

# ARAPO ADS UP!

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## Alcohol advertising changes

As you may know, the Alcohol and Gaming Commission of Ontario (AGCO) is no longer pre-approving liquor sales licensees' and manufacturers' liquor advertisements.

In the Vol. 2, Issue 2, 2002 edition of the AGCO's Licence Line, featured was a Q & A article entitled "About Liquor Regulations Changes." Below is an excerpt pertaining to liquor advertising:

**Q1.** Will the AGCO still play a role in regulating liquor advertisements?

**A1.** Yes. The requirements for advertising are now in regulations for liquor sales licensees and manufacturers. The AGCO also has accompanying guidelines. Licensees must comply with the guidelines and regula-

tions or face administrative action or prosecution.

**Q2.** Will there be a complaints process in place?

**A2.** Yes. Complaints regarding non-compliance with the regulations may be submitted to the AGCO. Your complaint must be submitted on the form supplied by the AGCO. The form is available on line at [www.agco.on.ca](http://www.agco.on.ca) or you can request a copy of the form from our Customer Service at (416) 326-8700 or Toll Free 1-800-522-2876.

**Q3.** Will the AGCO continue to monitor liquor advertisements?

**A3.** Yes. The AGCO will monitor liquor advertisements on an ad hoc basis as well as reviewing all complaints received.

**Q4.** Without the requirement for prior approval, what deterrent is in place to ensure licensees will comply with the regulations and not stretch the interpretation?

**A4.** Licensees are required to comply with the regulations. Non-compliance with the regulations could result in prosecution, suspension of advertising privileges and/or suspension or revocation of their licence.

**Q5.** Do licensees have to obtain pre-approval for promotions and in pack premiums?

**A5.** No. However, licensees must ensure their promotions and in pack premiums are in compliance with the Liquor Licence Act, regulations and guidelines.

(continued on page 2...)

August 2003

### Special points of interest:

- *Alcohol and Gaming Commission of Ontario Q&A*
- *Summer advertising and media literacy*
- *Upcoming orientation for substance abuse prevention field*

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## New links to alcohol advertising resources

If interested in new alcohol advertising resources, check out the following:

- The Journal of the American Medical Association. "Alcohol Advertising in Magazines and Adolescent Readership." Vol. 289,

No.18, May 14, 2003.  
<http://jama.ama-assn.org/cgi/content/abstract/289/18/2424>.

- The Center on Alcohol Marketing and Youth. "African-American Youth and Alcohol Advertising." Fact Sheet.

<http://camy.org/factsheets/index.php?FactsheetID=11>. The Centre has other fact sheets related to alcohol advertising.

Please watch for new resources in every issue of ARAPO ADS UP!

## Current alcohol advertising trends

Well, here we are, already in the midst of another summer, and headlines such as these are all appearing around us:

*"Bubba grabs pole position for Molson Indy 2003"*

*"Molson celebrates extended partnership with Calgary Stampeders"*

*"Raise a glass of ABSOLUT Vodka this Canada Day and toast the nation from coast to coast"*

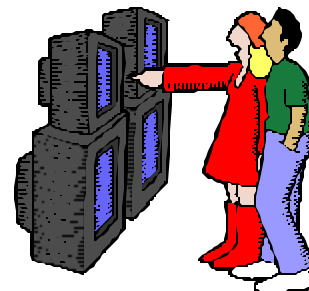
*"Molson Canadian rocks house party set to roll through Regina as the summer's biggest concert series heats up"*

It seems quite evident that alcohol advertising is on the rise

during the summer months, with the kickoff during the May long weekend. Manufacturers sponsor various events, such as music concerts and sporting events, and connecting drinking with fun and popular summer activities such as cottages, vacationing, bars and patios.

Current commercials, such as the Molson Canadian "friends" campaign, where friends are pulling pranks on one another and the recent Bavaria ad where a

*(Continued on page 3...)*



*There seems to be a rise in alcohol advertising campaigns during the summer months*

## AGCO's new role *(continued from page 1)*

**Q6.** Can licensees rely on the CRTC Alcohol Code or Advertising Standards Canada's approval of liquor advertisements?

**A6.** Although a licensee may use the CRTC Alcohol Code or Advertising Standards Canada's approval as a guide, licensees must ensure that their advertisements comply with the regulations under the Liquor Licence Act since there are some variations with requirements.

**Q7.** Why do licence holders of Liquor Delivery Service and Brew On Premises still have to submit certain advertisements for pre-approval?

**A7.** These are new industries that offer different services to

the public. Regulations state the type of advertising that is permitted without pre-approval of the Registrar. Any advertising that extends beyond the criteria permitted in the regulations requires prior approval. Advertising should relate to the services being provided under the licence and not the general availability of liquor.

**Q8.** Do I need pre-approval of my advertising if I am holding a Special Occasion Permit event?

**A8.** Yes.

*"The requirements for advertising are now in regulations for liquor sales licensees and manufacturers."*

## Upcoming training for newbies

The Alcohol and Other Drug Cluster, comprised of the Council on Drug Abuse, the Ontario Public Health Association's Alcohol Policy Network and the Association to Reduce Alcohol Promotion in Ontario, Ontario Drug Awareness Partnership, FOCUS Resource Centre and Parent Action on Drugs will be offering an orientation to the substance abuse prevention field in **January 2004**.

The training teleconference is intended for new professionals who have recently entered the health promotion and substance abuse prevention field. The session will provide a

background on health promotion and its relationship with substance abuse prevention, key organizations, resource materials and web tours.

The training session is free (only long distance charges apply for those calling outside of Toronto). For further information, please contact ARAPO at (416) 367-3313 ext. 233 or email [arapo@opha.on.ca](mailto:arapo@opha.on.ca).

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Check out the Alcohol  
Advertising Action Pack at  
[www.apolnet.org](http://www.apolnet.org)

## About ARAPO...

The Association to Reduce Alcohol Promotion in Ontario (ARAPO) is a provincial network promoting 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 reducing the impact of alcohol advertising and promotion will enable people to make informed choices about drinking. ARAPO 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](http://www.apolnet.org).
- Hosting regular committee meetings to share information about alcohol advertising issues.



## Summer brings advertising *(continued from page 2)*

young man on the beach is controlling a woman's movements by manipulating his beer bottle and slowly peeling the label to take off her bathing suit have caused quite a stir.

ARAPO continues to be concerned with ads such as these, as well as the inundation of ads through all sorts of mediums. Now, more than ever, health professionals need to educate their communities regarding the impact of alcohol advertising and how it can influence choices and decisions about drinking. It is beneficial to incorporate media literacy and alcohol advertising issues into substance abuse prevention work and access resource materials that will assist in raising awareness and educat-

ing our communities.

As a start, check out the Alcohol Advertising Action Pack located on APOLNET, [http://www.apolnet.org/actpacks/ap\\_adv.html](http://www.apolnet.org/actpacks/ap_adv.html) for resource materials, such as teaching kits, videos and brochures.

Also, educating our communities concerning the alcohol advertising regulatory laws and guidelines and the complaints process— in our many experiences, members of the public do not know where or how to voice their concerns regarding ads that may be crossing the line. Check out Advertising Standards Canada, <http://www.adstandards.com/> and the Alcohol and Gaming Commission of Ontario,

<http://www.agco.on.ca> for more information on the regulations and complaints process.

For further information, please contact ARAPO at (416) 367-3133 ext. 233 or email [arapo@opha.on.ca](mailto:arapo@opha.on.ca).