



## **LRDG Tool Kit**

*Information & Ideas for Launching Local Campaigns and New Initiatives*

### **Table of Contents**

#### **Letter from the LRDG Partners**

- Centre for Addiction and Mental Health (CAMH), the Ontario Public Health Association (OPHA), and the Association of Local Public Health Agencies (ALPHA)

#### **LRDG Communications Framework**

##### **Public Information Materials:**

- New "Plain Language" Low-Risk Drinking Guidelines brochure
- Original Low-Risk Drinking Guidelines brochure
- "Evaluate Your Drinking" brochure
- CAMH "Drug & Alcohol Information Line" brochure
- "Having a Party" brochure
- LCBO's "The Mocktail Guide"

#### **Frequently Asked Questions (FAQs) about the LRDG**

##### **Background Articles:**

- Low-risk Drinking Guidelines: The Scientific Evidence
- Do Ontarians Drink in Moderation? A Baseline Assessment Against Canadian Low Risk Drinking Guidelines
- Review of Canadian Low-risk Drinking Guidelines and Their Effectiveness

#### **APOLNET Action Pack on LRDG & Resources**

#### **Ideas for Promoting the Low-Risk Drinking Guidelines (LRDGs)**

#### **LRDG Radio PSA Scripts & Listing of Ontario Radio Stations**

## **How To Work With The Media To Promote The LRDG In Your Community**

### **Volunteer @ction Online Alcohol Education Project Bookmark:**

- APOLNET Listserv
- Key Contacts Database
- Alcohol-Related Educational Resources Database

### **LRDG Evaluation Form**

### **CAMH Public Information and Education Resources Order Form**

### **LRDG Contacts List**