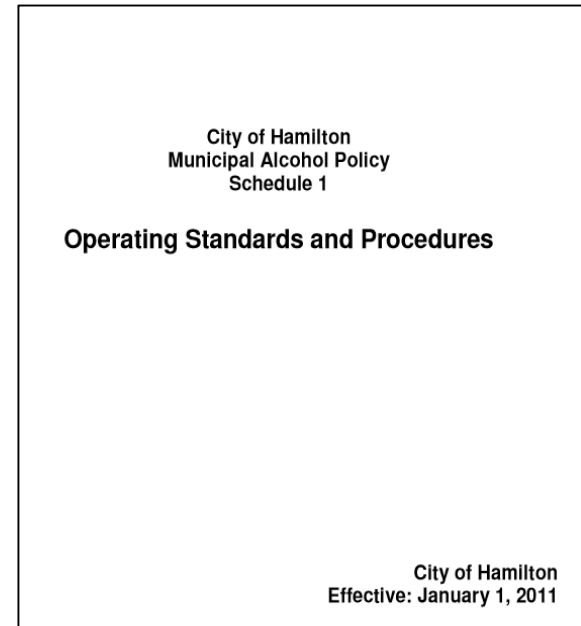


MUNICIPAL ACTIONS TO REDUCE HARMS ASSOCIATED WITH ALCOHOL USE

City of Hamilton Board of Health
December 2, 2019

- Recommendations
- What is a Municipal Alcohol Policy (MAP)?
 - Historical background of Hamilton's MAP
- Why is this important?
 - Alcohol availability and harms
 - Local context
- What's changed?
 - Legislation changes
 - Alcohol sector growth
- Planned next steps



Recommendations

1. Board of Health to approve the initiation of a review of the Municipal Alcohol Policy, including the formation of a Workgroup made up of relevant municipal departments; and,
2. Workgroup to report back to the Board of Health with recommended updates to the Municipal Alcohol Policy by Q3 2020.

What is a Municipal Alcohol Policy?

- A Municipal Alcohol Policy is a tool that helps a municipality outline the conditions for the responsible sale and service of alcohol at events on municipal property
- Allows a municipality to have controls over how alcohol may be sold/served, how patrons enter and exit a venue, and how an event must be staffed
- Effective Municipal Alcohol Policies can provide measures that help to reduce and prevent the risks of alcohol related harms including injury and death

MAP Historical Background

Jan 2002: Council passed Municipal Alcohol Risk Management Guidelines for the City of Hamilton

Dec 2004: Review of 2002 Municipal Alcohol Risk Management Guidelines undertaken by Public Health Services

Jan 2005 – June 2008: Workgroup formed; meetings, consultation, revisions, and approvals take place

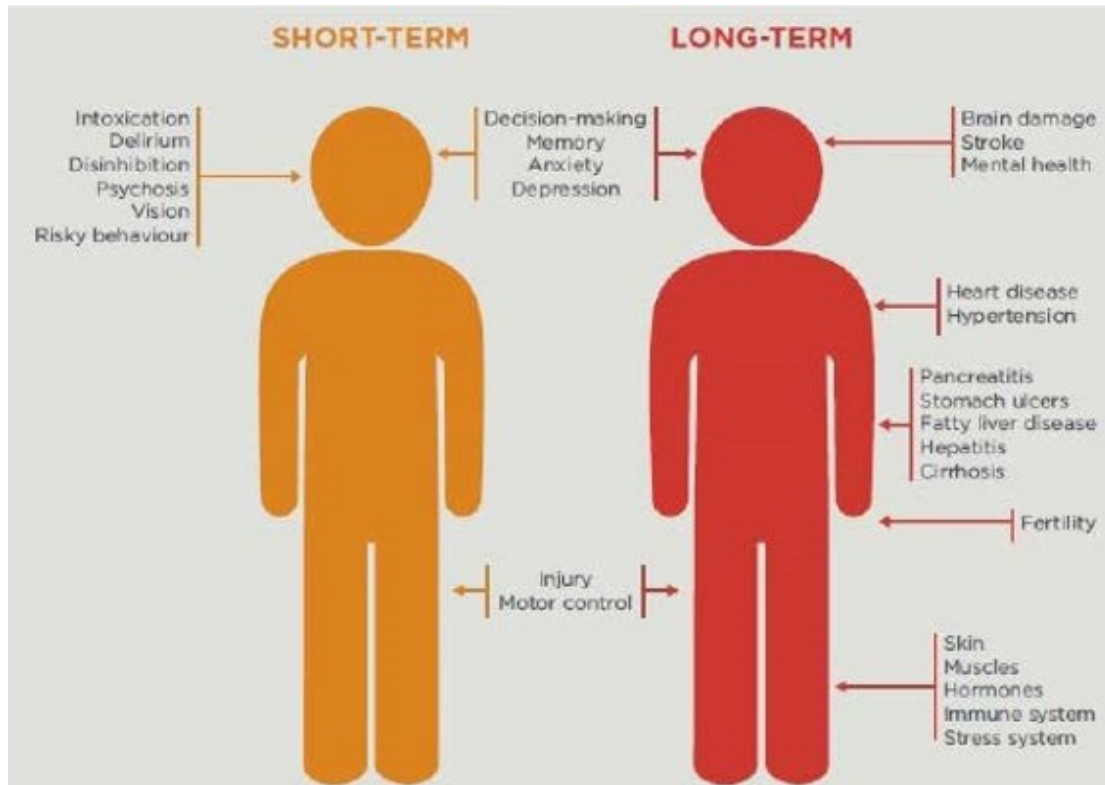
June 23, 2010: Council approved the Municipal Alcohol Policy
January 1, 2011: Municipal Alcohol Policy comes into effect

July 2019: Board of Health requests that Public Health Services reports back on potential municipal actions to reduce alcohol related harms

December 2019: Public Health Services services requests approval to initiate a review of the Municipal Alcohol Policy

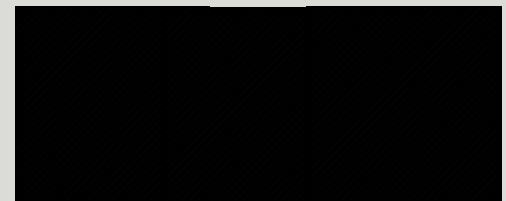
Why is this important: Health and social harms

Significant short and long-term health impacts



Source: CAMH (2019) Alcohol Policy Framework

Alcohol related harms cost \$14.6 billion, or 38.1% of the total costs of substance use in Canada



Why is this important: Local context



- 43% of Hamiltonians 19+ report drinking above the Low Risk Alcohol Drinking Guidelines
- Young adults (19-29) are more likely to engage in high-risk binge drinking than any other age group
- The City has 666 onsite licensed alcohol establishments making alcohol widely and readily available
- In Hamilton, approximately 900 hospitalizations and 100 deaths per year are attributable to alcohol

Increased Availability = Increased Harms

Studies have shown a **direct relationship** between alcohol availability and harms:

 hours of sale =  consumption and alcohol related harms

 density of alcohol retail outlets =  high-risk consumption

 grocery store sales =  in alcohol related harms

There is an **inverse relationship** between alcohol price and alcohol related harms.

 price of alcohol =  consumption and alcohol related harms

What's changed: Legislation

Ontario has loosened controls around alcohol sales since 2011:

- Reductions to the minimum retail price of beer to \$1
- Halting the automatic increase in provincial beer tax
- Extending the hours of sale for alcohol retail outlets
- Introduction of alcohol sales in grocery stores

May 2019 - the provincial budget announcement included further proposed changes:

- Looser advertising restrictions - “Happy Hour” and “Cheap Drinks”
- Removing the limit on serving size for by-the-glass licenses
- Expanding where beer and wine can be purchased – big box stores and corner stores
- Allowing municipalities to designate public drinking areas, such as parks
- Permitting alcohol sale and drinking at tailgate events

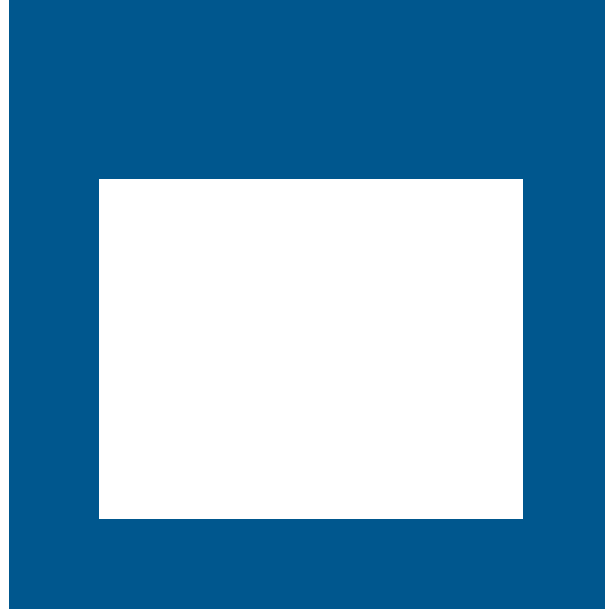
What's changed: Alcohol sector growth

- Alcohol is readily available and socially acceptable - it has increasingly become a part of our everyday lives
- The craft and specialty market, alcohol related events, and the normalization of alcohol in our society is changing the alcohol retail landscape
- Consumers have more choice than ever before



Planned next steps





QUESTIONS?