

OCTOBER 9, 2019

Creating a Culture of Moderation in Grey Bruce

How can we get there?



Recent Headlines

CTV News: Spike in Drunk Driving Charges in Grey Bruce Concerns OPP



Spike in drunk driving charges concerns OPP

From CTV London's Scott Miller – After years of decline, Grey and Bruce County OPP are coping with a jump in drunk drivers.

 London / Sep. 30

Presentation Outline

- Burden of Alcohol
- Low-Risk Alcohol Drinking Guidelines
- Local Landscape
- Public Health Interventions
- Current Best Practices
- Next Steps as a Working Group





BURDEN OF ALCOHOL

HEALTH IMPACTS



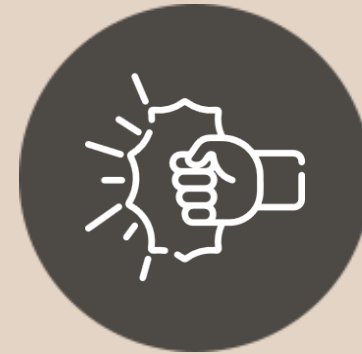
SHORT- TERM

Dizziness
Loss of coordination
Confusion
Falls/concussions
Violence

LONG- TERM

High blood pressure
Stroke
Cardiovascular disease
Cancer
Liver damage
Dementia
Mental Illness
Death

SOCIAL IMPACTS



Violence



Crime



Loss of loved
ones



Family &
Relationships



Public Safety



Addiction

ECONOMIC IMPACTS

The economic cost related to alcohol related harms in Ontario is **\$5.34 billion** per year due to lost productivity, healthcare and criminal justice. This exceeds the cost of tobacco, cannabis and opioid related harms combined.

Costs include:

- Clean-up
- Property damage
- Police, Fire & EMS response
- Hospital wait times



A photograph of a group of people sitting at a restaurant table. In the foreground, a hand is visible holding a small red object. The table is set with a menu, a wine glass containing white wine, a glass with a napkin, and another wine glass. A person in a white shirt is holding a glass of wine. The background shows other people and a blurred restaurant interior.

CANADA'S LOW RISK ALCOHOL DRINKING GUIDELINES

For these
guidelines,
“**a drink**”
means:



Beer
341 ml (12 oz.)
5% alcohol
content



**Cider/
Cooler**
341 ml (12 oz.)
5% alcohol
content



Wine
142 ml (5 oz.)
12% alcohol
content



Distilled Alcohol
(rye, gin, rum, etc.)
43 ml (1.5 oz.)
40% alcohol content

Reduce your long-term health risks by drinking no more than:



- 15 drinks a week
- 3 drinks a day most days
- **No more than 4 drinks on any single occasion**



- 10 drinks a week
- 2 drinks a day most days
- **No more than 3 drinks on any single occasion**

Plan non-drinking days every week to avoid developing a habit.

Drinking in Moderation

Understanding what a standard drink is, what the guidelines are, and knowing when you should not drink at all will help you make more informed decisions around your alcohol drinking.





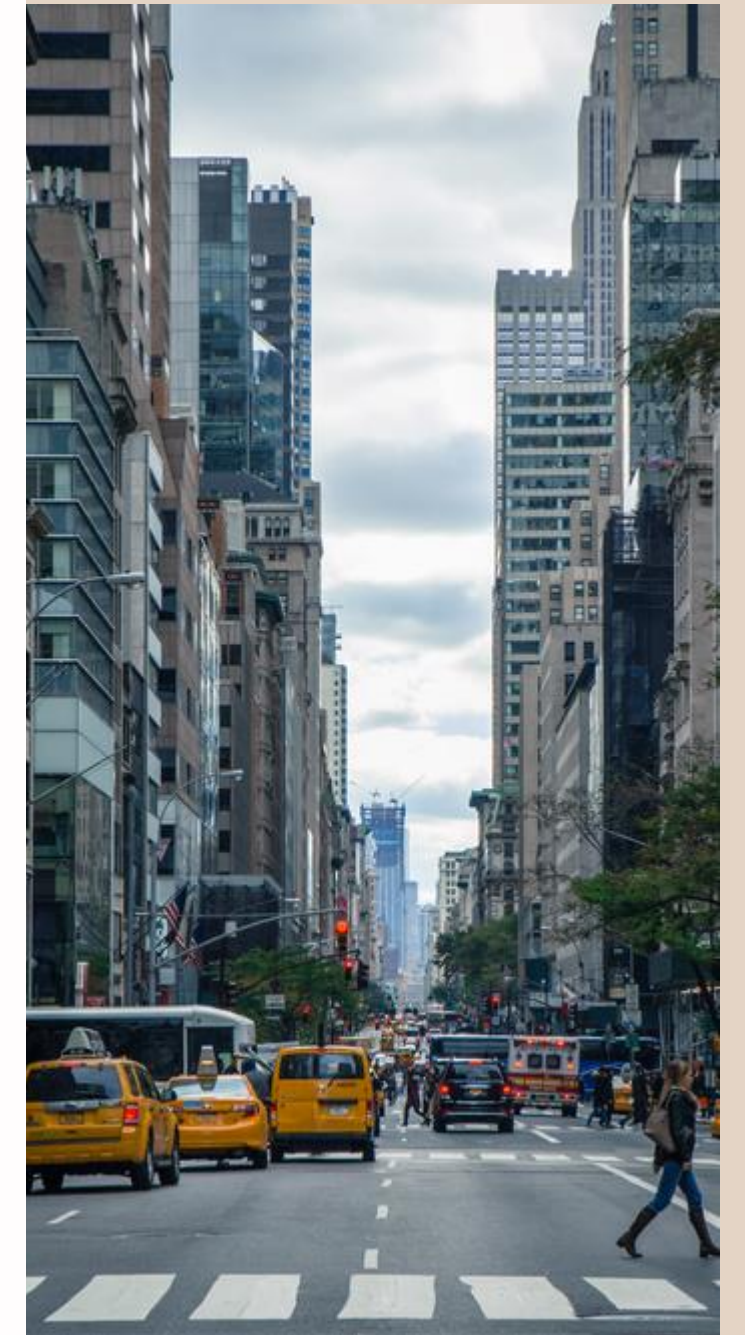
LOCAL CONTEXT

Drinking in Grey Bruce

RURAL VS. URBAN

What's different?

- Drinking culture (e.g. workplaces, underage drinking, drinking & driving)
- Agriculture
- Sports teams
- Geography & Alcohol Outlet Density





1 in 4

residents engage in
high-risk drinking.





Residents have identified that children as young as

11 YEARS OLD

are drinking alcohol.



42%

of residents in Grey Bruce are aware that alcohol use may increase their risk of cancer.



94%

of Grey Bruce adults think excessive alcohol drinking increases the risk of crime in their community.



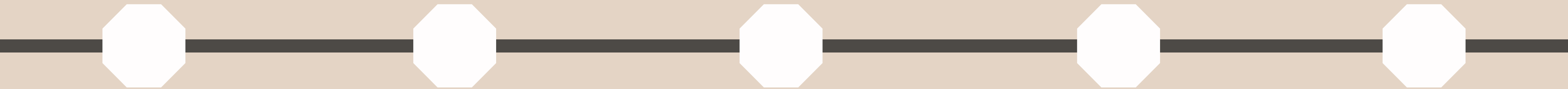
4 in 100

*babies born in Grey Bruce are
exposed to alcohol in the womb.*

Barclay, 2017

PUBLIC HEALTH INTERVENTIONS

TIMELINE



1998-2010

Capacity Building

2010

Community
Partnership Forum

2011

Healthy Community
Partnership Priority
Setting

2012

Position Paper:
Reducing Alcohol
Related Harm
Towards a Culture
of Moderation

2017

Community
Conversations on
Alcohol



COMMUNITY CONVERSATIONS ON ALCOHOL

Main Themes Identified:

1. Drinking Culture
2. Drinking & Driving
3. Impacts
4. Challenges
5. Potential Solutions

DRINKING CULTURE

The background of the entire image is a soft-focus photograph of two hands clinking beer bottles. The scene is set against a bright, hazy sunset or sunrise, with the sun's glow creating a warm, golden light. The bottles are dark and appear to be filled with beer, with some condensation visible. The hands are silhouetted against the bright light, and the overall mood is one of social enjoyment and camaraderie.

*“It’s socializing
around an activity.”*

“When you start drinking, you drink.”

*“My friends in the city are shocked at the tolerance that
adults have here for teen drinking, but I guess that’s
what people grew up around here.”*

DRINKING & DRIVING

"I hate when people say, 'I'm just going around the corner'."

"In the cities, people have stopped drinking and driving. In the country, beer cans are seen on the side of gravel roads. You sometimes see people weaving. It's quite shocking that it clearly happens on a regular basis."

IMPACTS OF ALCOHOL USE

“It is especially a problem if you come from a family that has had drinking issues. It can be bad for family members. A person that has been drinking can hurt you. It is a cycle that goes through generations.”

“Having a kid that deals with alcohol issues, it creates a lot of frustration with the shortcomings of the system.”

CHALLENGES

“Moderation is not a concept for me as an alcoholic – I tried all my life and learned that I was powerless over alcohol.”

“We can’t go to the movies, we don’t even have a skate park here yet...”

“Moderation is just a glass of wine for me to relax. But, for my neighbor it is to pass out... it is different for everybody.”



IDENTIFIED SOLUTIONS

“I would like to see alcohol and drug use questions as part of the conversation with health care providers.”

“We need more community policing.”

“It was a huge mistake to put alcohol in grocery stores.”



MOVING FORWARD:

**A community
problem needs
a community
approach.**

BACKGROUND

IMPROVING CHOICE AND CONVENIENCE FOR ALCOHOL CONSUMERS

April 11, 2019

Ontario's Government for the People respects adult consumers by trusting them to make responsible choices that work for them. Ontario listened to more than 33,000 consumers and businesses that shared their views on how alcohol choice and convenience could be increased in the province. This feedback will inform Ontario's plan to expand the sale of alcohol to corner, big-box and more grocery stores.

More choice for the people

Ontario will deliver improved choice for consumers and more opportunities for businesses by:

- Introducing legislation that, if passed, would let municipalities make rules about where alcohol can be consumed in public areas, such as parks.
- Letting sports fans drink alcohol at tailgating parties at eligible sporting events.
- Extending the hours of alcohol service at licensed establishments – including bars, restaurants and golf courses – to a 9:00 a.m. start, seven days a week. The government will continue to consult on further

WHAT A WORKING GROUP COULD ACCOMPLISH TOGETHER:

Locally Driven Collaborative Project - Cycle 2 (2012):

1

Education, Awareness & Advocacy

- Advocate for safer drinking environments and communities
- Implement education and awareness-raising campaigns

3

Treatment & Early Intervention

- Explore the development and use of practice standards or guidelines for early intervention
- Share online self-screening tools

2

Modifying the Drinking Environment

- Collaborate with community stakeholders to frame alcohol as a community issue, not just a health issue

4

Drinking & Driving Countermeasures

- Identify and target high-risk areas within the community
- Incorporate local surveillance data into a community report

Suggested Areas of Focus for 2020

Campaigns:

- Drinking & Driving
- Underage drinking
- "Wine Moms" Culture

Target Audiences:

- Women
- College students
- Agricultural community
- Priority populations



Thoughts & Discussion