



Policy Actions to Prevent Cancer – Webinar Series

Policy actions to reduce alcohol-related harms

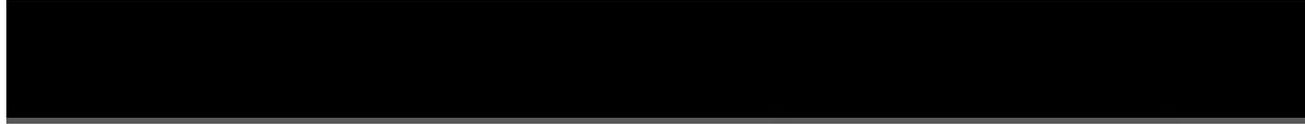
Dr. Heather Bryant – Expert Advisor, Canadian Partnership Against Cancer

Dr. Jacob Shelley – Director, Health Ethics, Law and Policy Lab, Western University

Benjamin Rempel – Senior Analyst, Canadian Partnership Against Cancer

22 June 2021

Webinar Recording ([YouTube link](#))



Policy Actions to Prevent Cancer – Webinar Series

Policy actions to reduce alcohol-related harms

Dr. Heather Bryant – Deputy Advisor, Canadian Partnership Against Cancer
Dr. Jack Mathew – Director, Health Ethics, Law and Policy Unit, Western University
Dr. George Bordeau – Senior Advisor, Canadian Partnership Against Cancer

22 June 2022



Land Acknowledgement

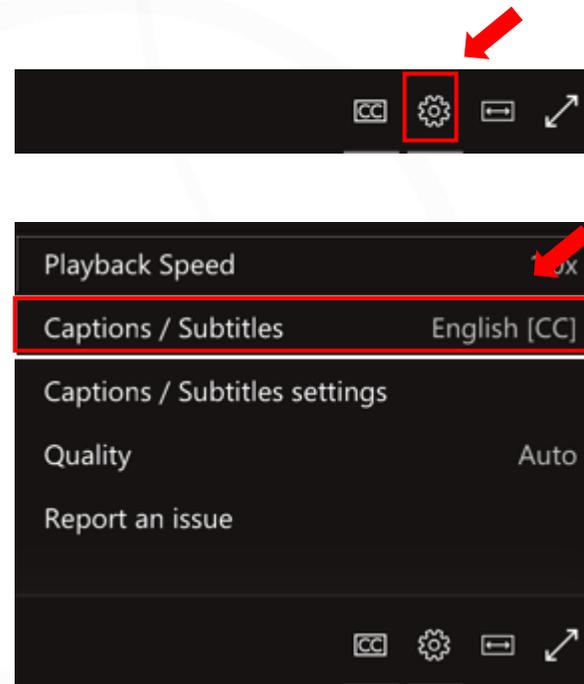


Housekeeping

- Subtitles and translation are available during the webinar
- Please use the Q&A function to ask questions for the presenters
- Recording and slides will be shared following the webinar

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Submit Questions

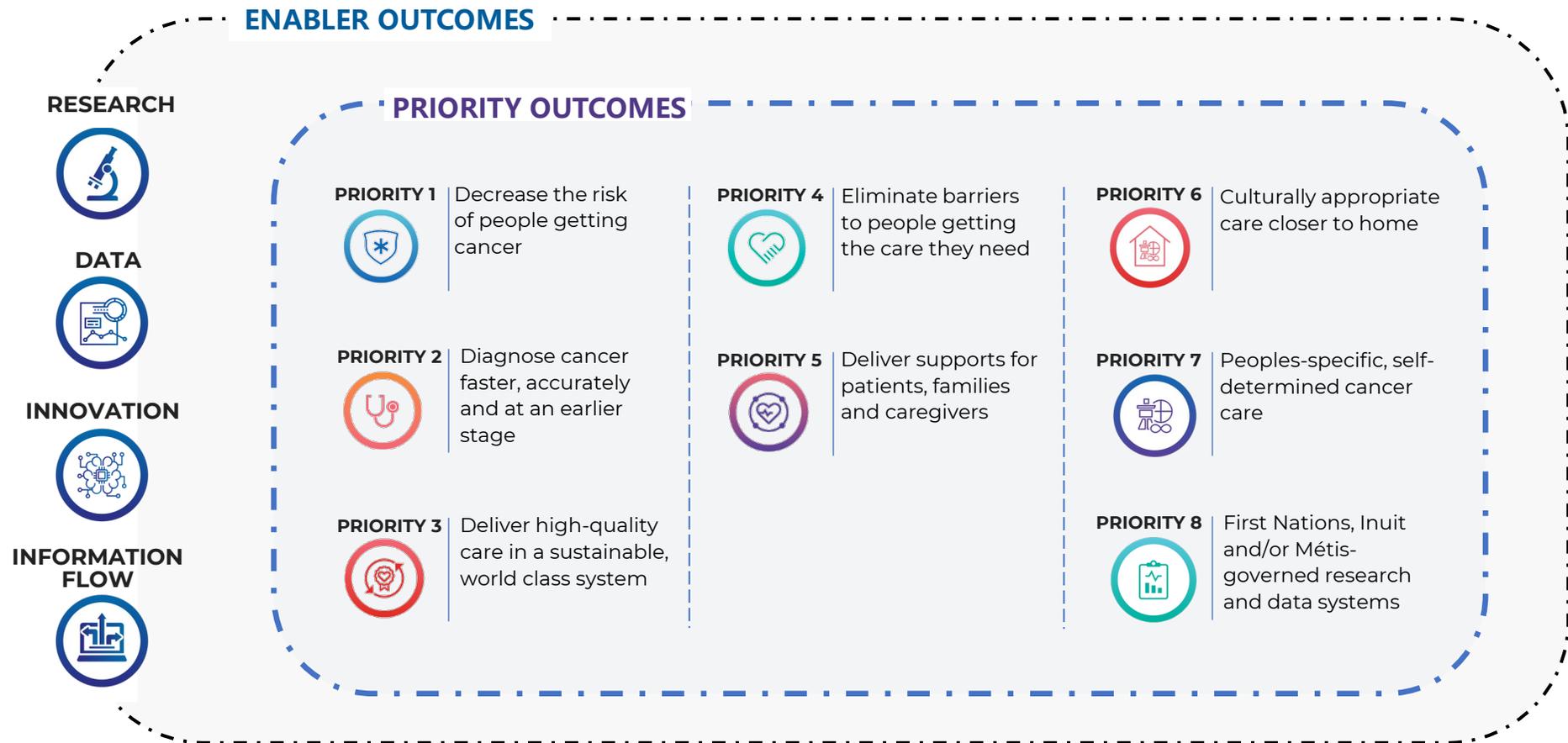
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Canadian Partnership Against Cancer

2019-2029 Canadian Strategy for Cancer Control

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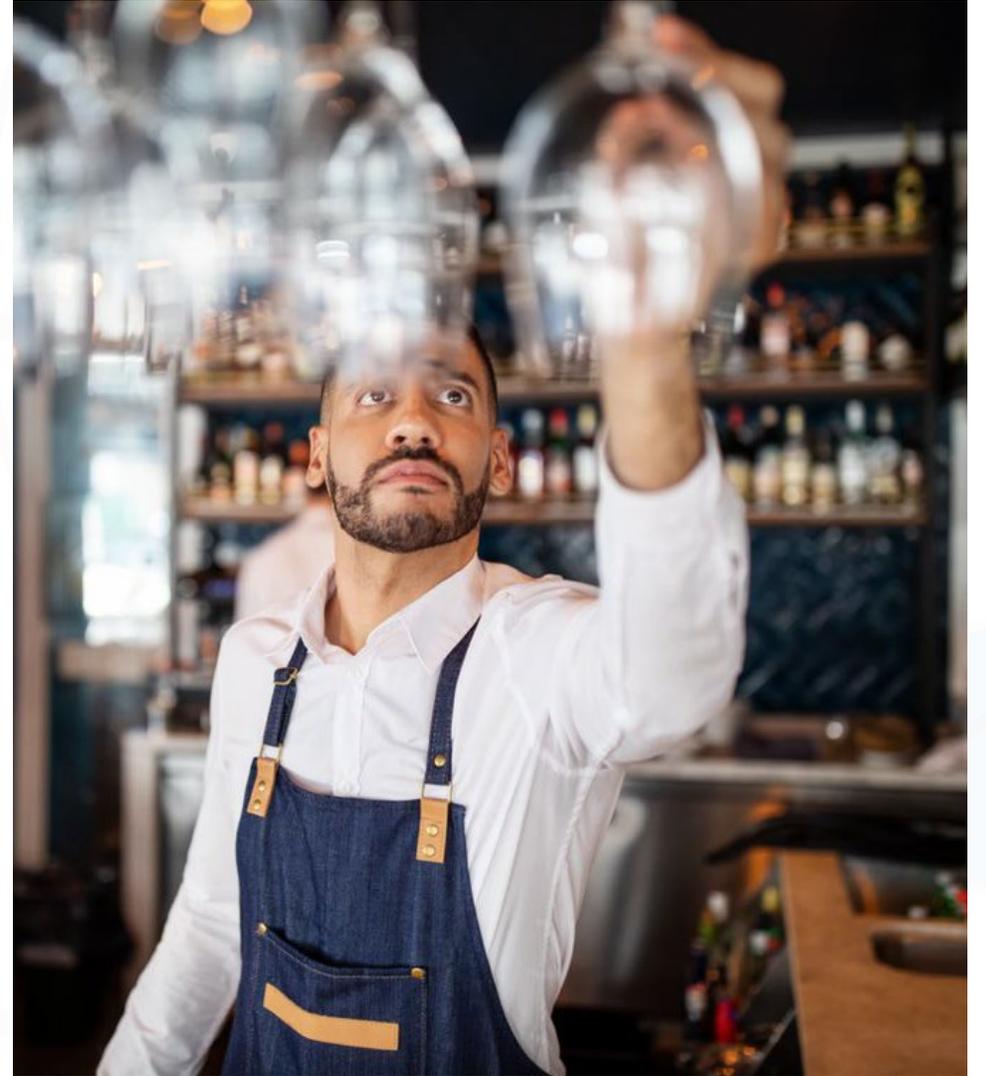


Agenda

Item	Presenter
Presentation: Setting the stage	Benjamin Rempel
Facilitated discussion: The role of alcohol policies in the prevention of cancer	Dr. Heather Bryant Dr. Jacob Shelley
Summary and closing	Benjamin Rempel

Alcohol Policy and Cancer in Canada Resources now available!

- **Background and Key Statistics**
- **Health Economic Evidence**
- **Populations of Interest**
- **Public Perceptions**
- **Alcohol Policy Actions and Legislative Overview**
- **Presentation of federal, provincial / territorial, municipal alcohol policies**
- **Commentary on the influence of COVID-19**



Alcohol Policy in Canada

2021:

- Release of online resources.
- Variety of virtual seminars.
- Alcohol policy position paper.
- Alcohol policy, cancer prevention, and public health virtual forum.

2022:

- Revisions to National Alcohol Strategy and Low-Risk Alcohol Drinking Guidelines.
- Action plan to implement Global strategy to reduce harms of alcohol.



Poll: Alcohol Consumption in Canada

1. What percentage of Canadians 15 years and older consume alcohol?

> 70%? 80%? 90%? 100%?

2. How much alcohol on a per capita basis is consumed in Canada?

> 6L? 7L? 8L? 9L?

3. What contributes to alcohol consumption?

**> Jurisdiction? Sex? Age?
Indigeneity? Sexual orientation?
Socioeconomic status?**



Alcohol Consumption in Canada

- **Nearly 80% of Canadians 15 years and over consume alcohol.**
- **Canadians consume nearly 9L of alcohol per capita every year compared to the global average of 6L.**
- **Alcohol consumption patterns are influenced by jurisdiction, sex, age, sexual orientation, socioeconomic status, and Indigeneity.**



Global average

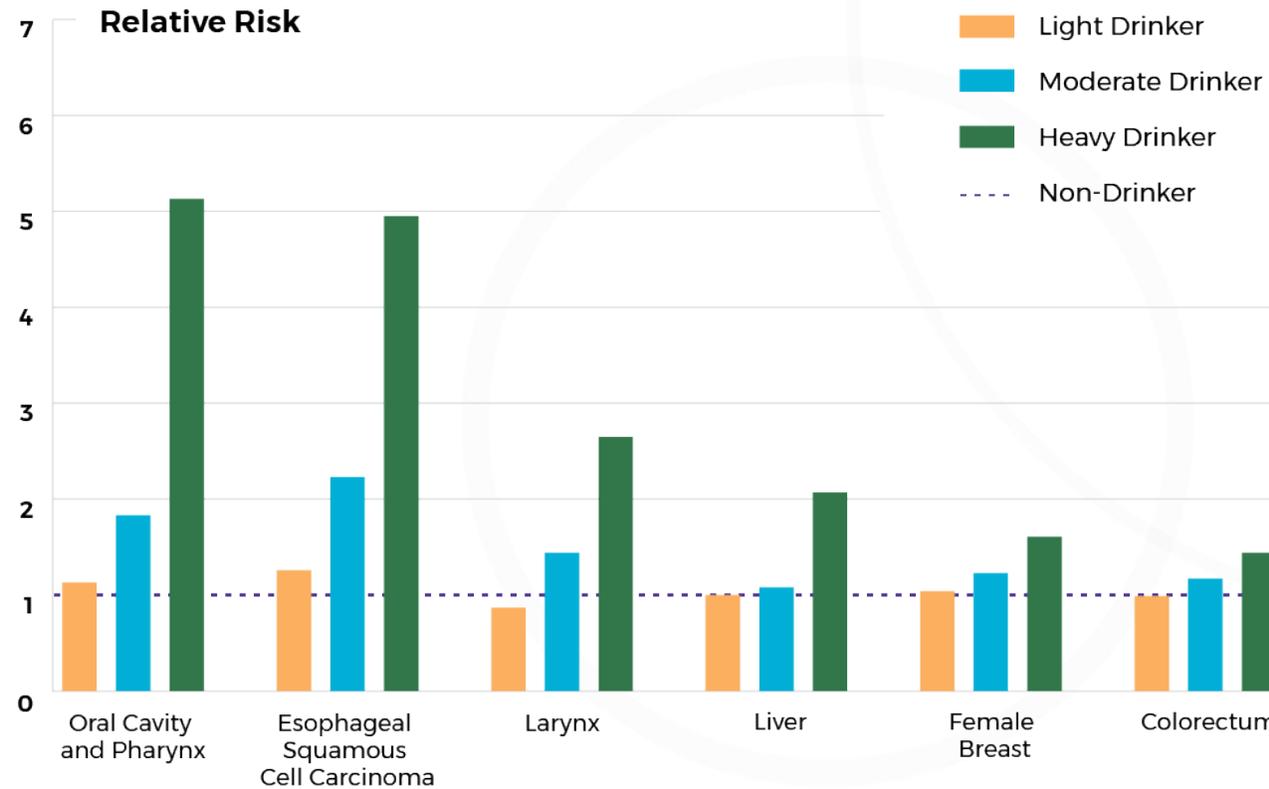
Canada

Alcohol and Cancer in Canada

- Alcohol is linked to several cancers: oropharynx, larynx, esophagus, liver, breast, colon, rectum, pancreas, lung, and prostate.
- In 2016, about 3,300 Canadians were diagnosed with alcohol-related cancer.
- Less alcohol consumption is better for reducing cancer risk.
- Cancer risk increases most among heavy and moderate drinkers; but even light drinkers are at risk.
- Risk increases when alcohol is combined with tobacco use, unhealthy eating, and lack of physical activity.

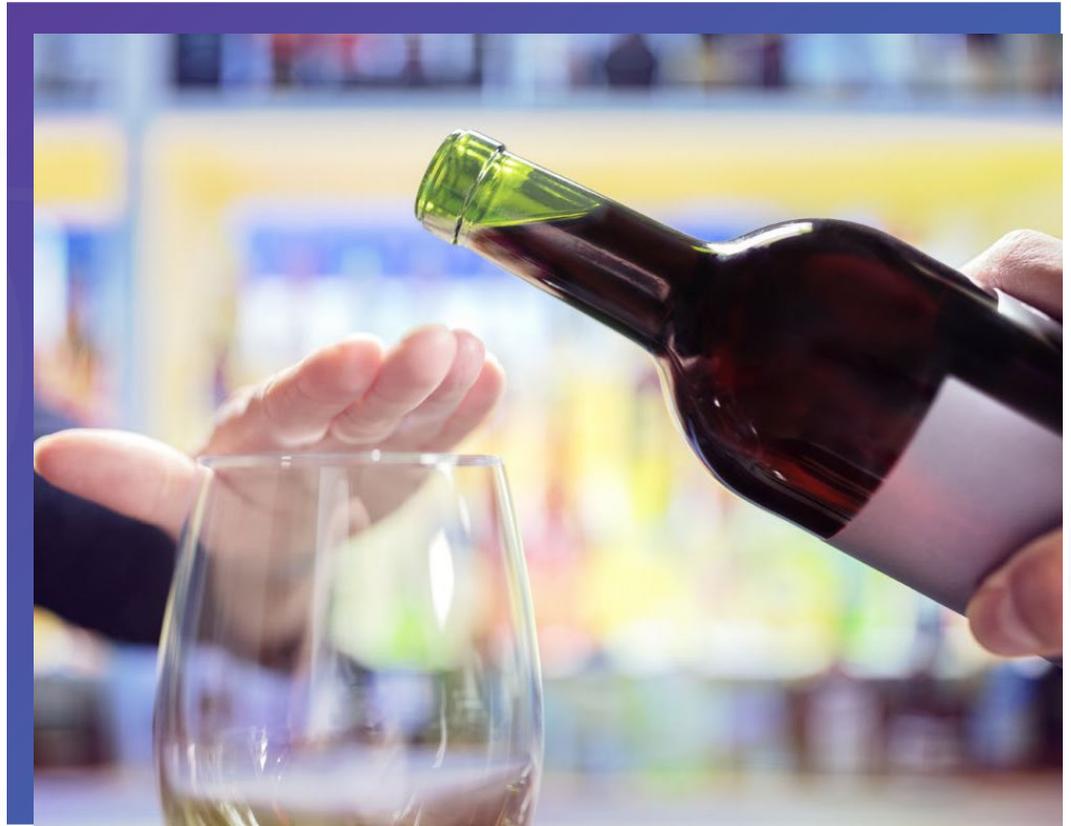


Alcohol and Cancer



Alcohol Policy in Canada

- **Most Canadians are not aware that alcohol can cause cancer.**
- **Heavy drinkers typically oppose alcohol policies, especially those that limit access and availability.**
- **The more informed the public is, the more they support alcohol policies.**



Poll: Evidence-Informed Alcohol Policy

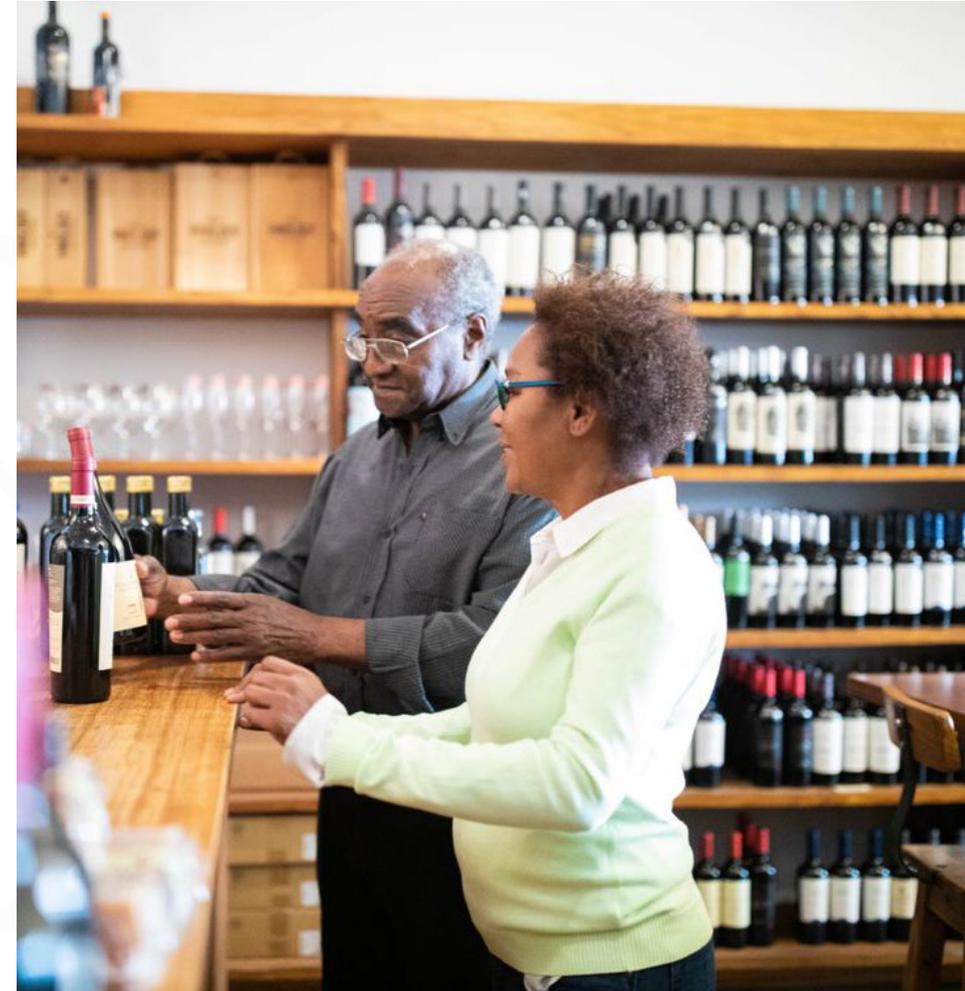
1. What is the strongest policy lever in preventing alcohol-related harms, including those from cancers?

- **Pricing and taxation?**
- **Availability and outlet density controls?**
- **Marketing and advertising restrictions?**
- **Increase to minimum legal drinking age?**



Evidence-Informed Alcohol Policy Actions

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
9. Impaired driving countermeasures
10. Liquor law enforcement
11. Brief intervention



Health Economics and Alcohol Policy

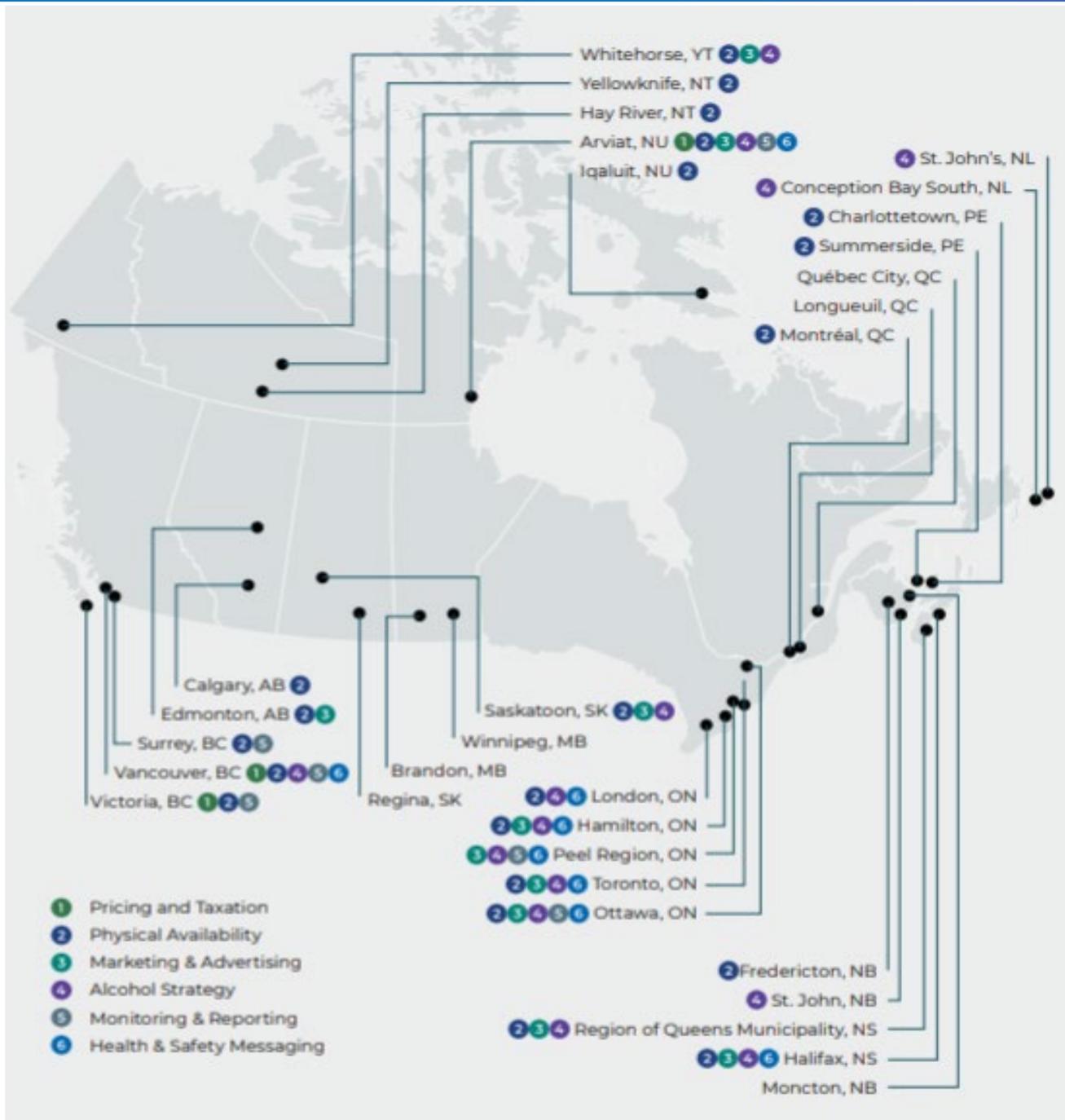
- Cost-effective population-level alcohol interventions include: taxation, availability policies, public monopolies and marketing restrictions.
 - Taxation remains one of the most cost-effective and optimal strategies to reduce alcohol use and improve health.
 - Controlling outlet density and days of sale is seen as a cost-effective strategy to decrease alcohol sales and consumption.
 - Government monopolies are seen as a cost-effective intervention to limit the sale and consumption of alcohol.
 - Marketing restrictions are cost-effective to reduce alcohol use and related harm.

Recommended Alcohol Policy Actions for cancer prevention and other harms

- Tax alcohol at a high rate and index minimum pricing annually, based on alcohol content and strength.
- Limit outlet density and hours of operation.
- Permit recorking and place limits on number of drinks served.
- Restrict location, quantity, sponsorships, and medium of advertisements.
- Enhance advertising codes to include digital and social media.
- Monitor compliance, introduce prescreening, and enforce advertising regulations.

- Raise the drinking age to 21.
- Eliminate online ordering, delivery services, and brew-on-premise outlets.
- Return to public alcohol retail systems.
- Adopt an evidence-based national alcohol strategy.
- Establish standardized provincial/territorial alcohol tracking and reporting systems.
- Mandate health and safety messages including links to cancer, standard drink sizes, and information about the LRADG.

Implemented Alcohol Policy Actions in Canada



Alcohol Policy in Canada

Community Alcohol Strategy in Wolfville¹³

Working in partnership with Acadia University, RCMP, businesses, and health authorities, Wolfville, Nova Scotia's Community Alcohol Strategy aims to create partnership cohesion and educate the public about high-risk drinking and harm reduction, as well as balance negative impacts of over-consumption with promotion of local craft beverages.



Alcohol Policy in Canada

Alcohol advertisement controls in Brampton⁸

The Municipal Alcohol Policy of Brampton, Ontario prohibits alcohol advertising at venues attended by those under 19 and alcohol cannot be advertised as the main activity of any event.



Alcohol Policy in Canada

Health messaging in Toronto¹⁵

Events held in Toronto must have information posted on RIDE programs, drinking during pregnancy, minimum legal drinking age, and the LRADGs. Industry-sponsored events must contain messaging about responsible consumption and alcohol cannot be advertised as the main activity of any event.



Shifts in Alcohol Policy since COVID-19 pandemic

- Influence of alcohol availability through hours of sale.
- Introduction of curbside pick-up and expanded delivery options.
- Reduction in minimum pricing.
- Consumption in public spaces permitted.
- Introduction of capacity limits.

** Data is rapidly evolving in this area and time will dictate the true influence on long-term consumption and harms*



Panel Members



**Dr. Heather Bryant – Expert Advisor,
Canadian Partnership Against Cancer**



**Dr. Jacob Shelley – Director, Health Ethics
Law and Policy Lab, Western University**

Facilitated Discussion: The role of alcohol policies in the prevention of cancer

Please post your questions for panel members in the Q&A section.



Thank you for attending!

Webinar



POLICY ACTIONS TO REDUCE ALCOHOL- RELATED HARMS

ALCOHOL POLICY AND CANCER IN CANADA: POLICY ACTIONS



MAY 2021



www.partnershipagainstcancer.ca/topics/alcohol-policies/