

Reducing Alcohol-Related Harms and Costs in Yukon: A Policy Review

Yukon

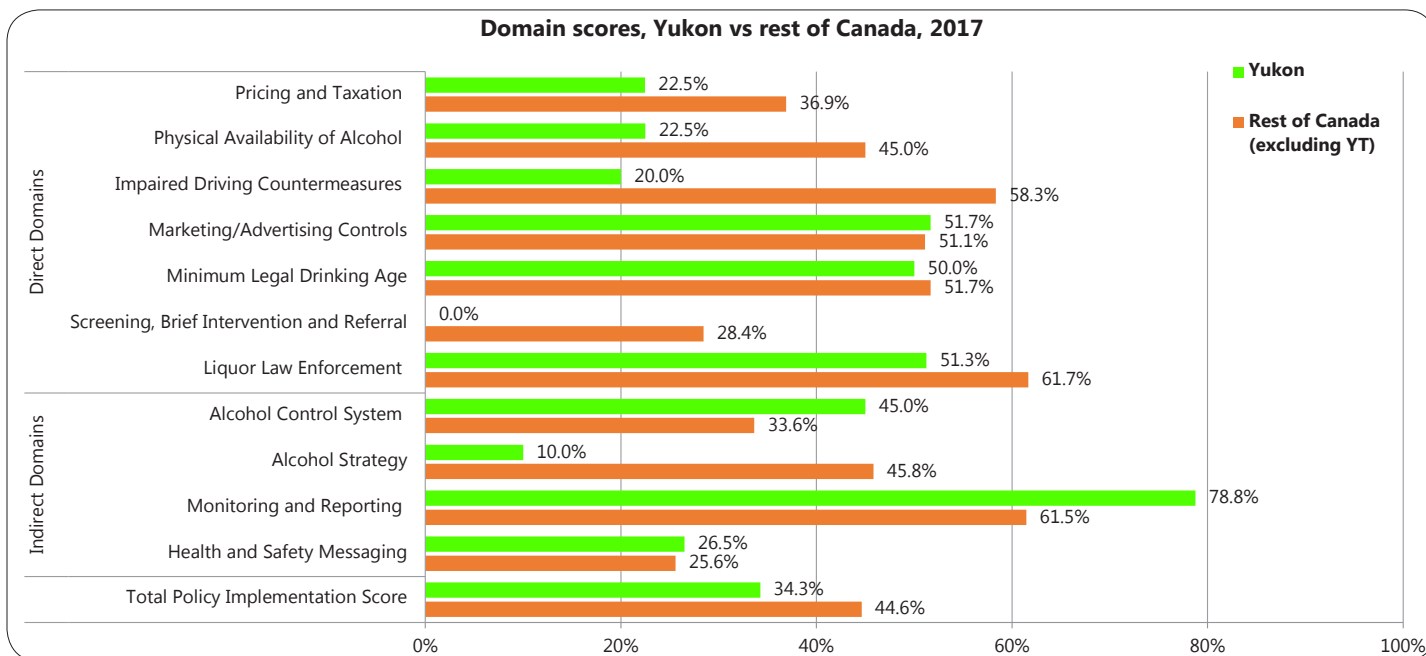
Population (2016)	35,874
Per capita alcohol consumption age 15+*	15L pure ethanol**
Overall alcohol harm costs (2014)	\$41M
Net revenue from alcohol (2014)***	\$17M
Type of alcohol retail system	Mixed government/private system

The Provincial and Territorial Canadian Alcohol Policy Evaluation (CAPE) project is a rigorous assessment of whether evidence-based alcohol policies were implemented within each province and territory in 2017. A comprehensive alcohol policy framework was developed, containing gold standard best practices across 11 different policy domains. The first seven domains have evidence of effectiveness as means of directly reducing population level consumption of alcohol and/or related harms. The last four domains are composed of evidence-based strategies that more indirectly facilitate implementation of the first seven domains. See Stockwell et al, 2019^a for the full methodology and findings.

The three territories represent distinct cultural and geographical contexts but are also unique in terms of population size and dispersion with varying alcohol regulatory frameworks and less infrastructure capacity. Despite these differences, the evidence-based policies assessed in this project are still relevant and the same study protocol has been carefully applied, to the extent possible, to evaluate their implementation across these three jurisdictions.

The scores presented in this summary reflect the degree to which Yukon has implemented the gold standard best practices captured in the CAPE alcohol policy framework. **Overall, Yukon scored 34% in 2017, which is 11% below the average of 45% for the rest of Canada (excluding Yukon).**

Domain scores, Yukon vs rest of Canada, 2017














Promising practices in Yukon

- Yukon's liquor licensing board has a number of **gold standard best practices in place for determining outlet placement** for on-premise establishments such as restaurants and bars and off-premise retail stores, which take into account factors such as the current distribution of outlets.
- There is a **strong ratio of liquor inspectors** to the number of on-premise establishments and off-premise retail store outlets in Yukon. Further, inspections of on-premise establishments are completed more frequently for higher risk outlets such as liquor primary premises which often include bars or taverns.
- The **penalties for liquor law violations in Yukon reflect the severity** of the violation and can escalate for repeat offences; penalties are also publicly reported on the liquor corporation's website.
- Yukon is one of only two Canadian jurisdictions that currently requires **mandatory warning labels** be applied to all alcohol beverage containers sold in retail stores. Yukon recently participated in a Health Canada study piloting new evidence-based labels, which included low-risk drinking guidelines, standard drink information, and a health warning containing a cancer message.



*Adjusted to account for unrecorded alcohol consumption. **Equivalent to 878 standard drinks (1 standard drink contains 17.05mL of pure alcohol and is equivalent to 341mL of 5% beer; 142mL of 12% wine; or 43mL of 40% spirits). *** Net income of liquor authorities, total taxes, and other revenue. See CAPE report for full list of data sources.^a

Strengthening alcohol policies in Yukon

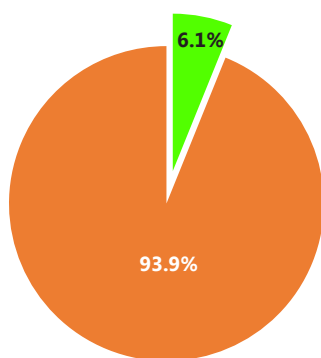
Policy Domain	Score	Selected recommendations
 Pricing and Taxation	22% F	Implement legislated minimum alcohol prices in Yukon and set the price to at least \$1.75* per standard drink for off-premise retail stores and \$3.50* per standard drink for on-premise establishments , after taxes with no exceptions (*2019 prices). Update all alcohol prices annually to reflect Yukon-specific inflation rates to ensure alcohol does not become less expensive relative to other goods over time.
 Physical Availability	23% F	Limit the availability of alcohol by reducing trading hours ; do not allow early morning alcohol sales (i.e. before 11:00am) or late-night sales (i.e. after 8pm for off-premise retail stores and 1am for on-premise establishments) without exceptions.
 Impaired Driving Counter-measures	20% F	Strengthen the graduated licensing program (GLP) in Yukon by increasing the minimum eligibility age to 16 , increasing the duration of stage 1 from 6 months up to 12 months and extending the zero tolerance BAC for 3 years beyond program completion . Adjust the administrative license suspension (ALS) periods to have a minimum 3-day ALS for the first occurrence and 7-day ALS for the second occurrence; the ALS should include mandatory vehicle impoundment for the first occurrence and include a licence reinstatement fee . Penalties should be increased or modified for all drivers when the presence of a drug is detected in addition to alcohol. Implement mandatory interlock programs in conjunction with license suspensions requiring program completion prior to relicensing.
 Marketing and Advertising Controls	52% D-	Implement stronger marketing restrictions in Yukon beyond the Canadian Radio-television and Telecommunications (CRTC) regulations that specifically protect priority populations including youth, women and girls and minority groups, those in recovery from addiction. Strengthen sponsorship restrictions to further limit exposure to youth and direct targeting of youth or young adults. Appoint an independent authority responsible for enforcement with mandatory pre-screening requirements and introduce an independent complaint system . Increase the proportion of health and safety messaging on Yukon's social media accounts.
 Minimum Legal Drinking Age	50% D-	Increase the minimum legal drinking age ; give consideration to graduated drinking policies that grant phased-in legal access to alcohol by limiting the amount and type of alcohol that can be purchased in specific settings between the ages of 19 and 21. Prohibit the extension of social hosting laws that allow service of alcohol to minors beyond private residences e.g. on-premise establishments and licensed events.
 Screening, Brief Intervention/Referral	0% F	Collaborate with health care professionals to develop screening, brief intervention and referral (SBIR) practice guidelines and tools to be implemented in a health care setting and online; give special consideration to remote communities where internet access and regular clinical care is limited . When available, online tools can increase accessibility, especially among younger populations or those not accessing health care in a clinical setting; implementation of SBIR tools should be tracked in order to inform future SBIR activities. Work with health care providers in order to increase the proportion of physicians or other clinical staff who routinely ask adults 18+ about their alcohol use .
 Liquor Law Enforcement	51% D-	Implement a risk-based licensing and enforcement program for on-premise establishments, off-premise retail stores, and special occasion permits to inform licensing conditions and enforcement schedules based on outlet and licence holder characteristics as well as incident data. Have a defined follow-up period for failed compliance checks and liquor law violations and introduce a mystery shopper program for off-premise retail stores to ensure compliance with minimum drinking age laws. Make the liquor service training program (B.A.R.S.) mandatory for all staff and volunteers at all licensed events, special occasion permits, venues, on-premise establishments and off-premise stores.
 Alcohol Control System	45% F	Ensure the Yukon Liquor Corporation reports to a ministry with a focus on public health and/or safety and legislate earmarked funds to support harm reduction initiatives and health promotion messaging ; protection of public health and safety should be an explicitly stated objective of the control system. Phase out ferment on premise outlets , which encourage the bulk sale of inexpensive alcohol.
 Alcohol Strategy	10% F	Develop a Yukon alcohol-specific government-endorsed strategy that has dedicated funding and includes a range of evidence-based public health and policies and interventions; ensure the strategy is developed without industry input . Identify a leader to facilitate implementation of the strategy with systems in place to monitor implementation and effectiveness; the strategy should be updated every five years to ensure it aligns with current evidence.
 Monitoring and Reporting	79% B+	Ensure that key alcohol-related indicators such as consumption, alcohol-related hospitalizations, deaths and crime are updated and publicly reported through a centralized system at least annually . Allocate dedicated funding for staff time and resources to tracking and reporting of alcohol-related indicators.
 Health and Safety Messaging	27% F	Strengthen the current alcohol warning labels in Yukon by including pictorial images and having rotating messages cover health and safety, standard drink information and national low-risk drinking guidelines. Require mandatory display of alcohol warning signage in all locations that sell or serve liquor , which include a variety of health-focused messaging such as FASD risks and pregnancy, impaired driving and injury risks, alcohol's risks to minors, low-risk drinking guidelines and alcohol's chronic disease and health impacts.
Total Policy Implementation Score	34% F	A comprehensive list of gold standard best practice alcohol policies is available in Appendix C of the full CAPE report².

DIRECT DOMAINS

INDIRECT DOMAINS

Yukon: selected findings, 2017

Yukon alcohol retail stores, 2017



■ Government retail stores ■ Private retail stores

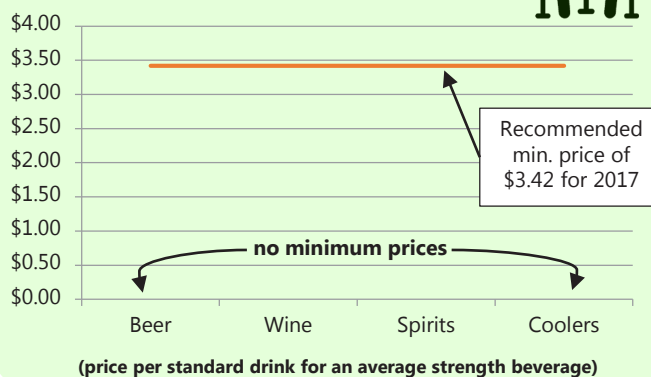
Best practice is 100% government-run alcohol retail stores

Yukon minimum prices
per standard drink, 2017

Off-premise retail stores



On-premise establishments (restaurants, bars, etc.)



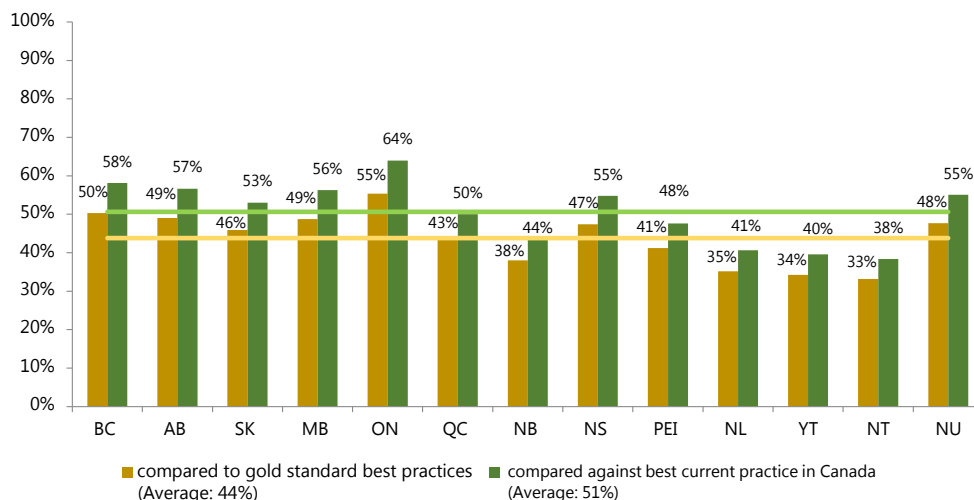
Select Best Practices for Impaired Driving Countermeasures Across the Territories

	Yukon	Northwest Territories	Nunavut
Has a graduated licensing program (GLP) in place	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
.05% BAC administrative license suspension (ALS) has mandatory vehicle impoundment for 1st offence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ALS period for 1st offence at least 3 days	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ALS period for 2nd offence at least 7 days	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Mandatory interlock program for <i>Criminal Code</i> impaired driving	Voluntary program	Voluntary program	No interlock program

How does Yukon stack up against other provinces and territories?

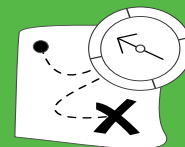
Even though the provinces and territories scored poorly overall in relation to gold standard best practices, many examples of strong alcohol policy components were found across Canada. **In fact, if a province or territory chose to implement all of these best current practices that were identified they would have scored 87% (Grade A).** Based on these best current practices identified across all jurisdictions, the scores were scaled up to show how the provinces and territories measure up against best current practices in Canada (green bars).

Total policy implementation scores by province and territories, 2017



Next steps for reducing alcohol-related harms and costs in Yukon

- In light of the substantial and increasing harm from alcohol use, give greater priority to funding and implementing effective alcohol policies such as those outlined in this summary and in the full report².
- Position liquor boards within ministries directly concerned with health and safety rather than with finance and economic development.
- Learn from other provinces' and territories' experiences with successful implementation of effective alcohol policies (see Best Practice Leaders identified on P11 of the full report²).
- Government should take action in concert with NGOs and other stakeholders to implement a combination of population level policies prioritising the first seven policy areas as identified in this summary.
- Inform the public about the risks of alcohol, including the comparative risks of alcohol and other substances, to create a more supportive climate for enacting effective policies. This can be achieved with initiatives such as consistent public health messaging on a range of health topics.
- Carefully document policy changes and regularly monitor and evaluate alcohol-related public health and safety outcomes to better inform future policy development.



Suggested citation: Chow, C., Vallance, K., Wettlaufer, A., Stockwell, T., Giesbrecht, N., April, N., Asbridge, M., Callaghan, R., Cukier, S., Davis-MacNevin, P., Dube, M., Hynes, G., Mann, R., Solomon, R., Thomas, G., Thompson, K. (2019). Reducing Alcohol-Related Harms and Costs in Yukon: A Policy Review. Victoria, BC: Canadian Institute for Substance Use Research, University of Victoria.

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▣ To learn more about the Canadian Alcohol Policy Evaluation Project, read other jurisdictional summaries and download the full federal and jurisdictional reports, visit alcoholpolicy.cisur.ca or email cisur@uvic.ca.