



CAPE 3.0: Results from New Brunswick

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.

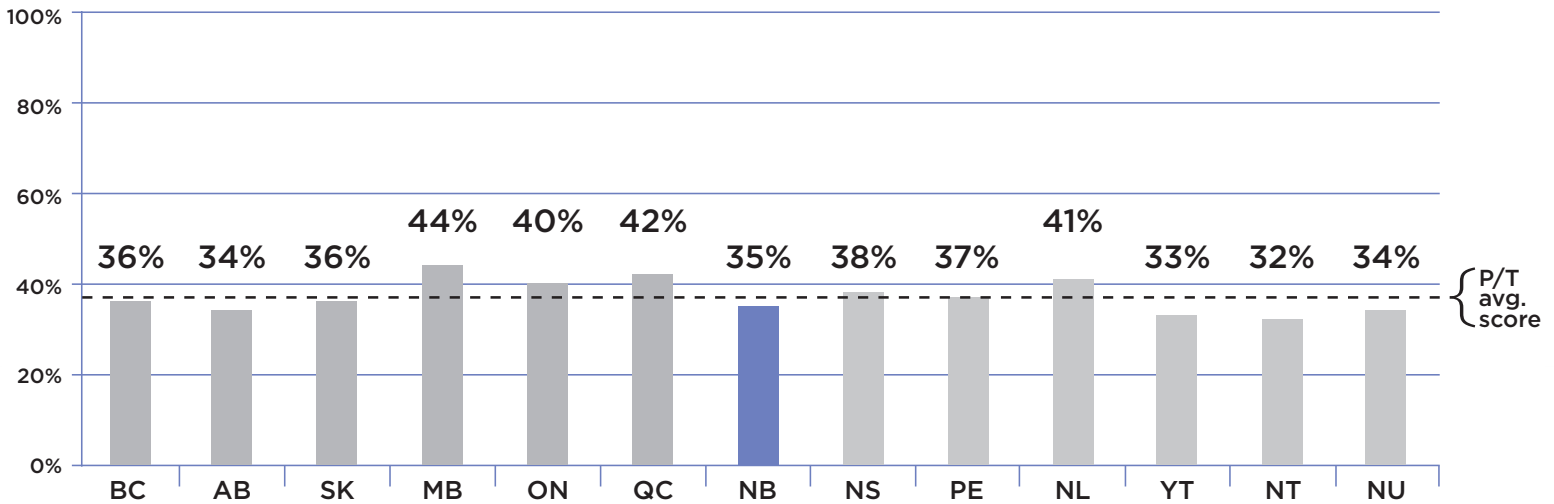
WHY IT MATTERS: ANNUAL ALCOHOL CONSUMPTION, HARMS AND COSTS IN NB



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 NB Compare?



NB's CAPE Scores: What's Possible?

If New Brunswick implemented all the best existing policies across Canada's provinces and territories, their score could change from **35% (F)** to **80% (A-)**.

If we graded NB against best existing policies across provinces and territories, their score would still only be **43% (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 NB IS DOING WELL: SELECTED EXAMPLES



While lower than recommended, NB has minimum prices in place for all alcohol sold; off-premise minimum pricing is automatically indexed to keep pace with inflation. In general, prices for on-premise beer and spirits are keeping pace with inflation.

1. Pricing & Taxation



The population based off-premise outlet density in NB is near to recommended limits. Although none are currently in place, NB has legislated powers to set population-based limits on outlet density for all premises. Although alcohol home-delivery from on-premise establishments is allowed, home delivery is only permitted by the licensee rather than by a third party (e.g. Uber Eats).

2. Physical Availability



NB's graduated licensing program (GLP) has the recommended minimum start age of 16. There is a prohibition on testing positive for alcohol that applies to all GLP and new drivers (under age 21 only) with related administrative penalties for all GLP drivers.

4. Impaired Driving Countermeasures

WHERE NB NEEDS WORK: SELECTED EXAMPLES



Level of minimum pricing is lower than recommended FOR all alcohol sold in NB. On-premise minimum pricing is not indexed to inflation and off-premise minimum pricing is only loosely tied to ethanol content for spirits. Alcohol is not taxed at a higher rate relative to other consumer goods.

1. Pricing & Taxation

NB Minimum Pricing (2021/22)*

OFF PREMISE (liquor stores)		ON PREMISE (restaurants, bars, etc)	
ACTUAL	RECOMMENDED*	ACTUAL	RECOMMENDED*
\$1.32	\$1.83 🍺 Beer	\$1.27	\$3.66 🍺 Beer
\$1.29	\$1.83 🍷 Wine	\$1.73	\$3.66 🍷 Wine
\$1.10	\$1.83 🍸 Spirits	\$2.16	\$3.66 🍸 Spirits
\$1.67	\$1.83 🍹 Coolers	\$3.10	\$3.66 🍹 Coolers

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



There are no set limits on outlet density or restrictions on placement for any premises in NB. Hours of sale extend longer than recommended across all premises. NB permits alcohol home delivery from off-premise outlets, including delivery by a third party (e.g. Uber Eats).

2. Physical Availability












Only 20% of off-premise retail outlets in NB are government owned and run. There are no policies prohibiting online sales or alcohol sales alongside other goods and services. The alcohol retailer, ANBL, reports to the Ministry of Finance and does not include health and safety in its mandate.

3. Control System

STEPS NB 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 ⁴	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 	39% F	<ul style="list-style-type: none"> • Increase legislated minimum prices to a rate per standard drink (e.g. 17.05mL ethanol) of at least \$2.04* for alcohol sold at off-premise retail outlets and \$4.07* for alcohol sold at on-premise establishments, after taxes, and implement on-premise automatic indexation (*2023 price); tie minimum prices for all alcohol precisely to ethanol content (e.g. \$/L ethanol). • Update general alcohol prices annually to ensure that all keep pace with NB-specific inflation, increase alcohol sales taxes and tax alcohol at a higher rate than other consumer goods. • 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.
2. Physical Availability 	36% F	<ul style="list-style-type: none"> • Reduce existing outlet density of all premises. Introduce density and placement limits for off-premise outlets and on-premise establishments. • 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.
3. Control System 	20% F	<ul style="list-style-type: none"> • Appoint a health and/or safety-focused ministry to oversee alcohol distribution/retail. Require government wholesaler or equivalent fee between the producer/manufacturer and retailer. • Increase current 21% proportion of government-owned and operated off-premise outlets and move towards a full government monopoly. Prohibit alcohol sales beyond traditional channels (e.g. convenience and grocery stores), in other establishments (e.g. spas and sporting facilities) and via online sales; phase out ferment-on-premise outlets and home-brew kits. • 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.
4. Impaired Driving Counter-measures 	59% D+	<ul style="list-style-type: none"> • Strengthen graduated licensing program (GLP) with stage 1 minimum of 12 months and stage 2 minimum of 24 months; implement stage 2 night-time driving ban and passenger limit. Extend zero tolerance period with penalties to all new drivers with less than 5 years' experience regardless of age (not just up to age 21); set penalties for all GLP or new driver violations. • Impose increased penalties when presence of alcohol plus another drug is detected. • Impose comprehensive mandatory ALS and AVI that escalate according to BAC level and repeat occurrences; record on driver's abstracts for at least 5 years. • Impose mandatory escalating long term ALS for third and subsequent $\geq 0.08\%$ BAC federal convictions and require escalating interlock program completion as relicensing condition (and based on performance criteria) for all first and repeat federal convictions.
5. Marketing & Advertising Controls 	37% F	<ul style="list-style-type: none"> • Implement restrictions on advertising quantity (e.g. ad bans and volume restrictions), placement (e.g. physical location), and price-based promotions/sponsorships for all media types. • Appoint independent health-focused enforcement authority to conduct mandatory pre-screening of all alcohol ads and host responsive online complaint system. Publicly list violations online with advertiser name and nature of violation.
6. Minimum Legal Age 	24% F	<ul style="list-style-type: none"> • Increase minimum legal age to 21 for possession and purchase of alcohol; consider granting graduated access (i.e. restrictions based on alcohol strength or hours of sale). • Prohibit policies permitting parents/guardians or other adults from providing alcohol to minors beyond the home. • 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.).
7. Health & Safety Messaging 	2% F	<ul style="list-style-type: none"> • 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. • Deliver a variety of ministry-led alcohol health and safety campaigns (beyond holiday themes) at least annually.
8. Liquor Law Enforcement 	37% F	<ul style="list-style-type: none"> • Apply risk-based licensing and enforcement criteria to outlet and license holder characteristics to determine risk level for licensing conditions and enforcement schedules across all premises. • Conduct off-premise compliance checks at least once a year, with more frequent checks based on risk level, and conduct follow-up for failed compliance within 3 months and based on severity or number of violations. Introduce dedicated police inspection program for on-premise establishments. List establishment name and violation type. • Implement mandatory, evidence-based off-premise alcohol sale and service training programs with a public health focus for all involved in the sale, service or delivery of alcohol (include volunteers in on-premise training); require recertification for all premises at least every 2 years.
9. Screening & Treatment Interventions 	60% C-	<ul style="list-style-type: none"> • Formally adopt and 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 and ensure availability of in-person or online SBIR services with health professionals. • Provide publicly funded permanent managed alcohol programs. <p>(§ Treatment indicators measure existence of services only, not quantity or quality.)</p>
10. Alcohol Strategy 	17% F	<ul style="list-style-type: none"> • 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.
11. Monitoring & Reporting 	50% D-	<ul style="list-style-type: none"> • Implement systematic and comprehensive tracking of all alcohol-related indicators (e.g. add policy changes to existing indicators). • Report annually on all indicators through centralized public database or reporting system (i.e. website), with leadership from government knowledge broker and tailored knowledge products or activities at least every 2 years.

 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 or email 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%.

Suggested citation: Naimi, T., Stockwell, T., Giesbrecht, N., Wettlaufer, A., Vallance, K., Farrell-Low, A., Farkouh, E., Ma, J., Priore, B., Vishnevsky, N., Price, T., Asbridge, M., Gagnon, M., Hynes, G., Shelley, J., Sherk, A., Shield, K., Solomon, R., Thomas, G. & Thompson, K. (2023). Canadian Alcohol Policy Evaluation 3.0: Findings from New Brunswick. Victoria, BC: Canadian Institute for Substance Use Research, University of Victoria.

Acknowledgments: Thank you to all federal, provincial and territorial stakeholders who provided valuable feedback for this project as well as assisting with data collection and validation activities. Thanks also to our three external expert reviewers, all the extended members of the project team, and our CAPE Community of Practice.

Funding: This project was funded primarily by Health Canada's Substance Use and Addictions Program. Additional funds were provided by the Public Health Agency of Canada and the Social Sciences and Humanities Research Council. The views expressed herein do not necessarily represent the views of Health Canada or the other organizations acknowledged.