

Progressive & Prosperous

Municipal Alcohol Policies
for a Balanced and Vibrant Future

A Municipal Alcohol Policy Guide
for Nova Scotia Municipalities





26.6%

of **high school students** surveyed reported
binge drinking
in the previous month

- 2012 Nova Scotia Student Drug Use Survey

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Executive Summary

Municipal Alcohol Policy Guide to Reduce Alcohol-Related Community Harms

Nova Scotia's high rates of heavy drinking¹ are creating serious and costly consequences for all orders of government. The public costs of harmful alcohol use in Nova Scotia are substantial² and represent not only a huge financial burden, but, as our research and community consultations have revealed, can tarnish the reputation of our communities and cause serious and lifelong consequences for Nova Scotian families.

Addressing alcohol-related community harms through municipal planning and policy can reduce policing costs, enhance community appeal and attract residents. Effective alcohol policy can help create an environment where citizens, local services and businesses can thrive.

This document is a guide to municipal alcohol policy development. Developed at the request of municipal leaders, it is a concise resource for municipalities to improve the quality of life for their communities by addressing alcohol-related harms through local alcohol policy development.

This guide builds on the document [*Municipal Alcohol Policies: Options for Nova Scotia Municipalities \(2013\)*](#).³

Alcohol Policy Options (in brief)

1. Marketing, Advertising and Sponsorship

- a. Restrict or prohibit alcohol **advertising** in promotional materials and/or at municipally owned or managed facilities, properties and events, particularly those that are family-, children- and youth-oriented, and at places where children and youth frequent (e.g. school zones, bus shelters, buses, recreational areas, parks).



[Halifax Waterfront](#)

- b. Prohibit or restrict alcohol industry **sponsorship** of municipal facilities, properties, services and events (including any third-party events held on municipal property), particularly those that are family-, child- and youth-oriented, or within close proximity to places where children, youth and families frequent.

2. Enjoyable and Safe Neighbourhoods

Zoning and Land Use Planning (Municipal Planning Strategy and Land Use By-law)

- a. Consistent with a Municipal Planning Strategy, in a Land Use By-law, establish areas (zones) within a community in which alcohol establishments are permitted and those areas (zones) in which they are not permitted.
- b. Within zones that allow alcohol establishments a municipality can regulate various aspects of use including, but not limited to:
 - lot area, frontage and yard (setback requirements);
 - lot coverage (percentage of a lot area covered by a building);
 - screening, buffering and landscaping requirements;
 - parking and signage requirements; and
 - separation distances between various land uses.
- c. Where a Municipal Planning Strategy provides, Development Agreements can be used within a zone to regulate land use that may require additional considerations, such as traffic or pedestrian impacts and hours of operation (amongst other things).

Hours of Operation

- d. Establish guidelines for the types of preferred licensed establishments in the municipality. While hours of operation fall primarily under the jurisdiction of the province, municipalities can influence licensing decisions of AGFT by expressing their concerns, preferences and rationale.

- e. Limit or establish a moratorium on cabaret licenses (later hours of operation) and where possible, re-classify these to lounge licenses (this would have to be done in consultation with AGFT).

Enforcement

- f. Establish and enforce public nuisance and noise bylaws to address disorderly behaviour and noise. This may include working with local landlords and venue operators to ensure adherence to public nuisance/noise bylaws.
- g. Work with bylaw enforcement and police to enforce open liquor bylaws.
- h. Establish clear consequences for bylaw non-compliance (fines, community-based service).

Establish Partnerships

- i. Identify and partner with key stakeholders to address alcohol-related community harms through community engagement and capacity building, data collection, education, and public awareness.

3. Municipally Owned or Managed Properties, Facilities and Special Events

- a. Regulate, manage and evaluate conditions under which alcohol can be consumed on municipally owned or managed properties and facilities during public and private events, including festivals.

- b. Design Standards and Safety Practices
 - Consider implementing recommended safety practices⁴ at municipally owned and operated properties.
 - Work to establish a common code of safety practices with all local alcohol establishments through dialogue and partnership.

4. Minimizing Municipal Risk and Liability

- a. Ensure municipal staff and elected officials are aware of the legal responsibility/liability regarding alcohol service on municipal property and at municipal events, and any other regulations that may apply.

- b. Require mandatory third party liability insurance for all special occasion events and publicize the legal liability of venue licensees and servers.
- c. Ensure duty of care for all municipally owned and managed properties.

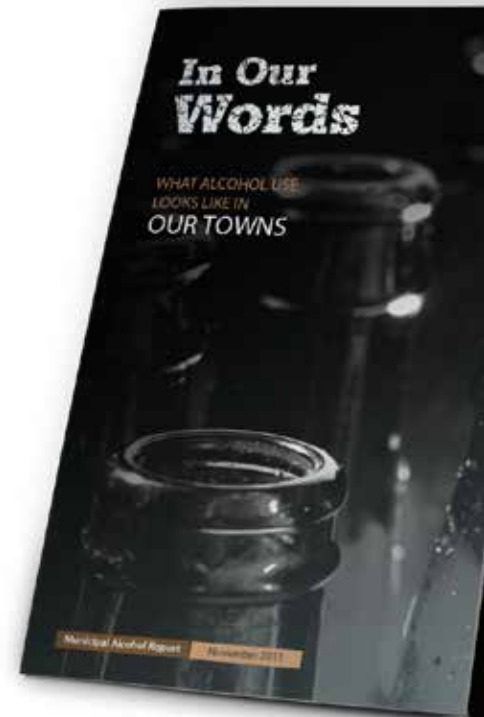
5. Workplace Alcohol Strategy

- a. Establish workplace alcohol/substance use policy for elected officials and staff to promote the health, wellness and safety of employees and families.

”

The harms through noise and damage spill out into the whole town...it affects the personality of the entire community.

Wolfville MAP 2011

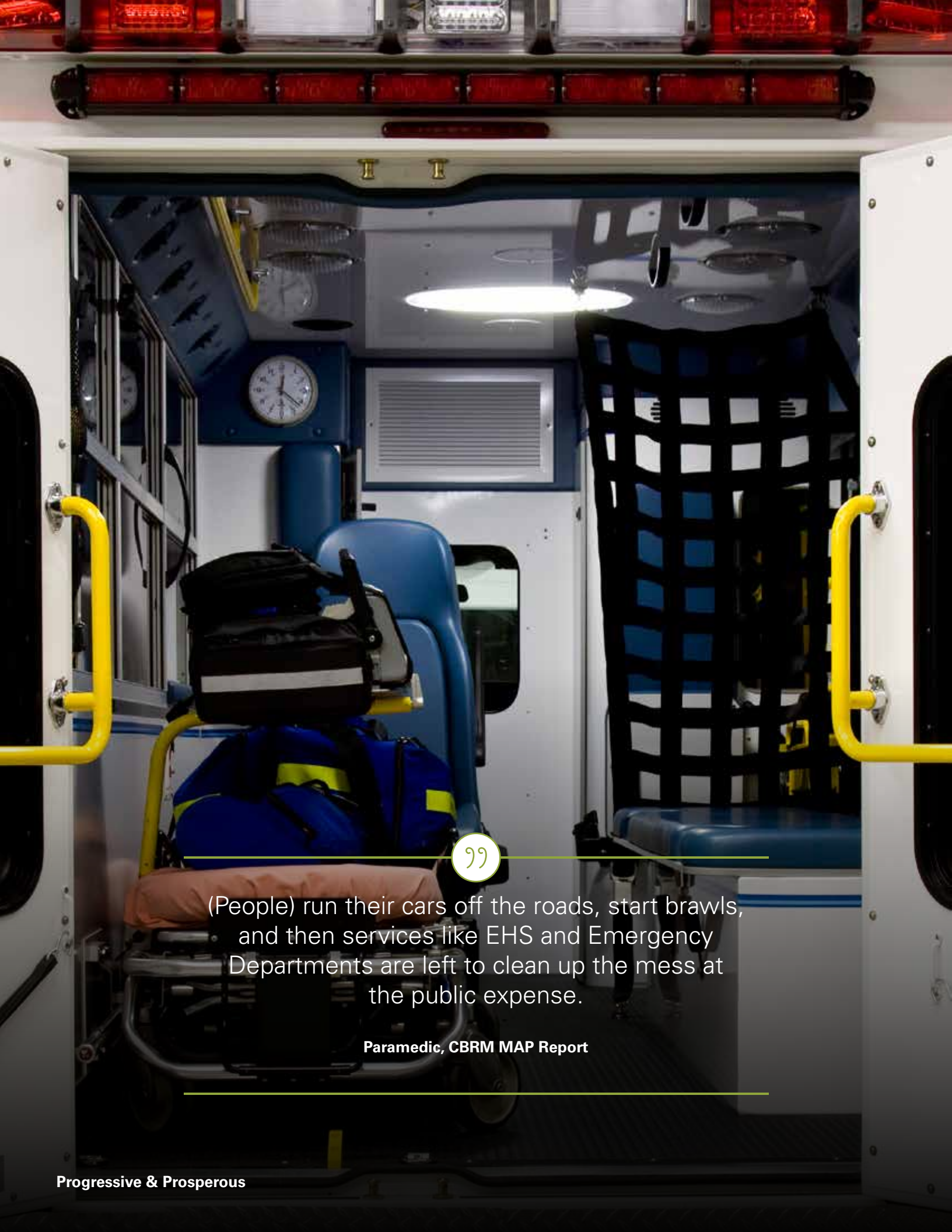


The Nova Scotia Municipal Alcohol Project

The Municipal Alcohol Project, a progressive partnership of municipal leaders, the Union of Nova Scotia Municipalities (UNSM), the Nova Scotia Department of Health and Wellness and the nine District Health Authorities (now Nova Scotia Health Authority), has been working to understand and address alcohol-related community harms since 2011. The project's goal is to support strong and prosperous communities where moderate and lower risk alcohol use is the accepted norm. In November 2012, the UNSM Board of Directors passed a motion to continue their support of the Municipal Alcohol Project. In May 2013, municipal leaders requested this policy guide to support the development and implementation of local municipal alcohol policy.

Municipalities across Nova Scotia have done excellent work recognizing and illustrating the community disruption caused by heavy and excessive drinking. Several local documents effectively demonstrate our current culture of alcohol use and the community-level concerns: [In Our Words: What Alcohol Use Looks Like in Our Towns](#) (stories of Antigonish, Bridgewater and Wolfville), [Shine a Light: What Alcohol Use in Truro Looks Like](#), [Municipal Alcohol Policy Report: A Snapshot of Alcohol Use in CBRM Communities](#), [The Culture of Alcohol: A Pictou County Perspective](#), [Take a Stand; Youth, Alcohol and Changing Social Norms](#) (Springhill). *Our Alcohol Culture: The Amherst Perspective* is in press. In addition, a number of local community forums and projects have been actively exploring local alcohol-related issues and solutions (for access to these documents and for further information visit www.unsm.ca). Having identified the issues, municipal leaders are interested in taking the next steps: implementing policy and other local initiatives to decrease alcohol-related community disruption and harm.





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(People) run their cars off the roads, start brawls, and then services like EHS and Emergency Departments are left to clean up the mess at the public expense.

Paramedic, CBRM MAP Report

Nova Scotia's Culture of Alcohol Use

Alcohol has a complex and deeply embedded presence in our families, communities and economy. While alcohol itself is neither good nor bad, it is how we use alcohol that is of concern.

Heavy drinking is a generally accepted social practice in Nova Scotia. This pattern of drinking is very dangerous. Common community harms associated with heavy and excessive drinking include: injury, alcohol poisoning, violence (violent crime, assaults, sexual violence), drowning, suicides, motor vehicle and vehicle-pedestrian collisions, vandalism, property damage, noise complaints, family problems, abuse, poor work and school performance, mental health problems, and chronic disease (such as cancer, heart disease and gastrointestinal diseases).^{5, 6, 7, 8, 9}

This general acceptance of heavy drinking gives rise to the idea that this practice is 'normal' social behaviour. This 'normalization' of heavy and excessive drinking is a contributing factor in concerning trends of alcohol use by youth, women and seniors. Underage drinking is commonplace. Youth and young adults have high rates of harmful alcohol use;¹⁰ 26.6% of high school students surveyed reported binge drinking (consuming 5 or more drinks in a sitting) in the previous month.¹¹ Our youth are starting to drink, on average at 13 years, much younger than previous generations.^{12, 13} The earlier youth begin drinking, the greater their risk of experiencing harms which may alter the trajectory of their lives.^{14, 15} Alcohol consumption can seriously impair

decision making and interfere with brain development.¹⁶ There have been many examples in Nova Scotia where alcohol use has been a crucial factor in youth sexual violence, bullying, suicide, injury and death.

Adult women and seniors' rates of harmful alcohol use is rapidly increasing.^{17, 18, 19, 20} This is concerning for many reasons. Women are more vulnerable to immediate and long term harms (both social and physical) of high alcohol consumption in part because they process alcohol differently than men.²¹ Seniors are vulnerable to alcohol-related problems that combine with age-related risk factors including isolation, injury, mental health concerns and complex health problems as well as the consequences of combining alcohol with prescription medications.^{22, 23, 24}

Mixing alcohol with other substances (caffeine, prescription medications, street drugs) is common and potentially life threatening. Combining alcohol with caffeinated energy drinks is especially popular among youth and young adults, and this has led to an increase in individual and community harms.²⁵ Energy drinks mask the intoxicating effects of alcohol with the stimulant effects of caffeine.²⁶ Those who mix alcohol with energy drinks are more likely to binge drink²⁷ and take greater risks.²⁸ Mixing alcohol with prescription medications (e.g. pain relievers, tranquilizers and sedatives) as well as other illegal and unregulated drugs has led to documented fatalities across the province.

A Call to Action

The following policy guide is intended to provide practical policy solutions that address harmful alcohol consumption, support the health of our communities, protect children and youth and reduce alcohol-related harms. **The policy options provided have been identified internationally as the most effective actions to reduce alcohol-related community harms.**^{29, 30, 31} For more on municipal alcohol policy development across Canada see *Appendix A: Resources* and *Appendix B: Effective Alcohol Policy*.

Municipalities, as an order of government, have an important role to play in controlling the impact of alcohol in their communities. Section 172(1)(a)(b) (c) of the Municipal Government Act (MGA)³² gives municipalities the broad authority, the right and the

obligation to “**develop and maintain safe and viable communities**” including the creation of bylaws respecting “**the health, wellbeing, safety and protection of persons (and the) safety and protection of property**” in their communities.

Relevant sections of the MGA are noted in *Appendix C: Legislative Authorities*.

Healthy communities and healthy economies go hand in hand. The *One Nova Scotia: Shaping our new economy together* report details how our current population and economic trends threaten the sustainability of our communities and makes an urgent call to action.³³ Harmful and excessive drinking add additional burdens to municipalities. Effective policy can help restore the balance.



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Alcohol is...a soother they use to numb the feelings of inadequacy, abandonment, abuse...

Antigonish MAP 2011

Policy Options

The MGA provides municipal councils with considerable scope to implement policies that help manage alcohol within their boundaries. On this authority, municipalities can and should act to protect the health and safety of their citizens and communities, including working with the Province, which regulates alcohol through the [Liquor Control Act](#) (LCA)³⁴. Collaborative action across orders of government is recommended. Municipal governments can implement alcohol policy so long as it meets the minimum standards set by Provincial and Federal authorities.³⁵ For details on the MGA and the LCA see *Appendix C: Legislative Authorities*. See also *Appendix D: Collaborating Across Orders of Government*.

The following policy options are best implemented as part of a comprehensive plan. For successful implementation, it is recommended that municipal units partner with multiple stakeholders throughout the policy development process (see *option 2i Establish Partnerships*).

The document is divided into five policy areas. The five areas for action are based on established evidence for effective alcohol policy by municipal governments^{36, 37, 38, 39, 40} (see *Appendix B: Effective Alcohol Policy*):



Marketing,
Advertising and
Sponsorship



Enjoyable and Safe
Neighbourhoods



Municipally Owned
or Managed
Properties, Facilities
and Special Events



Municipal Risk
and Liability



Workplace Alcohol
Strategy

While each policy area can stand alone they are inter-related and together create a robust, effective and all-encompassing municipal alcohol policy. The recommendations do not need to be implemented in order. It will be up to each municipality to assess priority actions and how to best execute those actions. It is recommended that municipalities create a long term comprehensive plan to maximize success. As

part of the Municipal Alcohol Project, municipalities can access assistance and expertise in alcohol policy through the UNSM office and health authority partners. Resource materials are provided in *Appendix A*. Examples of how these policies have been implemented in other jurisdictions can be found in *Appendix E*.



Marketing, Advertising and Sponsorship

POLICY OPTION ONE

Marketing works to create demand for a product. Advertising and sponsorship are marketing tools used to increase brand recognition, brand loyalty and sales. Advertising typically refers to messages in any medium that communicate information about a product, service or brand. Sponsorship is a cash or in-kind fee paid in exchange for an association with the values and positive attributes of the event, facility or group being sponsored. Sponsorship provides favourable publicity for companies - customers like to do business with companies that seem like good corporate citizens and community supporters.⁴¹ Sponsorship agreements will often include advertising rights and opportunities in the terms and conditions of their sponsorship to maximize the return on investment.

Alcohol marketing, advertising and sponsorship increase alcohol consumption.⁴² It normalizes, encourages and promotes alcohol use in our communities.⁴³ To increase sales, alcohol ads connect alcohol use to an array of benefits and the achievement of positive life goals such as increased happiness,

social status, sexual success, personal achievement and wealth.^{44,45} They rarely depict the negative impacts or risks of alcohol consumption. Implementing policies to restrict and limit exposure to alcohol marketing, advertising and sponsorship has been shown to slow the recruitment of new drinkers, reduce heavy drinking, protect children and youth,⁴⁶ reduce harms⁴⁷ and create a more balanced depiction of the role of alcohol in our communities.

Most alcohol advertising in Nova Scotia is regulated by the Liquor Control Act. Radio and television is regulated federally through the Canadian Radio-Television and Telecommunications Commission (CRTC). A municipality can protect the health and wellbeing of their most vulnerable citizens by restricting alcohol advertising. Municipal restrictions must meet minimum Provincial standards and must not unreasonably restrict freedom of expression. For details on advertising regulations see *Appendix C: Legislative Authorities*.

Policy Options

a. Restrict or prohibit local alcohol advertising in promotional materials and at municipally owned or managed facilities, properties and events, particularly those that are family-, children- and youth-oriented, and at places where children and youth frequent (e.g. school zones, bus shelters, buses, recreational areas, parks). If restricting alcohol advertising, restrictions could include the following:⁴⁸

- identify/limit the number of approved advertising locations (e.g. no alcohol advertising outside of licensed areas or in areas designated as alcohol-free zones);
- limit the overall amount of alcohol advertising;
- define the maximum size of signage;
- define appropriate content; and
- reduce or restrict publicity that draws attention to drinking opportunities.

b. Prohibit or restrict alcohol industry sponsorship of municipal facilities, properties, services and events (including any third-party events held on municipal property), particularly those that are family-, child- and youth-oriented, or within close proximity to places where children, youth and families frequent.

- Decline alcohol industry naming rights for municipal facilities, events or services (e.g. safe ride home service).
- Restrict or prohibit advertising associated with alcohol industry sponsorship (i.e. if alcohol industry wishes to sponsor a facility, event or service, place restrictions on the amount of advertising associated with that sponsorship).

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We try and tell youth ‘Don’t drink... you have to make better choices.’ And we’re fighting companies who spend millions of dollars marketing and targeting the exact same youth.

Springhill MAP 2014



Enjoyable and Safe Neighbourhoods

POLICY OPTION TWO

Through policy and by-laws, municipalities can enhance the enjoyment and safety of neighbourhoods and improve the overall attractiveness, reputation and desirability of a municipality. With regards to alcohol, municipalities have regulatory mechanisms that can be applied to regulate the environment in which an alcohol establishment operates. For example, all businesses within municipal boundaries need to comply with municipal planning strategies, development agreements and other municipal by-laws and policies.

For the purpose of this document, 'alcohol establishment' refers to liquor primary establishments that serve alcohol without requiring food service (e.g. beverage rooms, lounges, cabarets and clubs see *Appendix C: Legislative Authorities*). Food primary

establishments require that food be served when ordering alcohol (this is a reasonable restriction and is supported). Retail outlets (NSLC, specialty shops, U-Vint and U-Brews) are not within the purview of this document. However, the rapidly increasing density (number and concentration) of these types of outlets is a concern as the more readily available alcohol is in a community the more likely that community will experience increased harm.⁴⁹ It is therefore important for municipalities to make their preferences about retail outlets known, in writing, to the relevant regulating bodies as outlined in *Appendix C: Legislative Authorities* and *Appendix D: Collaborating Across Orders of Government*.

Policy Options

ZONING AND LAND USE PLANNING (MUNICIPAL PLANNING STRATEGY AND LAND USE BY-LAW)

Pursuant to the LCA are the Liquor Licensing Regulations. These regulations are overseen by the Alcohol, Gaming, Fuel and Tobacco (AGFT) Division of Service Nova Scotia (see *Appendix C: Legislative Authorities*). Permanent liquor licenses must comply with municipal zoning requirements and municipal land use by-laws.⁵⁰ Zoning measures have been shown to reduce alcohol-related impacts in residential areas such as amenity issues (including noise, property damage, and vandalism),⁵¹ violence^{52, 53} and police calls.⁵⁴ Zoning measures, such as separation distances between alcohol establishments and places where children and youth frequent, also decrease harms by reducing exposure to alcohol, alcohol culture and alcohol marketing (also see *Policy Option 1*).

Alcohol establishments may be restricted to certain zones but cannot be prohibited entirely. In zones that prohibit alcohol establishments, use in existence prior to the zone being put in place may become 'Non-conforming Use' and are subject to restrictions in terms of future expansion or recommencement if discontinued. Alternatively those uses may be 'grand-fathered' by being listed specifically as an existing permitted use. Municipalities need to assess the risks and benefits of these zone exceptions.

a. Consistent with a Municipal Planning Strategy, in a Land Use By-law, establish areas (zones) within a community in which alcohol establishments are permitted and those areas (zones) in which they are not permitted.

- Protect youth from seeing alcohol everywhere by providing significant separation distances in areas where children and youth frequent such as schools or playgrounds.

b. Within zones that allow alcohol establishments a municipality can regulate various aspects of use including, but not limited to:

- lot area, frontage and yard (setback requirements);
- lot coverage (percentage of a lot area covered by a building);
- screening, buffering and landscaping requirements;
- parking and signage requirements; and
- separation distances between various land uses.

c. Where a Municipal Planning Strategy provides, Development Agreements can be used within a zone to regulate land uses that may require additional considerations, such as traffic or pedestrian impacts and hours of operation (amongst other things). Development Agreements are legal contracts between a Developer and a Municipality which establishes terms under which a development shall conform. Development agreements have been used in Nova Scotia to reduce alcohol-related harms (see *Appendix E*).

HOURS OF OPERATION

Increased hours of operation of bars, lounges and cabarets have been shown to result in higher levels of community and individual harm (e.g. public intoxication, property damage, noise, assault and injury). Harms are often seen in businesses and residential neighbourhoods that are adjacent to areas with licensed establishments. Limiting hours of operation reduces the overall access and availability of alcohol which is a demonstrated approach to reducing harms.⁵⁵ For further discussion see *Appendix B: Effective Alcohol Policy*.

- d. Establish guidelines for the types of preferred licensed establishments in the municipality. While hours of operation fall primarily under the jurisdiction of the province, municipalities can influence licensing decisions of AGFT by expressing their concerns, preferences and rationale. Hours of operation may also be addressed through zoning and development agreements (see *Policy Option 2a-c*).**
- e. Limit or establish a moratorium on cabaret licenses (later hours of operation) and where possible, re-classify these to lounge licenses (this would have to be done in consultation with AGFT).**

Legislated Provincial closing times: 2:00 am – beverage rooms, clubs and lounges; 3:30 am - cabarets. AGFT is interested in working with Municipalities. Municipalities can advocate for more control of what happens within their boundaries. For more detail see *Appendix C:*

Legislative Authorities and Appendix C: Collaborating Across Orders of Government.

ENFORCEMENT

The consistent and regular enforcement of municipal rules, regulations and by-laws can be effective in reducing high-risk and underage drinking and minimizing neighbourhood harm and disruption.⁵⁶

- f. Establish and enforce public nuisance and noise bylaws to address disorderly behaviour and noise. This may include working with local landlords and venue operators to ensure adherence to public nuisance/noise bylaws.**
- g. Work with bylaw enforcement and police to enforce open liquor bylaws.**
- h. Establish clear consequences for bylaw non-compliance (fines, community-based service).**

AGFT's Investigation and Enforcement Section is responsive to all complaints by the public (see *Appendix C: Legislative Authorities*).

ESTABLISH PARTNERSHIPS

A successful plan to lower risk and reduce alcohol-related harms requires a community effort.

Collaborative action across orders of government is necessary, as well as input and support from diverse stakeholders.

- i. Identify and partner with key stakeholders**

(i.e. police, Emergency Health Services (EHS), Alcohol, Gaming, Fuel and Tobacco (AGFT), community organizations, local health authority staff, residents, businesses and educational institutions, other municipalities) to address alcohol-related community harms through community engagement and capacity building, data collection, education, and public awareness. These strategies can include:

- gathering incident data (police, educational institutions, EHS) to better understand patterns of harm and to find innovative solutions to address alcohol related harms;
- creating opportunities for balanced public conversation about the role of alcohol (including social and economic costs/benefits, community disruption and harms);
- promoting consistent messages about a culture of moderation and lower risk alcohol

use. (i.e. promote [Canada's Low Risk Drinking Guidelines](#) - See *Appendix F*);

- educating the public on supportive services available in the municipality including health, universities, community organizations, etc.;
- formalizing partnership arrangements with local health specialists in alcohol policy and health promotion;
- collaborating with law enforcement across all areas of policy development; and
- developing mutual agreements on a common code of practice and a commitment to shared public safety strategies among licensed establishments.

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Alcohol is pervasive, permitted, and promoted.

Amherst MAP 2015

It's out of control.

Bridgewater MAP 2011





Municipally Owned or Managed Properties, Facilities and Special Events

POLICY OPTION THREE

Municipalities have the authority to establish alcohol policies to protect and enhance the enjoyment and safety of citizens who use municipally owned or managed properties and facilities (see *Appendix C: Legislative Authorities, Municipal Governance Act*). This authority can extend to municipally-sponsored special events as well private special occasion events held in municipally owned or operated property.

Policy Options

Setting guidelines for the way alcohol can be sold and consumed at public events and festivals on municipal property will protect children, youth and communities and will help to establish a culture of moderate alcohol consumption.

a. Regulate, manage and evaluate conditions under which alcohol can be consumed on municipally owned or managed properties and facilities during public and private events, including festivals.

- Establish a clear designation of properties, facilities and events where alcohol may or may not be sold or consumed (i.e. designate alcohol-free places or sections, especially where families, children and youth frequent).
- For properties, facilities and events where alcohol may be consumed, define practices and procedures to control how alcohol is managed such as:
 - limit hours of operation at events hosted on municipally owned/managed property and facilities;
 - enclose licensed areas at events where alcohol is served and consumed and ensure that the area is not accessible to minors;
 - establish policy that governs and limits alcohol sales and service, consumption and advertising when families, children and youth are present;
 - require all staff serving alcohol to have Province approved server “Serve Right” training (advocate for best practice enhancements to that program); and

- provide clear signage (e.g. acceptable forms of age identification, safe transportation options, areas where alcohol is not allowed, low risk drinking guidelines, rules and regulations, who to call to make a complaint).
- Provide alcohol-free events/options whenever possible.
- Establish clear enforcement procedures and penalties for non-compliance.

DESIGN STANDARDS AND SAFETY PRACTICES

There are a number of design and safety practices proven to reduce the likelihood of problematic events where alcohol is served/consumed.^{57,58} These practices create lower risk alcohol serving and consuming environments and reduce the potential for liability.⁵⁹ For more on design and safety practices See *Appendix A: Resources*. For more on minimizing liability see *Policy Option 4*.

b. Consider implementing the following recommended safety practices⁶⁰ at municipally owned and operated properties:

- ensure interiors are well-lit, well-ventilated, with clear accessible pathways and exits to avoid congestion;
- ensure exteriors have ample lighting, security cameras, and clean clear sidewalk space that provides enough room for relaxed line-ups;
- create low congestion areas;
- ensure washrooms are adequately sized and clean;

- use tempered glassware or plastic cups;
 - provide low-alcohol-content and non-alcoholic beverage options at lower cost;
 - offer free non-alcoholic drinks for designated drivers;
 - establish safe ride home programs;
 - collaborate with provincial inspectors and, where municipal councils deem necessary, advocate for increased presence of provincial inspectors;
 - collaborate with local police for compliance checks and visible police presence; and
 - set a two (2) drink maximum service limit (serve only 2 drinks to one person at any time)⁶¹
- c. **Work to establish a common code of safety practices (as above) with all local alcohol establishments through dialogue and partnership (see also *Policy Option 2i*).**





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I've seen a guy so wasted at the game that he fell up the stairs... the police took him out... I see that a lot, and you've got to think, what's the purpose of serving alcohol at these events?

CBRM MAP 2014

Binge drinking is huge. Binge drinking is acceptable amongst peers. Binge drinking is often the goal.

Pictou County MAP 2014



Minimizing Municipal Risk and Liability

POLICY OPTION FOUR

The legal responsibilities of those who provide alcohol and those who own or manage property where alcohol is consumed are becoming increasingly well known, are coming under greater scrutiny and are resulting in increased litigation.⁶² Municipalities could be liable if an incident occurs on their property or facility or if an incident happens after an intoxicated person leaves their property or facility (impaired driving, assault, injury). Current evidence suggests that awareness of past third-party liability lawsuits against licensees who served intoxicated customers functions as an effective deterrent to over-service in both Canada and the United States. When the state of Texas publicized the legal liability of servers, there was a 12 percent decrease in vehicle crashes producing injury.⁶³

Policy Options

- a. **Ensure municipal staff and council are aware of the legal responsibility/liability regarding alcohol service on municipal property and at municipal events, and any other regulations that may apply.**
- b. **Require mandatory third party liability insurance for all special occasion events and publicize the legal liability of venue licensees and servers.**
- c. **Ensure duty of care for all municipally owned and managed properties (see *Appendix C: Legislated Authorities*). This duty includes:**
 - condition of the premises;
 - activities on the premises;
 - conduct of third parties on the premises;
 - knowledge that the occupier has or ought to have of the likelihood of persons or property being on the premises;
 - circumstances of the entry into the premises;
 - age of the person entering the premises;
 - ability of the person entering the premises to appreciate the danger;
 - effort made by the occupier to give warning of the danger concerned or to discourage persons from incurring the risk; and
 - the risk is such that the occupier may reasonably be expected to offer some protection.

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Alcohol is everywhere; people are drinking at home, in restaurants, in the woods, on the streets, on school property and at sports games.

CBRM MAP 2014





Workplace Alcohol Strategy

POLICY OPTION FIVE

A well developed and implemented workplace alcohol strategy for elected officials and municipal staff will support staff health and wellness and demonstrate the municipality's commitment to and leadership in promoting healthy, safe and productive communities.

Policy Options

a. Establish workplace alcohol use policy for elected officials and staff to promote the health, wellness and safety of employees and families.

The policy would include such elements as:

- establishing and communicating the municipality's position on the use of alcohol in the workplace during work hours and when representing the municipality outside of work hours (i.e. prohibit alcohol use while engaged in official municipal work and/or while representing the municipality);
- establishing and communicating a process for addressing alcohol use in the workplace. Ensure alcohol and substance use issues are dealt with as health and wellness issues (ensure employees are directed to appropriate supports and receive the needed assistance to address their issues), and not dealt with solely in a disciplinary manner; and
- developing or making available education and awareness programs that provide information about alcohol and health (e.g. Canada's Low Risk Drinking Guidelines), tools to assess drinking habits and available treatment resources.

”

We have an unsafe culture of drinking. It's difficult to talk about... but we need to reflect on it.

Turo MAP 2012

Appendix A: Resources

Nova Scotia Municipal Alcohol Project – Local Stories (these and additional local reports and resources are available online at <http://unsm.ca/municipal-alcohol-project.html>)

- **In Our Words: What Alcohol Looks Like in Our Towns** (Antigonish, Bridgewater, Wolfville)
- **Shine a Light: What Alcohol Use in Truro Looks Like**
- **MAP Municipal Alcohol Policy: A Snapshot of Alcohol Use in CBRM Communities**
- **Take a Stand: Youth Alcohol and Changing Social Norms** (Springhill)
- **The Culture of Alcohol: A Pictou County Perspective**
- **Our Alcohol Culture: The Amherst Perspective** (in press)

ALCOHOL, VIOLENCE AND THE HYPERSEXUALIZATION OF WOMEN AND GIRLS

Marketing to Children and Youth: A Public Health Primer (Nova Scotia)

<http://novascotia.ca/dhw/healthy-communities/documents/Marketing-to-Children-and-Youth-A-Public-Health-Primer.pdf>

The Role of Alcohol in Sexual Violence Prevention, Atlantic Collaboration for Injury Prevention (ACIP), Nova Scotia

<http://www.acip.ca/Document-Library/Alcohol%20And%20Injury/ACIP%20Alcohol%20&%20Sexual%20Violence%20Report.pdf>

These Bus Ads Don't Stop for Children: Alcohol Advertising on Public Transit (2013) Alcohol Justice, California.

https://alcoholjustice.org/images/stories/aj_transitad_report_f_low.pdf

MUNICIPAL ALCOHOL POLICY DEVELOPMENT ACROSS CANADA

Municipal Alcohol Policies: Options for Nova Scotia Municipalities. Nova Scotia, Capital District Health Authority (2013)

<http://www.cdha.nshealth.ca/system/files/sites/127/documents/municipal-alcohol-policies-options-nova-scotia-municipalities.pdf> OR <http://unsm.ca/municipal-alcohol-project.html>

A Local Government Guide to Creating Municipal Alcohol Policy. British Columbia (2012)

<http://www.health.gov.bc.ca/library/publications/year/2012/creating-municipal-alcohol-policy.pdf>

Helping Municipal Governments Reduce Alcohol-Related Harms. British Columbia, Centre for Addiction Research BC (2010)

<http://www.uvic.ca/research/centres/carbc/assets/docs/report-helping-municipal-govts.pdf>

At a Glance: The Eight Steps for Building a Municipal Alcohol Policy (MAP). Public Health Ontario (2014)

http://www.publichealthontario.ca/en/eRepository/AtAGlance_Eight_Steps_Alcohol_Policy_2014.pdf

Making the Case: Tools for Supporting Local Alcohol Policy in Ontario. Ontario, Centre for Addiction and Mental Health (2013)

http://www.camh.ca/en/hospital/about_camh/provincial_systems_support_program/Documents/Making%20the%20Case%20Tools%20for%20Supporting%20Local%20Alcohol%20Policy%20in%20Ontario.pdf

Appendix B: Effective Alcohol Policy

A two-tiered approach to alcohol interventions: those that apply to the whole population, and those that are more individually focused is supported. Substantial evidence suggests that without effective action at the population level (tier 1), individual approaches (tier 2) will be minimally effective at making long term change.⁶⁴

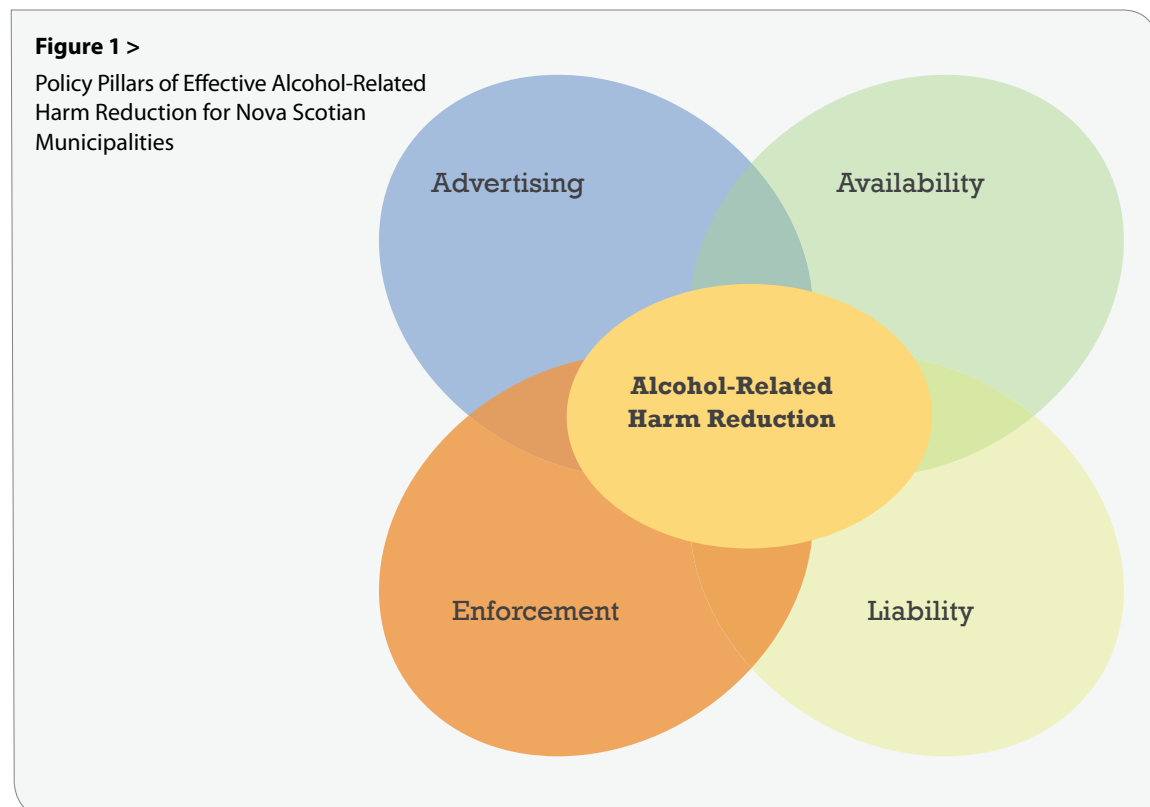
Tier 1

- Advertising and Marketing:
- Access and Availability
- Pricing
- Alcohol Control Systems

Tier 2

- Drinking and driving
- Changing the Context of drinking (creating safer drinking environments)
- Education and persuasion
- Increased access to support and treatment services

Understanding this two-tier approach and wanting to explore how this can be implemented in Nova Scotia, Capital Health published *Municipal Alcohol Policies: Options for Nova Scotia Municipalities*. This report clearly articulates the Nova Scotia issues, the best practice approaches, and a scan of policy approaches used internationally. The following framework for effective policy action was used as a basis for our five policy areas. We worked to translate this framework to one that spoke to current municipal issues.



Injury Free Nova Scotia has developed three excellent info graphics to describe Pricing, Access and Advertising. They are reproduced below with permission and are available at <http://ifns.ca/index.php/alcohol>.

**ACCESS TO ALCOHOL:
NOVA SCOTIA**

Increased access to alcohol leads to:

- ① Increased levels of alcohol consumption
(Day, Brewster, Knyham, & Campbell, 2012)
- ② Increased levels of alcohol-related harm
(Babor et al., 2010)
- ③ Increased rates of accidents, assaults, suicide, youth drunk driving, sexually transmitted diseases
(Day, Brewster, Knyham, & Campbell, 2012; Onyszko et al., 2012)

How accessible is alcohol in Nova Scotia? NSLC locations

Blue: NSLC Standalone Store
Yellow: NSLC Agency Store

- ✓ We have 163 Nova Scotia Liquor Corporation (NSLC) stores
(Nova Scotia Liquor Corporation, 2014)
- ✓ We have 1,083 on-premise outlets, licensed to serve alcohol
(Nova Scotia Alcohol and Gaming, 2014)
- ✓ We have ~1 alcohol retail outlet per 510 Nova Scotians

Legal Drinking Age 19

Affordability of Alcohol: Nova Scotia



How does the price of alcohol impact levels of alcohol consumption & alcohol-related harm?



Due to the healthcare, judicial, & lost productivity costs that our government incurs from alcohol use, alcohol is seen as being well-suited for taxation.

(Babor et al., 2010)

While provincial revenue from alcohol sales reached \$224 million in 2006, the governmental costs of alcohol use totalled \$242.9 million.

(Strang, 2011; as cited in Public Health Services & Capital District Authority, 2013)



Increases in the overall cost of alcohol leads to decreased levels of alcohol consumption & alcohol-related harm (including mortality, assaults, & motor vehicle accidents).

(Babor et al., 2010)



Minimum unit pricing is an effective way to reduce overall rates of alcohol-related harm. This works by increasing the price of the cheapest forms of alcohol.

(Gruenewald et al., 2006)



Monopolized alcohol retail systems help to decrease alcohol-related harms, in part by decreasing price competition & alcohol promotions.

(Norstrom et al., 2010; Stockwell et al., 2010)



In B.C., increasing the minimum price of a type of alcohol by 10%, decreased consumption of that type by 16%.

Increasing the overall minimum price for alcohol decreased consumption by 3.4%.

(Stockwell, Auld, Zhao, & Martin, 2011)



In 2008, Nova Scotia set a minimum price for alcohol sold in licensed businesses at \$2.50 per serving.

(Nova Scotia Government, 2008)

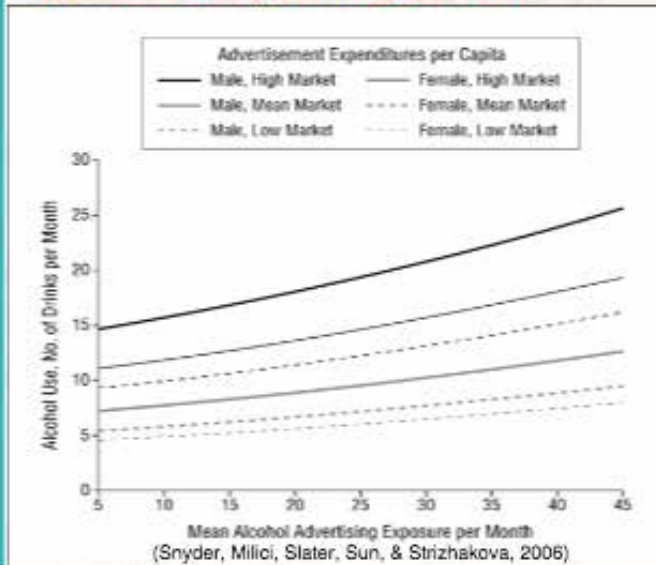
Alcohol Advertising Nova Scotia

How does alcohol marketing affect our province?

Where to find Alcohol Advertisements in Nova Scotia?

- Television
- Radio
- Billboards
- Metro Transit
- Sports
- Social Media
- Sponsored Events
- Sponsored Venues
- Online
- Magazines

Exposure to Alcohol Advertisements & Levels of Alcohol Consumption (Age:20)



Increased Exposure to Alcohol Advertising:

- 
Decreases the age at which kids start to drink alcohol
(Snyder, Milici, Slater, & Strizhakova, 2006)
- 
Increases the amount of alcohol people consume once they've started drinking
(Fogarty & Chapman, 2012)
- 
Leads to increased levels of alcohol-related harm
(Babor et al., 2010)

How Much is Spent on Alcohol Advertising Annually?

- **Globally, \$1 trillion** (Institute of Alcohol Studies, 2012)
- ❓ **Why spend this much?**
- ✓ **Because it increases profits/levels of alcohol consumption**

In Nova Scotia:

- On average, kids start to drink alcohol at 13.4 years of age
- 49% of kids in grades 7-12 drank alcohol in the previous year
- 27% of kids in grades 7-12 binge drank in the previous month

Nova Scotia Student Drug Use Survey, 2012

Who is Exposed to Alcohol Advertisements?

- Levels of youth exposure to alcohol advertisements are unacceptably high. Compared to adults, youth are targeted with:
- 48% more beer ads
 - 20% more spirits ads
 - 92% more cooler ads
- (Jernigan et al., 2005; Winter, Donovan, & Fielder, 2008)

Appendix C: Legislative Authorities

The information in this appendix is based on legislative review and expert consultation. It may not be exhaustive. It is not a substitute for legal advice. Information is as of April 2015.

MUNICIPAL

Municipal Government Act (MGA)

Case law supports a broad and purposive approach to the MGA.⁶⁵ Municipalities have often played a leadership role across orders of government in setting the bar for implementing policy for the public good. It is important to note that Municipalities have the ability to enact policy that is already covered by Provincial legislation so long as the minimum standards of that legislation are met.

Sections of the MGA have been identified as providing authority to take action for the public good. These sections have been highlighted during the preparation of this document, both from legal review and in consultation with the Union of Nova Scotia Municipalities.

The following sections provide broad authority for Municipal action on stated policy options.

Purpose of the Act

2 The purpose of this Act is to

- a. give broad authority to councils, including broad authority to pass by-laws, and to respect their right to govern municipalities in whatever ways the councils consider appropriate within the jurisdiction given to them;
 - b. enhance the ability of councils to respond to present and future issues in their municipalities; and
 - c. recognize that the functions of the municipality are to
 - i. provide good government,
 - ii. provide services, facilities and other things that, in the opinion of the council, are necessary or desirable for all or part of the municipality, and
 - iii. develop and maintain safe and viable communities.
- 1998, c. 18, s. 2.

Policies

48 (3) In addition to matters specified in this Act or another Act of the Legislature, the council may adopt policies on any matter that the council considers conducive to the effective management of the municipality. 1998, c. 18, s.

Power to Make By-laws

172 (1) A council may make by-laws, for municipal purposes, respecting

- a. the health, well being, safety and protection of persons; 1998, c. 18 municipal government 101 MAY 1, 2014
- b. the safety and protection of property;
- c. persons, activities and things in, on or near a public place or place that is open to the public;
- d. nuisances, activities and things that, in the opinion of the council, may be or may cause nuisances, including noise, weeds, burning, odours, fumes and vibrations and, without limiting the generality of the foregoing, by-laws
 - i. prescribing a distance beyond which noise shall not be audible,
 - ii. distinguishing between one type of noise and another,
 - iii. providing that any noise or sound greater than a specific decibel level or other measurement of noise or sound is prohibited,
 - iv. prescribing the hours during which certain noises, or all noise above a certain level, specified in the bylaw is prohibited,
 - v. authorizing the granting of exemptions in such cases as the by-law provides,
 - vi. providing that it is an offence to engage in any activity that unreasonably disturbs or tends to disturb the peace and tranquility of a neighbourhood;

This broad and purposive approach has supported successful public policy at the municipal level e.g. smoke free public places and pesticide use by-laws and policies. This authority could allow for a municipality to implement a comprehensive alcohol strategy as recommended.

In addition to the above, the following sections may be useful depending on specific Municipal priorities and available resources. In any area where Provincial legislation already exists, Municipalities can adopt more comprehensive policy as long as Provincial standards are met and all Provincial laws are in compliance.

- MGA 50(1)(2)(3) – Powers of municipality regarding property
A municipality has exclusive management and control of municipally owned property and can do anything necessary to fulfill public trust.
- MGA 172(2)(b) and 172(2)(e)(i,ii,iii) – Licensing
If desired, a municipality could enact a by-law to require a municipal license to operate an alcohol establishment.
- MGA 181(1) – Set Minimum Building Standards
A municipality could require minimum construction and building standards of buildings occupied for commercial purposes
- MGA 212; 213(a),(b); 214(1)(a),(b),(i),(j),(k),(o)(iv),(q) – Municipal Planning Strategies
A municipality could create a comprehensive alcohol strategy through amending their municipal planning strategy.
- MGA 220(1)(2)(a)(3)(5)(b) – Zoning
- MGA 225(1)(a)(b), 227(1)(a)(b)(c)(2)(3), 230 – Development Agreements
This section allows for hours of operation agreements. Existing establishments could be grandfathered.

PROVINCIAL

Liquor Control Act (LCA)

In the Province of Nova Scotia alcohol is managed and regulated according to the Liquor Control Act (LCA). The LCA is the responsibility of the Nova Scotia Department of Finance and is administered through the [Alcohol, Gaming, Fuel and Tobacco Division](#) (AGFT) of Service Nova Scotia (SNS) and the [Nova Scotia Liquor Corporation](#) (NSLC).

Pursuant to the LCA are a number of regulations <http://www.novascotia.ca/just/regulations/rxaa-l.htm#liq> (Ferments on Premise Regulations, Liquor Plebiscite Regulations, Education About Fetal Alcohol Syndrome Regulations, the Nova Scotia Liquor Corporation (NSLC) Regulations, and the [Liquor Licensing Regulations](#)).

Of primary concern to this document are the Liquor Licensing Regulations (N.S. Regs 165/2014) and the [NSLC Regulations](#) (N.S. Regs 179/2013).

AGFT is the regulatory body that ensures compliance with regards to Part II of the Gaming Control Act, parts of the Liquor Control Act, the Theatres and Amusements Act and the Smoke Free Places Act in licensed premises. It is the AGFT's responsibility to ensure that these activities are "conducted with honesty, integrity and in the best interest of the general public." See <http://novascotia.ca/sns/access/alcohol-gaming.asp>.

The responsibilities of the former Nova Scotia Liquor License Board were assumed by the AGFT. This includes processing liquor license applications and enforcing the Liquor Control Act including the [Liquor Licensing Regulations](#). The Liquor Licensing Regulations manages licenses for liquor primary establishments (e.g. beverage rooms, lounges and cabarets); food primary establishments (e.g. licensed restaurants); and liquor as a secondary use to the primary function of an event (special premises and special occasion licenses). Types of liquor licenses are detailed at <http://www.novascotia.ca/sns/access/alcohol-gaming/liquor.asp>. All acts, regulations and policies relevant to the LCA can be found at <http://www.novascotia.ca/sns/access/alcohol-gaming/about/acts-regulations-and-policies.asp>.

The NSLC manages, on behalf of the Department of Finance, all aspects of the [Nova Scotia Liquor Corporation Regulations](#). This includes the issuing of permits for the dispensing or retail sale of beer, liquor or wine; regulating the delivery and transportation of alcohol; the definition and operations of retail outlets. Information on types of permits can be found at http://www.mynslc.com/Content_CommunicationsPages/Content_Footer/Content_Services/Permits.aspx

In the most general terms, the AGFT issues liquor licenses for the sale of liquor by its licensees *by the serving* (to be consumed on site) and the NSLC issues permits for the sale *by the retail unit* (to be taken home or off site). Product samples that promote retail sales are regulated under the NSLC Regulations.⁶⁶

Marketing and Advertising

The LCA regulates most alcohol advertising in Nova Scotia "except as permitted by this Act or the regulations, no person shall, within the Province, advertise or promote in any manner any liquor, beer or wine."⁶⁷ Broadly, the AGFT is responsible for liquor advertising in and for licensed establishments (Liquor Licensing Regulations s.74) and the NSLC is responsible for advertising in and for retail outlets (NSLC Regulations s. 2-12).

Liquor Licensing Regulations section 74 allows for licensees to advertise prices, hours and brands using any medium (prior approval *not* required). NSLC Regulations sections 2-12 controls the advertisement, promotion, sale or consumption of liquor (prior approval required) and include:

- Brand advertising
- Events, sponsorship and prizes
- Motor vehicles
- Public service
- Radio and television
- Signs

Legislated Advertising Restrictions

Liquor Licensing Regulations, N.S. Regs 165/2014 s.74(4) states that

“A licensee must not use an advertisement that does any of the following:

- a. encourages people to drink liquor irresponsibly;
- b. depicts people drinking liquor;
- c. depicts a person who is intoxicated;
- d. depicts a person behaving irresponsibly or illegally;
- e. implies that driving while consuming or having consumed liquor is acceptable conduct;
- f. directly targets minors or is used in locations used or visited mostly by minors;
- g. depicts liquor as one of life’s necessities;
- h. depicts liquor as a key to social acceptance or personal success;
- i. depicts liquor as central to the enjoyment of any activity;
- j. depicts liquor as a status symbol;
- k. uses pictures or descriptions of minors or of personalities, images or activities that may appeal to minors.”

NSLC Regulations, N.S. Regs 179/2013 s. 11 states that

“No advertisement shall

- a. contain a personal endorsement of any liquor unless approved by the Corporation;
- b. convey the impression that the consumption of liquor is necessary or helpful in obtaining any social prestige, business success, popularity or escape from personal problems;
- c. depict family scenes that in any way involve use of liquor, including any group of adults accompanied by children;
- d. encourage or promote the consumption of liquor by minors, or use wording that suggests misuse or its consumption in an immoderate way;

- e. indicate that liquor may be consumed in any way, manner or place prohibited by any federal, provincial or municipal law;
- f. make any claim, directly or indirectly, which implies or attributes to any liquor, either alone or as a mixture, any healthful, nutritive, dietary, curative, sedative, or stimulative quality or properties;
- g. portray drinking-party scenes which show immoderate or extreme use of liquor;
- h. refer in any way to persons who may be minors;
- i. state prices without Corporation approval and without compliance with Corporation policy guidelines.”

In addition, the Ferment on Premises Regulations, N.S. Regs 164/2014 s. 23 states that

“A licensee must not advertise in a manner that does any of the following:

- a. promotes immoderate consumption of liquor;
- b. indicates that wine or beer is available for sale or exchange at a ferment-on-premises facility;
- c. advertises the price of wine or beer on a per bottle basis.”

The Canadian Charter of Rights and Freedoms

In relation to marketing and advertising restrictions, a Charter challenge (Canadian Charter of Rights and Freedoms, Section 2B) is an identified but not insurmountable risk. The infringement on freedom of expression must be reasonable and justified. The “Oakes test” developed by the Supreme Court of Canada outlines what constitutes reasonable and justified (http://ojen.ca/sites/ojen.ca/files/Oakes%20Test%20English_Final.pdf).⁶⁸ The recommendations presented in this document are intended primarily to protect children and youth, are supported by robust public health evidence to reduce alcohol-related harms and are consistent with other successful public health policy measures.

The Enjoyment of Neighbourhoods

Enjoyment of Neighbourhoods

The Liquor Licensing Regulations sections 8(b), 28, 29 and 64(2) speak directly to the quiet enjoyment of neighbourhoods. Section 29 (1) invites written requests to “cancel a permanent license or place conditions on a permanent license on the basis that the operation of the licensed premises is interfering with the quiet enjoyment of neighbouring properties.”

Zoning and Land-use Planning

The Liquor Licensing Regulations section 4(c) requires a letter from the Municipality that any proposed permanent licenses meet all “zoning requirements and will not contravene municipal land use by-laws”.

Enforcement

The Investigation and Enforcement Section of the AGFT is responsible for regular inspections of approximately 5,000 licensed premises throughout Nova Scotia, including travelling shows, festivals and special occasion licenses. <http://www.novascotia.ca/sns/access/alcohol-gaming/about/sections-of-alcohol-and-gaming.asp>. The Investigation and Enforcement Section is responsive to all public complaints. The phone number (at the time of print) for all issues and concerns relating to regulatory non compliance is 902-424-6092.

Decisions on all aspects the Liquor Licensing Regulations fall under the Executive Director of the Alcohol, Gaming, Fuel and Tobacco (AGFT) Division of Service Nova Scotia. AGFT is interested in working with Municipalities. It is recommended that municipalities ensure that the Executive Director is fully aware of their concerns and preferences through written communication.

Minimizing Risk and Liability

The Liquor Licensing Regulations detail permitted alcohol-related activities on premises (section 64(1-6)), conditions on permanent licenses (sections 22-29) and regulations pertaining to minors (sections 44-48). In addition, the Occupiers' Liability Act, 1996⁶⁹ states "An occupier of premises owes a duty to take such care as in all the circumstances of the case is reasonable to see that each person entering on the premises and the property brought on the premises by that person are reasonably safe while on the premises" Section 4 (1-4) details the duties of an occupier.

Related Provincial Legislation

AGFT works closely with the Fire Safety Act and the Food Safety Regulations. The Occupier's Liability Act has some overlapping accountability with the Liquor Licensing Regulations (e.g. age of occupant, entry to premises, activities on premises).

- **The Fire Safety Act** N.S. Stat 2002, c. 6
- **Food Safety Regulations** N.S. Reg. 114/2013
- **The Occupiers Liability Act** N.S. Stat 1996, c. 27
- **Security and Investigative Services Act** (The Department of Justice regulates private security. The pending legislation which is not yet proclaimed will apply to licensed establishment door staff and 'bouncers'.)

FEDERAL

The Canadian Radio-television and Telecommunications Commission (CRTC)

The CRTC regulates alcohol advertising on radio and television through the Code for Broadcast Advertising of Alcoholic Beverages (<http://www.crtc.gc.ca/eng/GENERAL/CODES/ALCOHOL.HTM>).

Another way that advertising is regulated in Canada is through the *Canadian Code of Advertising Standards* (Code). Administered by Advertising Standards Canada, the national self-regulatory body for the advertising industry, the Code sets the criteria for acceptable advertising in Canada, and was created by the advertising industry in 1963 to promote the professional practice of advertising. The Code does not have different standards for regulated products like alcohol. Advertising Standards Canada, who administers the Code, does, however, offer a preclearance service to those wishing to advertise alcoholic beverages, to ensure compliance with the CRTC Code for Broadcast Advertising of Alcoholic Beverages.

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The inability of an intoxicated parent to protect (a child) from others that may be looking to abuse them. Not having enough food because alcohol is purchased first. Growing up and not knowing what life could be like without alcohol.

Bridgewater MAP 2011

Appendix D: Collaborating Across Orders of Government

Municipalities can work with Provincial regulatory bodies in order to have more influence in matters within their boundaries. This document has outlined what Municipal Governments can do to address community level harms caused by the excessive use and promotion of alcohol. There are also effective actions that could be taken by the Provincial Government specifically to impact pricing, access and advertising. Municipalities can work collaboratively to support provincial initiatives.

The AGFT and the NSLC regularly consider amendments to their respective regulations (see *Appendix C*). Hearing from Municipalities, as important stakeholders, to inform these regulations is critical. This requires relationship building with both the AGFT and the NSLC. AGFT has indicated a desire to work with Municipalities on managing alcohol within municipal boundaries. Written communication stating the policies, decisions and rationale of Municipal Governments will be taken into consideration by the Executive Director of the AGFT. Working proactively with the Union of Nova Scotia Municipalities in a coordinated approach is recommended.

Municipalities could work with Provincial partners on hours of operation, availability of alcohol (limiting density), best practice approaches to alcohol pricing, legislated marketing protections for children and youth, increased effectiveness of “Serve Right” training, parameters of special occasion events and the enforcement of the quiet enjoyment of neighbourhoods (this can be done with targeted legislation, i.e. Minimum Drink Price legislation impacted the degree of intoxication of patrons leaving licensed establishments).

The implementation of Minimum Drink Price legislation is an example of how collaborating across orders of Government can be effective. In 2007, after an alcohol-fueled Halifax street riot, it was decided to increase police presence at key bar areas in Halifax. The towns of Antigonish and Wolfville made it known that the harms related to discounted drinks (e.g. \$1.00 drink specials) were a province-wide problem not only a Halifax problem. This Municipal action had significant impact on the eventual decision to implement Minimum Drink Price Legislation. Municipalities could work to strengthen this legislation by working with Provincial partners to ensure that the minimum drink price be increased with inflation.

Appendix E: Examples of places where policy options have been implemented in part or full

This policy scan, while not exhaustive, is intended to highlight successful policy initiatives. It will be updated regularly. Please send policy updates to gwenyth.dwyn@nshealth.ca. The last update was July 2015.

Policy Opt. No.	Policy Option	Location where policy has been implemented in part or full	Focus of policy implementation (i.e.: the component of the option that the policy addresses)
1. Marketing, Advertising & Sponsorship			
1a.	<p>Restrict or prohibit local alcohol advertising in promotional materials and at municipally owned or managed facilities, properties and events, particularly those that are family-, children- and youth-oriented, and at places where children and youth frequent (e.g. school zones, bus shelters, buses, recreational areas, parks). If restricting alcohol advertising, restrictions could include:</p> <ul style="list-style-type: none"> Identifying/limiting the number of approved advertising locations (i.e.: no alcohol advertising outside of licensed areas or in areas designated as alcohol-free zones) Limit the overall amount of alcohol advertising Define the maximum size of signage Define appropriate content Reduce or restrict publicity that draws attention to drinking opportunities. 	<p>Halifax Regional Municipality, NS, Canada</p> <p>Hamilton, ON, Canada</p> <p>Ottawa, ON, Canada</p> <p>City of Saskatoon</p>	<p>All alcohol advertisements for a facility, or on Metro Transit assets, bus and park benches owned by HRM, or billboards owned by HRM, must:</p> <p>(a) be in accordance with the Liquor Control Act and Regulations; and</p> <p>(b) include messages about both the consumption of alcohol and the options for safe transportation in accordance with Nova Scotia's Low Risk Drinking Guidelines.</p> <p>The advertisement or promotion of alcohol products or brands is not permitted in facilities except:</p> <p>(a) within an area for which a special occasion license or permanent license has been issued; or</p> <p>(b) where it is done pursuant to an agreement under Administrative Order 55, the HRM Sponsorship Administrative Order, or Administrative Order 56, Respecting HRM Sale of Naming Rights Policy.</p> <p>Does not use any large scale products for advertising purposes that display the name or logo of an alcohol product or brand, including inflatables;</p> <p>Does not promote the over-consumption of alcohol.</p> <p>http://www.halifax.ca/legislation/adminorders/documents/AO53.pdf</p> <p>The Event: Organizer shall not permit, cause or allow promotional advertising of alcoholic beverages' names, brands or manufacturers at an Event frequented by youth</p> <p>https://www.hamilton.ca/sites/default/files/media/browser/2014-11-07/municipalalcoholpolicy.pdf</p> <p>Marketing practices, which encourage increased or immoderate consumption, such as oversized drinks, double shots of spirits, drinking contests, liquor raffles and volume discounts, are not permitted. No alcohol advertising is permitted on City premises frequented by youth without the approval of the Director having operational jurisdiction over the premises. The provision of free alcohol for marketing promotion purposes must be approved by the Director</p> <p>http://ottawa.ca/en/city-hall/your-city-government/policies-and-administrative-structure/municipal-alcohol-policy</p> <p>Saskatchewan City Council Transit Advertising Policy (2012). The City of Saskatoon seeks to promote a healthy lifestyle for all citizens; therefore, under this Policy advertisements which promote any alcoholic beverages or tobacco products are not permissible.</p> <p>https://www.saskatoon.ca/sites/default/files/documents/city-clerk/civic-policies/C02-037.pdf</p>

Policy Opt. No.	Option Recommendation	Location where policy has been implemented in part or full	Focus of policy implementation (i.e.: the component of the option that the policy addresses)
1. Marketing, Advertising & Sponsorship			
1b.	<p>Prohibit or restrict alcohol industry sponsorship of municipal facilities, properties, services and events (including any third-party events held on municipal property), particularly those that are family-, child- and youth-oriented, or within close proximity to places where children, youth and families frequent.</p> <ul style="list-style-type: none"> Decline alcohol industry naming rights for municipal facilities, events or services (e.g. safe ride home service) Restrict or prohibit advertising associated with alcohol industry sponsorship (i.e. if alcohol industry wishes to sponsor a facility, event or service, place restrictions on the amount of advertising associated with that sponsorship) 	Halifax Regional Municipality, NS, Canada	<p>The logo and/or name of the alcohol sponsor is only included on that part of any promotional material that is directly related to the licensed public special event</p> <p>http://www.halifax.ca/legislation/adminorders/documents/AO53.pdf</p> <p>Alcohol industry sponsorship must comply with the municipal alcohol policy and include a responsible drinking component.</p> <p>https://www.halifax.ca/legislation/adminorders/documents/AO55.pdf</p>
2. Enjoyable and Safe Neighbourhoods			
Zoning and Land Use Planning (Municipal Planning Strategy and Land Use By-law)			
2a.	<p>Consistent with a Municipal Planning Strategy, in a Land Use By-law, establish areas (zones) within a community in which alcohol establishments are permitted and those areas (zones) in which they are not permitted. Alcohol establishments can be restricted to certain zones but cannot be prohibited entirely.</p> <ul style="list-style-type: none"> Provide significant separation distances to protect youth from exposure to alcohol and alcohol marketing in areas where children and youth frequent (see also recommendation 1, a) 	<p>Town of Antigonish, NS, Canada</p> <p>Halifax Regional Municipality, NS, Canada</p>	<p>By-law promotes enjoyable and safe neighbourhoods</p> <p>http://www.townofantigonish.ca/bylaws.html</p> <p>Peninsula Land Use Bylaw (2005) Land Use Planning Research suggests when there are multiple occupants in one dwelling, there is an increased risk of high-risk drinking, property damage, public intoxication and noise issues. In 2005, Council approved amendments to the Peninsula Land Use Bylaw which limit the development of dwellings containing an excessive number of bedrooms, and large dwellings on comparatively small lots within low and medium density neighbourhoods of Peninsular Halifax. Council has recently requested staff to extend the limitations on bedrooms to the R2A Zone on the Peninsula as well.</p> <p>http://www.halifax.ca/council/agendasc/documents/140429ca1118.pdf (pg 6)</p> <p>The State of California Alcoholic Beverage Control Act restricts retail licenses for "premises located within at least 600 feet of schools and public playgrounds or nonprofit youth facilities, including, but not limited to, facilities serving girl scouts, boy scouts, or campfire girls." (State of California, 2009). State of California. (2009). <i>Alcoholic beverage control act, business and professions code</i>.</p> <p>http://www.abc.ca.gov/forms/ABCAct_2009.pdf</p>
		State of California, USA	
		<p>Tampa, Florida, USA</p> <p>Bloomington, Indiana, USA</p>	<p>liquor licenses are not granted to businesses within 1,000 feet of a park, church, school, day care centre or government building in Tampa, Florida, within 1000 feet of a school or church in Bloomington, Indiana and Orlando, Florida</p>
		Orlando, Florida, USA	<p>http://www.ias.org.uk/What-we-do/Publication-archive/Alcohol-Alert/Issue-2-2004/Planning-for-the-sale-of-alcohol.aspx</p>

Policy Opt. No.	Policy Option	Location where policy has been implemented in part or full	Focus of policy implementation (i.e.: the component of the option that the policy addresses)
2. Enjoyable and Safe Neighbourhoods			
Zoning and Land Use Planning (Municipal Planning Strategy and Land Use By-law)			
2b.	Within zones that allow alcohol establishments a municipality can regulate various aspects of use including, but not limited to: <ul style="list-style-type: none"> • Lot area, frontage and yard (setback requirements) • Lot coverage (percentage of a lot area covered by a building) • Screening, buffering and landscaping requirements • Parking and signage requirements • Separation distances between various land uses 	Bedford, NS, Canada	Drinking establishments located within shopping centres shall not exceed an area of 3300 square feet devoted to public use. http://region.halifax.ns.ca/planning/documents/Bedford_LUB.pdf
2c.	Where a Municipal Planning Strategy provides, Development Agreements can be used within a zone to regulate land uses that may require additional considerations, such as traffic or pedestrian impacts and hours of operation (amongst other things). Development Agreements are legal contracts between a Developer and a Municipality which establishes terms under which a development shall conform. Development agreements have been used in Nova Scotia to reduce alcohol-related harms.	Town of Wolfville, NS, Canada	Development Agreement to limit hours of operation to 1AM.
Hours of Operation			
2d.	Establish guidelines for the types of preferred licensed establishments in the municipality. While hours of operation fall primarily under the jurisdiction of the province, municipalities can influence licensing decisions of Alcohol, Gaming, Fuel and Tobacco by expressing their concerns, preferences and rationale. Hours of operation may also be addressed through zoning and development agreements (see 2 (a-c)).	Town of Wolfville, NS, Canada	hours of operation for licensed establishments shall be restricted to a closing hour of 1:00am rather than the provincial regulation of 2 am
2e.	Limit or establish a moratorium on cabaret licenses (later hours of operation) and where possible, re-classify these to lounge licenses (this would have to be done in consultation with Alcohol, Gaming, Fuel and Tobacco).	Town of Wolfville, NS, Canada	
Enforcement			
2f.	Establish and enforce public nuisance and noise bylaws to address disorderly behaviour and noise. This may include working with local landlords and venue operators to ensure adherence to public nuisance/noise bylaws	Town of Antigonish, NS, Canada	
2g.	Work with bylaw enforcement and police to enforce open liquor bylaws.	Town of Wolfville, NS, Canada	
2h.	Establish clear consequences for bylaw non-compliance (fines, community-based service).	Town of Wolfville, NS, Canada	

Policy Opt. No.	Policy Option	Location where policy has been implemented in part or full	Focus of policy implementation (i.e.: the component of the option that the policy addresses)
2. Enjoyable and Safe Neighbourhoods			
Establish Partnerships			
2i.	<p>Identify and partner with key stakeholders (i.e. police, EHS, community organizations, local health authority staff, residents, businesses and educational institutions, other municipalities) to address alcohol-related community harms through community engagement and capacity building, data collection, education, and public awareness. These strategies can include:</p> <ul style="list-style-type: none"> Gathering incident data (police, educational institutions, EHS) to better understand patterns of harm and to find innovative solutions to address alcohol related harms Creating opportunities for balanced public conversation about the role of alcohol (including social and economic costs/ benefits, community disruption and harms) Promoting consistent messages about a culture of moderation and lower risk alcohol use. (i.e. promote Canada's Low Risk Drinking Guidelines - See <i>Appendix F</i>) Educating the public on supportive services available in the municipality including health, universities, community organizations, etc. Formalizing partnership arrangements with local health specialists in alcohol policy and health promotion Collaborating with law enforcement across all areas of policy development Develop mutual agreements on a common code of practice and a commitment to shared public safety strategies among licensed establishments. 	<p>Pictou County Municipalities, NS, Canada</p> <p>Cape Breton Regional Municipality, NS, Canada</p> <p>Municipality of Lunenburg, Town of Bridgewater, Town of Mahone Bay, NS, Canada</p> <p>Town of Wolfville, NS, Canada</p>	<p>“Safe Ride Home” partnership between Municipal Alcohol Committee, CHAD transit service, local music festivals and events, and other partners</p> <p>Cape Breton Regional Police Service and Mental Health & Addiction Services established a MAP Working Group with key stakeholders to help communities take a more active role in addressing the consequences of alcohol harms within Cape Breton Regional Municipality.</p> <p>☎ Terms of Reference available from Health Promotion & Prevention, Mental Health & Addiction Services 1-877-567-0632</p> <p>Lunenburg County MAP Committee - 3 MAP Action teams:</p> <ul style="list-style-type: none"> Alcohol Access, Advertising and Sponsorship Youth Engagement Broadening the Base of Community Support. More than 20 Partners involved <p>Wolfville Acadia Town and Gown Committee</p>
3. Municipally Owned or Managed Properties, Facilities and Special Events			
3a.	<p>Regulate, manage and evaluate conditions under which alcohol can be consumed on municipally owned or managed properties and facilities during public and private events, including festivals.</p> <ul style="list-style-type: none"> Establish a clear designation of properties, facilities and events where alcohol may or may not be sold or consumed used (i.e.: designation of alcohol-free places or sections, especially where families, children and youth frequent). In properties, facilities and events where alcohol may be used, define practices and procedures to control how alcohol is managed such as: <ul style="list-style-type: none"> Limit hours of operation at events hosted on municipally owned/managed property and facilities; Enclose licensed areas at events where alcohol is served and consumed and ensure area is not accessible to minors; Establish policy that governs and limits alcohol sales and service, consumption and advertising when families, children and youth are present. Ensure all staff serving alcohol have Province approved server “Serve Right” training. Provide clear signage (e.g. acceptable forms of age identification, safe transportation options, areas where alcohol is not allowed, low risk drinking guidelines, rules and regulations, who to call to make a complaint) Provide alcohol-free events/options whenever possible Establish clear enforcement procedures and penalties for non-compliance 	<p>Halifax Regional Municipality, NS, Canada</p> <p>Rath-Eastlink Community Centre, Truro, NS, Canada</p> <p>Municipality of Digby, NS, Canada</p> <p>Port George, NS Canada</p> <p>Bridgetown, NS Canada</p>	<p>Alcohol is not permitted in HRM owned and operated facilities, except as outlined in Schedule A. Where a request is received for the sale or service of alcohol at an HRM owned and operated facility not listed in Schedule A, Council may, by resolution, permit the sale or service of alcohol, subject to this Administrative Order and any other conditions Council may wish to impose.</p> <p>☎ http://www.halifax.ca/legislation/adminorders/documents/AO53.pdf</p> <p>RECC alcohol policy states conditions of entry, conditions of service, conditions of responsible service, and the areas where alcohol can and cannot be consumed.</p> <p>Administrative Policy states that Alcohol will not be stored or consumed in the Municipal Building</p> <p>33rd Annual Port George Country Jamboree – designated alcohol free event.</p> <p>☎ http://www.countryjamboree.ca/</p>
			<p>River Fest (July 2015) No alcohol to be served</p>

Policy Opt. No.	Policy Option	Location where policy has been implemented in part or full	Focus of policy implementation (i.e.: the component of the option that the policy addresses)
3. Municipally Owned or Managed Properties, Facilities and Special Events			
Design Standards and Safety Practices			
3b.	<p>Consider implementing the following recommended safety practices at municipally owned and operated properties:</p> <ul style="list-style-type: none"> • Ensure interiors are well-lit, well-ventilated, with clear accessible pathways and exits to avoid congestion • Ensure exteriors have ample lighting, security cameras, and clean clear sidewalk space that provides enough room for relaxed line-ups • Create low congestion areas • Ensure washrooms are adequately sized and clean • Use tempered glassware or plastic cups • Provide low-alcohol-content and non-alcoholic beverage options at lower cost • Offer free non-alcoholic drinks for designated drivers • Establish safe ride home programs • Collaborate with provincial inspectors and, where municipal councils deem necessary, advocate for increased presence of provincial inspectors • Collaborate with local police for compliance checks and visible police presence • Set a two (2) drink maximum service limit (serve only 2 drinks to one person at any time) 	<p>Kitchener, ON, Canada</p> <p>Ottawa, ON, Canada</p>	<ul style="list-style-type: none"> • Drinks MUST be served in soft plastic cups and a different colour of soft plastic cup shall be used for non-alcoholic drinks. • Non-alcoholic drinks must be available at no charge or at a cost much lower than that of drinks containing alcohol. • At least 30% of the available alcohol consists of low-alcohol beverages (e.g., 4% and 2.5% beer). • Last call shall not be announced. • As a condition of rental, the event organizer must have a Safe Transportation Strategy in effect. <p>https://www.kitchener.ca/en/insidecityhall/resources/CSD_MAP_booklet_for_web.pdf</p> <p>Two (2) drink maximum service limit</p> <p>http://ottawa.ca/en/city-hall/your-city-government/policies-and-administrative-structure/municipal-alcohol-policy</p>
3c.	Work to establish a common code of safety practices (as above) with all local alcohol establishments through dialogue and partnership.		
4. Minimizing Municipal Risk and Liability			
4a.	Ensure municipal staff and elected officials are aware of the legal responsibility/liability regarding alcohol service on municipal property and at municipal events (see relevant sections of the Licensing Regulations, the Occupiers' Liability Act, the Fire Safety Act and the Food Safety Regulations, and any other regulations that may apply).	Muskoka, ON, Canada	<p>The Muskoka tragedy highlights the need to be aware of responsibility/liability</p> <p>http://www.sportrisk.com/2011/04/10/the-muskoka-tragedy/</p>
4b.	Require mandatory third party liability insurance for all special occasion events and publicize the legal liability of venue licensees and servers.	<p>Halifax Regional Municipality, NS, Canada</p> <p>Ottawa, ON, Canada</p>	<p>Municipal Alcohol Policy</p> <p>Licensed private special events and licensed public special events at HRM owned and operated facilities require Commercial General Liability Insurance.</p> <p>http://www.halifax.ca/legislation/adminorders/documents/AO53.pdf</p> <p>Insurance requirements for three levels of events</p> <p>http://ottawa.ca/en/city-hall/your-city-government/policies-and-administrative-structure/municipal-alcohol-policy</p>

Policy Rec. No.	Policy Option	Location where policy has been implemented in part or full	Focus of policy implementation (i.e.: the component of the option that the policy addresses)
4. Minimizing Municipal Risk and Liability			
4c.	<p>Ensure duty of care for all municipally owned and managed properties. In addition to the Licensing Regulations which details permitted alcohol-related activities on the premises (section 64(1-6)), conditions on permanent licenses (sections 22-29), and regulations pertaining to minors (sections 44-48), the Occupiers' Liability Act, 1996 also states "An occupier of premises owes a duty to take such care as in all the circumstances of the case is reasonable to see that each person entering on the premises and the property brought on the premises by that person are reasonably safe while on the premises." This includes:</p> <ul style="list-style-type: none"> • the condition of the premises; • activities on the premises • the conduct of third parties on the premises • the knowledge that the occupier has or ought to have of the likelihood of persons or property being on the premises; • the circumstances of the entry into the premises; • the age of the person entering the premises; • the ability of the person entering the premises to appreciate the danger; • the effort made by the occupier to give warning of the danger concerned or to discourage persons from incurring the risk; and • whether the risk is one against which, in all the circumstances of the case, the occupier may reasonably be expected to offer some protection. 		
5. Workplace Alcohol Strategy			
5a.	<p>Establish workplace alcohol/substance use policy for elected officials and staff to promote the health, wellness and safety of employees and families. The policy would include such elements as:</p> <ul style="list-style-type: none"> • Establish and communicate the municipality's position on the use of alcohol in the workplace during work hours and when representing the municipality outside of work hours (i.e. prohibit alcohol use while engaged in official municipal work and/or while representing the municipality) • Establish and communicate a process for addressing alcohol use in the workplace. Ensure alcohol and substance use issues are dealt with as health and wellness issues (ensure employees are directed to appropriate supports and receive the needed assistance to address their issues), and not dealt with solely in a disciplinary manner. • Develop or make available education and awareness programs that provide information about alcohol and health (e.g. Canada's Low Risk Drinking Guidelines), tools to assess drinking habits and available treatment resources. 	Halifax Regional Municipality, NS, Canada	<p>Substance Abuse Prevention Policy</p> <p>https://www.halifax.ca/procurement/documents/SubstanceAbusePreventionPolicy.pdf</p>

Appendix F: Canada's Low Risk Drinking Guidelines

Canada has developed one set of low risk alcohol drinking guidelines to help Canadians moderate their alcohol consumption and reduce short and long-term alcohol-related harm. The guidelines are informed by the most recent and best available scientific research and evidence.

Drinking alcohol always carries with it some level of risk. The Guidelines can be helpful in guiding policy decisions as well as a tool for municipalities to better understand alcohol consumption and risk.

Canada's Low Risk Drinking Guidelines

Other resources include fact sheets, research and evidence as well as a physician's guide to Alcohol Screening, Brief Intervention and Referral. <http://novascotia.ca/dhw/addictions/alcohol-drinking-guidelines.asp>

Canada's
Low Risk Alcohol Drinking
Guidelines

Drinking alcohol **ALWAYS** has some risk. There is a way to drink that will limit your risk of long- and short-term harm.

The Limits

Over time, even moderate drinking can increase your risk of some chronic diseases, including high blood pressure, depression and many forms of cancer. To reduce your long-term health risks, follow these guidelines:

Women: 0 to 2 drinks a day, up to 10 drinks a week

Men: 0 to 3 drinks a day, up to 15 drinks a week

Once in a while you might have an extra drink, but it's important to stay within the weekly limits.

Pick a couple of non-drinking days each week. This will help you to avoid developing a drinking habit.

Once in a while

The more alcohol you drink on any one occasion, the more likely you are to be hurt or injured. Reduce your short-term safety risks by limiting how much you drink at any one time.

Women: no more than 3 drinks

Men: no more than 4 drinks

Stay within your weekly limits.

Children and youth

Children and youth should not drink before they reach Nova Scotia's legal age of 19. A young person's brain and body continue to develop into the late teens and early 20s. Alcohol can harm mental and physical development. It is safer to delay drinking for as long as possible.

Is it OK to drink my weekly limit on the weekend?

No. The weekly limits are designed to be just that – a weekly limit, not a daily or weekend limit.

Even if you only drink heavily once in a while, it increases your risk of injury and long-term health problems.

Pregnant? Breastfeeding?

If you are pregnant, or planning to become pregnant, the safest choice is to drink no alcohol at all.

If you are breastfeeding, there will be alcohol in your breast milk after you drink. If you plan to drink alcohol, there are things you can do to make sure the alcohol doesn't reach your baby. For example, you can breastfeed right before you drink alcohol so the alcohol can leave your breast milk before your baby's next feed. Talk to your health care provider about how you can continue to breastfeed.

When the limit is zero

Sometimes it isn't safe to drink alcohol. Do not drink when:

- driving any vehicle or using machinery or tools
- pregnant or planning to become pregnant
- taking medicine or other drugs that interact with alcohol
- doing any kind of dangerous physical activity
- living with mental or physical health problems
- responsible for the safety of others
- making important decisions
- living with alcohol dependence.

The type of drinking that concerns me the most is binge drinking – high amounts of alcohol ingested over a short period of time – by people who are, for the most part, inexperienced with alcohol. When that happens, sometimes people make decisions that are life changing

Wolfville MAP 2011

Canada's **Low Risk Alcohol Drinking Guidelines***

To use these guidelines...

Set limits for yourself and stick to them.

- Stick to the daily and weekly limits.
- Drink slowly. Have no more than 2 drinks in any 3 hours.
- For every alcoholic drink, have one non-alcoholic drink.
- Eat before and while you are drinking.
- To avoid developing a habit, have non-drinking days every week.
- Always consider your age, body weight and any health problems. These might make lower limits, or not drinking at all, a good idea.

Pay attention to your surroundings when drinking.

- Your safety is affected by where, when and with whom you drink.


Don't drink "for your health."

- Starting to drink, or increasing your drinking, will not improve your health.
 - Only middle-aged men and women get health benefits from drinking small amounts of alcohol.
 - Any health benefits are cancelled if you drink more than the recommended daily limit even once in a while.
 - Your risk of getting some kinds of cancer increases when you drink as little as one drink per day.

Talk with the young people in your life about the risks of drinking.

- Make sure they know that in Nova Scotia:
 - It is illegal to drink alcohol if they are under the age of 19.
 - It is illegal for anyone to buy or give alcohol to anyone under the age of 19.
- Teens:
 - **Help teenagers find ways to delay drinking for as long as possible.**
 - If they choose to drink, they should never have more than 1 – 2 drinks at a time, and never drink more than 1 – 2 times per week.
- Young people in their late teens to age 24:
 - Be sure they know that the brain continues to develop into the early 20s. Because of this, they should never exceed the daily and weekly amounts outlined in "The Limits".

What does "a drink" mean?



- 341 ml (12 oz.) bottle of 5% beer, cider, or cooler
- 142 ml (5 oz.) glass of 12% wine
- 43 ml (1.5 oz.) serving of 40% distilled alcohol (rye, gin, rum, etc.)

To find out more: www.gov.ns.ca/hpp/addictions/alcohol/

NOVA SCOTIA

*Adapted from Canada's Low-Risk Alcohol Drinking Guidelines (2012) with permission from the Canadian Centre on Substance Abuse.

End Notes

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