

Canadian Alcohol Policy Evaluation (CAPE) 3.0



CAPE's Federal, Provincial/Territorial Results, and the Role of the Community of Practice

Presentation for Issues of Substance Conference 2023

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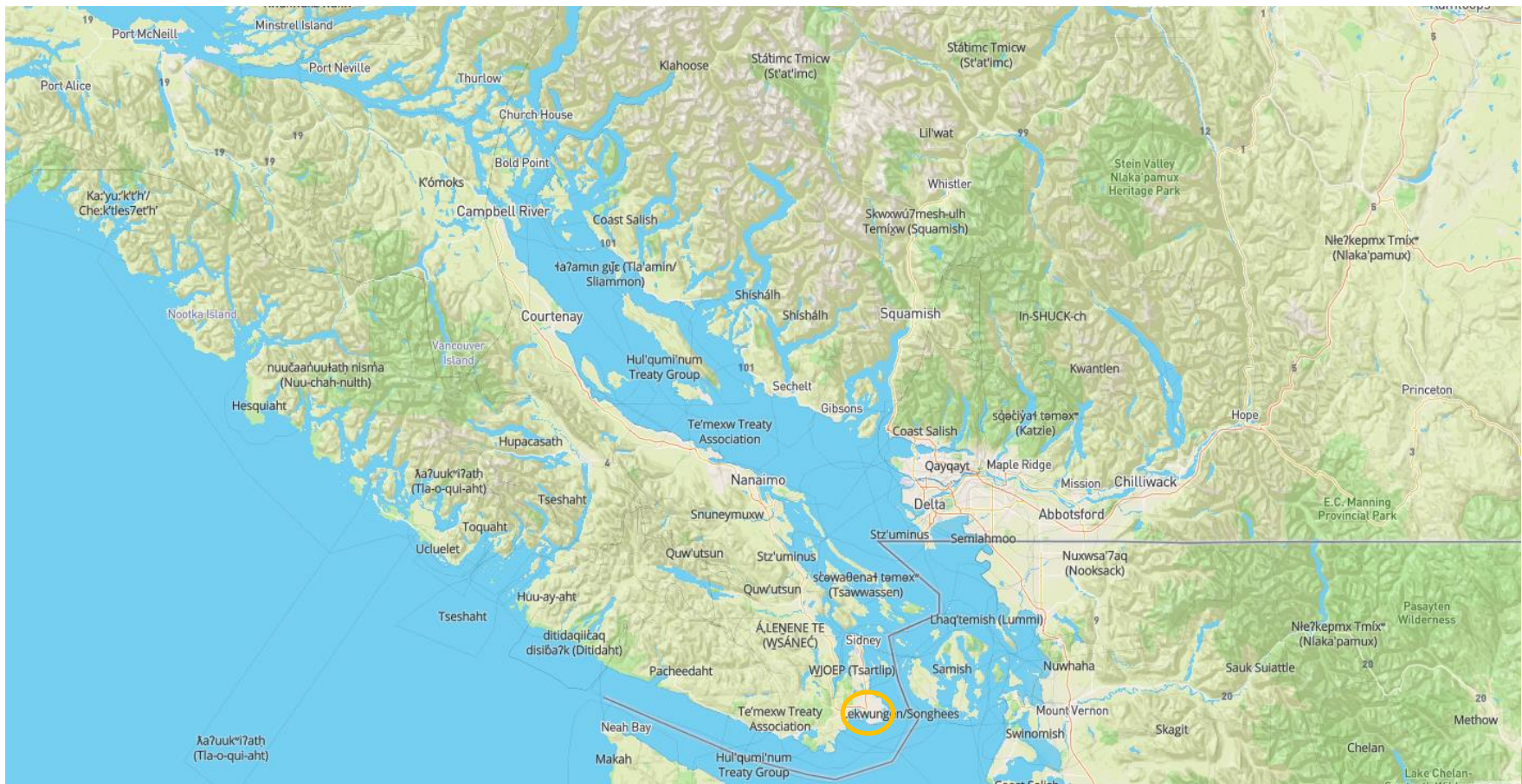
University
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Canadian Institute
for Substance
Use Research

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de recherche sur
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Land acknowledgement



We acknowledge and respect the lək̓ʷəŋən peoples on whose traditional territory the University of Victoria stands and the Songhees, Esquimalt and W̱SÁNEĆ peoples whose historical relationships with the land continue to this day.

Presentation Outline

- CAPE Overview and Rationale
- Project Methodology and Policy Domains
- Federal Results and Recommendations
- Provincial/Territorial (P/T) Results and Recommendations
- Knowledge Mobilization and Community of Practice
- Next steps



What is CAPE?

CAPE is an ongoing research project that provides rigorous assessments of how well provincial, territorial and the federal government in Canada is implementing policies proven to reduce harm from alcohol use.

1. Accessible, evidence-based, up-to-date information for policymakers, researchers, NGOs and the general public

2. Systematic policy comparisons between Canadian jurisdictions and over time

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

4. National Community of Practice with 450+ members facilitating learning events and knowledge exchange



Why does CAPE matter?

Annual consumption, harms and costs in Canada, 2020

Alcohol Consumption



- Canadians consumed the equivalent of **487** standard drinks of alcohol per person aged 15+ (StatsCan, 2020/21)

Mean drinks per drinker: **13.3 per week**

Alcohol Health Harms



- Alcohol led to:
 - **17,098** deaths,
 - **103,907** years of productive life lost
 - **117,871** hospital admissions
- (CSUCH, 2020)

Alcohol Deficit



- Alcohol's net revenue: **\$13.5 billion**
- Alcohol's economic cost: **-\$19.7 billion**
- Canada's alcohol deficit: **-\$6.2 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, with costs to government per standard drink sold ranging from **-\$0.12 (QC⁺)** to **-\$17.92 (NU)**

Province/Territory	BC	AB	SK	MB	ON	QC ⁺	NB	NS	PE	NL	YT ^{††}	NT	NU
Alcohol- Net Revenue* (StatsCan, 2020/21)	\$2,043	\$1,305	\$454	\$508	\$5,162	\$2,824	\$319	\$432	\$70	\$296	\$19	\$36	\$5.4
Alcohol- Harms Costs* (CSUCH, 2020)	\$2,811	\$3,110	\$766	\$807	\$7,109	\$3,244	\$411	\$652	\$131	\$351	\$46	\$109	\$124
Deficit*	-\$768	-\$1,805	-\$312	-\$299	-\$1,947	-\$420	-\$92	-\$219	-\$61	-\$54	-\$27	-\$73	-\$119
Loss per standard drink	-\$0.33	-\$0.95	-\$0.71	-\$0.57	-\$0.34	-\$0.12 [†]	-\$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: <https://www150.statcan.gc.ca/> and <https://csuch.ca/>

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

How is CAPE conducted?

Step 1: Develop Scoring Rubric

Select policy domains and indicators

Which policies will be assessed?

Determine domain weighting

Which policy areas have most impact?

Determine indicator scoring

Which individual policies have most impact?

External peer review

Do other experts agree with our rubric?

Step 2: Apply Scoring Rubric

Data collection (Phase I & II)

Which policies are in place? in which jurisdictions?

Data validation

Is the information collected correct and complete?

Data scoring

Assign points based on collected data

Tabulation of scores

Sum all points and calculate scores*

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

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

See CAPE 3.0 Scoring Rubrics for more detail: [Provincial/Territorial](#) [Federal](#)

CAPE Results!

CAPE 3.0: Federal Results

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 CANADA

Alcohol Consumption	Alcohol Health Harms	Alcohol Deficit
CAN 487 standard drinks per person aged 15+ (2020/21)	802,023 ER & hospital visits 17,098 deaths (2020)	+\$15.475B alcohol revenues -\$19.671B alcohol harm costs =\$-6.196B total alcohol deficit (2020/21 ¹)

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: Federal Policy Scores

Policy Area	Score	Target
1. Pricing & Taxation	39%	(F)
2. Marketing & Advertising Controls	10%	(F)
3. Impaired Driving Countermeasures	40%	(F)
4. Health & Safety Messaging	10%	(F)
5. Physical Availability	100%	(A+)
6. Control System	12%	(B-)
7. Minimum Legal Age	0%	(F)
8. Alcohol Strategy	40%	(F)
9. Screening & Treatment	67%	(C+)
10. Monitoring & Reporting	88%	(A)

Federal CAPE Scores Over Time

CAPE 3.0 37% (F) 2022 policy data	CAPE 2.0 38% (F) 2021 policy data
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To see how Canada's provinces and territories scored, see the P/T RESULTS SUMMARIES.

alcoholpolicy.ca/source | Canadian Alcohol Policy Evaluation (CAPE) 3.0: Canada Federal Results | 1

CAPE 3.0: Results from Alberta

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

Alcohol Consumption	Alcohol Health Harms	Alcohol Deficit
AB 528 standard drinks per person aged 15+ (2020/21)	127,787 ER & hospital visits 3,109 deaths (2020)	+\$1.3B alcohol revenues -\$3.1B alcohol harm costs =\$-1.8B total alcohol deficit (2020/21 ¹)

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 QC Compare?

Province/Territory	Score
BC	36%
AB	34%
SK	36%
MB	44%
ON	40%
QC	42%
NB	35%
NS	38%
PE	37%
NL	41%

QC's CAPE Scores: What's Possible?

If Quebec implemented all the best existing policies across Canada's provinces and territories, their score could change from 42% (F) to 80% (A-).

If we graded QC against best existing policies across provinces and territories, their score would be 80% (A-).

CAPE 3.0: Results from Newfoundland and Labrador

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

Alcohol Consumption	Alcohol Health Harms	Alcohol Deficit
4,026 standard drinks per person aged 15+ (2020/21)	4,026 ER & hospital visits 59 deaths (2020)	+\$296M alcohol revenues -\$351M alcohol harm costs =\$-55M total alcohol deficit (2020/21 ¹)

CAPE 3.0: Results from Quebec

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

Alcohol Consumption	Alcohol Health Harms	Alcohol Deficit
QC 493 standard drinks per person aged 15+ (2020/21)	3,109 deaths 843 alcohol-related cancer deaths (2020)	+\$1.3B alcohol revenues -\$3.1B alcohol harm costs =\$-1.8B total alcohol deficit (2020/21 ¹)

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 QC Compare?

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NS	38%
PE	37%
NL	41%

QC's CAPE Scores: What's Possible?

If Quebec implemented all the best existing policies across Canada's provinces and territories, their score could change from 42% (F) to 80% (A-).

If we graded QC against best existing policies across provinces and territories, their score would be 80% (A-).

CAPE 3.0: Results from Nunavut

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 NU

Alcohol Consumption	Alcohol Health Harms	Alcohol Deficit
246 standard drinks per person aged 15+ (2020/21)	3,092 ER & hospital visits 59 deaths (2020)	+\$5.4M alcohol revenues -\$124M alcohol harm costs =\$-118.6M total alcohol deficit (2020/21 ¹)

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 NU Compare?

Province/Territory	Score
BC	36%
AB	34%
SK	36%
MB	44%
ON	40%
QC	42%
NB	35%
NS	38%
PE	37%
NL	41%
YT	33%
NT	32%
NU	34%











NU's CAPE Scores: What's Possible?

If Nunavut 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 NU against best existing policies across provinces and territories, their score would still only be 42% (F).

Federal - Policy Domain Scores

FEDERAL REPORT CARD: 37% F

DOMAIN	SCORE	GRADE
 1. Pricing & Taxation	39%	F
 2. Marketing & Advertising Controls	10%	F
 3. Impaired Driving Countermeasures	40%	F
 4. Health & Safety Messaging	10%	F
 5. Physical Availability	100%	A+
 6. Control System	12%	F
 7. Minimum Legal Age	0%	F
 8. Alcohol Strategy	40%	F
 9. Screening & Treatment Interventions	67%	C+
 10. Monitoring & Reporting	88%	A

Federal – Key Recommendations



Increase federal sales taxes (GST) applied to alcohol; set indexed excise taxes based on alcohol content; incentivize minimum pricing across P/Ts



Update and expand the CRTC advertising code so it applies to all advertisers and media types (e.g., digital media); pre-screen ads; develop a functional online complaint system; enforce violations



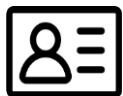
Lower federal limit for impaired driving to 0.05% BAC



Implement mandatory labels on alcohol products with health warning (e.g. cancer risk), standard drinks, alcohol guidance, calorie information



Implement a Federal Alcohol Act, require public health guidance on changes to alcohol legislation; incentivize P/T government to retain alcohol monopolies

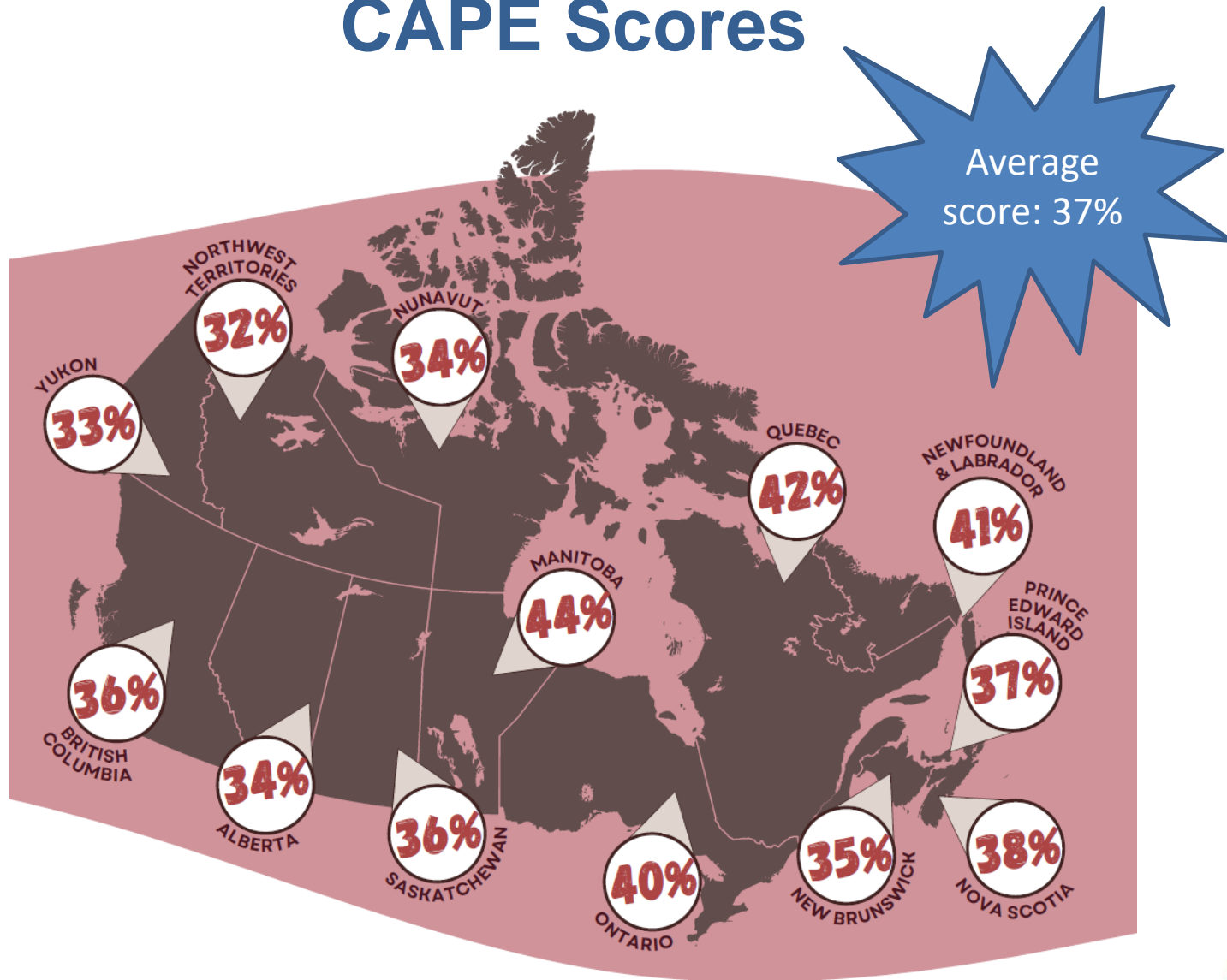


Set federal minimum legal drinking age (similar to tobacco, cannabis)



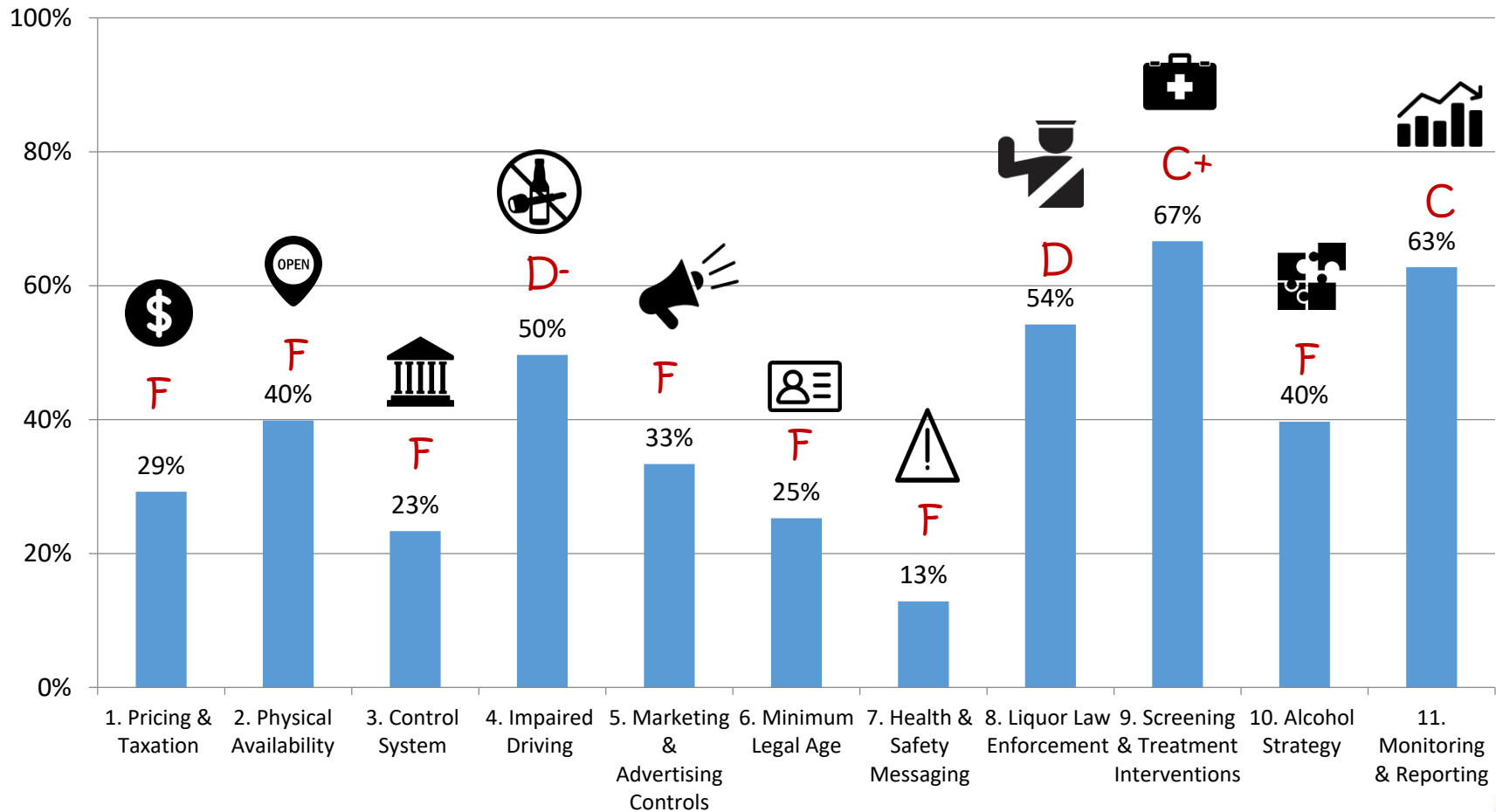
Develop an updated alcohol strategy without industry involvement

Provincial/Territorial- CAPE Scores










* Based on 2022 Policy Data

Provincial/Territorial- Average Policy Domain Scores



Provincial/Territorial Recommendations

-  Indexed minimum price per standard drink of \$2.04 (off-premise), \$4.07 (on-premise) based on alcohol content; alcohol specific sales tax
-  Set limits on density and regulate maximum trading hours (off-premise: 11am-8pm; on-premise: 11am-1am the next day), no extensions.
-  Government-owned and operated retail network for off-premise outlets reporting to a ministry with a mandate to protect health and safety.
-  Mandatory, comprehensive Administrative Licensing Suspensions (ALS) and Administrative Vehicle Impoundment (AVI) escalate with BAC level.
-  Comprehensive restrictions on placement, quantity, and content of ads, sponsorship, for all media & advertisers; independent pre-screening.
-  Enhanced alcohol labelling as manufacturer requirement (e.g. cancer warnings) and mandatory onsite health & safety messaging all premises.
-  Endorse the new national alcohol and health guidance.

Provincial/Territorial - Best Existing Policies Score

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

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

Best practice alcohol policies are achievable!



See CAPE 3.0 [Best Practice Policy Leaders](#) for a comprehensive list

CAPE Community of Practice

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

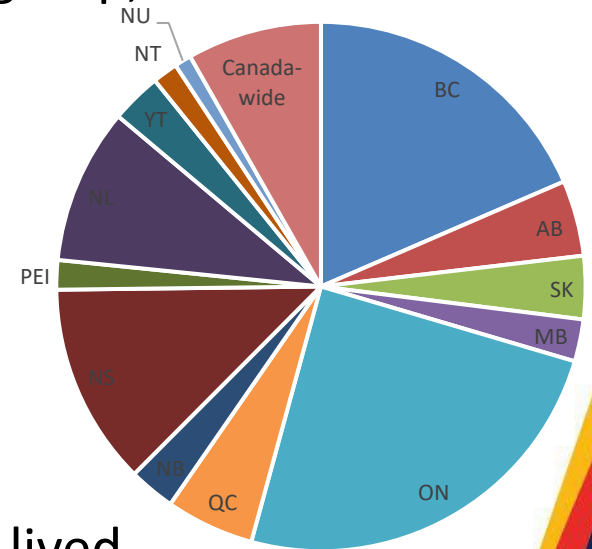
Offerings

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

Membership

450+ members from all P/Ts and Canada-wide

Affiliations: public health/health services (60%), government alcohol regulation, distribution or retailers (15%), public safety, cancer-related and other NGOs (7%), advocacy groups, people with lived & living experience, university students, research organizations (12%)



CAPE Community of Practice

Activities/Engagement

- 19 events: webinars, roundtables and networking sessions
- 1/3 of members have attended 3 or more CAPE CoP events
- 14 meetings of AWL working group
- CAPE 3.0 results knowledge mobilization:
 - 4 focus group sessions to inform CAPE 3.0 knowledge mobilization activities and products (22 members participated)
 - 13 requests for tailored CAPE 3.0 results presentations from CAPE CoP members to audiences beyond CAPE CoP
- 4,000 downloads of CAPE documents, 1,000 views of webinar recordings, and 13,000 visits to the CAPE project webpage

CAPE Community of Practice

Impact /Member Feedback

- ✓ gained new knowledge that they have shared, used and/or intend to use in their roles
- ✓ expanded their professional network and experienced increased communication/collaboration within their organization
- ✓ value the connections with others and access to up-to-date resources, evidence, and expertise
- ✓ are actively promoting the CAPE CoP through their networks and encouraging others to join
- ✓ are engaging in letter-writing campaigns and other activities to promote strong alcohol policy

What's next?

- Tailored presentations (jurisdictions and sectors)
- CoP events and meetings
 - Next event: **November 29, 2023**
Reducing alcohol harm in Ontario municipalities: Policy options and overcoming challenges
 - Winter 2024 topics: alcohol and cancer, alcohol and equity
 - New working group on alcohol strategies to launch in 2024
- CAPE 3.0 evaluation
- CAPE 4.0 visioning
- Adapting CAPE to other settings (universities, municipalities)

Questions



Project website: 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 to access resources from 2022-23 events on topics such as pricing and taxation, strategies/action plans, and alcohol warning labels
- [Sign up](#) to CAPE Community of Practice to receive updates
- Request a tailored CAPE presentation via our [online form](#)

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



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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



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