



# CAPE 3.0: Results from Alberta

The Canadian Alcohol Policy Evaluation (CAPE) provides rigorous assessments of how well each level of government in Canada is implementing policies proven to reduce harm from alcohol use. This is the third edition of the CAPE project; a project which has a track record of strengthening Canada's response to alcohol harm. Policy data for CAPE 3.0 were collected between June 1 and December 1, 2022.

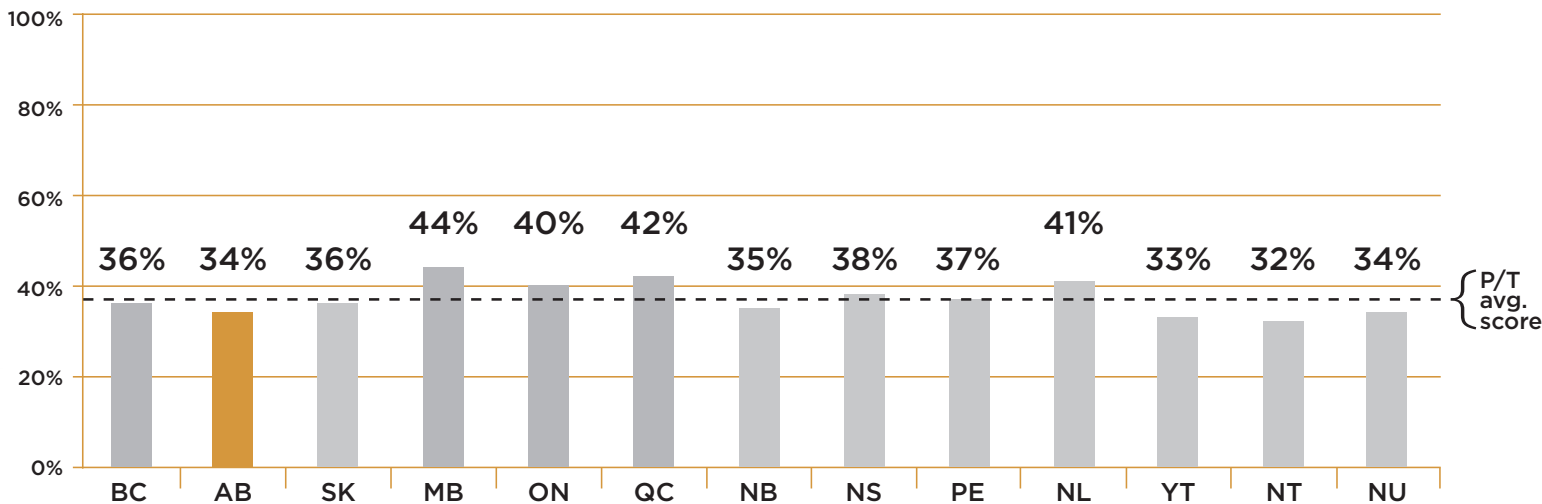
## WHY IT MATTERS: ANNUAL ALCOHOL CONSUMPTION, HARMS AND COSTS IN AB



## WHAT CAN BE DONE: AN ALCOHOL POLICY APPROACH

Evidence-based alcohol policies are the most effective way to reduce harm from alcohol. The scores in this summary represent the degree to which best practice policies have been implemented.

### CAPE 3.0 Results: How Does AB Compare?



### AB's CAPE Scores: What's Possible?

**If Alberta implemented all the best existing policies across Canada's provinces and territories, their score could change from 34% (F) to 80% (A-).**

**If we graded AB against best existing policies across provinces and territories, their score would still only be 42% (F).**

## CAPE POLICY DOMAINS: DO THEY ALL HAVE THE SAME IMPACT?

The 11 policy domains in this assessment form part of a comprehensive and synergistic approach to preventing and reducing different types of alcohol harms. Policies examined fall under provincial or territorial control, and each domain reflects the current evidence and is weighted based on its effectiveness and scope of reach. This results in a ranked order from one (i.e., highest overall impact) through 11 (see next page). However, all the domains are necessary to create a health-focused alcohol policy environment. To read more, see Project Methodology.

## WHAT AB IS DOING WELL: SELECTED EXAMPLES



While lower than recommended, there are minimum prices for on-premise alcohol sold in AB. In general, prices for beer and spirits sold from on-premise establishments are keeping pace with inflation.

1. Pricing & Taxation



AB has escalating administrative licensing suspensions and escalating interlock programs as a condition of relicensing, based on performance criteria, for federal impaired driving convictions with a blood alcohol content (BAC) of 0.08% or higher.

4. Impaired Driving Countermeasures



AB conducts and supports provincial-level tracking of a number of alcohol-related indicators including morbidity and mortality, crime, costs, and policy changes; data are publicly reported, in most cases annually. AHS acts as a knowledge broker and actively produces related resources.

11. Monitoring & Reporting

## WHERE AB NEEDS WORK: SELECTED EXAMPLES



There is no minimum pricing for off-premise alcohol sold in AB; on-premise minimum pricing is lower than recommended, not indexed to inflation or tied to ethanol content. There is no provincial sales tax in AB and no alcohol-specific sales tax.

1. Pricing & Taxation

### AB Minimum Pricing (2021/22)\*

OFF PREMISE (liquor stores)		ON PREMISE (restaurants, bars, etc)	
ACTUAL	RECOMMENDED*	ACTUAL	RECOMMENDED*
None	\$1.83 🍺 Beer	\$2.01	\$3.66 🍺 Beer
None	\$1.83 🍷 Wine	\$1.76	\$3.66 🍷 Wine
None	\$1.83 🍸 Spirits	\$4.32	\$3.66 🍸 Spirits
None	\$1.83 🍹 Coolers	\$1.98	\$3.66 🍹 Coolers

\*price per standard drink for a common container size and beverage strength, expressed in 2021 dollars.



There are no limits on outlet placement for any premises in AB. Hours of sale extend longer than recommended across all premises. AB permits alcohol home delivery, including by a third party (e.g. Uber Eats).

2. Physical Availability














AB has no government owned or run off-premise retail outlets. There are no policies prohibiting online sales or alcohol sales alongside other goods and services. The alcohol regulator, AGLC, reports to the Treasury Board and Finance Ministry.

3. Control System

# STEPS AB CAN TAKE TO IMPROVE THEIR CAPE POLICY SCORES



The policy domains below are listed in order of impact based on their effectiveness and scope (see page 2 for details). This table is also available in plain-text format.

Policy Domain		Score <sup>4</sup>	Recommendations (All recommended policies should be developed and implemented without alcohol industry involvement, without incorporating exceptions, and enacted in legislation or regulation where possible.)
1.	Pricing & Taxation 	5% F	<ul style="list-style-type: none"> <li>Implement legislated minimum prices for all alcohol sold that is tied precisely (e.g. \$/L ethanol) to ethanol content. Set minimum prices at a rate per standard drink (e.g. 17.05mL ethanol) of at least \$2.04* for alcohol sold at off-premise retail outlets and increase to \$4.07* for alcohol sold at on-premise establishments, after taxes, and implement automatic indexation (*2023 price); on-premise minimum prices in AB have not been updated since 2008.</li> <li>Update general alcohol prices annually to ensure that all keep pace with AB-specific inflation, implement sales taxes for alcohol and tax alcohol at a higher rate than other consumer goods.</li> <li>Set off-premise minimum retail markups to be at least 100% of the landed cost for each beverage type and set on-premise markups at or above the off-premise retail price.</li> </ul>
2.	Physical Availability 	39% F	<ul style="list-style-type: none"> <li>Reduce existing outlet density of all premises. Strengthen density limits for off-premise retail outlets and introduce density limits for on-premise establishments. Introduce placement limits for all premises.</li> <li>Reduce and legislate maximum trading hours allowed per week; restrict alcohol sales before 11:00am and after 8pm (off-premise retail outlets) and 1am (on-premise establishments). Prohibit on-premise alcohol takeout. Prohibit alcohol home delivery, including by a third party, from all premises.</li> </ul>
3.	Control System 	14% F	<ul style="list-style-type: none"> <li>Appoint a health and/or safety-focused ministry to oversee alcohol regulation and distribution/retail. Require a government wholesaler or equivalent fee between the producer/manufacturer and retailer in all cases.</li> <li>Consider reinstating government-owned and operated off-premise retail outlets and move towards a full government monopoly. Prohibit alcohol sales beyond traditional channels such as in convenience and grocery stores, in other establishments such as spas and sporting facilities, and via online sales; phase out ferment-on-premise outlets and home-brew kits.</li> <li>Include protection of public health and safety as explicit mandate objectives for regulator and distributor/retailer; legislate earmarked funds for harm prevention, research, and treatment; require public health involvement in decision-making and legislative changes; require targeted health-focused public engagement.</li> </ul>
4.	Impaired Driving Counter-measures 	58% D+	<ul style="list-style-type: none"> <li>Implement graduated licensing program (GLP) with minimum start age of 16 and a stage 2 night-time driving ban and passenger limit. Implement zero tolerance period with penalties for all new drivers with less than 5 years' experience.</li> <li>Impose increased penalties when presence of alcohol plus another drug is detected.</li> <li>Impose mandatory ALS and AVI that escalate according to BAC level.</li> <li>Implement interlock program enrollment incentives for ≥0.08% BAC federal convictions to discourage unlicensed/uninsured driving.</li> </ul>
5.	Marketing & Advertising Controls 	34% F	<ul style="list-style-type: none"> <li>Implement restrictions on advertising quantity (e.g. ad bans and volume restrictions) and placement (e.g. physical location) for all advertisers (e.g. non-licensees/third parties) and all media types.</li> <li>Appoint independent health-focused enforcement authority to conduct mandatory pre-screening of all alcohol ads, host responsive online complaint system.</li> </ul>
6.	Minimum Legal Age 	13% F	<ul style="list-style-type: none"> <li>Increase minimum legal age to 21 for possession and purchase of alcohol, or at least 19 to be in line with other Canadian jurisdictions; consider granting graduated access (i.e. restrictions based on alcohol strength or hours of sale).</li> <li>Require proof of age identification for anyone purchasing alcohol and 2-staged verification (i.e. when ordering and receiving order) for alcohol sales made remotely (e.g. online, via phone, etc.).</li> </ul>
7.	Health & Safety Messaging 	37% F	<ul style="list-style-type: none"> <li>Implement enhanced alcohol labelling as a manufacturer requirement and mandatory onsite health and safety messaging (e.g. signage, posters) in all premises. Labels, signage, and messaging should include a variety of evidence-based warning messages (e.g. cancer risk, standard drinks, national alcohol guidance, calories), be prominently displayed and accompanied by pictorials, rotate across all products, and support consumers in making informed decisions about product use.</li> </ul>
8.	Liquor Law Enforcement 	47% F	<ul style="list-style-type: none"> <li>Apply risk-based licensing and enforcement criteria to outlet and license holder characteristics to determine risk level licensing conditions and enforcement schedules across all premises. Conduct more frequent off-premise compliance checks based on risk level, and on-premise follow-up for failed compliance within 3 months and based on severity or number of violations. Introduce a dedicated police inspection program for on-premise establishments. Strengthen existing tracking and public reporting by listing disaggregated violations with establishment name and violation type.</li> <li>Strengthen the existing alcohol sale and service training program by adding an evidence-based public health focus and requiring recertification at least every 2 years.</li> </ul>
9.	Screening & Treatment <sup>S</sup> Interventions 	97% A+	<ul style="list-style-type: none"> <li>Formally adopt the most recent evidence-based national alcohol guidance with an official statement of support. (<sup>S</sup>Treatment indicators measure existence of services only, not quantity or quality.)</li> </ul>
10.	Alcohol Strategy 	17% F	<ul style="list-style-type: none"> <li>Implement a standalone government-endorsed alcohol strategy that includes a wide range of evidence-based public health policies (such as pricing and physical availability) and is developed independently of the alcohol industry. Allocate dedicated government funding to the strategy with an identified public health leader, an implementation timeline, reoccurring public-facing implementation assessments and updates at least every 5 years.</li> </ul>
11.	Monitoring & Reporting 	80% A-	<ul style="list-style-type: none"> <li>Implement systematic and comprehensive tracking of all alcohol-related indicators (e.g. add consumption and drinking patterns to existing indicators).</li> <li>Report annually on all indicators through centralized public database or reporting system (i.e., website).</li> </ul>

? For more details on policy indicators, see the **POLICY DOMAIN RESULTS SUMMARY**.

## WANT TO KNOW MORE ABOUT CAPE?

### PROVINCIAL/TERRITORIAL

Other P/T Results Summaries  
Policy Domain Results Summary  
Policy Scoring Rubric  
Methodology and Evidence  
Best Practice Policy Leaders

### FEDERAL

Federal Results Summary  
Policy Domain Results  
Policy Scoring Rubric  
Methodology and Evidence  
Evidence-Based Recommendations for  
Labelling of Alcohol Products in Canada

To learn more about the Canadian Alcohol Policy Evaluation or to join our Community of Practice, visit [alcoholpolicy.cisur.ca](http://alcoholpolicy.cisur.ca) or email [cisur@uvic.ca](mailto:cisur@uvic.ca).

**Notes:** 1. Statistics Canada. Table 10-10-0010-01 Sales of alcoholic beverages types by liquor authorities and other retail outlets, by value, volume, and absolute volume.  
2. Canadian Substance Use Costs and Harms.  
3. Statistics Canada. Table 10-10-0012-01 Net income of liquor authorities and government revenue from sale of alcoholic beverages (x 1,000).  
4. Grade ranges: A+ = 90-100%; A = 85-89%; A- = 80-84%; B+ = 77-79%; B = 73-76%; B- = 70-72%; C+ = 67-69%; C = 63-66%; C- = 60-62%; D+ = 57-59%; D = 53-56%; D- = 50-52%; F = 0-49%.

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