

# ALCOHOL

## No Ordinary Commodity

*MADD Canada's  
Perspective*

February 27, 2004



# MADD CANADA'S PUBLIC POLICY AGENDA

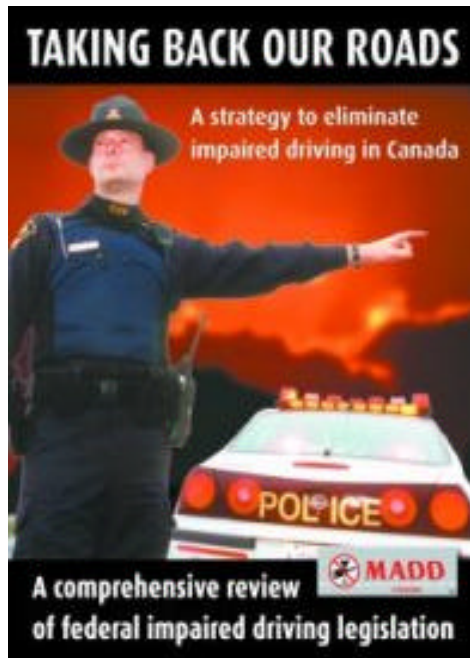
## - 4 KEY AREAS

1. Federal Template
2. Provincial Template
3. Alcohol Liability
4. Alcohol Policies

*February 27, 2004*



# FEDERAL TEMPLATE



- **TAKING BACK OUR ROADS**
  - Launched in November 2001
  - 19 Recommendations
  - Created a National Debate on one recommendation

**LOWERING THE BAC LEVEL**

*February 27, 2004*



# FEDERAL TEMPLATE

- The real debate is the disconnect between BAC Levels and Real Drinking Levels
- Complicated by the fear mongering by the Alcohol Industry and their supporters that this impacts their main consumer “The Social Drinker”

*February 27, 2004*



# FEDERAL TEMPLATE

- What the Alcohol Industry is protecting is that 20% of the Population consumes 85% of their product.
- SES Polling 65%-85%
- 200lb man Advertising
- 253(c) Bill Senate
- Fell + Voas Report
- OCCID Policy Paper

*February 27, 2004*



# FEDERAL TEMPLATE

- Drugs and Driving Issue
- Opposition to Bill C-10
  - (Police Enforcement Agencies)
- SES Polling 90%

*February 27, 2004*



# FEDERAL TEMPLATE

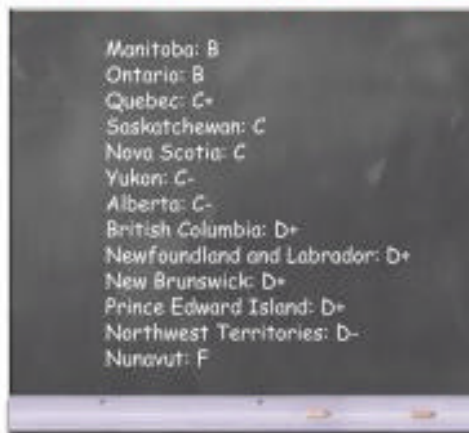
- Police Enforcement Powers
- Private member's bill dealing with evidence to the contrary
- Conditional Sentencing Petition

*February 27, 2004*



# PROVINCIAL TEMPLATE

## Rating The Provinces: The 2003 Report Card



Manitoba:	B
Ontario:	B
Quebec:	C+
Saskatchewan:	C
Nova Scotia:	C
Yukon:	C-
Alberta:	C-
British Columbia:	D+
Newfoundland and Labrador:	D+
New Brunswick:	D+
Prince Edward Island:	D+
Northwest Territories:	D-
Nunavut:	F

A Comprehensive Review of Provincial  
and Territorial Impaired Driving Laws



- 2003 RATING THE PROVINCES REPORT CARD
- Graduated Licence Programs
- Interlocks
- Remedial Programs
- Short Term Suspensions
- ALS

February 27, 2004



# PROVINCIAL TEMPLATE

- Insurance Template
- Victims' Rights and Compensation Template
- Suspended Driver Study in Ontario

*February 27, 2004*



# ALCOHOL LIABILITY

- Zoe Childs (Social Host)
- Quebec, Right to Sue 3<sup>rd</sup> Parties

*February 27, 2004*



# ALCOHOL POLICIES

- Privatization in British Columbia, Ontario and Saskatchewan
- Alcohol, Trauma and Impaired Driving
- Lowering the Drinking Age in Saskatchewan
- Ontario's Committee for changes to Liquor License Act

*February 27, 2004*

