



MINIMUM ALCOHOL PRICING IN BRITISH COLUMBIA



What is minimum pricing?

\$ Minimum pricing is a **SET MINIMUM PRICE FOR A DRINK OF ALCOHOL** below which it cannot be sold

\$ Strong evidence supports the **LINK BETWEEN ALCOHOL PRICE AND HARMS**

\$ Research supports setting minimum alcohol prices **PER STANDARD DRINK** at:

\$3 IN BARS, PUBS & RESTAURANTS

\$1⁵⁰ AT LIQUOR STORES

What is alcohol currently costing in BC?

\$939 million per year in alcohol-related healthcare and policing costs



>80,000
CRIMES per year



>18,000
HOSPITAL ADMISSIONS per year



>1,800
DEATHS per year

How would these minimum prices affect BC?



On average
drinkers in BC would spend
\$0.40 more per week
on alcohol

~184 million
in potential annual savings related
to healthcare and policing costs

**20%
SAVINGS!**



~5000
fewer violent
crimes per year



~3000
fewer alcohol-related hospital
admissions per year



~350
fewer alcohol-related
deaths per year

Did you know?

Minimum pricing
will **NOT** affect every product
ONLY products currently sold at low prices



only 11% of the 5300
products sold in BC would
increase in price
If minimum prices were set at \$1.50

Minimum pricing will not
affect everyone



The greatest impact will be on the health of
**YOUNG PEOPLE AND
HEAVY DRINKERS***
(*>30 drinks/week for men, >20 drinks/week for women)



University
of Victoria

Centre for Addictions
Research of BC

References: <http://bit.ly/sheffmp> • <http://bit.ly/AlcHosp> • <http://bit.ly/bcAlc>



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