

RECOMMENDATIONS FOR LOCAL-LEVEL ACTIONS

The following evidence-based actions to reduce alcohol-related harms are recommended by the recent Locally Driven Collaborative Project (LDCCP) on alcohol.

POLICY AREA	RECOMMENDATIONS
Pricing and Taxation	1. Work with community partners to support the creation and advancement of a local stakeholder group to educate the public and policy makers.
	2. Work with local municipalities to identify and implement local pricing strategies.
Physical Availability	3. Work with community stakeholders to continue to build support against the further expansion of alcohol sales.
	4. Continue to influence policy development around outlet density and hours of alcohol sale at the provincial and/or local level.
Marketing and Advertising	5. Implement youth engagement strategies to empower youth to advocate against alcohol marketing and advertising.
	6. Continue to explore effective counter-marketing approaches to alcohol advertising and marketing.
Modifying the Drinking Environment	7. Create an alcohol report about your community to show alcohol consumption, availability and alcohol-related harms at the local level.
	8. Work with local businesses and stakeholders to modify the drinking environment.
Drinking and Driving Counter-measures	9. Work with law enforcement and community stakeholders to incorporate local surveillance data on alcohol-related harms into a community report, including local drinking and driving statistics.
	10. Support municipalities and law enforcement to continue to enforce existing laws and regulations around drinking and driving.
Education and Awareness-Raising Initiatives	11. Implement education and awareness raising strategies as a part of a balanced and comprehensive approach.
Treatment and Early Intervention	12. Build the capacity of health care professionals to implement early intervention and screening into their practice.
	13. Implement early intervention strategies as a part of an overall strategy to reduce alcohol-related harms.

Source:

Locally Driven Collaborative Project (draft February 2014, revised August 2014) Addressing Alcohol Consumption and Alcohol-Related Harms at the Local Level (Durham, 2014). Available at [http://www.oninjuryresources.ca/downloads/workgroups/ldccpalcohol/LDCP_report_PRINT_FINAL2_2\).pdf](http://www.oninjuryresources.ca/downloads/workgroups/ldccpalcohol/LDCP_report_PRINT_FINAL2_2).pdf)