

Alcohol and Our Communities

A discussion.



“Alcohol involvement in injuries has been demonstrated in numerous studies.

Hundreds of thousands of deaths occur each year due to alcohol-related intentional and unintentional injuries, and alcohol is involved in up to 30% of adult hospital admissions, particularly those to emergency rooms.”



http://www.who.int/substance_abuse/activities/injuries/en/index.html

"Adolescent alcohol use plays a substantial role in all three leading causes of death among youth -- unintentional injuries (including motor vehicle fatalities and drownings), suicides, and homicide, and is also associated with risky sexual behavior and addiction."

Dr. D. Jernigan, Director, Center on Alcohol Marketing and Youth at the Johns Hopkins Bloomberg School of Public Health





We are drinking more.

We are starting to drink earlier.

Heavy drinking is normal in Nova Scotia.

Heavy drinking is normal for Nova Scotian children
and youth.

Binge drinking is high for NS undergraduate
students.

Pediatric Alcohol Consumption NS Crisis?

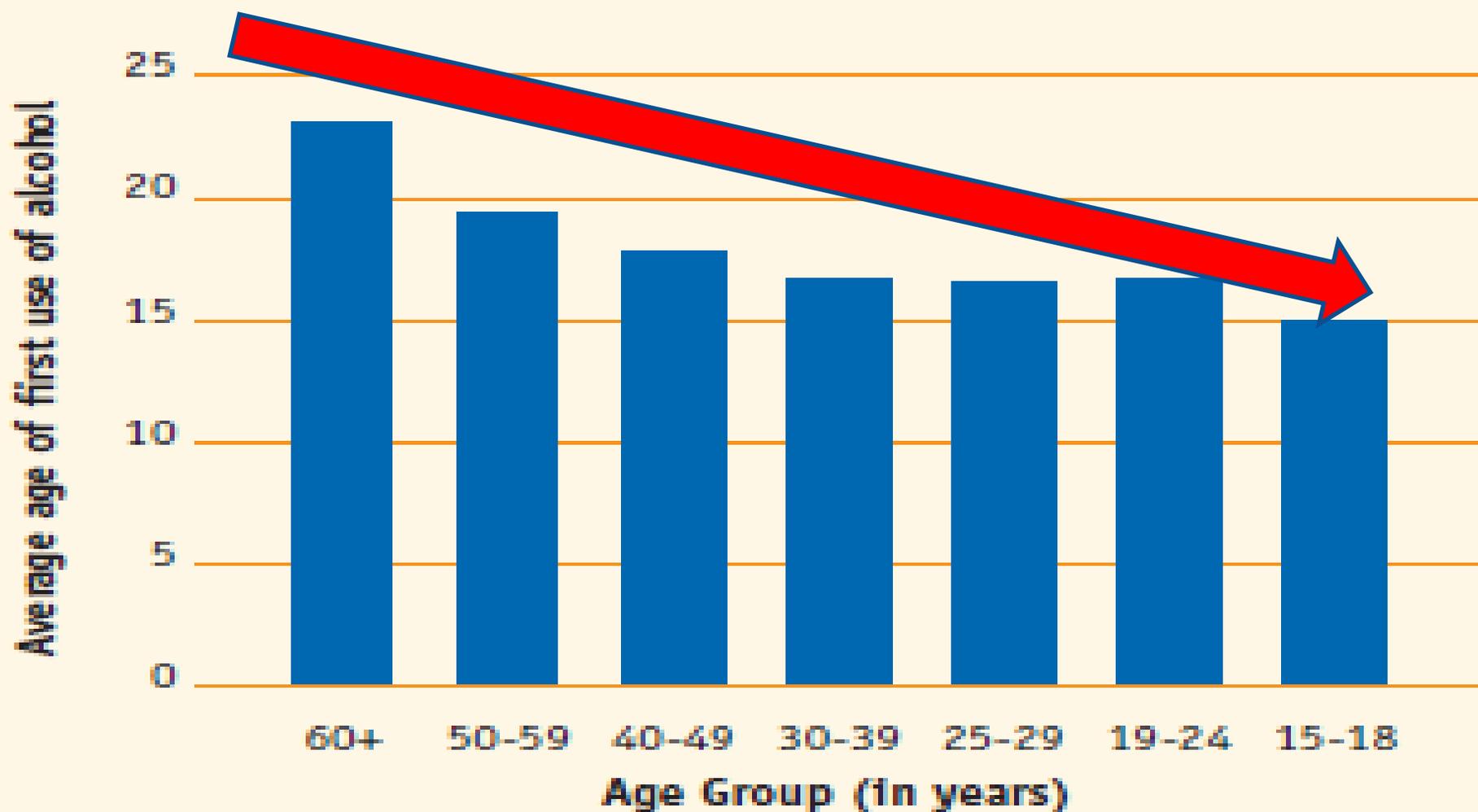
- Boys 12.7 years



- Girls 13.1 years



Average Age at First Use of Alcohol by Generation



Canadian Addiction Survey – Nova Scotia Report, 2007

Three alcohol related deaths in three years at Maritime Universities.

All three:

<http://cupwire.ca/articles/48838>

Acadia 2011

<http://www.kingscountynews.ca/News/2011-09-08/article-2743435/Acadia-student-dies-after-alcohol-poisoning/1>

STU 2010

<http://www.cbc.ca/news/canada/new-brunswick/story/2010/12/09/nb-stu-hazing-volleyball-suspended-210.html>

STFX 2009

<http://www.cbc.ca/news/canada/nova-scotia/story/2009/03/09/ns-fall-stfx.html?ref=rss>

".... new report says people in Halifax are drinking more than most Canadians....." CBC Oct 12, 2012

<http://www.cbc.ca/news/canada/nova-scotia/story/2012/10/12/ns-halifax-drinking.html>

HRM women "heavy drinking" - 61% higher than the national average.

<http://www.youtube.com/watch?v=TTcA-nhp3kk>

“Throughout December, police charged 70 people ranging in age from 19 to 63 - with impaired driving.” HRM Police

“Throughout January, police charged 57 people – 48 men and 9 women, ranging in age from 19 to 73 – with impaired driving.” HRM Police.

<http://www.halifax.ca/police/PressReleases/2012/02%20February/January-Impaired-Driving-Statistics.html>

Halifax Regional
POLICE

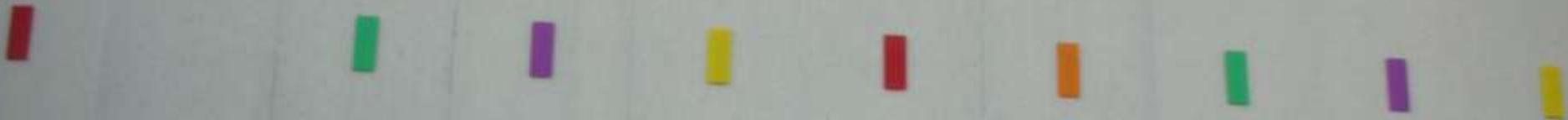
Emergency 9-1-1 Non-Emergency Dispatch 490-5020 Incident Reporting 490-5016



"Why don't I support it? Because it isn't milk and cookies that's being sold here. This is a restricted product and it has an impact on society, on those who abuse it. That's the public policy choice we've made in this country," said (NSLC) spokesman Rick Perkins.

<http://www.cbc.ca/news/canada/nova-scotia/story/2011/05/17/ns-wine-sales-law.html>

TOYS 'R' US



NSLC

BEER • WINE • SPIRITS





Feb 2011



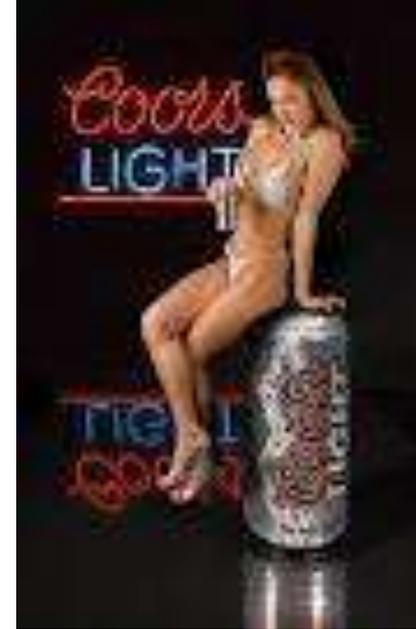
Molson Coors Canada makes a substantial donation to the "Save the Oval" campaign

- "Nothing better than a cold beer after a skate, so I think it goes very well together," said Brian Harriman, vice-president for Molson Coors, said with a smile on Wednesday.
- Molson Coors is also interested in naming rights for the oval, but hasn't yet had any discussions with the city.



- [CBC News](#) Posted: Mar 9, 2011 7:29 PM AT

http://www.youtube.com/watch?v=-_1igCOZMw8



“Our Natal Day is Alexander Keith’s Natal Day (and) our tree lighting is Oland’s tree lighting,” said Coun. Linda Mosher (Purcells Cove-Armdale). The biggest sporting team that Halifax has is the Halifax Mooseheads.....”

<http://thechronicleherald.ca/metro/39970-beer-giant-gets-oval-sponsorship-deal>



Mayor Peter Kelly and members of Halifax Regional Council invite you and your family to the 2011 HRM Christmas Tree Lighting

Saturday, November 26
6 pm to 7 pm
Grand Parade,
Downtown Halifax

Check Halifax for the most up-to-date
information.

Free Entertainment

- Lighting of the HRM Christmas Tree
- Santa Claus
- Fireworks
- Good On Ya band
- Solist Tamara Scheme



HALIFAX
REGIONAL MUNICIPALITY

Join Shrek for some interactive
musical fun!

Shrek and Fiona's anniversary is cooking and Shrek
has forgotten!

Can Fraida, the Funky Forest Fairy Fairy Planner save
the day?

DREAMWORKS
SHREK

© 2011 DreamWorks Animation LLC
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Produced by DreamWorks Animation, www.dreamworksgroup.com

HRM CHRISTMAS TREE LIGHTING NOVEMBER 26, 2011

Premier sponsor



Major sponsors



Friends



HALIFAX
REGIONAL MUNICIPALITY

WELCOME TO HALIFAX!



Fine Wine Gallery









OURS STARTS TONIGHT.



**OUR STORY GOES
BACK 150 YEARS.
YOURS STARTS
TONIGHT.**





Captain Morgan



Captain Morgan

CAPTAINMORGAN.COM



Captain Morgan

IF IT AIN'T
BROKE,
BREAK IT.



 CHANGE THE GAME

 [mikesHardCanada](https://www.facebook.com/mikesHardCanada)

the
Palace
NIGHTCLUB



the
palace
Nightclub



This Sunday \$2.50 Drinks



NSLC

BEER • WINE • SPIRITS



STAPLES



Bayer's Lake, February 2009

“Molson Coors will be a sponsor at the Halifax skating oval for the next 10 years, regional council voted Tuesday, overturning its decision of two weeks ago to shun the beer giant’s \$400,000 pledge.”

Dec 6, 2011

<http://thechronicleherald.ca/metro/39970-beer-giant-gets-oval-sponsorship-deal>



Councillors who voted no:

Dist 5 - Gloria McCluskey, Dist 6 - Darren Fisher, Dist 7 - **Bill Karsten**, **Dist 14 - Jennifer Watts**, Dist 20 - Bob Harvey, Dist 8 - Jackie Barkhouse.

In 2011, Molson Coors Brewing Company received US\$5.2 billion in revenue.....

Molson Coors Website Oct 14, 2012



<http://www.molsoncoorscanada.com/en/Responsibility/How%20We%20Work/Economic%20Impact.aspx>

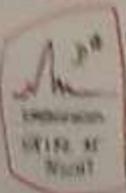
We live, study, work and play in a culture where:

- alcohol is promoted as the norm for all occasions.
- “Big Alcohol” reigns supreme with little controls.
- alcohol is cheap, available, and has few social consequences for use.
- drunkenness is celebrated.
- not using alcohol is not normal.
- people are more concerned with “harder drugs.”

THE CULTURE of ALCOHOL in HRM ... a conversation...

ISSUES

- Does HRM do enough to deal with alcohol?
- How do we measure alcohol consumption?
- What are the consequences of alcohol consumption?
- How do we deal with alcohol consumption in the workplace?



CONSUMPTION HOURS OF THE NIGHT

- Increased drinking
- More people drinking
- More people drinking in the workplace

Capital Health

- FREE LUNCH
- DRINKING WATER
- FREE PARKING

Community & Outreach

PERSONALITY < 3000

ALCOHOLIC DRINKING PATTERN

DRINKING DEATH

"WHAT IS IT ABOUT OUR COMMUNITIES THAT IS CHANGING THAT PICKS UP DRINKING?"

PERSONALITY < 3000

ALCOHOLIC DRINKING PATTERN

DRINKING DEATH

HALIFAX

"WHAT ARE THE REALITY CHECK ABOUT ALCOHOL IN THE WORLD?"

"WHAT WOULD YOU LIKE TO SEE CHANGED?"

- A complex issue not an easy solution
- WE CAN CHANGE THE CULTURE
- LOTS OF GOODWILL
- PARENTS & COMMUNITY WILL SUPPORT CHANGE
- NO SURETY OF SUCCESS FOR AN ALCOHOL-RELATED ISSUE
- WE CAN ENFORCE A REGULATION THAT IS SAFE FOR ALL - BUT ELUDES EVERYONE'S RESPONSIBILITY
- WE ARE CHANGING THE CULTURE IN HRM

- ALL CITIZENS CAN GET TOGETHER TO MAKE A DIFFERENCE
- FRESH IMPACT OF POLICE & COMMUNITY
- CREATE CULTURE, STARTS AT SCHOOLS & HOME - NOT COMMUNITY NOT POLICE
- GOOD TO BE CHALLENGED

- CLEAR MESSAGE IN MESSAGE "WHAT IS IT?"
- CLEAR MESSAGE IN MESSAGE "WHAT IS IT?"
- IMPLEMENT CHANGE STRATEGIC TODAY
- MESSAGE IS LINKED TO POLICE
- WANTED MORE COMMUNICATION DUE TO STRONG COMMUNITY SUPPORT
- MAJORITY THINK HERE TO CHANGE
- ALLIANCE DON'T HAVE TO BE THE GREAT PARTNER EITHER
- NOT JUST A POLICE ISSUE
- IF WE ALL WORK TOGETHER WE CAN
- SHOULD WE HAVE TO HAVE AN AGREEMENT TO HAVE THAT?
- HAVE MORE COMMUNICATION
- MAKE THIS AN EDUCATIONAL ISSUE!
- WILL TAKE TIME TO CHANGE THE CULTURE
- GOOD TO SEE FOLLOWING LEADERSHIP
- VIOLENCE IS THE BIG ISSUE
- IN THE END IT WILL BE TO BE CHANGING SOCIETY MUST BE OPEN TO CHANGE
- POLICE HAVE A ROLE TO PLAY
- POLICE CAN HELP TO CHANGE
- A COMMUNITY PROBLEM NEEDS COMMUNITY SOLUTION

