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

Presentation for Issues of Substance Conference 2023

November 20, 2023

Presented by Tina Price & Nicole Vishnevsky
We acknowledge and respect the lək̓ʷəŋən peoples on whose traditional territory the University of Victoria stands and the Songhees, Esquimalt and WSÁNEĆ 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**

Sources:
- Statistics Canada. [Table 10-10-0010-01](https://www150.statcan.gc.ca/n1/tblenew/_ci01en.htm?lang=en) 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](https://www150.statcan.gc.ca/n1/tblenew/_ci01en.htm?lang=en) Net income of liquor authorities and government revenue from sale of alcoholic beverages (x 1,000)
- Canadian Substance Use Costs and Harms [data tool](https://www.canada.ca/en/health-canada/services/addiction-sante-canada/substance-use-costs.html) and [infographic](https://www.canada.ca/en/health-canada/services/addiction-sante-canada/substance-use-costs.html)
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)**

<table>
<thead>
<tr>
<th>Province/Territory</th>
<th>BC</th>
<th>AB</th>
<th>SK</th>
<th>MB</th>
<th>ON</th>
<th>QC^†</th>
<th>NB</th>
<th>NS</th>
<th>PE</th>
<th>NL</th>
<th>YT^††</th>
<th>NT</th>
<th>NU</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alcohol- Net Revenue* (StatsCan, 2020/21)</td>
<td>$2,043</td>
<td>$1,305</td>
<td>$454</td>
<td>$508</td>
<td>$5,162</td>
<td>$2,824</td>
<td>$319</td>
<td>$432</td>
<td>$70</td>
<td>$296</td>
<td>$19</td>
<td>$36</td>
<td>$5.4</td>
</tr>
<tr>
<td>Alcohol- Harms Costs* (CSUCH, 2020)</td>
<td>$2,811</td>
<td>$3,110</td>
<td>$766</td>
<td>$807</td>
<td>$7,109</td>
<td>$3,244</td>
<td>$411</td>
<td>$652</td>
<td>$131</td>
<td>$351</td>
<td>$46</td>
<td>$109</td>
<td>$124</td>
</tr>
<tr>
<td>Loss per standard drink</td>
<td>-$0.33</td>
<td>-$0.95</td>
<td>-$0.71</td>
<td>-$0.57</td>
<td>-$0.34</td>
<td>-$0.12^†</td>
<td>-$0.30</td>
<td>-$0.54</td>
<td>-$0.96</td>
<td>-$0.22</td>
<td>-$0.98</td>
<td>-$2.58</td>
<td>-$17.92</td>
</tr>
</tbody>
</table>

* 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/](https://www150.statcan.gc.ca/) and [https://csuch.ca/](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

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

<table>
<thead>
<tr>
<th>Domain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pricing and Taxation</td>
</tr>
<tr>
<td>Physical Availability</td>
</tr>
<tr>
<td>Control System</td>
</tr>
<tr>
<td>Impaired Driving Countermeasures</td>
</tr>
<tr>
<td>Marketing and Advertising Controls</td>
</tr>
<tr>
<td>Minimum Legal Age</td>
</tr>
<tr>
<td>Health and Safety Messaging</td>
</tr>
<tr>
<td>Liquor Law Enforcement (not assessed at the Federal level)</td>
</tr>
<tr>
<td>Screening and Treatment Interventions</td>
</tr>
<tr>
<td>Alcohol Strategy</td>
</tr>
<tr>
<td>Monitoring and Reporting</td>
</tr>
</tbody>
</table>

See CAPE 3.0 Scoring Rubrics for more detail:  [Provincial/Territorial](#)  [Federal](#)
CAPE Results!
Federal - Policy Domain Scores

**FEDERAL REPORT CARD: 37% F**

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

Average score: 37%
Provincial/Territorial Average Policy Domain Scores

1. Pricing & Taxation 29%
2. Physical Availability 40%
3. Control System 23%
4. Impaired Driving 50%
5. Marketing & Advertising Controls 33%
6. Minimum Legal Age 25%
7. Health & Safety Messaging 13%
8. Liquor Law Enforcement 67%
9. Screening & Treatment Interventions C+
10. Alcohol Strategy 40%
11. Monitoring & Reporting C 63%
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](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

• [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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