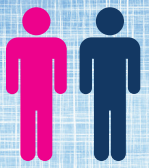


Let's Start

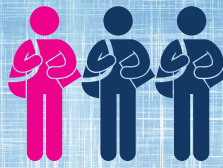
A conversation **about alcohol** in our community.

HOW MUCH ARE WE DRINKING?



1 in 2

Nearly half of adults 19+ in Thunder Bay District report drinking in excess of the Low Risk Drinking Guidelines.¹



1 in 3

high school students in Northern Ontario report binge drinking at least once in the past month.²

WHY DOES IT MATTER?



Alcohol ranks **2nd** (behind tobacco) as a leading risk factor for disease, disability and death.³



40% of car crashes involve alcohol.⁶



Alcohol is related to **over 65 diseases** and conditions and is a known risk factor for cancer.⁴



1 in 3 adults in Ontario report experiencing harm from someone else's drinking.⁷



1 in 10 Ontario deaths are directly or indirectly related to alcohol misuse.⁵



In 2011, alcohol consumption cost Ontario an estimated **\$1.7 billion** in direct health care costs and **\$3.6 billion** in indirect costs.⁸

REDUCE YOUR RISK: Follow Canada's Low-Risk Alcohol Drinking Guidelines ⁹

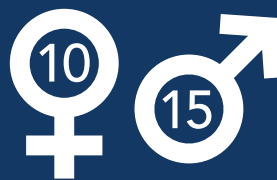
Reduce your short term risk of injury



No more than **2 drinks a day** most days for women

No more than **3 drinks a day** most days for men

Reduce your long term risk of disease



No more than **10 drinks a week** for women

No more than **15 drinks a week** for men

WHEN ZERO IS THE LIMIT

Don't drink if you are:

- Under the legal drinking age
- Driving a vehicle or using machinery/tools
- Taking medicine or other drugs that interact with alcohol
- Responsible for the safety of others
- Living with mental or physical health problems
- Making important decisions
- Doing any kind of dangerous physical activity
- Living with alcohol dependence
- Pregnant or planning to become pregnant



WHAT IS A DRINK?



Beer
341 ml
(12 oz.)
5% alcohol content



Wine
142 ml
(5 oz.)
12% alcohol content



Distilled Alcohol (1.5 oz.)
(rye, gin, rum, etc.)
40% alcohol content

SOURCES: 1. Public Health Ontario. Snapshots: Thunder Bay District Health Unit: Self-reported rate of exceeding the Low-Risk Alcohol Drinking Guidelines (Either guideline 1 or 2) - overall crude rate 2011-2012. Toronto, ON: Ontario Agency for Health Protection and Promotion; Nov 20 2013 [cited Aug 2015]. 2. Boak, A., Hamilton, H.A., Adlaf, E.M., & Mann, R.E. (2013). Drug use among Ontario Students, 1977-2013: Detailed OSDUHS findings. Toronto, ON: Centre for Addiction and Mental Health. 3. World Health Organization. (2014). Global status report on alcohol and health, Geneva, Switzerland: World Health Organization. 4. Cancer Care Ontario (2014). Cancer Risk Factors in Ontario: Alcohol. Toronto: Queen's Printer for Ontario. 5. Ontario Ministry of Health and Long-Term Care. (2012) Alcohol and substance abuse prevention [Internet]. Toronto, ON: Queen's Printer for Ontario. 6. Ministry of Health and Long-Term Care.(2012) Initial report on public health: Adult heavy drinking [internet] Queens Printer for Ontario. 7. Giesbrecht et al (2010) Collateral damage from alcohol: implications of 'secondhand effects of drinking' for population and health priorities. Addiction, 105, 1323-1325. 8. Durham Region Health Department, Region of Waterloo, Public Health, York Region Community and Health Services, Public Health Branch & Halton Region Health Department; (2014) Addressing alcohol consumption and alcohol-related harms at the local level: A locally driven collaborative project. Retrieved 12/10/14 from www.oninjuryresources.ca/ldcpalcohol. 9. Canadian Centre on Substance Abuse (CCSA). Canada's Low-Risk Alcohol Drinking Guidelines. Retrieved 09/10/14 from <http://www.ccsa.ca/Eng/topics/alcohol/drinking-guidelines/Pages/default.aspx>