



CHOOSE
WELL

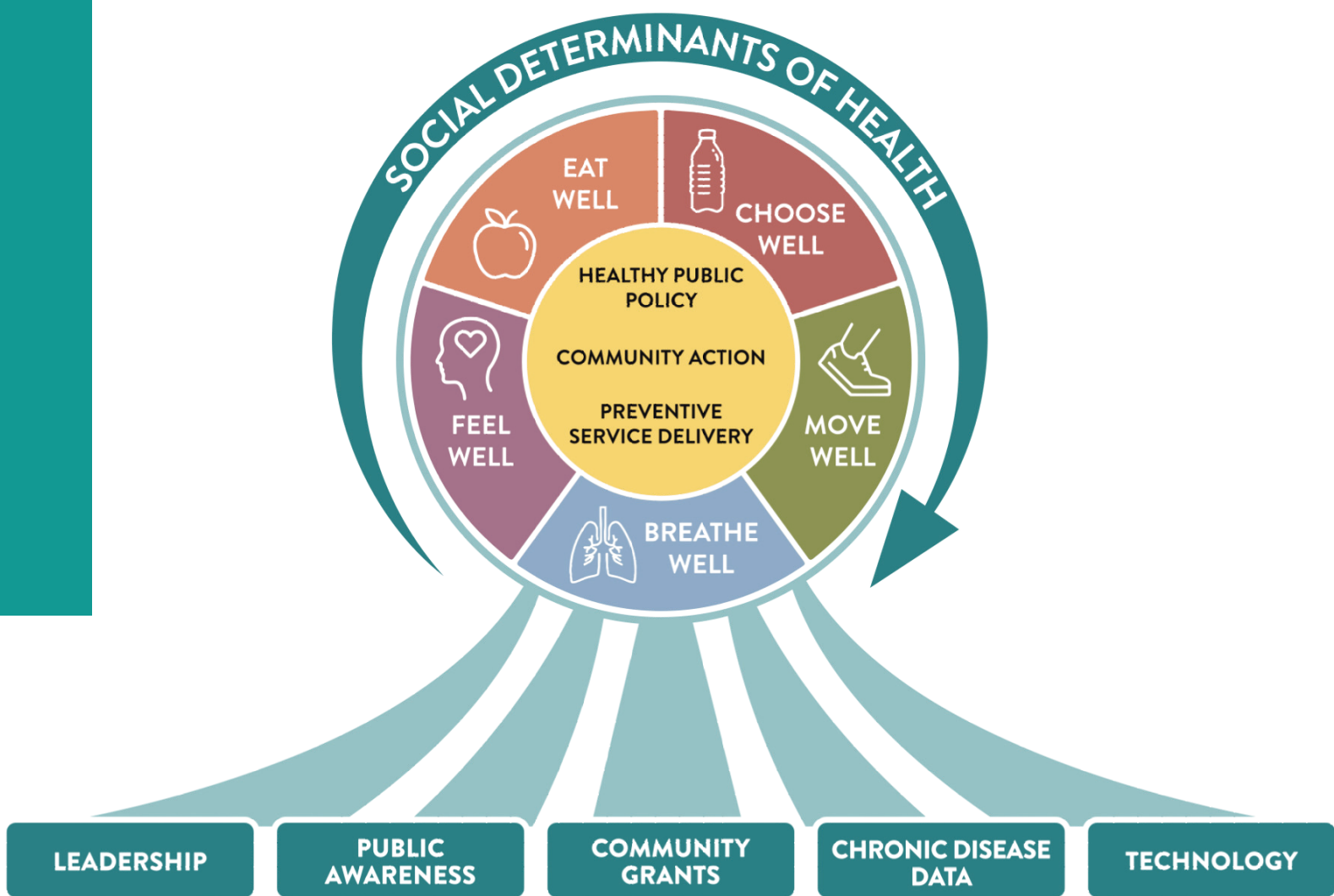


LIVE WELL

together we can

**MARCH
2025**

**PROVINCIAL
ALCOHOL
POLICY
FORUM 3.0
HANDBOOK**



LIVE WELL PEI
together we can



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01

Message from the Minister of Health and Wellness

Welcome to the Provincial Alcohol Policy Forum! Thank you for being here and for taking the time to be part of this important discussion.

Alcohol misuse has become all too common in our communities, and we recognize the need for proactive measures to prevent the risks and negative impacts it can cause. By working together, we can strengthen education, support healthier choices, and create environments that promote the well-being of all Islanders.

Through strong partnerships and thoughtful policies, we can build a healthier, safer future for everyone. The provincial government is committed to reducing alcohol-related harms and supporting community organizations in their efforts to make a positive impact. The ideas and insights shared here today will play a key role in shaping that future.

Thank you for being part of this important conversation and for your dedication to the health of our province.

Mark McLane
Minister of Health and Wellness



Mark McLane

Minister of Health and Wellness
Government of PEI



8:00 AM - 4:00 PM

8:00 AM - 4:00 PM

SETTING THE STAGE

Gerard Murphy
CEO & Founder | Barefoot Facilitation Inc.

Dr. David Sabapathy
Deputy Chief Public Health Officer
Department of Health and Wellness | Government of PEI

Mark Petticrew
Professor of Public Health
London School of Hygiene & Tropical Medicine | United Kingdom

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

12:00 PM

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

Marilyn Ann Barrett
Director of Family Medicine & DME
University of PEI

WRAP-UP & CLOSURE

Gerard Murphy
CEO & Founder | Barefoot Facilitation Inc.



03

Speakers



Dr. David Sabapathy

Deputy Chief Public Health Officer
Department of Health and Wellness
Government of PEI

Dr. Sabapathy was appointed as Deputy Chief Public Health Officer for the province of Prince Edward Island in 2014.

He is a fellow of the Royal College of Physicians and Surgeons of Canada and completed his medical degree and specialist training in Public Health and Preventive Medicine at the University of Calgary.

Dr. Sabapathy holds a Master of Science in Health Services Research, an MBA, and a Clinical Fellowship in Applied Public Health Research.

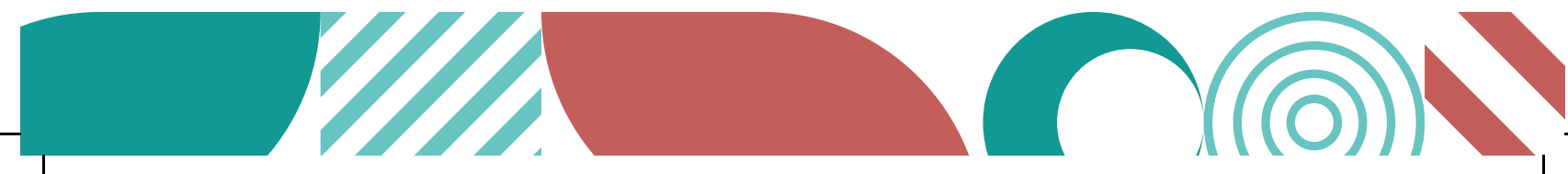


Mark Petticrew

Professor of Public Health | London
School of Hygiene & Tropical Medicine

Mark Petticrew is a Professor of Public Health at LSHTM, focusing on evidence-based policymaking and the commercial determinants of health. His research examines how industries promoting tobacco, alcohol, gambling, and unhealthy foods influence public health, including through advertising, marketing, and corporate social responsibility (CSR) tactics.

He leads a work package within the SPECTRUM Consortium, investigating how these industries impact health inequalities. His work primarily focuses on tobacco and alcohol but extends to unhealthy foods high in fat, salt, and sugar. He explores the systems behind production, distribution, and promotion, as well as industry influence on public health policies.



**Dr. Kara Thompson**

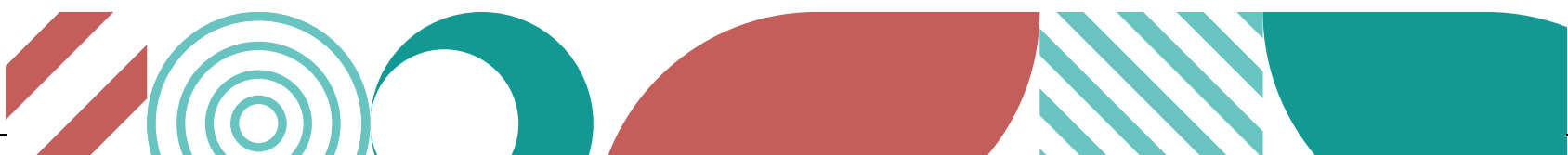
Associate Professor, Department of Psychology | St. Francis Xavier University
Director of the Victor and Mona Dahdaleh Institute for Innovation in Health
Research Chair in Substance Use Policy & Prevention
Collaborating Scientist Canadian Institute for Substance Use Research (CISUR)

Dr. Kara Thompson is an Associate Professor in the Department of Psychology at St. Francis Xavier University. She is a prolific scholar, with over 80 peer-reviewed publications and is widely recognized for her research contributions on alcohol policy, and substance use in young adulthood. She is a scientist on the Canadian Alcohol Policy Evaluation project, and was a scientific expert for the development of Canada's new guidance on alcohol and health.

**Marilyn Barrett**

Director of Family Medicine & DME
University of PEI

Marilyn is the director of Family Medicine & DME at UPEI. She holds a Master's Degree in Nursing from Athabasca University, a Bachelor of Nursing from UNB and a Diploma in Nursing from the PEI School of Nursing. Marilyn is a surveyor with Accreditation Canada and participates in surveys domestically and internationally. She is part of a team at UPEI that worked to update the campus policies on alcohol and drugs.





Gerard Murphy

CEO & Founder
Barefoot Facilitation Inc.

Gerard Murphy is a facilitator, educator, and speaker with 30 years of experience helping individuals and teams engage in impactful conversations that drive performance.

He has worked nationally, provincially, and regionally, providing facilitation, training, and consulting across the voluntary, public, and private sectors. With extensive experience in designing and delivering learning opportunities, he supports organizations in creating meaningful development processes.

A Dalhousie University graduate, Gerard holds certifications in public participation, community development, leadership, and primary health care collaboration. He is a certified Personality Dimensions® facilitator and a member of the International Association of Facilitators.

PEI Alcohol Policy Forum Planning Team

Chief Public Health Office

Heather McIver

Acting Manager | Health Promotion Unit

Kimberly McClintick

Administrative Support | Health Promotion Unit

Shannon Cook

Health Promoter | Health Promotion Unit

Lydia Schurman

Prevention & Planning Officer | Health Promotion Unit

Dr. David Sabapathy

Deputy Chief Public Health Officer
Department of Health and Wellness
Government of PEI

Barefoot Facilitation Inc.

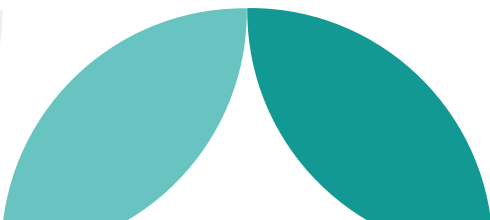
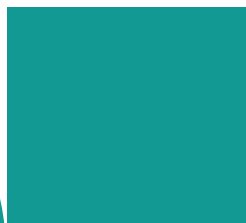
Gerard Murphy

CEO & Founder

Joss Pirker

Digital Marketing Specialist



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07

Notes

Handwriting practice lines consisting of 20 horizontal lines. The lines are evenly spaced and extend across the width of the page.





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