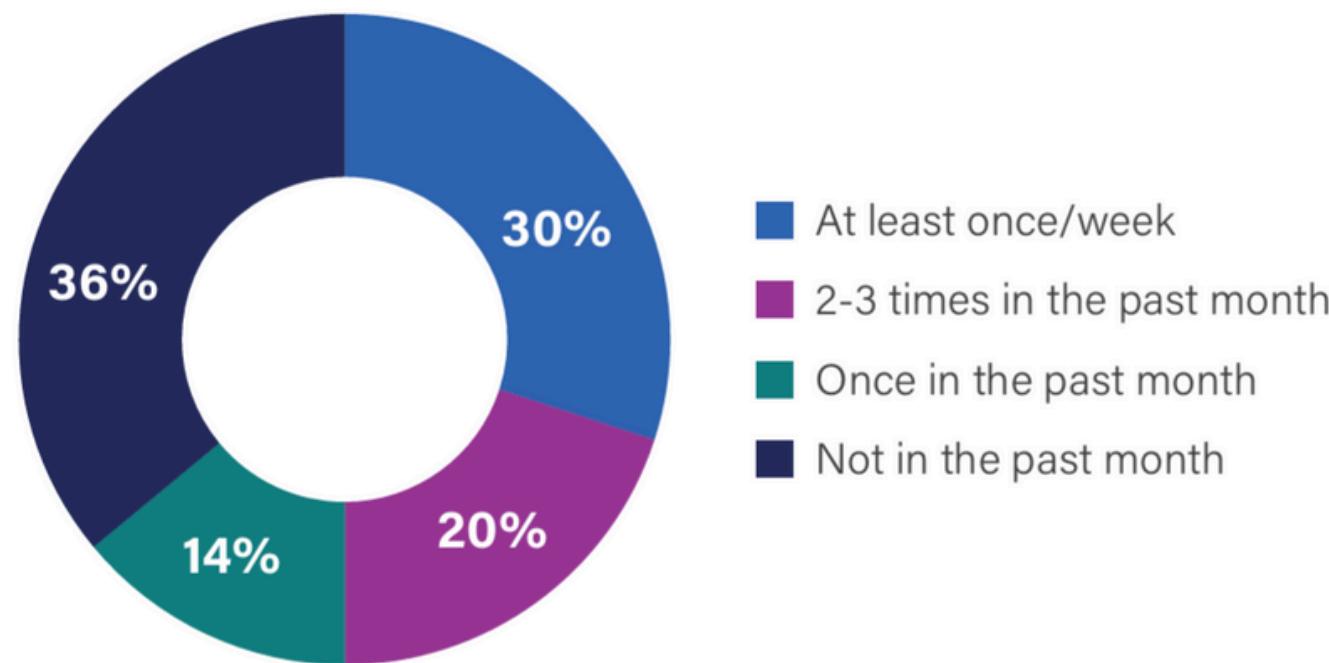


SHEA LAB
SUBSTANCE USE AND HEALTH
IN EMERGING ADULTHOOD

Alcohol use in Postsecondary settings

Alcohol

How often was alcohol consumed in the past month?



Alcohol Use

- + 64% of students consumed alcohol in the past month (decreased from 74% in 2019-20)
- + On average, students consumed 3.8 drinks on a typical drinking day (decreased from 4.5 in 2019-20)
- + On average, students consumed 5.9 drinks on their heaviest drinking day (decreased from 6.9 in 2019-20)



**Canadian Postsecondary
Education Alcohol and Drug
Use Survey, 2021-2022**



Canadian Centre
on Substance Use
and Addiction

CAMPAIN GOALS

- 1 Increase student awareness of Canada's Guidance on Alcohol and Health (CGAH)
- 2 Educate students of the harms and costs associated with alcohol consumption.
- 3 Empower students to make informed decisions on their alcohol use.

CAMPAIGN DEVELOPMENT

Factual and non-judgemental

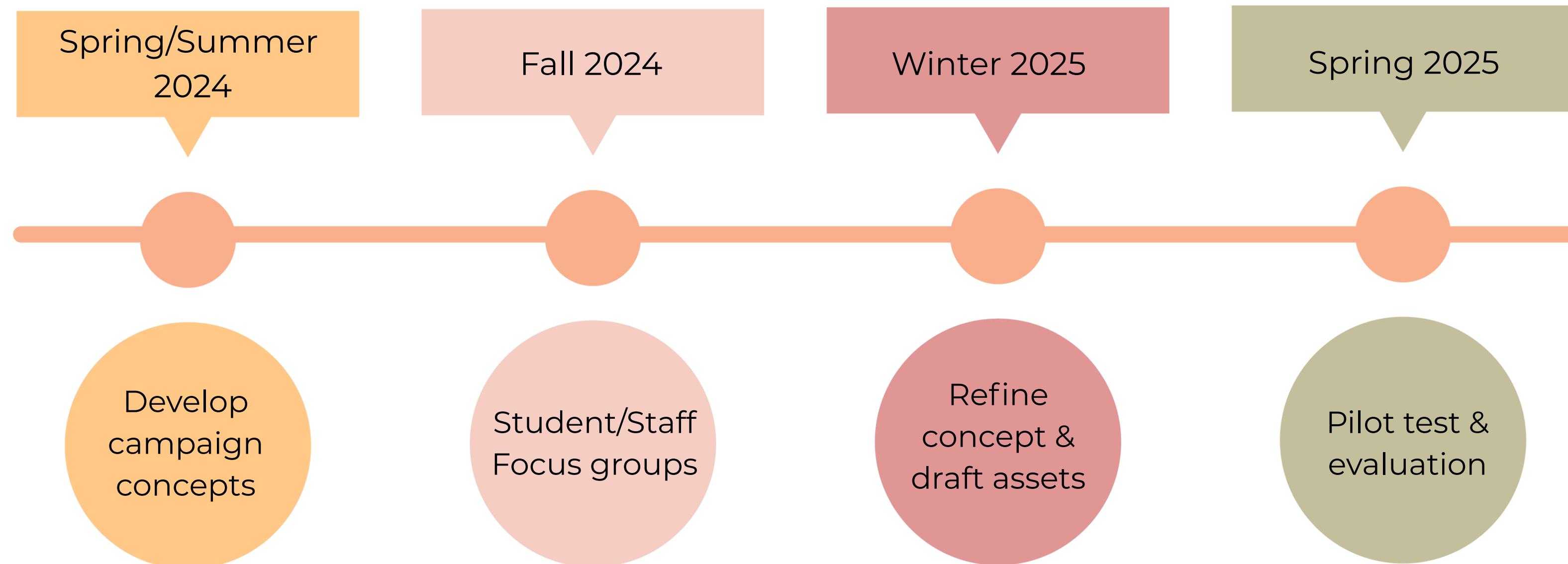
Promote autonomy or agency in decisions about alcohol

Focused on harm reduction and not abstinence

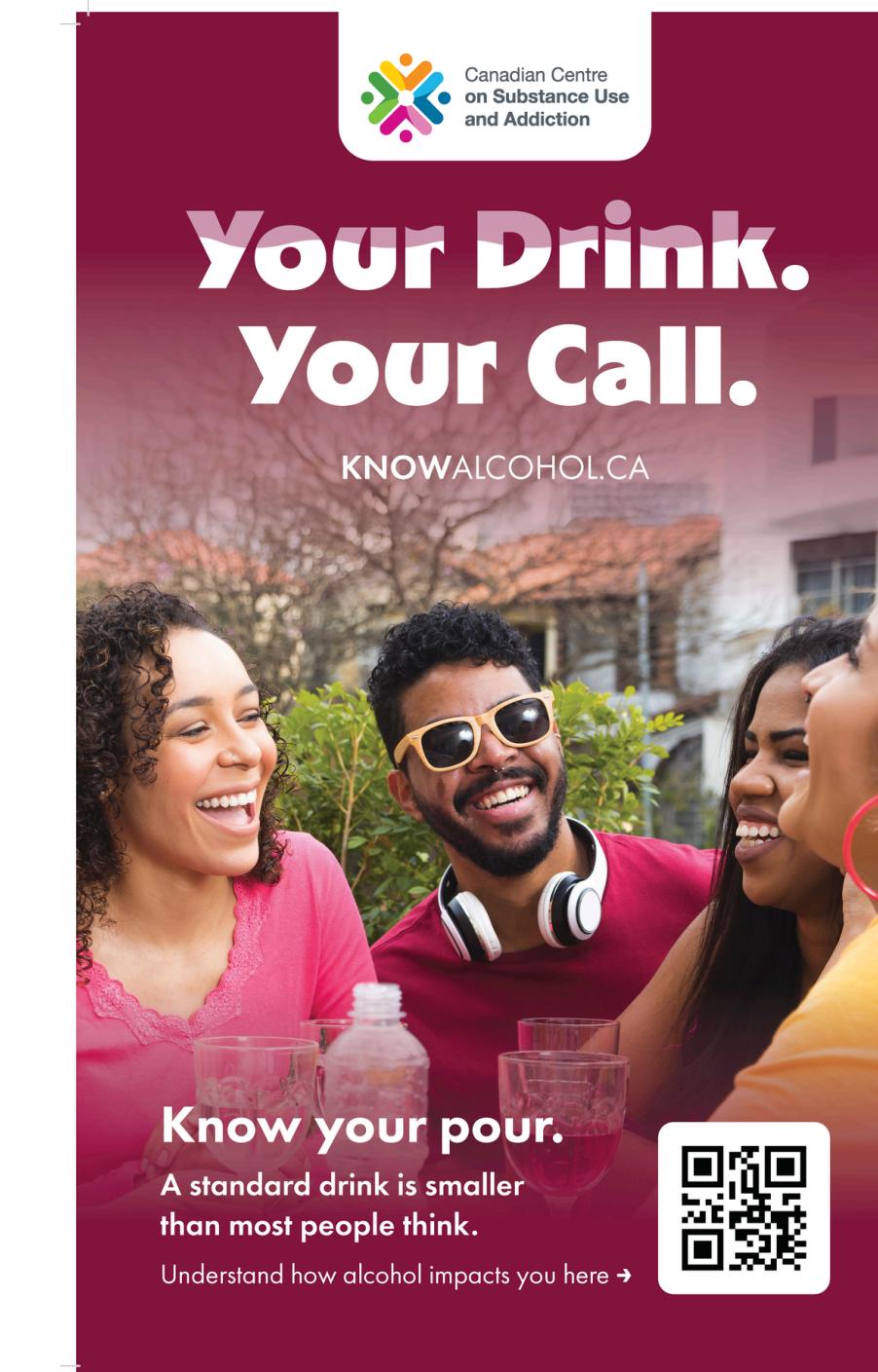
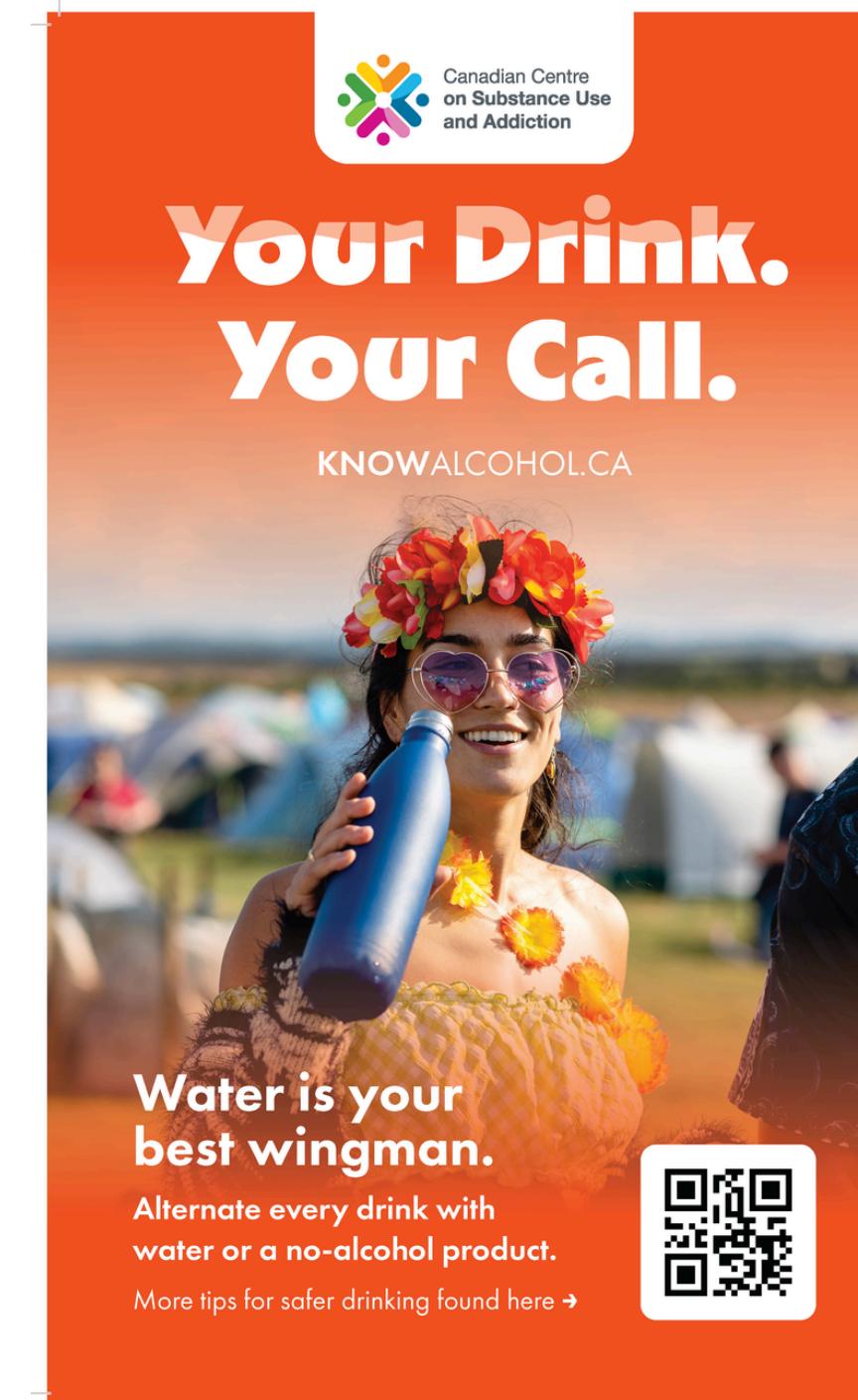
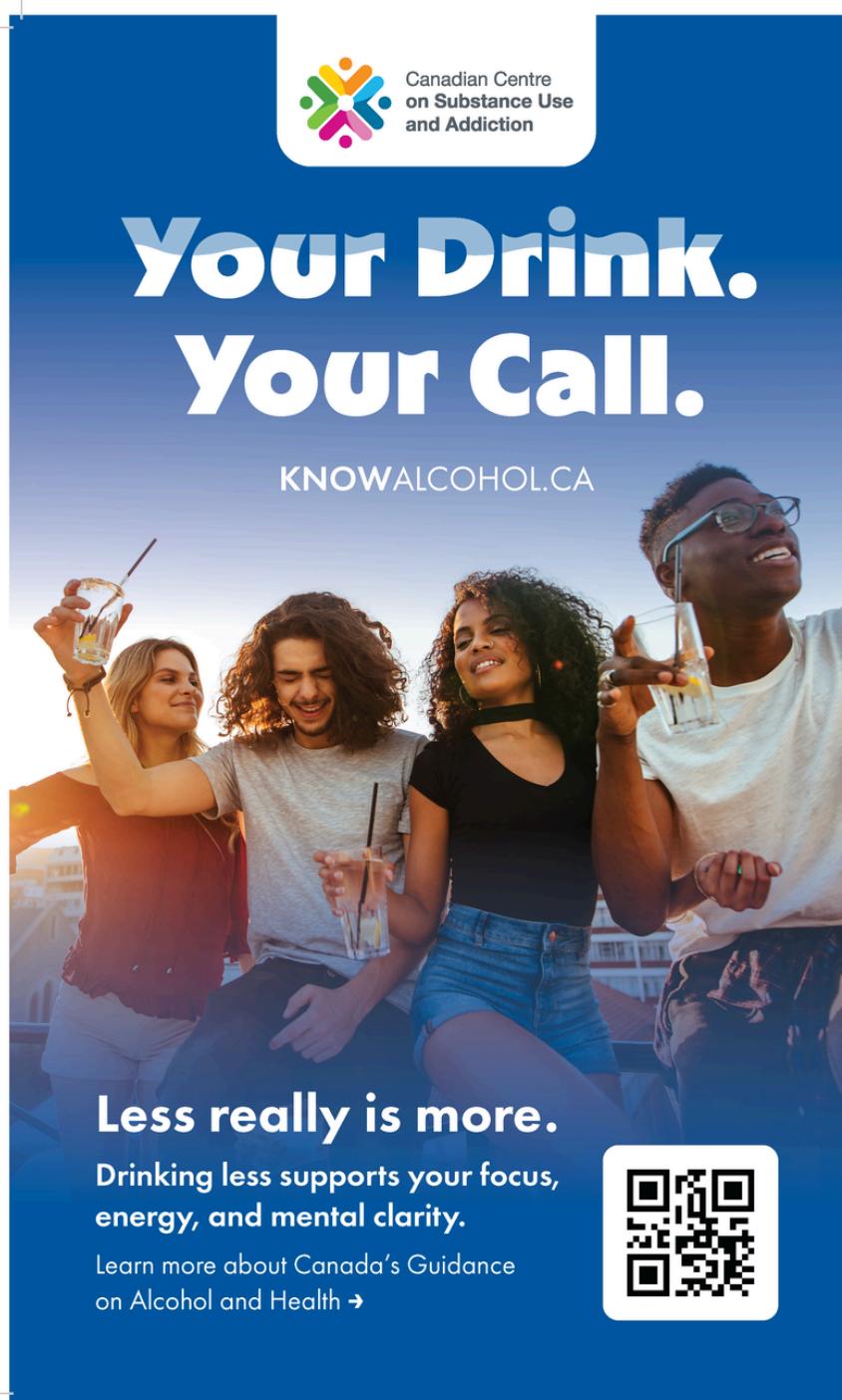
Avoid “parental or lecture” like tone

Peer to peer communication

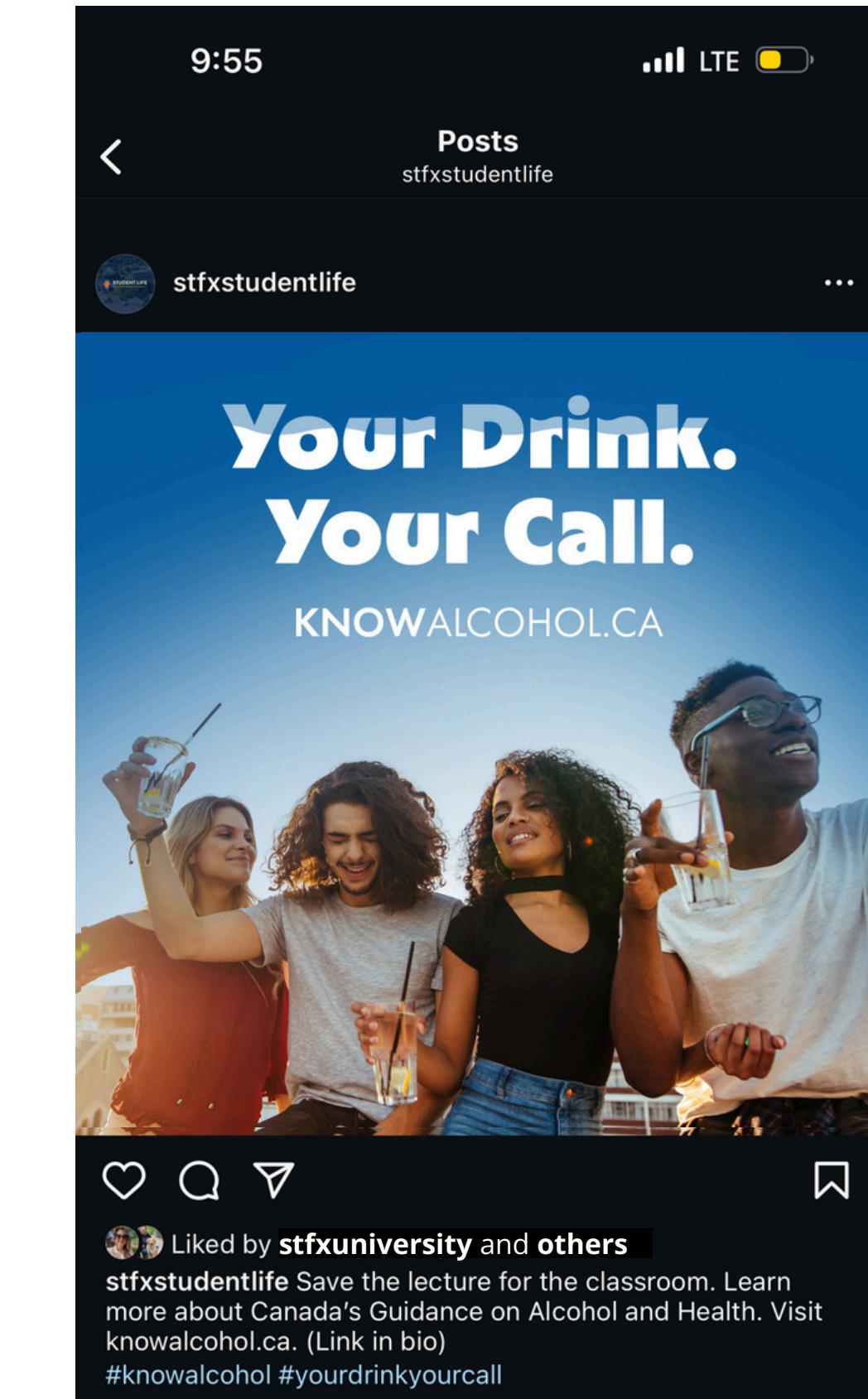
PROJECT TIMELINE



PRINT POSTERS



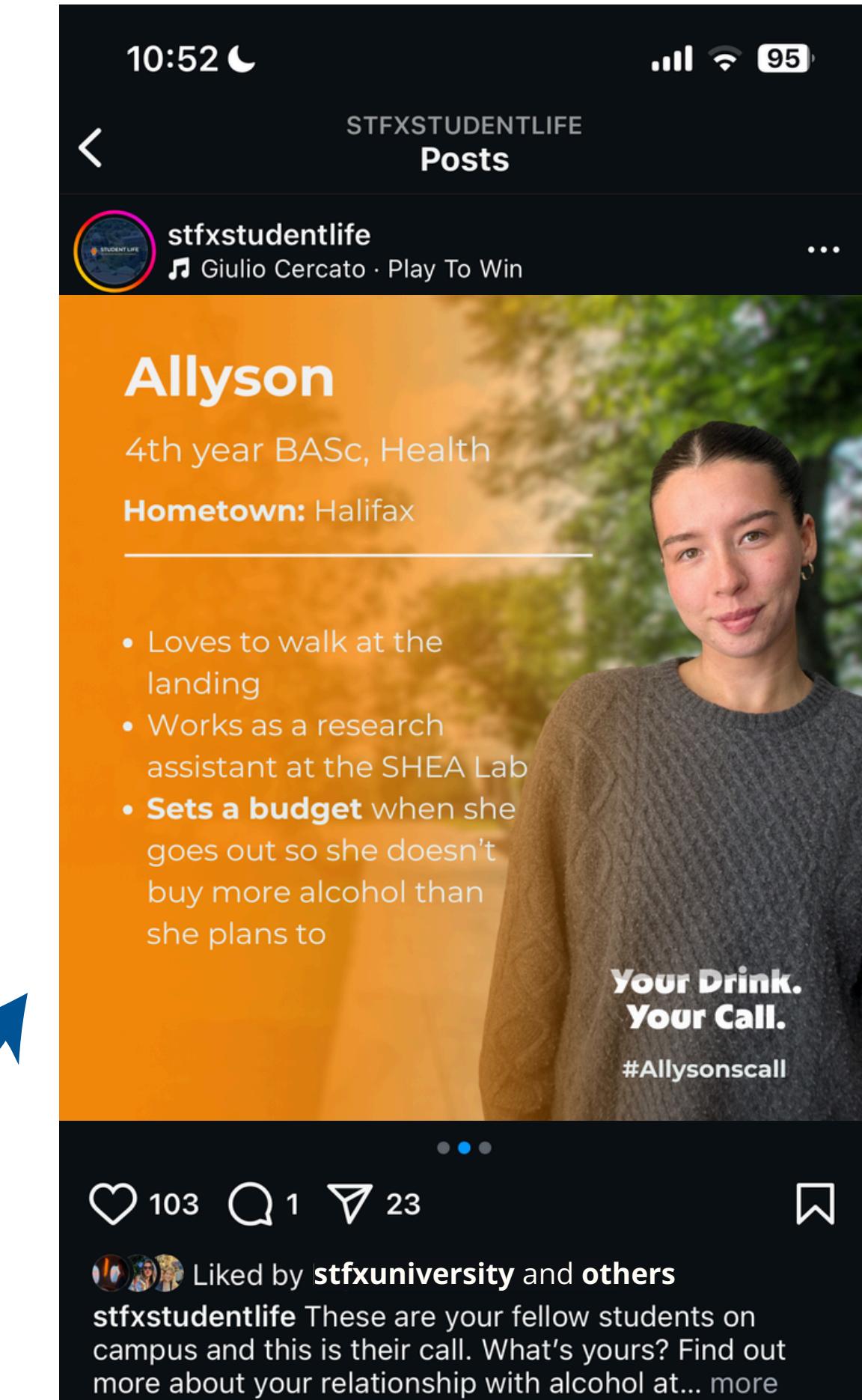
DIGITAL ASSETS



WHAT'S YOUR CALL?

Peer-to-peer communication strategy exposes students to real examples of the types of “calls” students are making when it comes to alcohol.

Our best asset!



KNOW ALCOHOL

KNOW ALCOHOL

Home About Alcohol ▾ Calculator Resources ▾ Quiz Language ▾

What are my health risks, costs and calories from drinking?

Do you KNOW how alcohol impacts you?

Enter your current drinking to explore how alcohol impacts your health, costs and calories. Enter a reduced amount to see your gains and savings from drinking less. Calculations are based on [standard drink sizes](#).

Carefully reflect on your drinking habits; it's common for people to underestimate how much they drink.

Age * Sex * ⓘ

Male Female

Currently, I drink * What could happen if I reduce to? (optional)

standard drinks per week standard drinks per week

Calculate for *

HEALTH COSTS CALORIES

* Required field

To learn more about your results, visit the [Research page](#)

Canada's Guidance on Alcohol & Health

Canada has a new alcohol-related harms continuum:

- **No risk** at 0 standard drinks per week
- **Low risk** at 1 to 2 standard drinks per week
- **Moderate risk** at 3 to 5 standard drinks per week
- **Increasingly high risk** at 7 or more standard drinks per week

Did you know?

- Consuming more than 2 standard drinks per occasion increases the risk of [harm](#) to yourself and others
- When [pregnant](#), trying to get pregnant, or [breastfeeding](#), no amount of alcohol use is safe
- [Youth](#) under the legal drinking age should delay alcohol use for as long as possible

No matter where you are on the continuum, [drinking less is best](#). Explore our [calculator](#) to see how alcohol impacts you and what you can gain from drinking less.

Know a Standard Drink

Calculate and visualize a standard drink to know how many are in the beverages you drink.

CALCULATE

Take our Quiz

Do you know the facts about alcohol from the myths?

TEST MY KNOWLEDGE

Find Resources

Explore tips for drinking less and find support services for alcohol use.

GET HELP

QR code

Visit

CAMPUS LAUNCH EVENT



PILOT

The campaign was evaluated using two methods:

1

Social media metrics

2

Student evaluation survey

SOCIAL MEDIA



Views	Interactions	Reach
15,161	Likes: 261 Shares: 76 Saves: 4 Comments: 2 Total Interactions: 343	7,346

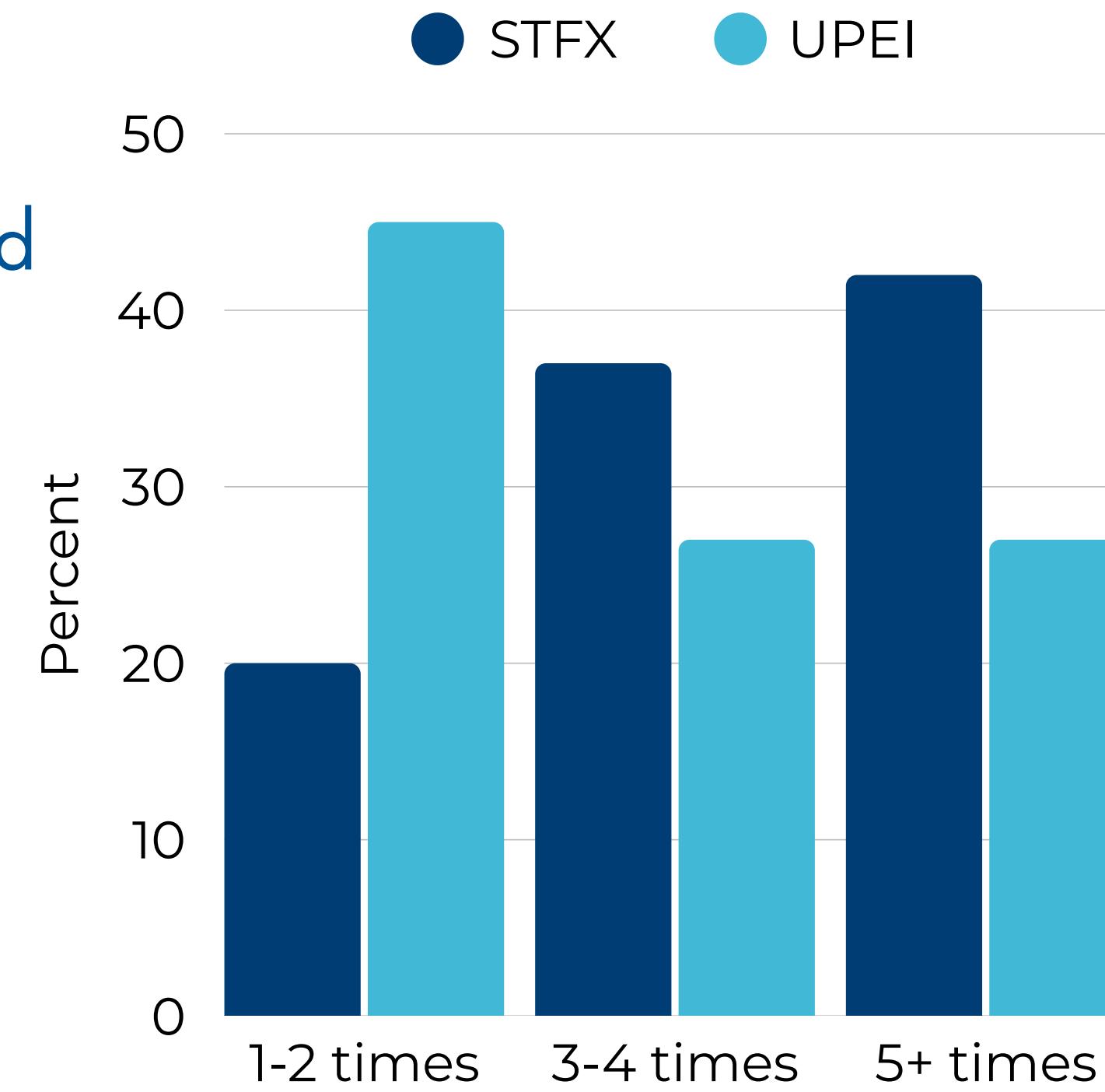
In total, social media and stories reached **27,020** accounts

SURVEY RESULTS

Approximately **64%** of StFX students and **38%** of UPEI students reported that they had seen the “Your Drink. Your Call.” campaign in the previous month.

(STFX n = 440; UPEI n = 29)

Number of times students reported seeing the campaign



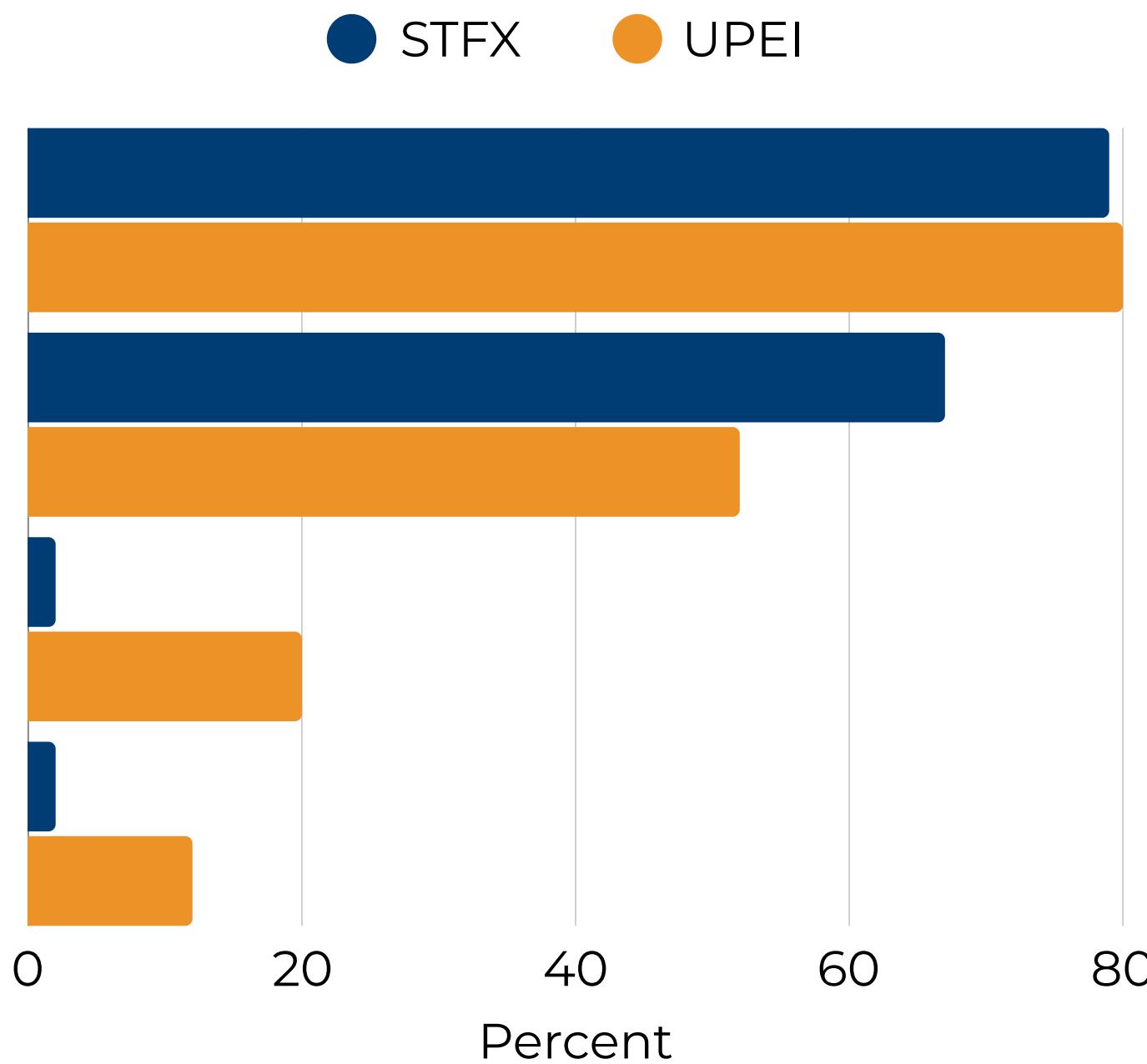
The majority of StFX and UPEI students correctly identified the intended message of the campaign

Students have the freedom to make informed decisions about their alcohol use

Students should be informed about alcohol use and related risks

Students should abstain from alcohol use

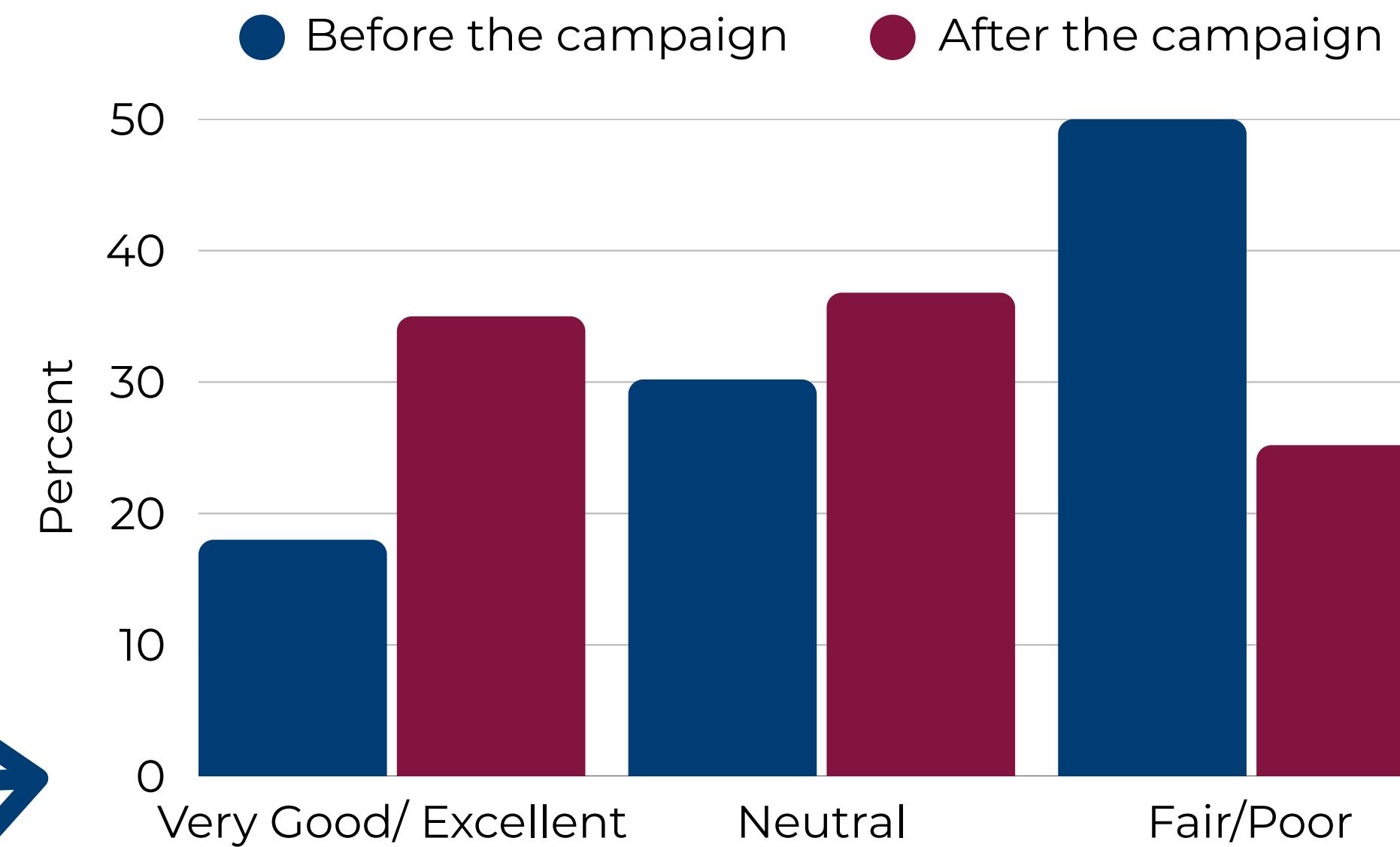
Students should drink less



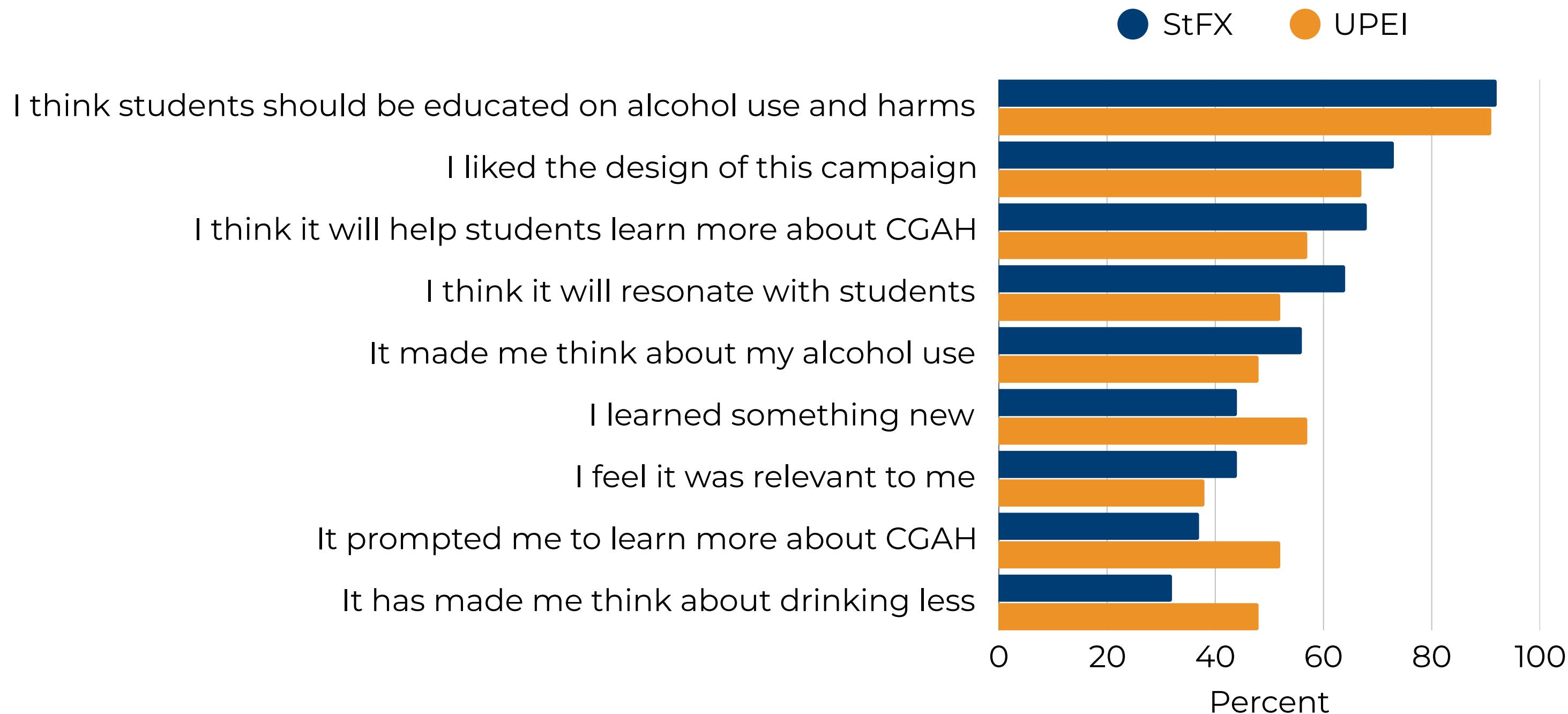
Prior to seeing this campaign, only 18% of StFX students and 8% of UPEI students rated their knowledge of Canada's Guidance on Alcohol and Health as “very good or excellent”

After the campaign

34% of StFX students and 36% of UPEI students reported having “very good or excellent” knowledge of the Guidance



73% of StFX students and 67% of UPEI students liked the design of the campaign. Overall, students felt that the campaign would resonate with students and help students learn more about CGAH.



QUOTES FROM STUDENTS

Student's seemed to like the campaign design and language of the posters.

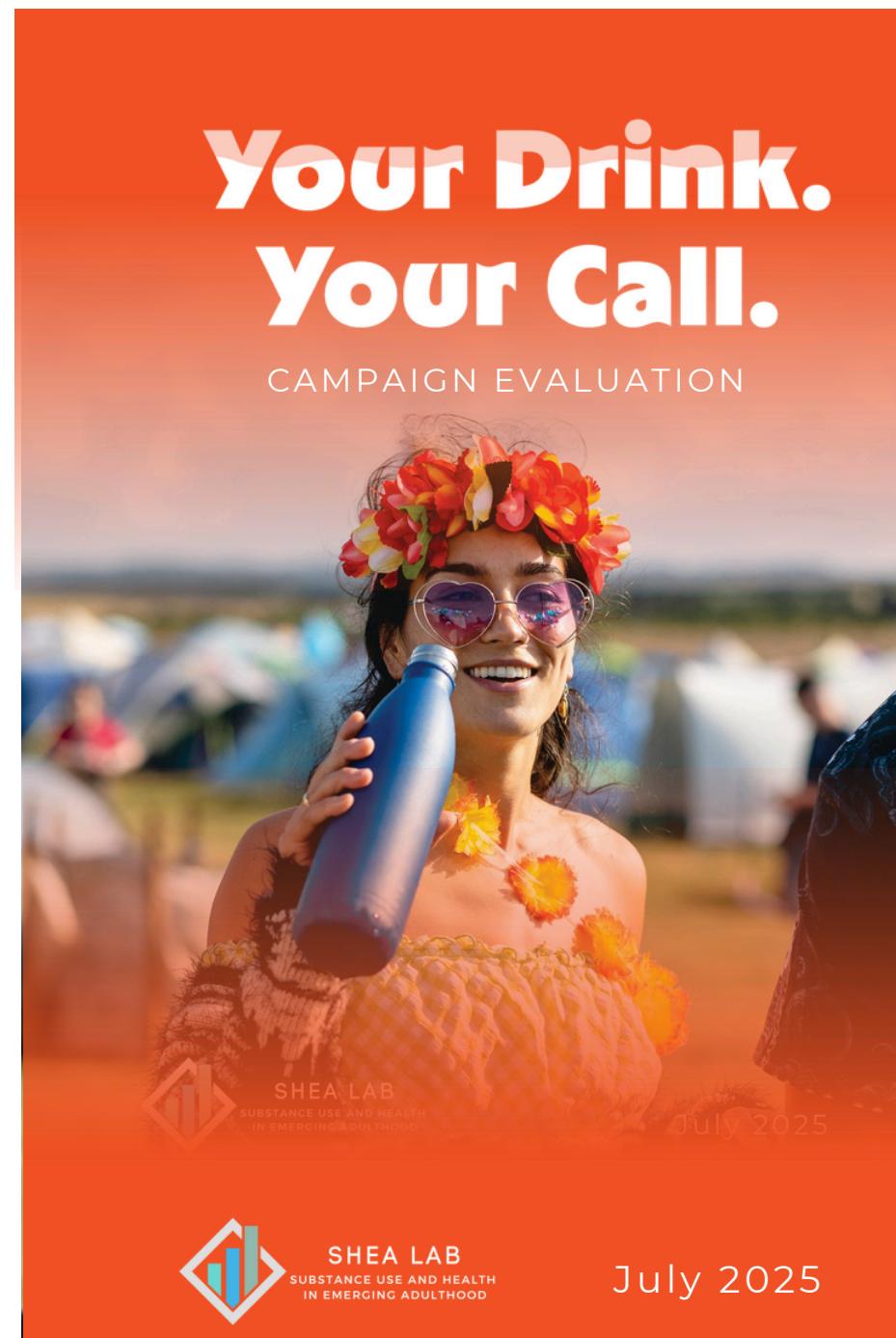
“Very well advertised around campus. The posters are eye catching and the captions are intriguing”

“I like the tone of the campaign. Neither too authoritative nor too kind.”

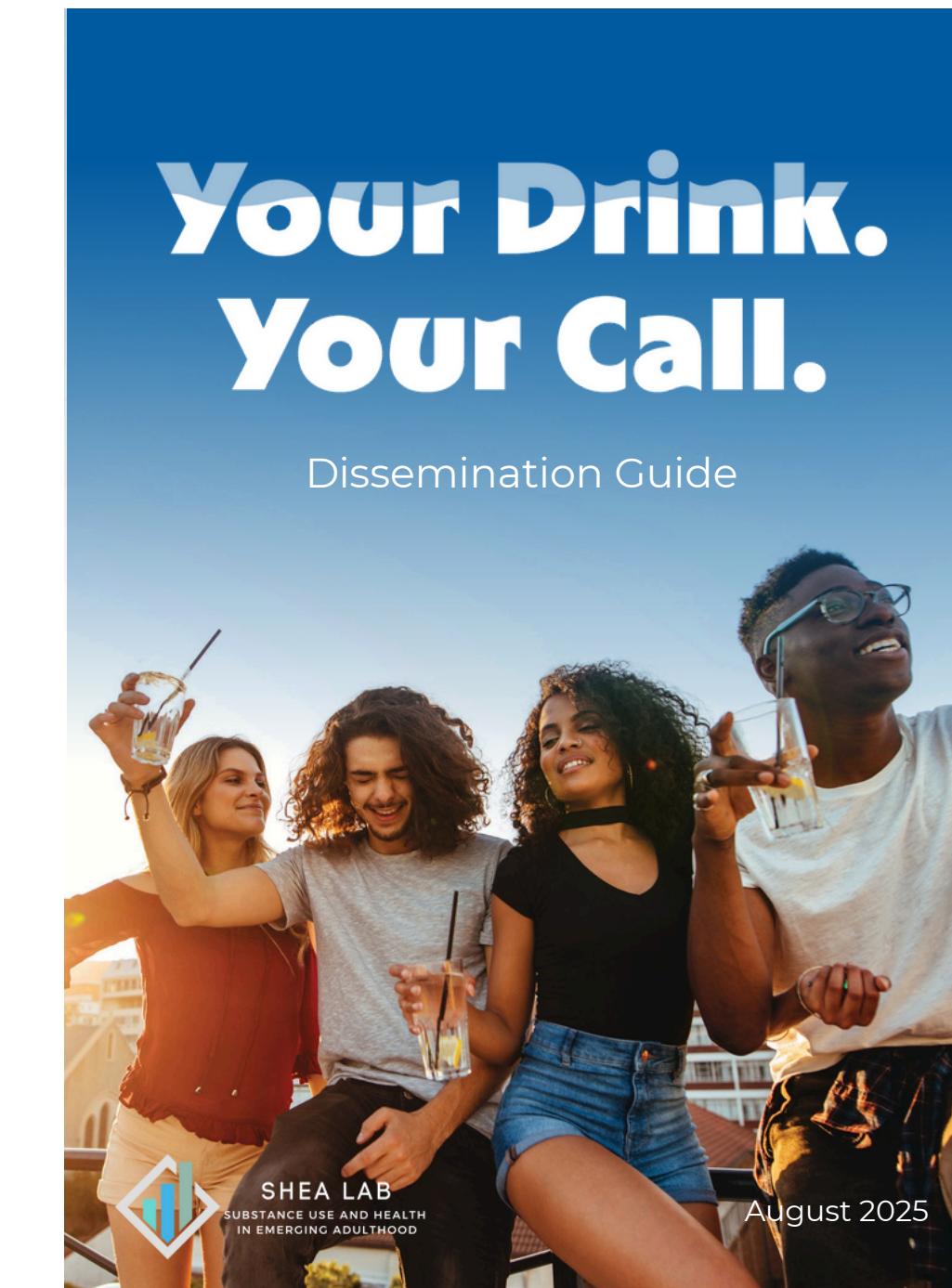
Incorporating peers into the campaign was viewed favourably by students.

“Seeing real students participating made the campaign more unique and resonated with me because of the involvement of my peers”

Campaign Evaluation



Dissemination Guide



THANK YOU

CONTACT INFO

 shealab@stfx.ca

 shealab.ca



SHEA LAB
SUBSTANCE USE AND HEALTH
IN EMERGING ADULTHOOD



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>