



## Canadian Alcohol Policy Evaluation (CAPE) Community of Practice Event Series

### Event #9 – Alcohol strategies and action plans: experiences, opportunities and challenges

## Event Summary

### Background

Alcohol strategies and action plans can help guide efforts to coordinate and prioritize alcohol-focused policy initiatives and interventions under government leadership. Strategies should be in place at all levels of government for a comprehensive approach to preventing and reducing alcohol-caused harm. These should aim to address goals outlined in the [WHO Global Strategy on Alcohol \(2010\) and Alcohol Action Plan \(2022-2030\)](#) and be guided by the domain areas outlined in the [Canadian Alcohol Policy Evaluation \(CAPE\)](#) project. Comprehensive strategies support the effectiveness of other alcohol policy interventions through coordinated governmental, non-governmental, and community efforts.

### Key elements of alcohol strategies and action plans

- Standalone, alcohol-specific strategy or action plan
- Involves coordination, leadership, government endorsement, and dedicated funding
- Developed with cross-governmental collaboration and community input
- Developed and implemented free of alcohol industry input or influence
- Includes mechanisms for monitoring implementation and effectiveness, and updates over time
- Includes a range of evidence-based policies:
  - pricing and taxation
  - physical availability
  - alcohol control system
  - impaired driving countermeasures
  - marketing and advertising controls
  - minimum legal age
  - health and safety messaging
  - enforcement
  - prevention, harm reduction and treatment
  - monitoring and reporting

[Scotland](#) provides an example of a national alcohol strategy that was developed and implemented following best practice recommendations.

### Canadian alcohol strategies and action plans

Current examples include [Newfoundland and Labrador](#) | [Nunavut](#) | [Northern Alcohol Strategy](#)  
Canada's National Alcohol Strategy (NAS), developed with partial federal funding in 2007, was never endorsed by the federal government and is currently inactive. The NAS was not developed free of industry involvement as the Advisory Committee included representatives from alcohol and hospitality industries ([read more here](#)).

### Event highlights

- 07:06 Overview of alcohol strategies and action plans – Dr. Norman Giesbrecht  
10:40 Keynote reflections alcohol strategies and action plans – Dr. Robert Strang  
30:37 Panel moderated by Dr. Mark Asbridge with insight on alcohol strategies and action plans from: Debbie Curtis and Niki Legge (NL), Joan Johnson (SK), Bryany Denning (NWT), Opal McGinnis (NU)

Presentation slides [English](#)    Event recording [English](#) [français](#)

The Canadian Alcohol Policy Evaluation (CAPE) team gratefully acknowledges funding and support from: the Public Health Agency of Canada (PHAC), Health Canada's Substance Use and Addictions Program (SUAP), the Social Sciences and Humanities Research Council (SSHRC), the Health Ethics, Law and Policy (HELP) Lab at Western University, and several dedicated knowledge users and government stakeholders. *Please note that the views and opinions expressed in this document are those of the presenters alone, and do not necessarily represent those of our funders.*



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of Victoria

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