

ARAPO ADS UP!

ASSOCIATION TO REDUCE ALCOHOL PROMOTION IN ONTARIO
ONTARIO PUBLIC HEALTH ASSOCIATION
700 LAWRENCE AVENUE WEST, SUITE 310
TORONTO, ONTARIO, CANADA, M6A 3B4
T: 416-367-3313 EXT. 233
F: 416-367-2844
E: ARAPO@OPHA.ON.CA

MESSAGE FROM THE CO-CHAIRS

It has been said, "Change is the essence of life". Since our Fall 2004 newsletter, that remark has been especially true for the ARAPO Advisory Committee.

Changes in the Advisory Committee

The torch for co-chair has been passed onto Geri Roberts and Amy Hlaing. Geri is the Coordinator of the Sault Ste. Marie FOCUS Coalition and an ARAPO committee member since 1995. Amy is a Public Health Nurse with York Region Health Services and has been with ARAPO for a year and a half. A big thank you to Pat Sanagan and Shaila Krishna for their work and dedication to the committee as past co-chairs. While Shaila focuses on managing duties at Toronto Public Health, Janice Ferris has come on board in her place. Pat will remain on the ARAPO committee as a member.

In addition, Stephen Meredith, a long standing member of ARAPO representing the Centre for Addiction and Mental Health, is also leaving the committee due to a change in his portfolio. We wish him well in his new role.

In the midst of losing some long-timers, we are pleased to report the addition of "new blood". Sheila Datta, Public Health Nurse and Megan Smith, Health Promotion Officer, both from Peel Health Department and Julie Novak, York University MBA student, will bring new insights and energy to the team.

Continuing the report of good news, we congratulate Ben Rempel as he assumes his new role as Alcohol Projects Manager. Ben's position as Project Consultant of ARAPO will be back-filled over the coming months.

Looking to the Future

As ARAPO looks ahead, some areas of focus include:

- increasing our allies and partnerships (eg. increasing collaborations with the Alcohol Policy Network to increase policy efforts and exploring partnerships with the private sector)
- sponsoring further research regarding the effectiveness of the regulation of alcohol promotion
- continuing to respond to local, provincial, or national concerns regarding alcohol advertising while supporting our partners in their efforts to respond
- consulting regularly with the Alcohol and Gaming Commission of Ontario (AGCO), Advertising Standards Canada (ASC), and the Canadian Radio-television Telecommunications Commission (CRTC) to ensure responsible alcohol advertising in Ontario
- strategizing the mobilization of our members.

As Spring 2005 arrives, we head into a new year looking forward to working with ARAPO's partners across the province.

Kind Regards,

Amy Hlaing and Geri Roberts



Working to Reduce the Impact of Alcohol Advertising

In This Issue:

Message from the Co-Chairs	1
Alcohol and the Media	2
Beverage Alcohol Panel	3
ARAPO Strategic Planning	3
Let's Take Action	4
Upcoming Events	4

ARAPO ADS UP! – LAST PRINT EDITION

ARAPO will now be sharing its updates, new resources, and latest news via the website. Regular updates will be posted online at: www.apolnet.ca/arapo. Back issues of ARAPO ADS UP! can be accessed from this site as well. This new format will better inform our members of ARAPO's initiatives and activities in a timely manner.

YOUTH AND ALCOHOL: MESSAGES AND MEDIA

In 2003, 66% of Ontario high school students (grades 7-12) reported drinking during the previous 12 months, which translates to 641,700 underage students. Forty-one percent of students in Grade 11 reported drinking to the point of becoming sick while 26% admitted drinking alcohol at hazardous or harmful levels. More specifically, Francophone students show higher than average levels of alcohol use reporting 78% of french-speaking highschool students drink, many participating in binge drinking, drinking and driving, and getting drunk as often, or more than non-francophone students

- Adlaf et al., Ontario Student Drug Use Survey, Centre for Addiction & Mental Health, 2004

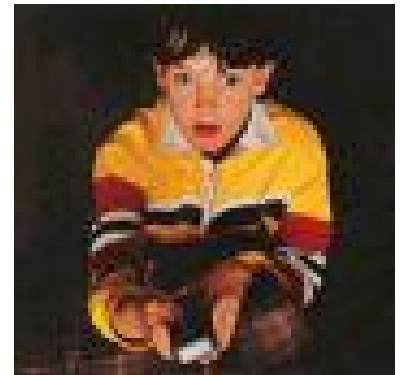
Those who attended the FOCUS / ODAP Symposium in late January of this year will recall hearing an update on the Youth and Media Campaign of Ontario (YMCO) project by ARAPO Co-Chair Pat Sanagan. In short, this campaign planning was started in 2000, but due to lack of funds and leadership, the campaign planning lost momentum and disbanded in early 2004.

But wait. Have faith. The YMCO campaign is re-surfing. In October 2004, the Association to Reduce Alcohol Promotion in Ontario (ARAPO), the Alcohol Policy Network (APN), and Parent Action on Drugs (PAD) agreed to co-sponsor a symposium on alcohol advertising funded by Health Canada.

The symposium "Youth and Alcohol: Messages and Media" will feature key-note speaker Dr. David Jernigan, Professor at Georgetown University and Research Director at the Center for Alcohol Marketing and Youth (CAMY), discussing the relationship between alcohol advertising and consumption among youth. The symposium will speak to 100 people including youth, marketers, researchers, and health professionals with a common goal of reducing dangerous drinking practices among youth through social marketing.

The two-day symposium will take place on June 27th and 28th at the BMO Institute for Learning in Toronto. From the learnings attained from this symposium, ARAPO and the other groups hope to compose bi-lingual Public Service Announcements to be aired on Television and Radio which will be supported by an interactive website and promotional resources for youth and health professionals.

Alcohol promotion in Ontario is rampant. Unfortunately media messages addressing health and safety issues are rare. Currently, health messages to youth about the risks associated with alcohol relate mostly to impaired driving – and are delivered at the local level. While some regions of the province have identified messaging and campaigns which address other risks and safety strategies, there has been no coordinated provincial campaign. We trust this important symposium and follow-up initiatives will be the beginning of a successful and coordinated provincial campaign.



“The findings (regarding alcohol advertising to children) are a wake-up call, putting into the hands of parents and policymakers what the industry has known all along. Alcohol ads are being put where our children will see them. Now it is up to us to protect our children by holding the industry accountable.”

- David H. Jernigan, Ph.D., Research Director, Center on Alcohol Marketing and Youth, quoted in Out of Control: Alcohol Advertising Taking Aim at America's Youth. 2003

BEVERAGE ALCOHOL REVIEW PANEL

As you are aware, on January 11, 2005, the government announced the appointment of an expert Panel to review the distribution and sale of beverage alcohol in the province of Ontario.

On Friday, February 25, 2005 the Ontario Public Health Association (OPHA), along with the Centre for Addiction and Mental Health (CAMH) and Mothers Against Drunk Driving (MADD) Canada, presented in person to the Beverage Alcohol System Review Panel. In preparation for these presentations, OPHA, CAMH and MADD Canada developed a joint submission with the assistance of the Association of Local Public Health Agencies, Ontario Drug Awareness Partnership, Parent Action on Drugs, Addictions Ontario and Toronto Public Health.

The joint submission, oral presentations, and a number of key documents have been collated and accessible through <http://madd.ca/coalition/>.

In addition, ARAPO co-hosted a forum titled "Alcohol – No Ordinary Commodity II: Is Ontario Playing 'Spin the Bottle' with Public Health & Safety?"

This forum took place on March 11th 2005, consisting of invited guests from the health promotion, research, and public health field.

The Beverage Alcohol Review Panel has requested opinions from the public on changes to the retail distribution of alcohol in Ontario. These written submissions should be sent by March 16th, 2005. Public health units and other organizations may see this as an important issue and may be interested in making a written submission. It is very important for this Panel to hear the public health perspective on potential changes to Ontario's alcohol distribution system. We encourage other organizations to submit their views to the Panel. You are most welcome to use ideas from any of the relevant documents posted on the MADD website. The Panel's final report is slated to come out in July 2005.

For information on submission guidelines and deadlines, please visit: www.beveragealcoholreview.on.ca/en/home.htm.



ARAPO STRATEGIC PLANNING

In late January, members of the ARAPO advisory committee met for a face-to-face strategic planning meeting. The group reminisced

over the history of ARAPO - from its humble beginnings in 1990 at the Black Creek FOCUS Centre to its current home at the Ontario Public Health Association.

Over the years, ARAPO has produced valuable resources for teachers, parents, and health professionals. Some of these include promotional materials such as posters, brochures, postcards and the ever-popular interactive display, all used to increase the awareness of irresponsible alcohol advertising. Other resources include evidence-based research papers on the dangers of alcohol advertising on youth consumption, guides to tackling alcohol sponsorship issues for organizations, and presentations to youth and health professionals. ARAPO is also very involved with school programs including 'Party in the Right Spirit', 'In the Drivers Seat', 'Ontario Students Against Impaired Driving chapters', among others. Along with partners, ARAPO has been involved in hosting timely, professional forums including 'Alcohol – No ordinary commodity I and II' along with the 'Youth and Alcohol, Media and Messages' conference slated for June 2005.

ARAPO has built and maintains a strong and dependable reputation among health professionals in the public health field.

For the future, ARAPO hopes to continually be recognized in the public health field. Some future activities include translating most materials into French, updating and promoting the Educators Kit, and following up with the Booze Buzz project with available resources and training opportunities. These activities will be completed in and amongst the great work that is done within the schools of Ontario.

To this end, the committee works hard to uphold the mission of ARAPO: to promote public health and safety by reducing the impact of alcohol advertising, promotion and sponsorship through education, policy and community action.

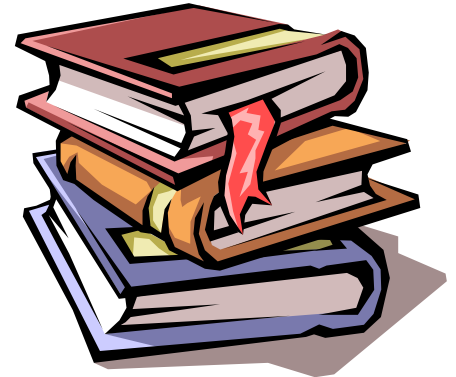
The committee consists of Pat Sanagan (Pat Sanagan Consulting and Health E-Tips), Amy Hlaing (York Region Health Services), Janet Zanutto (Port Colborne/Wainfleet Healthy Lifestyles Coalition), Geri Roberts (Sault Ste. Marie FOCUS Community Coalition), Janice Ferris (Toronto Public Health), and Ben Rempel (Ontario Public Health Association). We are pleased to welcome three new members to our advisory committee: Julie Novak (York University MBA student), Sheila Datta and Megan Smith (Peel Health Department).

LET'S TAKE ACTION ON ALCOHOL SPONSORSHIP

An **alcohol sponsorship policy** is a set of rules and guidelines that a group can adopt to make appropriate choices about the acceptance of funding or in-kind contributions from the alcohol industry. An alcohol sponsorship policy is important for any group or organization contemplating sponsorship agreements with alcohol producers or distributors.

Before entering a sponsorship agreement, it may be wise to note that:

- Alcohol promotion at concerts, community festivals or sporting events may send the message that alcohol consumption is necessary to enjoy these events.
- Organizers are liable for alcohol-related problems occurring at their events.
- The advertising of alcohol products emanating from sponsorship campaigns may contribute to the incidence of alcohol-related problems and deter organizations from supporting policies to reduce alcohol-related harm.
- Sponsorship agreements are legal contracts that may come with significant resource requirements.



Effective policies do not happen by chance; they are developed through a careful assessment of possible policy components weighed against the mandate and culture of your organization and the events or circumstances where the policy will be implemented. *Let's Take Action on Alcohol Sponsorship* provides a step-by-step process for the development of policies that set guidelines for the sponsorship of workplace, school, or community events by the alcohol industry. The guide offers a range of practical tips and suggestions, highlighting many of the challenges and issues that organizations encounter in their efforts to develop and implement alcohol sponsorship policies. Whether you are revising an existing policy or developing one for the first time, *Let's Take Action on Alcohol Sponsorship* will be a helpful resource. Contact the Alcohol Policy Network at apolnet@opha.on.ca for details.

"The acceptance of funding from the alcohol industry, which most often requires the visible promotion of products produced or distributed by the company in question, comes with potentially serious consequences that should cause organizations to proceed with caution..."

-Let's Take Action on Alcohol Sponsorship, 2005

UPCOMING EVENTS

Beverage Alcohol Expert Review Panel – Submissions to the panel are due March 16th in paper or electronic form. Final report from panel to be released in July 2005. See www.beveragealcoholreview.on.ca/en/home.htm for details.

Ontario Students Against Impaired Driving Conference – Annual Provincial Impaired Driving Conference, May 12-15, Oakville. See www.osaid.org for details.

2005 Annual Addictions Conference – Hosted by Addictions Ontario, June 6-8, Courtyard Marriott, Toronto. See www.adrao.on.ca for details.

Youth and Alcohol, Messages and Media Conference – Co-sponsored by Parent Action on Drugs and Ontario Public Health Association, June 27-28, BMO Institute for Learning, Scarborough. Visit www.apolnet.ca for details posted in the near future.