

ALCOHOL POLICY AND CANCER IN CANADA: POLICY ACTIONS



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Alcohol Policy and Cancer in Canada: Policy Actions

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Introduction



Reducing consumption of alcohol requires a multi-sectoral approach including implementation of evidence-informed policies across several domains. A comprehensive and coordinated response to alcohol consumption trends and harms could have a substantial and positive impact in reducing the risk and incidence of alcohol-related cancers in Canada.

This resource provides an overview of the Canadian alcohol policy landscape focusing on evidence-informed policy domains or actions, as identified in the [Canadian Alcohol Policy Evaluation \(CAPE\) 2019 Report](#). CAPE identifies 11 policy domains; eight of which have been determined by the Canadian Partnership Against Cancer (the Partnership) to directly influence consumption, and therefore play a stronger role in cancer prevention. These eight domains are discussed in detail. The remaining three domains, although critical for specific contexts, have been determined by the Partnership to play an indirect role in influencing consumption and cancer rates, and as such, are not included in this document (Table 1). Each domain is discussed with relevant federal, provincial/territorial and municipal policies highlighted. Background information, wise practices, emerging trends and future considerations are also explored.



This resource is complemented by the Alcohol Policy and Cancer in Canada: Background and Key Statistics report which provides an overview of the relationship between alcohol and cancer, consumption rates in Canada, public perceptions, Canada's Low-Risk Alcohol Drinking Guidelines, and the influence of COVID-19 on alcohol policies.

Additionally, this resource supports Priority 1 of the Canadian Strategy for Cancer Control which is to decrease the risk of people getting cancer.

TABLE 1: CAPE POLICY DOMAINS INCLUDED IN REPORT

Direct effect on consumption and cancer risk
1. Pricing and taxation
2. Physical availability
3. Marketing and advertising
4. Minimum legal drinking age
5. Alcohol control system
6. National alcohol strategy
7. Monitoring and reporting
8. Health and safety messaging
Indirect effect on consumption and cancer risk
9. Impaired driving countermeasures
10. Liquor law enforcement
11. Brief intervention

This report was informed by two systematic scoping searches reviewing Canadian epidemiological and policy research. The searches were geographically (Canadian data only) and temporally limited (January 2016-November 2020). Policy scans were conducted at the federal, provincial/territorial, and municipal levels. Thirty-one municipalities were examined. These municipalities were aligned with the Partnership’s Prevention Policies Directory (PPD) and include Canada’s largest cities plus additional municipalities ensuring an equitable sample across the country. Policies were retrieved from the PPD, [CanLII](#), and government databases. All referenced websites and policies are current up to January 31, 2021. A detailed methodology can be found in Appendix A.



Policy actions

directly influence alcohol consumption and play a **strong role in cancer prevention.**



Pricing and Taxation

Background

Studies have identified pricing and taxation of alcohol as the single most important issue for addressing consumption, misuse, and harms, including cancer.¹ Research suggests a 10% increase in minimum prices would result in a 10% reduction in beer consumption, 5.9% reduction in spirit consumption, and a 4.6% reduction in wine consumption.^{2,3,4}

Adopting price policies can provide fiscal benefits through increased government revenues from alcohol sales (e.g., through increased sales tax and excise tax).^{5,6} Although the policy environment around taxation is complex, this approach offers an “opportunity for the implementation of new, more efficient systems in which prices and taxes are used in a purposeful and discerning manner”.⁷ It is important to note that although higher socio-economic status (SES) populations drink more than lower SES populations, they are less likely to be influenced by pricing and taxation policies.⁸

While increasing alcohol price is an effective means to reduce alcohol-related harms, there is generally a lack of public support for such policies. Research shows the more a person drinks, the more they disapprove of tax and price policies.⁹ In Canada, provinces with higher proportions of heavy drinkers (measured through alcohol-related hospital discharges) have lower rates of support for increased pricing and taxation for alcohol.¹⁰ Some research suggests however, an association between the knowledge of alcohol’s causal relationship to cancer and public support for alcohol pricing policies.¹¹

Canada is one of the only countries that has adopted and evaluated some form of minimum alcohol pricing.^{12,13,14,15} Currently, alcohol pricing is primarily based on litre of beverage (volumetric pricing) rather than strength of the alcohol.¹⁶ This approach, however, is beginning to change as the federal government has begun to index tax rates based on the strength of alcohol content.¹⁷ By increasing the price of high-alcohol products and reducing the price for lower-alcohol products, there is potential to reduce overall consumption across the population by incentivizing the production and purchase of lower-strength products.¹⁸



Federal Policies

After no indexation since 1990, the federal government reintroduced a small increase and annual indexation of excise taxes in 2018¹⁹ (Table 2). The federal government regulates duty exemptions for imported alcohol from other countries. In 2017, the federal government loosened regulations for the provincial/territorial importation of alcohol.²⁰

TABLE 2: FEDERAL TAX RATES ON ALCOHOLIC BEVERAGES²¹

Type of alcoholic beverage	Effective April 1, 2020	April 1, 2019 to March 31, 2020	April 1, 2018 to March 31, 2019
Spirits containing no more than 7% of absolute ethyl alcohol by volume (rate per litre of spirits)	\$0.32	\$0.31	\$0.31
Spirits containing more than 7% of absolute ethyl alcohol by volume (rate per litre of absolute ethyl alcohol)	\$12.61	\$12.38	\$12.11
Wine containing no more than 1.2% of absolute ethyl alcohol by volume (rate per litre of wine)	\$0.02	\$0.02	\$0.02
Wine containing more than 1.2%, but no more than 7%, of absolute ethyl alcohol by volume (rate per litre of wine)	\$0.32	\$0.31	\$0.31
Wine containing more than 7% of absolute ethyl alcohol by volume (rate per litre of wine)	\$0.67	\$0.65	\$0.64
Beer containing no more than 1.2% of ethyl alcohol by volume (rate per hectolitre)	\$2.79	\$2.74	\$2.68
Beer containing more than 1.2%, but not more than 2.5%, of absolute ethyl alcohol by volume (rate per hectolitre)	\$16.83	\$16.52	\$16.16
Beer containing more than 2.5% of ethyl alcohol by volume (rate per hectolitre)	\$33.66	\$33.03	\$32.32

Note: For a full account of the relevant federal taxes, see the [Federal Excise Tax Act](#) and [excise duty rates](#).



Provincial/Territorial Policies

Minimum Price

Nearly all provinces – but none of the territories – have minimum alcohol pricing policies in retail and Licenced establishments.²² [Ontario](#), [Manitoba](#) and [Quebec](#) (beer only) have an established review process for setting minimum prices on an annual basis and index those prices to inflation.

[Newfoundland and Labrador](#), [Nova Scotia](#), [Prince Edward Island](#), [Ontario](#), [Manitoba](#), [Saskatchewan](#)

and [British Columbia](#) have minimum pricing per standard drink, and in many cases, minimum prices vary by type of alcohol served. [New Brunswick](#) sets minimum pricing per ounce of alcohol served, which varies by type. [Alberta](#) sets minimum price per can, bottle and ounce of beer only. All provinces, except Alberta, have minimum prices in retail establishments. Only [Quebec](#) has minimum prices set for sale of beer at grocery stores.

Volumetric Price

In Newfoundland and Labrador, Nova Scotia, Prince Edward Island, Ontario, Manitoba and Saskatchewan, the price of alcohol in licensed establishments changes in proportion to the volume of alcohol served and the volume in standard drink sizes. New Brunswick prices beer, wine, and spirits on a per ounce basis. Alberta prices beer on a per ounce basis,

causing the drink price to increase in proportion to the amount served. Ontario has volumetric pricing for the sale of alcohol in retail establishments and has implemented additional taxes on beer, wine and spirits, which are based on the amount purchased.

Sales Tax

All provinces and territories have implemented retail sales taxes on the purchase of alcohol. New Brunswick, Prince Edward Island, Quebec, Ontario, Saskatchewan, British Columbia and Yukon have implemented additional taxes. Quebec taxes alcohol at a rate per millilitre of beverage purchased and has

separate tax rates for beer and other types of alcohol. New Brunswick, Prince Edward Island, Saskatchewan, British Columbia and Yukon tax the total purchase price. Ontario taxes alcohol by both volume and total purchase price and has separate tax rates for wine and beer (Table 3).

TABLE 3: PROVINCIAL/TERRITORIAL ALCOHOL TAXATION RATES^{o23}

Jurisdiction	Tax rate (% of purchase price)	Volumetric tax rate (cents per litre purchased)	Flat tax (cents)
<u>NB</u>	5%	N/A	N/A
<u>PE</u>	25%	N/A	N/A
<u>QC*</u>	N/A	Beer: 36 cents/L Other alcoholic beverages: 72 cents/L	N/A
<u>ON</u> (<u>beer and wine,</u> <u>spirits</u>)	6.1% (Ontario wine purchased retail) 20.1% (Non-Ontario wine purchased retail) 11.1% (Ontario wine purchased from boutique) 26.6% (Non-Ontario wine purchased from boutique) 61.5% (Spirits)	Ontario beer made by beer manufacturers 72.45 cents/L (draft), 89.74 cents/L (non-draft) for Ontario- manufactured beer 35.96 cents/L (draft), 39.75 cents/L (non-draft) for beer made by microbrewers 33.41 cents/L (brewpubs) 29 cents/L (wine coolers) 38 cents/L (spirits)	8.93 cents (environmental tax on non- refillable containers)
<u>SK</u>	10%	N/A	N/A
<u>BC</u>	10%	N/A	N/A
<u>YT</u>	12%	N/A	N/A

^o Table includes provinces/territories for which data was available.

* Tax rates do not apply for alcoholic beverages taken out of QC. For a full account of the relevant federal taxes, see the [Federal Excise Tax Act](#).



Municipal Policies

Municipal governments have no inherent jurisdiction over taxation, but instead, are authorized by provincial governments to levy certain types of taxes. None of the 31 municipalities reviewed had taxation

policies that addressed alcohol; however, two of them have enacted pricing policies: Vancouver and Victoria. Both policies prohibit alcohol sales of less than \$3 per standard serving size at licensed establishments.

Moving Forward

1. Implement Indexed Minimum Unit Pricing (iMUP) policies that are based on alcohol content and strength. Apply iMUP to both on-premise and off-premise establishments.²⁴
2. Index alcohol prices annually, aligned with inflation.²⁵
3. Tax alcohol at a higher rate than other consumer goods and design policies void of “loopholes” or regulatory workarounds which allow the sale of alcohol at lower prices.^{26,27}



Late night retail hours are strongly associated with an **increase in heavy drinking**, which can lead to cancer.



Physical Availability

Background

Alcohol consumption rates are directly related to alcohol availability.²⁸ To illustrate, expansion of late-night retail hours has a strong association with an increase in heavy drinking.²⁹ Similarly, additional days of sale increased overall consumption³⁰, with one additional day of sale being associated with a 3.4% increase in total per capita consumption.³¹

Policies that prohibit extensions of hours of alcohol sales by two hours or more may curb consumption.³² Additionally, earlier retail closing times have been seen to reduce heavy drinking and acute alcohol-related harms.³³

Density and type of alcohol outlets can have an impact on perceptions of drinking and drinking habits. In the case of underage drinking, perceived availability of alcohol (through physical or social environments) may lead adolescents to believe that underage drinking is typical and encouraged.³⁴ For example, on-premise outlet density was correlated with increased perceptions of availability in adolescent populations.³⁵ Outlet density is especially associated with high-risk drinking patterns among young drinkers.³⁶

Evidence suggests that restricting physical availability of take-away alcohol is an effective way to decrease per capita consumption.³⁷ Research shows alcohol attributed cancer rates decrease when restrictions on the sale of alcohol are imposed.³⁸

High Outlet Density³⁹

In 2019, the city of Toronto, Ontario had alcohol available in 90 LCBO stores, 66 beer stores, 45 wine retail stores/kiosks and 44 grocery stores. Alcohol could also be purchased through other retail formats including duty free stores, on-site brewery and distillery stores, farmers markets, commercial liquor delivery services, and direct sales from wineries.



Federal Policies

While the federal government has minimal authority over the physical availability of alcohol, it regulates the consumption of alcohol on aircraft,⁴⁰ railways⁴¹, and at National Parks.⁴² In June 2019, the federal government amended the Importation of Intoxicating Liquor Act to remove all federal restrictions on the interprovincial shipping of liquor.



Provincial/Territorial Policies

Outlet Density

Nova Scotia, Prince Edward Island and British Columbia outline location requirements within legislation, but they only apply to some types of alcohol outlets:

- Prince Edward Island requires new agency store locations to have a large enough population base, and the absence of an existing store. It also prohibits agencies from operating on the premises of a motel, hotel, licensed establishment or restaurant, or in areas where minors tend to congregate.
- British Columbia allows that a holder of a licence to sell and serve liquor may obtain an off-premise sales endorsement, where patrons can purchase bottled alcohol, if the premises is at least 30km from a liquor store, licensee retail store or is a brewpub.
- Nova Scotia requires ferment-on-premises locations be kept separate from other premises used for different purposes.

Takeaway Alcohol during the COVID-19 Pandemic

During the pandemic, several Canadian jurisdictions – AB, BC, MB, NS, ON, QC, SK, NB, NT – allowed for alcohol delivery and pick up from restaurants and bars.^{43,44,45,46} Some jurisdictions, such as ON and BC, only allow alcohol to be delivered with the purchase of food^{47,48} while others, such as AB, allow for the delivery of alcohol alone.⁴⁹

In some instances, provinces have implemented permanent measures, allowing for the sale of alcohol with food takeout and delivery beyond the pandemic. For example, Newfoundland and Labrador have amended their Liquor Licensing Regulations to allow for third party alcohol delivery services.⁵⁰

Most provinces and territories require citizen input or support for the establishment of new alcohol retail outlets, which may impact outlet density. In Nunavut and Northwest Territories, communities participate in a plebiscite to choose their preferred alcohol system. As a result, many communities in the territories have no alcohol retail outlets, and those that do exist, are dispersed, limiting access to alcohol.

All provinces and territories except Newfoundland, Prince Edward Island and Nunavut, allow patrons to bring their own wine (and in some cases beer), to a licensed establishment to consume on the premises and/or take home the remainder. Saskatchewan, Manitoba, British Columbia, Nunavut, Northwest Territories and Yukon also permit off-sales in certain licensed establishments, where patrons can purchase unopened bottles of alcohol for off-premise consumption.

New Brunswick, Quebec, Ontario and British Columbia allow for the sale of alcohol in grocery stores, with varied restrictions, and Quebec allows for the sale of alcohol in convenience stores. Newfoundland and Labrador allow for the sale

Physical Availability

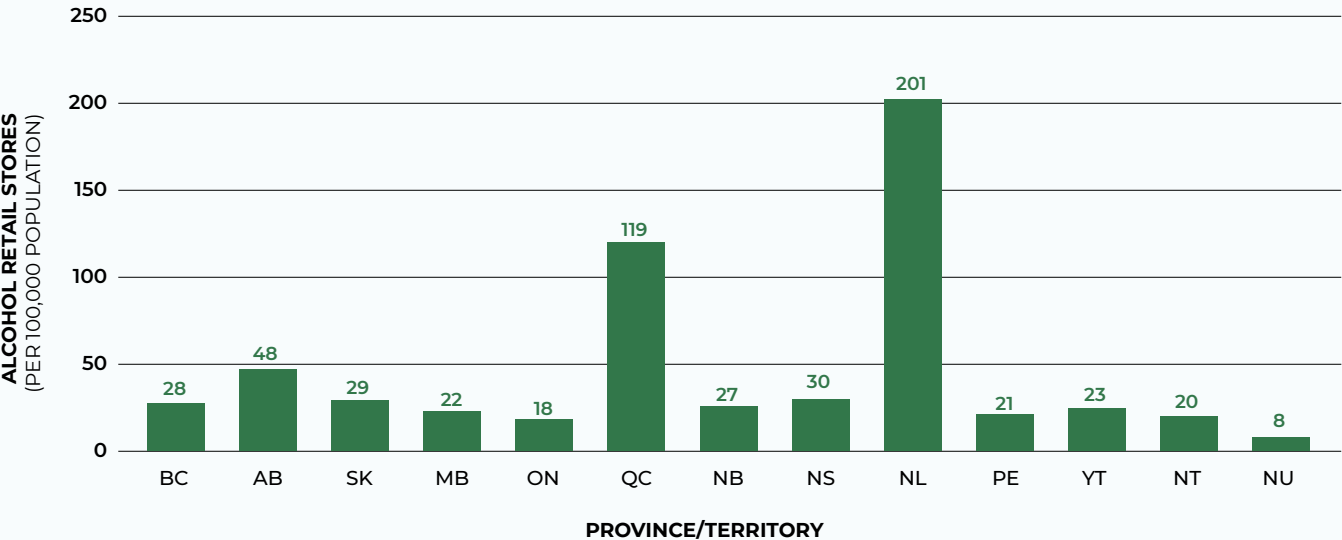
of beer only in convenience stores. Nova Scotia, Quebec (except beer), Ontario and Alberta allow for the sale of liquor online, providing home delivery and in-store pickup options, with New Brunswick exploring home delivery expansion.⁵¹ Newfoundland and Labrador allow for the purchase of fine wine online with in-store pickup options.

Retail outlet density varies across the country (Figure 1). As of 2018, there were 2,895 liquor stores in Canada.⁵² Newfoundland and Quebec have the highest alcohol retail density at 201 and 119 outlets

per 100,000 people, respectively. Nunavut has the lowest with 8 outlets per 100,000 people.

The density is such that 90% of Canadians live within 10 kms of a liquor store – with 82% living within 5 kms. In 2018, 64% of Albertans lived within one km of a liquor store. This is much higher than the other provinces and territories, where less than 30% live within one kilometre. In 2018-2019, Albertans had the third highest per capita consumption at 8.6L per capita sales.⁵³ This is seen to be attributed, in part, to Alberta’s private retail market.⁵⁴

FIGURE 1: ALCOHOL RETAIL DENSITY PER 100,000 POPULATION (EXCLUDING OFF-SALES), BY PROVINCE/ TERRITORY – 2016⁵⁵



Notes: Calculated based on the number of alcohol retail stores including liquor, agency stores and private retailers, using 2015-2016 population estimates for individuals 15+. Off-sales, such as restaurants and bars, not included.

Nunavut’s Ranked Liquor Restriction Structure⁵⁶

Nunavut’s *Liquor Act** has a “ranked liquor restriction structure”, which includes four systems that individual communities choose from based on a plebiscite vote. The four systems include: (1) unrestricted, where the community follows general territorial liquor laws; (2) restricted quantities, where in addition to territorial liquor laws, restrictions on individual quantities are put in place; (3) committee system, where a locally enacted alcohol education committee is in charge of determining who is able to purchase alcohol and what conditions prevail; and (4) prohibition, where the consumption, purchase, sale, possession, and transport of liquor within a community is prohibited.

* R.S.N.W.T. 1988, c.L-9

Hours of Sale

For off-premise outlets, the provinces/territories with the highest number of maximum operating hours per day are Saskatchewan, with 19 hours, and Manitoba, with 18.5 hours. For on-premise outlets, the provinces/territories with the highest number of maximum operating hours per day are New Brunswick, with 20 hours, and British Columbia as well as Quebec, with 19 hours (Table 4). Most provinces/territories allow for longer hours of service for special occasions and holidays.⁵⁷ Extended-hour permits are available

in all 13 provinces/territories, which adjust hours of sale and service at alcohol retailers.⁵⁸

Border Purchases

Provincial/territorial governments are responsible for regulating the transportation of alcohol across borders. Provincial/territorial rules vary – and can be subject to challenge efforts in another jurisdiction to limit availability. Currently, several provinces have elected to remove limitations. For example, both Ontario and British Columbia have removed personal exemptions for alcohol.

TABLE 4: REGULATED HOURS OF OPERATION FOR OFF-PREMISE AND ON-PREMISE OUTLET TYPES⁵⁹

Province/ territory	Off-premise		On-premise	
	Regulated hours of operation	Maximum hours of operation/ 24 hr period	Regulated hours of operation	Maximum hours of operation/ 24 hr period
BC	9:00 a.m. – 11:00 p.m.	14	9:00 a.m. – 4:00 am the next day	19
AB	10:00 a.m. – 2:00 a.m. the next day (Off-sales: 10:00 a.m. – 2:50 a.m. the next day)	16	10:00 a.m. – 2:00 a.m. the next day	16
SK	8:00 a.m. – 3:00 a.m. the next day	19	9:30 a.m. – 2:00 a.m. the next day	16.5
MB	8:00 a.m. – 12:00 a.m. (Retail beer vendors: 2:30 a.m. the next day)	16-18.5	9:00 a.m. – 2:00 a.m. the next day	17
ON	9:00 a.m. – 11:00 p.m.	14	11:00 a.m. – 2:00 a.m. the next day	15
QC	8:00 a.m. – 11:00 p.m.	15	8:00 a.m. – 3:00 a.m. the next day	19
NB	10:00 am – 9:00 p.m.	11	6:00/9:00 a.m. – 2:00 a.m. the next day	17-20
NS	9:30 a.m. – 10:00 p.m. (Agency stores: 7:00 a.m. – 12:00 a.m.)	12.5-17	10:00/11:00 a.m. – 2:00/3:30 a.m. the next day	16-16.5
PE	9:00 a.m. – 10:00 p.m.	13	11:00 a.m. – 2:00 a.m. the next day	15
NL	10:00 a.m. – 10:00 p.m. (Brewer's agent and brewer's retail stores: 9:00 a.m. – 2:00 a.m. the next day)	12-17	9:00 a.m. – 2:00 a.m. the next day (3:00 a.m. the next day Thursday to Sunday with an extended licence)	17-18
YT	9:00 a.m. – 2:00 a.m. the next day	17	9:00 a.m. – 2:00 a.m. the next day	17
NT	Current operating hours: 11:00 a.m. – 10:00 p.m.	11	10:00 a.m. – 2:00 a.m. the next day	16
NU	Current operating hours: 12:00 p.m. – 7:00 p.m.	7	10:00 a.m. – 2:00 a.m. the next day	16



Municipal Policies

Of the 31 municipalities examined, none of them limit hours of sale beyond the provincial/territorial identified hours of sales. Also, many jurisdictions have exemptions that allow for extended hours of sales. For instance, Vancouver has extended hours of sale using several bylaws: License Bylaw, Business Premises Regulation of Hours Bylaw and Winter Games Bylaw. Similarly, Toronto has extended hours of sales during special sporting occasions, such as the 2010 FIFA World Cup of Soccer and the 2018 Olympic Games.

Examples of municipalities that use zoning or land-use bylaws to limit outlet density include:

- Surrey's Locational Guideline requires that private liquor stores be located 400m from children's facilities (e.g. schools and playgrounds) as well as public libraries and recreation centres. It also requires private liquor stores to not be located within 1km of another private liquor store.
- Edmonton's Zoning Bylaw requires a minimum distance of 0.5km between alcohol outlets.

In addition, the bylaw prohibits alcohol outlets less than 100m from any site being used for community or recreation activities (e.g. children's playgrounds and play areas), public or private education or public lands.

- Fredericton's Zoning Bylaw does not permit alcohol outlets within 300m of a place of worship, school or in a building used for residential purposes, with some exceptions.
- Calgary's Land Use Bylaw does not permit liquor stores within 300m of any other liquor stores, nor can they be located within 150m of a school.
- Vancouver's Liquor Store Guidelines indicate that no liquor store should be located within 150m of a church, park, elementary or secondary school, community centre or neighbourhood house.
- Vancouver and Victoria use Business License bylaws to require alcohol retailers to conduct public consultation on impact and assess density in their applications.

Moving Forward⁶⁰

1. Limit outlet density (absolute number and/or per capita limit). Evidence suggests off-premise density should be less than 2 outlets per 10,000 capita, 15 years and older and on-premise density should be less than 15 outlets per 10,000 capita, 15 years and older.
2. Limit and standardize hours of operation. Evidence suggests off-premise outlets open 11:00 a.m. – 8:00 p.m. and on-premise outlets open 11:00 a.m. – 1:00 a.m. the following day.
3. Design policies void of “loopholes” or regulatory workarounds which allow for the extension of hours during holidays and/or significant events.
4. Prohibit tastings and sampling, permit recorking of unfinished wine, and place limits on the number of drinks served.



Marketing and Advertising

Background

The marketing and advertising of alcohol impacts drinking behaviours through the normalization of alcohol consumption, encouraging early initiation of drinking, and increasing the public's perception of the benefits of drinking while decreasing perception of harm.⁶¹ Of particular concern are youth, as this demographic might perceive advertisements as attractive, even though campaigns have passed compliance checks.⁶²

While there is a paucity of Canadian data on alcohol marketing and its impacts, studies in the US have shown that youth are heavily exposed to alcohol marketing.⁶³ Youth are more likely than adults to recall television (69.2% vs. 61.9%), radio (24.8% vs. 16.7%), billboards (54.8% vs. 35.4%), and Internet (29.7% vs. 16.8%) promotional content.⁶⁴ The emergence of eSports and alcohol sponsorship (e.g. sporting events sponsored by alcohol companies) are also growing areas of concern as such events tend to cater to youth audiences.⁶⁵ Although many countries, including Canada, have alcohol industry self-regulation that sets restrictions on youth marketing, these efforts have largely failed to prevent youth exposure.⁶⁶

Marketing targeted to young women may further promote drinking and exacerbate cancer risks.⁶⁷ Alcohol marketing campaigns for cancer charities (e.g., breast cancer pink ribbon campaigns) are especially problematic given these products expose consumers to carcinogens.⁶⁸



Federal Policies

The Code for Broadcast Advertising of Alcoholic Beverages, set by the Canadian Radio-television and Telecommunications Commission (CRTC) provides guidelines for advertising alcohol in a safe manner. The Code prohibits content directed at minors and messaging that promotes misuse of alcohol, drinking to excess, or consuming alcohol for social acceptance or other lifestyle benefits, among other restrictions.



Marketing targeted at women **promotes drinking** and can exacerbate cancer risk.



Provincial/Territorial Policies

Several provinces have implemented policy measures that exceed the Code (Table 5). For example:

- Saskatchewan includes zoning restrictions for placement of advertisements near elementary or secondary schools or places of worship.
- New Brunswick includes restrictions on the frequency of advertisement in radio and television formats (i.e., no more than 25 advertisements/week on television/radio).
- Prince Edward Island, New Brunswick and Ontario prohibit the representation of alcoholic beverages as being beneficial to health or possessing a nutritive or curative value.
- Alberta includes restrictions that limit the quantity of a liquor product shown in a social setting to one drink per person.

A few provinces and territories have restrictions on advertising price or placement of promotions. Ontario, Saskatchewan and Northwest Territories are not permitted to use language within advertisements that suggest beverages are cheap or low cost, such as Happy Hour specials. New Brunswick cannot advertise free beverages in dining rooms. Prince Edward Island does not permit advertising by billboard or illuminated sign but

provides exemptions for its liquor commission and agency stores. Nunavut does not permit advertising of alcohol in print, radio and television, billboard, or electric or illuminated sign formats, unless approved by liquor-control governing bodies.

Adoption of evidence-informed policy action related to enforcing and expanding regulation of alcohol sponsorship is low. Nearly all provinces and territories permit various forms of sponsorship by alcohol manufacturers, including but not limited to, social and sporting events, contests, scholarships and bursaries. However, there are some restrictions in place:

- Northwest Territories does not permit sponsorship of events primarily attended by minors or those that have a sponsorship value greater than \$1,500.
- British Columbia does not permit sponsorship of events primarily attended by minors, unless the licensee is given special permission (e.g., events that attract a predominantly adult audience).
- Alberta permits the sponsorship of events in which adults are the primary audience. In addition, licensees may sponsor events with minors if alcohol is not mentioned.

Have a Game Plan⁶⁹

Strathcona County, Alberta, has launched the “Have a Game Plan” counter-advertising campaign to reduce over-drinking among younger populations. The Strathcona County Drug Strategy involved 19 out of 34 liquor stores in the region to display “Have a Game Plan” posters that provide information about safe and responsible drinking. The posters were also displayed on buses during a six-week advertisement strategy. The campaign informed decisions about alcohol use and has helped shift the conversation and culture surrounding alcohol consumption towards one of moderation.

“Have a Game Plan” encourages young adults to:

- Plan and set boundaries around consumption and spending limits.
- Plan for safe transportation.
- Be mindful of standard drink sizes and to choose lower-risk drinking activities.

TABLE 5: ALCOHOL MARKETING REGULATIONS BY FEDERAL, PROVINCIAL/TERRITORIAL GOVERNMENTS

Jurisdiction	Legislation
Federal	<u>Code for broadcast advertising of alcoholic beverages</u>
BC	<u>Liquor Control and Licensing Regulation, BC Reg 241/2016, (Liquor Control and Licensing Act)</u>
AB	<u>Gaming, Liquor and Cannabis Act, RSA 2000, c G-1</u>
SK	<u>The Alcohol and Gaming Regulation Act, 1997, SS 1997, c A-18.011</u>
MB	<u>The Liquor, Gaming and Cannabis Control Act, CCSM c L153</u>
ON	<u>General, RRO 1990, Reg 718, (Liquor Licence Act)</u>
QC	<u>Regulation respecting promotion, advertising and educational programs relating to alcoholic beverages, CQLR c P-9.1, r 6, (Liquor permits)</u>
NB	<u>Liquor Control Act, RSNB 1973, c L-10</u>
NS	<u>Liquor Control Act, RSNS 1989, c 260</u>
PE	<u>Liquor Control Act Regulations, PEI Reg EC704/75</u>
NL	<u>Liquor Control Act, RSNL 1990, c L-18</u>
YT	<u>Liquor Regulations, YCO 1977/37</u>
NT	<u>Liquor Act, RSNWT (Nu) 1988, c L-9</u>
NU	<u>Liquor Regulations, RRNWT (Nu) 1990 c L-34</u>



Municipal Policies

Many local governments have used bylaws to specifically regulate or restrict alcohol advertising and/or promotions. For example:

- Saskatoon Transit Advertising Policy prohibits alcohol advertisements on transit and their Recreation Facilities Policy restricts alcohol advertising at recreation facilities.
- Hamilton prohibits advertising of alcohol beverage names, brands or manufacturers at events frequented by youth.
- Halifax requires approval of alcohol advertising on municipal property, including transit, and inclusion of messages about consumption of alcohol and options for safe transportation in accordance with Canada's LRADG. In addition, the policy restricts alcohol ads, promotion of products and brands, or distribution of promotional items on municipal property except by permit or permanent liquor license.
- Ottawa does not permit marketing practices that encourage increased or immoderate consumption, such as oversized drinks, double shots of spirits, drinking contests, liquor raffles and volume discounts. In addition, no alcohol advertising is permitted on municipal premises frequented by youth, unless Director approval is received.
- Brampton bans alcohol at events where the focus is on youth under 19, minor sports events and street and block parties.

- Caledon bans alcohol permits for events for youth, including minor sport events.
- Whitehorse's Indoor Facility Sponsorship Policy prohibits advertising of alcohol at venues frequented by children. In addition, the Purchasing and Sales Policy prohibits sponsorship or advertising by companies whose main business is sale or promotion of alcohol.
- Halifax's Sponsorship Policy requires alcohol sponsorships to comply with its Municipal Alcohol Policy and contain information about responsible drinking.
- Toronto's Municipal Alcohol Policy requires events that are sponsored by alcohol companies to include health messaging that highlights the responsible use of alcohol.

Alcohol Advertisement Controls in Brampton⁷⁰

The Municipal Alcohol Policy of the City of Brampton, Ontario, aims to promote safe alcohol consumption environments on municipal properties. The policy prohibits the advertisement of alcoholic beverages at venues attended by those under 19 and organizers are not permitted to advertise alcohol consumption as the principal activity of any event.

Moving Forward

1. Restrict content beyond those set out by the CRTC including location and mediums of advertisements, quantity of advertisements, advertisements of price, and sponsorship.
2. Enhance the CRTC Code to include all alcohol advertising media (e.g., print, television, radio, digital and social media).⁷¹
3. Monitor compliance, pre-screen campaigns, and enforce advertisement regulations through an independent regulator.⁷²
4. Liquor control boards to promote harm reduction messages through social media and marketing practices.
5. Increase oversight from the Canadian Food Inspection Agency via the Food and Drugs Act and Consumer Packaging and Labelling Act to ensure liquor products are not marketed in a harmful manner.
6. Publicly report marketing violations.⁷³



Minimum Legal Drinking Age

Background

Provinces with a minimum legal drinking age of 18 years old had more significant increases in all-cause mortality among young men (14.2%) compared to provinces and territories with a minimum legal drinking age of 19 years old (7.2%).⁷⁴ Adjusting the minimum legal drinking age to 21 years of age may prevent approximately 32 annual deaths from all-causes.⁷⁵

In addition to minimum legal drinking age policies, research indicates that parental attitudes towards early onset of drinking impacts youth's decision to consume alcohol. Parents that have a restrictive attitude towards underage drinking can reduce such behaviour regardless of gender, culture, drinking rates, and relationship quality between parent and child.⁷⁶

Studies from the United States indicate that increased minimum legal drinking ages are associated with a higher age for drinking onset, decreased overall drinking rates in youth, and lower rates of heavy drinking in youth. These factors contribute to reduced likelihood of adverse alcohol related health outcomes into adulthood.⁷⁷



Provincial/Territorial Policies

For most provinces and territories, the minimum legal drinking age is 19, with a few exceptions, where it is 18 (QC, MB, and AB). Five jurisdictions have exceptions that allow for underage drinking in additional contexts, including consumption when accompanied by a spouse, parent or guardian in certain on-premises settings (MB, NB, YT, and NU) and at special events (NB, YT, and NU).⁷⁸ As minimum drinking age is determined through provincial legislation, there is little role for federal or municipal policies in this area.

Moving Forward⁷⁹

1. Set the minimum legal drinking age to 21 years of age.
2. Establish legislation that prohibits underage sale and purchase of alcohol.



Alcohol Control Systems

Background

Alcohol control systems are important to maintain as research links government-run alcohol retailers to a reduction in alcohol-related harms through interventions including minimum prices, availability controls, and limits on marketing.⁸⁰

A public survey suggests those who purchase alcohol from grocery stores have higher rates of over-consumption compared to those who purchase elsewhere (53% vs. 40%).⁸¹

Support for alcohol control systems are highest among women and non-heavy drinkers, especially related to policies aiming to increase taxes or reduce hours of sale.⁸² There is less support for increased government control including reduced outlet density, among youth, men, and heavy drinkers.⁸³

Privatization of alcohol sales result in an increase in the number of stores per capita, longer hours of sale, and less attention to challenge-and-refusal protocols.⁸⁴ Erosion of public alcohol systems have been associated with increases in rates of alcohol-related mortality, including those from cancers.⁸⁵ If all jurisdictions in Canada adopted privatization, it is estimated the alcohol-attributable burden of disease would increase significantly and direct and indirect costs could amount to \$828M-\$1.6B annually.⁸⁶



Federal Policies

At the federal level, governments can work to reduce alcohol consumption and harms through trade laws with the understanding that trade laws must be deemed necessary and apply to all products equally.⁸⁷ Additionally, more focus on duty-free stores could be provided as these are licenced by the federal government, but remain privately owned, resulting in less oversight.⁸⁸



Provincial/Territorial Policies

According to the *Importation of Intoxicating Liquors Act*, the provincial/territorial governments have jurisdiction to import alcohol. Provinces/territories govern hours of sale, outlet density, pricing, availability, marketing, privatization, among other elements. Except Alberta which is privatized, all provinces/territories have a public or mixed alcohol retail system whereby government-controlled outlets sell alcohol alongside privately-owned outlets such as agency and boutique stores, 'ferment-on premise' outlets, brewery and winery stores, etc. (Table 6).


Alberta's Private Alcohol System

Alberta has operated under a private alcohol retail system since 1993 and is the only province to be completely privatized. The Alberta Alcohol Gaming and Liquor Commission (AGLC) enforces liquor laws and regulates the importation, manufacturing, sale, possession, storage, distribution, and use of liquor in the province. The AGLC is also in charge of collecting alcohol taxes and levies.⁸⁹

The year privatization was enacted, consumption of alcohol in Alberta increased, contrasting declining consumption rates everywhere else in Canada.⁹⁰ In 2018/2019, Alberta's absolute volume for total per capita sales of alcohol was at 8.6L; slightly higher than the national average of 8.0L.⁹¹

TABLE 6: ALCOHOL RETAIL SYSTEMS BY PROVINCE/TERRITORY⁹²

Province/ territory	Public, private and/or mixed sale of alcohol	Delivery/ pick-up of alcohol at restaurants
BC	Mixed alcohol retail system: Beer, wine and spirits can be sold in provincially-owned and private liquor store retailers. Liquor stores are also permitted within some grocery stores. ⁹³	Yes
AB	Private alcohol retail system.	Yes
SK	Mixed alcohol retail system: Beer, wine, and spirits are sold at provincially owned liquor stores. There are three privately-owned stores, and rural franchises are licensed by the government. Beer, wine, and spirits are also made available at "off sales" locations attached to bars and restaurants.	Yes
MB	Mixed alcohol retail system: Has a mix of government-run and privately owned wine and beer retail locations. Hotels are also permitted to sell beer as licensed vendors.	Yes
ON	Mixed alcohol retail system with a variety of government-run and private wine and beer stores: Beer, cider, and wine is also permitted to be sold in some grocery stores.	Yes
QC	Mixed alcohol retail system: Beer and wine are sold in grocery stores, corner stores, and government run-outlets.	Yes
NB	Mixed alcohol retail system: A limited selection of wines are available to be purchased at grocery stores. Beer, wine and spirits are mostly sold in provincially owned liquor stores.	No
NS	Mixed alcohol retail system: Beer, wine and spirits are sold at provincially-owned liquor stores while some alcohol is available at private retail locations.	Yes
NL	Mixed alcohol retail system: Liquor, beer and wine are sold at provincially-owned liquor stores. Beer is sold in convenience stores.	No
PE	Public alcohol retail system: Alcohol is sold through provincially-owned liquor outlets, including agency stores. ⁹⁴	No
YT	Public alcohol retail system: Alcohol is sold by territorial government retailers.	No
NT	Public alcohol retail system: Alcohol is sold by territorial government retailers. ⁹⁵	No
NU	Public alcohol retail system: Alcohol is sold by territorial government retailers. ⁹⁶	No



Public **alcohol systems** **decrease** alcohol-related **deaths**, including those from cancers.

Moving Forward⁹⁷

1. Increase marketing restrictions on privately-owned duty-free outlets.
2. Control alcohol sales beyond on-premise and off-premise retail outlets.
3. Eliminate online ordering, delivery services, and ferment-on-premise outlets.
4. Discontinue private alcohol retail outlets.
5. Designate funds and emphasize harm-prevention and/or health and safety messaging.
6. Establish a dedicated ministry to oversee alcohol retail and control.



Alcohol Strategies

Background

In 2007, a National Alcohol Strategy (NAS) was recommended to reduce alcohol-related harms in Canada. The approach included four strategic areas of population-level and targeted interventions: health promotion, prevention and education; health impacts and treatment; availability of alcohol; and safer communities.⁹⁸

Forty-one recommendations were included within a NAS. To date, a NAS has not been endorsed by the federal government.⁹⁹ Research suggests a federally-adopted alcohol strategy is an essential step to reducing alcohol-related harms.¹⁰⁰

In 2017, a report was released measuring progress on NAS recommendations.¹⁰¹ Although additional work is required, there has been notable progress including the adoption of the LRADG, consensus on standard drink sizes, and the development of screening, brief intervention and referral guidelines.



Federal Strategies

In 2019, the federal government included alcohol in the updated [Canada's Food Guide](#) stating health risks are associated with alcohol consumption including many types of cancers and other health conditions. The Guide recommends adhering to Canada's LRADG and people who do not consume alcohol should not be encouraged to start.



Provincial/Territorial Strategies

In absence of a national strategy, several provinces/territories have established alcohol strategies for their jurisdictions (Table 7):

- [Nova Scotia](#) and [Alberta](#) aim to reduce alcohol-related harms by promoting a culture of moderation.
- [Manitoba](#) aims to foster a collective approach to reduce alcohol-related harms.
- [Nunavut](#) aims to reduce alcohol-related harms by supporting Nunavummiut to make healthy and informed choices about alcohol.

Prince Edward Island currently has a mental health and addiction strategy that aims to provide programs for substance misuse, including alcohol. Saskatchewan has a Northern Alcohol Strategy in place. Furthermore, some jurisdictions are

in the process of creating alcohol strategies, including the Northwest Territories. Similarly, British Columbia has released a report highlighting a public health approach to alcohol policy.

TABLE 7: SUMMARY OF FEDERAL/PROVINCIAL/TERRITORIAL ALCOHOL STRATEGIES

Jurisdiction	Strategy name	Year of initiation	Cancer risk included
Federal	<u>Reducing Alcohol-Related Harm in Canada: Toward a Culture of Moderation</u>	2007	Yes
BC	<u>Public Health Approach to Alcohol Policy: A Report of the Provincial Health Officer</u>	2002	–
AB	<u>Alberta Alcohol Strategy</u>	2010	–
SK	<u>Northern Alcohol Strategy</u>	2019	–
MB	<u>A Culture of Shared Responsibility: Manitoba's Strategy to Reduce Alcohol-Related Harms</u>	2015	Yes
ON	–	–	–
QC	–	–	–
NB	–	–	–
NS	<u>Changing the Culture of Alcohol Use in Nova Scotia</u>	2007	Yes
PE	<u>Mental Health and Addiction Strategy</u>	2016	–
NL	–	–	–
YT	–	–	–
NT	–	–	–
NU	<u>Taking Steps to Reduce Alcohol-Related Harm in Nunavut</u>	2016	–



Municipal Strategies

A minority of Canadian municipalities have introduced alcohol strategies. A more common approach for municipal governments to regulate alcohol on municipal property is through Municipal Alcohol Policies (MAPs); recognized as part of a multi-faceted approach to reducing alcohol-

related harms. For a detailed discussion of MAPs, please refer to Alcohol Policy and Cancer in Canada: Background and Key Statistics.

Moving Forward¹⁰²

1. Adopt an evidence-based national alcohol strategy that is free of influence from alcohol industry.
2. Provincial and territorial governments endorse a NAS and, along with the federal government, provide funding to facilitate its implementation, enforcement, monitoring and evaluation.

Community Alcohol Strategy in Wolfville¹⁰³

Wolfville, Nova Scotia, is developing a *Community Alcohol Strategy* to reduce alcohol-related harms in partnership with Acadia University's Students Union, the RCMP, the Nova Scotia Health Authority, and local businesses. In specific, the project aims to:

- Provide educational campaigns on alcohol harm reduction and high-risk drinking;
- Implement initiatives to address and mitigate consequences and impact of over-consumption in the community;
- Ensure municipal policies balance mitigating negative impacts of over-consumption with promotion of craft beverages and wines; and
- Ensure cohesion between key stakeholders in addressing high-risk drinking and harm reduction approaches.



A **federal alcohol strategy** is essential to **reduce alcohol-related harms**, including cancer.



Monitoring and Reporting

Background

Monitoring of policies and reporting of trends can inform action plans that can reduce the onset of alcohol-related cancers. The Canadian Institute of Health Information (CIHI) provides annual data on the amount of alcohol-related hospitalizations per province/territory. This data is stratified by subpopulations, including health regions and gender. Reporting of cancer rates attributable to alcohol can increase awareness of this link to policymakers and the public.¹⁰⁴



Federal Measurement Systems

Currently, there is no single comprehensive source for health data at the federal level. Instead, various health organizations collect data from provinces/territories for certain measures (e.g., hospitalizations, cancer rates, overdoses, etc.). Common reporting sources, which includes data on a variety of issues, including harms data and sales is provided (Table 8).

TABLE 8: ALCOHOL REPORTING DATA

Sources
Health Canada: <u>Canadian Student Tobacco, Alcohol and Drugs Survey</u>
Health Canada: <u>Canadian Alcohol and Drug Use Monitoring</u>
CIHI: <u>Hospitalizations Entirely Caused by Alcohol</u>
CIHI: <u>Alcohol Harm in Canada</u>
CCSA: <u>Canada Substance Use Costs and Harms (CSUCH)</u>
Statistics Canada: <u>Control and sale of alcoholic beverages, year ending March 31, 2019</u>
Beer Canada: <u>National Overview</u>



Provincial/Territorial Measurement Systems

Most jurisdictions have implemented alcohol monitoring and reporting programs. For example: 11 of 13 provinces/territories have reporting systems to track alcohol indicators (e.g., per capita consumption, hospitalizations, deaths and crime).¹⁰⁵

BC and PE publish alcohol indicator data publicly and BC and NU both have specific ministries or departments in charge of tracking alcohol indicators.¹⁰⁶

Moving Forward¹⁰⁷

1. Establish and centralize comprehensive alcohol tracking and reporting systems at all provincial/territorial and federal levels.
2. Track all key indicators of interest including demographic and social differences, harms, alcohol-related hospitalizations, impact on alcohol-related cancers, per-capita consumption rates, crime, death, etc.
3. Publicly report all indicators in a timely, standardized manner.
4. Appoint a department which is responsible for monitoring alcohol indicators.





Health and Safety Messaging

Background

Currently, there is no mandatory labelling legislation for alcohol products in Canada.^{108,109} Labelling of tobacco products has played an important role in informing consumers about the risks associated with tobacco, including cancer risks. Similarly, warning labels have the potential to inform the public about alcohol consumption and risks, including alcohol-related cancers.¹¹⁰

Labelling often focuses on several issues, including the consumers right to know and the government's responsibility to inform.¹¹¹ Less focus is placed on the legal duty of alcohol manufacturers to disclose – through warning labels – the risks of alcoholic products.¹¹²

Alcohol labelling can be an effective way to communicate alcohol-related cancer risks.¹¹³ In addition to informing consumers, alcohol labelling policies can influence the acceptance of less popular policies, such as pricing and taxation policies.¹¹⁴

Product Liability Law & Warnings

Canadian manufacturers have an obligation to warn their consumers about the risks inherent in the products they sell.¹¹⁵ Recently, in *Létourneau v JTI-MacDonald*, the Quebec Court of Appeal upheld a decision that found three tobacco companies liable for failing to warn consumers about risks associated with using their products, including the risk of cancer.* The decision in *Létourneau* has important implications for the duty to warn and the advancement of public health initiatives, including warning labels on alcohol products.¹¹⁶

MADD Canada has called for mandatory alcohol warning labels to include standard drink sizes and information on risks, including over-consumption.¹¹⁷

*2019 QCCA 358.



Federal Policies

Food and beverage labelling, which includes alcohol, is regulated by the Canadian Food Inspection Agency (CFIA) under the *Food and Drug Act*. These regulations do not include the need for point-of-sale warning signs or labels on alcohol containers. However, some provinces, territories, and municipalities have set their own regulations for warning labels.¹¹⁸

In 2000, the federal government voted in favour for liquor bottles to carry a warning label directed at pregnant women.¹¹⁹ The label was to read 'Drinking alcohol during pregnancy can cause birth defects. Although the motion passed, the change has not come into effect.



Provincial/Territorial Policies

The Yukon and Northwest Territories implemented a directive in 1988 requiring labels that warn about the risk of fetal alcohol spectrum disorder (FASD) when alcohol is consumed during pregnancy. The label includes additional messages related to drinking and driving and general health concerns. Ontario and BC requires licensed premises to post signs in establishments warning consumers of these same risks.¹²⁰

ON menu labelling policy requires restaurants to include standard drink information for beer, wine, and spirits on restaurant menus. Almost half of the jurisdictions (AB, MB, ON, QC, PE, and YT) utilize a range of media platforms to deliver health and safety messaging, including posters, pamphlets, websites and social media. It is of note that no province or territory has implemented product labels that link alcohol to cancer or other chronic diseases.¹²¹



Municipal Policies

Vancouver amended its License By-law in 2017 to require liquor serving establishments to display drink size and strength on their menu for all types of alcoholic drinks.

City of Toronto Health Messaging Policy¹²²

Toronto, Ontario's Municipal Alcohol Policy requires all events to have health and safety signage. Messaging should include information on RIDE programs, drinking during pregnancy, minimum legal drinking age and the LRADGs. Industry-sponsored events must contain messages about responsible alcohol consumption and these events cannot be named in a manner to convey alcohol consumption is the main activity.

Moving Forward¹²³

1. Standardize alcohol labels to include health and safety messages, links to cancer, standard drink sizes, and information about the LRADG.
2. Safeguard jurisdictions against industry interference regarding health and safety messaging.
3. Mandate health and safety messaging and warning signs on the harms associated with alcohol in both on-premise and off-premise retail outlets. Messaging should be of high quality with rotating messages and disseminated broadly through a variety of platforms (e.g., print, billboards, tv, radio, social media, etc.).

Alcohol Labels Study^{124,125}

A recent study explored the impact of alcohol warning labels on increasing awareness about alcohol-related health risks, including risks of cancer, and support for safer alcohol use. Sales data and surveys were used in Whitehorse, Yukon (the intervention site), and Yellowknife, Northwest Territories (the comparison site) to draw conclusions on the impact of warning labels.

Following the introduction of warning labels, per capita sales of labelled alcohol products declined by 6.6% in Whitehorse, whereas sales of un-labelled products rose by 6.9%. Further, awareness of Canada's LRADG doubled post-intervention. The study concluded that the use of warning alcohol labels reduced alcohol sales, and alcohol purchasers were more likely to remember national drinking guidelines and cancer risks. Findings suggest increased knowledge of alcohol consumption and related cancers can be achieved through well-designed labels.



Warning labels can
inform the public
about **alcohol risks**, including
alcohol-related cancers.

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FIGURE 2: ALCOHOL POLICIES ACROSS SELECT CAPE POLICY DOMAINS WITHIN 31 CANADIAN MUNICIPALITIES

Note: Details in Table 9.

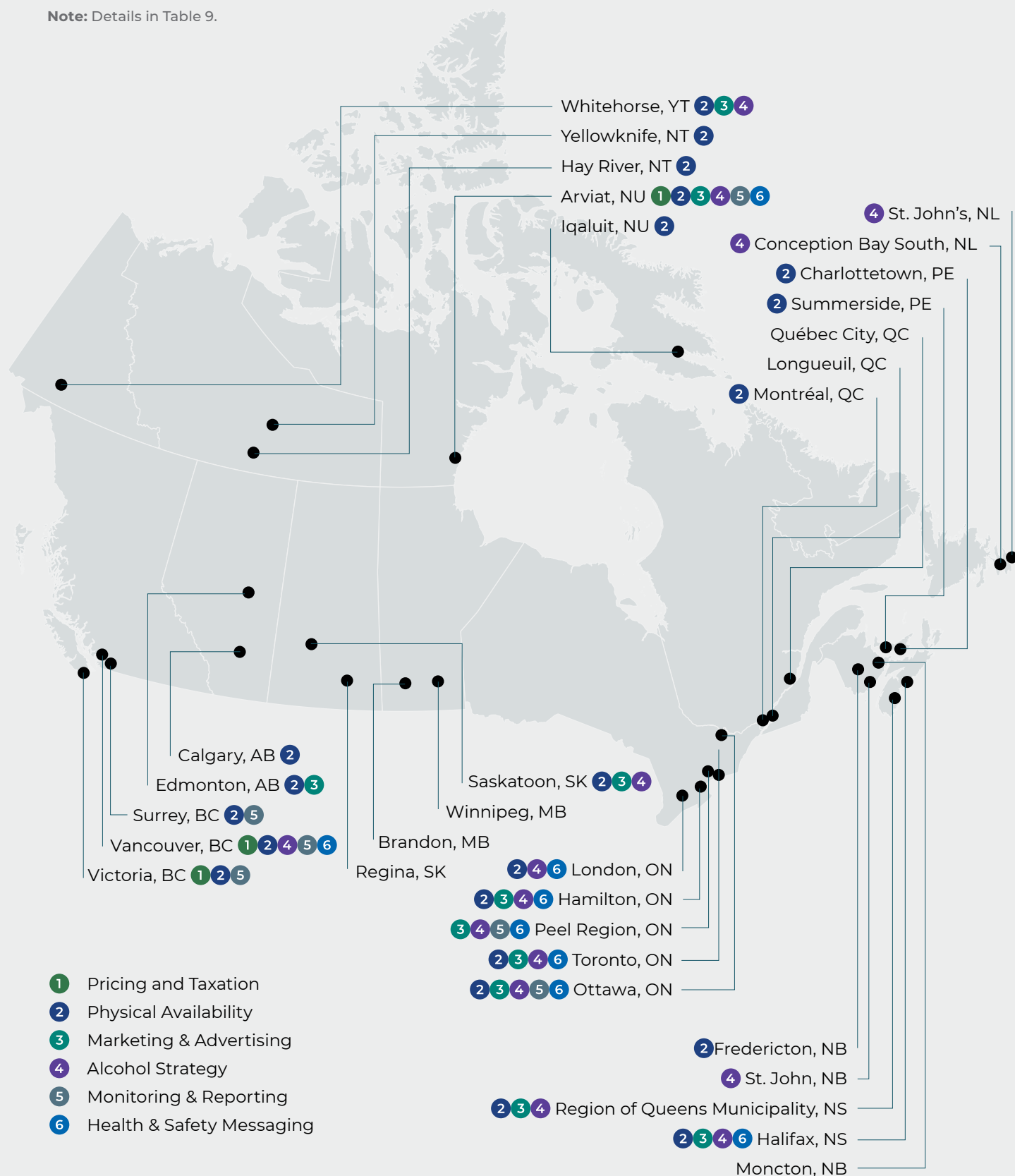


TABLE 9: (DETAIL) ALCOHOL POLICIES ACROSS SELECT CAPE POLICY DOMAINS WITHIN 31 CANADIAN MUNICIPALITIES

Prov. /Ter.	Municipality	Alcohol policy domains					
		Pricing and taxation	Physical availability	Marketing & advertising	Alcohol strategy	Monitoring & reporting	Health & safety messaging
BC	Surrey	–	<u>Surrey's Locational Guideline</u>	–	–	<u>British Columbia's Alcohol Consumption by Region</u>	–
	Vancouver	<u>Vancouver's Licence Bylaw</u>	<u>Vancouver Liquor Stores Guidelines</u> <u>Vancouver's Business Premises Regulation of Hours Bylaw</u> <u>Vancouver's Winter Games Bylaw</u>	–	<u>West Vancouver's Municipal Alcohol Policy</u>	<u>British Columbia's Alcohol Consumption by Region</u>	<u>Vancouver's Licence Bylaw</u>
	Victoria	<u>Victoria's Business Licence Bylaw</u>	<u>Victoria's Business Licence Bylaw</u>	–	–	<u>British Columbia's Alcohol Consumption by Region</u>	–
AB	Calgary	–	<u>Calgary's Zero Tolerance Guidelines</u> <u>Calgary's Land Use Bylaw</u>	–	–	–	–
	Edmonton	–	<u>The Edmonton Zoning Bylaw</u>	<u>Liquor Advertising on Edmonton Transit System Equipment and Property</u>	–	–	–
MB	Brandon	–	–	–	–	–	–
	Winnipeg	–	–	–	–	–	–
SK	Regina	–	–	–	–	–	–
	Saskatoon	–	<u>Saskatoon's Zoning Bylaw</u>	<u>Saskatoon Transit Advertising Policy</u> <u>Saskatoon's Advertising in Recreation Facilities</u> <u>Saskatoon's The Procedures and Committees Bylaw</u>	<u>Saskatoon's Special Occasion Licences Policy</u>	–	–

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Prov. /Ter.	Municipality	Alcohol policy domains					
		Pricing and taxation	Physical availability	Marketing & advertising	Alcohol strategy	Monitoring & reporting	Health & safety messaging
ON	Hamilton	–	Hamilton's Municipal Alcohol Policy	Hamilton's Municipal Alcohol Policy Halifax's Sponsorship Policy	Hamilton's Municipal Alcohol Policy	–	Hamilton's Municipal Alcohol Policy
	Ottawa	–	Ottawa's Municipal Alcohol Policy	Ottawa's Municipal Alcohol Policy	Ottawa's Municipal Alcohol Policy	Ottawa Alcohol Use Data	Ottawa's Municipal Alcohol Policy
	Toronto	–	Toronto's Municipal Alcohol Policy	Toronto's Municipal Alcohol Policy	Toronto's Municipal Alcohol Policy	–	Toronto's Municipal Alcohol Policy
	London	–	London's Special Events Policies and Procedures Manual	–	London's Alcohol Risk Management Policy Manual	–	London's Alcohol Risk Management Policy Manual
	Regional Municipality of Peel	–	–	Brampton's Municipal Alcohol Policy Mississauga's Municipal Alcohol Policy	Brampton's Municipal Alcohol Policy Mississauga's Municipal Alcohol Policy	Peel's Alcohol Uncovered Report	Community Resources on Alcohol
QC	Longueuil	–	–	–	–	–	–
	Montréal	–	Montréal Public Peace Bylaw	–	–	–	–
	Québec City	–	–	–	–	–	–
NB	Fredericton	–	Fredericton's Zoning Bylaw	–	–	–	–
	Moncton	–	–	–	–	–	–
	Saint John	–	–	–	Saint John's Alcohol and Drug Policy & Program	–	–
NS	Halifax	–	Halifax's Municipal Alcohol Policy	Halifax's Municipal Alcohol Policy	Halifax's Municipal Alcohol Policy	–	Halifax's Municipal Alcohol Policy
	Region of Queen's Municipality	–	Region of Queens' Consumption of Alcohol on Municipally Owned Properties	Region of Queens' Consumption of Alcohol on Municipally Owned Properties	Region of Queens' Consumption of Alcohol on Municipally Owned Properties	–	–

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Prov. /Ter.	Municipality	Alcohol policy domains					
		Pricing and taxation	Physical availability	Marketing & advertising	Alcohol strategy	Monitoring & reporting	Health & safety messaging
PE	Charlottetown	-	Charlottetown's Alcohol in Parks Policy	-	-	-	-
	Summerside	-	Summerside's Zoning Bylaw	-	-	-	-
NL	Conception Bay South	-	-	-	Conception Bay South's Drug and Alcohol Policy	-	-
	St. John's	-	-	-	St. John's Use of Alcoholic Beverages Policy	-	-
YT	Whitehorse	-	Public Drinking in Public City of Whitehorse Facilities Policy	Whitehorse Purchasing and Sales Policy Whitehorse's Indoor Facility Sponsorship Policy	Whitehorse's Public Drinking Policy	-	-
NT	Hay River	-	Community Restrictions and Prohibitions	-	-	-	-
	Yellowknife	-	Community Restrictions and Prohibitions	-	-	-	-
NU	Arviat	Arviat Liquor Prohibition Regulations	Arviat Liquor Prohibition Regulations	Arviat Liquor Prohibition Regulations	Arviat Liquor Prohibition Regulations	Arviat Liquor Prohibition Regulations	Arviat Liquor Prohibition Regulations
	Iqaluit	-	Nunavut's Liquor Retail	-	-	-	-

Notes:

Alcohol policies across select CAPE domains were captured across 31 municipalities aligned with the Partnership's PPD. The policy domains are considered to directly impact alcohol consumption and therefore influence cancer rates. Domains indirectly impacting alcohol consumption or those beyond the influence of municipal governments were not included (e.g. minimum legal drinking age, alcohol control systems).

TABLE 10: ALCOHOL POLICIES ACROSS SELECT CAPE POLICY DOMAINS WITHIN PROVINCES/TERRITORIES

Jurisdiction	Alcohol policy domains						
	Pricing and taxation	Physical availability	Marketing & advertising	Minimum legal drinking age	Alcohol strategy	Monitoring & reporting	Health & safety messaging ^b
Federal	Excise Act Excise Duty Rates	Importation of Intoxicating Liquors Act	Code for Broadcast Advertising of Alcoholic Beverages Food and Drugs Act Consumer Packaging and Labelling Act	–	Reducing Alcohol-Related Harm in Canada: Toward a Culture of Moderation^a	Alcohol Harm In Canada Canadian Alcohol and Drug Use Monitoring Survey	Low Risk Alcohol Drinking Guidelines
BC	British Columbia Liquor Control and Licensing Regulation British Columbia Provincial Sales Tax Act British Columbia Provincial Sales Tax Exemption and Refund Regulation British Columbia Minimum On-Premise Drink Prices Policy British Columbia Minimum Pricing in Liquor Stores	Hours of Sale and Delivery Liquor Control and Licensing Regulation Food Primary Terms and Conditions	Liquor Control and Licensing Regulation Special Permits Manual	Liquor Control and Licensing Act	Public Health Approach to Alcohol Policy	Canadian Alcohol and Drug Use Monitoring Survey Alcohol Consumption in BC Alcohol and Other Drugs Monitoring Project	Mandatory Display of Alcohol Sense Materials
AB	Alberta Gaming, Liquor, and Cannabis Act	Liquor Q & A About Liquor in Alberta Liquor Licence Handbook	Gaming, Liquor and Cannabis Act Liquor Licence Handbook	Gaming, Liquor and Cannabis Act	Alberta Alcohol Strategy	Canadian Alcohol and Drug Use Monitoring Survey	Responsible Liquor Service

A Summary of Alcohol Policy Action in Canada

Jurisdiction	Alcohol policy domains						
	Pricing and taxation	Physical availability	Marketing & advertising	Minimum legal drinking age	Alcohol strategy	Monitoring & reporting	Health & safety messaging ^b
SK	Saskatchewan Alcohol and Gaming Regulation Act Saskatchewan Liquor Consumption Tax Act Saskatchewan Wholesale Pricing Structure and Policy Manual	Restaurant/Tavern Permittees Alcohol Control Regulations The Alcohol and Gaming Regulation Amendment Act	Alcohol and Gaming Regulation Act Beverage and Alcohol Advertising Standards	Alcohol and Gaming Regulation Act	–	Canadian Alcohol and Drug Use Monitoring Survey	–
MB	Manitoba Liquor Licensing Regulation Manitoba Liquor & Lotteries Price	Province to Allow Sale of Alcoholic Beverages for Take Out and Delivery Liquor Licensing Regulation The Liquor Control Amendment Act	Liquor, Gaming and Cannabis Control Act	Liquor, Gaming and Cannabis Control Act	Manitoba's Strategy to Reduce Alcohol-Related Harms	Canadian Alcohol and Drug Use Monitoring Survey	–
ON	Ontario Minimum Pricing of Liquor Regulation Ontario Licences to Sell Liquor Regulation Ontario Beer and Wine Tax Ontario Spirits Taxes	Ontario Adopts Temporary Measures to Support Bars, Restaurants and Alcohol Retailers During COVID-19 Sale of Liquor in Government Stores Licences to Sell Liquor Changes to Minimum Price for Spirits Ordered with Food for Takeout and Delivery	Liquor Licence Act Guidelines for Liquor Sales Licensees and Manufacturers General Regulation for Liquor Licence Act	Liquor Licence Act	–	Canadian Alcohol and Drug Use Monitoring Survey Alcohol Use Snapshot	Liquor Licence Act

A Summary of Alcohol Policy Action in Canada

Jurisdiction	Alcohol policy domains						
	Pricing and taxation	Physical availability	Marketing & advertising	Minimum legal drinking age	Alcohol strategy	Monitoring & reporting	Health & safety messaging ^b
QC	Québec Retail Sales Tax Act	Québec Alcohol Laws	Regulation Respecting Promotion, Advertising and Educational Programs Relating to Alcoholic Beverages	An Act Respecting Offenses Related To Alcoholic Beverages	–	Canadian Alcohol and Drug Use Monitoring Survey	Regulation Respecting Promotion, Advertising and Educational Programs Related To Alcoholic Beverages
NB	New Brunswick General Regulation New Brunswick Liquor Control Act	Liquor Control Act Changes Will Allow Takeout Liquor Sales and Wine Recorking General Regulation Under the Liquor Control Act	Liquor Control Act Advertising of Liquor Regulation	Liquor Control Act	–	Canadian Alcohol and Drug Use Monitoring Survey	–
NS	Nova Scotia Liquor Licensing Regulations Nova Scotia Licensee Price Lists	Nova Scotia Liquor Corporations Regulations Ferment on Premises Regulation Liquor Control Act	Liquor Control Act	Liquor Control Act	Nova Scotia Alcohol Strategy	Canadian Alcohol and Drug Use Monitoring Survey	–
NL	Newfoundland & Labrador Liquor Licensing Regulations	Newfoundland and Labrador Alcohol Laws Consolidated Newfoundland and Labrador Regulations	Liquor Control Act	Liquor Control Act	–	Canadian Alcohol and Drug Use Monitoring Survey	–
PE	Prince Edward Island Liquor Control Act Prince Edward Island Health Tax Act	Liquor Agency Regulations	Liquor Control Act Regulations General Regulations	Liquor Control Act	–	Canadian Alcohol and Drug Use Monitoring Survey	–
YT	Yukon Liquor Tax Act	Liquor Act	Liquor Regulations	Liquor Act	–	Yukon Liquor Corporations Annual Reports and Performance Expectations	Northern Territories Alcohol Labels Study

A Summary of Alcohol Policy Action in Canada

Jurisdiction	Alcohol policy domains						
	Pricing and taxation	Physical availability	Marketing & advertising	Minimum legal drinking age	Alcohol strategy	Monitoring & reporting	Health & safety messaging ^b
NT	–	<u>GNWT Amends Liquor Regulations To Allow Liquor Delivery</u> <u>Liquor Act</u> <u>Liquor Regulations</u>	<u>Liquor Act</u> <u>Liquor Regulations</u>	<u>Liquor Act</u>	–	<u>Northwest Territories Liquor and Cannabis Commission Annual Report</u>	<u>Northern Territories Alcohol Labels Study</u>
NU	–	<u>Liquor Act</u> <u>Liquor Regulations</u>	<u>Liquor Regulations</u> <u>Liquor Act</u>	<u>Liquor Act</u>	<u>Nunavut Alcohol Strategy</u>	<u>Halting the Harm</u>	–

Notes:

Alcohol policies across select CAPE domains were captured across Canadian provinces/territories.

The policy domains are considered to directly impact alcohol consumption and therefore influence cancer rates.

- a. A National Alcohol Strategy has been developed. It is not endorsed by the federal government.
- b. Warning labels that read 'Drinking alcohol during pregnancy can cause birth defects' were voted into federal law in 2000. The law has yet to be enforced.

Appendix A: Methodology¹

Academic Literature Review

Two systematic scoping searches were performed to capture Canadian epidemiological and policy research. The searches were both geographically (Canada) and temporally limited (January 2016–November 2020). Both searches were done using three online databases: PubMed, Web of Science, and Scopus. The first search yielded 47 results and the second search yielded three results, after title scan and duplicate removal.

Policy Scan

Policy scans were conducted at the federal, provincial / territorial, and municipal levels to capture all legislation related to the regulation of alcohol in Canada. Electronic searches were performed on CanLII and included federal along with provincial / territorial legislation. The same search strategy was used to search 31 municipal websites for bylaws and municipal policies.

Grey Literature

The results from the policy scan and scoping review were supplemented by the 2019 Canadian Alcohol Policy Evaluation 2019 Report. Further, a variety of government websites were accessed to locate relevant alcohol policies, legislation, programs, policies, and statistics. Moreover, a Google Scholar search and general Google searches were completed to find supplementary information regarding alcohol consumption rates and patterns such as provincial liquor store hours during the COVID-19 pandemic, private and public alcohol sales, marketing campaigns, Responsible Liquor Service Training Programs, and other topic areas.

Lastly, a media search was conducted using Google and News website searches to identify jurisdictions that have implemented innovative approaches to alcohol policies.

Limitations

The scoping review strategy was used to evaluate research pertaining to alcohol in Canada. However, the nature of scoping reviews does not allow for quality assessment of the identified literature. Additionally, the search strategy did not include a systematic review of literature related to policy domains. Thus, reporting of policy domains did not rely on a comprehensive review of alcohol-related academic and grey literature. Moreover, the scoping review and policy scans were limited to Canada. International data supplemented the scoping review and policy scan only when needed. Accordingly, the policy suggestions may not be applicable in other countries. Lastly, the research and policies related to alcohol is ever-changing, particularly in the time of the COVID-19 pandemic. New data may appear after publication, or existing data may become outdated as the policy landscape continues to shift.

¹ All referenced websites and policies are current up to January 31, 2021. Please contact the Partnership for a detailed methodology

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