

March 2001

Dear colleague,

We are pleased to send you the enclosed package of information and program support materials on the **Low-Risk Drinking Guidelines (LRDG)**.

You will recall that the Centre for Addiction and Mental Health (CAMH), the Association of Local Public Health Agencies (alPha), and the Ontario Public Health Association (OPHA) first released the LRDG in 1997. Since then, CAMH offices, health units, FOCUS Communities, drug awareness committees and others across the province have promoted the Guidelines and low-risk drinking in general in a variety of ways.

In 2000, our three organizations recognized the importance of a second wave in a communications campaign. The need for a version of the LRDG brochure in plain language and at a lower literacy level was an additional impetus to convene a group to develop new resources. A small grant was obtained from the Ministry of Health and Long-Term Care to support Phase II of the LRDG campaign. Enclosed is the result of this work.

In addition to the new lower literacy brochure, you will find scripts for public service announcements in English and French. These have been produced with support from a number of individuals and organizations and will be released shortly to radio stations across the province. There is also a Campaign Tool Kit full of ideas and materials for launching, implementing and evaluating local campaigns, as well as suggestions for integrating the LRDG into both existing and new program initiatives.

We hope that you will find the contents of this package to be useful in your efforts to promote awareness of the Low-Risk Drinking Guidelines, and improve the health and safety of your community.

Sincerely,



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