

Canadian Alcohol Policy Evaluation (CAPE) 3.0



May 2023: CAPE 3.0 Results Release Webinar



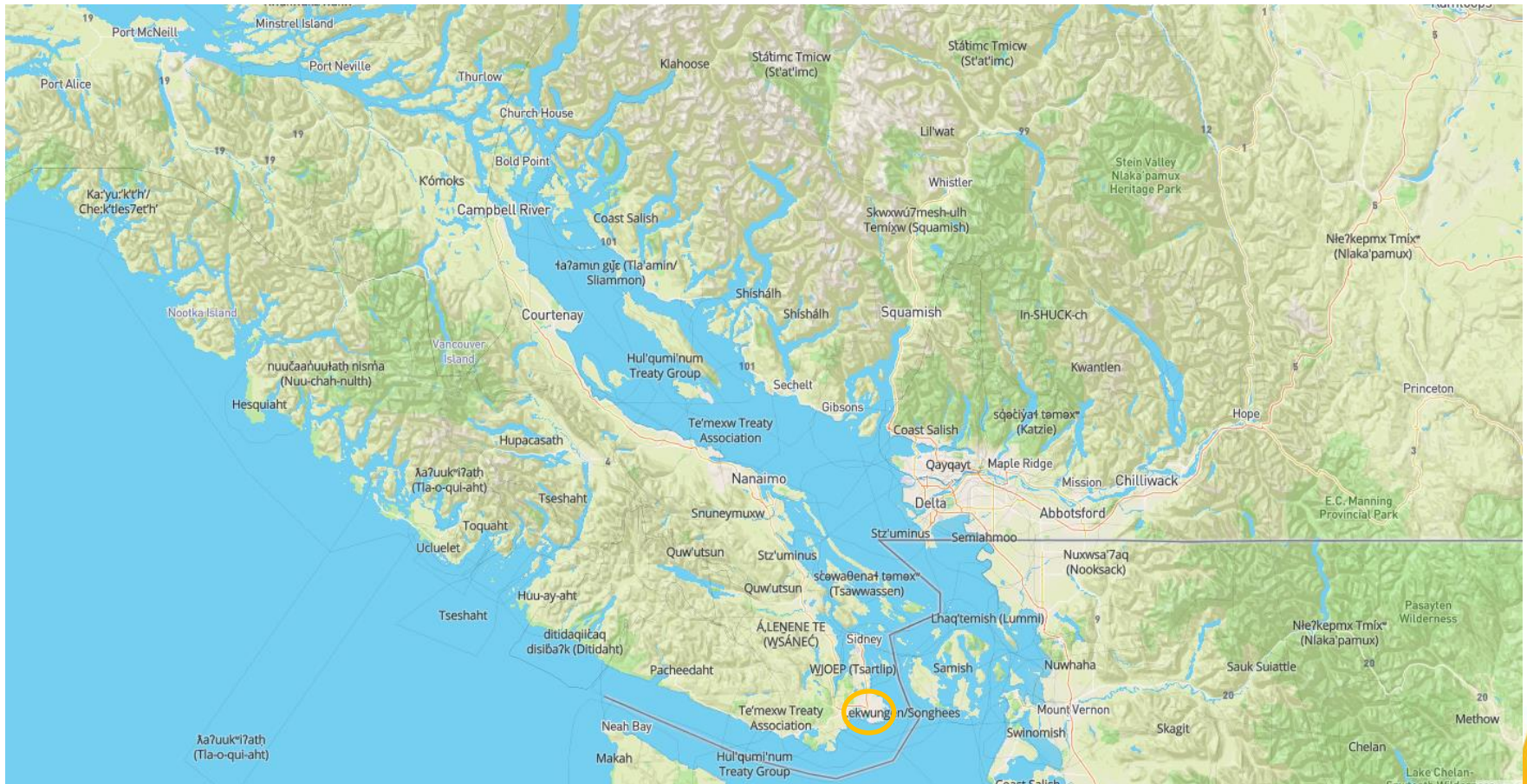
**University
of Victoria**

Canadian Institute
for Substance
Use Research

Institut canadien
de recherche sur
l'usage de substances

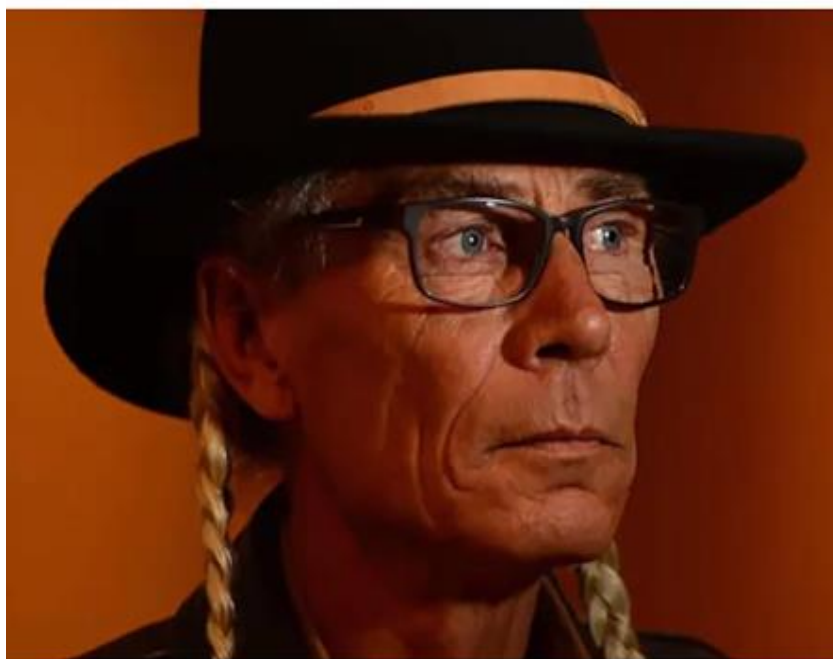


Land acknowledgement



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.

In memoriam



Harold Johnson 1957-2022

**Storyteller, writer, advocate, elder
and so much more**

“We change the world with what we do.”

-Harold R. Johnson



Bob Mann 1952-2022

**Leader in impaired driving research and
CAPE Co-Investigator since 2010 with a
distinguished 45-year career at CAMH**

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

With special thanks to CAPE 3.0 data validation contacts

Housekeeping

- Today's webinar includes presentation followed by Q&A = 90mins
- The presentation will be recorded, the Q&A will not be recorded
- Links to the recording and presentation slides will be available on the CAPE website shortly after this webinar.
- Suite of KT products available on CAPE website include:
results summaries by FPT, results summaries by domain (P/T), best practices leaders, methods and evidence
- To request a tailored presentation, [complete our form](#)
- A feedback form will be shared at the end and sent via email.
- Technical difficulties? please message us in the chat.

Presenters



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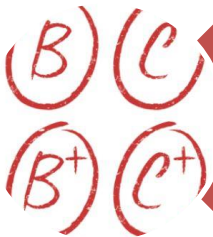
Presentation Outline

- CAPE Overview and Rationale
- Project Methodology and Policy Domains
- Federal Results and Recommendations
- Provincial/Territorial (P/T) Results
- P/T Results and Recommendations for select Policy Domains
Pricing and Taxation, Physical Availability, Control System,
Marketing & Advertising Controls
- Additional P/T Policy Domain Recommendations
- Next steps

What is CAPE?



The CAPE project is a systematic, comparative, point-in-time review of alcohol policies in Canada



CAPE provides rigorous assessments of how well each level of government in Canada is implementing policies proven to reduce harm from alcohol use.



CAPE 1.0: Provinces only (2013)

CAPE 2.0: Provinces, territories & federal gov. (2019)


CAPE 3.0: Provinces, territories & federal gov. (2023) +
Community of practice (CAPE CoP)

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
- 

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)

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)

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/>

(De)regulatory Trends Across Canada (accelerated during pandemic)

Ontario to reduce wholesale alcohol prices for bars and restaurants

The Quebec government has agreed on new alcohol laws that will lighten various restaurant, bar and hotel liquor rules.

Ontario liquor laws amended to give consumers more delivery options, help boat operators with licences

News
Liquor delivery to homes now possible in NWT
by Ethan Butterfield October 21, 2021

DOUG FORD WILL FURTHER EXPAND THE SALE OF BEER AND WINE INTO CORNER STORES, GROCERY STORES, AND BOX STORES

Published on May 18, 2018

Ford government extends hours at LCBO, Beer Store, licensed grocers starting Sunday

"Doug Ford is going to make beer cheaper in Ontario," said Kenney. "I'm going to do everything I can to do the same thing in Alberta."

VANCOUVER ISLAND | News

B.C. makes off-sales liquor delivery authorization permanent for restaurants, bars

Loblaw expands beer and wine services following Ontario regulation changes

VANCOUVER ISLAND | News

B.C. permanently extends liquor store hours

Liquor store industry group concerned by Edmonton 7-Eleven selling alcohol

MONTREAL | News

Quebec restaurants can now sell alcohol through delivery apps after last-minute vote

British Columbia

Restaurants, bars now permanently allowed to buy alcohol at wholesale prices

Beer and wine sales begin Thursday on some southern BC Ferries routes

N.S. Restaurant Leaders Applaud \$1.2-Million Break On Booze

DEREK MONTAGUE | HALIFAX, NEWS, NOVA SCOTIA

Home » N.S. Restaurant Leaders Applaud \$1.2-Million Break On Booze

MARCH 30 2021

Project Methods



Methodological Process

Developing the scoring rubric

Selection of Domains and Indicators

Domains and indicators selected based on review of evidence and previous CAPE

Development of domain weighting

Delphic style weighting exercise completed by project team members

Development of indicator scoring

Team and topic experts updated indicator point values to reflect current evidence

External peer review

Rubric sent to 3 international peer reviewers and their feedback incorporated

➤ Each jurisdiction contacted to appoint CAPE data validation contacts

Applying the scoring rubric

Data collection (Phase I & II)

Phase I: public data collected
Phase II: data from key contacts collected

Data validation

Datasets sent to key contacts for validation

Data scoring


Two team members per domain independently scored the data. Scoring discrepancies resolved by third team member

Tabulation of scores

Coordinators tallied scores by domain, calculated CAPE scores by jurisdiction(FPT)*, calculated best existing policies score

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

What's different for CAPE 3.0

- Updated evidence (e.g., labels, pricing)
 - Update of alcohol policy domains and indicators resulted in new domain rankings
 - Merged definition of effectiveness and facilitation
 - Alcohol industry involvement in policy more closely assessed
 - Launch of CAPE Community of Practice
- 

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 for the P/T level results in today's presentation

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.

CAPE
CANADIAN ALCOHOL
POLICY EVALUATION

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 (2020) 17,098 deaths (2020)	+\$13.475B alcohol revenues (2020/21) -\$19.671B alcohol harm costs (2020/21) =\$-\$6.196B total alcohol deficit (2020/21)

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%	(D-)
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) 2017 policy data
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To see how Canada's provinces and territories scored, see the P/T RESULTS SUMMARIES.

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

CAPE 3.0: Results from Alberta

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CAPE
CANADIAN ALCOHOL
POLICY EVALUATION

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) CAN 487 standard drinks per person aged 15+ (2020/21)	127,787 ER & hospital visits (2020) 3,109 alcohol-related cancer deaths (2020)	+\$1.30B alcohol revenues (2020/21) -\$3.10B alcohol harm costs (2020/21) =\$-\$1.80B total alcohol deficit (2020/21)

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 42% (F).

CAPE 3.0: Results from Newfoundland and Labrador

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CAPE
CANADIAN ALCOHOL
POLICY EVALUATION

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 (2020)	+\$296M alcohol revenues (2020/21) -\$351M alcohol harm costs (2020/21) =\$-\$55M total alcohol deficit (2020/21)

CAPE 3.0: Results from Quebec

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CAPE
CANADIAN ALCOHOL
POLICY EVALUATION

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) CAN 487 standard drinks per person aged 15+ (2020/21)	3,109 deaths (2020) 843 alcohol-related cancer deaths (2020)	+\$1.30B alcohol revenues (2020/21) -\$3.10B alcohol harm costs (2020/21) =\$-\$1.80B total alcohol deficit (2020/21)

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 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.

CAPE
CANADIAN ALCOHOL
POLICY EVALUATION

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

Alcohol Consumption	Alcohol Health Harms	Alcohol Deficit
NU 246 standard drinks per person aged 15+ (2020/21) CAN 487 standard drinks per person aged 15+ (2020/21)	3,092 ER & hospital visits (2020) 59 deaths (2020)	+\$5.4M alcohol revenues (2020/21) -\$124M alcohol harm costs (2020/21) =\$-\$118.6M total alcohol deficit (2020/21)

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



Pricing and Taxation

- Increase federal sales taxes (GST) applied to alcohol; base taxes on ethanol
- Offer financial incentives to encourage minimum pricing across P/Ts

Marketing and Advertising



- Update and expand the CRTC advertising code and penalties to apply to all advertisers and media types (e.g., digital media); track and report industry marketing; develop a functional complaint system

Health and Safety Messaging



- Implement federally-mandated alcohol labelling with health warning (e.g. cancer risk), standard drinks, national alcohol guidance, calorie information

National Alcohol Strategy



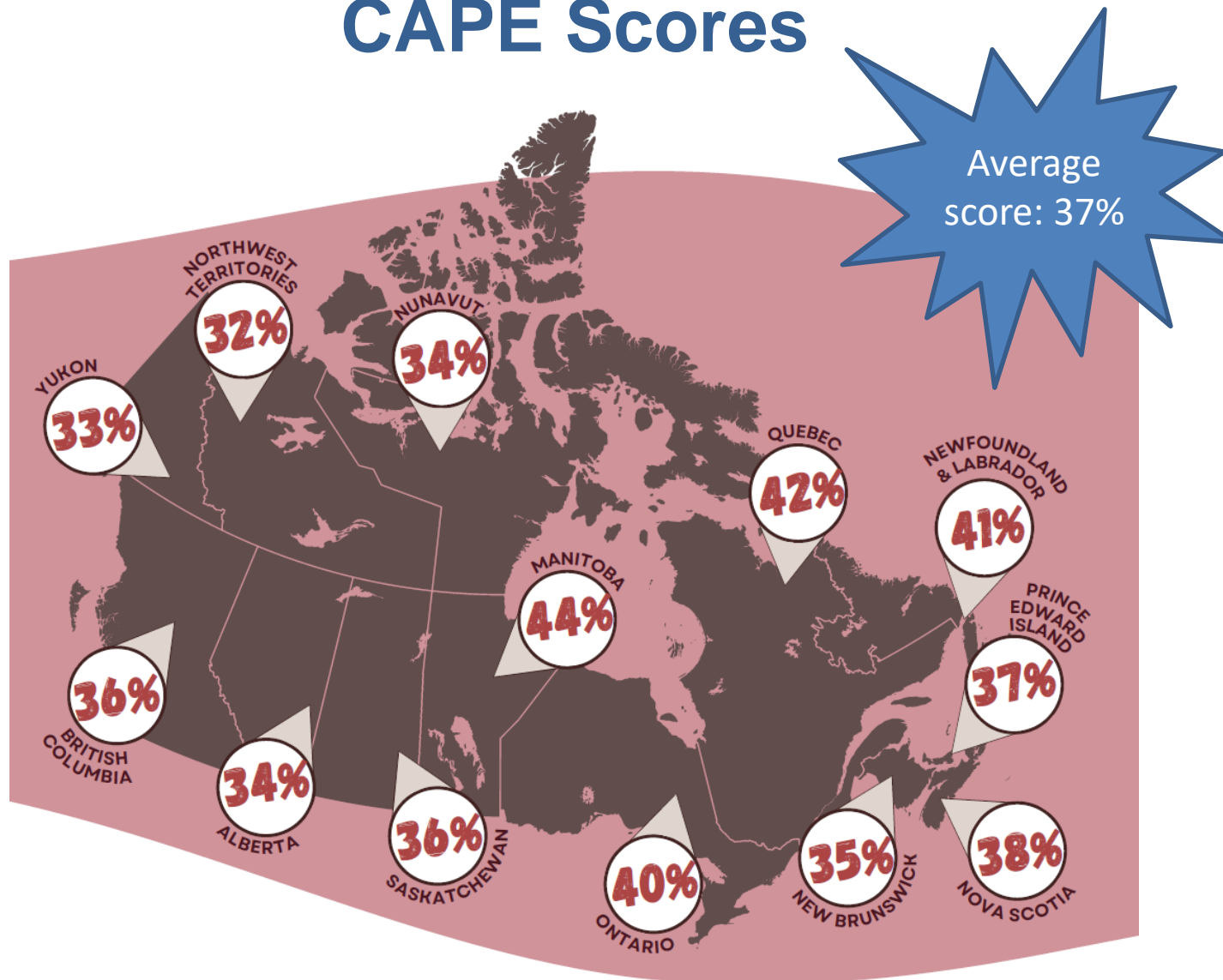
- Develop an updated alcohol strategy based on public health, without industry involvement

Control System



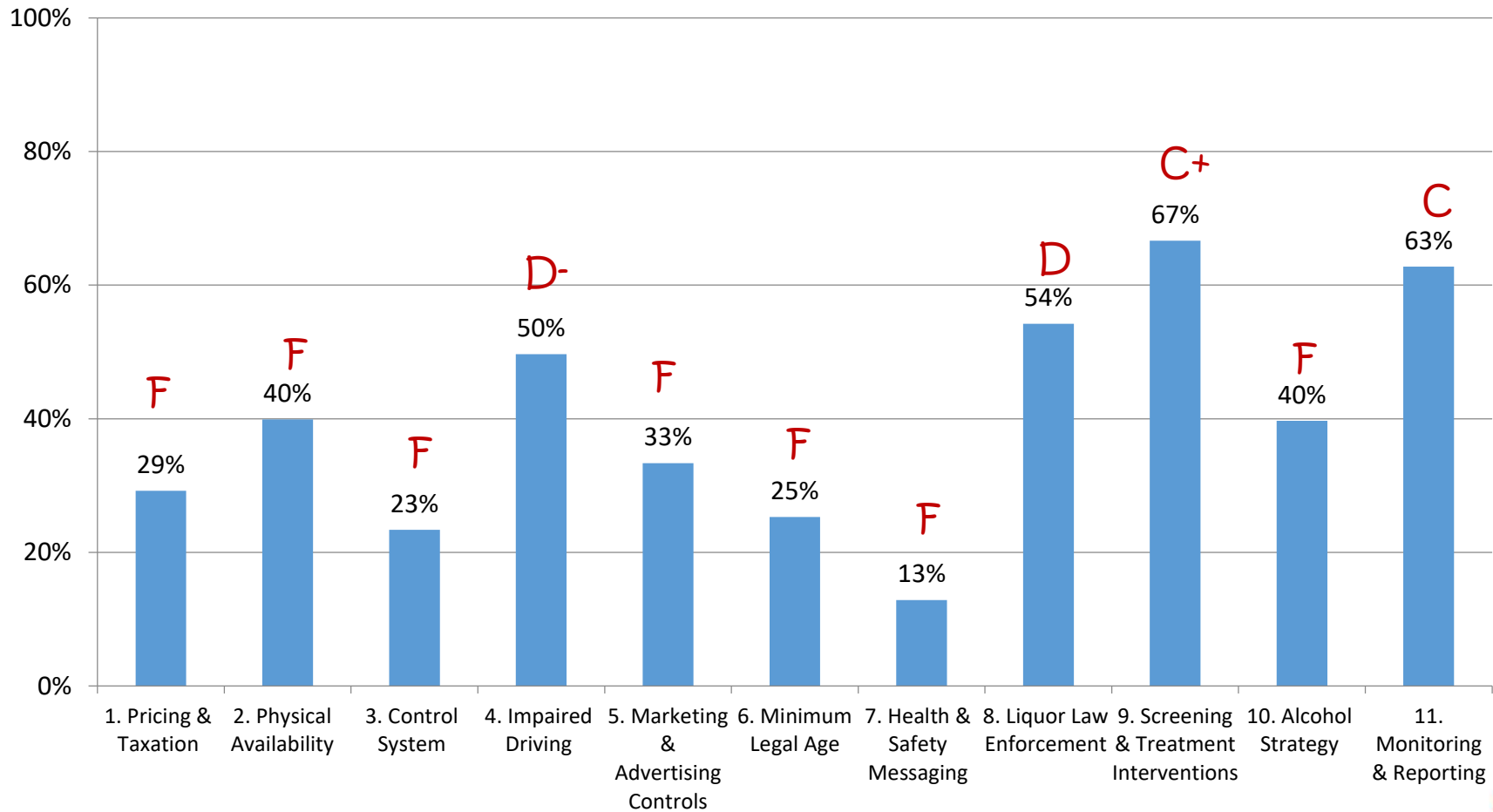
- Implement a public-health focused Federal Alcohol Act, require public health guidance on changes to alcohol legislation
- Provide incentives for P/T government to retain alcohol monopolies

Provincial/Territorial- CAPE Scores



* Based on 2022 Policy Data

Provincial/Territorial- Average Policy Domain Scores



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!



Provincial/Territorial Results by Domain



Pricing and Taxation



Physical Availability



Control System

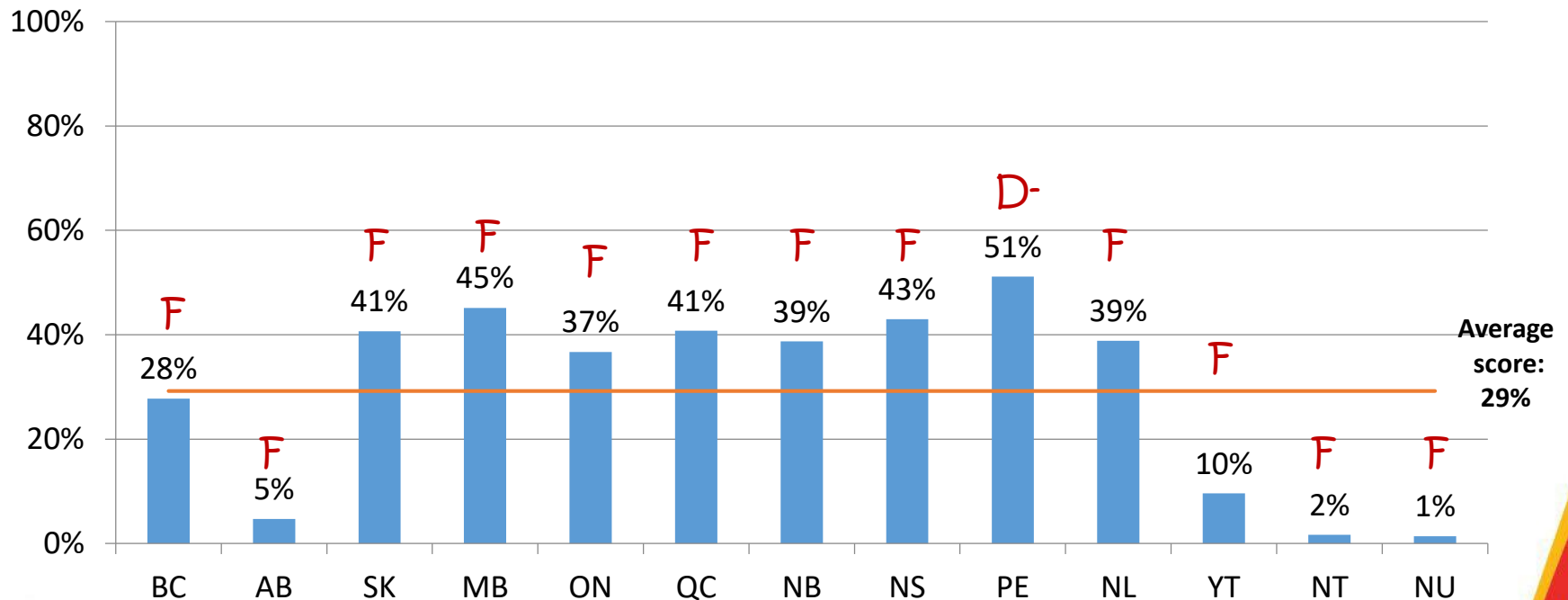


Marketing and Advertising Controls



Provincial/Territorial- Pricing and Taxation

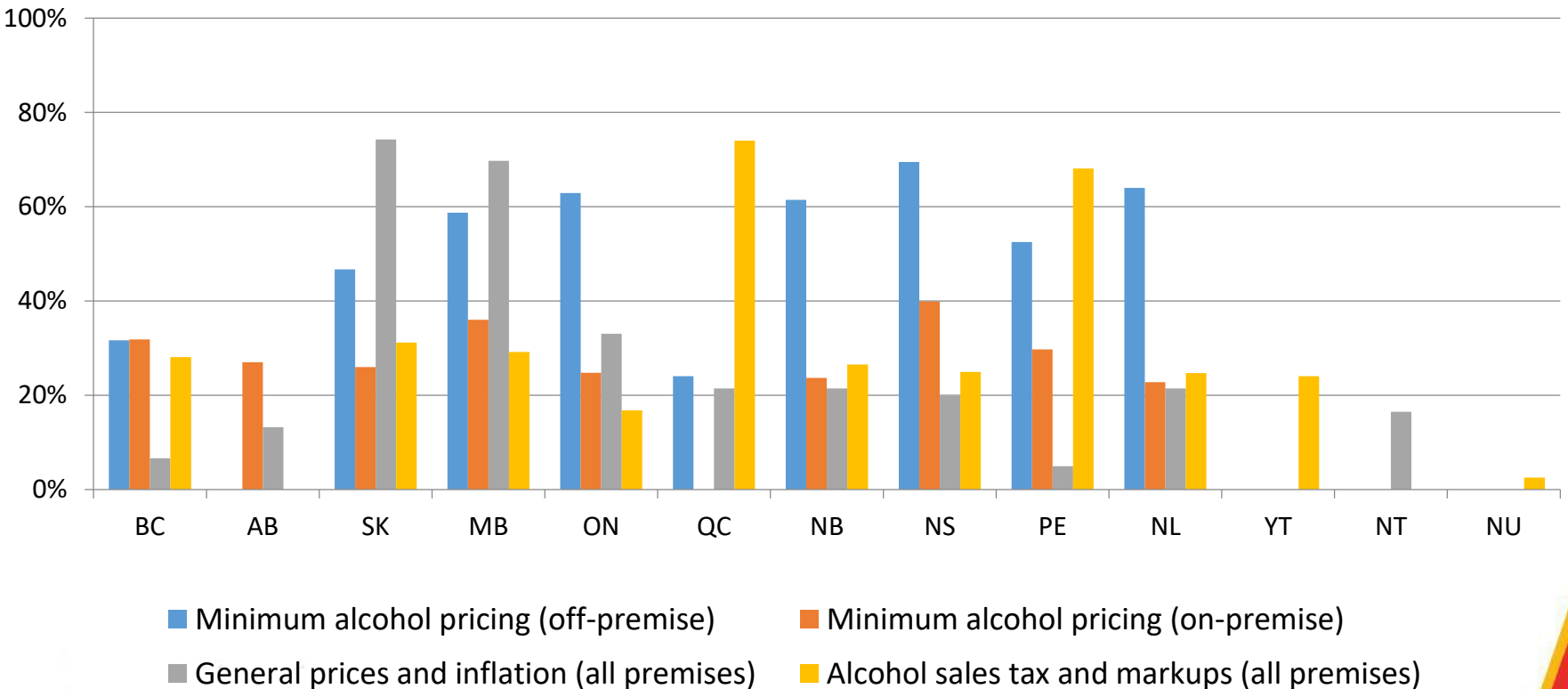
Domain scores by province and territory





Provincial/Territorial- Pricing and Taxation

Indicator scores by province and territory





Provincial/Territorial- Pricing and Taxation

Key Recommendations

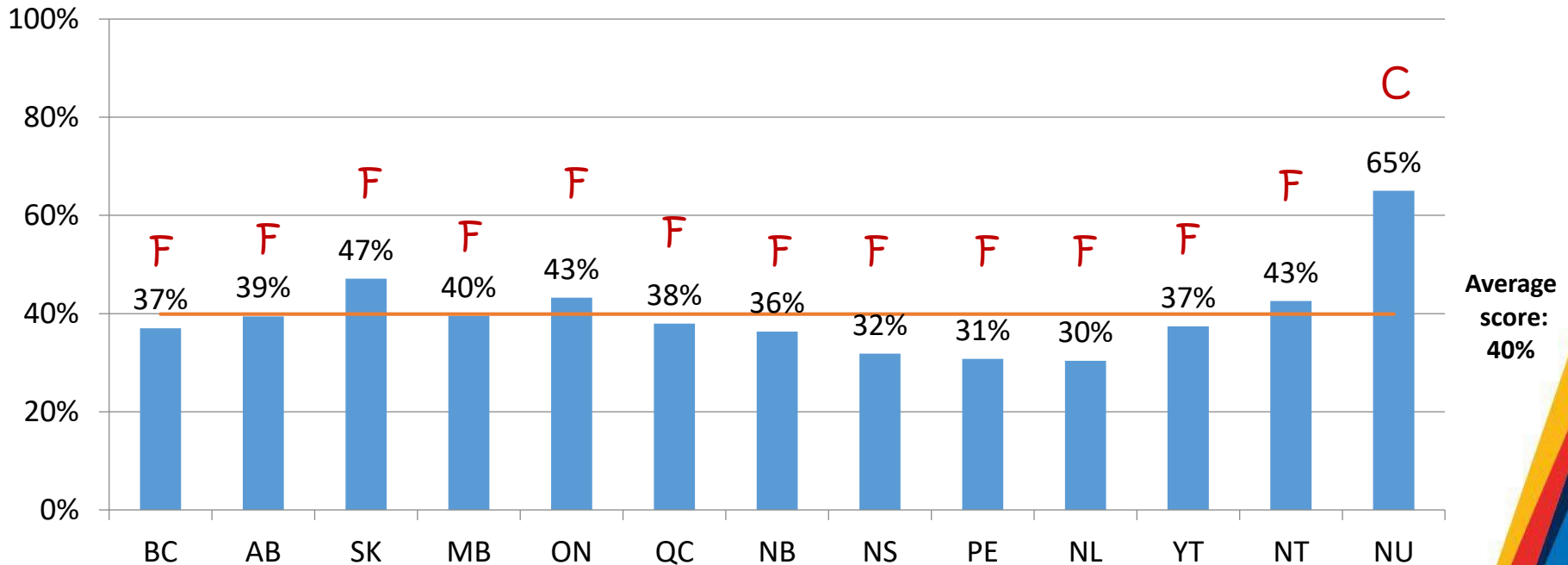
- Tax alcohol at a higher rate than other consumer goods
- Base minimum prices on ethanol content (e.g. \$/L ethanol)
- Raise minimum prices
 - \$2.04* per standard drink, off-premise retail outlets
 - \$4.07* per standard drink, on-premise establishments
- Index minimum prices to inflation

*2023 prices



Provincial/Territorial-Physical Availability

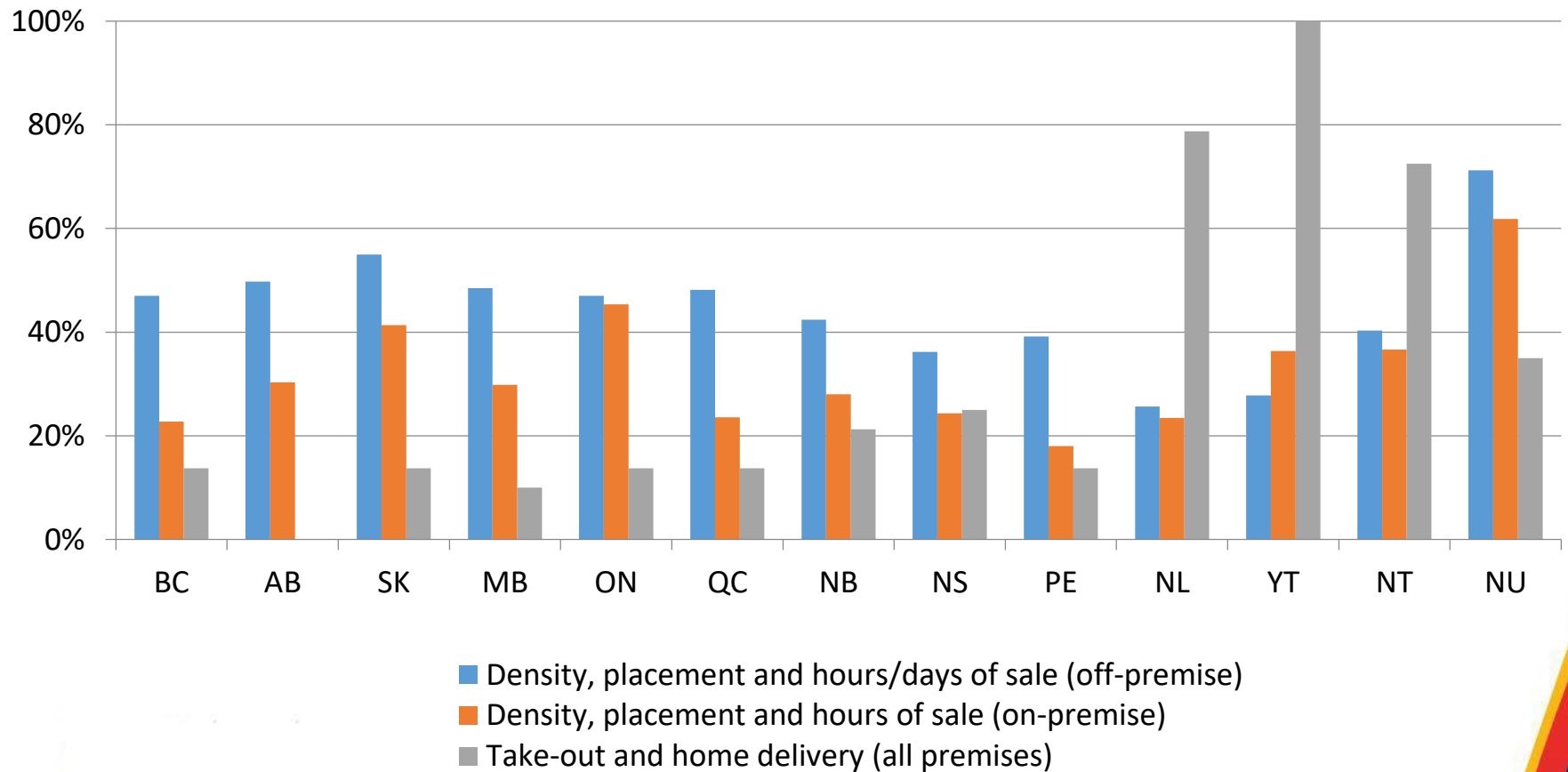
Domain scores by province and territory





Provincial/Territorial-Physical Availability

Indicator scores by province and territory





Provincial/Territorial- Physical Availability

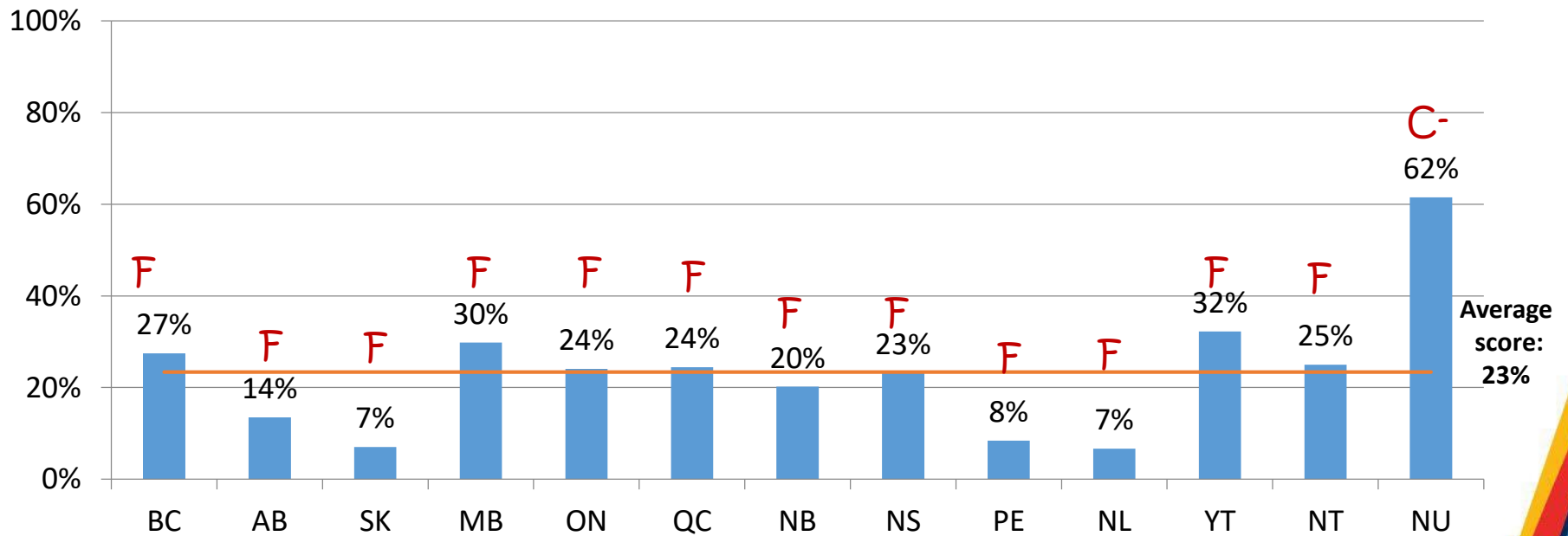
Key Recommendations

- Set population-based outlet density and 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 retail outlets) and 1am (on-premise establishments)
- Prohibit alcohol takeout and delivery



Provincial/Territorial- Control System

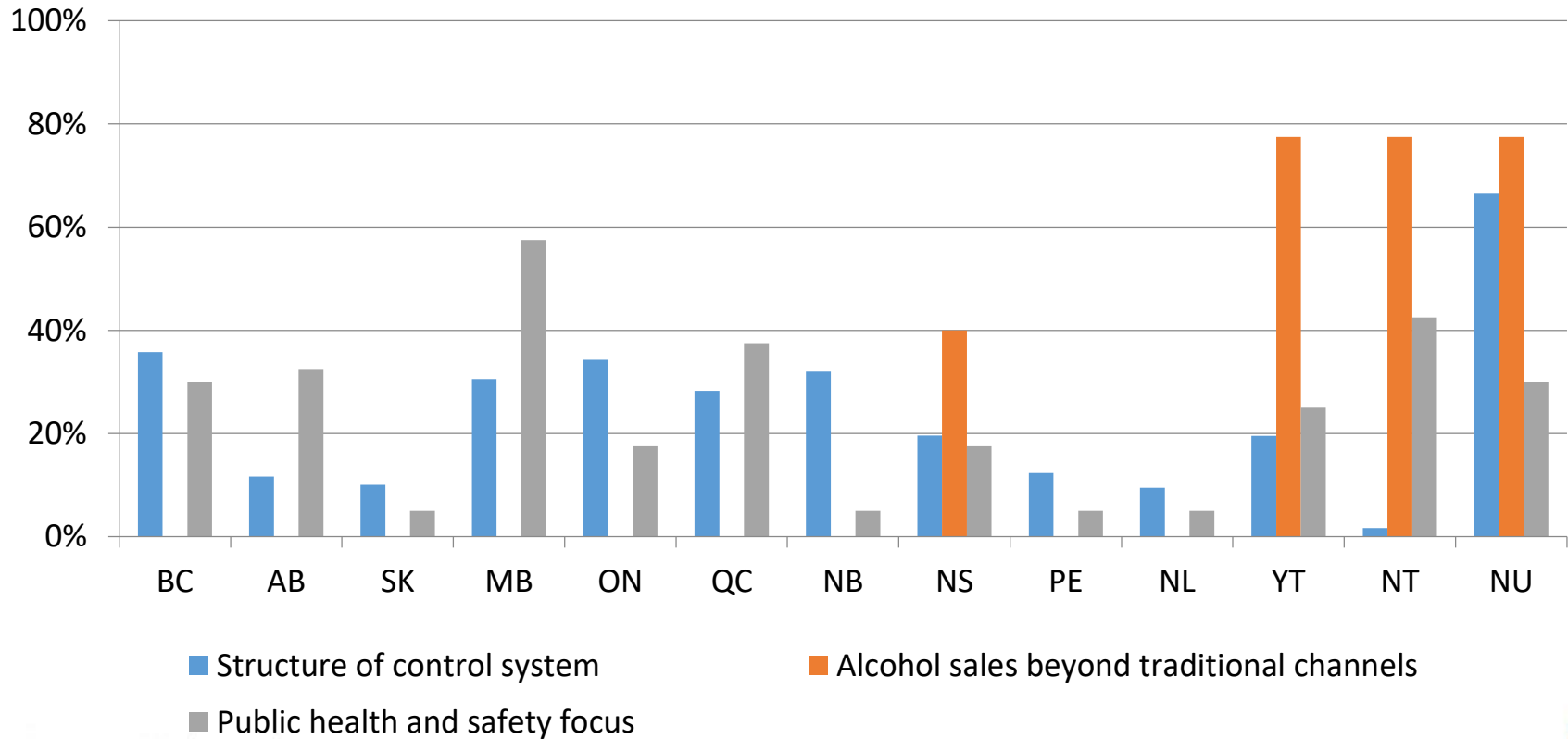
Domain scores by province and territory





Provincial/Territorial- Control System

Indicator scores by province and territory





Provincial/Territorial- Control System

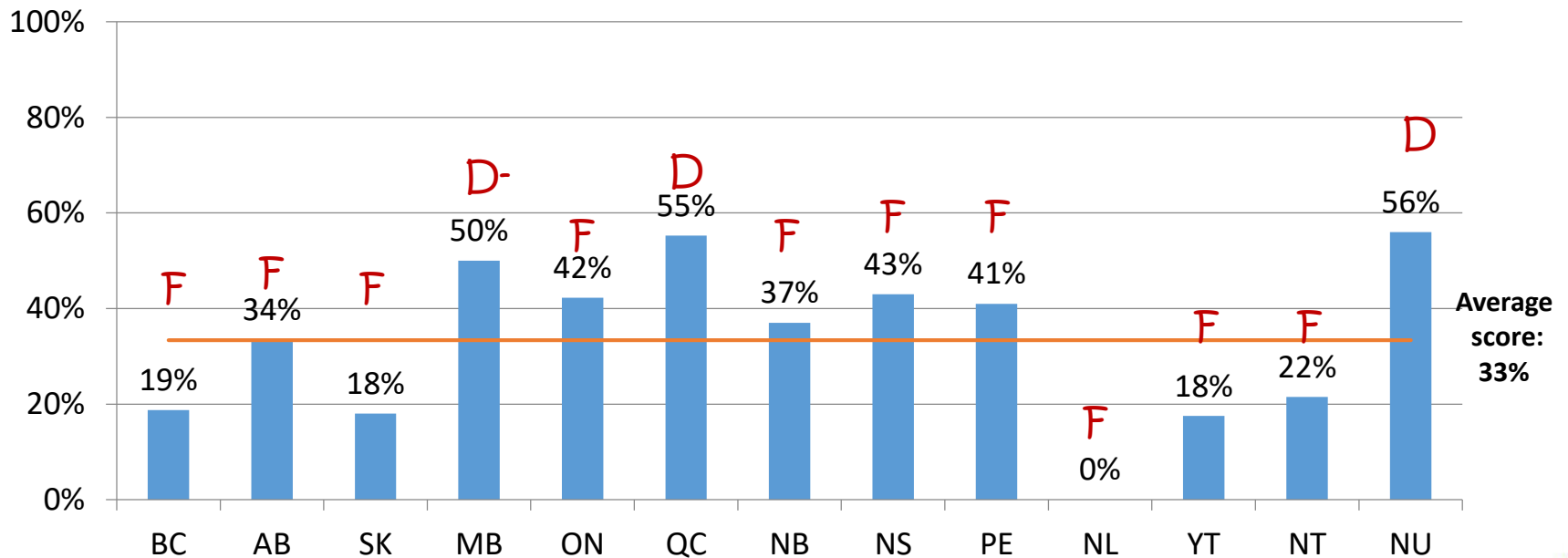
Key Recommendations

- Increase proportion of government-owned and operated off-premise retail outlets; move towards a full government monopoly.
- Appoint a health and/or safety-focused ministry to oversee alcohol regulation and distribution/retail; include protection of public health and safety as explicit mandate objectives.
- Prohibit alcohol sales beyond traditional channels



Provincial/Territorial- Marketing and Advertising Controls

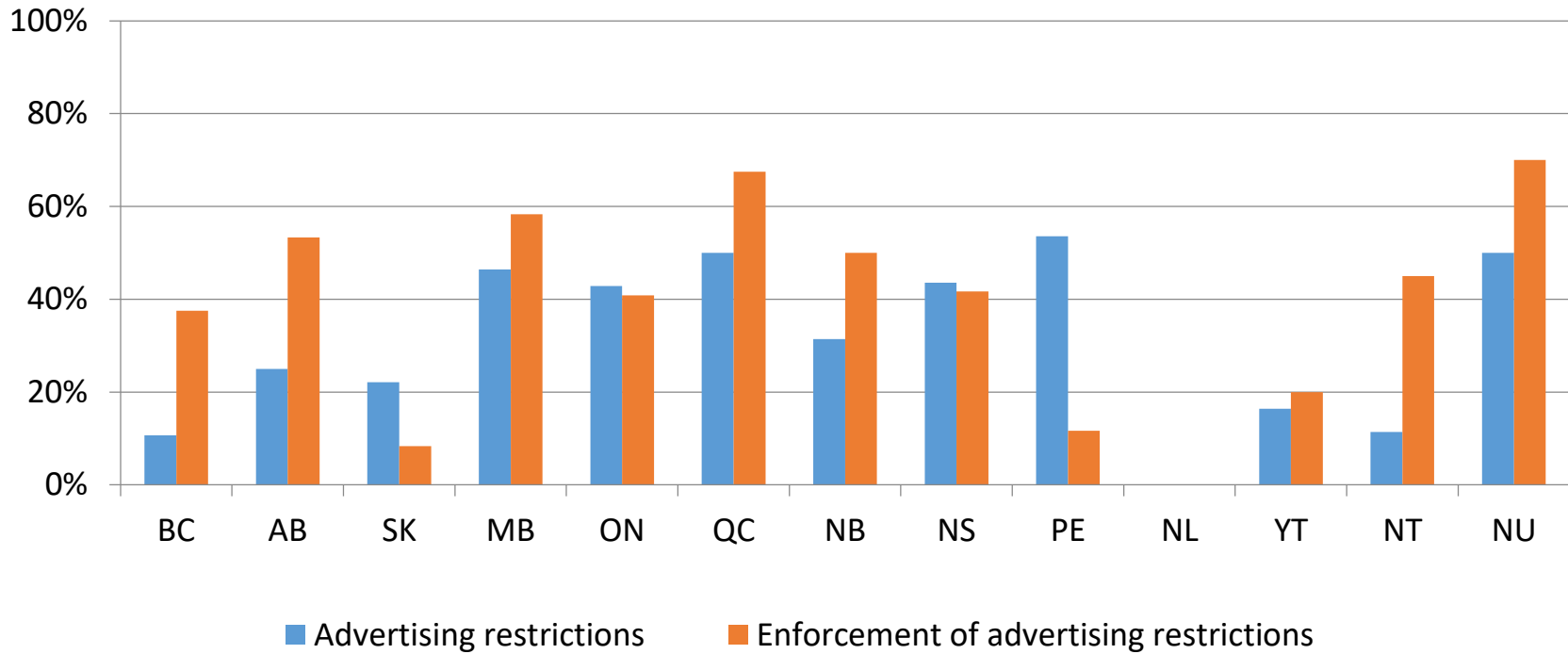
Domain scores by province and territory





Provincial/Territorial- Marketing and Advertising Controls

Indicator scores by province and territory





Provincial/Territorial- Marketing and Advertising Controls

Key Recommendations

- Implement restrictions on advertising quantity, content (e.g. beyond CRTC rules), placement, and price-based promotions for all advertisers (including non-licensees/third parties) and all media types.
- Appoint independent health-focused enforcement authority to conduct mandatory pre-screening of all alcohol ads, host responsive online complaint system.

Provincial/Territorial Recommendations by Policy Domain

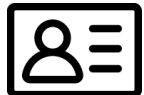


Provincial/Territorial Recommendations



Impaired Driving:

- Graduated licensing program (GLP) with extended 0.00% BAC limits
- Mandatory, comprehensive Administrative Licensing Suspensions (ALS) and Administrative Vehicle Impoundment (AVI) that escalate with BAC level
- Interlock program as relicensing condition, based on performance criteria



Minimum Legal Age:

- Minimum legal age of 21 for possession and purchase of alcohol
- No policies permitting provision of alcohol to minors beyond the home
- Proof of age identification for purchasing alcohol (including remote sales)



Health and Safety Messaging:

- Enhanced alcohol labelling as manufacturer requirement (e.g. cancer warnings)
- Mandatory onsite health and safety messaging in all premises



Liquor Law Enforcement:

- Outlet and license holder characteristic criteria to determine risk level for licensing conditions and enforcement schedules
- Mandatory, evidence-based alcohol sale and service training programs for all premises and licensed events

Provincial/Territorial Recommendations

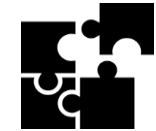


Screening and Treatment Interventions:

- Formal adoption of national alcohol guidance
- Screening, brief intervention, and referral (SBIR) training for health professionals
- Accessible in-person and online SBIR services (including self-guided resources)
- Permanent publicly-funded managed alcohol programs

Provincial/territorial Alcohol Strategy:

- Standalone government-endorsed alcohol strategy that:
 - Includes range of evidence-based public health policies
 - Is developed independently of the alcohol industry
 - Has allocated dedicated government funding and leadership
 - Has an implementation timeline, regular assessments, updated every 5 years



Monitoring and Reporting:

- Systematic and comprehensive tracking of all alcohol-related indicators including:
 - Consumption and drinking patterns
 - Attributable hospitalizations and deaths
 - Crime
 - Costs
 - Policy changes
- Annual reporting on all indicators through centralized public system
- Tailored knowledge products or activities at least every 2 years.



Next steps

- Suite of KT products includes:
results summaries by FPT, results summaries by domain (P/T),
best practices leaders, methods and evidence
- In-depth presentations of jurisdiction-specific results and
recommendations may also be scheduled separately by
completing the [online request form](#)
- Ongoing outreach with PWLLE organizations across Canada
- Sign up to CAPE Community of Practice to receive regular
updates
- Visit CAPE website www.alcoholpolicy.cisur.ca to access
resources from our 2022-23 events including topics such as
pricing and taxation, alcohol strategies and action plans, and
alcohol warning labels

Questions



Thank you for attending

Please complete our feedback survey

Project website: www.alcoholpolicy.cisur.ca