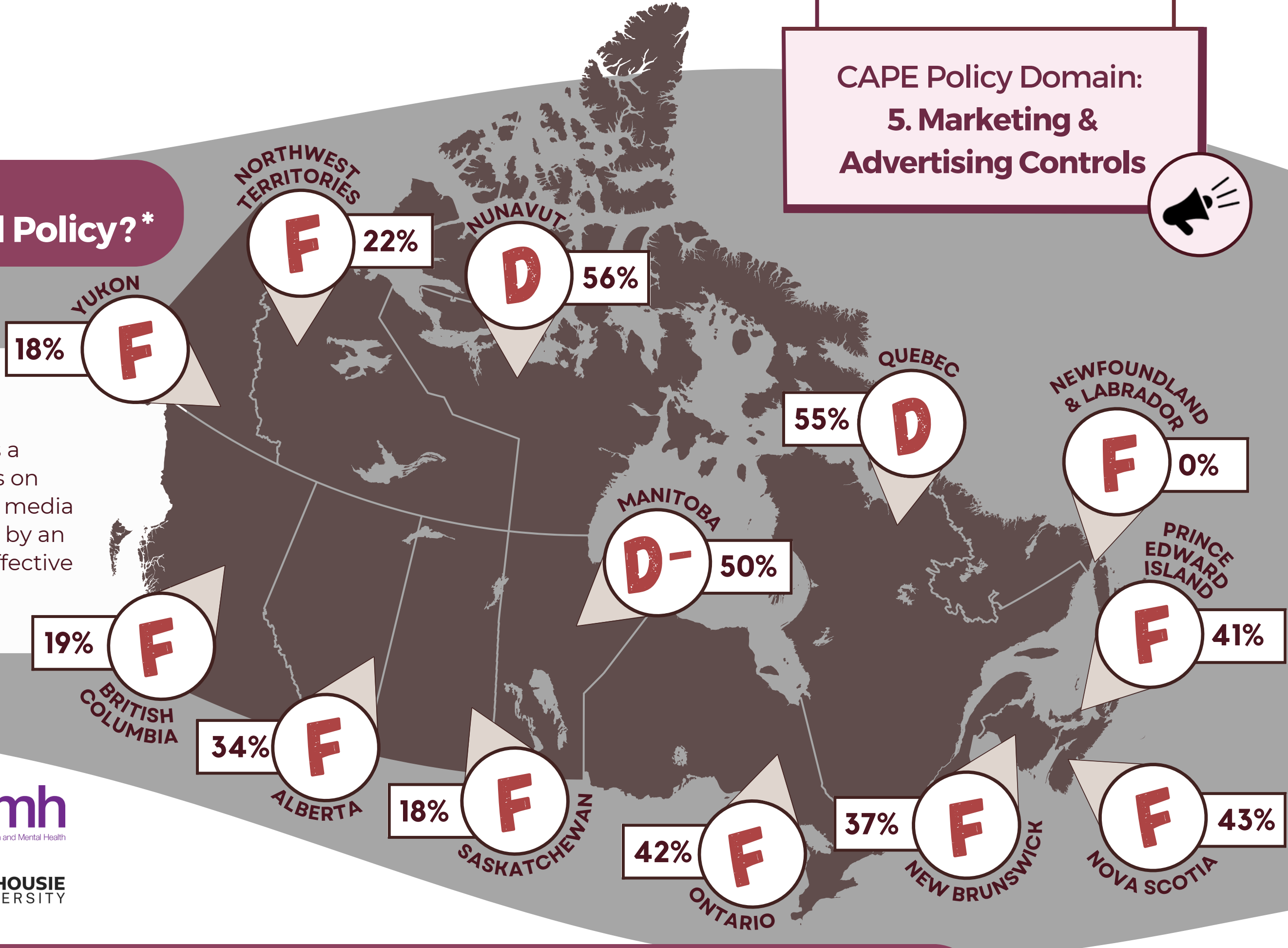


CAPE Policy Domain:
5. Marketing & Advertising Controls



How are Canadian Provinces and Territories Performing on Alcohol Policy?*

Why is this important?
Marketing and advertising controls, such as a complete ban or comprehensive restrictions on alcohol marketing across all advertisers and media types combined with effective enforcement by an independent authority, is one of the most effective policies to reduce alcohol harms.



Canadian Institute for Substance Use Research

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* Based on 2022 Policy Data