

Adulthood

Why is this important to talk about?

Adults (45 to 64yrs) represent about half of the hospitalizations caused by alcohol. ⁽¹⁾

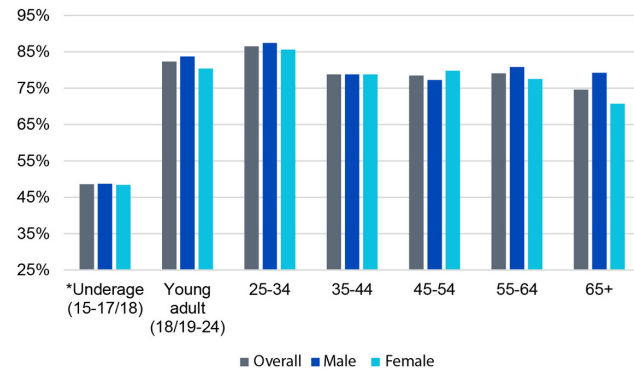
Nearly three out of four hospitalizations are due to mental and behavioural disorders such as alcohol dependence or intoxication. ⁽¹⁾

Adults have been influenced by industry to the point of normalized alcohol consumption.

Alcohol industry spends billions of dollars to market their products. ⁽²⁾

Industry has tainted the health impacts of alcohol consumption and distorts the facts so that consumers remain unaware of the risks. ⁽³⁾

Figure 1: Self-reported past-year alcohol use among Canadians by age and sex (2017)⁵



Source: CTADS 2017

Note: Underage in Alberta, Manitoba and Quebec is 17 years old; in the rest of provinces and territories it is 18 years old.

If we don't take action

Alcohol industry has and will go to great lengths to control the public's perception of alcohol and health. A study done in Yukon showing the value of alcohol warning labels was interrupted by industry. ⁽⁴⁾

2011 Industry Influenced Guidelines

The 2011 Low Risk Drinking Guidelines included the perspectives of scientists and public health experts as well as industry voice. ⁽⁵⁾ The 2023 release of the Guidance on Alcohol and Health is a reflection of the significant growth in scientific evidence about the harms from alcohol and has no industry input, demonstrating a shift in culture and demoralization of industry involvement. ⁽⁶⁾

COMPARE

Canada's Low Risk Drinking Guidelines



If we continue to take no action, Canadians will remain uninformed of the risks associated with alcohol consumption.

What we can do!

What would a world with limited alcohol industry pressure look like?

- Hosting alcohol-free gatherings more often
- Being mindful of words and actions that support alcohol industry
- Not buying alcohol as a gift for others

Advocating for the inclusion of alcohol warning labels on all alcoholic beverage containers, packaging, and point of sale/point of pour. Research suggests that increased awareness of the harms associated with alcohol consumption supports other policies such as pricing and promotion restrictions. ⁽⁷⁾

2023 NO Industry Influence on Guidelines

Alcohol consumption per week

Drinking alcohol has negative consequences. The more alcohol you drink per week, the more the consequences add up.



NSAlcohol.ca

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