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Canadian Institute for Substance Use Research

Institut canadien de recherche sur l'usage de substances



Alcohol Policy in Canada and Prince Edward Island: Canadian Alcohol Policy Evaluation (CAPE)

January 25th, 2023: Presentation at PEI Alcohol Policy Forum



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camh

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

Project website:

www.alcoholpolicy.cisur.ca



Canadian Institute for Health Information
Institut canadien d'information sur la santé



DALHOUSIE UNIVERSITY 1818 2018



DARTMOUTH

Institut national de santé publique
Québec

ST. FRANCIS XAVIER UNIVERSITY



Western Law

Today's presentation

Canadian Alcohol Policy Evaluation (CAPE)

- Overview
- Rationale
- Results for PEI: **2017 data**
(results for 2022 data coming in April 2023)



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CAPE Overview

- to encourage greater uptake of evidence-based alcohol policies and practices and thereby reduce the considerable alcohol-related health and social harms
- began in 2013 (CAPE 1.0) with an initial review of alcohol policies and programs across all Canadian provinces (territories were not included).
- study design based on a similar model conceived and implemented by MADD Canada that assessed the progress of policy measures to reduce impaired driving
- CAPE 2.0, conducted in 2019, evaluated all 13 Canadian provinces and territories as well as the Federal government.
- CAPE 3.0 is currently underway with project results to be released in April 2023.



CAPE Rationale: The Alcohol Deficit

- The economic cost of alcohol in Canada for 2017 was estimated to be **\$16.6 billion**, more than any other psychoactive substance, including tobacco;
- Net revenue from alcohol in Canada in 2017 totaled **\$12.2 billion** i.e. only 73% of costs covered
- Each province and territory runs a **deficit** from alcohol



Province/Territory	BC	AB	SK	MB	ON	QC	NB	NS	PE	NL	YT	NT	NU
Alcohol- Net Revenue for 2017* (Stats Canada, 2021)	\$1,901	\$1,217	\$405	\$457	\$4,531	\$2,585	\$266	\$393	\$63	\$278	\$19	\$31	\$2.3
Alcohol- Harms Costs for 2017* (CSUCH, 2020)	\$2,379	\$2,596	\$617	\$653	\$6,166	NA	\$337	\$532	\$94	\$318	\$57	\$88	\$91
Deficit*	(\$478)	(\$1,379)	(\$212)	(\$196)	(\$1,635)	NA	(\$71)	(\$139)	(\$31)	(\$40)	(\$38)	(\$57)	(\$89)



CAPE 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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Prov./Terr. Direct Policy Domains (CAPE 2.0)

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 (CAPE 2.0)

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)



Provincial/Territorial- Best Current Practices



CAPE 2.0 showed that these **policies are achievable!**

By taking the best current practice for each policy from each province and territory, Canada collectively achieved an *A* with a score of *87%*



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CAPE 2.0 Results Overall in PEI (2017 data)

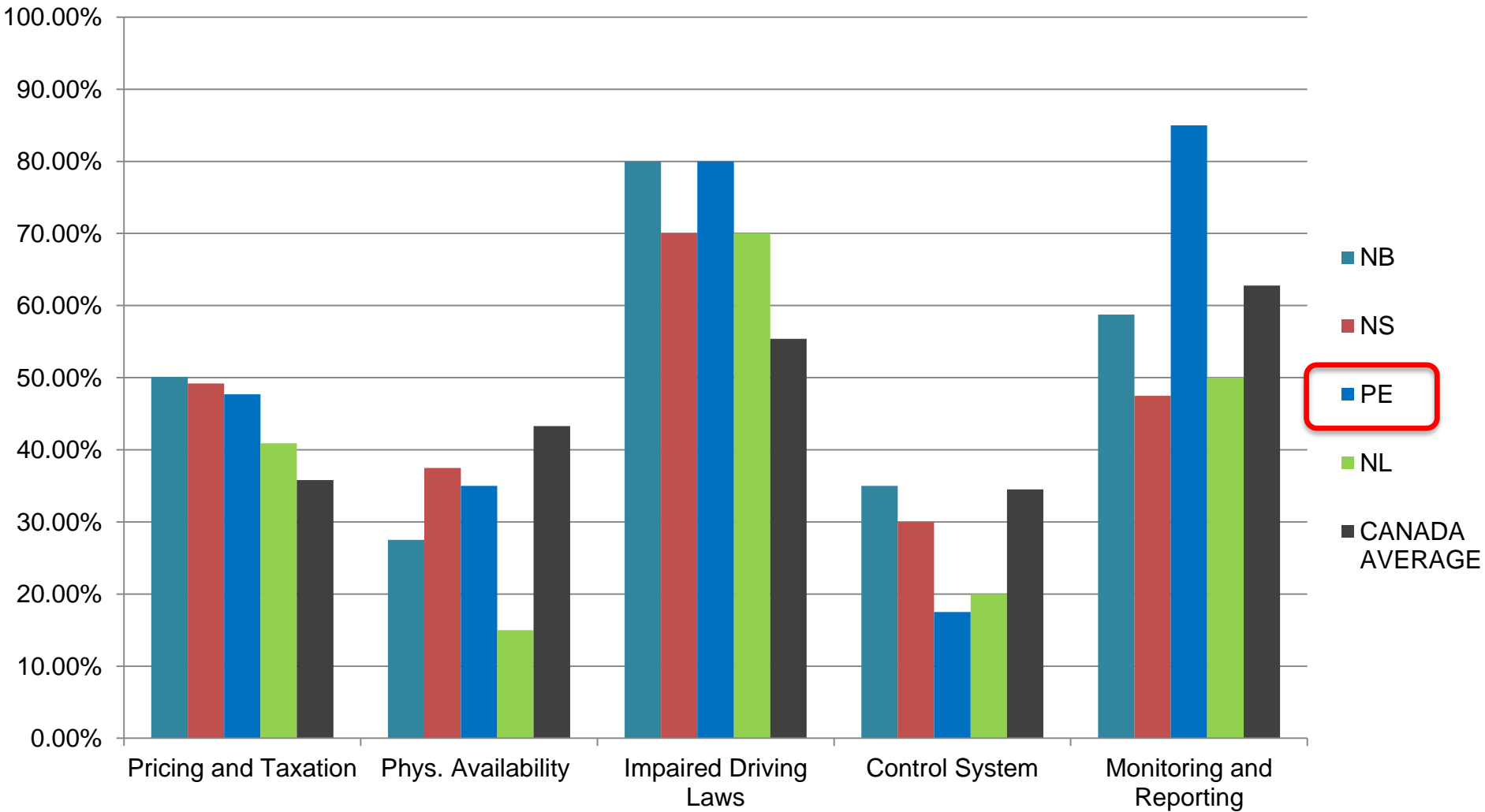


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Policy Domains of Interest in PEI (2017 data)



Promising Practices in PEI

(2017 data)

- Overall, beer and spirits **prices keeping pace with inflation** in PEI - helps ensure these products do not become cheaper relative to other consumer goods.
- Alcohol **taxed at a higher rate** than other consumer goods, helping to reduce excessive consumption.
- PEI **sets a minimum price** for alcohol sold in both on-premise establishments and off-premise retail outlets, with **clearly defined penalties for violations**; contravention of the minimum pricing policy can result in suspension or cancellation of liquor license.
- Hours of operation for on-premise establishments do not extend significantly past **recommended times**.
- Significant progress has been made in implementing **policies to reduce alcohol-impaired driving** in PEI since 2012 (e.g. a strong interlock program, requirements for relicensing of Criminal Code offenders)
- PEI has a **mandatory responsible beverage service program** for all staff involved in and overseeing the sale of alcohol at licensed events, venues, and retail outlets and the program requires re-certification every 5 years



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CAPE 2.0 Results

Policy Domains of Interest in PEI

(2017 data)



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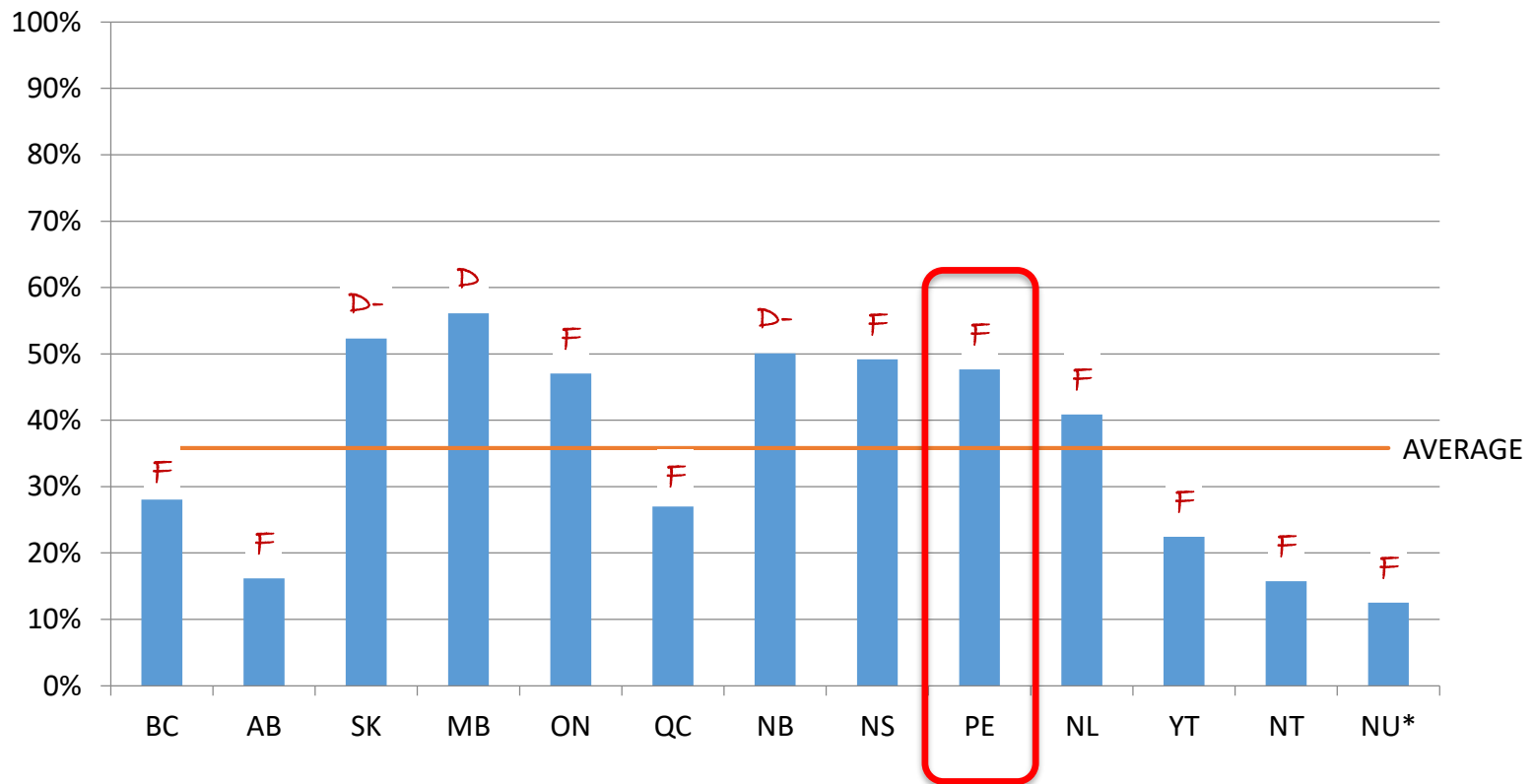
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Pricing and Taxation (2017 data)

Pricing and taxation domain scores by province and territory





Pricing and Taxation (2017 data)

What PEI is doing well

- Indexation: **On-premise alcohol sales kept pace with inflation (except wine)**
- Taxation: **taxing alcohol at a higher rate than other goods (health tax).**
- Minimum pricing: **All beverage types have min. pricing, some examples of min. prices (on-premise) meet best practices and were strengthened in 2019!**



local news

Minimum price for alcohol rises in PEI

Oct 29, 2019 | 6:47 AM

What PEI could improve

- Indexation: **Off-premise alcohol sales not keeping pace with inflation (i.e. wine and spirits)**
- Minimum pricing: **Off-premise min. spirits prices fall below the recommended \$1.71 (\$1.85 in 2021)**



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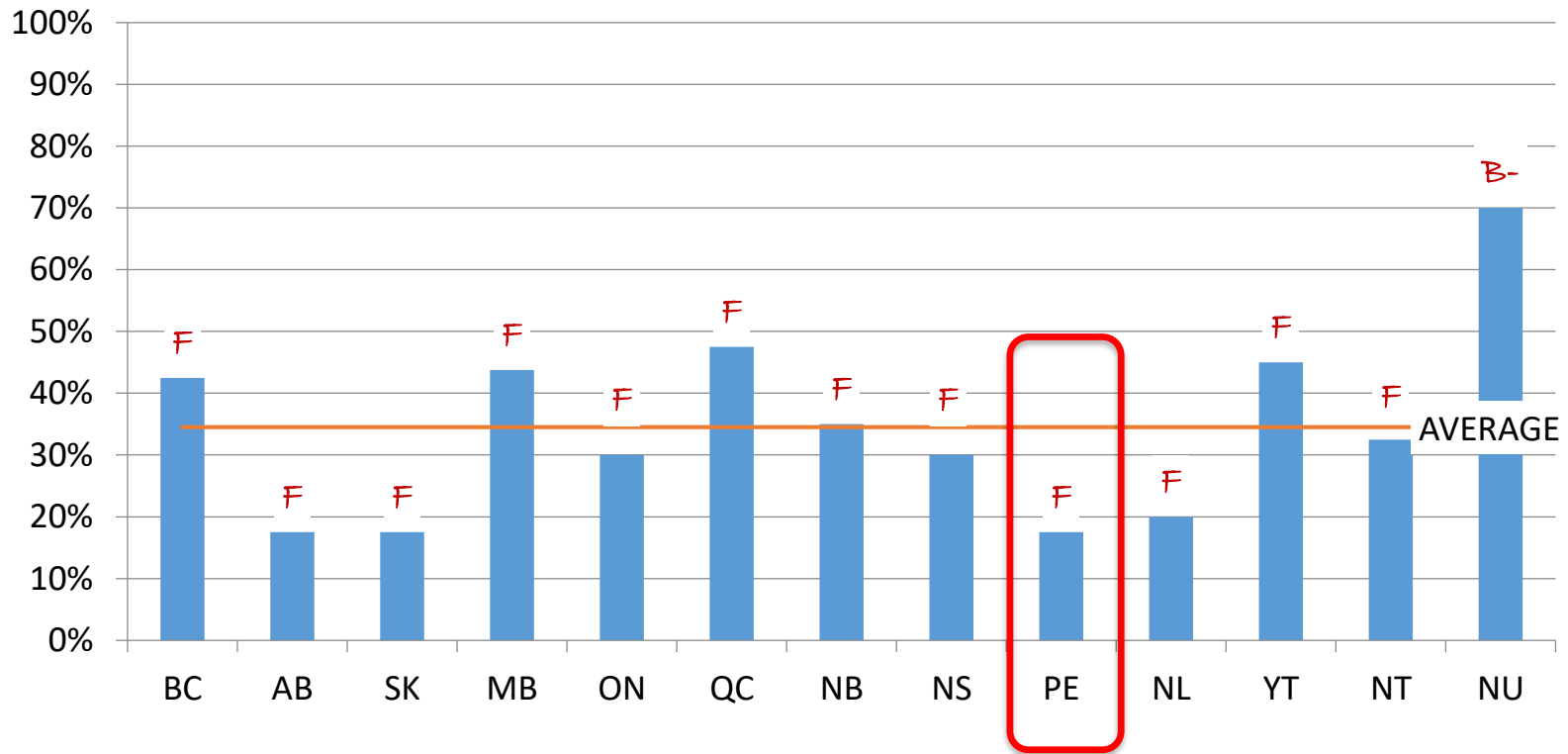
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Control System (2017 data)

Control System domain scores by province and territory





Control System (2017 data)

What PEI is doing well

- Retail system: **Mixed system with some of the strongest government control systems compared to rest of Canada but these are being eroded over time**

What PEI could improve

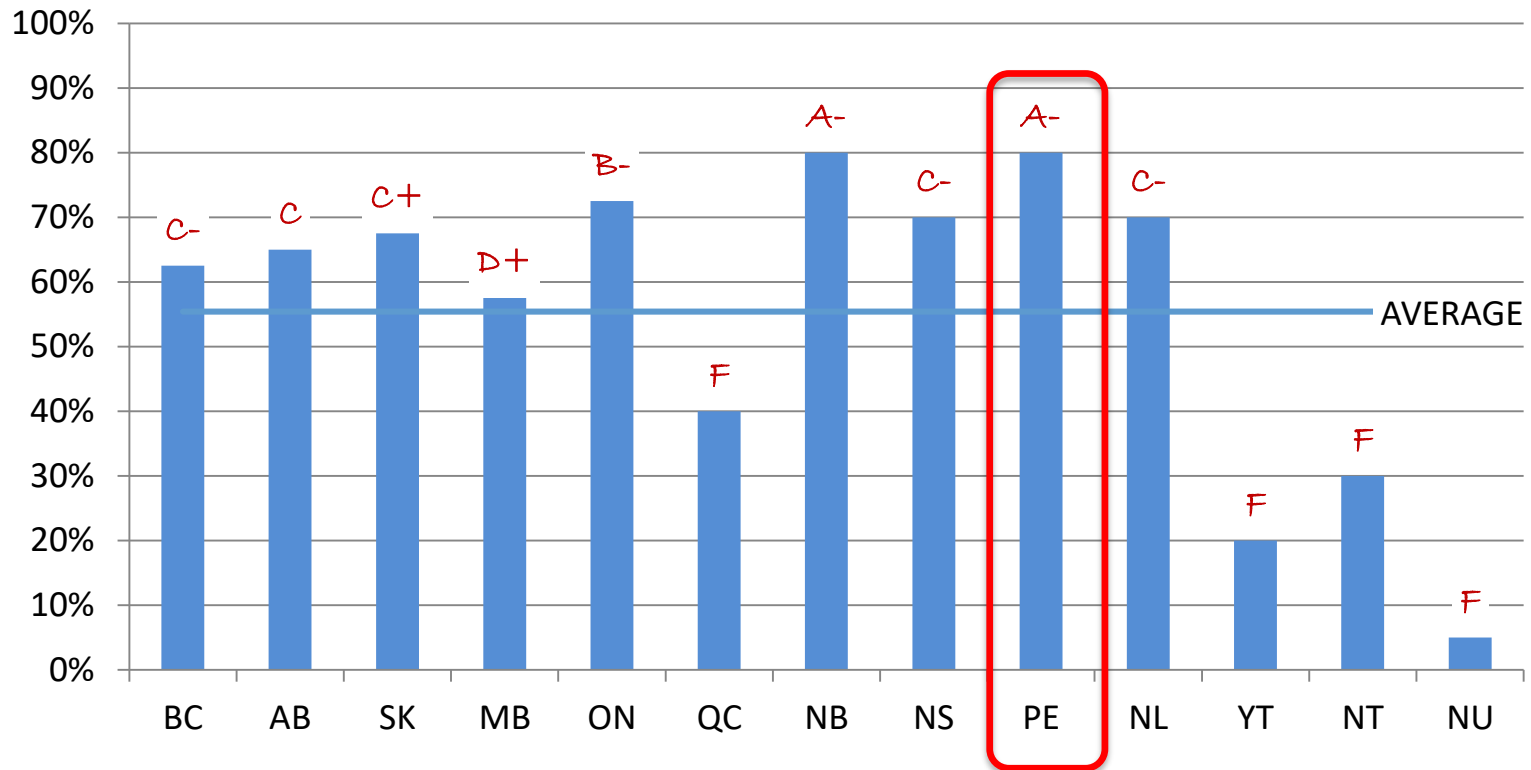
- Oversight of the control system
 - **No separation of retailer and regulator**
 - **Oversight of alcohol falls under Minister of the Crown**
- Balance between product promotion and Health and Safety
 - **No legislated prevention/health and safety funds**
 - **Mandate focused on “moderation” with no direct mention of protecting health/safety.**





Impaired Driving Countermeasures (2017 data)

Impaired-driving countermeasures domain scores by province and territory



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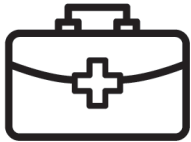
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Impaired Driving Countermeasures (2017 data)

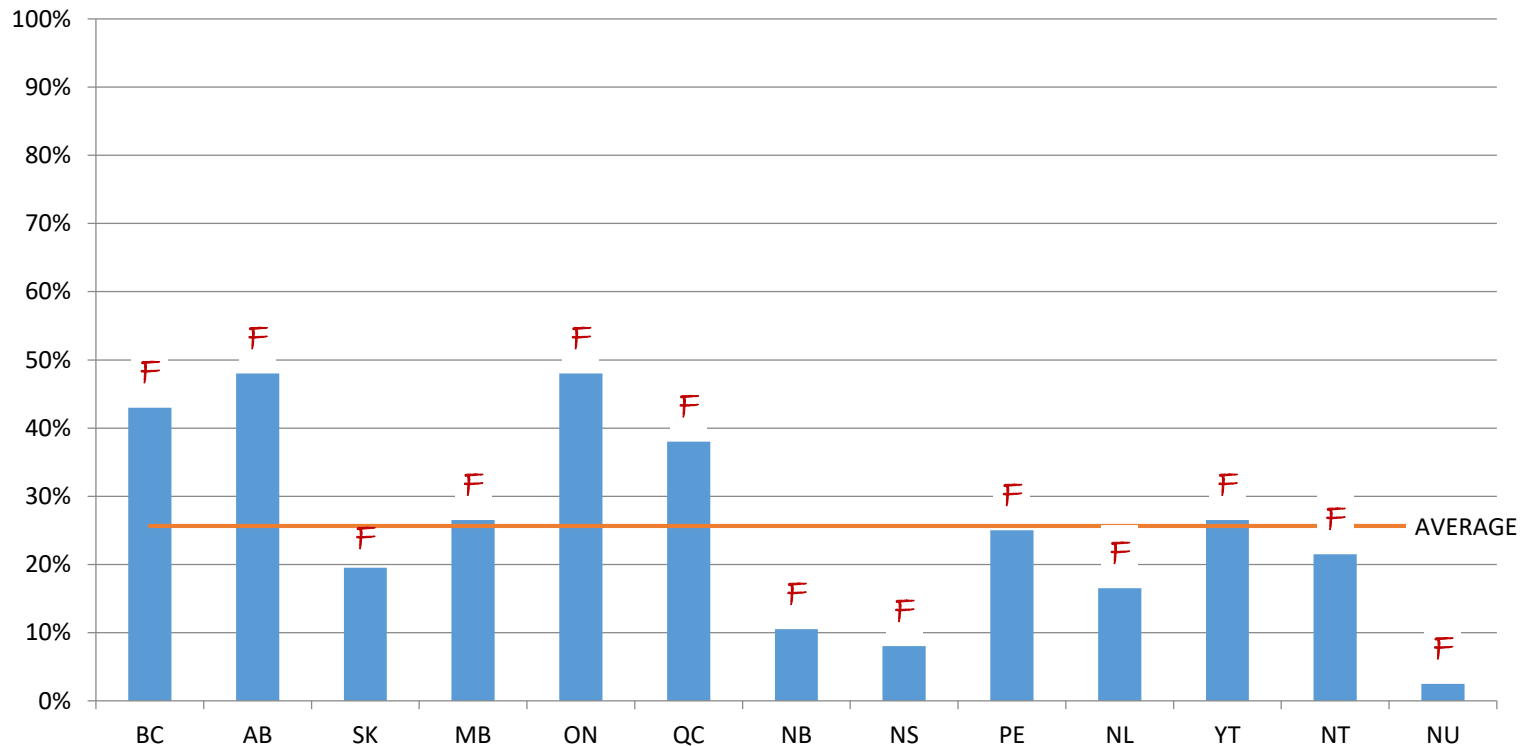
Impaired-driving countermeasures by Atlantic province

	NB	NS	PE	NL
Has a graduated licensing program (GLP) in place	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
.05% BAC administrative license suspension (ALS) has mandatory vehicle impoundment for 1st offence	<input checked="" type="checkbox"/> Discretionary impoundment	No impoundment	<input checked="" type="checkbox"/> Discretionary impoundment	<input checked="" type="checkbox"/> Mandatory impoundment
ALS period for 1st offence at least 3 days	<input checked="" type="checkbox"/> 7 days	<input checked="" type="checkbox"/> 7 days	<input checked="" type="checkbox"/> 7 days	<input checked="" type="checkbox"/> 7 days
ALS period for 2nd offence at least 7 days	<input checked="" type="checkbox"/> 15 days	<input checked="" type="checkbox"/> 15 days	<input checked="" type="checkbox"/> 30 days	<input checked="" type="checkbox"/> 14 days
Mandatory interlock program for <i>Criminal Code</i> impaired driving (.08 BAC)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



Health and Safety Messaging (2017 data)

Health and safety messaging domain scores by province and territory





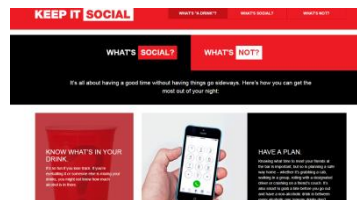
Health and Safety Messaging (2017 data)

What PEI is doing well

- Health and Safety Messaging: **Voluntary messaging on: FASD, moderate consumption and ID checks**

What PEI could improve

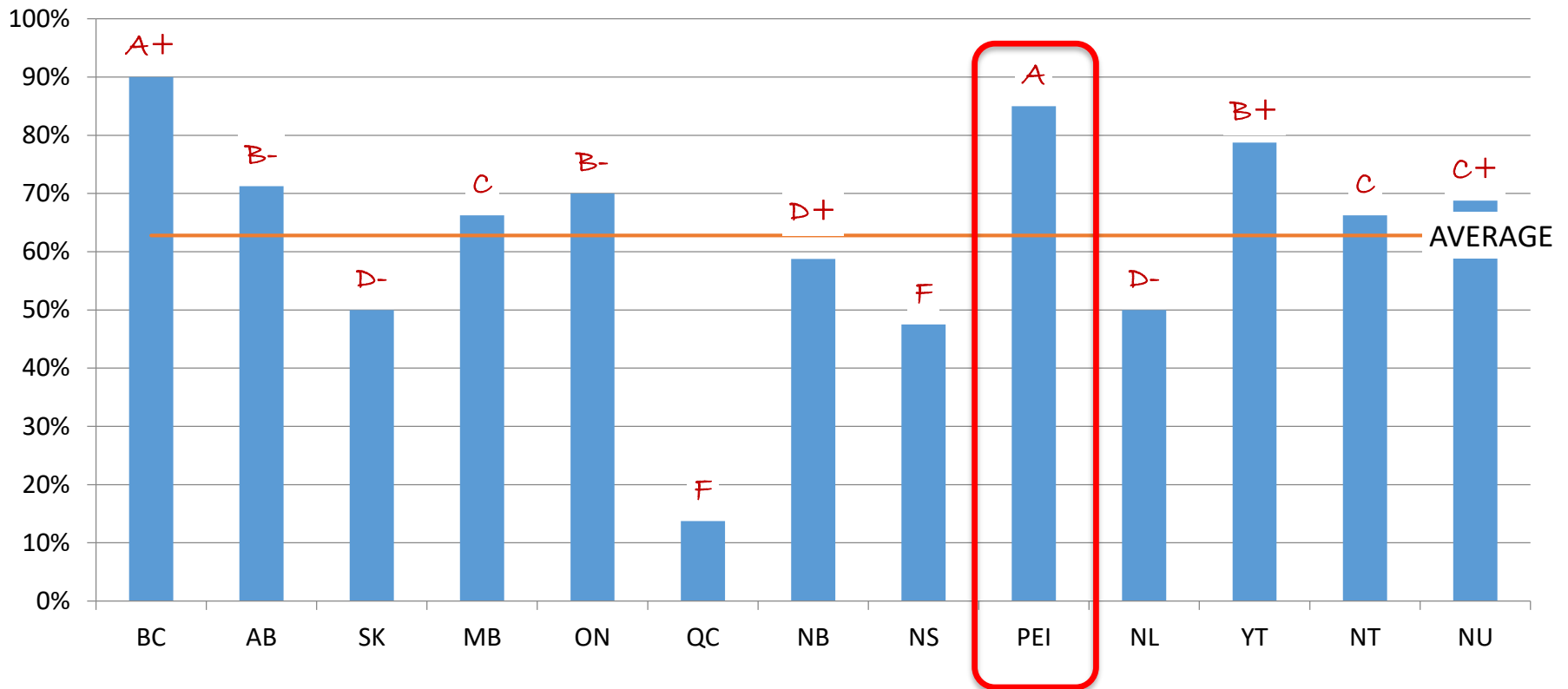
- Labelling: **No mandatory (or voluntary) enhanced alcohol labelling (e.g. health messages, standard drink or guidelines information)**
- Health and Safety Messaging
 - not mandatory
 - mostly online, not displayed at point of sale
 - No specific advice re: chronic disease or alcohol guidelines
 - “Keep it Social” campaign doesn’t define LRDGs directly (information is buried online)





Monitoring and Reporting (2017 data)

Monitoring and reporting domain scores by province and territory





Monitoring and Reporting (2017 data)

What PEI is doing well

- Comprehensiveness of monitoring/reporting: **includes consumption, alcohol-related morbidity, alcohol-related mortality, alcohol-related crime**

What PEI could improve

- Transparency: **not all reporting is publicly accessible**
- Frequency: **few indicators are reported annually**
- Central reporting: **No central reporting system**



Next Steps from CAPE 2.0...

- Develop an alcohol strategy to inform the policy response
- Focus on implementing evidence-based policies as a priority and ensure a comprehensive approach (i.e. consider all policy domains)
- Look to other P/T policy leaders to inform implementation
- Provincial Summary reports include a list of detailed recommendations by policy domain



CAPE 3.0 coming soon!

- CAPE 3.0 results coming in April 2023
- Updated policy scores and best practices based on current evidence
- Addition of 50+ new policy indicators
- New policy resources
- Sign up to CAPE Community of Practice to receive regular updates
- Visit CAPE website www.alcoholpolicy.cisur.ca to access resources from our 2022 events including topics such as pricing and taxation, alcohol strategies and action plans, and alcohol warning labels



CAPE Community of Practice

A national alcohol policy community increasing awareness and knowledge of emerging alcohol-related research and policies and building long-term connections, collaborations, and professional development

Not yet a member of the CAPE CoP?

Visit the CAPE website to sign up www.alcoholpolicy.cisur.ca

Next event:

Wednesday, February 1: Updated alcohol drinking guidance in Canada: key messages and next steps

Questions? email capecopcoord@uvic.ca



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Thank you!

Questions



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