

# Canadian Alcohol Policy Evaluation (CAPE) 3.0



## CAPE 3.0 Results for Ontario

### Presentation for Ontario Public Health Association (OPHA) Alcohol Policy Webinar

June 27, 2023



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



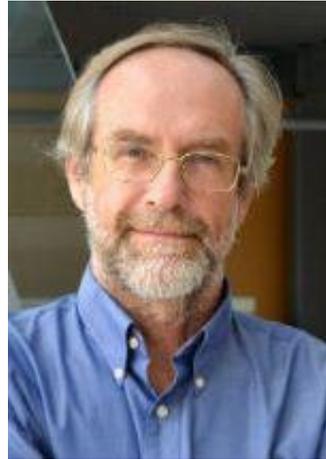
# Presenters



**Dr. Norman Giesbrecht**

*Emeritus Scientist*

Institute for Mental Health  
Policy Research at the  
Centre for Addiction and  
Mental Health (CAMH)



**Dr. Tim Stockwell**

*Scientist*

Canadian Institute for  
Substance Use Research

*Professor Emeritus,*  
Department of  
Psychology, University  
of Victoria



**Elizabeth Farkouh**

*Researcher*

Canadian Institute for  
Substance Use Research



# Funders and Supporters

*The views and opinions expressed as part of this event are those of the CAPE project team and do not necessarily represent those of our funders or other organizations acknowledged*



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



**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**

# Presentation Outline

- CAPE Overview, Rationale and Policy Domains
- Ontario Results
- Ontario Results and Recommendations for select Policy Domains:



---

Pricing and Taxation



Physical Availability



Marketing and Advertising Controls



Screening and Treatment Interventions

# What does CAPE offer?

- 
1. Accessible, evidence-based, up-to-date information for policymakers, researchers, NGOs etc.

---

  2. Systematic policy comparisons between Canadian jurisdictions and over time

---

  3. Platform for informing the public about effective alcohol policies

---

  4. Mechanism for keeping a public health approach to alcohol policy on government agendas

---

  5. National Community of Practice with 350+ members facilitating learning events and knowledge exchange
- 

# Why does CAPE matter?

## Annual consumption, harms and costs in Ontario, 2020

### Alcohol Consumption



- People in ON consumed the equivalent of **457** standard drinks of alcohol per person aged 15+ (StatsCan, 2020/21)

### Alcohol Health Harms



- Alcohol led to:
  - **6,202** deaths,
  - **38,043** years of productive life lost
  - **319,580** hospital admissions
- (CSUCH, 2020)

### Alcohol Deficit



- Alcohol's net revenue: **\$5.162 billion**
- Alcohol's economic cost: **-\$7.109 billion**
- ON's alcohol deficit: **-\$1.947 billion**
- (StatsCan, CSUCH, 2020/21)

#### Sources:

- 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
- Statistics Canada. [Table 10-10-0012-01](#) Net income of liquor authorities and government revenue from sale of alcoholic beverages (x 1,000)
- Canadian Substance Use Costs and Harms [data tool](#) and [infographic](#)

# The Alcohol Deficit

Each province and territory runs a **deficit** from alcohol

The costs to government per standard drink sold in Ontario = **-\$0.34**

Province/Territory	BC	AB	SK	MB	ON	QC†	NB	NS	PE	NL	YT††	NT	NU
<b>Alcohol- Net Revenue*</b> (StatsCan, 2020/21)	\$2,043	\$1,305	\$454	\$508	\$5,162	\$2,824	\$319	\$432	\$70	\$296	\$19	\$36	\$5.4
<b>Alcohol- Harms Costs*</b> (CSUCH, 2020)	\$2,811	\$3,110	\$766	\$807	\$7,109	\$3,244	\$411	\$652	\$131	\$351	\$46	\$109	\$124
<b>Deficit*</b>	-\$768	-\$1,805	-\$312	-\$299	-\$1,947	-\$420	-\$92	-\$219	-\$61	-\$54	-\$27	-\$73	-\$119
<b>Loss per standard drink</b>	-\$0.33	-\$0.95	-\$0.71	-\$0.57	-\$0.34	-\$0.12 <sup>†</sup>	-\$0.30	-\$0.54	-\$0.96	-\$0.22	-\$0.98	-\$2.58	-\$17.92

\* Value in Millions

† Cost estimates do not include inpatient hospitalization, day surgery, emergency department and paramedic services costs for Quebec

†† Costs associated with lost productivity due to premature deaths in Yukon are not included

Sources:

- 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
- Statistics Canada. [Table 10-10-0012-01](#) Net income of liquor authorities and government revenue from sale of alcoholic beverages (x 1,000)
- Canadian Substance Use Costs and Harms [data tool](#) and [infographic \(NL\)](#)

# General Trends and Policy Directions across Canada since CAPE 2.0

**Ontario to allow bars, restaurants to serve alcohol starting at 7 a.m. for World Cup**

**B.C. aims to give restaurants a liquor discount, expedite patio approvals**

**Le gouvernement manitobain veut à nouveau réduire les restrictions sur la vente d'alcool**

**De l'alcool vendu jusqu'à 6h pour sept événements à Montréal**

**Workers protest Sask. closing government liquor stores, minister calls it a 'business decision'**

**Sask. govt. wants to allow municipalities, parks to permit alcohol in outdoor spaces**

**How new alcohol guidelines could lead to policy changes on P.E.I.**

**N.W.T. government unveils long-awaited 'alcohol strategy' with long list of action items**

**Province proposes private liquor sales at Manitoba retailers**

**Southwestern Ontario 7-Eleven to serve alcohol with in-store dining**

# CAPE Methodological Process

## Developing the scoring rubric

Selection of  
Domains and  
Indicators

Development  
of domain  
weighting

Development  
of indicator  
scoring

External peer  
review

- Each jurisdiction contacted to appoint CAPE data validation contacts

## Applying the scoring rubric

Data  
collection  
(Phase I & II)

Data  
validation

Data scoring

Tabulation of  
scores

**\*CAPE scores = sum of indicator scores × domain weights**

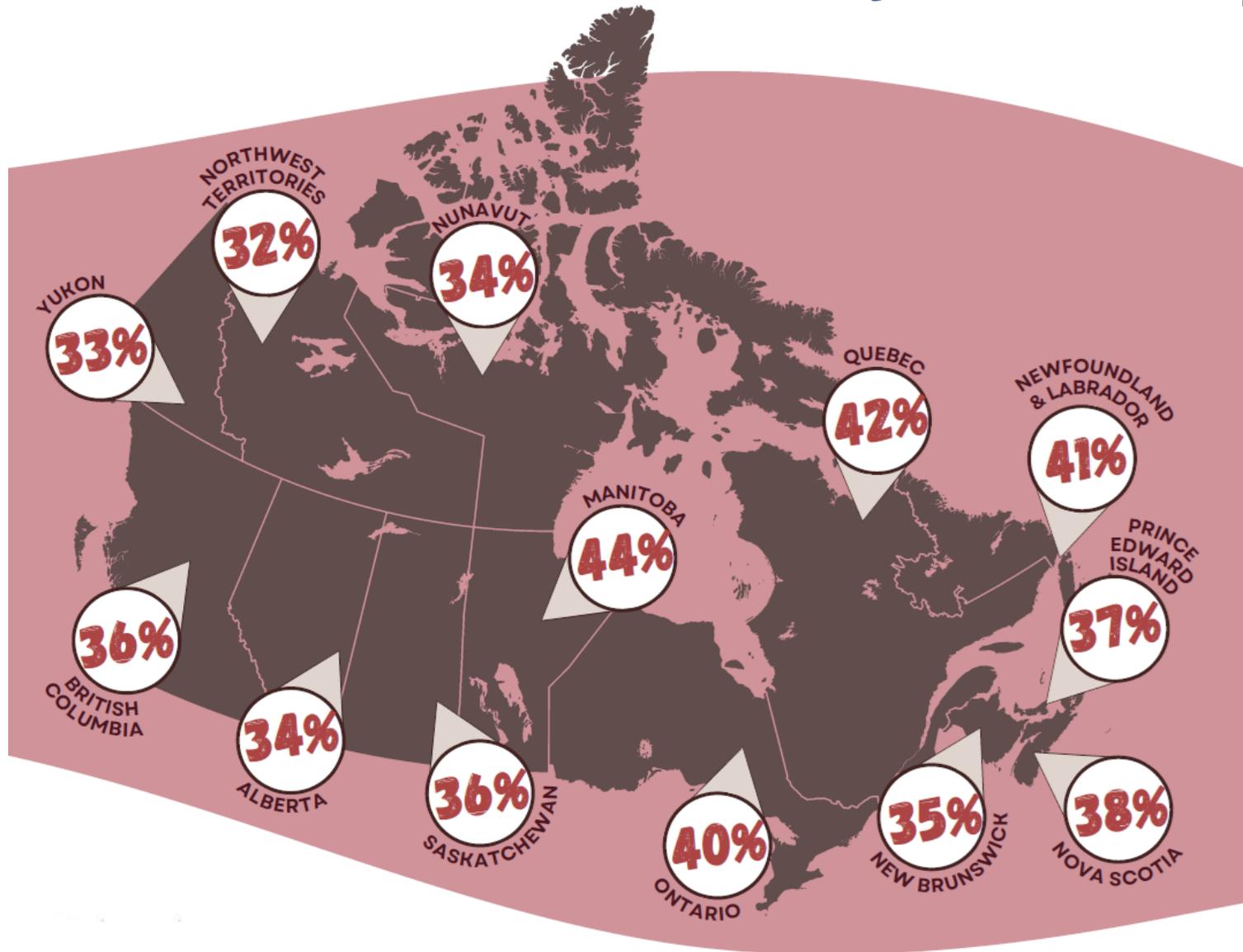
See [CAPE 3.0 Methodology and Evidence](#) for more detail

# CAPE Alcohol Policy Domains

	Pricing and Taxation	★
	Physical Availability	★
	Control System	
	Impaired Driving Countermeasures	
	Marketing and Advertising Controls	★
	Minimum Legal Age	
	Health and Safety Messaging	
	Liquor Law Enforcement (not assessed at the Federal level)	
	Screening and Treatment Interventions	★
	Alcohol Strategy	
	Monitoring and Reporting	

★ Indicates the domains covered in greater detail in today's presentation

# CAPE Scores by PT



\* Based on 2022 Policy Data

# Best Existing Policies Score

What score **could** be achieved by Ontario if they were to implement all the best policies **currently in place somewhere** in Canada?

Best existing policies score = **80% A-**

*Best practice alcohol policies are achievable!*



# Policy Domain Scores for Ontario

		<b>SCORE</b>	<b>GRADE</b>
	1. Pricing & Taxation	<b>37%</b>	<b>F</b>
	2. Physical Availability	<b>43%</b>	<b>F</b>
	3. Control System	<b>24%</b>	<b>F</b>
	4. Impaired Driving Countermeasures	<b>51%</b>	<b>D<sup>-</sup></b>
	5. Marketing & Advertising Controls	<b>42%</b>	<b>F</b>
	6. Minimum Legal Age	<b>34%</b>	<b>F</b>
	7. Health & Safety Messaging	<b>13%</b>	<b>F</b>
	8. Liquor Law Enforcement	<b>60%</b>	<b>C<sup>-</sup></b>
	9. Screening & Treatment Interventions	<b>62%</b>	<b>C<sup>-</sup></b>
	10. Alcohol Strategy	<b>17%</b>	<b>F</b>
	11. Monitoring & Reporting	<b>71%</b>	<b>B<sup>-</sup></b>

# Results & Recommendations for Ontario by Policy Domain

---



Pricing and Taxation



Physical Availability



Marketing and Advertising Controls



Screening and Treatment Interventions



# Pricing and Taxation Overview

- Raising the price of alcohol is a highly effective strategy for reducing consumption, and alcohol-caused health and social harms. If prices are not increased over time, alcohol becomes cheaper relative to other goods, encouraging higher consumption.
- Taxation is a cost-effective method to raise prices, especially when tax rates are based on the amount of ethanol in a beverage and keep pace with inflation via indexation.
- Pricing and taxation is the most heavily weighted domain in CAPE.
- Policies include minimum pricing, minimum unit pricing (MUP), indexation, alcohol sales taxes, retail markups.

[Pricing and Taxation Key Terms/Definitions](#)

# Pricing and Taxation

## Minimum Unit Pricing (MUP) Impacts

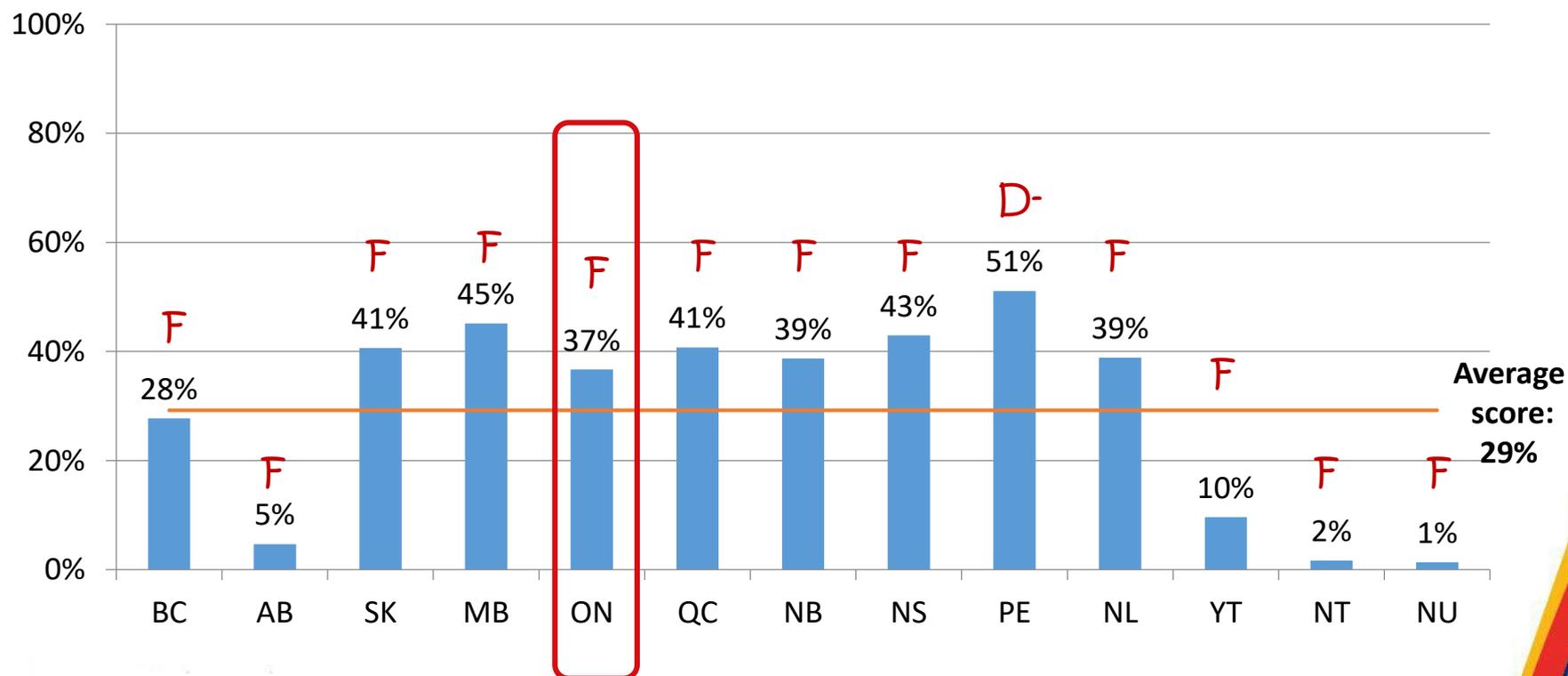
- Alcohol harms are experienced disproportionately by people on low incomes and with other vulnerabilities.
- Impacts of MUP have been studied in Canada, Australia and Scotland. The evidence suggests that minimum prices generally, and MUP in particular, reduce consumption and harm **most effectively** for heavier drinkers and those with low incomes.
- Overall impact on people with AUD is positive and MUP is preventive against future AUDs; Improved outcomes include reduced crime and social problems so also benefits non-drinkers; Negative consequences can be mitigated (e.g. managed alcohol programs); Extra revenue for government could be channeled into improved services.

Sources:

[Holmes et al., 2014](#); [Zhao & Stockwell, 2017](#); [Dimova et al., 2023](#)

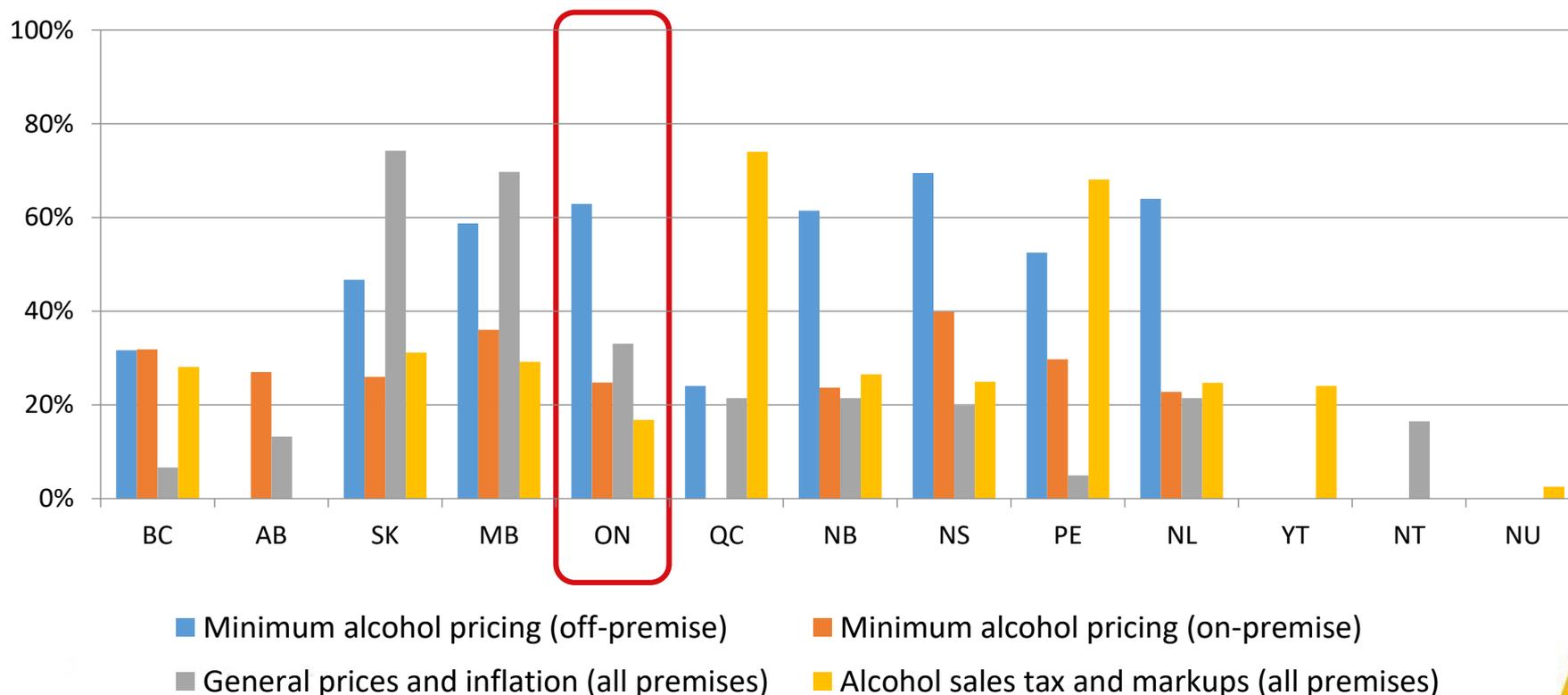
# Pricing and Taxation

## Domain scores by province and territory



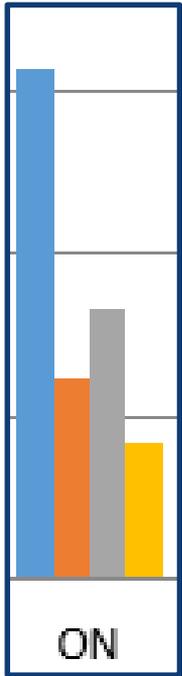
# Pricing and Taxation

## Indicator scores by province and territory





# Pricing and Taxation in Ontario



- **Minimum pricing off-premise:** minimum prices **lower** than recommended; tied precisely to ethanol content for high strength beer only; automatically **indexed to inflation** (except beer); **exceptions** (e.g., discounting de-listed products, volume discounts)
- **Minimum pricing on-premise:** minimum prices **lower** than recommended; **not** tied to ethanol content, **not** automatically indexed to inflation
- **General prices and inflation:** alcohol **not** keeping pace with inflation (except **on-premise beer and spirits**)
- **Alcohol taxes and markups:** alcohol **not** taxed at a higher rate relative to other consumer goods for both on-premise and off-premise sales

# Pricing and Taxation

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

 <b>OFF PREMISE</b> (liquor stores)		 <b>ON PREMISE</b> (restaurants, bars, etc)	
<b>ACTUAL</b>	<b>RECOMMENDED*</b>	<b>ACTUAL</b>	<b>RECOMMENDED*</b>
<b>\$1.06</b>	<b>\$1.83</b>  Beer	<b>\$2.00</b>	<b>\$3.66</b>  Beer
<b>\$1.54</b>	<b>\$1.83</b>  Wine	<b>\$1.92</b>	<b>\$3.66</b>  Wine
<b>\$1.63</b>	<b>\$1.83</b>  Spirits	<b>\$1.97</b>	<b>\$3.66</b>  Spirits
<b>\$1.30</b>	<b>\$1.83</b>  Coolers	<b>\$1.43</b>	<b>\$3.66</b>  Coolers

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

# Pricing and Taxation

## Key Recommendations

- Base minimum prices for all alcohol sold on ethanol content (i.e. minimum unit pricing)
- Set minimum prices at:
  - \$2.04\* per standard drink, off-premise retail outlets
  - \$4.07\* per standard drink, on-premise establishments
- Index minimum prices to inflation for all alcohol sold
- Tax alcohol at a higher rate than other consumer goods

\*2023 dollars

*If ON implemented all the best existing pricing and taxation policies across Canada's provinces and territories, their score could increase from 37% to 88% (A)*



# Physical Availability

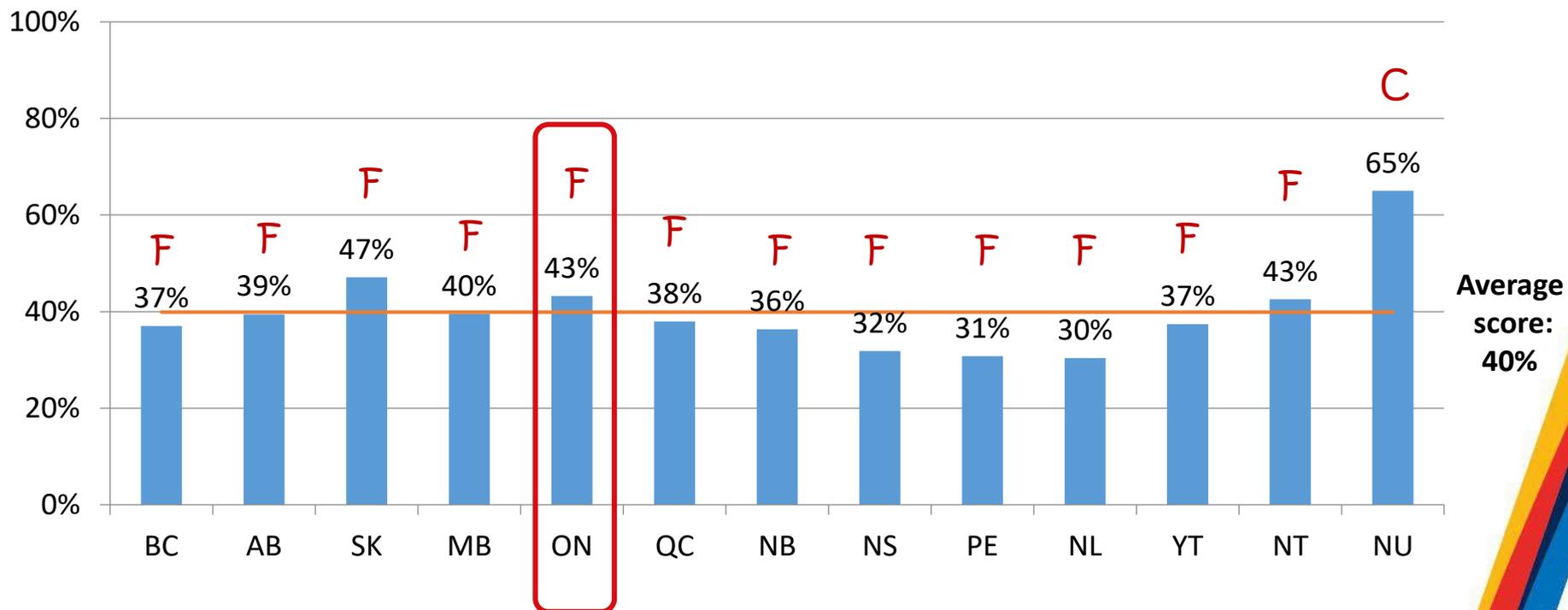
## Overview

- Physical availability refers to:
  - the density of off-premise retail outlets (i.e. liquor stores) and on-premise licensed establishments (e.g., restaurants, bars) in relation to the size of the population
  - trading hours and days of these outlets and establishments
  - where alcohol outlets and establishments can be located; and
  - which types of businesses are permitted to sell alcohol
- Limiting the physical availability of alcohol with reduced outlet density and trading hours is a key population-level intervention that can decrease consumption and prevent alcohol harms.
- Take-out and home delivery increase the spatial and temporal availability of alcohol, particularly to minors, and has been associated with increased consumption and harms.



# Physical Availability

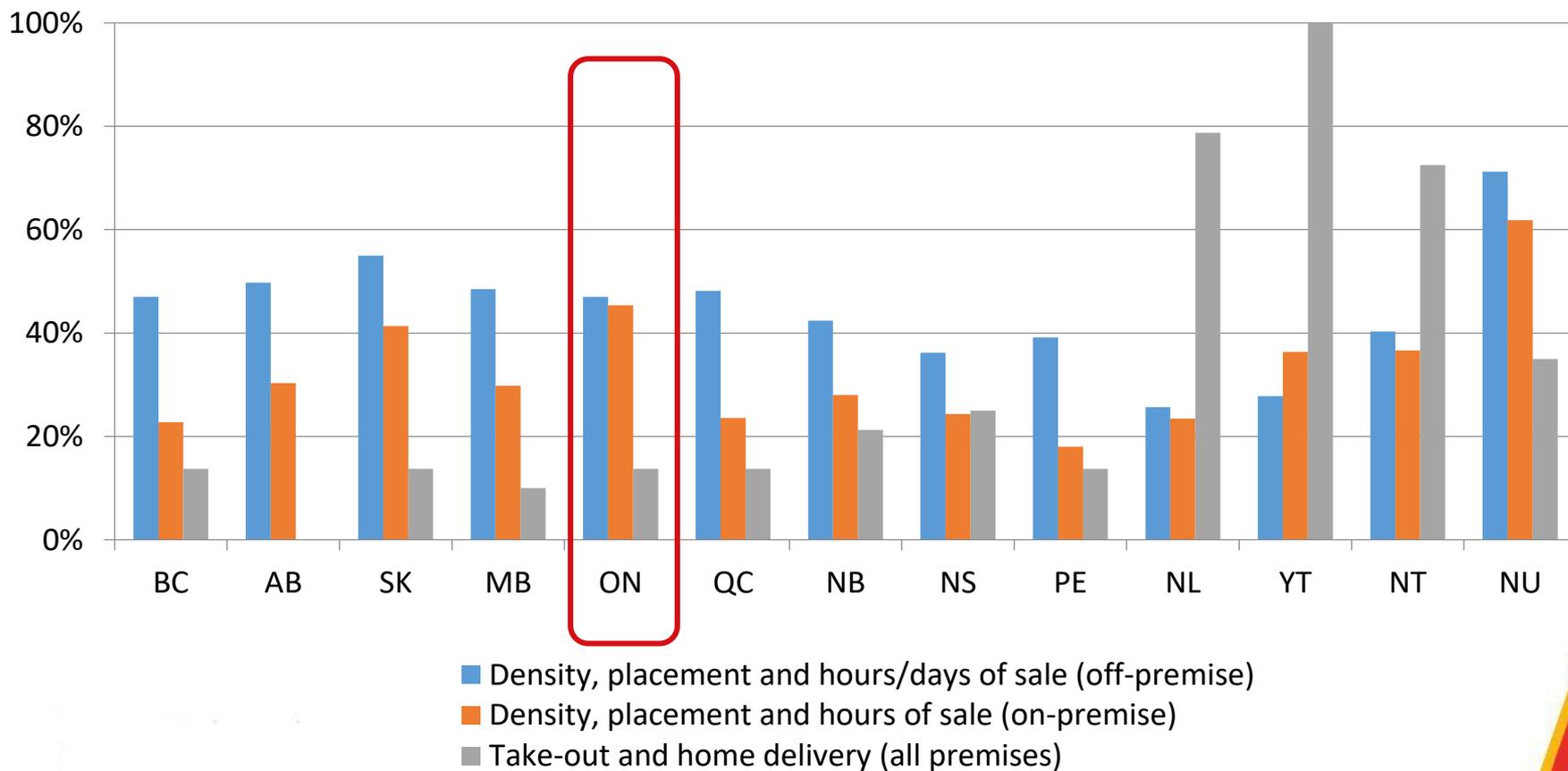
## Domain scores by province and territory





# Physical Availability

## Indicator scores by province and territory





# Physical Availability in Ontario



- **Density, placement and hours/days of sale (off-premise):** population-based outlet density near recommended limits; legislated powers to set limits; sets a voluntary **cap on grocery store licenses**; hours of sale extend **longer** than recommended (i.e. before 11am, after 8pm); **voluntary** restrictions on outlet placement to which the LCBO outlets adhere
- **Density, placement and hours of sale (on-premise):** population-based **outlet density meets recommended limits**; hours of sale extend **longer** than recommended (i.e. before 11am, after 1am)
- **Take-out and home delivery:** home delivery **permitted** including by a third party; on-premise take-out **permitted** (food requirement poorly defined)



# Physical Availability

## Key Recommendations

- Reduce existing density of off-premise outlets.  
Density limits: strengthen for off-premise outlets, introduce for on-premise establishments
- Introduce placement limits for all premises
- Reduce and legislate maximum trading hours allowed per week; restrict alcohol sales before 11:00am and after 8pm (off-premise) and 1am (on-premise)
- Prohibit on-premise alcohol take-out.  
Prohibit alcohol home delivery, including by a third party.

*If ON implemented all the best existing physical availability policies across Canada's provinces and territories, their score could increase from 43% to 82% (A-)*



# Marketing and Advertising Controls

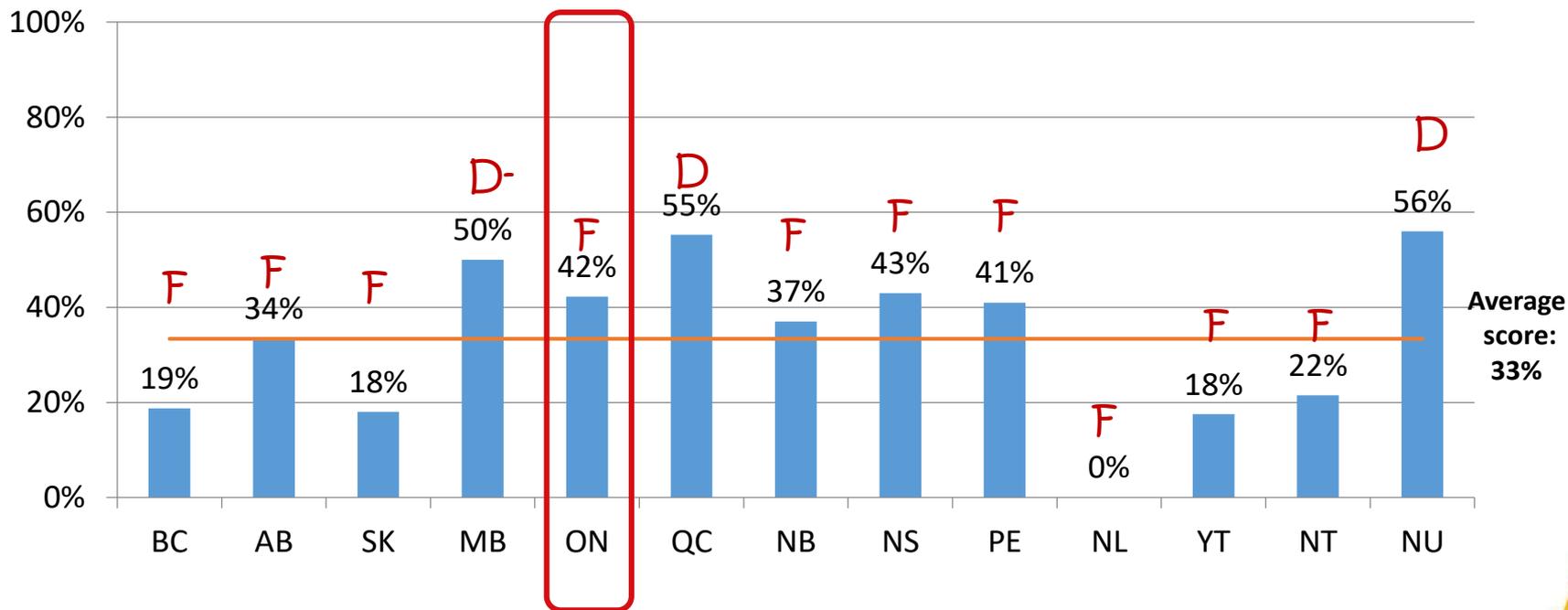
## Overview

- A ban or comprehensive restrictions on alcohol marketing is one of the most effective, and cost-effective, policies for reducing the harms caused by alcohol.
- Restrictions can apply to volume, content and placement of advertisements, and price-based promotions.
- Effectiveness is contingent on restrictions applying to all advertisers and that an independent regulatory body monitors and enforces restrictions.



# Marketing and Advertising Controls

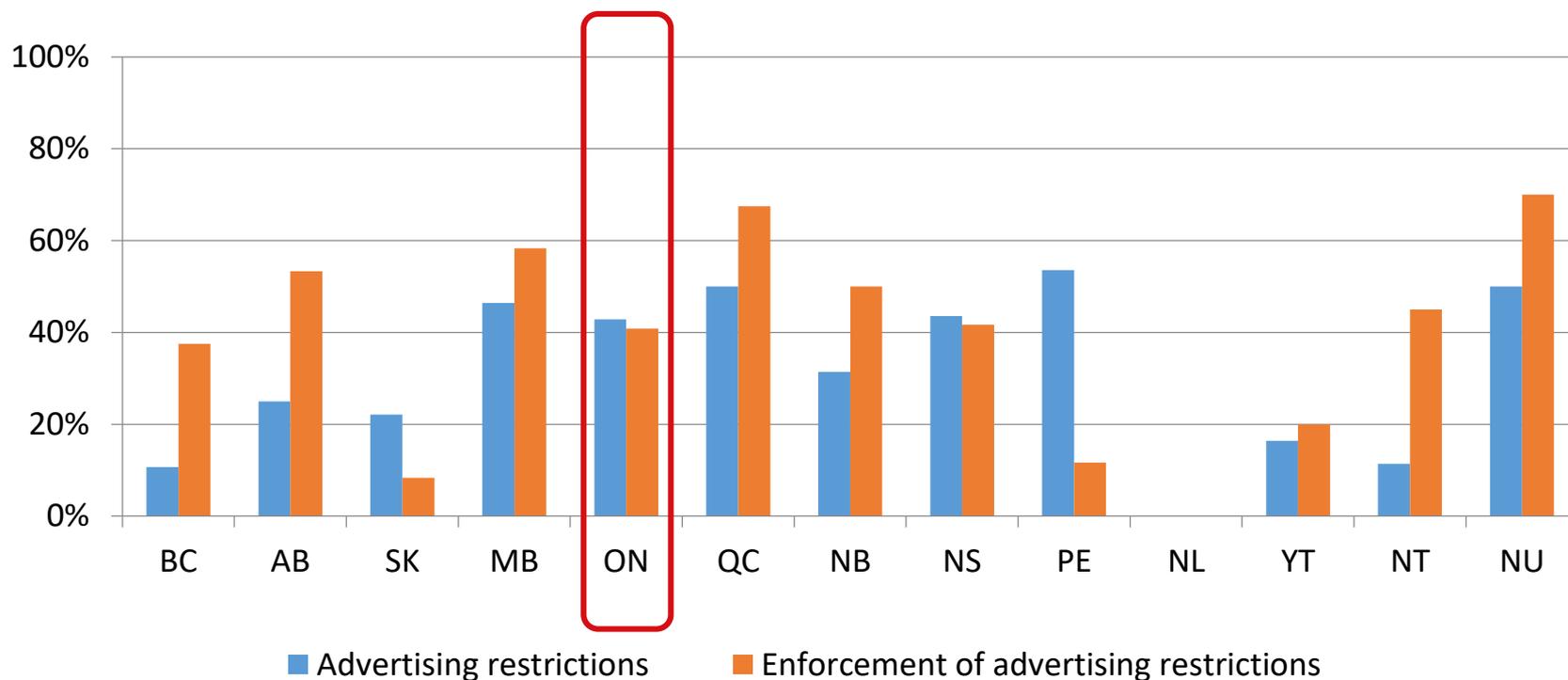
## Domain scores by province and territory





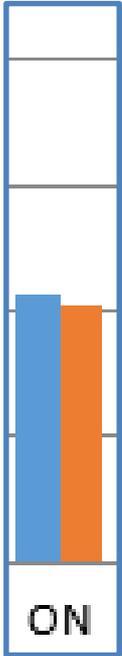
# Marketing and Advertising Controls

## Indicator scores by province and territory





# Marketing and Advertising in Ontario



- **Advertising restrictions:** **no** quantity restrictions, **content** restrictions go beyond the CRTC code, **placement** restrictions, **restrictions on price-based promotions**, third party advertising **permitted**, restrictions **do not apply** to all advertisers
- **Enforcement of advertising restrictions:** **no** mandatory pre-screening of ads, independent enforcement and online **complaints** system but **LCBO exempt**, penalties for advertising violations are **commensurate** and **escalate** for repeat violations, listings of violations **publicly available**





# Marketing and Advertising Controls

## Key Recommendations

- Implement restrictions on advertising quantity (e.g., ad bans, volume restrictions) across all advertisers (e.g., government retailers, non-licensees/third parties) and all media types.
- Appoint independent health-focused enforcement authority to conduct mandatory pre-screening of all alcohol ads; extend responsive online complaint system to cover all advertisers (e.g. include LCBO).

*If ON implemented all the best existing marketing and advertising control policies across Canada's provinces and territories, their score could increase from 42% to 72% (B-)*



# Screening and Treatment Interventions

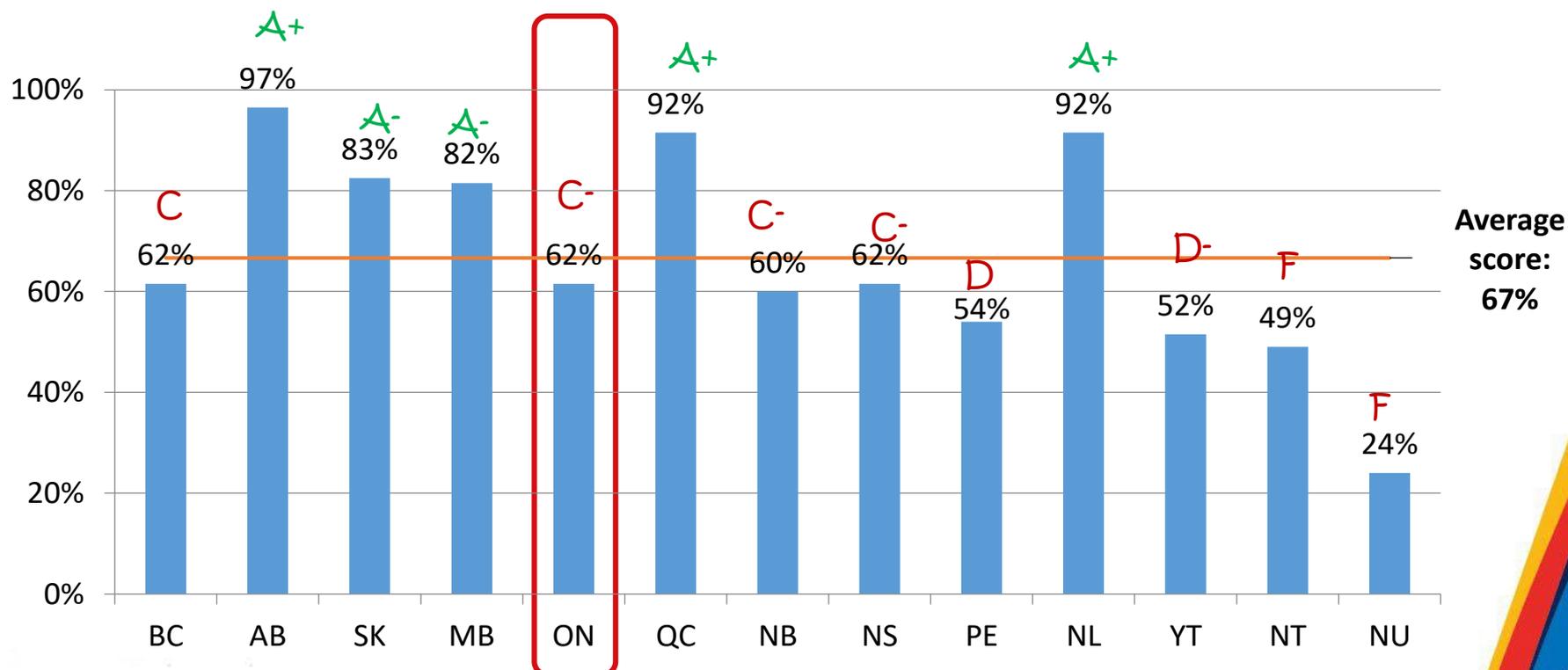
## Overview

- Evidence-based, government-endorsed information and guidance on alcohol can provide an important upstream framework for a range of prevention, education, and health promotion initiatives in both clinical and non-clinical settings
- Screening, brief intervention and referral (SBIR) in health care settings and use of online self-guided SBIR resources are effective in reducing alcohol consumption, particularly among those with early stage or less severe alcohol dependence
- Inpatient and outpatient treatment services, including withdrawal management, and harm reduction interventions (e.g. managed alcohol programs), have demonstrated effectiveness in reducing the harms associated with alcohol use



# Screening and Treatment Interventions

## Domain scores by province and territory

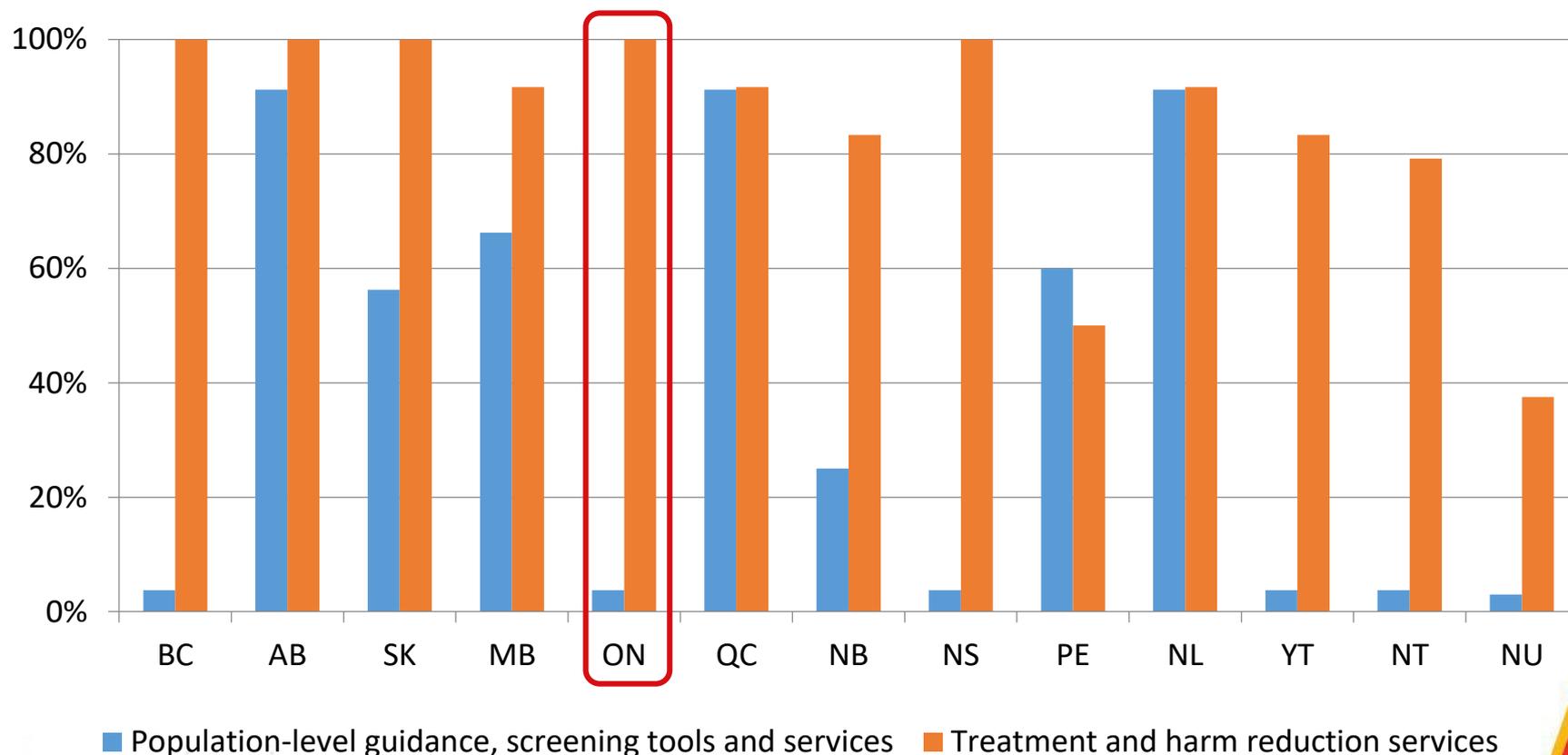


**Note: Treatment indicators measure existence of services only, not quantity or quality**



# Screening and Treatment Interventions

## Indicator scores by province and territory



**Note: Treatment indicators measure existence of services only, not quantity or quality**



## Screening and Treatment Interventions in ON



- **Population-level guidance, screening tools and services:**  
 no province-wide SBIR services by healthcare professionals available; no province-wide SBIR training for healthcare professionals available; no active government SBIR tools available online; informal endorsement of alcohol guidance
  
- **Treatment and harm reduction services:**  
 publicly funded alcohol withdrawal management/detox services; inpatient and outpatient services beyond 12-step model; publicly-funded permanent managed alcohol programs

**Note:** Treatment indicators measure existence of services only, not quantity or quality



# Screening and Treatment Interventions

## Key Recommendations

- Formally adopt the most recent evidence-based national alcohol guidance with an official statement of support.
- Provide health professionals with screening, brief intervention, and referral (SBIR) training; ensure availability of in-person or online SBIR services with health professionals; develop and/or host online self-guided SBIR resources.

*If ON implemented all the best existing screening and treatment policies across Canada's provinces and territories, their score could increase from 62% to 97% (A+)*

# What Ontario is Doing Well

- Off-premise minimum pricing: automatically indexed to inflation (except beer), high strength beer tied precisely to ethanol content
- Outlet density: near recommended limits (off-premise), meets limits (on-premise); cap on grocery store licenses
- Sandy's law requires mandatory signage for FASD
- Many policies meet or are close to recommendations for:
  - Penalties for liquor control and license act violations (Liquor Law Enforcement)
  - Alcohol Sale and Service Training Programs (Liquor Law Enforcement)
  - Monitoring and Reporting

# Other Recommendations for Ontario



## Control System

- Appoint a health and/or safety-focused ministry to oversee alcohol distribution/retail. Include protection of public health and safety as explicit mandate objectives for regulator and distributor/retailer.
- Increase the current 22.9% proportion of government-owned and operated off-premise retail outlets. Prohibit alcohol sales in convenience and grocery stores (e.g. 7-Eleven), in establishments offering other services (e.g. spas), and online.



## Health and Safety Messaging

- Implement enhanced alcohol labelling as a manufacturer requirement; mandatory onsite health and safety messaging (e.g. signage, posters)
- Health ministry deliver a variety of alcohol health and safety campaigns (beyond holiday themes) at least annually



## Alcohol Strategy

- Implement a standalone government-endorsed alcohol strategy that includes a range of evidence-based public health policies (e.g., pricing, physical availability)



## Monitoring and Reporting

- Perform annual public reporting through a centralized database (i.e. website) of all alcohol-related indicators; with tailored KT activities at least 2 yearly

# CAPE Community of Practice

National alcohol policy community for knowledge-sharing, connections, collaborations and professional development

## **Offerings**

email listserv, alcohol warning labels (AWL) working group, research presentations, roundtables, networking sessions, resources and updates about CAPE

## **Not yet a member of the CAPE CoP?**

Visit the CAPE website to sign up [www.alcoholpolicy.cisur.ca](http://www.alcoholpolicy.cisur.ca)

## **Upcoming events:**

Summer Salons: July 19, August 16

Want to know more? email [capecopcoord@uvic.ca](mailto:capecopcoord@uvic.ca)

Thank you for attending

## Questions



Project website: [www.alcoholpolicy.cisur.ca](http://www.alcoholpolicy.cisur.ca)

# CAPE Resources

- CAPE 3.0 knowledge products include:
  - Results summaries for each jurisdiction
  - Infographics (each jurisdiction, each CAPE policy domain)
  - [Policy Scoring Rubrics](#)
  - [Policy Domain Results Summary \(Provincial/Territorial\)](#)
  - [Best Practice Policy Leaders \(Provincial/Territorial\)](#)
  - [Project Methodology and Evidence Review](#)
- Visit CAPE website [www.alcoholpolicy.cisur.ca](http://www.alcoholpolicy.cisur.ca) to access resources from 2022-23 events on topics such as pricing and taxation, strategies/action plans, and alcohol warning labels
- Request a tailored CAPE presentation via our [online form](#)