
ARAPO ADS UP!

Under the Influence? Together, let's change the channel.

Twist to open: The inside scoop on alcohol advertising

On March 31st, Debbie Gordon, Managing Director of Mediacs, an organization that is dedicated to "building media savvy kids," facilitated a teleconference for health professionals across the province on the issues of media literacy and alcohol advertising.

This one hour and a half session was full of information related to the advertising world, including strategies and techniques, the importance of media literacy and ways that media literacy can be incorporated into our organization's framework.

We also had the opportunity to review and discuss recent examples of television alcohol advertising campaigns.

The training session was a great success as participants gained the "inside scoop on alcohol advertising."

ARAPO will be hosting a follow-up teleconference that will address in more detail the laws and regulations associated with alcohol advertising. Please watch for the registration information this Summer.

For more information on Mediacs, please visit www.mediacs.ca.



Mediacs offers a variety of trainings on media literacy issues for kids and parents.

March 2003

Special points of interest:

- Mediacs offers interactive media literacy training session
- Supports to newcomers in the substance abuse prevention field
- Alcohol ads no longer require pre-approval
- Link to alcohol advertising action pack and other media literacy resources

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Join the Newbie Network

The Newbie Network is a free service designed to provide information, networking opportunities and other supports to substance abuse prevention professionals across the province during their first year on the job. When you join, you will automatically receive free newsletters, mailings and resources from partner organizations including the

Ontario Public Health Association's Alcohol Policy Network and the Association to Reduce Alcohol Promotion in Ontario, Parent Action on Drugs, Ontario Drug Awareness Partnership, Council on Drug Abuse and the FOCUS Resource Centre.

You will also be invited to attend an orientation on the substance abuse prevention

field, and notified of upcoming information and training opportunities dealing with alcohol and other drug policy, health promotion, program planning, evaluation and much more.

To join, please email ARAPO at arapo@opha.on.ca and a registration form will be faxed to you.

Alcohol advertising pre-approval process extinct

In August 2002, the Alcohol and Gaming Commission of Ontario (AGCO) announced that alcohol manufacturers will no longer be required to have their advertisements pre-approved. The AGCO states on their website:

"The Liquor Licence Act states no person shall advertise liquor except in accordance with the regulations. It is the responsibility of the licensee to ensure that advertising carrying its business or brand name, or endorsed by it, falls within the parameters set out in the regulation and in the Liquor Advertising Guidelines."

Although manufacturers must still abide by the enforced laws and regulations, ARAPO and other public health organizations are greatly concerned that advertising will increasingly be walking or exceeding a fine line in the promotion of alcoholic beverages.

Now, more than ever, it will be crucial for citizens to complain about questionable ads and promotions.

The complaints form and guidelines are located on the AGCO's web site at <http://www.agco.on.ca/en/b.alcohol/b10.liquoradvertising.html>.

You can also file a complaint online with Advertising Standards Canada. This information can be located at <http://www.adstandards.com/en/standards/complaints.asp>.

If you have any questions or concerns, please contact ARAPO at (416) 367-3313 ext. 233 or arapo@opha.on.ca.

All you need to know about alcohol advertising

The Alcohol Advertising Action Pack is hosted by ARAPO and located on the Alcohol Policy Network's APOLNET at http://www.apolnet.org/actpacks/ap_adv.html.

The Action Pack was recently updated and there is a host of interesting information related to the issue of alcohol advertising, promotion and sponsorship:

- Background information such as alcohol promotion and the internet;
- Research papers;
- Regulatory framework, including the laws and guidelines from the Alco-

hol and Gaming Commission of Ontario and the Canadian Radio-television Telecommunications Commission;

- Position papers/statements from various organizations, and
- Relevant resources such as teacher's kits and videos.

Coming soon to the Action Pack will be contact organizations such as media literacy organizations.

Questions? Comments? Are we missing important info.? Please email ARAPO at arapo@opha.on.ca.

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Upcoming conference on addiction studies

On July 6-10th, Alcohol and Drug Concerns, Inc. (ADC) is hosting its annual conference entitled the Institute on Addiction Studies.

This 5-day accredited conference hosted at the Kempenfelt Conference Centre in Barrie, is for Employee Assistance Providers, Medical and Health Care Professionals, Addiction Workers, Spiritual Counsellors, Social Workers, Correctional Workers, and Substance Abuse Prevention Workers. In interac-

tive workshops and seminars, delegates learn the most current information on alcohol and drug prevention, treatment and aftercare from North America's leading specialists.

A one day mini-institute for substance abuse prevention health professionals is being offered on Tuesday, July 8th. Because it is becoming difficult to leave our offices behind for a week, this one-day opportunity will orient you to the Alcohol and Other Drug Cluster of

the Ontario Health Promotion Resource System, plus offer you an opportunity to hear Nancy Dubois from The Health Communication Unit discuss workplace health promotion.

For detailed information, please check out http://www.concerns.ca/ioas_2003.htm.



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About ARAPO...

The Association to Reduce Alcohol Promotion in Ontario (ARAPO) is a provincial network that promotes public health and safety by reducing the impact of alcohol advertising, promotion and sponsorship through education, policy and community action.

ARAPO is committed to raising awareness and taking action on decreasing the harm associated with alcohol use. ARAPO adopts a health promotion approach to alcohol use that centers on the belief that a reduction in the impact of alcohol advertising and promotion will enable people to make informed choices about drinking. ARAPO also supports the alcohol advertising regulatory laws and guidelines, and encourages alcohol manufacturers, advertisers and broadcasters to comply with the law so that people can make informed choices about drinking.

ARAPO activities include:

- Developing educational materials and workshops.
- Developing the ARAPO ADS UP! newsletter.
- Hosting the Alcohol Advertising Action Pack located at www.apolnet.org.
- Hosting regular committee meetings to share information about alcohol advertising issues.

*Check out the Alcohol
Advertising Action
Pack at www.apolnet.org/actpacks/ap_adv.html.*



Link to media literacy resources

Check out different media literacy websites and resources that provide helpful materials, literature and other background information. Here are just a few:

- The Media Awareness Network: www.media-awareness.ca
- Center for Media Education: www.cme.org
- Center for Media Literacy: www.medialit.org
- The Association for Media Literacy: www.aml.ca
- Vanier Institute for the Family: www.vifamily.ca
- Children Now: www.childrennow.org
- Statistics Canada: www.statisticscanada.ca
- The Advertising Standards Council: www.canad.com

- Canadian Radio-television Telecommunications Commission: www.crtc.gc.ca

If you are looking for activities and exercises to use in the classroom or with a youth group, ARAPO has developed the "Under the Influence? Educator's Kit for Students in Grades 7-10," which you can access from the Alcohol Advertising Action Pack at http://www.apolnet.org/actpacks/ap_adv.html.

Also, the Centre for Addiction and Mental Health has produced "Educating Students about Drug Use and Abuse: Ready-to-Use Lesson Plans for Drug Education in Your Classroom." This curriculum guide supports The Ontario Curriculum, Grades 9-10, Health and Physical Education, Substance Use and Abuse. You can download this resource online at <http://sano.camh.net/curriculum/english/buildingc.htm>.

Watch for our next newsletter that will highlight more media literacy resources to use in your work!