



Alcohol and Injury: What Works in Prevention

ACIP Conference

Oct. 17th, 2012

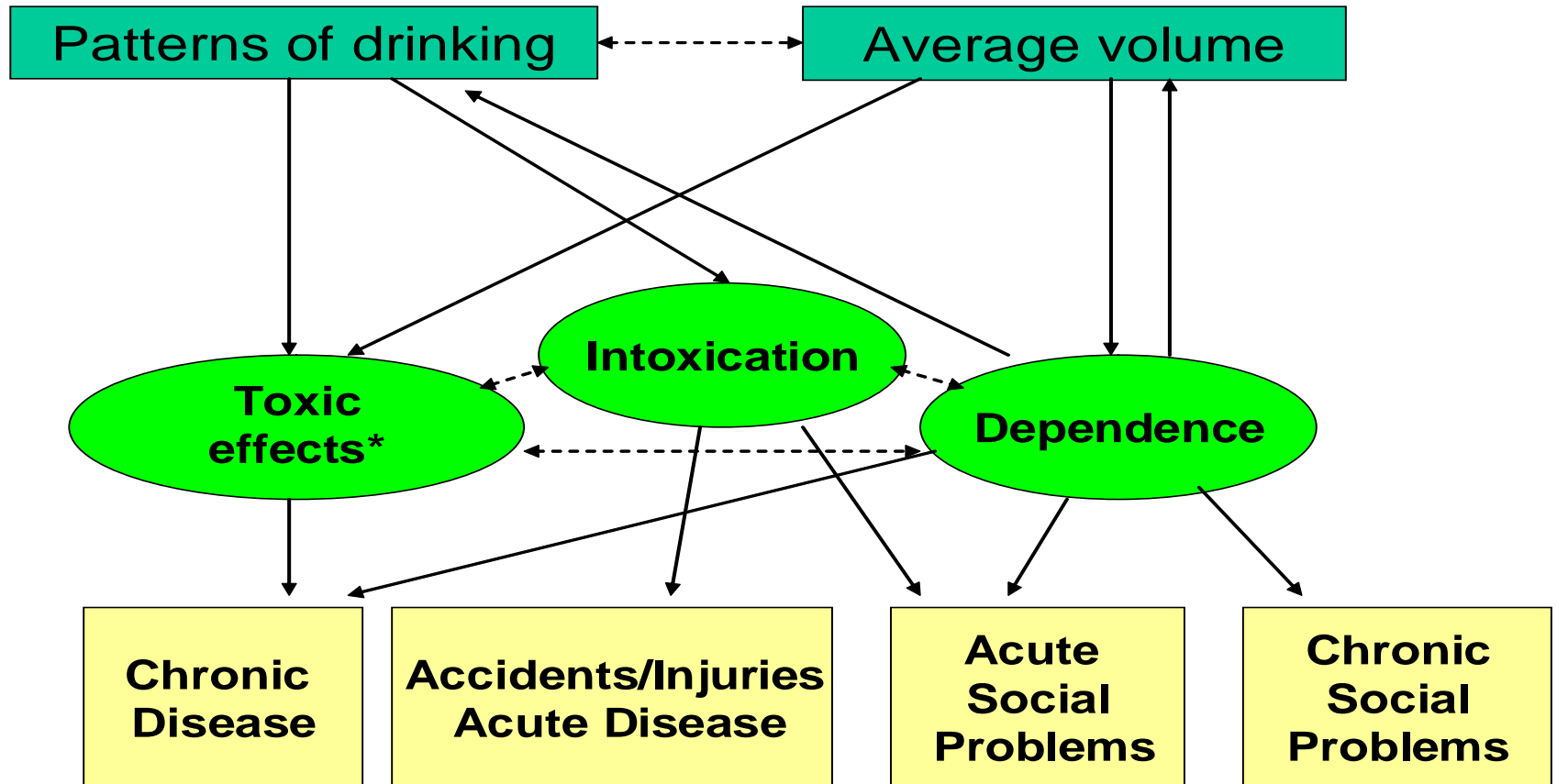
Dr. Robert Strang, Chief Medical Officer of
Health

Department of Health and Wellness

Key Messages

- Alcohol is no ordinary commodity
- Alcohol is a major cause of injury
- Solutions are available
 - alcohol harms “corporate borne”
 - policy approach is key
- Collective responsibility to act

Alcohol Related Harms



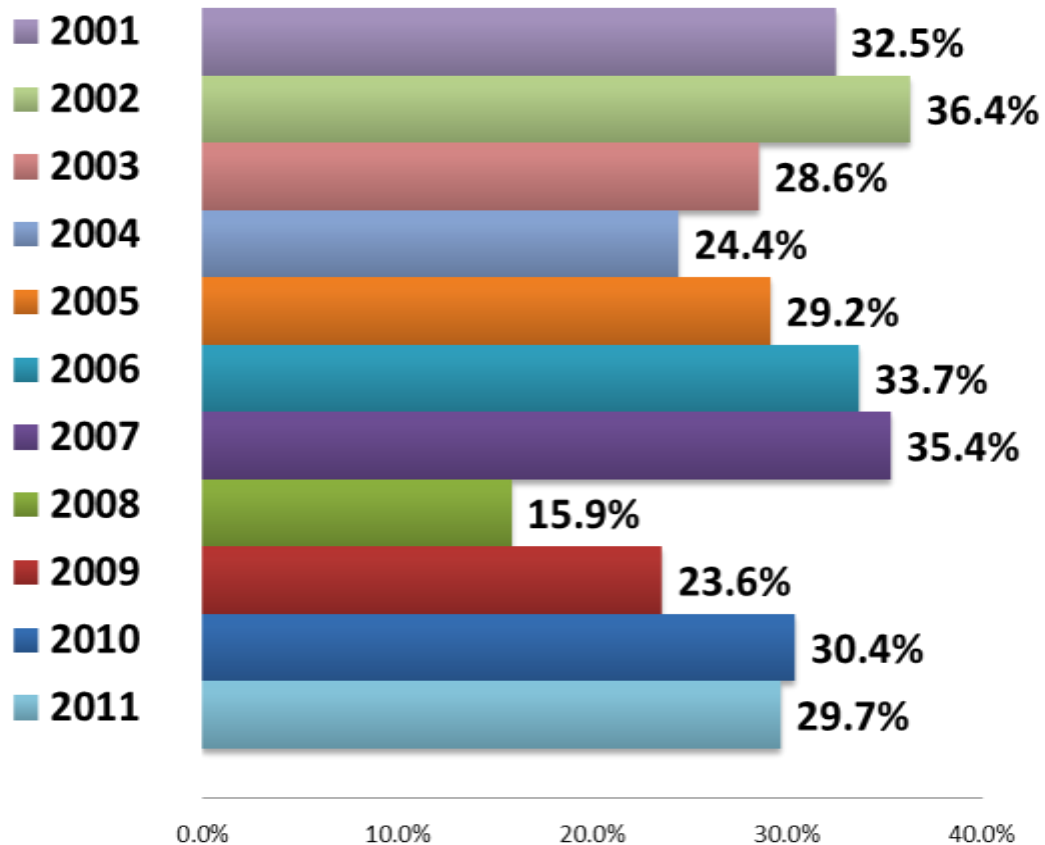
Alcohol Related Injury

- Alcohol is associated with:
 - Increased risk of injury
 - Motor vehicle (on road, off road, water)
 - Falls
 - Drowning
 - Suicide
 - Assault
 - Increased injury severity (e.g. brain injury)
 - Increased number of body parts injured

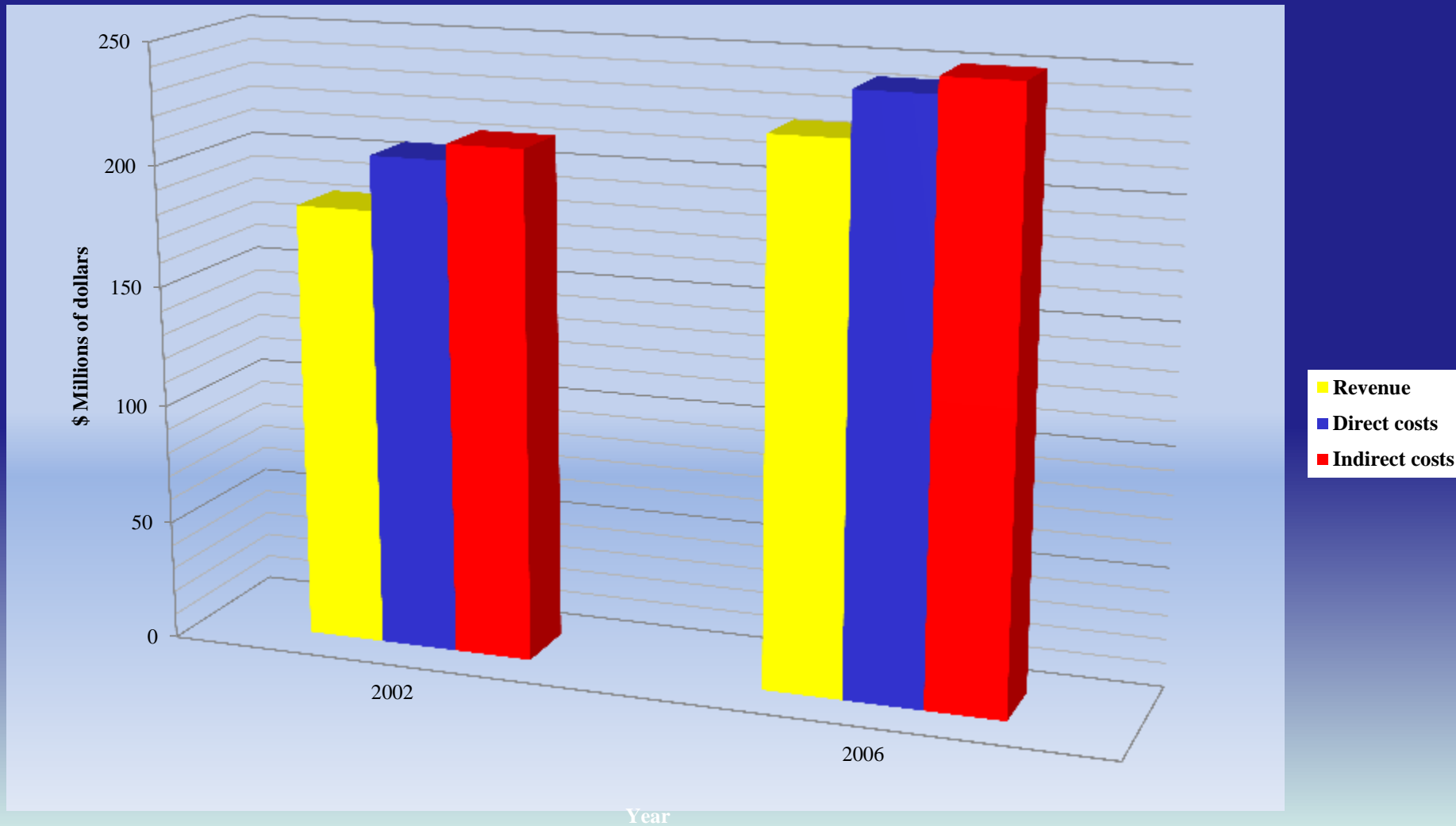
Alcohol Related Injury in Nova Scotia

- Severe Non-Fatal & Fatal Assaults, 2005: 46% alcohol related
- Severe Non-Fatal & Fatal ATV Injuries, 2002: 56% alcohol related
- Suicides, 2007-2012: 21% alcohol related

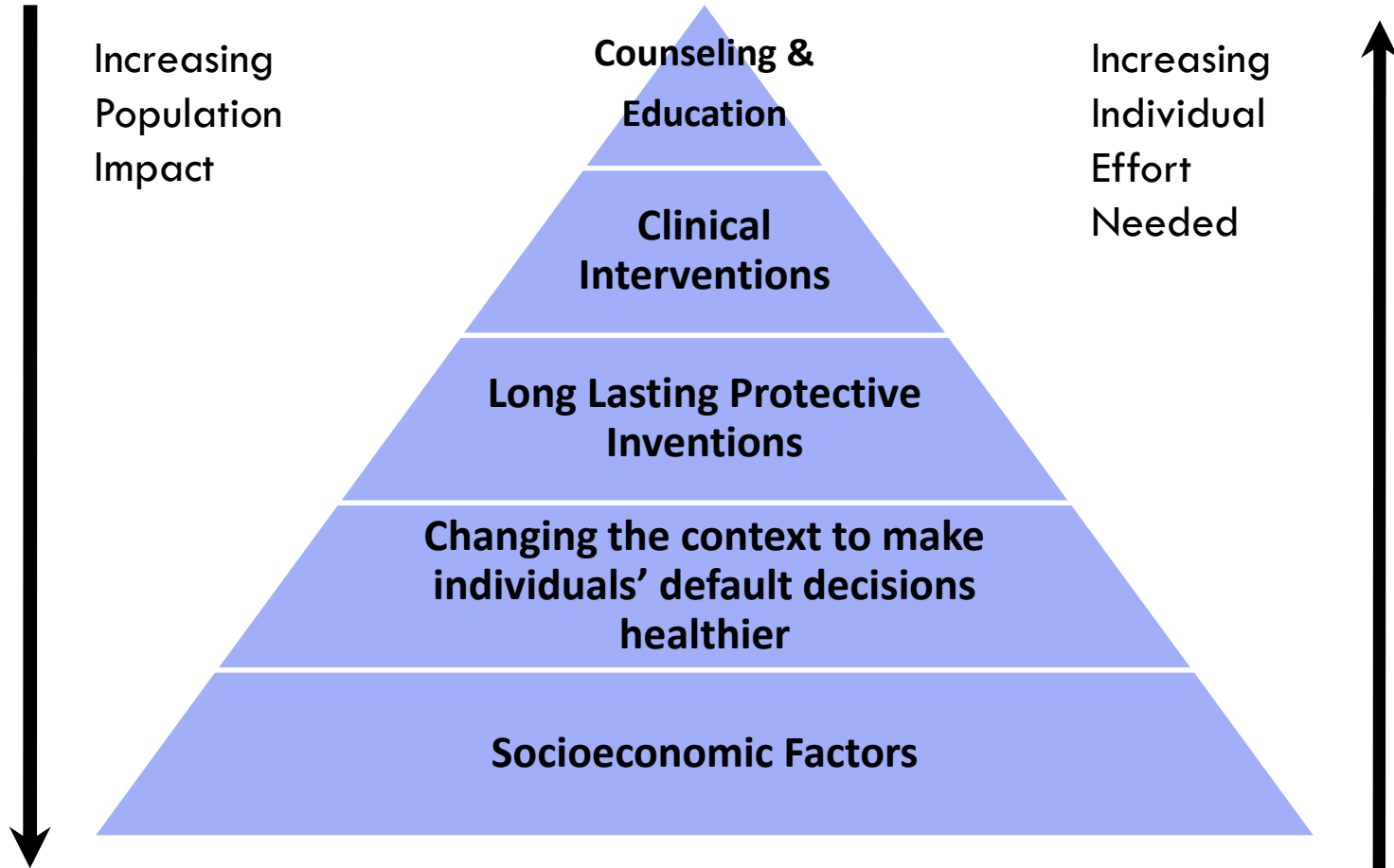
PERCENTAGE OF MOTOR VEHICLE FATALITIES RELATED TO ALCOHOL 2001-2010 (Nova Scotia)



Alcohol benefit/cost analysis



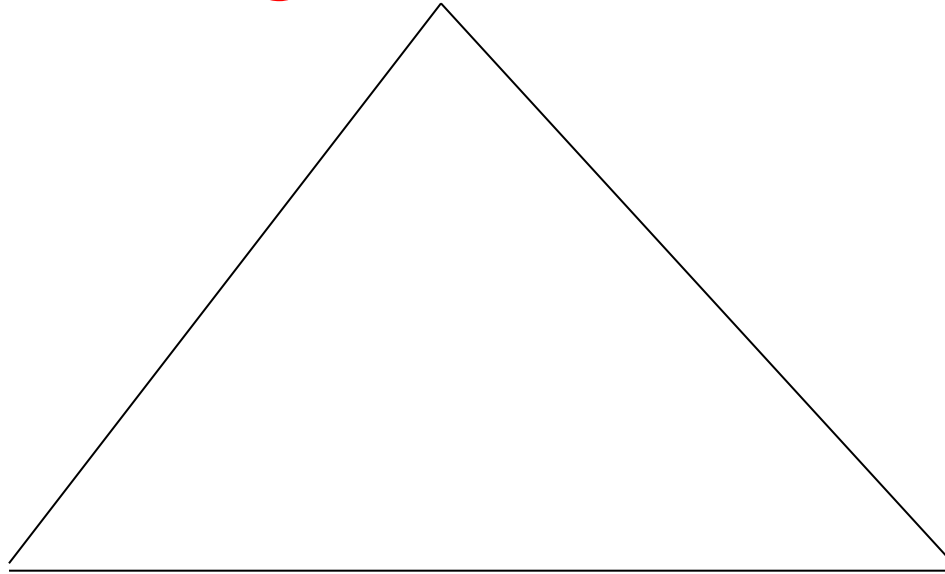
Health Impact Pyramid



From: Thomas R. Frieden, MD, MPH. American Journal of Public Health April 2010, Vol 100, No. 4

Public Health Model of Corporate-borne diseases

The Agent: Alcohol



**Environment:
Alcohol Industry**

**Host:
Vulnerable Populations**

Population-based interventions

- Price
- Physical Availability
- Advertising
- Model of Distribution & Sale

Targeted interventions

- Drinking-driving countermeasures

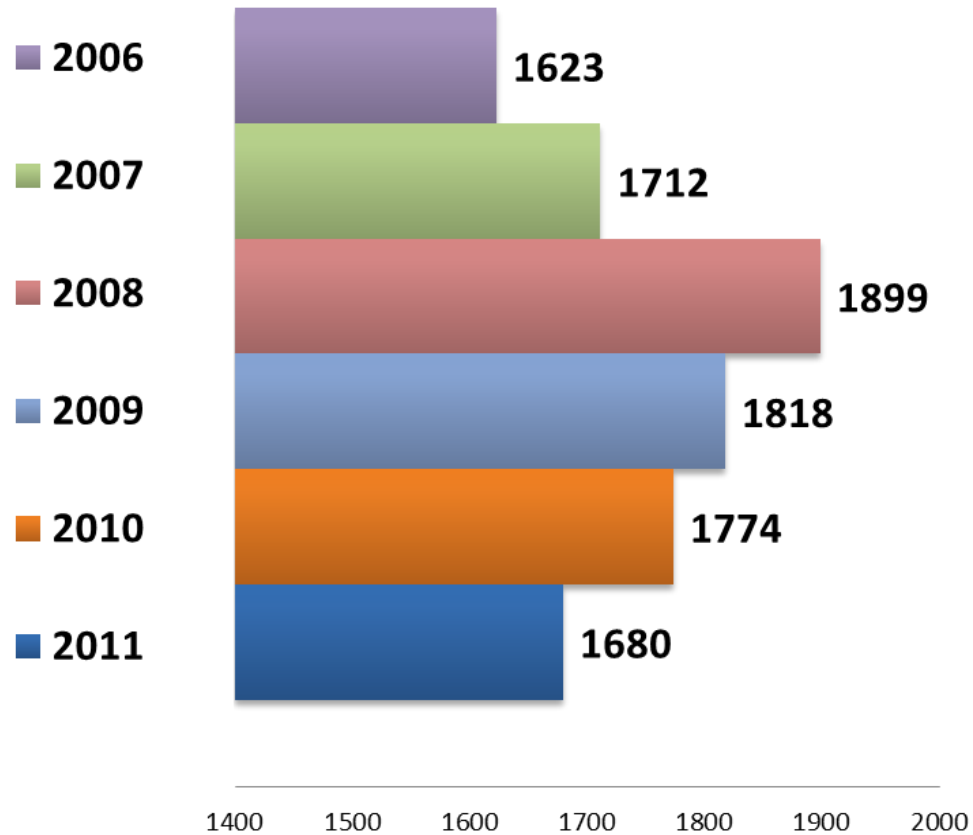
MADD Canada's Legislation Priorities – Alcohol Impaired Driving - Nova Scotia

Initiative	Status	Initiative	Status
Zero BAC – new drivers	Yes – first 2 yrs. Under review – first 5 yrs.	Low BAC – 0.05-0.08	Yes
Graduated drivers' licensing	Yes	Increased penalties for driving impaired with children	In progress
Mandatory remedial programs for federally impaired	Both voluntary & mandatory	7 day .05% BAC ALS	Yes
Alcohol ignition interlock	Yes	7 day .05% BAC vehicle impoundment at roadside	Under review

IMPAIRED DRIVING CHARGES - MALES

CRIMINAL CODE SECTIONS 253, 254, 255

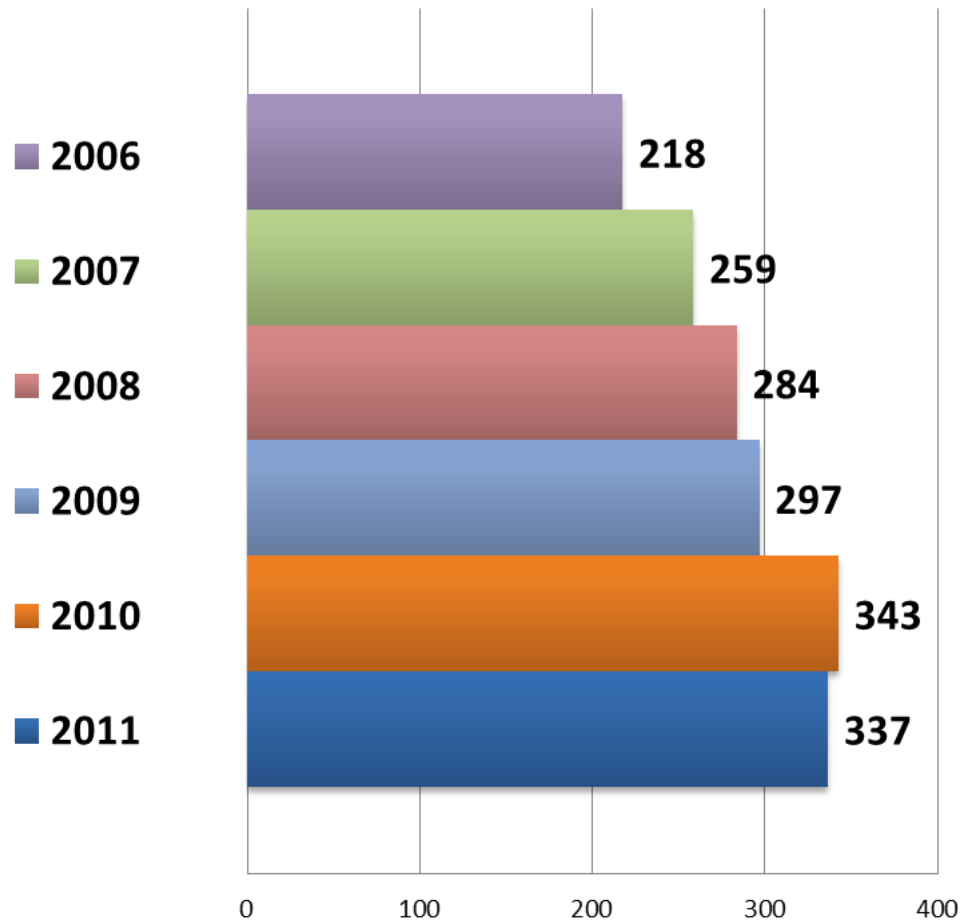
2006 - 2011



IMPAIRED DRIVING CHARGES - FEMALES

CRIMINAL CODE SECTIONS 253, 254, 255

2006 - 2011



Targeted interventions

- Altering the drinking context
- Education and persuasion
- Treatment and early intervention

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Thank You!

- Questions
- www.cpha.ca/en/programs/policy/alcohol.aspx