

Webinar series: Alcohol policy in Canadian municipalities
Séries de webinaires : Politique sur l'alcool dans les municipalités canadiennes

Webinar 7: March 12, 2026

**Grassroots Approach to Alcohol Policy –
A Nova Scotia Sharing**
**Approche populaire à la mise en œuvre
de politique sur l'alcool — L'expérience de
la Nouvelle-Écosse expliquée**



**University
of Victoria**

Canadian Institute
for Substance
Use Research

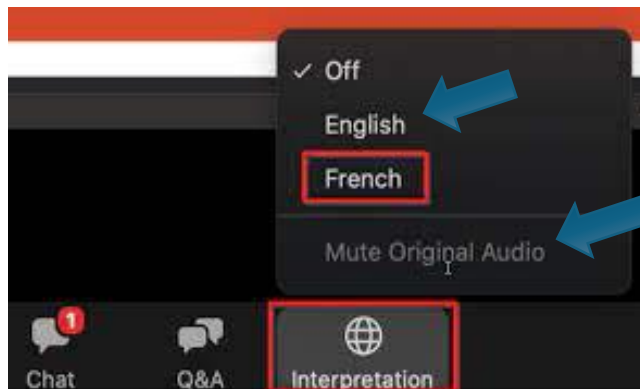
Institut canadien
de recherche sur
l'usage de substances

CA⁺PE
CANADIAN ALCOHOL
POLICY EVALUATION

Interprétation simultanée

Veuillez noter que l'événement sera en anglais / This event will be in English.

Une interprétation simultanée en français est disponible sauf pendant la période des questions / Simultaneous French interpretation is available except during the Q&A segment.



Land acknowledgement

As we gather today, we want to acknowledge that we are meeting on the traditional and ancestral territories of many Indigenous Nations across Turtle Island. We recognize the enduring presence, resilience, and sovereignty of First Nations, Inuit, and Métis Peoples who have stewarded these lands since time immemorial.

We honor the diverse Indigenous Peoples and cultures across what is now called Canada, and we affirm our collective responsibility to learn about the histories of the lands we live and work on and to commit to ongoing reconciliation and respectful relationships.

We offer this land acknowledgement as just one step (of many) toward understanding, respect, learning, unlearning and healing on the path to reconciliation and reconcili-Action.

Adapted from Tamarack Institute

Acknowledgment of funding and support

This webinar series is an initiative of the Canadian Institute for Substance Use Research (CISUR) and the Canadian Alcohol Policy Evaluation Community of Practice (CAPE CoP) and is supported in part by funding from the Social Sciences and Humanities Research Council.

Cette initiative de l'Institut canadien de recherche sur l'usage de substances (CISUR) et de la Communauté de pratique pour l'évaluation des politiques canadiennes en matière d'alcool (CdP de CAPE) est soutenue en partie par le Conseil de recherches en sciences humaines.

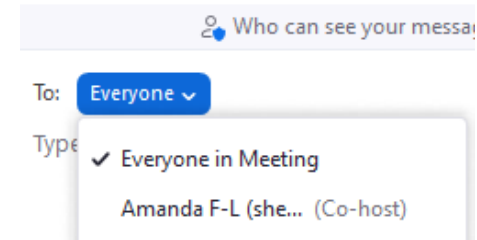
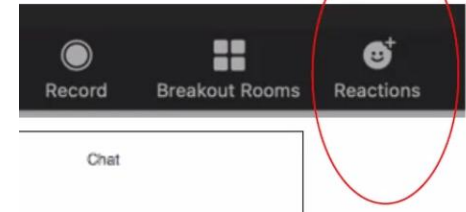
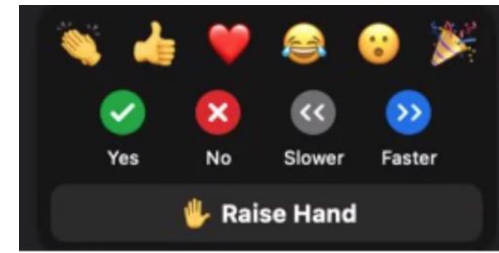
The views and opinions expressed as part of this presentation are those of the presenters and do not necessarily represent those of our funders or other organizations acknowledged.

Today's session

- This webinar includes a presentation, breakout rooms and Q&A, 75mins 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 at the end of the webinar and via email.
- To receive persons with lived/living experience honorariums, please email **capecopcoord@uvic.ca**

Q&A format

- Use the Q&A tool to submit a question at any time. You can choose to submit anonymously.
- 'raise hand' during Q&A segment. The moderator may ask you to unmute to pose your question.
- Technical difficulties?
Please message us in the chat or 'Ask for Help'



Presenters

Sophie Melanson

Health Promotion Specialist, Nova Scotia Health

Barb Shaw

Manager of Communications and Strategic Initiatives, Town of Wolfville

Grass Roots in Nova Scotia

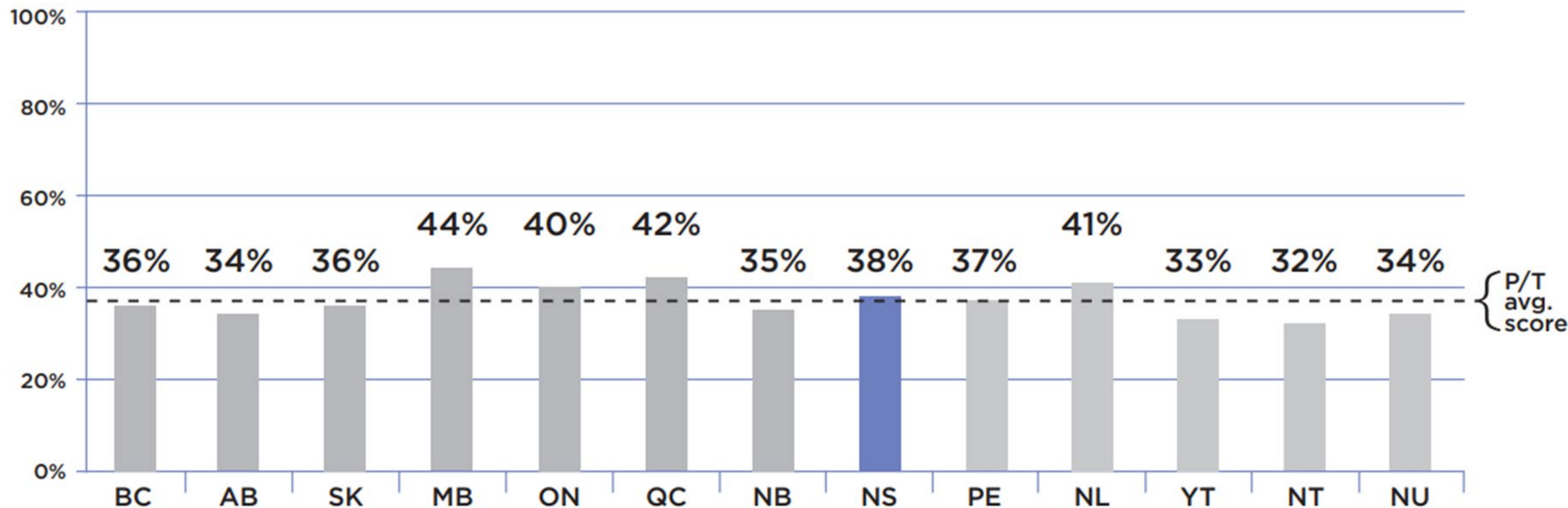
Sophie Melanson

**Health Promoter, Mental Health and Addictions
Nova Scotia Health**

Barbara Shaw

**Manager of Communications and Strategic Initiatives
Town of Wolfville**

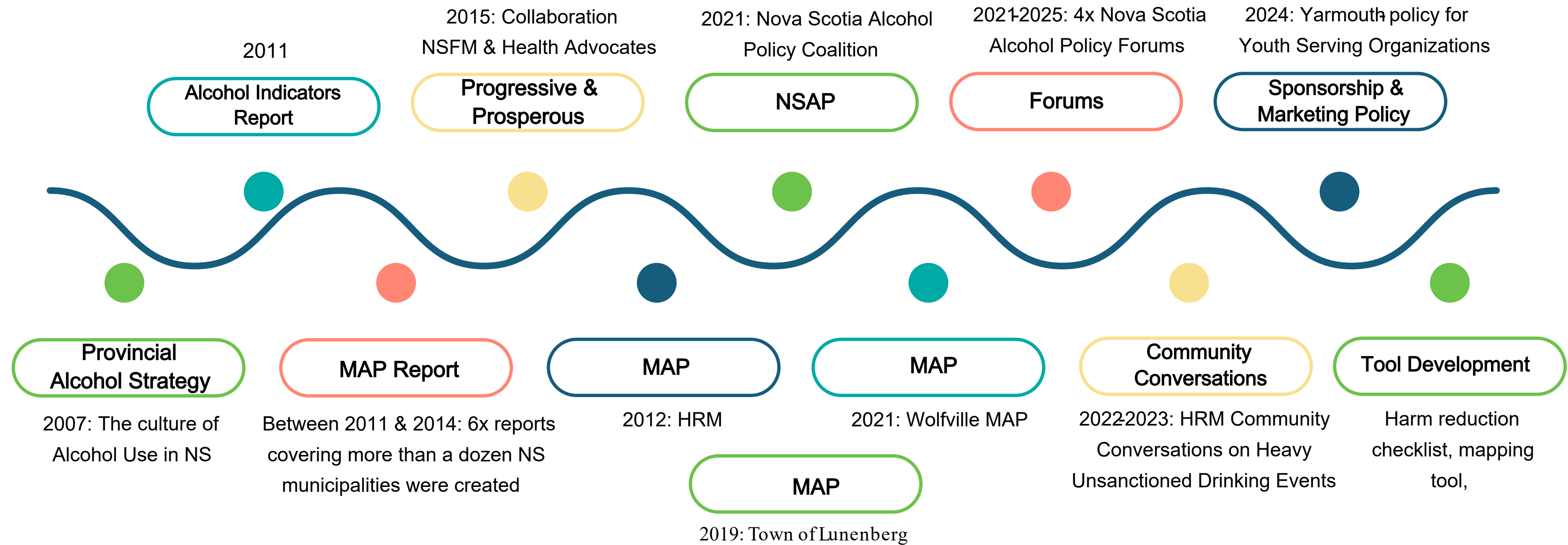
CAPE 3.0 Results: How Does NS Compare?



NS's CAPE Scores: What's Possible?

If Nova Scotia implemented all the best existing policies across Canada's provinces and territories, their score could change from **38% (F)** to **80% (A-)**.

Our winding path to date - MAPs in NS



Municipal Alcohol Policies

Click on the report below to see the Municipal Alcohol Policy for the Town of Wolfville



Protect residents, visitors, and municipal assets



Reduce legal and financial risk

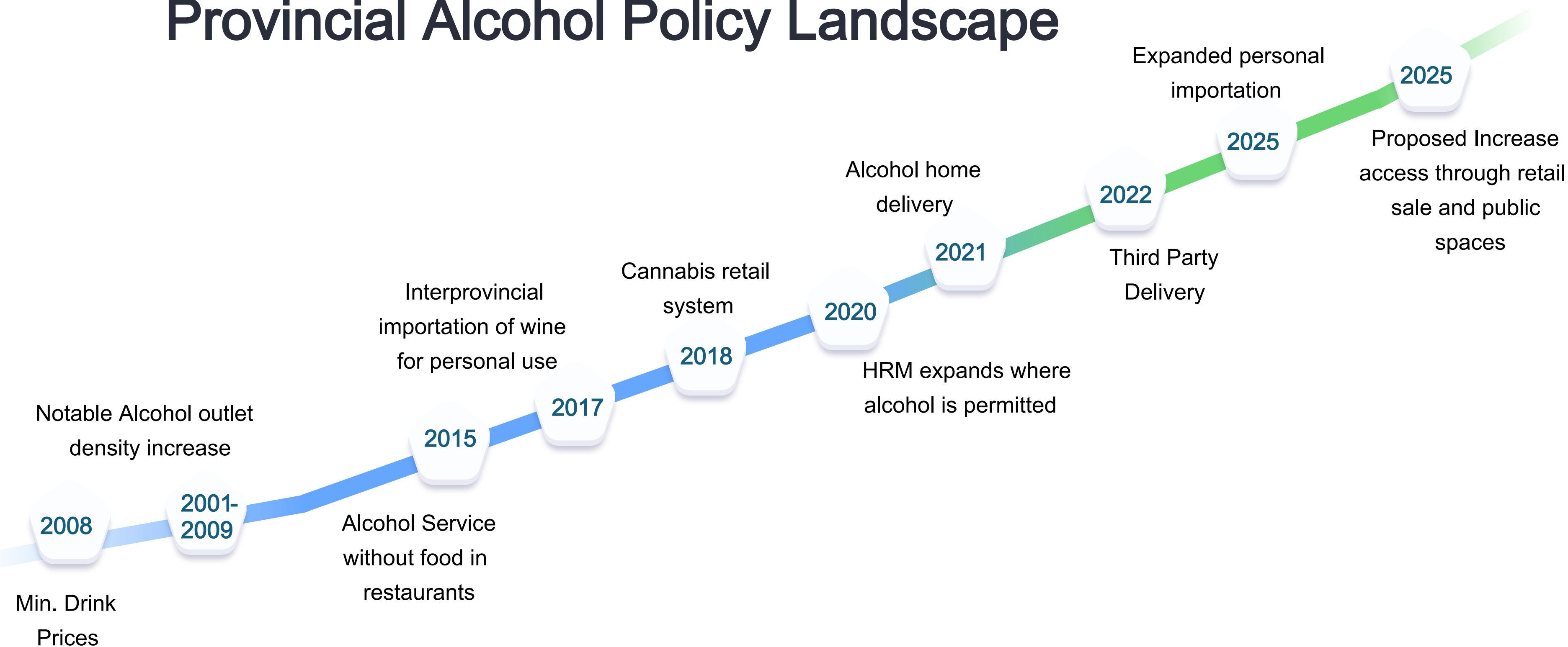


Ensure consistent, transparent decision-making



Demonstrate leadership in public health and safety

Provincial Alcohol Policy Landscape

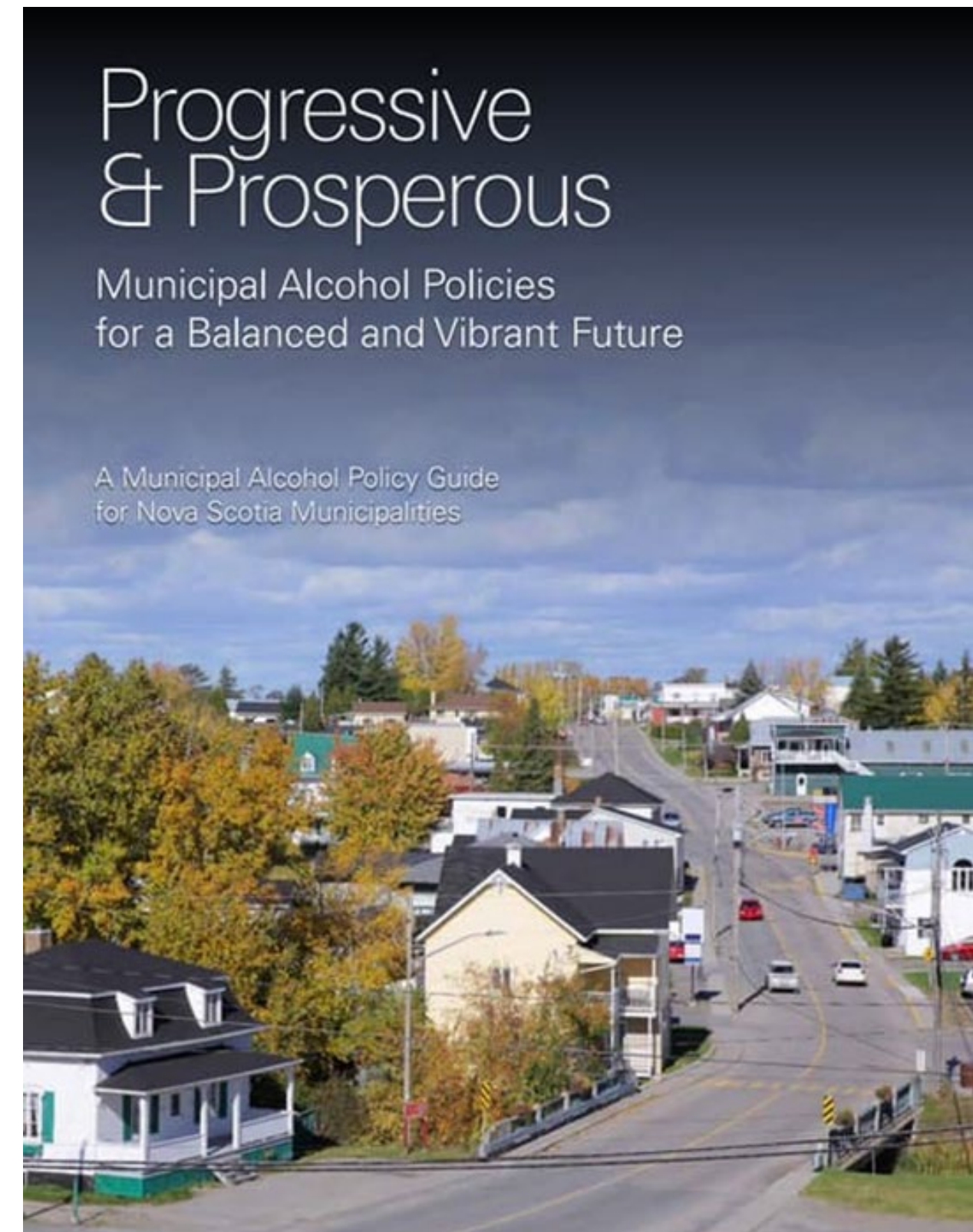


Progressive & Prosperous

Collaboration between the Nova Scotia Federation of Municipalities (NSFM) and healthy public policy advocates.

Aimed to determine specific policy levers municipalities have control over which can bring about alcohol harm reduction.

Some of these are echoed by CAPE in their CAPE 3.0 provincial reports.

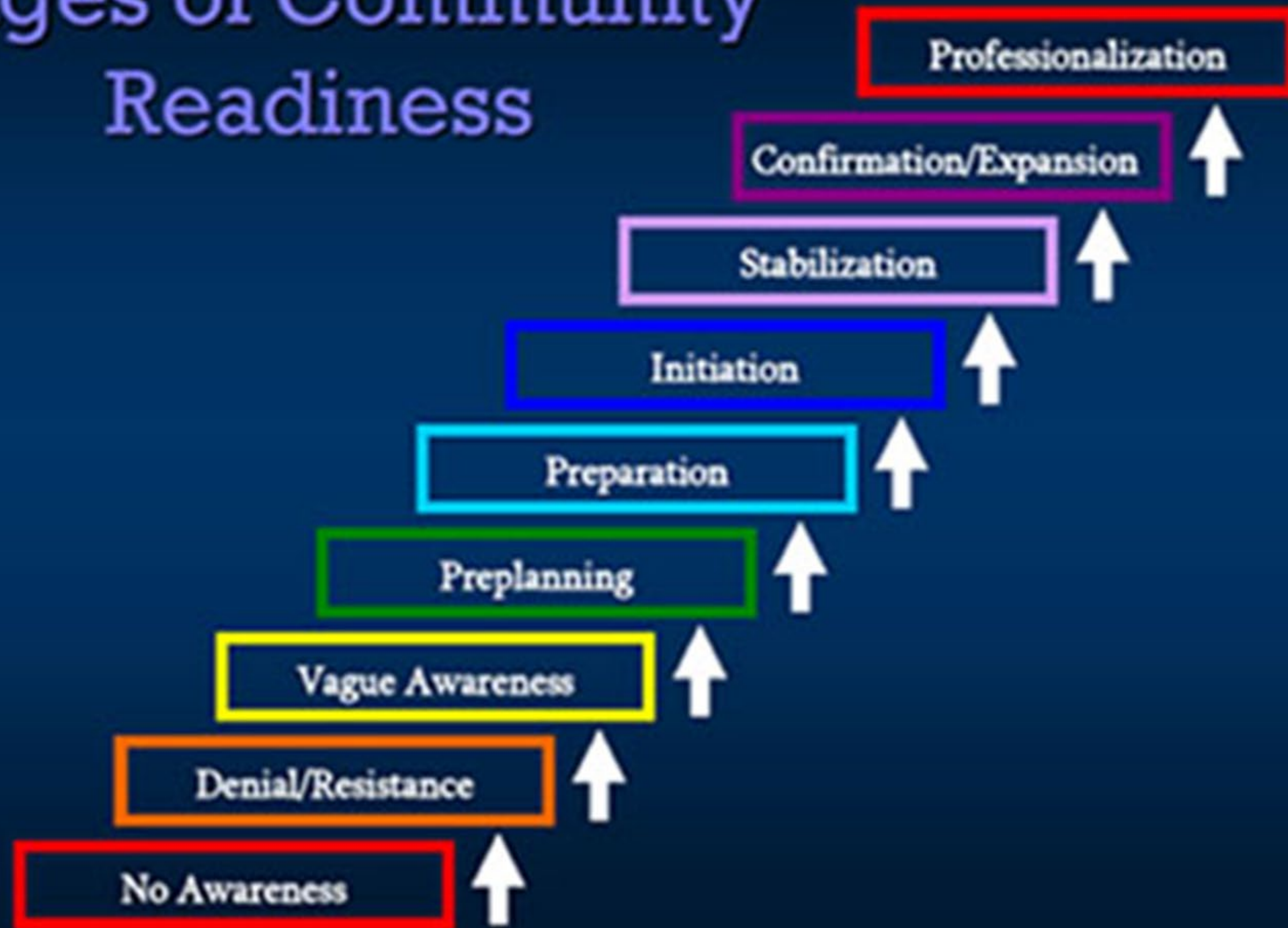


TOWN OF WOLFVILLE

BARBARA SHAW



Stages of Community Readiness



No Awareness, Denial & Resistance (LAAALAND)

Who is your audience?

Find common interests

Get to know your allies

Start raising awareness



Vague Awareness (A FELLOWSHIP GATHERS)

Increase consensus

Initiate knowledge
exchange events

Strategic
Communication

Expand your
network of allies

Get better acquainted
with municipal unit(s)

Provide peripheral
support & excitement



Preplanning & Preparation (THE VILLAGE STIRS)

Key on coalition building

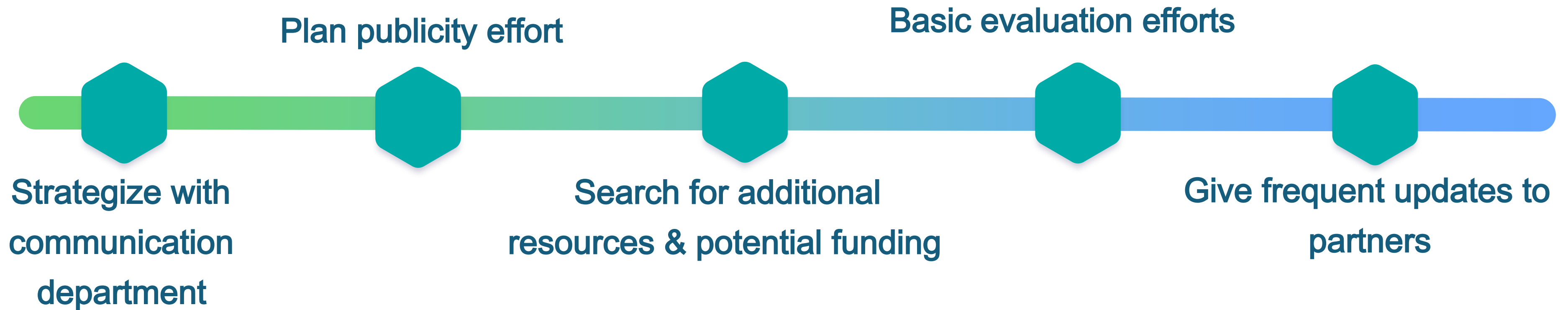
Gather meaningful
Information

Identify evaluation, policy &
planning folks

Provide/produce supportive
tools & materials



Initiation, Stabilization, Confirmation & Expansion (SAFEGUARDS TAKE ROOT)





Smaller Group Activity

A coalition of community partners has been working together for months to advance a new municipal alcohol policy.

They've held *listening sessions, reviewed local data, and built early support* from several municipal council members. The proposal is finally scheduled for a public meeting.

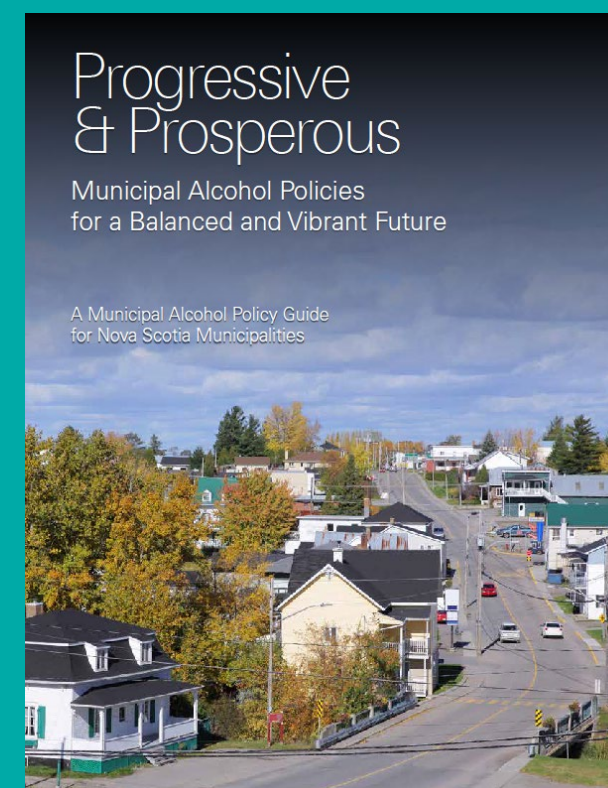
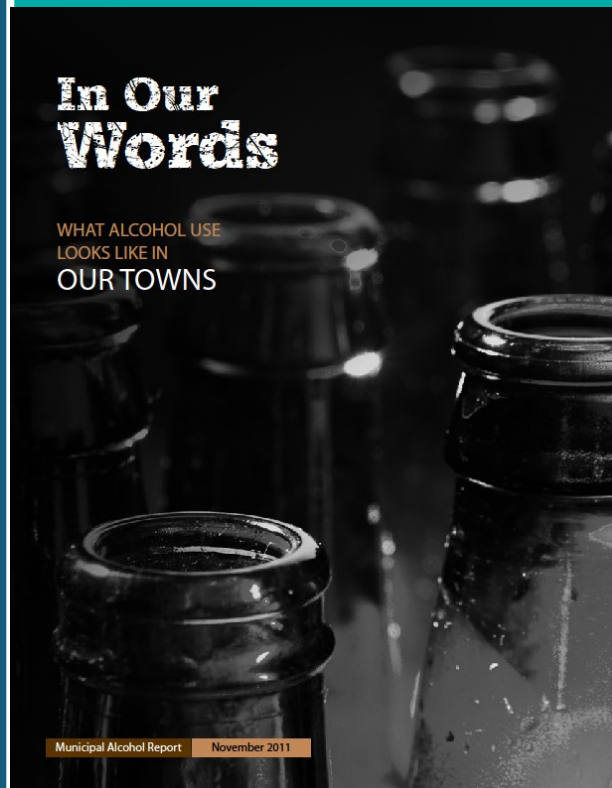
In the weeks leading up to it, momentum begins to shift.

New voices enter the conversation, concerns grow louder, and some decision-makers seem less certain than before.

The coalition must decide how to move forward.

What actions could help?

Click on the tiles below for resources



Link: <https://vimeo.com/835399921?share=copy>

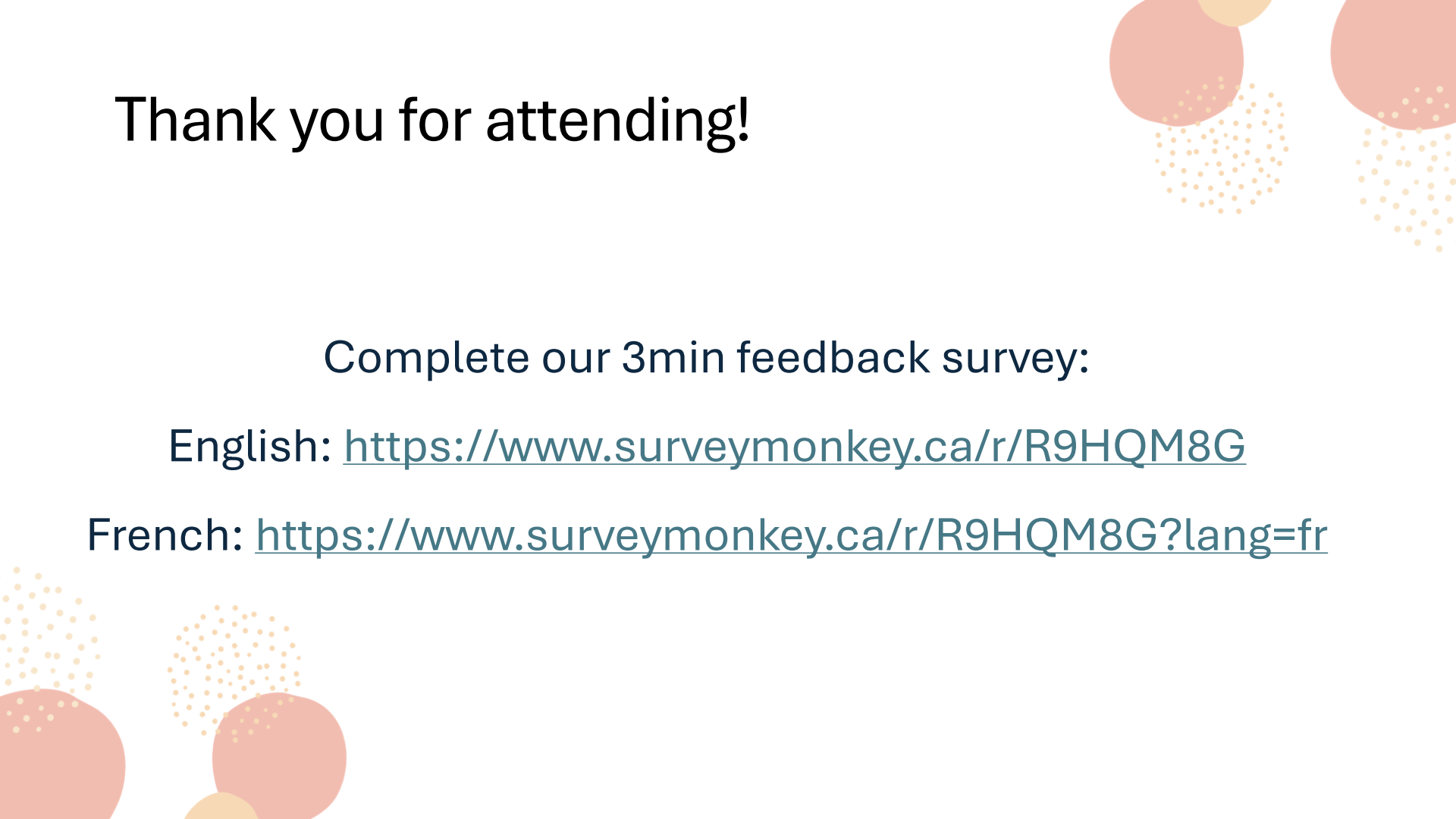


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Q&A





Thank you for attending!

Complete our 3min feedback survey:

English: <https://www.surveymonkey.ca/r/R9HQM8G>

French: <https://www.surveymonkey.ca/r/R9HQM8G?lang=fr>