

About the Alcohol Policy Network (APN)

Ontario Public Health Association

700 Lawrence Avenue West, Suite 310, Toronto, ON, M6A 3B4

Tel: 416-367-3313 ■ Toll Free: 1-800-267-6817 ■ Fax: 416-367-2844

Email: APN@opha.on.ca or apolnet@opha.on.ca ■ Web Site: www.apolnet.ca

WHO WE ARE

The Alcohol Policy Network (APN) is a province-wide network of individuals and organizations working to improve the health of Ontarians. APN is a project of the Ontario Public Health Association and a member of the Ontario Health Promotion Resource System.

OUR MISSION

We facilitate the development of policies that prevent problems associated with alcohol use, and enhance the health, safety and well being of individuals and communities across Ontario.

OUR PHILOSOPHY

We believe that:

- individuals have a right to be involved in decisions that affect their health and the health of their communities.
- alcohol, although enjoyed by many, has widespread health, social and economic consequences.
- by creating a social, economic and physical environment conducive to healthy living, we can prevent or reduce alcohol-related harm.
- by complementing harm reduction strategies with policies affecting the physical, social and economic availability of alcohol, we can promote the health and safety of all Ontarians.

OUR PRODUCTS AND SERVICES

- **Information & Referral and Networking & Consultation** on current legislative initiatives, community mobilization, alcohol policy basics, and other custom-tailored topics. Consultation may include a document review, advice on local policy development or a facilitated meeting. Services are delivered via phone, email, and through a limited number of site visits.
- **Publications.** These include: *Issues to Watch*, an on-line monthly news column; the annual *Directory of Substance Abuse and Injury Prevention Contacts in Public Health*; a *Let's Take Action* series of guides on policy development in workplaces, educational institutions, community organizations, and alcohol sponsorship. In addition, APN produces: research papers on topics such as alcohol policy priorities, alcohol's impact on chronic disease, and youth and alcohol trends.
- **APOLNET**, our popular website (www.apolnet.ca), features a wide variety of resources such as information packs on alcohol advertising, impaired driving, low-risk drinking, alcohol and youth, and many sample alcohol policies. There are also links to

research papers and position papers, provincial and federal legislation, a searchable Events calendar and Key Contacts database.

- The **APOLNET Listserv** is an email discussion list with over 650 members and is the primary channel for information sharing, networking and discussion on Canadian alcohol-related issues. To join, email apolnet-l-request@list.web.net. Type *subscribe apolnet-l* in the **body of the message**. Leave the subject line blank.
- **Distance education/self-guided learning and regional workshops and seminars** on topics such as liquor licensing, local policy development, Low-Risk Drinking Guidelines, orientation to the substance abuse field, etc. Follow-up networking and peer support is also provided through policy tele-roundtables facilitated by APN. Education and training events are usually organized in conjunction with local and provincial partners with services geared for public health professionals.
- APN's Products and Services have been mapped to the **Ontario Public Health Standards**. For this resource please visit: www.opha.on.ca/resources/OPHS-Mapping_APN-ARAP0.pdf

About the Association to Reduce Alcohol Promotion in Ontario (ARAPO)

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Email: arapo@opha.on.ca ■ Web Site: www.apolnet.ca/arapo/

Mandate, Objectives & Philosophy

The Association to Reduce Alcohol Promotion in Ontario (ARAPO) is a provincial network made up of members who share the goal of promoting 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 harms associated with alcohol use and alcohol promotion. ARAPO has adopted a health promotion approach to alcohol use. ARAPO supports federal and provincial alcohol advertising regulations and guidelines and encourage alcohol manufacturers, advertisers and broadcasters to comply with the law. ARAPO supports the ongoing improvement of current alcohol advertisement control policies used in Ontario by offering the best available evidence of effective policies.

Functions and Target Groups

ARAPO has three key functions: 1) resource development and dissemination, 2) awareness and education, and 3) networking and information exchange. Below is a summary of each.

1. Resource Development and Dissemination

Over the years, ARAPO has developed several excellent resources targeting health professionals, educators and youth, including:

- Under the Influence? Educator's Kit for Students in Grades 7-10 (Updated 2006)
- Booze Buzz Peer Education Project: A Resource Manual for Recruiting Volunteers (2006)
- Sample Alcohol Advertising Gallery
- Brochure, Poster and Youth Postcard on the impact of alcohol advertising and ARAPO products and services
- Alcohol advertising policy collections
- Alcohol Advertising Information Pack available on the APOLNET website: <www.apolnet.ca>
- ARAPO research reports
- Alcohol and Youth Trends: Implications for Public Health
- The Effectiveness of Regulating Alcohol Advertising: Policies and Public Health
- Alcohol Promotion and the Marketing Industry: Trends, Tactics, and Public Health (2004)

- Alcohol Advertising: A Legal Primer, 2nd Edition (2001)
- A Legal Review of Alcohol Delivery Services in Ontario, published with the Alcohol Policy Network (2001)

These materials are used for reference and educational purposes and are available free of charge.

2. Awareness and Education

ARAPO has a long history of educating professionals, community members and regulators about alcohol's impact on health and safety and the importance of regulatory measures such as alcohol advertising codes and guidelines and pre-approval of alcohol ads. This has traditionally been done via presentations, letters and other mailings and outreach.

A number of services are offered as per request to increase the awareness about alcohol advertising and increase the capacity to respond in hopes to decrease the impact alcohol advertising has on public health. These services include:

- Alcohol Advertising 101 - Media literacy workshops for professionals
- "Are You Being Played?" - Youth-focused media literacy workshops
- "Under the Influence" Display – An interactive youth-focused display
- Alcohol advertising and sponsorship consultations
- ARAPO Recognition Award

Also, ARAPO hosts "Take Action Against Alcohol Promotion" an online system to register complaints about alcohol promotion seen in Ontario.

3. Networking and Information-Exchange

Since its inception, ARAPO has offered practitioners and community members concerned about alcohol advertising an opportunity to share experiences, identify concerns and take action on advertising products and practices that fail to live up to government standards or public expectations. Through member meetings and teleconferences, stakeholder forums, participation on external networks and committees and provision of information and referral, ARAPO has raised awareness about the influence of alcohol advertising on health and safety, particularly among youth. Thanks to its committed advisory committee, members and staff, ARAPO's impact has been far-reaching.

About the Keepcontrol.ca Media Campaign

Ontario Public Health Association

700 Lawrence Avenue West, Suite 310, Toronto, ON, M6A 3B4

Tel: 416-367-3313 ■ Toll Free: 800-267-6817 ■ Fax: 416-367-2844

■ Email: keepcontrol@opha.on.ca ■ Website: www.keepcontrol.ca ; www.gardecontrolee.ca

Youth and Drinking

In Ontario, 41% of Grade 11 students reported binge-drinking (drinking 5 or more drinks on one occasion) "at least once in the month prior to" the Ontario Student Drug Use Survey (Adlaf et al., Ontario Student Drug Use Survey, Centre for Addiction & Mental Health, 2003). Heavy drinking is associated with a constellation of other problems including driving injuries, unplanned or forced sexual activity, violence, and, as recent research points out, chronic diseases like cancer (Babor et al., Alcohol, No Ordinary Commodity, 2003).

Alcohol Messages

Alcohol promotion in Ontario is rampant. Unfortunately media messages addressing health and safety issues are rare. Currently, health messages to youth about the risks associated with alcohol relate mostly to impaired driving — and are delivered at the local level. While some regions of the province have identified messaging and campaigns which address other risks and safety strategies, there has been no coordinated provincial campaign.

Keep Control Media Campaign

Health Canada has funded a multi-staged provincial campaign to reduce problematic alcohol use among Ontario's English and French-speaking youth, ages 15–18, by increasing knowledge of effective strategies to reduce risk and increase safety among youth, parents, and health professionals.

Stage 1 (October 2004 - September 2005) of this campaign saw the:

- Development of a network of youth, researchers, health promoters, educators, and social marketers with the goal of producing a major campaign to reduce dangerous drinking among youth ages 15–18.
- Research and publication of "*Best Practices*" on effective communication of alcohol and safety messages and identified strategies to reduce the problems.
- Successful hosting of an energetic two-day conference in June, 2005 called "Risky Drinking: The Un-conference — Creating Youth to Youth Messages". This conference was attended by youth, communication researchers, health

promoters and social marketers on how to move from research to practice.

- Publication of a project report and DVD, which guided Stage 2 of the project.

Stage 2 (October 2005 - March 2007) of this campaign saw the:

- Production of Public Service Announcements (PSAs) in English and French to increase awareness of dangerous drinking among youth and air them on radio and television.
- Development, launch and maintenance of a bilingual website for youth, parents and health professionals which will provide information about dangerous drinking and provide practical strategies to reduce risk and increase safety.
- Creation of public information resources for communities, in both languages, to support and promote the campaign and to assist parents and professionals in addressing dangerous drinking at the local level.
- Engagement of a dynamic partnership of youth, substance abuse prevention specialists, researchers, marketers and broadcasters in planning, carrying out and disseminating the campaign.
- Development of an evaluation component and summary report to measure the impact of the campaign.

Stage 3 (April 2007 - March 2008) of this campaign saw the:

- Continuation of the above deliverables with resources being made available for community use and engagement.
- Increased focus on First Nations and first year university students working closely with Thunder Bay District Health Unit and the University of Ottawa.

If you have any questions, or would like more information, please visit www.keepcontrol.ca or contact keepcontrol@opha.on.ca En français, www.gardecontrolee.ca.

The Keep Control Media campaign gratefully acknowledges Health Canada for its financial support. The KeepControl campaign concluded in November 2008, however materials are still available for order through the APN staff.

Directory Evaluation Form

Please fax back to 416-367-2844, Attn: Alcohol Policy Network. Thank you!

1. How did you hear about the *Directory of Substance Abuse and Injury Prevention Contacts in Public Health*?

- At a conference/workshop E-bulletin / Website
 Email / Listserv notice Colleague/Word-of-mouth Other: _____

2. How would you rate this resource in terms of:

	Poor	Fair	Good	Very Good	Excellent
Usefulness	1	2	3	4	5
Clarity	1	2	3	4	5
Comprehensiveness	1	2	3	4	5
Timeliness	1	2	3	4	5
Other: _____	1	2	3	4	5

3. Which sections of the *Directory* did you find most useful?

4. How will you use this resource? (Check all that apply)

- To network with colleagues To build on others' expertise To improve regional planning/programs
 To distribute to others in my community To share resources Other: _____

5. What changes would you like to see in next year's edition?

6. Other comments or suggestions:

7. Please tell us a bit about yourself (Please check all that apply)

Focus of your work: Injury Substance abuse Other: _____

Sector: Board of Health/Public Health Unit Community Health Council
 NGO OHPRS member Community Health
 Government Education Enforcement
 Other: _____

Region: Central East South West East
 North East Central South Outside Ontario
 North West Province wide Outside Canada
 Central West

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