



ARAPO ADS UP!

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

New home for ARAPO

ARAPO is pleased to announce that our new home is located at the Ontario Public Health Association (OPHA).

This is an excellent fit for ARAPO as the OPHA is provincial in scope, its natural connection with Public Health Units and with other projects housed at this organization. Here's a brief inside look into the OPHA:

The OPHA was founded in 1949 and is a voluntary, charitable, non-profit association. OPHA is an organization of individuals and Constituent Associations from various sectors and disciplines that have an interest in improving the

health of the people of Ontario. The mission of the OPHA is to provide leadership on issues affecting the public's health and to strengthen the impact of people who are active in public and community health throughout Ontario.

OPHA's mission is achieved by providing education opportunities and up-to-date information in community and public health, access to local, provincial and multi-disciplinary community health networks, mechanisms to seek and discuss issues and views of members, issue identification and advocacy with a province-wide perspective, and expertise and consultation in public and community

health. There are a wide variety of projects housed at OPHA, including the Alcohol Policy Network, Nutrition Resource Centre, Falls Prevention Campaign, Air Quality Project and the Heart Health Resource Centre.

For more information regarding OPHA and its projects, please visit <http://www.opha.on.ca>.



February 2003

Special points of interest:

- *ARAPO moves to OPHA*
- *Catch up on ARAPO's activities*
- *Use ARAPO's display and post-cards at your next event*
- *Check out Alcohol Policy Network's APOLNET*

What's new at ARAPO?

There are a few changes occurring at ARAPO in the new funding period for 2003-2004.

To begin, the general committee has been collapsed and several members have joined the steering committee

to continue overseeing the project's vision, mission and programming activities. This move took place due to the fact that the roles of the steering committee and that of the general committee were similar. General committee

members will continue to receive all ARAPO information, including the newsletter, programming updates and key resources as well as notification of training events.

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Are you being played?

ARAPO released our new postcard for youth entitled, "Are you being played?"

The postcard targets secondary school students and its goal is to raise awareness regarding the impact of alcohol advertising, as well as to provide ways for taking action.

On the back of the postcard, there are some interesting facts and stats related to alcohol advertising, and action tools.

Please contact ARAPO to order the

postcards for distribution at your high school and upcoming youth events.

The postcards are free of charge. Order soon, quantity is limited!



ARAPO's new postcard assists in raising awareness regarding the influence of alcohol advertising.

ARAPO plans in 2003—2004 (continued from page 1)

ARAPO will continue to support health professionals through our materials, including the Alcohol Advertising Action Pack on APOLNET (http://www.apolnet.org/actpacks/ap_adv.html), presentations, displays and teleconferences.

Additionally, ARAPO will focus on raising awareness among youth regarding the impact of alcohol advertising, promotion and sponsorship. Our main activities to support this objective will

be to provide workshops, displays and our newly released youth postcard.

ARAPO will be represented around the tables of the Ontario Drug Awareness Partnership, Alcohol Policy Network and the Youth Media Campaign of Ontario Advisory Committee. ARAPO is also involved in a collaborative initiative with Alcohol and Drug Concerns, Inc., Toronto Public Health, Parent Action on Drugs and the RCMP. This activity involves the development of a

parent media resource calendar that will be launched during Drug Awareness Week 2003. The Calendar will be distributed to parents of children in grades 5 and 6 in Toronto.

For more information regarding ARAPO's programming activities and/or to get involved, please call (416) 367-3313 ext. 233 or email arapo@opha.on.ca.

Are you under the influence of the illusion?

ARAPO launched its interactive and educational display for secondary school students in 2001.

Since the launch, ARAPO receives ongoing requests to participate at school health fairs, events targeting safer partying or impaired driving pro-



ARAPO's display for use in schools and youth events.

grams such as In the Driver's Seat or groups such as The Ontario Students Against Impaired Driving.

We have received very positive feedback about our interactive spinning wheel game.

Questions focus on the issues of alcohol advertising, host liability, impaired driving and facts and stats related to alcohol use.

ARAPO offers the display free of charge, but if required, requests assistance for delivery charges. Give ARAPO a call at (416) 367-3313 ext. 233 to include this display at your next youth or community event.

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

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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](http://www.apolnet.org/actpacks/ap_adv.html)*

Get connected on APOLNET

Check out the Alcohol Policy Network's (APN) web site at www.apolnet.org for the latest information on alcohol policy issues.

One of the elements of the website includes three databases which assists to connect health professionals with the latest events and milestones, key contacts and alcohol education materials. Learn more about these databases:

1) Check out the **Calendar of Events** for the latest information on workshops, conferences and awareness weeks. Also, add your items of interest to share with others.

2) The **Key Contacts Database** is a great way to connect with individuals in the field regarding particular interests and expertise, such as workshops facilitators, funders and media spokespeople. Share your skills and knowledge with others, by adding your name to the database!

3) Looking for resources related to alcohol? The **Alcohol Education Materials Database** offers a variety of resources from many organizations, including PSA's, posters, brochures and teaching manuals. Rather than reinventing the wheel, you might find what you are looking for... and don't forget to add your materials too!

The creation of these databases, as well as the APOLNET listserv was a partnership comprised of the Alcohol Policy Network, The Centre for Health Promotion and the University of Toronto, the Canadian Association of Broadcasters, Centre for Addiction and Mental Health and the Association to Reduce Alcohol Promotion in Ontario.

For more information, please email arapo@opha.on.ca or call (416) 367-3313 ext. 227 or 233.

Alcohol Policy Network

