

Section/Number: Alcohol Moderation – 02	Approval Date: (DD/MM/YY)
Subject: Display health warning signs at places that serve or sell alcohol policy.	Amendment Dates:
<p>Policy:</p> <p>The community members have the right to obtain information on the health impact, and the risks and consequences related to harmful and hazardous consumption of alcohol. Alcohol warning signs are a prevention approach which can be effective for sharing information about alcohol related risks to specific populations.</p> <p>The <u>Community Government Name</u> protects, promotes and preserves the health of the community members. Therefore, the <u>Community Government Name</u> will support the increase awareness of having visible signage on the risks of consumption of alcohol in all places that serve or sell alcohol in the community.</p>	
<p>Definitions</p> <p><b>Fetal Alcohol Spectrum Disorder (FASD)</b> is the term used to describe a continuum of birth defects and disabilities associate with prenatal alcohol exposure. The disabilities associated with FASD can include physical, mental and behavioral difficulties and learning disabilities.</p>	

### Guidelines

1. Although there is no territorial law requiring posting signage of the health risks and effects of alcohol; Community governments can pass bylaws in order to protect, promote and preserve the health of the community residents.
2. The signage will be posted on all premises in the community that serve or sell alcohol. (i.e.: liquor stores, restaurants, bars, licensed events at arenas, recreation facilities, etc.)
3. The Public Health Agency of Canada now considers Fetal Alcohol Spectrum Disorder (FASD) to be the leading cause of preventable developmental disability among Canadian children. By increasing public awareness about FASD the community is:
  - Educating the public about the risks of prenatal drinking.
  - Building community support to assist all women of child bearing ages to have healthy pregnancies.
  - Reduce the challenges and stigma experienced by people living with FASD related conditions.
  - Requiring alcohol retailers to post FASD warning and prevention signs.
4. Healthy communities support women and their partners to avoid alcohol during pregnancy.
5. Signage should include contact information of where to receive support and/or services.
6. Attention is enhanced when the warning messages are larger in size, in easily readable text, in colour, containing graphics or images, and when they rotate to introduce variation in content.
7. Messaging to contain simple, clear and direct information. Literacy, language and cultural barriers should be taken into account in message design.
8. Warning signs with messaging designed to elicit guilt or shame are not generally effective for helping risky drinkers shift toward healthier choices involving alcohol.
9. Obvious location and placement of the message where target audience will notice the signage. (i.e.: bathroom stall located in places that serve or sell alcohol and cash register at liquor store, etc.)
10. Municipal By-Law Officers monitor the enforcement and compliance of the establishments in hanging the signage.
11. Partner with public health, community health centre and local hospitals to receive the latest signage and information on alcohol effects.

Attachments

Checklist and Guidelines for Alcohol Warning and Prevention Signage

No Alcohol During Pregnancy – GNWT – Health & Social Services Poster

Canada's Low Risk Alcohol Drinking Guidelines Poster – Canadian Centre of Substance Abuse

References:

[http://bccewh.bc.ca/wp-content/uploads/2014/09/FASD\\_WarningSignageInfoKit\\_Booklet\\_web.pdf](http://bccewh.bc.ca/wp-content/uploads/2014/09/FASD_WarningSignageInfoKit_Booklet_web.pdf)