

Alcohol in West Vancouver: Health Evidence & Recommendations

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Sept 9, 2024



New Canadian Guidance on Alcohol and Health – January 2023



Risk associated with alcohol use:

- Cancer: 7 types
- Heart disease
- Stroke
- Liver damage
- Unintentional injuries
- Violence, child abuse, neglect
- Alcohol use disorder
- Death

Alcohol consumption per week

<p>0 drinks per week Not drinking has benefits, such as better health, and better sleep.</p>	<p>No risk</p>	<p>0 </p>
<p>1 to 2 standard drinks per week You will likely avoid alcohol-related consequences for yourself and others.</p>	<p>Low risk</p>	<p>1 2 </p>
<p>3 to 6 standard drinks per week Your risk of developing several different types of cancer, including breast and colon cancer, increases.</p>	<p>Moderate risk</p>	<p>3 4 5 6 </p>
<p>7 or more standard drinks per week Your risk of heart disease or stroke increases.</p> <p>Each additional standard drink Radically increases the risk of these alcohol-related consequences.</p>	<p>Increasingly high risk</p>	<p>7 8 + </p>

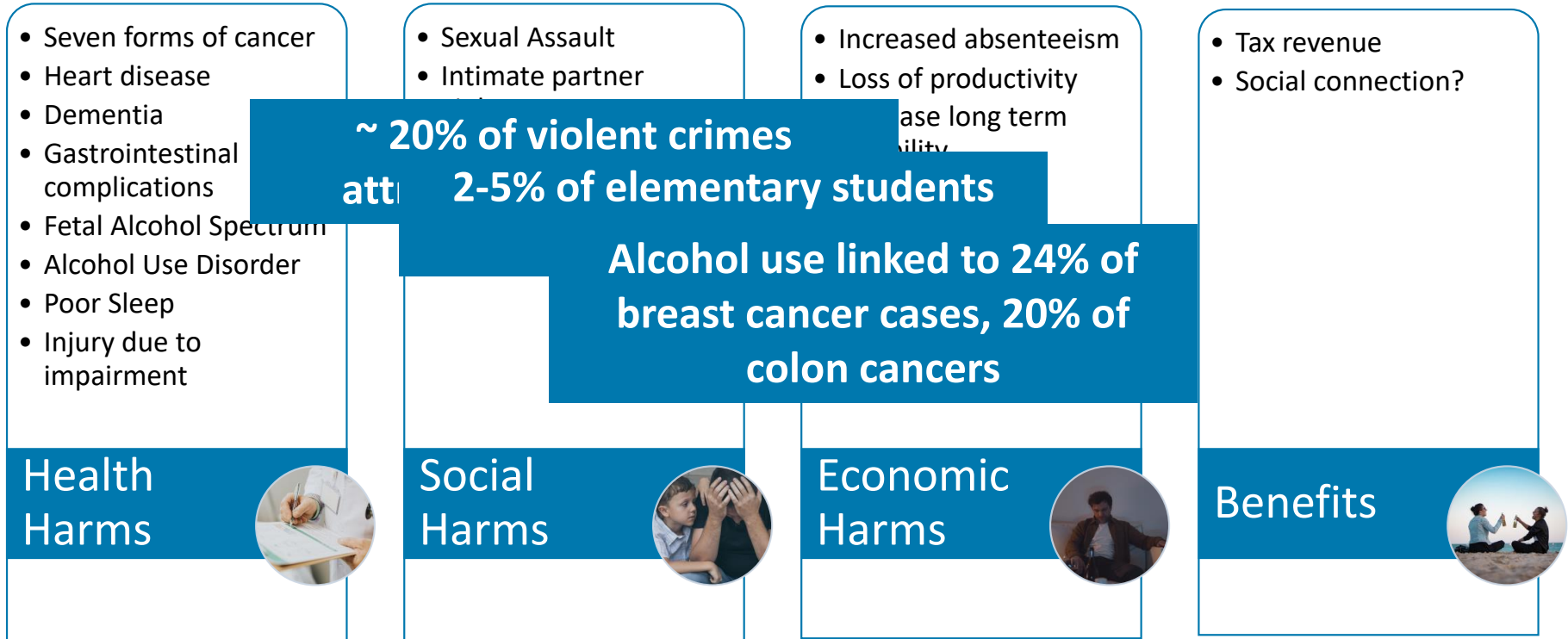
Source: Canadian Centre on Substance Use and Addition, January 2023.



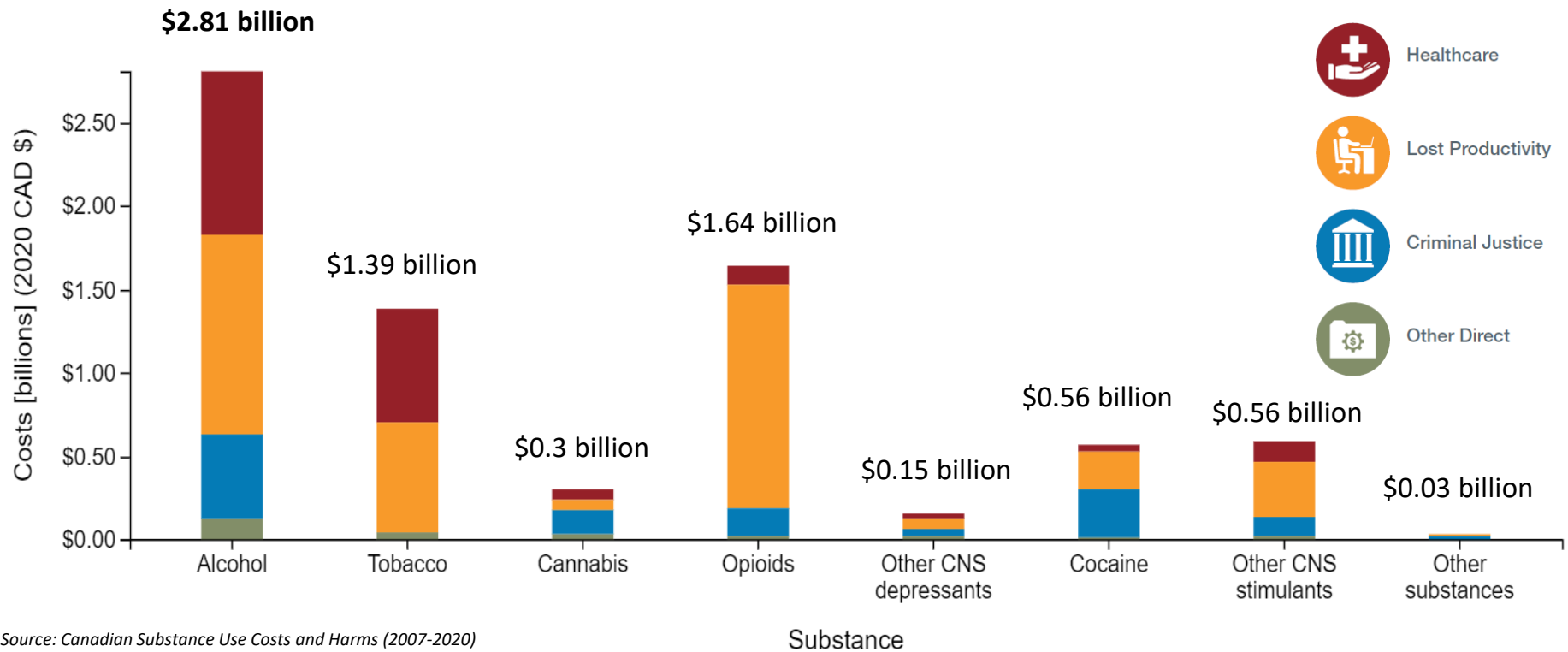
A standard drink means:

Beer 341 ml (12 oz) of beer 5% alcohol	or	Cooler, cider, ready-to-drink 341 ml (12 oz) of drinks 5% alcohol	or	Wine 142 ml (5 oz) of wine 12% alcohol	or	Spirits (whisky, vodka, gin, etc.) 43 ml (1.5 oz) of spirits 40% alcohol
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Alcohol harms and benefits



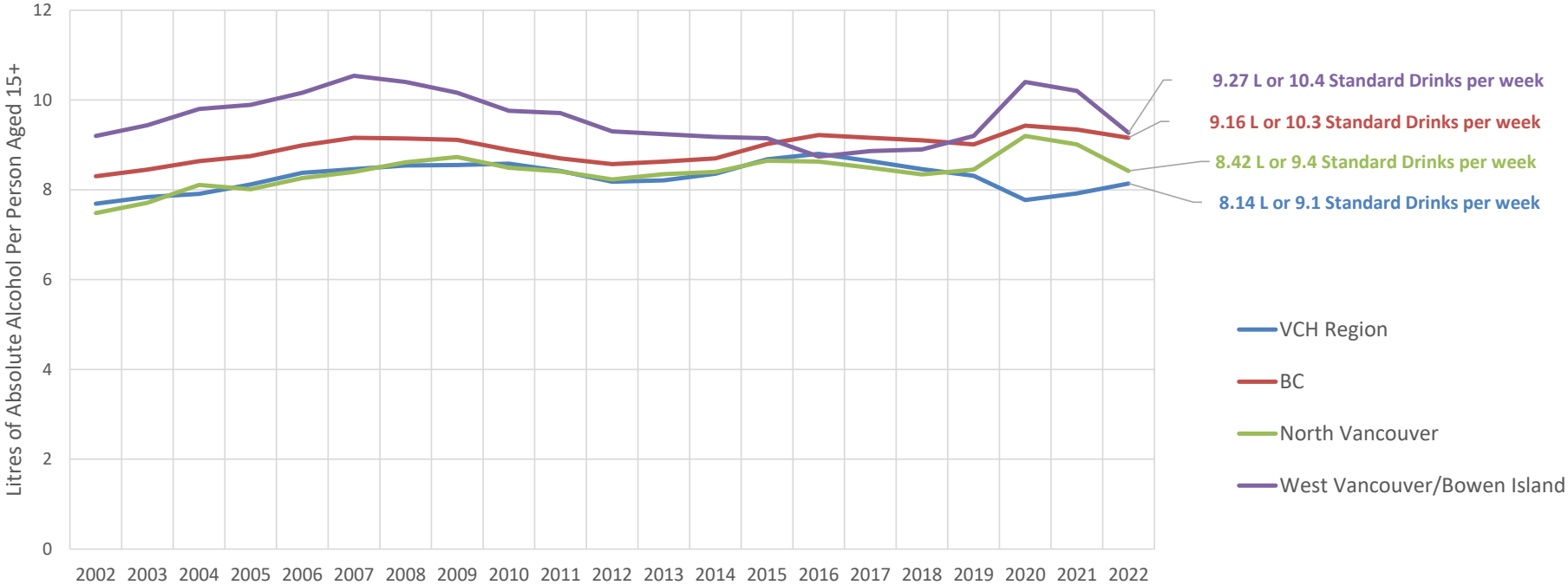
The cost of alcohol use in British Columbia (2020)



Source: Canadian Substance Use Costs and Harms (2007-2020)

Alcohol consumption North Shore compared to VCH and BC

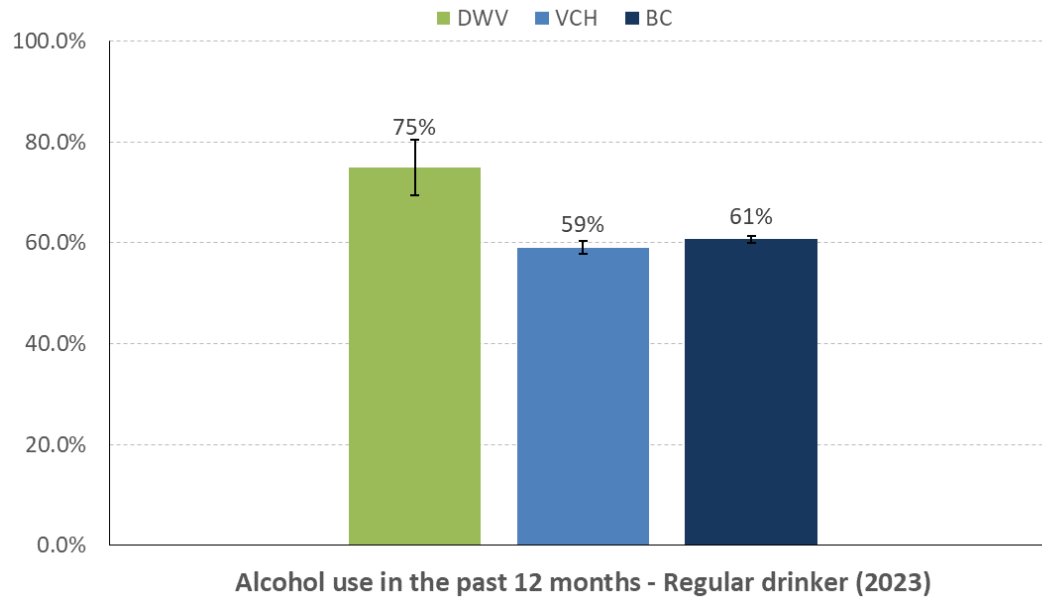
Annual per capita alcohol consumption (litres), 2002 to 2022



Prepared by the Healthy Public Policy Unit (HPPU), VCH.
 Note: 1 Litre of absolute Alcohol = 58.65 Standard Drinks. Estimates are based on the sales data.
 Source: Canadian Institute of Substance Use Research, University of Victoria, December 2023.



Alcohol use in the past 12 months - BC SPEAK Survey Round 3 2023 District of West Vancouver compared to VCH and BC



Definitions:

1. Regular drinker is defined as respondents who indicated alcohol use in the past 12 months: "Once a month", "2 to 3 times a month", "Once a week", "2 to 3 times a week", "4 to 6 times a week", or "Every day".

Prepared by: VCH, Public Health Surveillance Unit, June 2024. Source: BC SPEAK Population Health Survey Round 3, 2023.

Annual alcohol consumption in BC

Alcohol Consumption



BC **528** standard drinks per person aged 15+

CAN **487** standard drinks per person aged 15+

(2020/21¹)

Alcohol Health Harms

 **160,413** ER & hospital visits

 **2,600** deaths

(2020²)

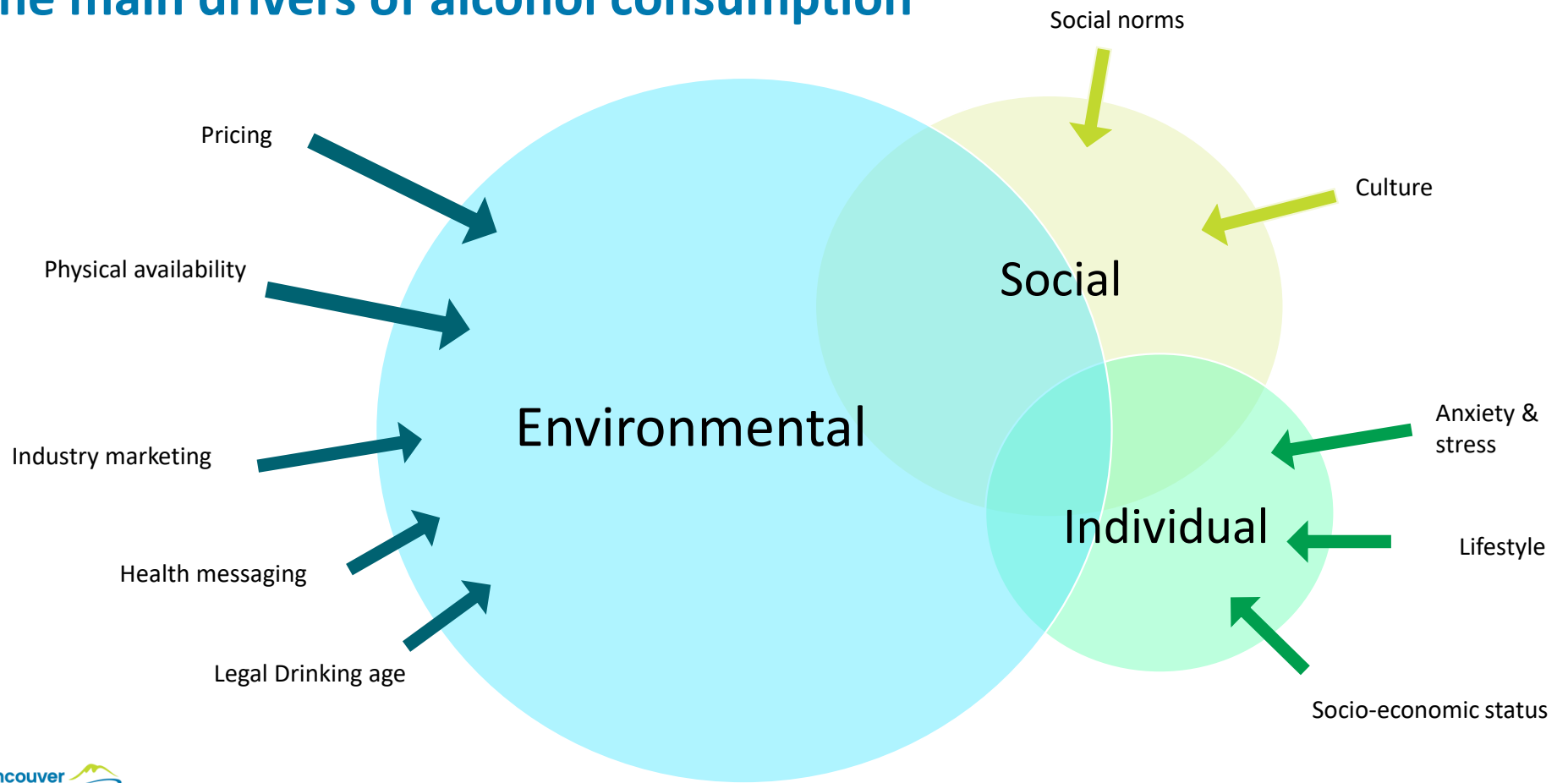
Alcohol Deficit

+ \$2.043B	alcohol revenues
- \$2.81B	alcohol harm costs
= -\$768M	total alcohol deficit
which equates to -\$0.33 per standard drink sold	(2020/21 ^{1,2,3})

Naimi, T., Stockwell, T., Giesbrecht, N., Wettlaufer, A., Vallance, K., Farrell-Low, A., Farkouh, E., Ma, J., Priore, B., Vishnevsky, N., Price, T., Asbridge, M., Gagnon, M., Hynes, G., Shelley, J., Sherk, A., Shield, K., Solomon, R., Thomas, G. & Thompson, K. (2023). Canadian Alcohol Policy Evaluation 3.0: Results from British Columbia. Victoria, BC: Canadian Institute for Substance Use Research, University of Victoria.

Municipal policies that can impact alcohol consumption and related harms

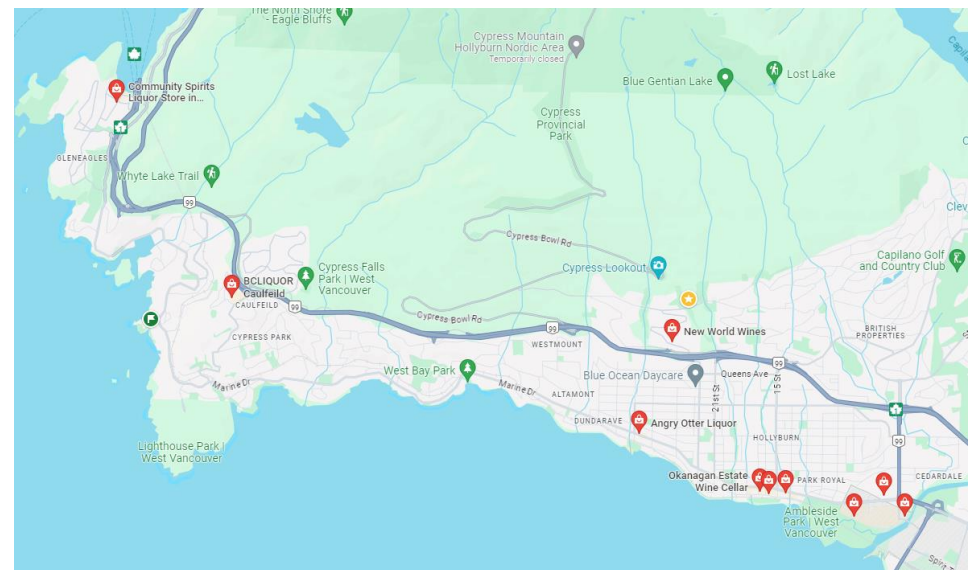
The main drivers of alcohol consumption



Density of Liquor Outlets

- Regulating density of alcohol outlets has been demonstrated to reduce alcohol-related harms including youth consumption, injuries, assaults, public disorder, property crime, impaired-driving and violence at the population level
- West Vancouver currently has:
 - 3 BC Liquor Store branches
 - 5 licensee retail stores
 - 1 licensee wine store
 - 15 liquor primary licenses
 - 67 food primary licenses

Location of BC Liquor and licensee retail stores in DWV



Source: [BC Government Report – All liquor licensed establishments list](#)

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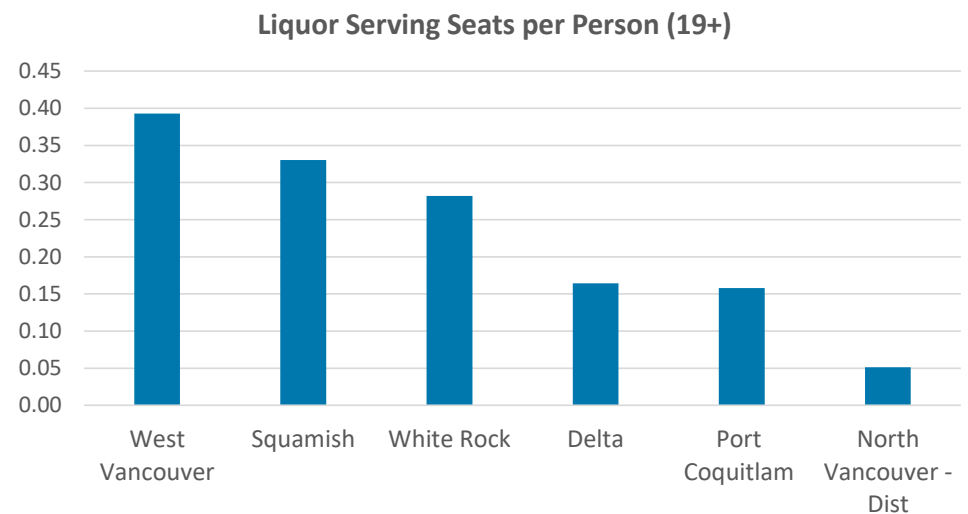
Availability Increases Consumption

- Expansion of beer and wine sales to grocery stores in Ontario in 2015 associated with an increase in ER visits attributable to alcohol
- In BC, for every 20% increase in private store density, alcohol-related deaths increase by 3.25%



Liquor Service

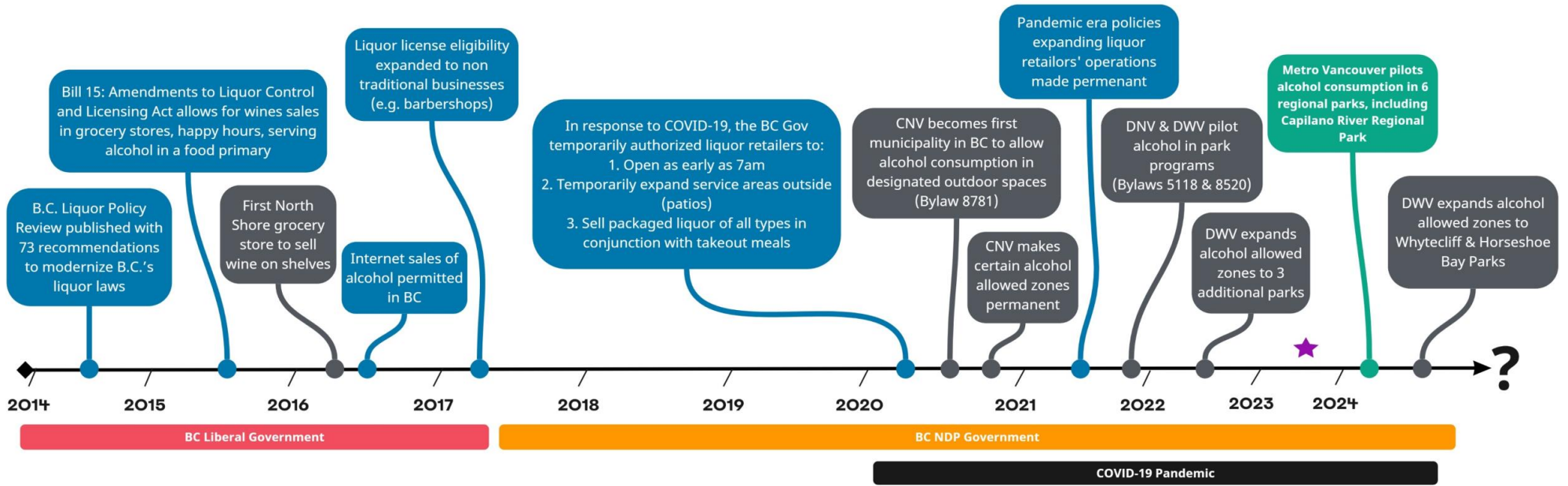
- Increased hours of sale correlates with an increase in alcohol-related harms, including road traffic casualties, alcohol-related diseases, injury, assaults, violent crime, hospitalizations
 - 1-hour change in trading hours associated with a change of 16% in recorded assaults
- In West Vancouver:
 - Liquor serving seats per person: 0.39
 - Latest liquor primary closing hour (weekday & weekends): 3AM
 - Latest food primary closing hour: 2AM



Source: [BC Government Population Estimates \(2024\)](#) and [BC Government List of Liquor Establishment \(2024\)](#)

Alcohol Liberalisation Policy Timeline - North Shore

Government of BC Municipalities Metro Vancouver



★ Publication of Canada's Guidance on Alcohol & Health

VCH Healthy Public Policy Unit



Alcohol is a contributing factor to drowning deaths in BC

- Alcohol allowed sites close to bodies of water pose a serious drowning risk.
- Between 2013 and 2022, alcohol and/or drugs were found to be a contributing factor in 39% of drowning deaths
- Alcohol and/or drug involved drowning deaths are a risk across age groups.
- Public alcohol consumption near water used for swimming and boating may increase the risk of accidental drownings.



	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Alcohol	20	22	20	15	16	20	10	14	11	12
Alcohol & Drugs	4	2	9	4	2	3	3	3	5	5
Drugs	8	3	5	7	3	1	5	8	10	6
Total Alcohol and/or Drugs	32	27	34	26	21	24	18	25	26	23
% of Total Drowning Deaths	42%	40%	42%	39%	32%	41%	31%	37%	50%	34%

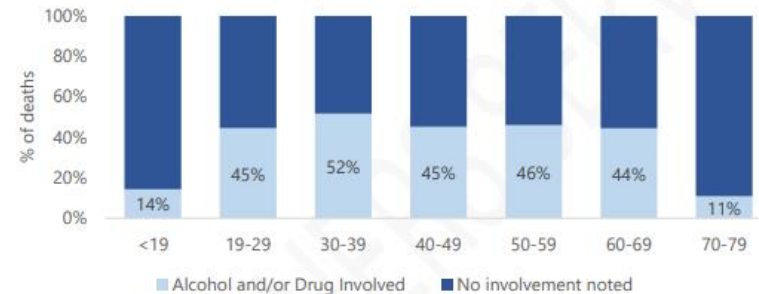
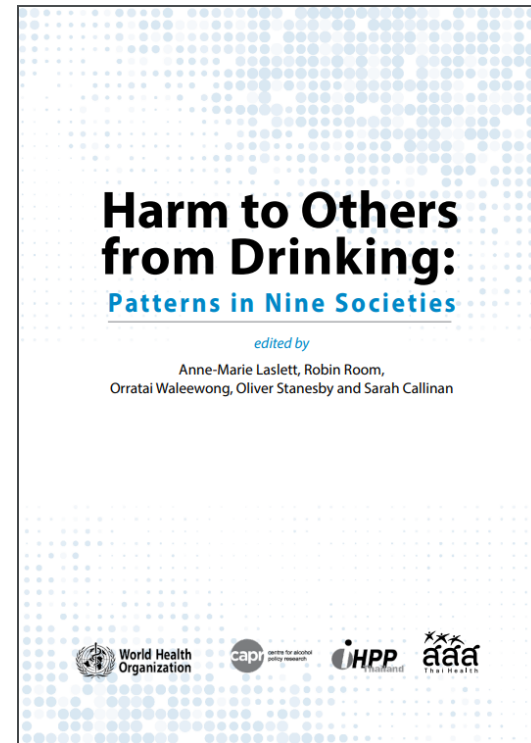


Fig. 9. Drowning Deaths with Drugs and/or Alcohol Involvement by Age Group, 2013-2022

Increase in secondhand harms of alcohol in public spaces

- Alcohol consumption often results in harm beyond what is experienced by the drinker, affecting families, workplaces, and the broader community.
- Vulnerable populations, such as women, children and younger adults often suffer the most from second-hand harms.
- In the City of Vancouver's Report, *Alcohol On Beach - 2024 Re-Pilot* it was noted that:
 - "When asked about the drawbacks to allowing alcohol on beaches, the top responses included 'attracting rowdy/loud/disruptive visitors (52%), an increase in litter/waste on beaches (48%), underage drinking (43%) and concern for public safety (38%)."



Opportunities for Action

Opportunities for local action

- Density of liquor outlets (permits and licenses)
- Liquor service hours
- Wine sales in grocery stores
- Alcohol in parks program
- Special Event Permits (municipally sponsored events)



Alcohol Harms Poster

Opportunities for local action

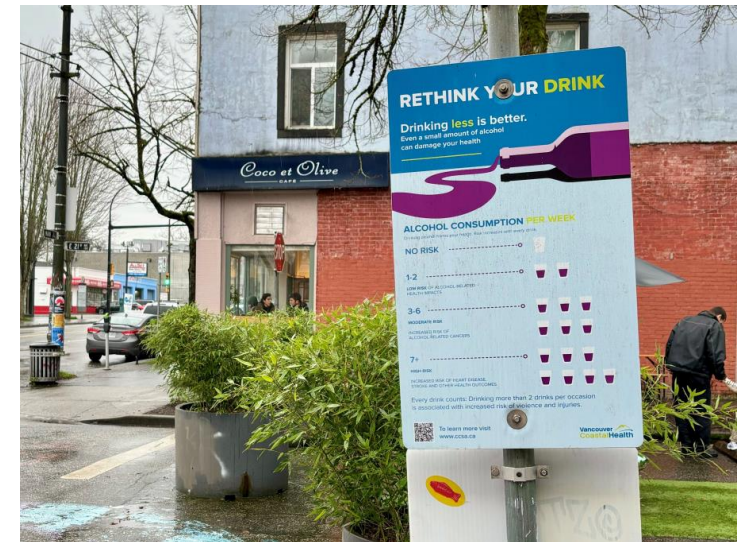


Highlight 1: Public Spaces & Events

- It's important to ensure that the public is well-informed about risks associated with alcohol, as laid out in Canada's drinking guidelines.
- Displaying these guidelines in key areas where alcohol consumption is permitted will help raise awareness and encourage responsible drinking behavior.
- Municipalities can instate/require signage in alcohol permitted sites, municipal venues where alcohol is served and as part of the Special Event permitting process.

Municipal Examples

City of Vancouver



VCH Poster in City of Vancouver Public Plaza on Main St.

Highlight 2: Land Use Planning

- Research has consistently shown that physical availability is consistently regarded as a strongly effective policy tool to reduce alcohol related harms.
- Regulating density of alcohol retail outlets is a common practice among municipalities in BC.
- Examples include City of Vancouver’s minimum distancing requirements and City of Richmond’s.

Municipal Examples

City of Vancouver

No liquor store should be located within 150m of a church, park, elementary or secondary school, community centre or neighbourhood house.

City of Richmond

No liquor retailers or establishments can be located within 500m of a school, park or community centre. Minimum 1km distance between all liquor retail establishments.

Highlight 3: Minimum Unit Pricing

- Increasing alcohol prices can reduce alcohol consumption levels, alcohol-related harms, alcohol-attributed mortality, and decrease impaired driving, as well as increasing life expectancy
- WHO identifies pricing policies as one of the top three cost-effective measures for maximizing health gains.
- Alcohol harms dramatically increase among heavier drinkers. By setting a floor price based on ethanol content, MUP raises the prices of the cheapest, strongest products, which heavier drinkers tend to purchase.

Municipal Examples

City of Vancouver

Bylaw 21.3 for Liquor Establishments sets a minimum unit price of \$3.00 per standard serving of alcohol.

City of Kamloops

Bylaw 516 & 517 set a minimum unit price of \$3.00 per standard serving of alcohol.

Businesses Licensed Under the Provincial Liquor Control and Licensing Act

516. A business licensed under the *Liquor Control and Licensing Act* must not sell, or offer for sale, alcoholic beverages at a retail price of less than \$3.00 per standard serving, inclusive of taxes.
517. For the purpose of Section 516 of this bylaw, a standard serving is:
- a) One (1) fluid ounce (28.41 ml) of spirits having an alcoholic content of 17% or more, served on its own or in a mixed beverage;
 - b) One (1) fluid ounce (28.41 ml) of sweet liqueur having an alcoholic content of 10% or more, served on its own or in a mixed beverage;
 - c) Five (5) fluid ounces (142.05 ml) of wine having an alcoholic content of 1.5% or more;

Highlight 4: Business Bylaw - Menu Labelling with Standard Drinks

- Consumers and DWV residents have the right to know
- With the increasing variety of drinks, particularly beers with higher ethanol concentrations, it can be difficult to understand how many standard drinks one is consuming.
- Menus or signs could clearly state number of standard drinks

Municipal Examples

City of Vancouver

Vancouver amended its License By-law in 2017 to require liquor serving establishments to **display drink size and strength on their menu** for all types of alcoholic drinks.

City of Kamloops

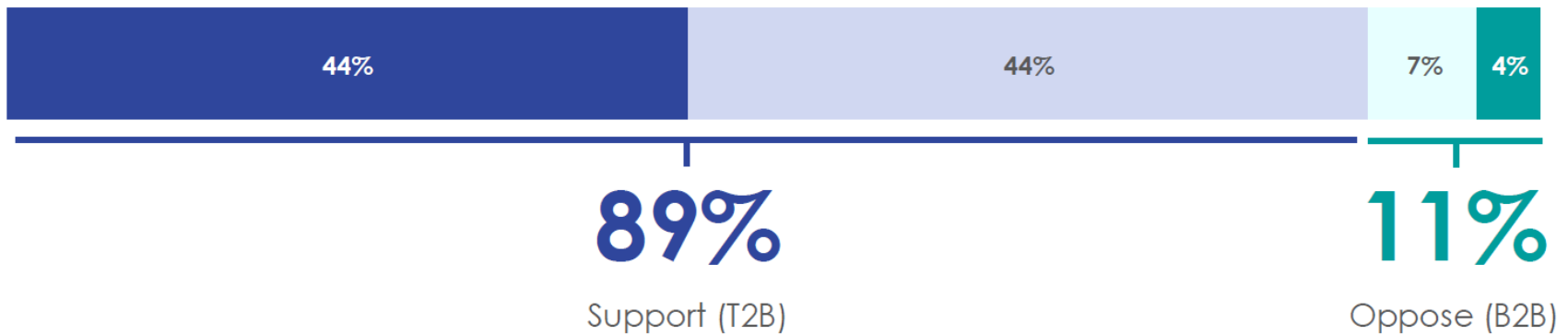
Every licensed establishment is required to display at least one **Fetal Alcohol Syndrome health messaging sign** in a clearly visible area.



Support for Standard Drink Labelling On Alcoholic Beverages

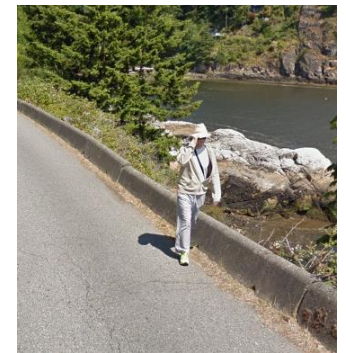
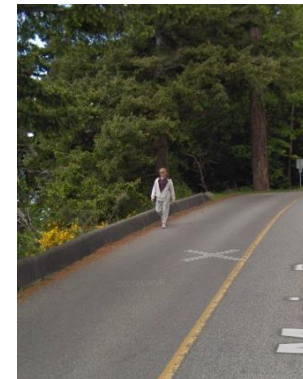
- 9 in ten (89%) Canadians are supportive of standard drink labelling to increase awareness about standard drink sizes.
- Millennials and Boomers are more likely to support standard drink labelling than Gen Zers (89% Millennials, 91% Boomers vs. 82% Gen Zers). Women are more likely to support this measure than men as well (92% Women vs 85% men).

■ STRONGLY SUPPORT
 ■ SOMEWHAT SUPPORT
 ■ SOMEWHAT OPPOSE
 ■ STRONGLY OPPOSE



Highlight 5: Community Safety

- Investing in public transit and pedestrian pathways around alcohol allowed zones and alcohol serving locations can help to:
 - Provide alternatives to driving and reduce incidences of DUI's
 - Provide extra safety and protection for pedestrians and cyclists in public spaces where drinking is allowed, particularly areas with high vehicular traffic (Whytecliff & Horseshoe Bay)
- Marine Drive to Whytecliff Park is indicated as needing a sidewalk in the Pedestrian Network Study (2017, pg. 99)



Google Street images of 7100 Marine Drive – [picture 1](#) & [picture 2](#) & [picture 3](#)