

## UPDATE

### ADVERTISING OF ALCOHOL AND NEED FOR CONTINUED EDUCATIONAL CAMPAIGN

- Whereas #1** in 1974 National Council of Women NCWC asked the Government of Canada to prohibit advertising for Alcohol and Tobacco and, in 1976 NCWC asked the Government of Canada to launch an educational campaign on the dangers of tobacco and alcohol; and
- Whereas #2** Federal, Provincial, Territorial and Municipal governments have managed to reduce consumption of tobacco through a suite of policies, educational measures and regulations; and
- Whereas #3** Health Canada officials have warned of the considerable increase in the number of women drinking heavily and the wide range of harms, such as babies born with foetal alcohol spectrum disorder, and other social and health issues; and
- Whereas #4** Health Canada 's 2018 Report: State of Canada's Health, warned of the continued high rates of problematic alcohol consumption among youth, with data showing 25% of youth in grades 7 to 12 use alcohol excessively; and
- Whereas #5** the tobacco industry has a number of restrictions on the promotion of its product, however the alcohol industry continues to heavily advertise an enjoyable, stress-free drinking lifestyle through marketing tools such as social media, magazine ads, internet sales; therefore be it
- Resolved #1** that the NCWC adopt as policy that there be a strong suite of federal government policies, regulations and educational measures regarding the promotional marketing of alcohol, and the dangers of alcohol consumption, particularly for women of child bearing age, and youth; and be it further
- Resolved #2** that the National Council of Women of Canada urge the Government of Canada to:
- a) strengthen its policies and regulations regarding marketing of alcohol in all its forms
  - b) initiate an intensive educational campaign regarding the dangers of alcohol consumption, particularly for women of child bearing age and youth; and
  - c) work with the Provinces and Territories to develop similar regulations regarding the promotion and sale of alcohol and educational campaigns regarding the dangers of alcohol consumption, particularly for women of child bearing age and youth.