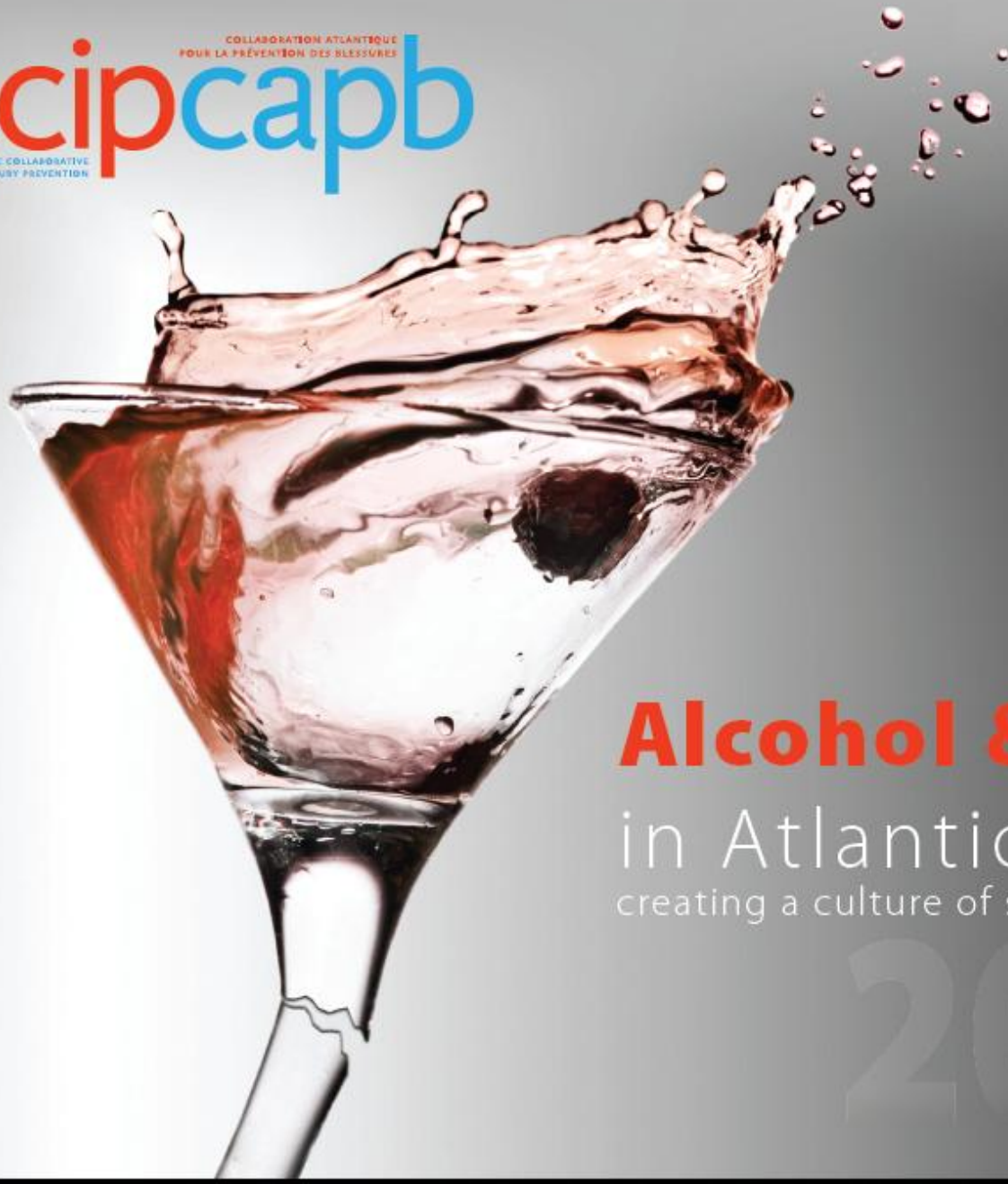


COLLABORATION ATLANTIQUE  
POUR LA PRÉVENTION DES BLESSURES

**acipcapb**

ATLANTIC COLLABORATIVE  
ON INJURY PREVENTION



# **Alcohol & Injury**

in Atlantic Canada

creating a culture of safer consumption

2010

# About the Report

## □ Purpose:

- ▣ Relationship between alcohol, injury & culture in Atlantic Canada
- ▣ Evidence-based policy recommendations for reducing alcohol-related injuries

## □ Methods:

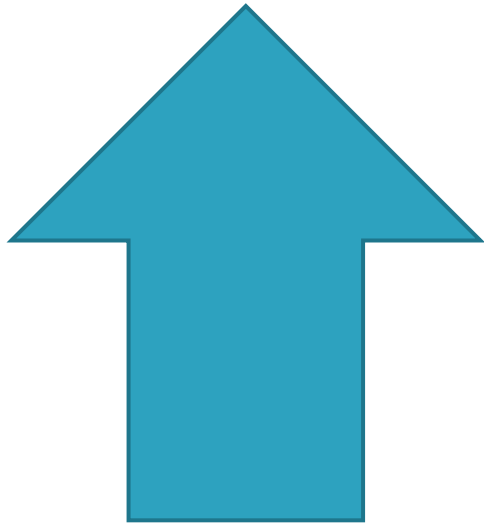
- ▣ Literature review
- ▣ Key informant interviews

## □ Report perspective:

- ▣ Evidence-based
- ▣ Non-prohibitionist
- ▣ Alcohol as a drug

# What did we learn?

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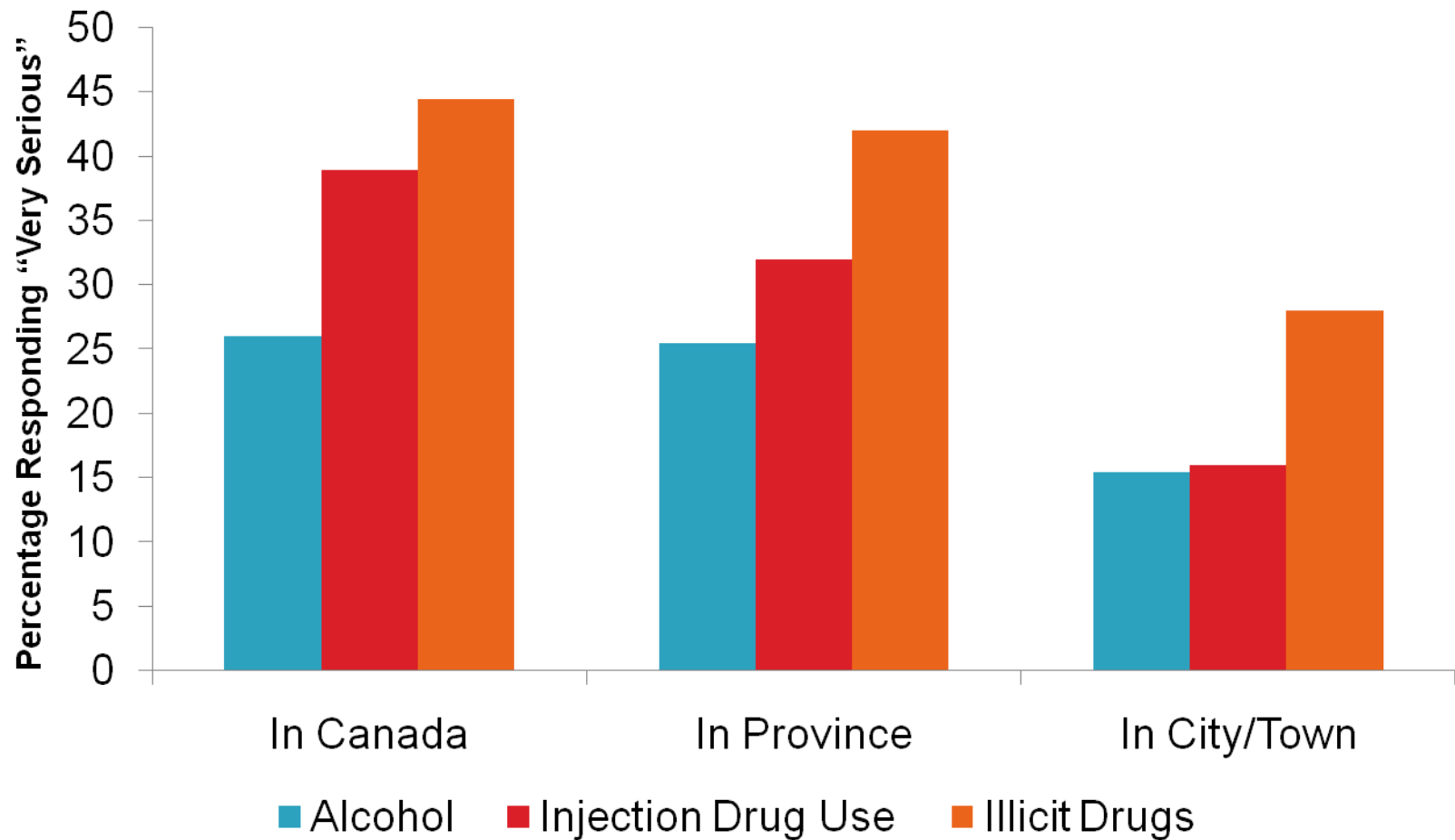


Population Alcohol  
Consumption

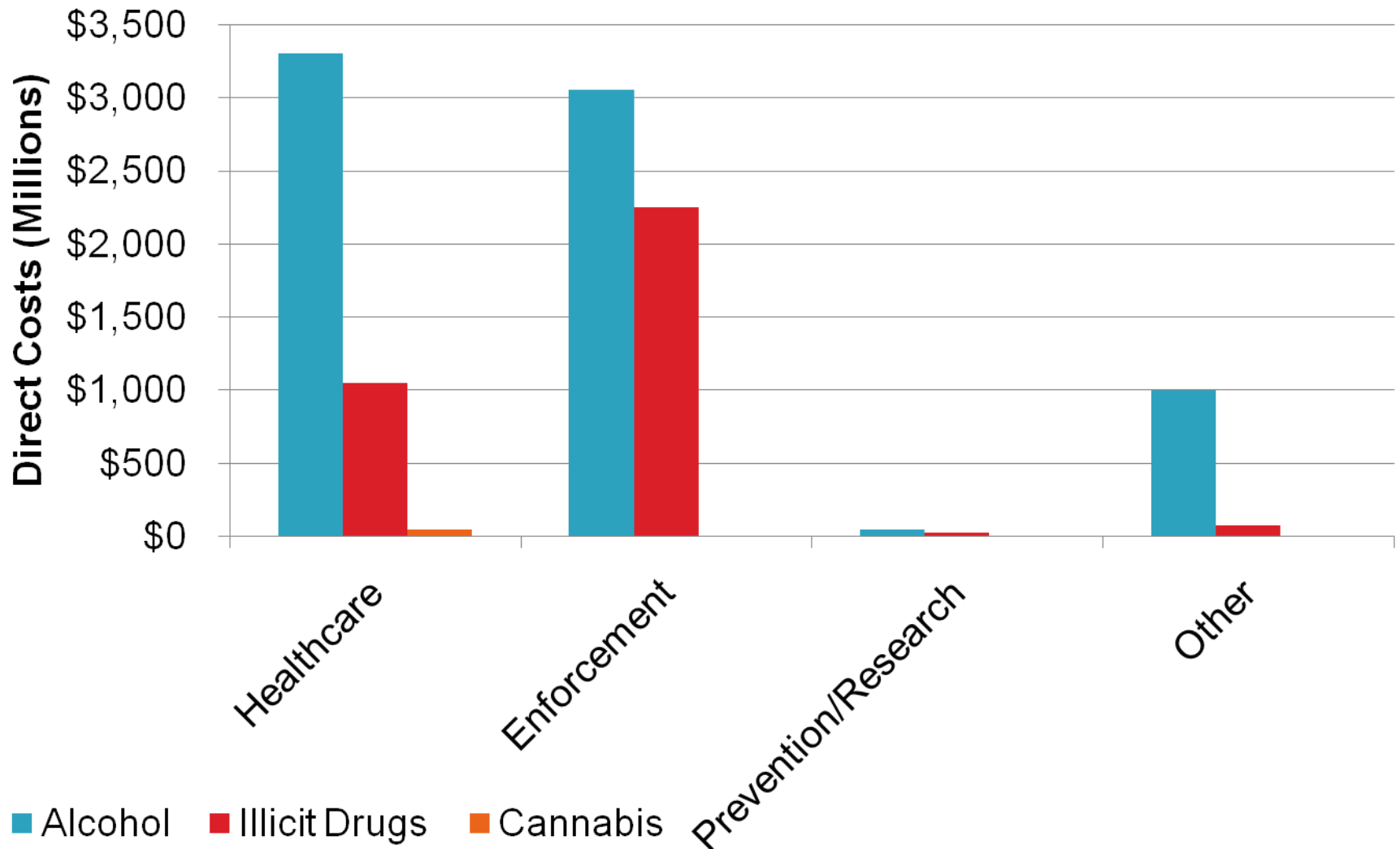


Injuries (including MVCs,  
violence, suicide, etc.)

# Perceived Seriousness of Substance Abuse, Canada, 2004



# Direct Social Costs of Alcohol, Illicit Drugs & Cannabis, 2004



# Alcohol & Injury: MVCs

## □ Impaired Driving

- 2008: 99 Atlantic Canadians killed (CCMTA, 2010)
- 2009: 15% of Atlantic Canadians admit to driving after consuming any amount of alcohol (past month)

## □ Off-Road Vehicles

- 50% of ATV crashes
- 2/3 of motor/pleasure boat drownings

## □ Youth

- Relative risk of a fatal crash at age 19 is 12 times higher for Canadian youth than American youth
- Over 30% of alcohol-related collisions involved youth

# Alcohol & Injury: Intentional

## □ Violence

- More likely to inflict or be a victim of violence
- Increased frequency & severity of domestic assault
- High BAC assaults
  - NSTR (2005): 26/56
  - SJRH (08/09): 149/504
- US: 1/2 of all sexual assaults involve alcohol

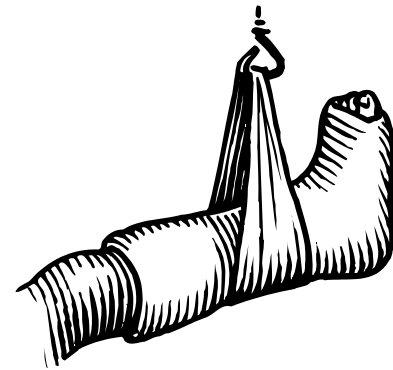
## □ Suicide

- Alcohol found in over half of suicides
- Chronic & acute use
- Increase likelihood of lethal means
- Bar density a factor
- \*An important factor in people with no history of mental health/psychiatric history

# Alcohol & Injury: Falls

## □ Falls

- ▣ BAC linked to risk, severity and body part injured
- ▣ Young adults
- ▣ Seniors



# Culture of Consumption

	Total Alcohol	Beer	Wine	Spirits	Coolers
Canada	115.75	92.04	14.77	5.90	3.04
NL	117.76	100.02	5.99	8.48	3.27
NS	107.36	86.67	10.10	7.04	3.55
PE	106.86	85.98	9.29	7.43	4.16
<b>NB</b>	<b>104.15</b>	<b>86.44</b>	<b>7.79</b>	<b>4.85</b>	<b>5.07</b>

Per capita consumption litres per annum in 2004

## Compared to Canada:

- Atlantic Canada has highest rate of people consuming 5+ drinks in one sitting.
- A higher % of Atlantic Canadians drink in a manner considered hazardous (AUDIT)

*It's not that we're drinking alcohol, it's **HOW** we're drinking alcohol.*

# Culture of Consumption

- Males tend to drink more & consume higher amounts in a single sitting
  - ▣ BUT females are being targeted & are “catching up”
- Declining age of first drink
- Older drink more often, but younger drink higher quantity



# Culture of Consumption - Atlantic

## □ Findings – Alcohol Consumption:

- ▣ Socially accepted & expected
- ▣ Intolerance of alcohol abstinence
- ▣ Excessive consumption & intentional over-consumption
- ▣ Normalization of intoxication

## □ Findings – Alcohol & Injuries:

- ▣ Alcohol-related injuries are “badges of honour”
- ▣ Amusing stories

Key Informants

# Final Report Recommendations

1. Decrease access
2. Minimum price per unit
3. Decrease advertising
4. Create support for change



# Minimum Price Per Unit

- Results in reduced:
  - ▣ Consumption
  - ▣ Harmful & hazardous consumption
  - ▣ Dependence
  - ▣ Alcohol-related harms (to self and others)
- Youth and higher risk drinkers are most price sensitive



(Moe Green)

# Decreasing Access

- Outlet Density
  - Increased rates of violence, crime, impaired driving among youth, binge drinking, overall morbidity
  - BC: 10% increase in private store density = 1.6% increase in alcohol-related death (120 deaths) & 4% increase in hospitalizations

(Stockwell, 2011)
- Hours & Days of Sale
  - Increased rates of violence, impaired driving & MVCs



# Decreasing Advertising

- Countries with partial restrictions vs. none
  - ▣ 16% lower consumption rates
  - ▣ 10% lower MVC fatality rates
- Countries with full restrictions vs. partial
  - ▣ 11% lower consumption rates
  - ▣ 23% lower MVC fatality rates
- Youth targeted advertising
- Alcohol sponsorships



# Advertising to Youth

- Are youth being exposed?
- Does it matter?
- Social media
- Youth directed graphics & events
- Brand confusion



# Which One Has Alcohol?



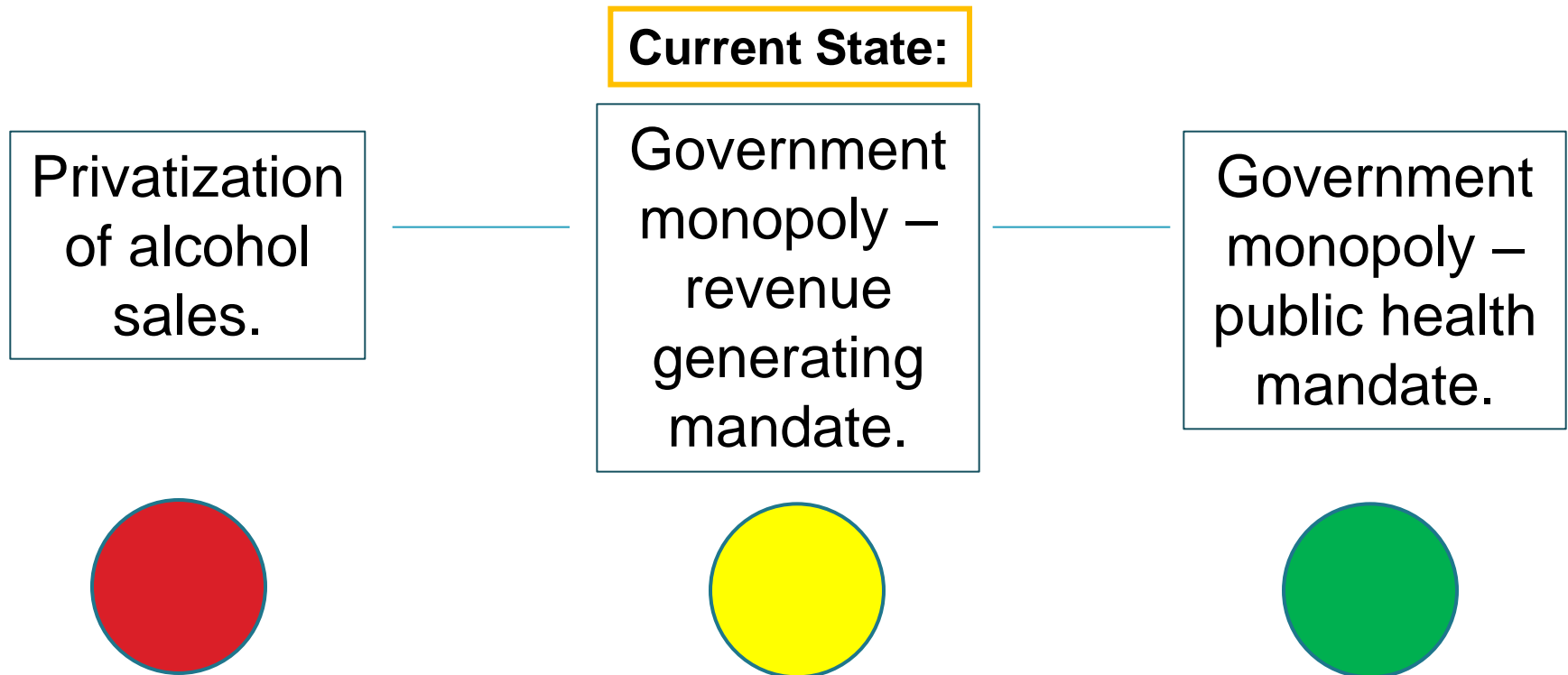
# Decrease Advertising: Industry Sponsorship & Prevention

“[The alcohol industry] is driven by the imperative for sales and profits, which is often in fundamental conflict with the public health goal of reducing hazardous drinking and alcohol-related harm.”

(McCreanor, Casswell & Hill, 2000)



# Alcohol Sales: The Spectrum



# Conclusions

- High outlet density, low pricing & high advertising = higher *population* consumption.
- Higher *population* consumption = higher injury rates.
- Education will have minimal effect if the culture, sale & marketing of alcohol is not addressed.

# Questions?

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