

June 18, 2007

***Cage Your Rage* campaign battles bar violence**

Calgary... Albertans are being asked to use their heads and not their fists the next time they are out for a night on the town. The Alberta Gaming and Liquor Commission (AGLC) has launched *Cage Your Rage: A New Campaign to Reduce Bar Violence*. The campaign is targeted at males ages 18 to 24 and aims to discourage young men from fighting when drinking at bars and nightclubs.

“Violence in and around licensed premises is a growing concern in Alberta, and this new campaign asks patrons to think carefully about the consequences of violent behaviour around bars or lounges,” said Fred Lindsay, Solicitor General and Minister of Public Security. “The new campaign also demonstrates the Alberta government’s commitment to working with municipalities, local police services, communities, bar and lounge owners and industry associations to develop programs to address the issue of violence.”

The two-month campaign, starting June 18, includes radio and movie theatre advertisements, posters in bar restrooms and liquor stores, and advertisements in the back seat of taxi cabs. The ads were created to imitate a fight poster and present a variety of scenarios that take place in bars and nightclubs and that can potentially lead to violent situations. The approximate cost of the campaign is \$630,000.

“When you factor in the social and economic costs of policing, the justice system and health care associated with violent situations, anything that our government can do to try and prevent violence from starting in the first place will benefit all Albertans,” said Lindsay.

Cage Your Rage is part of a broader social marketing strategy stemming from last year’s two provincial Roundtables on Violence In and Around Licensed Premises. The AGLC will work with the Alberta Alcohol and Drug Abuse Commission, other partners and experts to address additional problem drinking behaviours that encourage violence, such as binge drinking.

For more information about the campaign, visit www.aglc.gov.ab.ca.

This new anti-violence campaign supports the Alberta government’s strategic priorities of reducing crime and providing safe and secure communities. The other priorities are governing with integrity and transparency, managing growth pressures, improving Albertans’ quality of life, and building a stronger Alberta.

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Editor’s Note: A backgrounder is attached. Media kits including copies of the campaign materials will be available at the news conference; alternatively, they can be downloaded at www.aglc.gov.ab.ca

Media enquiries may be directed to:

Marilyn Carlyle-Helms

Director, Communications

Alberta Gaming and Liquor Commission

780.447.8719

780.919.2470 (cell)

To call toll-free within Alberta dial 310-0000.

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***Cage Your Rage* campaign**

Background

Cage Your Rage: A New Campaign to Reduce Bar Violence is a new public awareness campaign arising from the province's Roundtable on Violence In and Around Licensed Premises held last year. This campaign is part of a broader plan to work with Alberta Alcohol and Drug Abuse Commission (AADAC), other partners and experts to address additional problem drinking behaviours that may contribute to violent situations, and to encourage a culture of drinking in moderation.

Statistics on Alcohol-Related Violence (Source: Adlaf, E.M., Begin, P., & Sawka, E (2005). *Canadian Addiction Survey: A national survey of Canadians' use of alcohol and other drugs.*)

- 13.6 per cent of Albertans (age 18+ years) reported being pushed or shoved by someone who had been drinking, which is significantly higher than the national average of 10 per cent.
- 5.4 per cent of Albertans (age 18+ years) reported being physically assaulted by someone who had been drinking, which is significantly higher than the national average of 3.2 per cent.

Target Audience

- The primary target group is males, 18-24 years old as they are highly social and research shows there is a high rate of drinking and heavy drinking (e.g. binge drinking) among Albertans aged 18-24.
 - For example, 43 per cent of Albertans aged 18-24 report consuming six or more standard drinks per drinking occasion at least monthly or quarterly (source AADAC).

The Campaign

- After analyzing the target audience's media habits, a plan was developed to reach the audience at various points during the day using:
 - radio ads;
 - posters in bar restrooms and liquor stores; and,
 - ads on movie theatre screens as well as on interactive TV screen in the back seat of taxi cabs.
- A series of posters and radio ads were created describing different situations that often occur in or around bars and nightclubs and that can lead to violent situations.
- To appeal to the target audience, the campaign materials imitate a fight poster and are topped with a fight competitor's belt that says "Ultimate Bar Fighting Stupidity."
- Focus groups and street-level intercepts were used to test the target audience's response to sample posters in bar settings.
- The concept was deemed effective based on the audience feedback.

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