A Framework to Address High-Risk Drinking and Alcohol Harms Reduction on Canadian Campuses

To reduce alcohol's harm to oneself, to others and to community, recommendations and initiatives need to be implemented across five strategic areas

INDIVIDUAL APPROACHES

STRATEGIC

AREA 4

Pricing of alcohol

9. Regulate price promotions,

types of volume sales

10. Establish minimum prices for

11. Provide price incentives for

non-alcoholic beverages

lower-strength and

discount sales and flat rates

for unlimited drinking or other

the sale of alcohol beverages

INITIATIVES INCLUDE:

- 1.1. Implement an Alcohol Awareness Day/Week/Month
- 1.2. Implement an Alcohol-related Theme Day/Week/Month
- 1.3. Promote LRDGs
- 1.4. Implement orientation programs
- 1.5. Develop and ensure ongoing distribution of resources for parents of students
- 1.6. Require mandatory training on alcohol-related issues for all major student associations and organizations
- 2.1. Develop social norms marketing

STRATEGIC AREA 1

Health promotion, prevention and education

INITIATIVES INCLUDE:

- 12.1. Develop a campus and community coalition to address alcohol-related local issues
- 12.2. Inform students attending or hosting parties off campus about common party violations and liability
- 12.3. Exercise disciplinary jurisdiction over off-campus disturbances caused by students
- 12.4. Work with existing licensed vendors in the vicinity of the campus to ensure proper server training and responsible operations
- 12.5. Submit a request to provincial and federal authorities on issues of taxation that would influence students' purchase and drinking patterns (e.g., increased taxes, tax incentives for production and consumption of low-alcohol beers)
- 13.1. Communicate and enforce municipal and provincial drinking laws, including the minimum drinking age and the sale and service of alcohol to intoxicated patrons
- 14.1. Implement a designated driver program
- 14.2. Implement a bystander intervention program

Health promotion, prevention and education 1. Ensure broad access to

STRATEGIC AREA 1

- information and effective education and awareness programs about alcoholrelated issues
- 2. Challenge social norms supportive of hazardous and harmful drinking

STRATEGIC AREA 5

13. Mobilize communities to

intoxicated students

time for drinking places

12. Build capacity at the community

level for effective interventions

prevent the selling of alcohol to

14. Encourage provision of alternative

transportation, including public

transport, until after the closing

Community action

STRATEGIC AREA 2

Campus services

- 3. Establish and maintain a system to and impacts, with regular reporting mechanisms
- brief interventions for hazardous and harmful drinking
- to enhance on-campus safety and ability to respond to medical emergencies related to alcohol

- monitor drinking behaviours, risk factors
- 4. Support initiatives for screening and
- 5. Strengthen emergency health services

STRATEGIC AREA 3 Availability and marketing

6. Manage and regulate access

- to alcoholic beverages
- 7. Set up regulatory framework for alcohol marketing
- 8. Set up effective administrative and deterrence systems for infringements on marketing restrictions

INITIATIVES INCLUDE:

- 3.1. Conduct regular survey of student's alcohol use, knowledge, attitudes and consequences
 - 4.1. Provide expectancy challenge interventions
 - 4.2. Promote protective behavioural strategies interventions
 - 4.3. Provide brief motivational interviewing
 - 5.1. Inform students about on-campus safety services
 - 5.2. Ensure that emergency health services have proper training to respond to alcohol-related emergencies

STRATEGIC AREA 2 — Campus services

INITIATIVES INCLUDE:

- 6.1. Regulate alcohol use in situations that are recognized to be conducive to heavy drinking
- 6.2. Regulate days and hours when alcohol can be sold on
- 6.3. Offer alcohol-free residence and areas
- 6.4. Offer alcohol-free campus events and social activities
- 6.5. Ensure that licensed establishments on campus adhere to proper server training and responsible operations
- 6.6. Inform students attending or hosting parties off campus about common party violations and liability
- 6.7. Exercise disciplinary jurisdiction over on-campus disturbances caused by students
- 7.1. Regulate sponsorship activities that promote alcoholic beverages on campus
- 7.2. Regulate direct or indirect marketing of alcohol on campus
- 7.3. Regulate alcohol promotions in connection with activities targeting students on campus
- 7.4. Regulate publicity on campus featuring availability of alcohol at events and locations

STRATEGIC AREA 5 — Community action

INITIATIVES INCLUDE:

- 9.1. Regulate "last calls"
- 9.2. Regulate "happy hours," "ladies nights," etc.
- 9.3. Regulate the number of drinks that can be purchased by patrons at one time
- 9.4. Regulate the size of drink containers to reflect standard drink sizes
- 9.5. Implement maximum serving sizes that can be served to patrons in one drink (maximum one standard drink per alcoholic beverage)
- 11.1. Create price incentives for lower alcohol strength products
- 11.2. Ensure that non-alcoholic beverages are always available and less expensive than alcoholic beverages

ENVIRONMENTAL APPROACHES

STRATEGIC AREA 3 — Availability and marketing





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