

ARAPO ADS UP!

ASSOCIATION TO REDUCE ALCOHOL PROMOTION IN ONTARIO
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MESSAGE FROM THE CO-CHAIR

Dear Colleagues,

As the new Co-Chair of ARAPO (pictured above), I'd like to take this opportunity to wish you a Happy New Year and to thank you for all your endeavors in working to reduce the impact of alcohol advertising.

I'd also like to welcome our new Coordinator Ben Rempel. We are looking forward to beefing up the youth programs with Ben at the helm.

I have been involved with alcohol and other drug use issues for

over 30 years and currently am a private consultant after many years in the field working with the full spectrum of prevention strategies. I have come to believe strongly in the value of policy approaches in stemming or at least reducing alcohol-related problems.

With apologies to country music, sometimes it's hard to be a health promotionist – if there is such a word.

We are condemned for promoting alcohol and other drug use by those for whom it is an oxymoron to talk about “health promotion” with alcohol and other drug use – or we are described as health fas-

cists who attack the simple pleasures of the “Average Joe”. The corporations who make a whole lot of money off average Joe's alcohol and other drug use often subscribe to this latter view.

However, gradually, we are getting better at it, and the decision-makers are starting to pay attention – witness the latest moves by the OPHA and CAMH to develop alcohol frameworks and policies.

Research helps – and with regard to the impact of alcohol advertising, studies are demonstrating a clearer link between alcohol advertising and

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DISPLAY THE DISPLAY

ARAPO's own 'Are you under the influence of the Illusion Display' has been making the rounds to various Substance Abuse conferences, Health Fairs, and classrooms in Secondary Schools. The display consists of a Spinning

wheel which participants spin and then answer trivia questions related to Alcohol Policy and Advertising. It has been received well from students in grades 8 – 12. And ... its available for you ... for **FREE!** If you or your organi-

zation would like to use the display at an upcoming event, ARAPO would be happy to post it to you along with useful brochures and pamphlets. Contact the ARAPO coordinator for full details.



ARAPO'S NEW COORDINATOR

Hello and Happy New Year! My name is Ben Rempel and I am quite pleased to be introduced to ARAPO as their new coordinator. After attending numerous meetings and conferences discussing the Substance Abuse field, while becoming acquainted with helpful colleagues and professionals, I feel that I will be a strong asset to ARAPO and its upcoming initiatives.

First off, let me introduce myself. I enjoy outdoor sports, traveling, long walks on the beach ... ahem, sorry, that's for a different column I'm writing ... I am a graduate of Laurentian University with an Honours in Health Promotion. I take great interest in Public Health, with a firm belief that proactive health initiatives are just as important as retroactive health initiatives.

Instructing and presenting to youth and young adults has been a primary focus in previous employment and volunteer opportunities. I feel these skills and experiences will serve me well in the upcoming youth-focused initiatives. In addition, I am an experienced writer and feel such a newsletter as this, will be a positive outlet.

ARAPO has some exciting projects planned for the new fiscal year, which I am eagerly anticipating. Moreover, I have met with the majority of the ARAPO committee members and

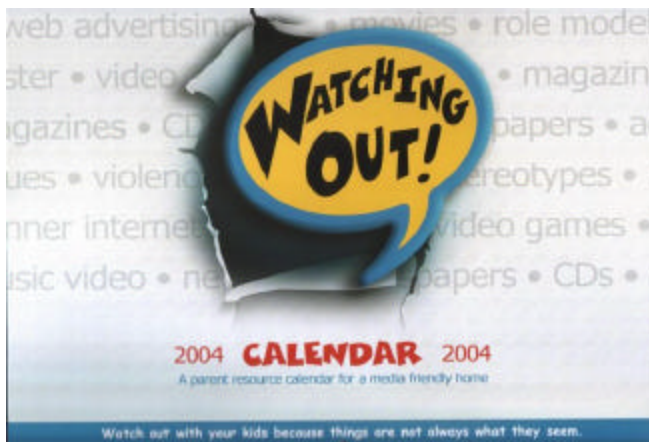
feel very confident in them as resourceful, positive contributors to ARAPO's upcoming projects. I look forward to working with you and being a competent resource to you.

Regards,

Ben Rempel



PARENT MEDIA RESOURCE CALENDAR



This calendar was designed to help parents discuss media literacy with their children of grades 5 and 6. Twelve key issues, facts, and tips are discussed, along with enjoyable puzzles and brainteasers to point out that things are not always what they seem. The calendar was designed, produced, packaged, and forwarded to Public and Separate school boards in the Toronto region through the collaborative efforts of Toronto Public Health, Parent Action on Drugs (PAD), Alcohol and Drug Concerns Inc., the Government of Canada's National Crime Prevention Strategy, and the Association to Reduce Alcohol Promotion in Ontario (ARAPO). To attain additional copies of the calendar please contact the ARAPO coordinator at arapo@opha.on.

REFLECTIONS FROM OCTOBER'S TELECONFERENCE

Forty-five participants dialed in for the October 28th teleconference on **Liquor Licensing 101 – An Overview of the AGCO's Alcohol Advertising Regulations**. A special thanks to the presenters; Nicole Bellam, ASC, Janet Feasby, ASC, Jean Lariviere, ASC, Scott Berry, AGCO, Elizabeth

McGregor, AGCO, and moderator, Pat Sanagan, ARAPO. PowerPoint presentation slides from the teleconference are available at www.apolnet.org under Resources / Presentations.

MONITORING ALCOHOL ADVERTISING

Children and youth are exposed to over 300,000 alcohol ads each year via radio, T.V., and the internet. Some of these advertisements stretch the truth ...and some completely break it. **DO YOUR PART!** Monitor Alcohol Ads for safe viewing. If you are exposed to a questionable alcohol ad, follow the steps outlined below or visit www.apolnet.org for the complete version of Monitoring Alcohol Advertising.

1. **Check** the CRTC and AGCO website to determine if the advertisement is in violation of the posted guidelines. Visit: <http://www.adstandards.com/en/Standards/adstandards.asp>

...Message from the Co-Chair (continued from page 1)

drinking patterns particularly among young people (Safer, H, Alcohol Advertising and Youth, *Journal of Studies on Alcohol* (Suppl 14): 173-181. Available online at <http://www.collegedrinkingprevention.gov/Reports/Journal/173-Saffer.pdf>).

Interest from the media helps too – on December 29, 2003, you may have heard the special on 'Alcohol Advertising' on CBC's "Sounds Like Canada", wherein Sheila Rogers interviewed Denise DePape (Toronto Public Health) & Dr. Robert Mann (Centre for Addiction & Mental Health) about the recent apparent increase in distillers' advertising – particularly on the net and particu-

2. **Contact** ARAPO. ARAPO can bring concerns to affiliated community groups to attain further support.
3. **Write** a strongly worded complaint to Advertising Standards Canada (ASC) to remove the specific advertisement from the air. Visit: <http://www.adstandards.com/en/standards/submission.asp> For a complaints letter format, visit: <http://www.adstandards.com/en/standards/AdComplaintsSubmit.asp>

larly geared to young people (for ordering information contact; Bowdens Services at 416-750-4676).

Finally, public opinion indicates that a shift is occurring with more people wanting better regulation of alcohol advertising. (Anglin, L et al, Public Opinion on Current Alcohol Policy Issues: International Trade Agreements, Advertising and Access to Alcohol. Findings from a 2002 Ontario Survey. CAMH Research Document (Series No. 201),

So I encourage you all to "hang in there" with the work. Our day, if not actually here, is getting closer - and the health of Canadians will be better for it.

Pat Sanagan



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*Check out the Alcohol
Advertising Action Pack
at www.apolnet.org*

About ARAPO... ARAPO is a provincial association of people concerned about the influence of alcohol promotion on society's attitudes and choices about alcohol use. ARAPO is committed to raising awareness about the impact of alcohol advertising, while encouraging alcohol manufacturers, advertisers and broadcasters to comply with the law. ARAPO adopts a health promotion approach to uphold public health and safety by reducing the impact of alcohol promotion through education, policy and community action, and other strategies.

ARAPO Materials and Activities

ARAPO offers **FREE** resource materials to assist you to raise awareness in your community about alcohol advertising issues. Some of these resources include:

- Are You Under the Influence of the Illusion? **Interactive Display**
- Distribution of the ARAPO ADS UP! **Newsletter**
- **Youth Presentations** at Elementary and Secondary Schools, Camps, Workshops, etc.
- Hosting the **Alcohol Advertising Action Pack** and the **Alcohol in the News** Listserv located at www.apolnet.org.
- Affiliated with various conferences and training opportunities
- Under the Influence? **Educators Kit** on Alcohol Advertising for Grades 7-10.
- Published **Research Papers** related to Alcohol Advertising and Youth
- **Bilingual** postcards, pamphlets, brochures, and other materials

How To Access These Materials and Resources

Contact the ARAPO Coordinator to request general information, resource and promotional materials, or a presentation to youth.

UPCOMING EVENTS

FOCUS / ODAP conference – February 23 – 24, 2004, at Bank of Montreal, Institute for Learning, 3550 Pharmacy Avenue, Scarborough, Ontario. Visit www.odap.org or www.frcentre.net for details.

Alcohol – No Ordinary Commodity – Research and planning meeting with Alcohol Work Groups – February 27, 2004, Room 314, Metro Hall, 55 John Street, Toronto, Ontario. Visit www.apolnet.org for details.

Party in the Right Spirit York Region – March 31, 2004, at Bayview Hill Community Centre, 114 Spadina Road, Richmond Hill, Ontario. Contact; eva.jasansky@region.york.on.ca for details.