



Municipal Alcohol Policy (MAP)

Fort France Committee of the Whole
September 11 2017
Dr. Kit Young-Hoon



“In our community, it seems that all events or activities are tied to alcohol use. Hunting, fishing, camping, four wheeling, all have a drinking component to them. Events have beer gardens, the golf course has a beer cart, some activities end the day at the legion, etc.” –

- *Community Member*



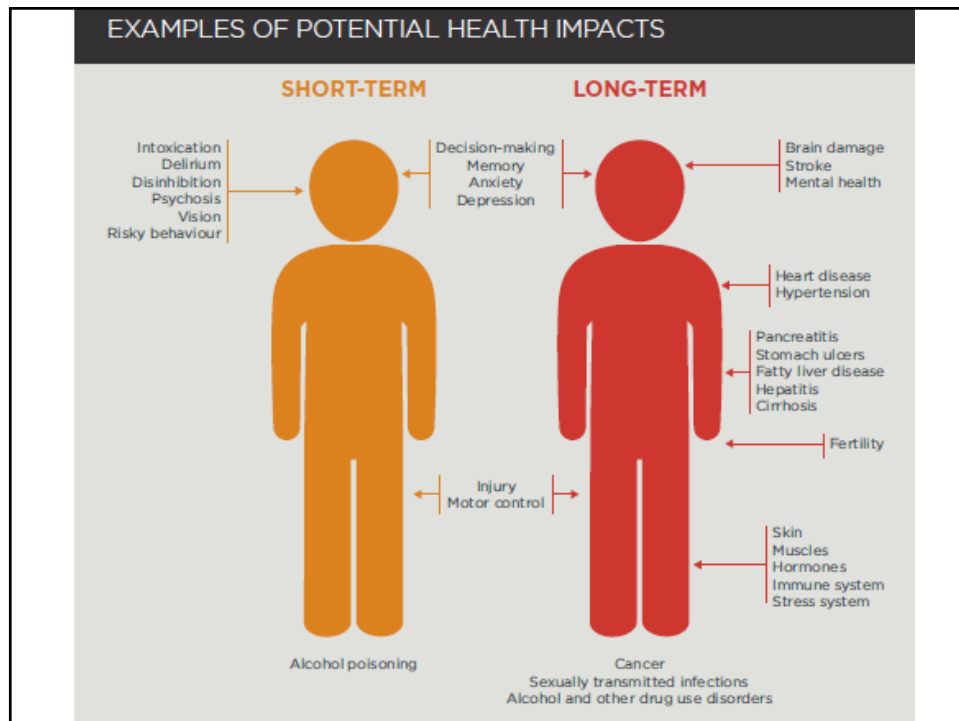
Alcohol Misuse and MAPs

- Health Harms from Alcohol Misuse
- Alcohol in our Community Online Discussion Panel
- Municipal Alcohol Policy(MAP)
- Ways to strengthen Fort Frances' Municipal Alcohol Policy (MAP)

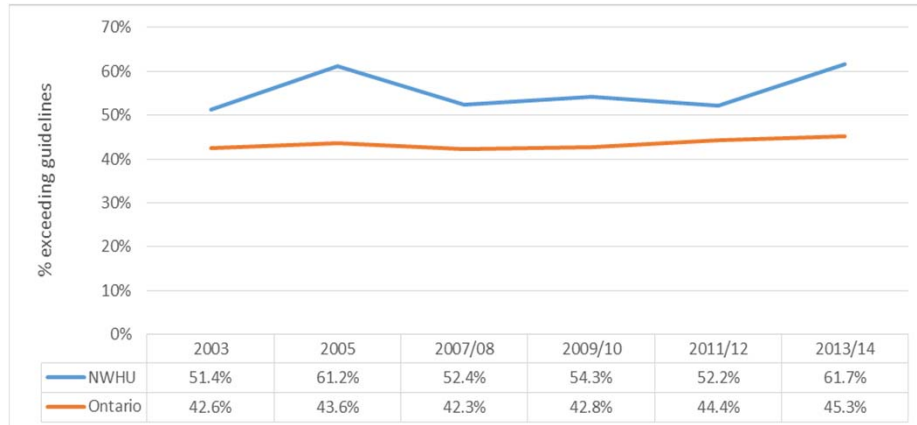


Health Harms

- In Canada, alcohol is second only to tobacco as a leading risk factor for death, disease and disability -World Health Organization
- An estimated 1,000 to 3,000 new cancer cases in Ontario in 2010 were attributed to alcohol consumption –Cancer Care Ontario

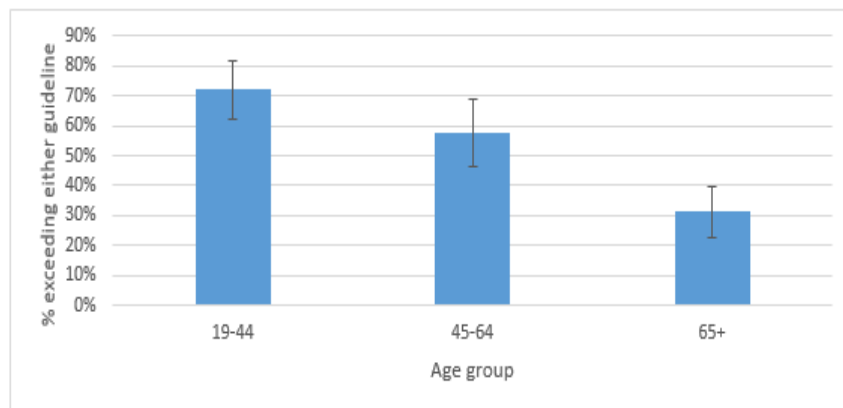


Proportion of population exceeding the low-risk drinking guidelines for either injury or chronic disease, 2003-2013/14



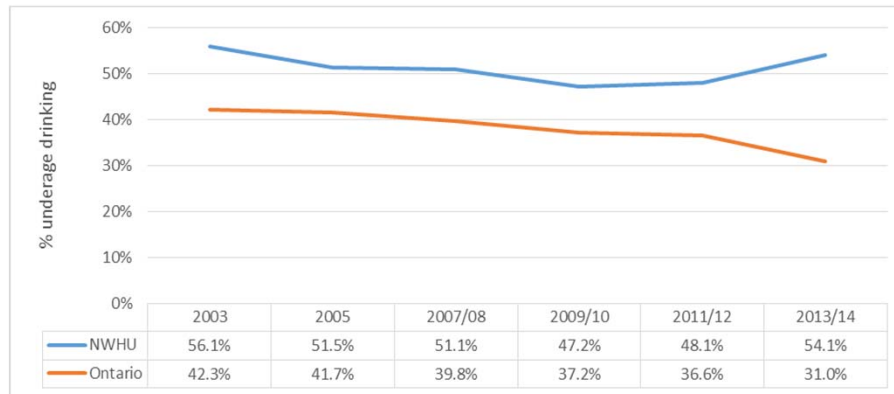
Source: Public Health Ontario. Snapshots: Self-reported rate of exceeding either low-risk alcohol drinking guidelines. Toronto, ON: Agency for Health Protection and Promotion; 2015 Dec 14 [cited 2016 May 26]. Available from: <http://www.publichealthontario.ca/en/DataAndAnalytics/Snapshots/Pages/Health-Behaviours---Alcohol-Use.aspx#.V0b70iGVkQM>
 Note: Data excludes First Nations reserves

Proportion of Population Exceeding the LRDG in the NWHU by Age Group, 2013/14



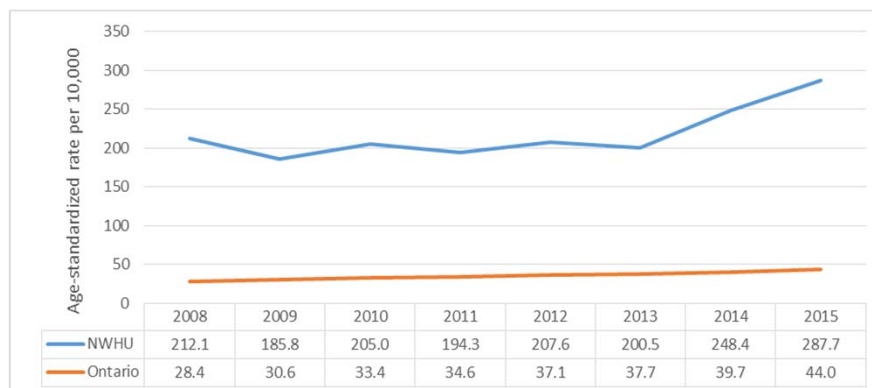
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Underage Drinking Prevalence, 2003-2013/14



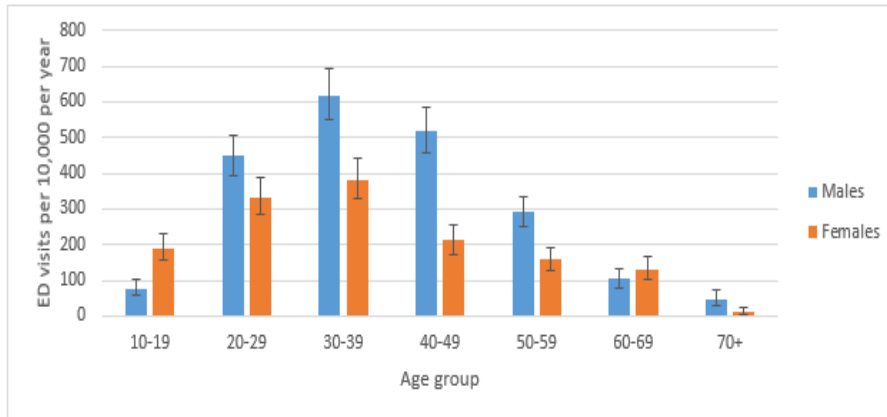
Source: Public Health Ontario. Snapshots: Self-reported underage drinking rate. Toronto, ON: Agency for Health Protection and Promotion; 2015 Dec 14 [cited 2016 May 26]. Available from: <http://www.publichealthontario.ca/en/DataAndAnalytics/Snapshots/Pages/Health-Behaviours---Alcohol-Use.aspx#.V0b70iGVkQM>
 Note: Data excludes First Nations reserves

ED Visits due to Mental/Behavioural Disorders from Alcohol Use, Age- Standardized Rates per 10,000, 2008-2015



Sources: Ambulatory Emergency 2008-2015, Ministry of Health and Long-Term Care, IntelliHEALTH Ontario, Date Extracted: Dec 15, 2016.

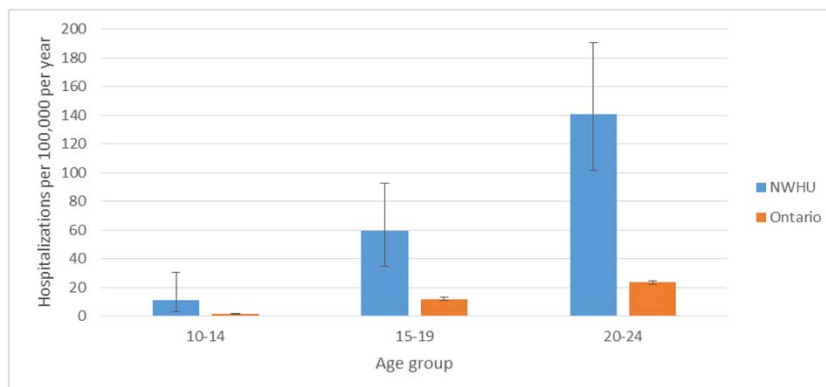
ED Visits due to Mental/Behavioural Disorders from Alcohol Use by Age Group and Sex, rates per 10,000 per year, NWHU, 2011-2015



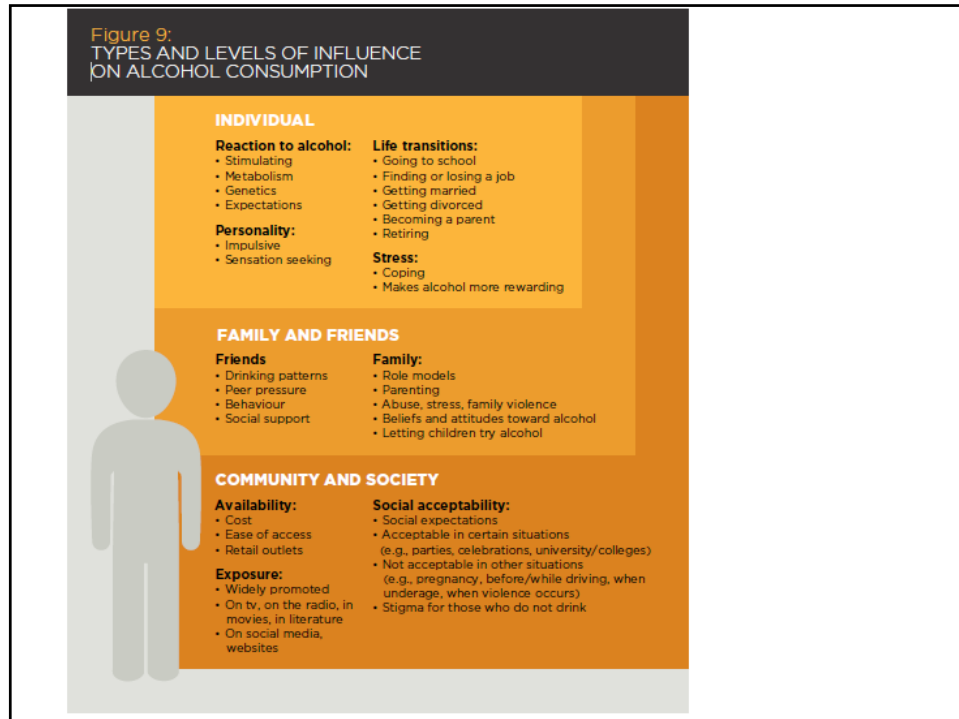
Sources: Ambulatory Emergency 2008-2015, Ministry of Health and Long-Term Care, IntelliHEALTH Ontario, Date Extracted: Dec 15, 2016.

Alcohol Misuse

Hospitalization from alcohol misuse by age group, NWHU and Ontario, rates per 100,000 per year, 2011-2015



Source: Inpatient Discharges 2011-2015, Ontario Ministry of Health and Long-Term Care, IntelliHEALTH Ontario, Date Extracted: September 26, 2016.



Alcohol in our Community

Online Discussion Panel and Survey

- Municipal Alcohol Policies (MAPs)
- Alcohol at community events run by municipalities, or hosted on municipal property
- The availability of alcohol
- Marketing of alcohol to children and youth

Alcohol in our Community

Common Themes

- Health harms and benefits
- Criminal activity/ public safety
- Drain on financial resources
- Social impacts



Alcohol in our Community

Common Themes

- Social norms – incl. underage drinking
- Mental health and addictions
- Impact on the family unit



Alcohol in our Community

Final Recommendations

- Community education on Municipal Alcohol Policy (MAP) and why it is important
- Community education on the harms of alcohol use – awareness and skill-building



Alcohol in our Community

Final Recommendations

- Plan and promote safe transportation to and from events where alcohol is being consumed
- Update and strengthen their MAPs
- Promote family-friendly, alcohol free events



Alcohol in our Community

Best Practice Alcohol Controls

- pricing and taxation controls
- regulating physical availability
- marketing and advertising restrictions
- modifying the drinking environment



Alcohol in our Community

Best Practice Alcohol Controls

- drinking and driving countermeasures
- education and awareness-raising strategies
- treatment and early intervention



Municipal Alcohol Policy (MAP)

What is it?

- A civic policy tool that aligns with provincial liquor laws
- Outlines the appropriate use of alcohol on local government owned or managed property
- Complimentary to a healthy events policy



Municipal Alcohol Policy (MAP)

What is it?

- ensures renters execute safe events where adults can still have fun, raise money and drink alcohol
- Informs the public about their responsibilities and potential liability when hosting events where alcohol is available



Municipal Alcohol Policy (MAP)

Purpose

- Regulations developed by municipalities that require groups to use more responsible serving practices and to manage the drinking environment



Municipal Alcohol Policy (MAP)

Goal

- Encouragement of moderate, responsible consumption for those who choose to drink alcohol by changing social norms and the value placed on alcohol in a community



Municipal Alcohol Policy (MAP)

Benefits

- Establish rules for appropriate alcohol consumption in municipal facilities
- Educate community members about alcohol issues within the context of liability and responsibility



Municipal Alcohol Policy (MAP)

Benefits

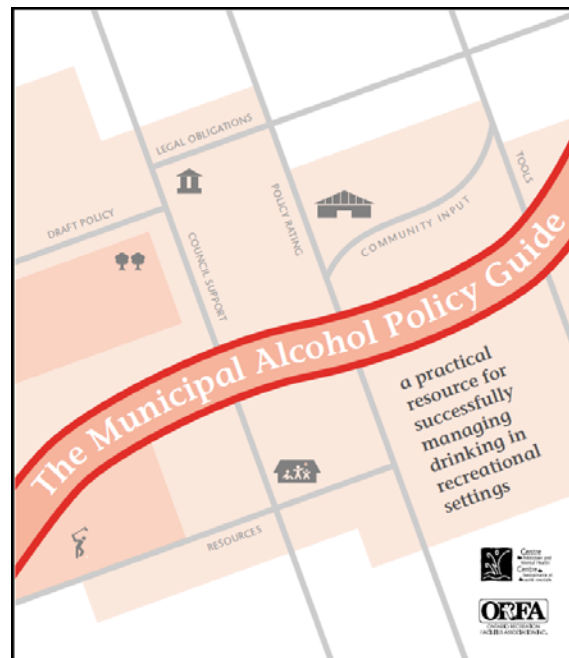
- Create a foundation for positive community values
- Vehicle to mobilize community on alcohol-related issues and other health concerns
- Complimentary to a healthy events policy



Municipal Alcohol Policy (MAP)

Benefits

- Encourage individuals to shift behaviours
- Encourage environmental shifts that limit access to alcohol
- Support attempts to influence government action at all levels
- Maintain contact with the community and affected stakeholders



Municipal Alcohol Policy (MAP)

Key Policy Components

1. Designation of properties, facilities and events
2. Management practices
3. Prevention strategies
4. Enforcement procedures and penalties
5. Signs
6. Ongoing policy support



Alcohol controls

- Pricing and taxation
- Alcohol availability
 - Hours of sale
 - Outlet density
 - Government controlled
 - Legal drinking age
- Marketing and advertising
- Warning labels and signage



Safe communities

- Server training
- Responsible serving and hosting
- Drinking and driving countermeasures
 - Zero tolerance for novice drivers
 - Minimum blood alcohol concentration
 - Fines, suspensions, required education and programming.
- Roadside screening



Fort Frances MAP

<i>The Town of Fort Frances</i>	SECTION
<u>Alcohol Policy</u>	COMMUNITY SERVICES
<u>POLICY</u>	REVISED
Resolution No.	February 1995
Policy Number 2.1	Supercedes Resolution No.
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Fort Frances MAP

Strengths

- Municipal properties eligible/not eligible for a Special Occasions Permit (SOP) clearly defined
- Strong managements practices (i.e. insurance, server training, door and floor monitoring, etc.)



Fort Frances MAP

Strengths

- Some prevention strategies (i.e. safe transportation, non-alcoholic options available, plastic cups, redeem unused tickets, etc.)
- Enforcement procedure
- Very good policy support (i.e. implementation and review of plan)



Fort Frances MAP

Some Areas to Strengthen

- Add youth events to those not eligible for a SOP
- Limit number of drink tickets sold at one time to 8 or less
- Specify a ratio of workers to attendees
- Special security measures for large events



Fort Frances MAP

Some Areas to Strengthen

- Restrict youth admission to adult SOP events (private family events not included)
- Have low alcohol drinks available
- Have no extra strength beer available
- No alcohol advertising in facilities accessible by youth



Fort Frances MAP

Some Areas to Strengthen

- Add short term penalties for policy violators
- Add signage for accountability, safe transportation, ticket sale limit, acceptable ID, restricted areas



Fort Frances MAP

- Staff at the NWHU would be happy to support municipal policy makers as needed if mayor and council would like to update their MAP to meet the blue ribbon standard



Fort Frances MAP

- Questions?

