

# Children and Youth

## Why is this important to talk about?

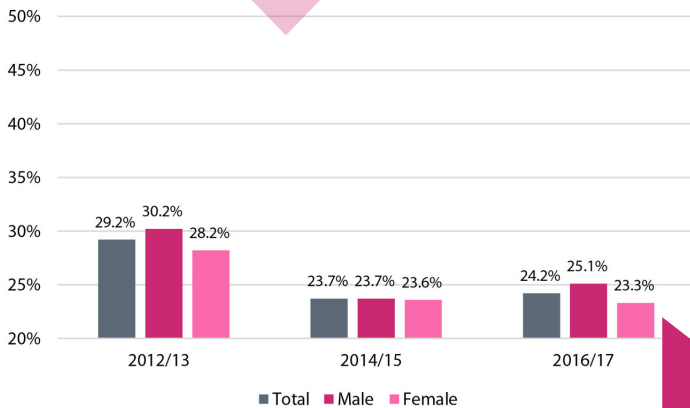
39% of youth between the grades 7-12 consumed alcohol in the past year (2021-22).<sup>(1)</sup>

The culture of heavy alcohol consumption is evident at a young age.<sup>(2)</sup>

Nova Scotia has the second highest rate (28%) of binge drinking in Canada for school students in grades 7, 9, 10, and 12 (Newfoundland is first at 30%).<sup>(3)</sup>

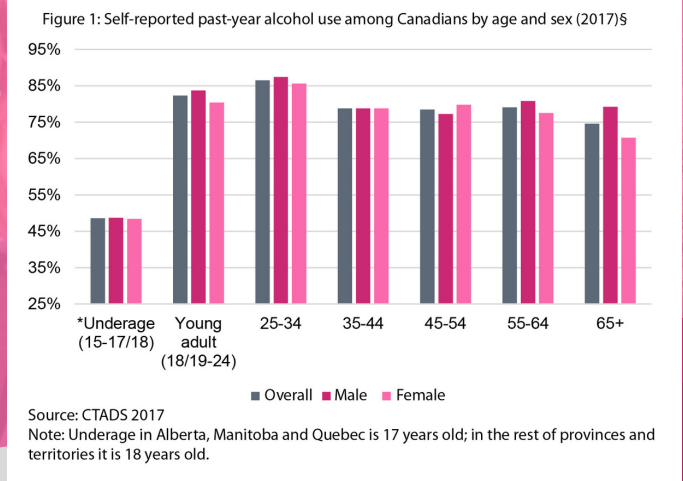
*If we don't take action*

Figure 4: Prevalence of self-reported past-year drinking five or more drinks on one occasion among grades 7-12 in Canada ( 2017 )

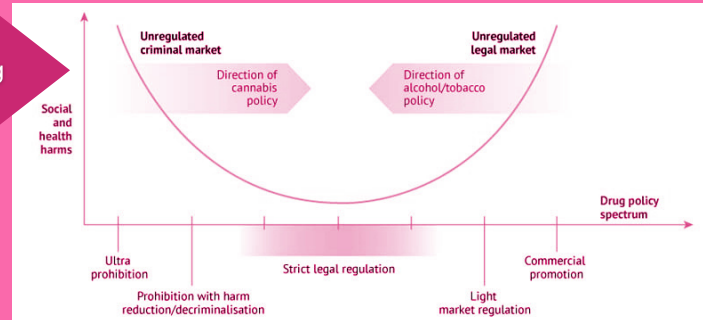


The U Theory highlights that with strict legal regulation (such as a federal alcohol act) we see reduced social and health harms. Moving in either direction away from the center of the U increases risk.<sup>(9)</sup>

## What we can do!



The World Health Organization (WHO)<sup>(4)</sup> and the Public Health Agency of Canada<sup>(5)</sup> call for strengthened regulations and enforcement of alcohol advertising and marketing across Canada and the world. Naming social media, sporting events and targeted advertising as major sources of harmful practice (WHO)<sup>(4)</sup> Research has shown a connection between exposure to alcohol related content on social media and a young person's perception of alcohol and its vital role in society.<sup>(6)(7)</sup> Despite recommendations from the WHO to adjust and tighten alcohol policy and accessibility, Canada has yet to see a federal alcohol act.<sup>(8)</sup> Even though both cannabis and tobacco have federal acts, despite alcohol leading in economic costs and harms.



I commit to contacting Members of Parliament to advocate for a Canadian Alcohol Act that would cover: excise taxes based on alcohol content, advertising and marketing restrictions, warning labels and minimum drinking age.<sup>(10)</sup>



NSAlcohol.ca

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