

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?

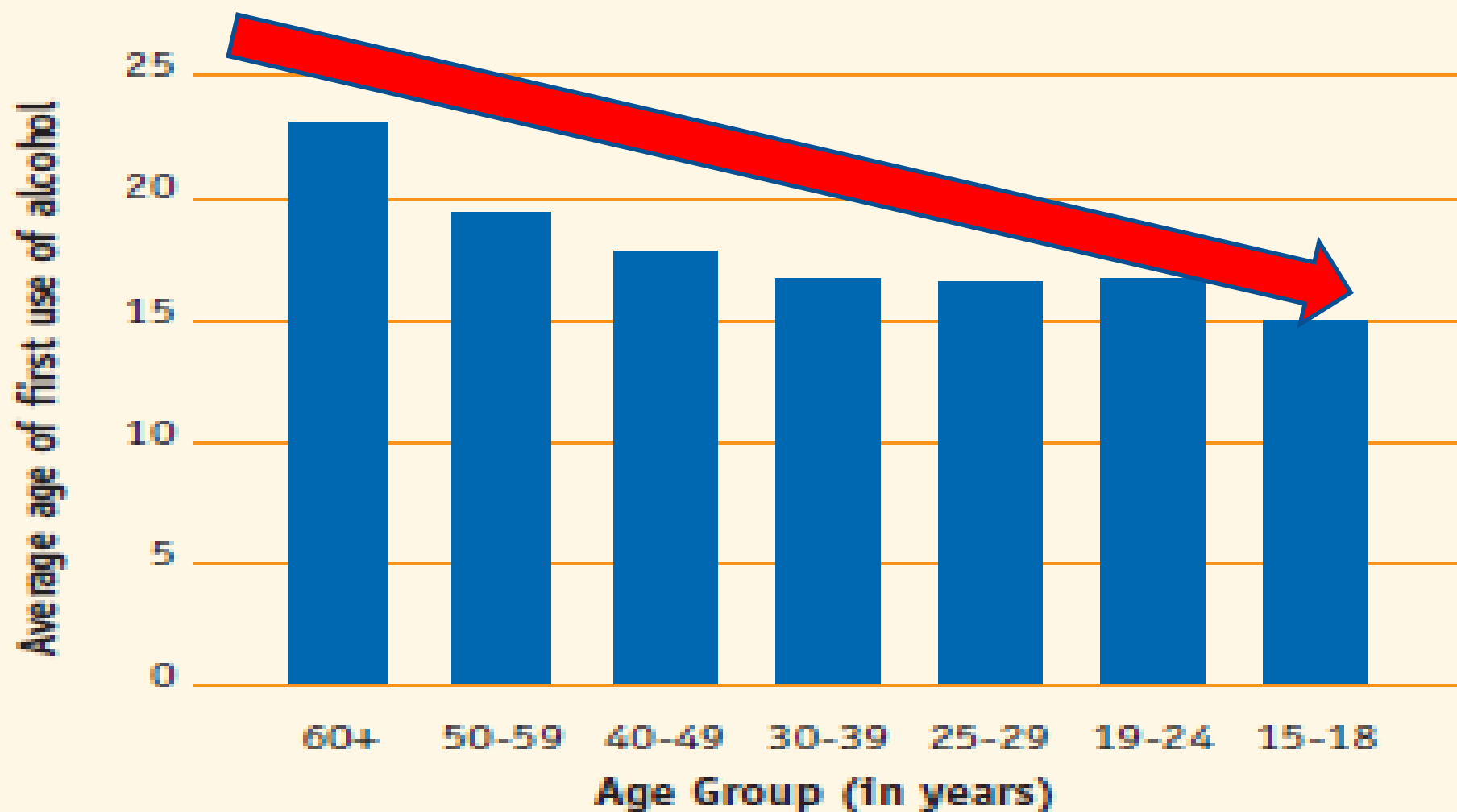
- Boys 12.7 years



- 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



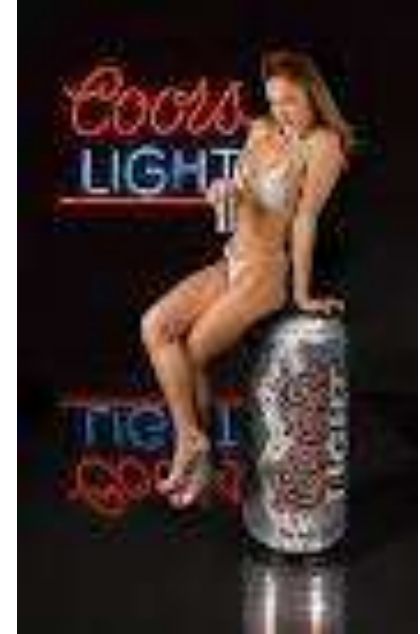
Molson Coors Canada makes a substantial donation to the "Save the Oval" campaign

- "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 in for the real Santa here
right now!

Free Entertainment

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



HALIFAX
REGIONAL MUNICIPALITY

Join Shrek for some interactive
musical fun!

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

Can Frauke the Funky Forest Fairy Fairy Planner save
the day?

DREAMWORKS
SHREK

© 2011 DreamWorks Animation LLC
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Produced by DreamWorks Animation LLC

HRM CHRISTMAS TREE LIGHTING NOVEMBER 26, 2011

Premier sponsor



Major sponsors



Friends



HALIFAX
REGIONAL MUNICIPALITY

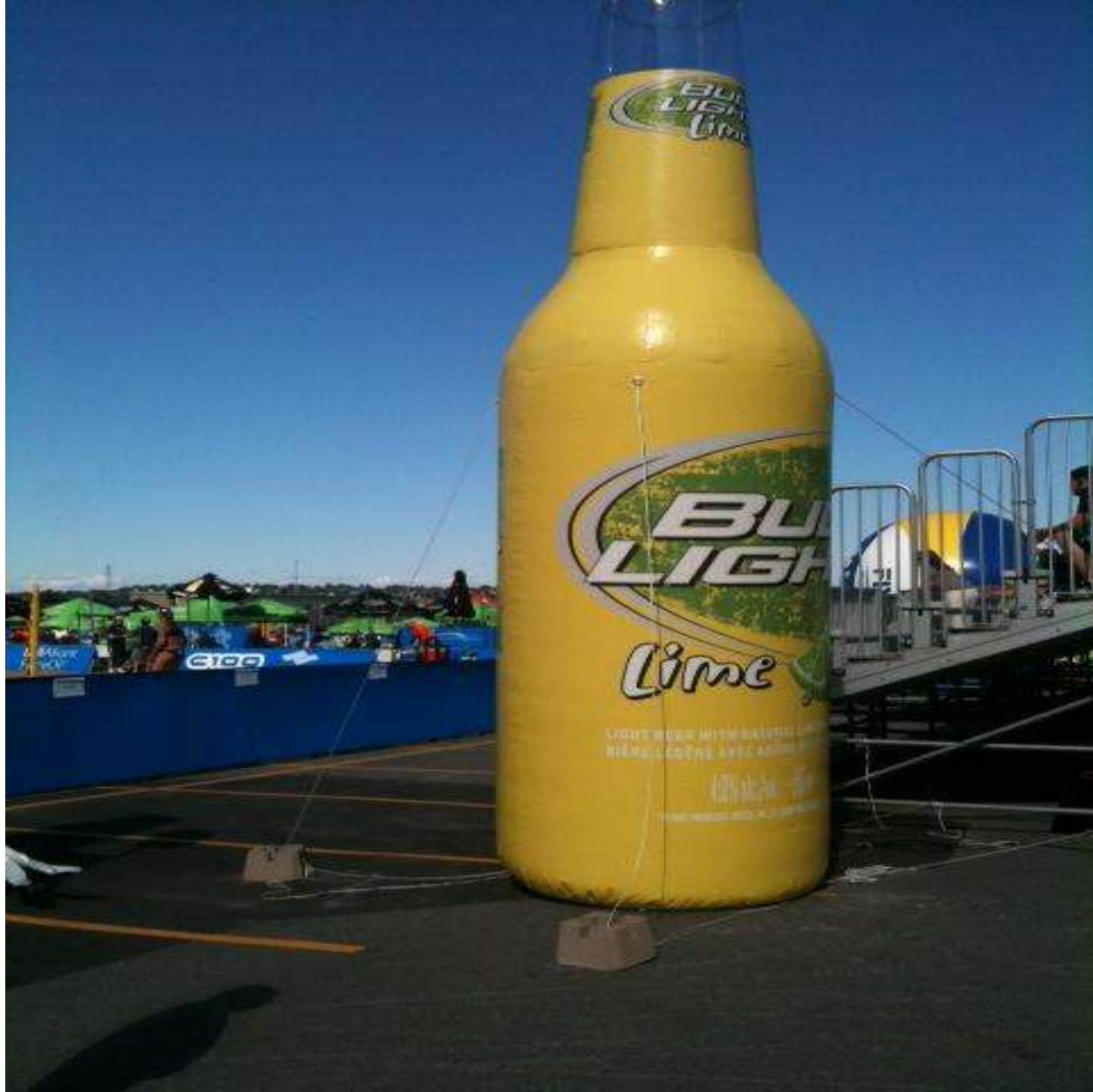
WELCOME TO HALIFAX!



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.



MHL
CHANGE THE GAME

 [mikesHardCanada](#)

the
Palace
NIGHTCLUB



the
palace
Nightclub



This Sunday \$2.50 Drinks





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 take a stand against drinking on the job?
- How do we measure drinking on the job?
- How do we measure drinking on the job?
- How do we measure drinking on the job?



PEAK
NIGHT
NIGHT

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Capital
Liquidity

FREE LUNCH

DISCOUNTED
ALCOHOL

ALCOHOL IN
COMMUNITY

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WHAT ARE THE ISSUES
ABOUT ALCOHOL IN THE WORLD?

WE CAN CHANGE THE CULTURE

LOTS OF GOODWILL

PEOPLE ARE CHANGING

WE CAN CHANGE A
CULTURE THAT IS SAFE
FOR ALL - LIKE DRUGS

EVERYONE HAS
RESPONSIBILITY

WE ARE CHANGING
THE CULTURE IN HRM

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THE CULTURE IN HRM

WE ARE CHANGING
THE CULTURE IN HRM

WE ARE CHANGING
THE CULTURE IN HRM

HALIFAX

WHAT WOULD YOU
LIKE TO SEE CHANGED?

ALL CITIZENS
CAN GET TOGETHER

WIDE IMPACT ON
ALCOHOL

CREATE CULTURE
STARTS AT SCHOOL &
HOME - ABOUT
COMMUNITY NOT FOCUS

GOOD TO BE
CHALLENGED

NOT JUST A POLICE
FORCE

IF WE ALL WORK
TOGETHER WE CAN

A COMMUNITY FOCUS
NOT JUST A POLICE
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Canada Games Centre

It happens here