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Strategies to Reduce Alcohol-Related Harms and Costs in Canada:

A Review of Provincial, Territorial, and Federal Policies

February 20th, 2019 Webinar

Stockwell, T., Wettlaufer, A., Vallance, K., Chow, C., Giesbrecht, N., April, N., Asbridge, M., Callaghan, R.C., Cukier, S., Davis-MacNevin, P., Dube, M., Hynes, G., Mann, R., Solomon, R., Thomas, G., Thompson, K.



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camh
Centre for Addiction and Mental Health
Centre de toxicomanie et de santé mentale

Project website:
www.alcoholpolicy.cisur.ca



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Substance Use and Addictions Program | Le Programme sur l'usage et les dépendances aux substances



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The views and opinions expressed in this report are those of the authors alone and do not necessarily represent the views of Health Canada or the other organisations acknowledged.



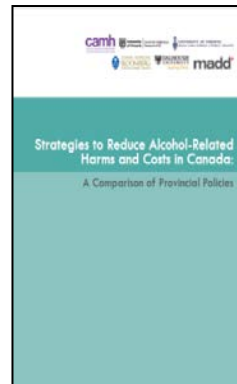
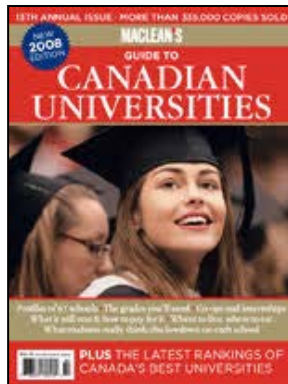
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CAPE History

- First alcohol policy report was released along with 10 provincial summary reports in 2013 (no territories included) (Giesbrecht et al., 2013)
- Format based on: MADD Canada's impaired driving report card/legislative review series and MacLean's University rankings



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CAPE– 2019

- Health Canada SUAP Grant (provinces and territories)
 - Second assessment of provincial alcohol policies
 - First assessment of territorial alcohol policies
 - Policy domains/indicators revised based on updated evidence and stakeholder feedback
 - Results presented as grades rather than rankings
- Public Health Agency of Canada Funding (federal)
 - First assessment of the implementation of federal alcohol policies



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Project Rationale: Alcohol Harms

- ~ 80% of Canadians drank 1+ alcoholic drink in past year
- ~ 30-40% of drinkers (15+ years) report drinking above the low-risk drinking guidelines (after adjustment for under-reporting)
- In 2014, alcohol led to:
 - 14,800 deaths,
 - 139,000 years of productive life lost and
 - 88,000 hospital admissions



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Project Rationale: Alcohol Costs

- The economic cost of alcohol in Canada for 2014 was estimated to be **\$14.6 billion**, more than any other psychoactive substance, including tobacco;
- Net revenue from alcohol in Canada in 2014 totaled **\$10.9 billion** i.e. only 75% of costs
- Each province and territory runs a **cost deficit** from alcohol, ranging from **6% in Quebec** up to **96% in Nunavut**.

Province/Territory	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL	YT	NT	NU
Alcohol- Net Revenue* (Stats Canada, 2018)	\$1,621	\$1,111	\$391	\$431	\$3,918	\$2,445	\$247	\$372	\$56	\$248	\$17	\$30	\$1.75
Alcohol- Harms Costs* (CSUCH, 2018)	\$1,936	\$2,396	\$563	\$577	\$5,344	\$2,589†	\$326	\$427	\$67	\$276	\$41	\$56	\$43
Deficit*	- \$314	- \$1,285	- \$172	- \$146	- \$1,426	- \$144	- \$79	- \$54	- \$10	- \$27	- \$23	- \$25	- \$42

* Value in Millions

† Cost estimates do not include inpatient hospitalization, day surgery and emergency department costs for Quebec

Project Rationale: Evidence-based Policies

Alcohol policy domains with most evidence of effectiveness and greatest population reach were selected e.g. policies that:

- *Decrease alcohol's affordability*
- *Decrease convenience of access*
- *Restrict advertising and promotions*
- *Deter impaired driving*

Advances in knowledge now enable more specific advice e.g.

- *Apply consistent minimum prices per standard drink*
- *Use government rather than private retail systems*
- *Apply advertising codes both to new digital and traditional media*
- *Apply civil penalties for impaired drivers*



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Project Methods



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Methodological Process (Fed & Prov/Terr)

Developing the scoring rubric

Selection of Domains and Indicators

Domains and indicators selected based on review of the evidence e.g. Babor, Burton, Nelson etc.

Development of domain weighting

Individual weighting exercise followed by team weighting consensus activity

Development of indicator scoring

Teams of two Co-I topic experts updated the indicators to reflect current evidence

External peer review

Rubric sent to 3 international peer reviewers and their feedback was incorporated

Applying the scoring rubric

Data collection (Phase I & II)

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

Data validation

RAs sent datasets to key contacts for validation

Data scoring

Two Co-Is independently scored the data. Coordinators facilitated conflict resolution. PIs provided final ruling on conflicts

Tabulation of scores

Coordinators tallied domain and P/T scores

Federal Policy Domains

Policy Domains	Policy indicator categories
1. Pricing and Taxation	<ul style="list-style-type: none"> - Minimum pricing for alcohol sold on federally controlled lands/waters - Volumetric taxation (GST and Excise tax)
2. Physical Availability	<ul style="list-style-type: none"> - Importation of alcohol, restrictions and exemptions
3. Impaired Driving Countermeasures	<ul style="list-style-type: none"> - Federal <i>Criminal Code</i> BAC limit - Random breath testing
4. Marketing and Advertising Controls	<ul style="list-style-type: none"> - Regulating alcohol marketing: content and coverage - Enforcement mechanisms - Monitoring and reporting of alcohol marketing activities
5. Minimum Legal Drinking Age	<ul style="list-style-type: none"> - Federal minimum legal purchase age, status and level
6. Screening, Brief Intervention and Referral	<ul style="list-style-type: none"> - Federal SBIR support - SBIR tools - SBIR initiatives among priority populations
7. Liquor Law Enforcement	Not applicable
8. Control System	<ul style="list-style-type: none"> - Protecting government control systems and protecting public health - Regulation of duty free outlets
9. National Alcohol Strategy	<ul style="list-style-type: none"> - Implementation - Evidence-based recommendations
10. National Monitoring and Reporting	<ul style="list-style-type: none"> - National monitoring program (consumption, morbidity, mortality, crime, costs)
11. Health and Safety Messaging	<ul style="list-style-type: none"> - Alcohol labelling, status, content, quality - Alcohol messaging, status, content, coverage, dissemination mechanisms

Prov./Terr. Direct Policy Domains

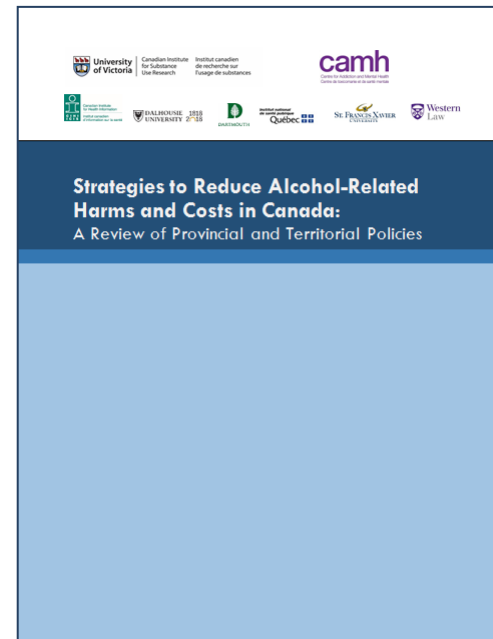
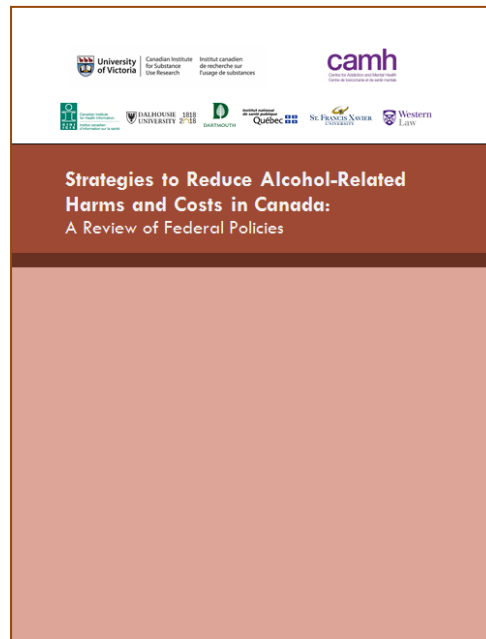
Direct Policy Domains	Policy indicator categories
1. Pricing and Taxation	<ul style="list-style-type: none">- Minimum pricing- General pricing keeping pace with inflation- Pricing on alcohol content- Provincial/territorial taxation
2. Physical Availability	<ul style="list-style-type: none">- Regulating placement and density- Outlet density (practice indicator)- Hours and days of sale- Regulating availability within the establishment
3. Impaired Driving Countermeasures	<ul style="list-style-type: none">- Graduated licensing programs- Penalties, suspensions and revocations- Interlock programs
4. Marketing and Advertising Controls	<ul style="list-style-type: none">- Regulating alcohol marketing: content and coverage- Enforcement mechanisms- Marketing by the liquor boards (practice indicator)
5. Minimum Legal Drinking Age	<ul style="list-style-type: none">- Level of MLDA- Supportive legislation and loopholes- Graduated drinking programs
6. Screening, Brief Intervention and Referral	<ul style="list-style-type: none">- Practice guidelines- Tools and services- SBIR implementation (practice indicator)
7. Liquor Law Enforcement	<ul style="list-style-type: none">- Status of risk-based licensing and enforcement programs- Quality of risk-based licensing and enforcement programs- Penalties- Responsible beverage service training status, coverage and quality

Prov./Terr. Indirect Policy Domains

Indirect Policy Domains	Policy indicators categories
8. Control System	<ul style="list-style-type: none"> - Type of alcohol retail system - Sales beyond on- and off-premise outlets - Relative emphasis on product promotion vs health and safety - Ministry responsible for the control and sale of alcohol
9. Alcohol Strategy	<ul style="list-style-type: none"> - Focus of the strategy - Implementation mechanisms of the strategy - Range of evidence based strategy recommendations
10. Monitoring and Reporting	<ul style="list-style-type: none"> - Comprehensiveness of reporting - Accessibility of reporting - Leadership and support for reporting
11. Health and Safety Messaging	<ul style="list-style-type: none"> - Alcohol labelling: status and quality - Alcohol messaging: status and quality - Dissemination of messaging (practice indicator)



Overall Findings



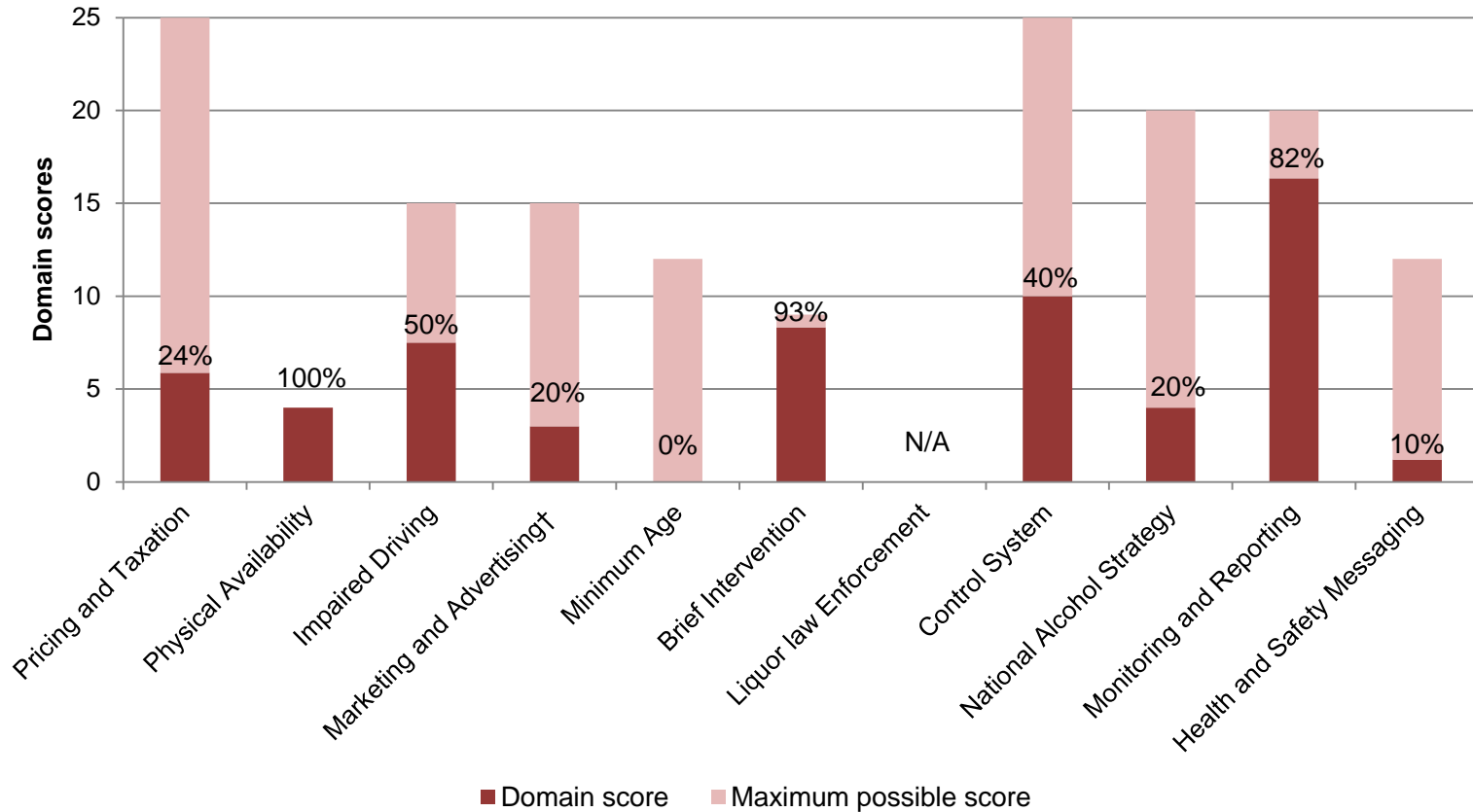
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Federal- Policy Domain Scores

Federal total policy implementation score: 38.4% **F**



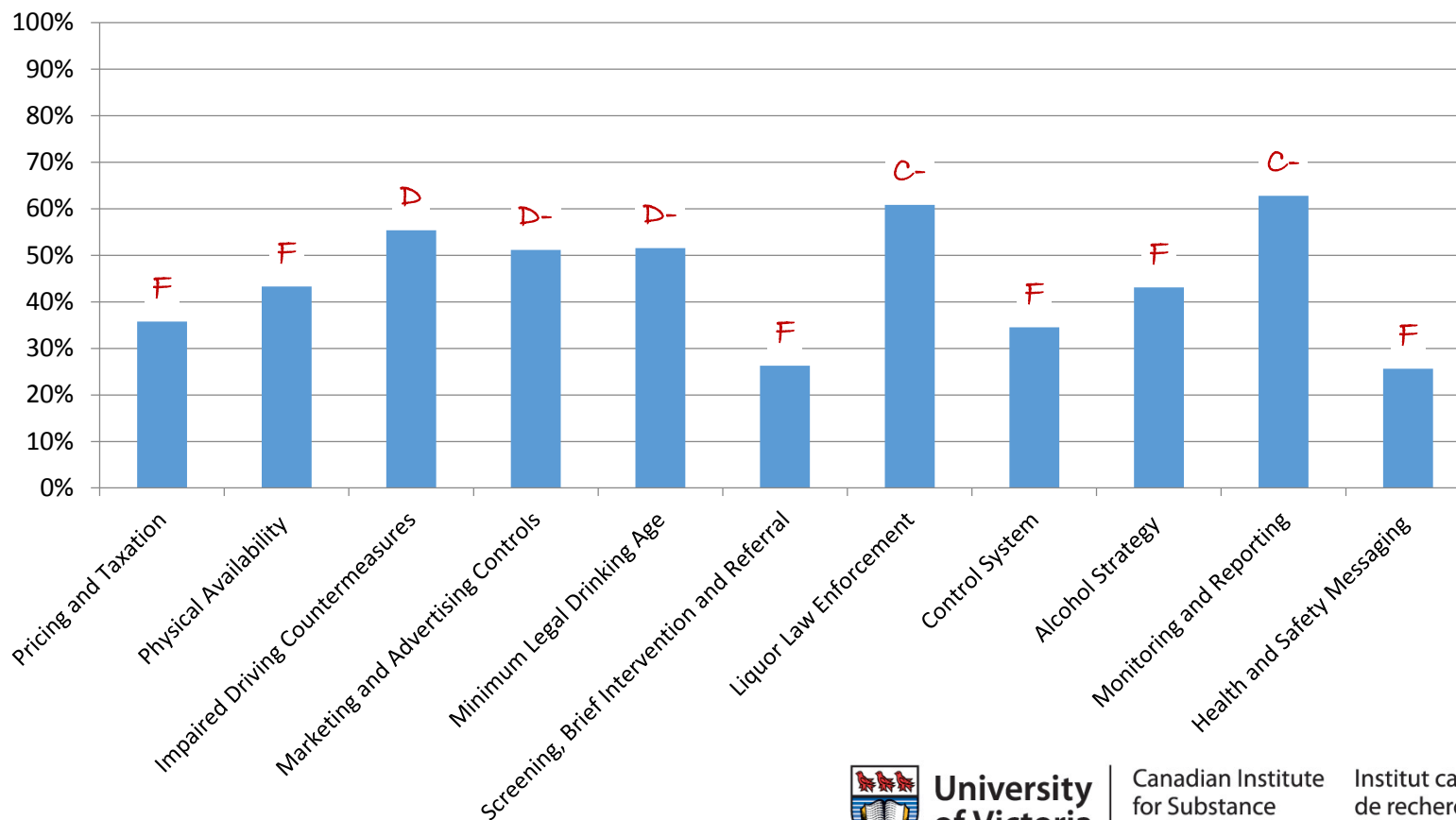
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Provincial/Territorial- Unadjusted Policy Domain Scores

P/T unadjusted total policy implementation score: 44% **F**



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Provincial/Territorial- Best Current Practices

These policies are achievable!



If we take the best current practice for each policy from each province and territory, Canada collectively achieves an *A* with a score of *87%*



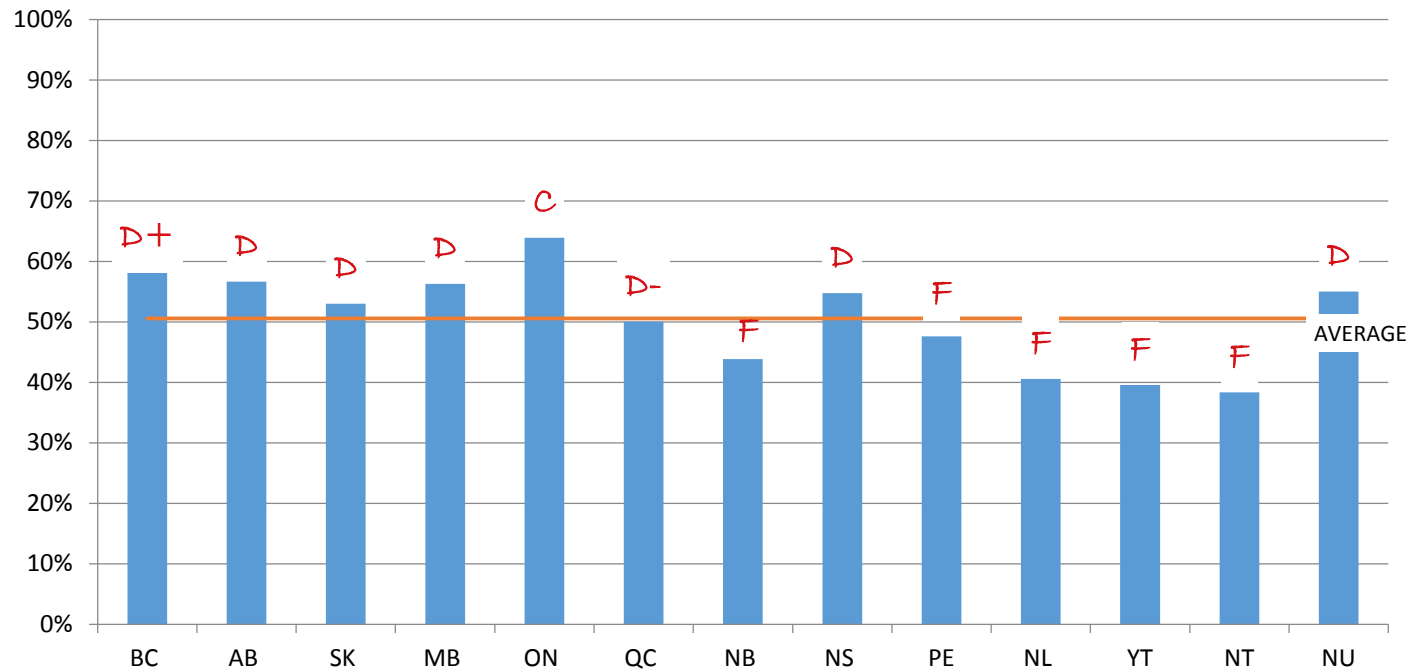
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Provincial/Territorial- Adjusted Total Policy Implementation Scores

Scores have been scaled up by comparing against best current practice in any P/T



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A Detailed Look at the Provincial and Territorial Results



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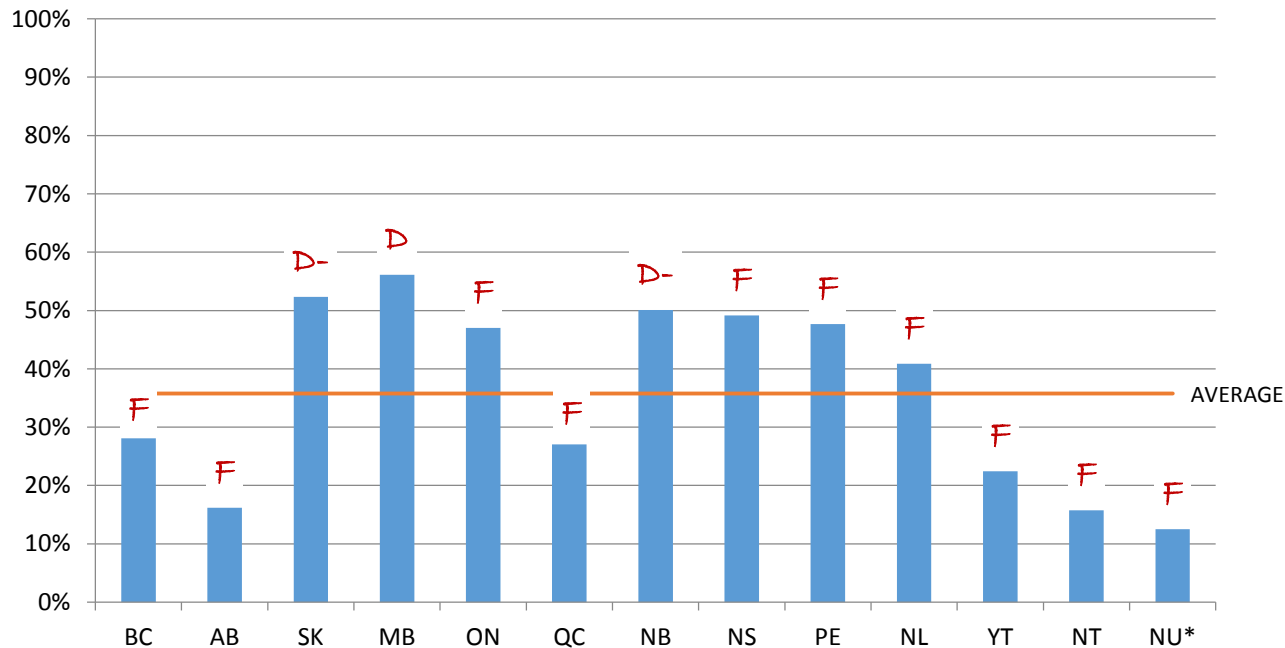
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Provincial/Territorial- Pricing and Taxation

Pricing and taxation domain scores by province and territory



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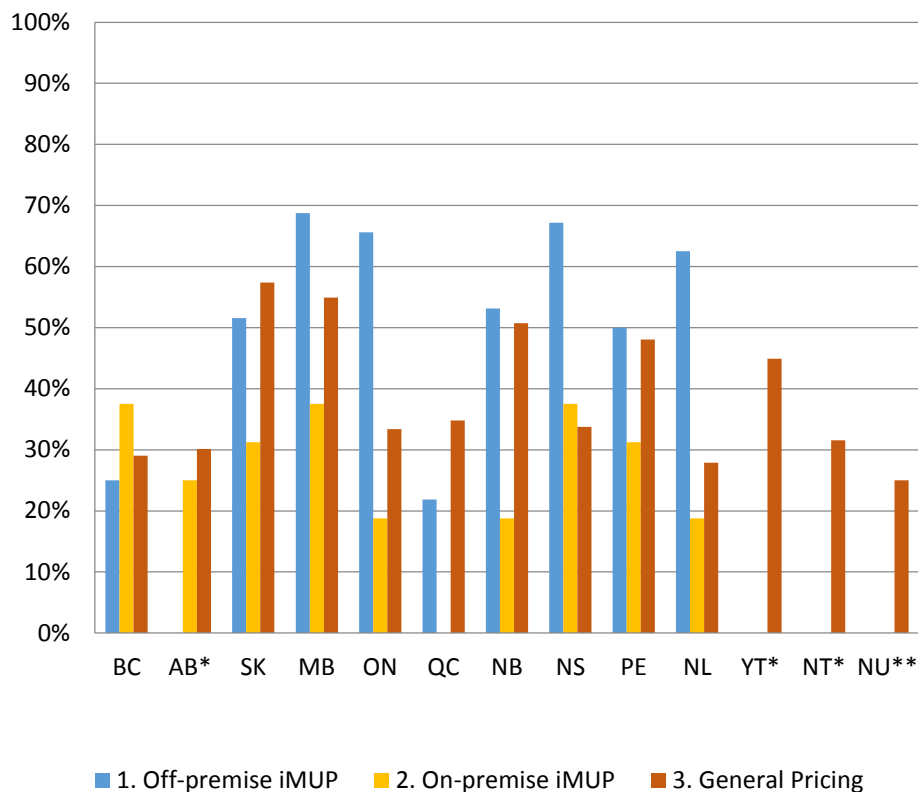
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Provincial/Territorial- Pricing and Taxation

Pricing and taxation indicator scores by province and territory



- MB has nearly perfect volumetric minimum pricing for off-premise alcohol. ON and SK partially adjust their min. prices to reflect alcohol content
- BC and NL implements the highest average min. price for on-premise and off-premise sales respectively
- BC, SK, PEI, and YT tax alcohol at a higher rate than other goods



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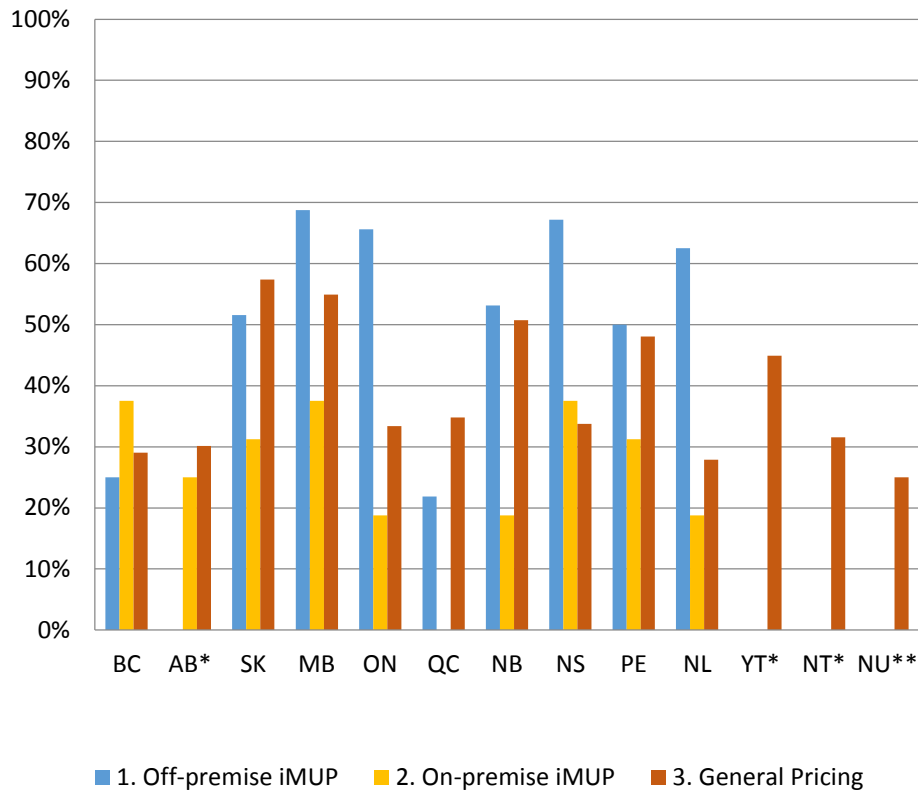
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Provincial/Territorial- Pricing and Taxation

Pricing and taxation indicator scores by province and territory



- QC only sets min. prices for malt-based beverages sold off-premise; AB does not set any off-premise minimum prices
- No prov./terr. sets on-premise min. prices that reflect alcohol content within beverage categories or indexes on-premise minimum prices to inflation
- Ten of the 13 jurisdictions do not set alcohol prices according to alcohol content



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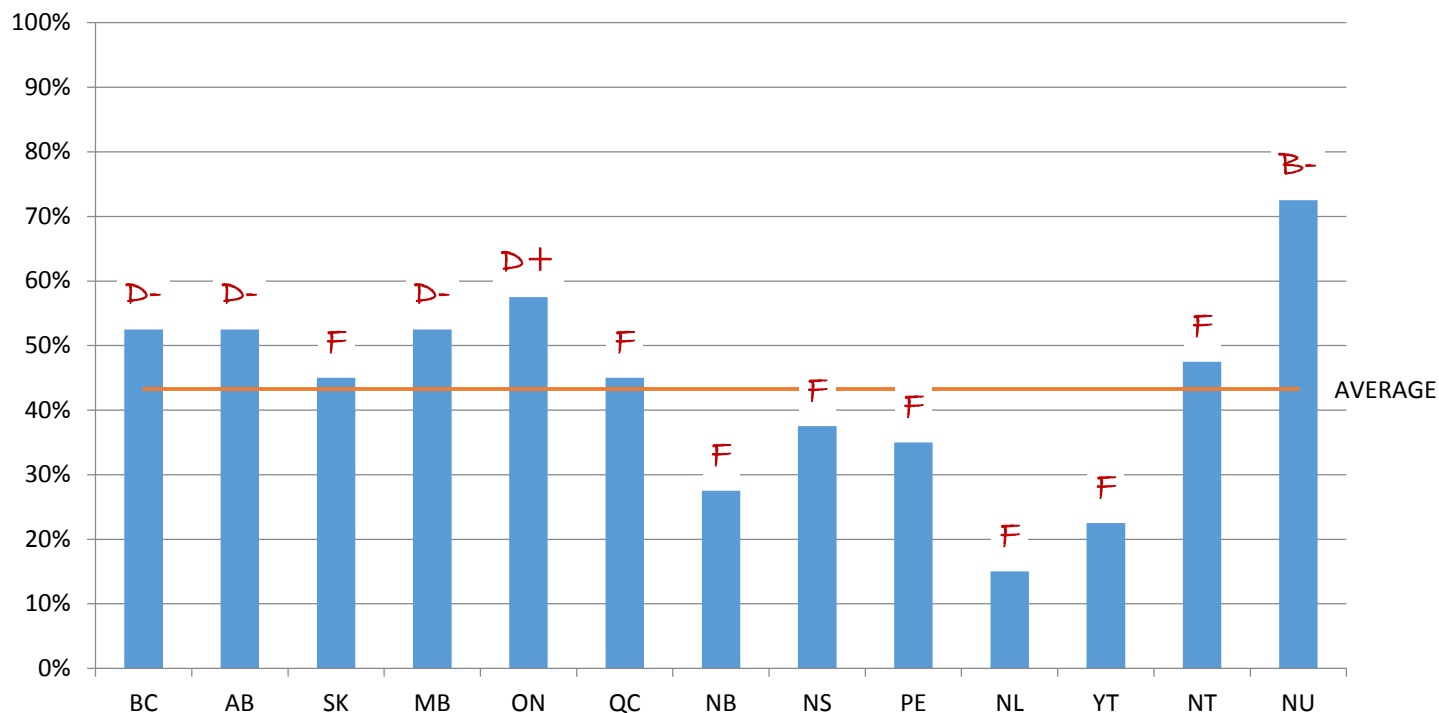
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Provincial/Territorial-Physical Availability

Physical availability domain scores by province and territory



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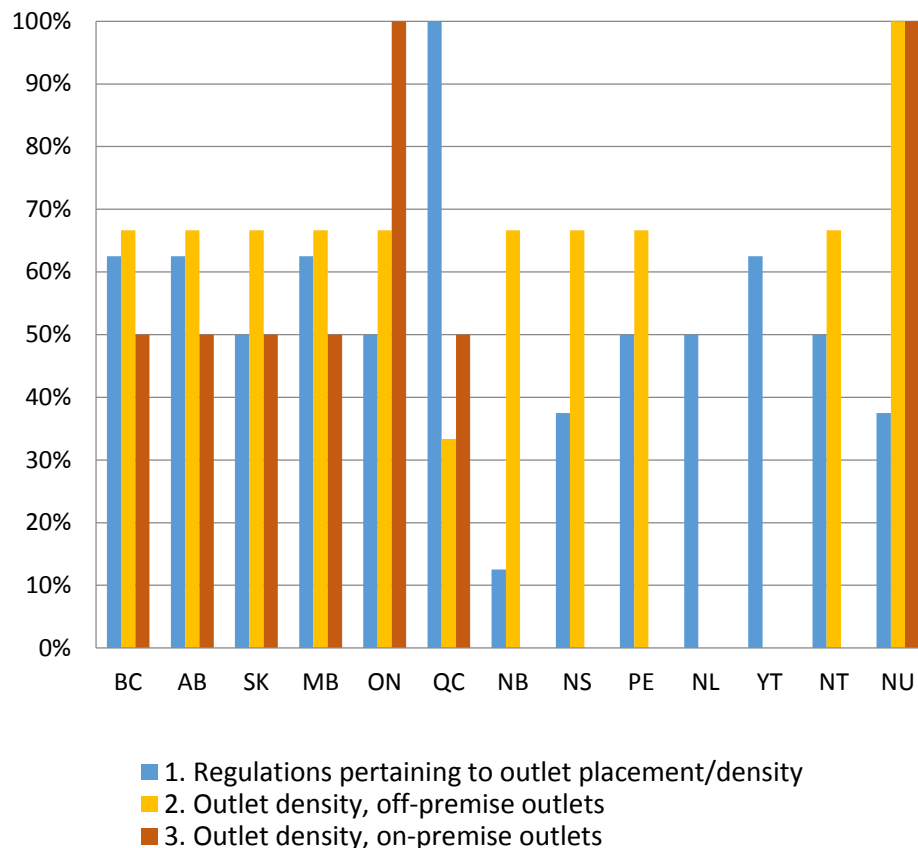
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Provincial/Territorial-Physical Availability

Physical availability indicator scores by province and territory



- There are some examples of regulations to restrict outlet density in SK and QC, but they are limited to specific outlets types or regions
- NU and ON have relatively low outlet density
- NL, NB, and YT have high on-premise outlet density
- NB and PEI do not grant municipalities the power to restrict the placement or number of off-premise outlets.



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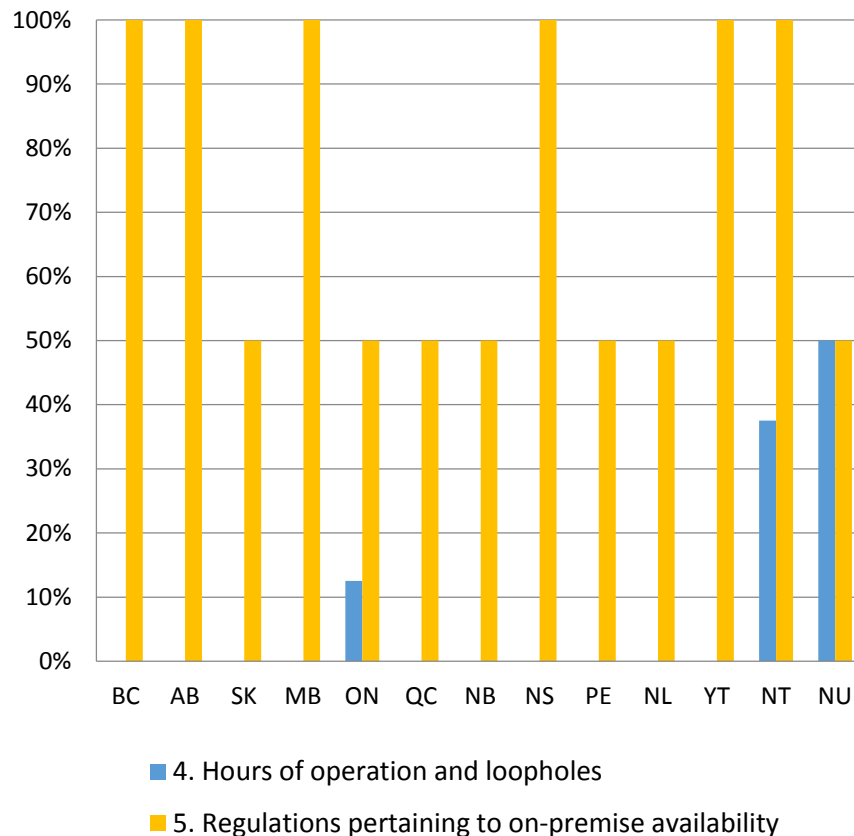
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Provincial/Territorial-Physical Availability

Physical availability indicator scores by province and territory



- NB limits off-premise sales to a maximum of 11 hours per day by regulation
- Most jurisdictions permit re-corking of unfinished for take away and restrict the number of drinks served to a patron at one time
- The majority of jurisdictions have loopholes that allow for the extension of hours of operation for off-premise stores and on-premise establishments



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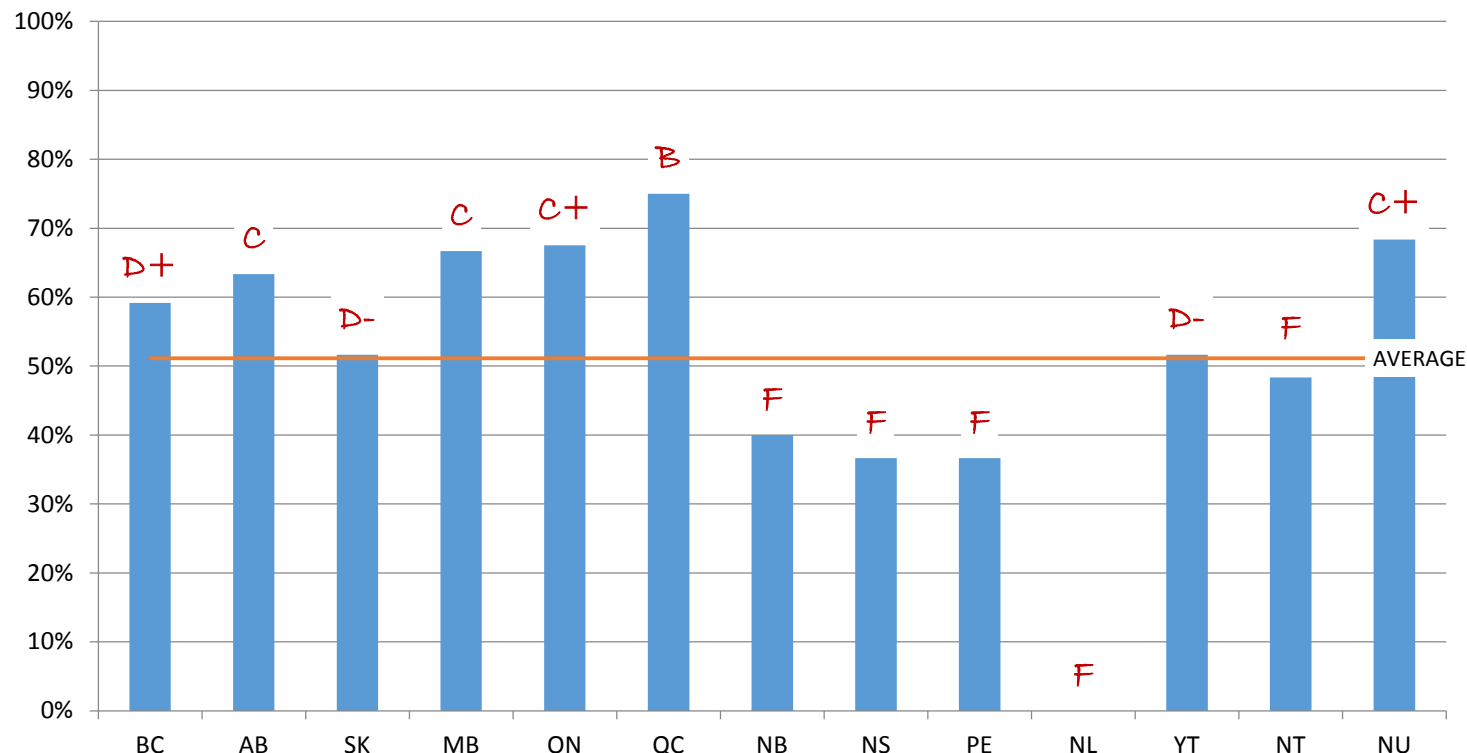
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Provincial/Territorial- Marketing and Advertising Controls

Marketing and advertising controls domain scores by province and territory



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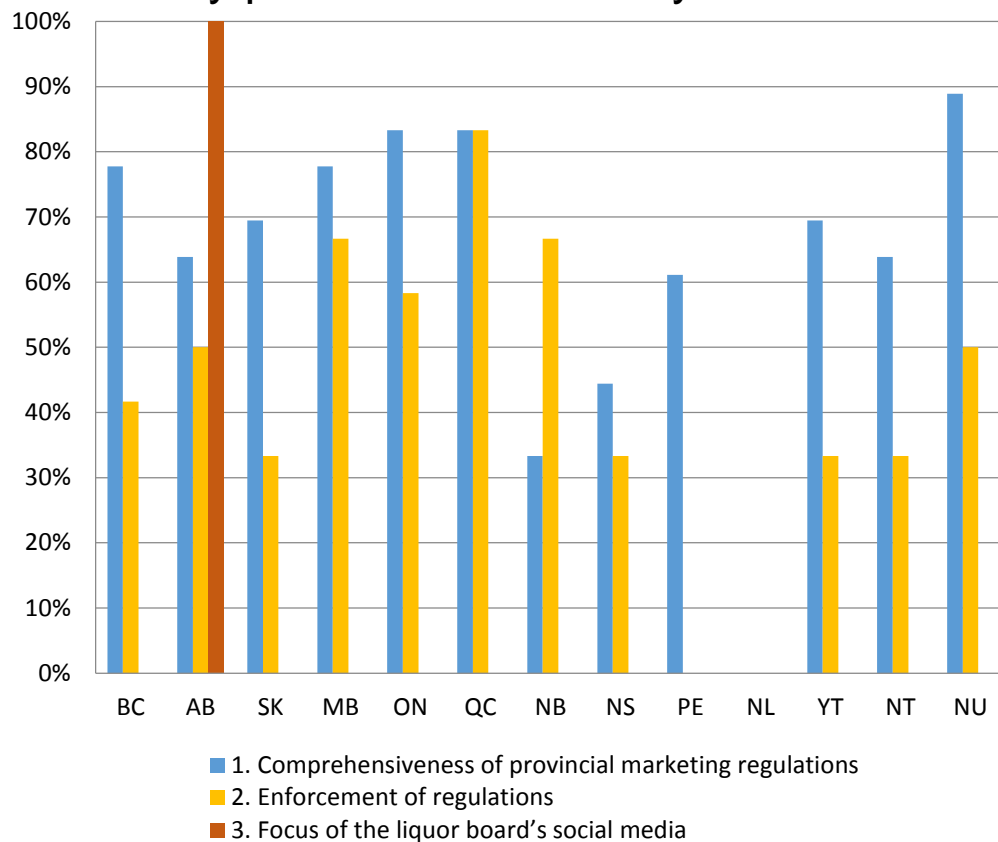
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Provincial/Territorial- Marketing and Advertising Controls

Marketing and advertising controls indicator scores by province and territory



- The majority of jurisdictions have marketing restrictions beyond the CRTC code
- QC and NU have a mandatory pre-screening process set in the regulations for alcohol advertising
- AB takes a balanced approach to the messaging they disseminate via social media



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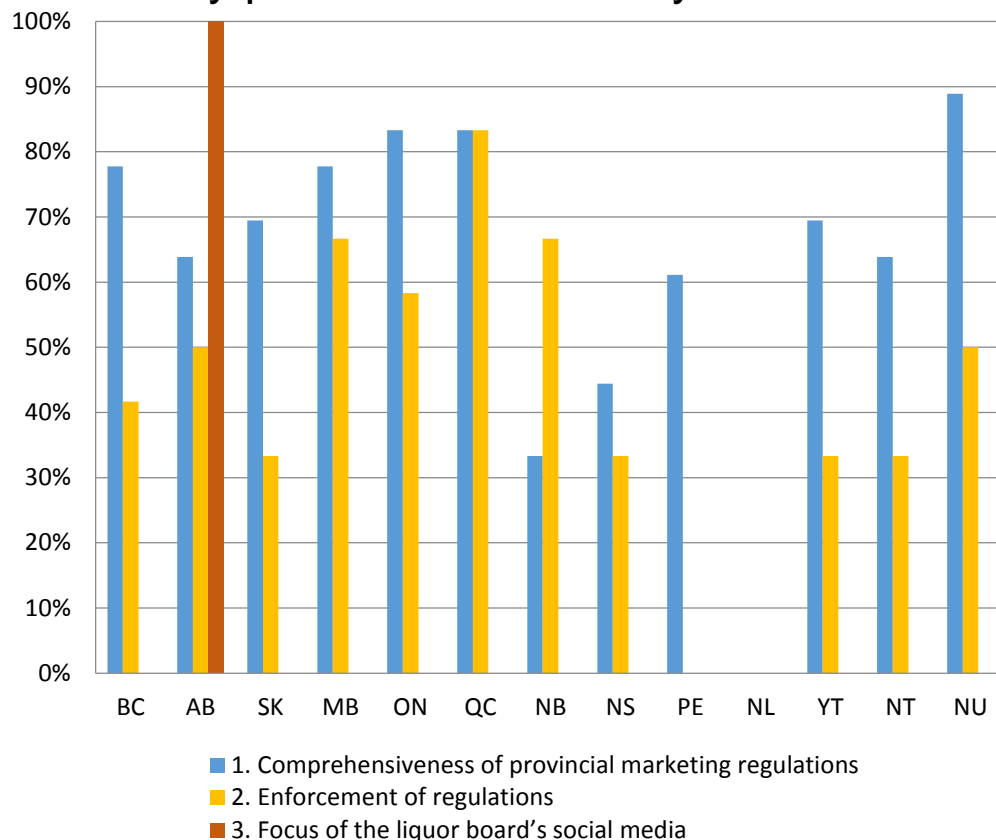
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Provincial/Territorial- Marketing and Advertising Controls

Marketing and advertising controls indicator
scores by province and territory



- NL does not regulate alcohol advertising beyond the federal CRTC code
- In some jurisdictions the liquor boards self-monitor their advertising
- Only NU forbids alcohol sponsorships, some jurisdictions permit branded scholarships (ON, NS, PEI)



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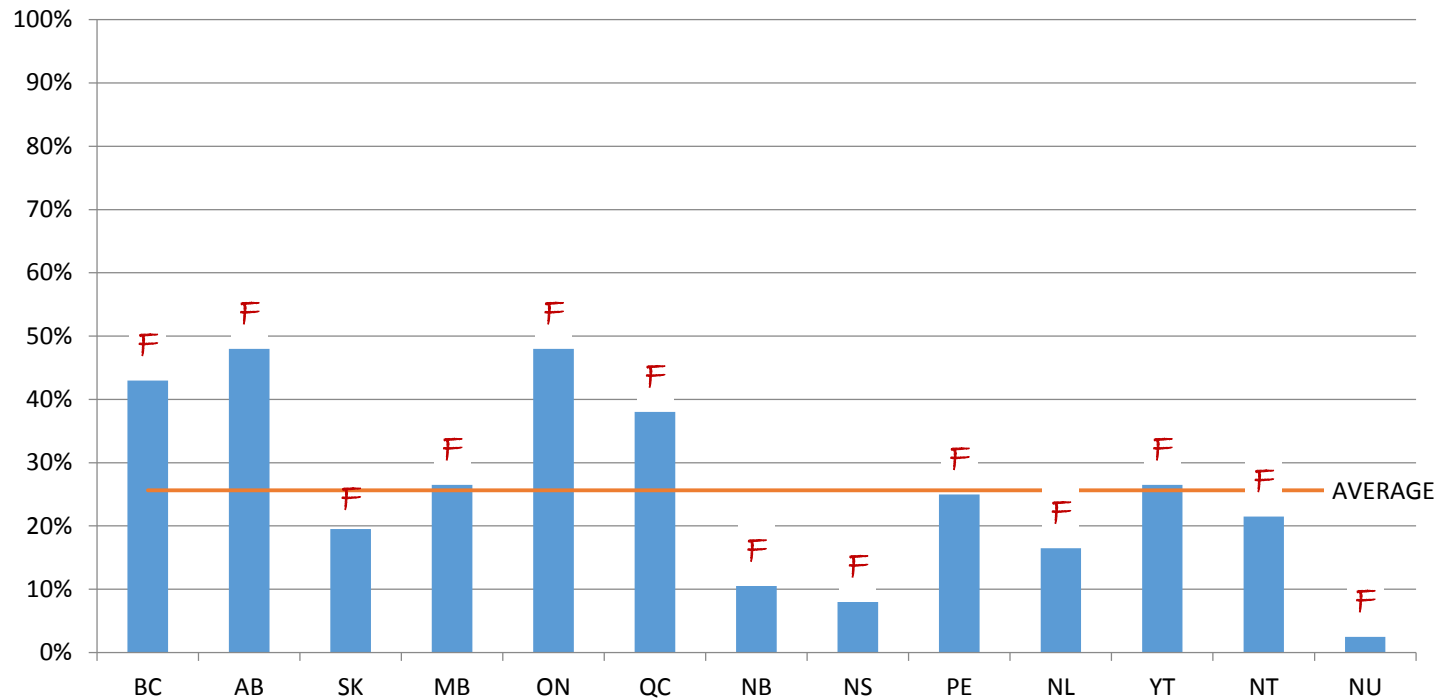
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Provincial/Territorial- Health and Safety Messaging

Health and safety messaging domain scores by province and territory



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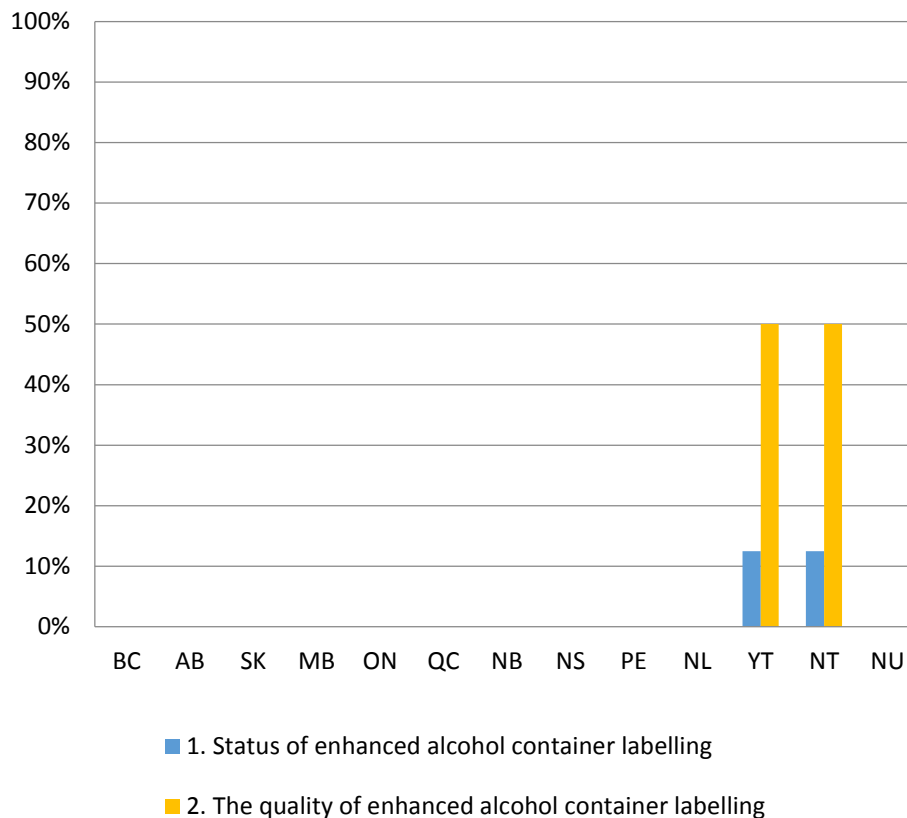
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Provincial/Territorial- Health and Safety Messaging

Health and safety messaging indicator scores by province and territory



- YT and NT have implemented a form of enhanced alcohol labeling to convey alcohol-related health and safety information
- Enhanced alcohol warning labels on alcohol containers are non-existent in 11 out of 13 jurisdictions.
- YT and NT labels are applied as a matter of policy in-store as opposed to being a legislated manufacturer requirement.



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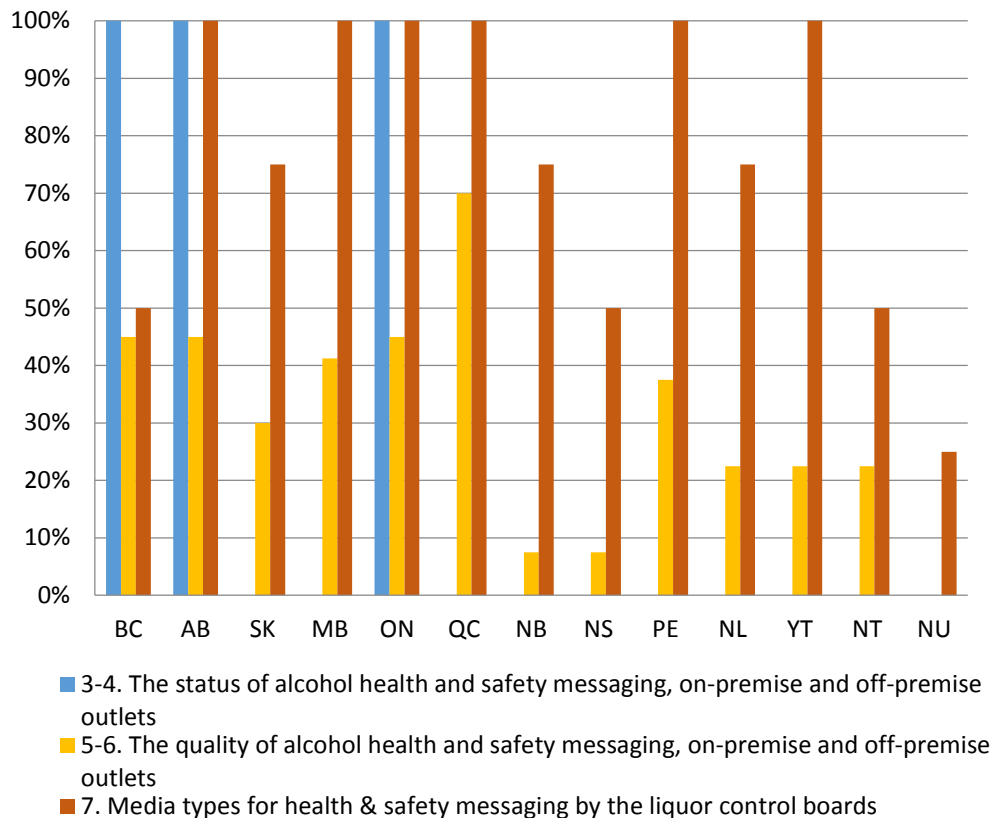
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Provincial/Territorial- Health and Safety Messaging

Health and safety messaging indicator scores by province and territory



- BC and ON have legislation requiring mandatory warning signs be placed at point of sale
- QC has a variety of alcohol warning signs on FASD, chronic disease, and LRDGs
- Ten of the 13 jurisdictions did not have mandatory alcohol warning signs in locations where liquor is sold
- The quality of voluntary warning signs produced by the liquor control boards was not strong



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Recommendations



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Federal Recommendations



Pricing and Taxation

- Excise taxes are increased and based on alcohol content for all alcoholic beverages
- A standardized national minimum price per standard drink is negotiated with all provinces and territories



Marketing and Advertising

- The CRTC advertising code is updated and expanded



A National Alcohol Strategy

- The federal government initiates a process to develop a new national strategy for reducing alcohol-related harm



An Alcohol Act for Canada

- Alcohol is responsible for more economic costs in Canada than either cannabis or tobacco, both substances which have their own Acts, a federal Alcohol Act is needed.



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Provincial/Territorial Recommendations



Pricing and Taxation: indexed minimum price per standard drink of \$1.75 for off-premise stores and \$3.50 for on-premise establishments



Physical Availability: set upper limits on density and regulate maximum trading hours (off-premise: 11am-8pm; on-premise: 11am-1am the next day), no extensions.



Impaired Driving: Introduce *mandatory* vehicle impoundment for all drivers with a .05% BAC and require successful completion of ignition interlock programs as a condition of re-licensing for all alcohol-related *Criminal Code* impaired-driving offenders



Marketing and Advertising: Implement comprehensive restrictions covering placement, quantity, and content of ads as well as sponsorship restrictions for all media and advertisers; implement mandatory pre-screening by an independent authority



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Provincial/Territorial Recommendations



Minimum Legal Drinking Age: increase the MLDA or give consideration to graduated drinking policies



SBIR: Implement SBIR practice guidelines endorsed by a credible professional association (e.g. the College of Family Physicians of Canada) and fund online or in-person SBIR programs



Liquor Law Enforcement: Implement Risk-Based Licensing and Enforcement programs for all liquor outlets



Alcohol Control System: Discontinue plans for privatisation of retail alcohol sales; maintain a government-owned and run retail network for off-premise outlets that reports to a ministry with a mandate to protect health and safety; legislate earmarked funds to support harm reduction and health promotion initiatives



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Provincial/Territorial Recommendations



Provincial/territorial Alcohol Strategy: Develop and fund a government-endorsed alcohol-specific strategy incorporating a full range of evidence-based interventions and policies independently from the alcohol industry



Monitoring and Reporting: Fund the tracking and public reporting of key alcohol-related harm indicators annually through a centralized system with an identified lead agency



Health and Safety Messaging: Require prominent placement of alcohol labels that include rotating health and safety messages, standard drink information and low-risk drinking guidelines



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Next steps

- Detailed provincial/territorial summaries to be released in early Spring
- In-depth presentations of jurisdiction-specific results and recommendations may also be scheduled separately upon request to ashley.wettlaufer@camh.ca
- Five jurisdictions have scheduled presentations so far- Thank you for your interest!
- Post-release stakeholder interviews to follow KT activities

Project information, reports, webinars and other resources are available on the CAPE website:

www.alcoholpolicy.cisur.ca



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Questions



We welcome participants to pose questions by typing them into the chat box



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Funders:  Health Canada Santé Canada  Public Health Agency of Canada Agence de la santé publique du Canada

Partners:



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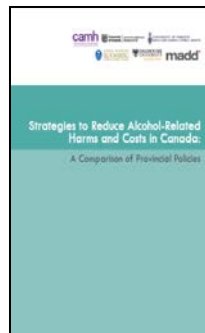
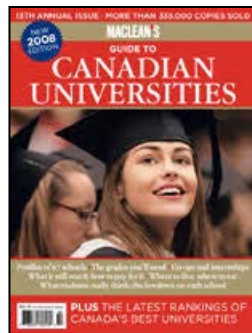
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CAPE Info

History: the first [alcohol policy report and 10 provincial summary reports](#) was released in 2013 (no territories included) (Giesbrecht et al., 2013)

This is the first assessment of federal and territorial alcohol policies and the second assessment of provincial alcohol policies

Format based on: MADD Canada's impaired driving report card/legislative review series and MacLean's University rankings



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Alcohol Consumption and Harms

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- ~ 30-40% of drinkers (15+ years) report drinking above the low-risk drinking guidelines (after adjustment for under-reporting)
- In 2014, alcohol led to:
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The Alcohol Deficit

- The economic cost of alcohol in Canada for 2014 was estimated to be **\$14.6 billion**, more than any other psychoactive substance, including tobacco;
- Net revenue from alcohol in Canada in 2014 totaled **\$10.9 billion** i.e. only 75% of costs
- Each province and territory runs a **cost deficit** from alcohol, ranging from a **6% deficit in Quebec** up to a **96% deficit in Nunavut**:

Province/Territory	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL	YT	NT	NU
Alcohol- Net Revenue* (Stats Canada, 2018)	\$1,621	\$1,111	\$391	\$431	\$3,918	\$2,445	\$247	\$372	\$56	\$248	\$17	\$30	\$1.75
Alcohol- Harms Costs* (CSUCH, 2018)	\$1,936	\$2,396	\$563	\$577	\$5,344	\$2,589†	\$326	\$427	\$67	\$276	\$41	\$56	\$43
Deficit*	- \$314	- \$1,285	- \$172	- \$146	- \$1,426	- \$144	- \$79	- \$54	- \$10	- \$27	- \$23	- \$25	- \$42

* Value in Millions

† Cost estimates do not include inpatient hospitalization, day surgery and emergency department costs for Quebec

Federal- Policy Domain Scores

Policy Domains

1. Pricing and Taxation

2. Physical Availability

3. Impaired Driving
Countermeasures

4. Marketing and Advertising
Controls

5. Minimum Legal Drinking Age

6. Screening, Brief Intervention
and Referral

7. Liquor Law Enforcement (N/A)

8. Control System

9. National Alcohol Strategy

10. National Monitoring and
Reporting

11. Health and Safety Messaging

Federal total policy
implementation
score: 38.4% **F**



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Federal Recommendations



Pricing and Taxation

- Excise taxes are increased and based on alcohol content for all alcoholic beverages
- A standardized national minimum price per standard drink is negotiated with all provinces and territories



Marketing and Advertising

- The CRTC advertising code is updated and expanded



A National Alcohol Strategy

- The federal government initiates a process to develop a new national strategy for reducing alcohol-related harm



An Alcohol Act for Canada

- A federal Alcohol Act is needed to address issues such as:
 - Minimum age
 - Alcohol health and safety labelling



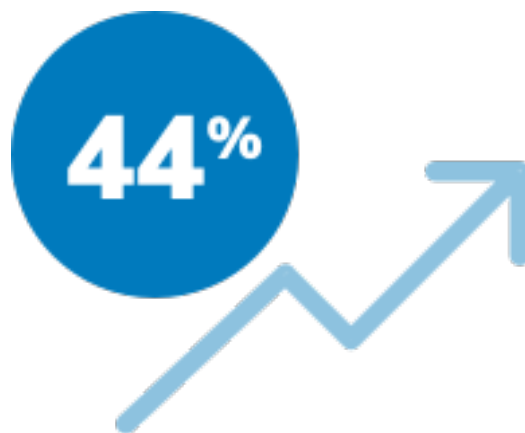
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Provincial/Territorial- Overall Policy Implementation Score

Canada achieved 44% (**F**) of its potential to implement gold standard alcohol policies



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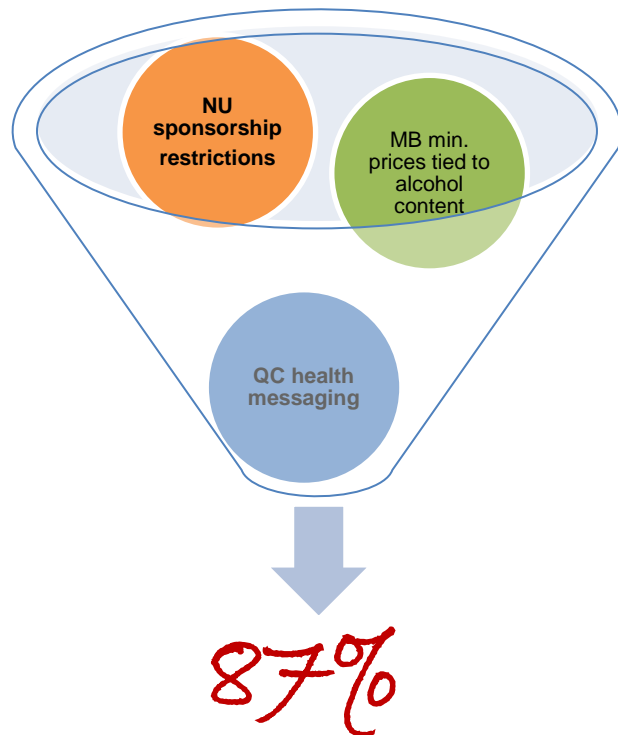
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Provincial/Territorial- Best Current Practices

Gold standard alcohol policies are achievable!



If we take the best current practice for each policy from each province and territory, Canada collectively achieves an **A** with a score of **87%**



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Provincial/Territorial- Adjusted Total Policy Implementation Scores

Province/Territory	Score	Grade
British Columbia	58%	D+
Alberta	57%	D
Saskatchewan	53%	D
Manitoba	56%	D
Ontario	64%	C
Quebec	50%	D-
New Brunswick	44%	F
Nova Scotia	55%	D
PEI	48%	F
Newfoundland and Labrador	41%	F
Yukon	40%	F
Northwest Territories	38%	F
Nunavut	55%	D

ON, BC and AB achieved the highest scores but there has been significant deregulatory action announced in recent months

Several provinces/territories have/are in the process of developing alcohol strategies since 2013 (e.g. MB, NU)

Rapidly expanding alcohol access and privatization since 2013



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Provincial/Territorial- (De)regulatory Trends

"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."

Saskatchewan Liquor Store Privatization

The **Saskatchewan** government has announced the list of **store** locations and owners involved in the major **privatization** overhaul of its **liquor** system. The

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

♦ Ferment-on-Premises: Albertans are able to make their own beer or wine at licensed facilities and then take it home.

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

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

Published on May 18, 2018



Loblaw launches 'no name' beer, will be buck a bottle on Family Day weekend



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Provincial/Territorial Recommendations



Pricing and Taxation: Set minimum prices per standard drink at \$1.75 or higher for retail sales and \$3.50 for restaurants and bars
i.e. No 'Buck-a-beer' pricing



Physical Availability: Restrict liquor store hours to no later than 8pm and no later than 1am for bars; exclude alcohol sales from grocery stores



Alcohol Control System: Discontinue plans for privatisation of retail alcohol sales; maintain a government-owned and run retail network for off-premise outlets that reports to a ministry with a mandate to protect health and safety



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Questions



We welcome participants to pose questions by typing them into the chat box



Project website: www.alcoholpolicy.cisur.ca



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Thank you!

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