Canadian Alcohol Policy Evaluation (CAPE) 3.0

May 2023: CAPE 3.0 Results Release Webinar
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.
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
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.

Funders and Supporters

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
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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Institute for Mental Health Policy Research at the Centre for Addiction and Mental Health (CAMH)

Dr. Kara Thompson  
*Associate Professor of Psychology*  
St. Francis Xavier University
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

<table>
<thead>
<tr>
<th>Alcohol Consumption</th>
<th>Alcohol Health Harms</th>
<th>Alcohol Deficit</th>
</tr>
</thead>
</table>
| • Canadians consumed the equivalent of **487** standard drinks of alcohol per person aged 15+ (StatsCan, 2020/21) | • Alcohol led to:  
  • **17,098** deaths,  
  • **103,907** years of productive life lost  
  • **117,871** hospital admissions  
  • (CSUCH, 2020) | • 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)**

<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/)
(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

“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.”

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

Loblaw expands beer and wine services following Ontario regulation changes

B.C. permanently extends liquor store hours

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

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

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

N.B. Liberals promise to modernize liquor laws, expand where alcohol can be sold

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

<table>
<thead>
<tr>
<th>Domain</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pricing and Taxation</td>
<td>⭐️</td>
</tr>
<tr>
<td>Physical Availability</td>
<td>⭐️</td>
</tr>
<tr>
<td>Control System</td>
<td>⭐️</td>
</tr>
<tr>
<td>Impaired Driving Countermeasures</td>
<td></td>
</tr>
<tr>
<td>Marketing and Advertising Controls</td>
<td>⭐️</td>
</tr>
<tr>
<td>Minimum Legal Age</td>
<td></td>
</tr>
<tr>
<td>Health and Safety Messaging</td>
<td></td>
</tr>
<tr>
<td>Liquor Law Enforcement (not assessed at the Federal level)</td>
<td></td>
</tr>
<tr>
<td>Screening and Treatment Interventions</td>
<td></td>
</tr>
<tr>
<td>Alcohol Strategy</td>
<td></td>
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<tr>
<td>Monitoring and Reporting</td>
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*Indicates the domains covered in greater detail for the P/T level results in today’s presentation*
CAPE Results!

CAPE 3.0: Results from Alberta

CAPE 3.0: Results from Newfoundland and Labrador

CAPE 3.0: Results from Quebec

CAPE 3.0: Results from Nunavut

CAPE 3.0: Federal Results

CAFE CANADIAN ALCOHOL POLICY EVALUATION

WHAT CAN BE DONE: AN ALCOHOL POLICY APPROACH

Evidence-based alcohol policies are the most effective way to reduce harm from alcohol.

CAPE 3.0 Results: How Does QC Compare?

CAPE 3.0 Results: How Does NU Compare?

WHAT CAN BE DONE: AN ALCOHOL POLICY APPROACH

Evidence-based alcohol policies are the most effective way to reduce harm from alcohol.
# 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

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

Average score: 37%

Based on 2022 Policy Data
Provincial/Territorial Average Policy Domain Scores

1. Pricing & Taxation: F (29%)
2. Physical Availability: F (40%)
3. Control System: F (23%)
4. Impaired Driving: D- (50%)
5. Marketing & Advertising Controls: F (33%)
6. Minimum Legal Age: F (25%)
7. Health & Safety Messaging: F (13%)
8. Liquor Law Enforcement & Treatment Interventions: C+ (67%)
9. Screening & Treatment Interventions: D (54%)
10. Alcohol Strategy: F (40%)
11. Monitoring & Reporting: C (63%)
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

Average score: 29%
Provincial/Territorial Pricing and Taxation

Indicator scores by province and territory

- Minimum alcohol pricing (off-premise)
- Minimum alcohol pricing (on-premise)
- General prices and inflation (all premises)
- Alcohol sales tax and markups (all premises)
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

Average score: 40%
Provincial/Territorial Physical Availability

Indicator scores by province and territory

- Density, placement and hours/days of sale (off-premise)
- Density, placement and hours of sale (on-premise)
- Take-out and home delivery (all premises)
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

Average score: 23%
Provincial/Territorial Control System

Indicator scores by province and territory

- Structure of control system
- Alcohol sales beyond traditional channels
- Public health and safety focus
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

BC: F (34%)
AB: F (18%)
SK: F (18%)
MB: D (50%)
ON: F (42%)
QC: D (55%)
NB: F (37%)
NS: F (43%)
PE: F (41%)
NL: F (0%)
YT: F (18%)
NT: F (22%)
NU: D (56%)

Average score: 33%
Provincial/Territorial Marketing and Advertising Controls

Indicator scores by province and territory

- Advertising restrictions
- Enforcement of advertising restrictions
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