

DrinkSense Questions and Answers

Q: What is DrinkSense?

DrinkSense represents the AGLC’s ongoing commitment to social responsibility and promotion of healthy alcohol consumption to all Albertans.

DrinkSense aims to educate and raise awareness on the responsible use of liquor to Albertans, including key segments such as millennials, women in child bearing years and industry staff.

Under DrinkSense, one of our priorities is promoting Canada’s Low-Risk Drinking Guidelines. The guidelines serve as an effective resource for Albertans to understand what it means to drink responsibly.

Q: Where did DrinkSense originate?

Originating from Manitoba, DrinkSense provides a model for responsible liquor consumption.

Q: Why launch DrinkSense now?

Responsible drinking is part of our mandate on social responsibility. It’s the right thing to do and industry is behind us.

Q: Why bring in a new responsible liquor model to Alberta?

For a number of years the AGLC has invested significant effort in creating greater awareness of responsible drinking for a variety of audiences through different programs as well as promoting social responsibility within the industry through mandatory training programs.

With the success of GameSense for responsible gambling, the AGLC is introducing the DrinkSense brand for all of our responsible liquor programs to provide a consistent message, look and feel for all consumers.

DrinkSense is a more comprehensive and innovative approach in how we talk about what it means to drink responsibly and how to engage Albertans at various ages with that information.

The AGLC’s intent with DrinkSense is to raise greater public and industry awareness for all AGLC-related programs and initiatives related to responsible drinking.

Q: Is DrinkSense being introduced because of a high correlation between gambling and drinking?

Regardless if it's drinking and gambling, if one person is having difficulties with alcohol consumption, then we should be all concerned.

When one individual has gone too far in over gambling or over consumption of alcohol, the AGLC and its partners have a responsibility to not allow intoxicated patrons to gamble, drink, or be sold liquor. We are introducing DrinkSense because it's the right thing to do in encouraging responsible drinking. We want to ensure Albertans understand and make smart choices when consuming alcohol to avoid the harms that come with overconsumption of alcohol.

Q: Is DrinkSense being introduced because of the current recession?

During a recession, liquor sales patterns remain fairly consistent. The primary driver impacting sales are changes in our population.

We are introducing DrinkSense because we have a mandate for social responsibility and it's the right thing to do in encouraging responsible drinking.

Q: How does DrinkSense add to the responsible liquor programs and initiatives you've had in the past?

Significant progress was made with previous responsible drinking programs in reaching many audiences. Having all the programs under the DrinkSense brand will provide a consistent message, look and feel to consumers on responsible liquor consumption following Canada's Low-Risk Drinking Guidelines.

Q: How does DrinkSense differ from the Enjoy Responsibly campaign that was rolled out last spring?

The DrinkSense brand will be incorporated in all of AGLC's responsible liquor programs including those programs that focused on young adults and millennials. The Enjoy Responsibly campaign informed and educated young adults as to what and how much it means to drink in moderation and helped them make responsible decisions by promoting Canada's Low-Risk Drinking Guidelines.

Q: Where can Albertans access DrinkSense information and resources?

More information and resources can be found at DrinkSenseAB.ca.

Q: Is DrinkSense the resource for someone who feels they or someone they know might have an issue with alcohol abuse?

The information provided by DrinkSense helps make sense of it all so you can make smart and informed choices about alcohol. However if you or someone you know needs help with their drinking behaviour, please call the Alberta Health Services Addiction Line at 1-866-332-2322.

Q: What are the other responsible liquor programs and initiatives that are under DrinkSense?

The AGLC has a mandate for social responsibility towards responsible drinking which focuses on public awareness, strengthening stakeholder relations and providing programs and initiatives to promote the responsible use of alcohol for all Albertans. Examples of responsible drinking programs and initiatives include:

- **Fetal Alcohol Syndrome Disorder (FASD)** campaign brings greater attention on the impact of drinking alcohol during pregnancy.
- **Best Bar None** is a voluntary program aiming to reduce alcohol-related harms by raising the operating standards of licensed premises through accreditation, assessments and awards.
- **Enjoy Responsibly** are an example of targeted campaigns that focus on educating young adults/millennials as to how much it means to drink in moderation following Canada's Low-Risk Drinking Guidelines.
- **ProServe** and **ProTect** are mandatory training programs that educate liquor industry workers about responsible service and their duty of care obligations.

Q: Is DrinkSense a good place for families to start the conversation about alcohol with kids?

Youth say that their parents and family members are a big influence in significant life decisions. DrinkSense provides an important resource to encourage parents and family members to start the conversation with kids about alcohol. This will help these kids make more confident and age-appropriate decisions when they are exposed to alcohol.

Q: Is problem drinking an issue in Alberta?

Research conducted showed more than 85 per cent of Albertans drink responsibly; however, the AGLC recognizes there are associated risks and harms that come with excessive alcohol use.

That's why DrinkSense is important. To start the conversation about responsible drinking through programs and initiatives which follows Canada's Low-Risk Drinking Guidelines.

Q: Are Alberta's liquor stores and licensed venues participating in DrinkSense?

One million DrinkSense liquor store bags will be distributed to Alberta liquor retailers and issued to store patrons.

DrinkSense coasters and other promotional materials are being provided to 130 plus Best Bar None venues around the province. Industry staff are also being made aware of the brand and given links and resources on what responsible drinking looks like.

Q: What is FASD?

The spectrum of disorders related to alcohol use in pregnancy are referred to as Fetal Alcohol Spectrum Disorder (FASD). FASD includes a range of physical, mental and behavioural effects and learning disabilities, including difficulties with language, poor impulse control, and attention or judgment problems. Unlike the effects of many other illicit drugs, the effects of in utero alcohol exposure are lifelong.

Q: How will DrinkSense support the FASD Awareness campaign?

The FASD Awareness campaign will be the first responsible drinking awareness campaign program under the new DrinkSense banner. The launch of the FASD awareness campaign on September 9th, coincides with International FASD Awareness Day.

DrinkSense FASD will help remind Albertans that consuming zero alcohol means zero risk in being afflicted by FASD.

The campaign will feature indoor ads at bars, digital and electronic ads, and a new mandatory FASD poster that will appear in licensed venues across Alberta. A Mommy Mocktails contest online contest will encourage contestants to answer a skill testing question and learn more about the potential harmful effects of alcohol during pregnancy, and obtain free delicious non-alcoholic mocktail recipes.

Q: What is the prevalence of FASD in Alberta?

The personal, social and economic impacts of FASD are profound. While there are no statistics on the prevalence of FASD in Canada or Alberta, research estimates that 9 in every 1,000 babies are born with FASD. In Alberta, this means that there are more than 46,000 Albertans with FASD, and an estimated 500 babies are born with the disorder every year.

It is estimated that the annual total cost of FASD in Alberta is about \$927.5 million, which includes the cost of health, social, educational, and correctional services, as well as productivity losses and other costs.

More detailed information about FASD can be found at fasd.alberta.ca/fasd-in-alberta.aspx

Q: What's next for DrinkSense?

We will focus our efforts on millennials with a campaign in January 2017. A calculator tool will be developed and available on DrinkSenseAB.ca to measure how drinking compares to others in demographics, how much you spend per year on drinking, and how this affects your body weight.