

**OPHA Alcohol Advocacy Work Group**

**Teleconference**

**Date: Friday, February 13, 2015**

**Time: 10:00 – 11:30 am**

**MINUTES**

**Chair:** Cathy Edwards (KFL&A)

**Minutes:** Melissa Knowler (MLHU)

**Attendees:** Christina Walker (Ottawa; for Jackie Kay-LePors), Amy Hlaing (York), Melissa Knowler (MLHU), Cathy Edwards (KFL&A), Brenda Stankiewicz (Sudbury), Jacqueline Russell (TPH), Amy Fishleigh (Niagara)

**Regrets:** Jackie Kay-LePors (Ottawa), Mary Lou Albanese (MLHU), Robin Kang (OPHA), Kim Derald (Simcoe Muskoka)

	<b>Item</b>	<b>Discussion</b>	<b>Action</b>
<b>1.0</b>	<b>Welcome and approval of agenda</b>	Welcome new members Cathy welcomed Jaqueline Russell from TPH who is new to the group and Christina Walker (Ottawa) who is filling in for Jackie Kay-LePors; Kim Derald from Simcoe Muskoka will also be joining us starting next month.	
<b>2.0</b>	<b>Approve minutes from last meeting – Jan 14<sup>th</sup></b>	Approved as written	

<p>3.0</p>	<p><b>Business arising:</b></p> <ul style="list-style-type: none"> <li>a) Provincial Alcohol Strategy/Framework</li> <li>b) OPHA Issue Series - Fact Sheets</li> <li>c) OPHA web updates <ul style="list-style-type: none"> <li>• OPHA “Public Health Files” e-bulletin – sign up list</li> <li>• OPHA Website updates – Cathy</li> <li>• OPHA Members Lounge – update from Jackie</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>a) No update yet – JF Crépault, co-chair of steering committee from CAMH is waiting for input from expert reviewers. Group was supposed to meet in February but no date planned yet.</li> <li>b) Amy and Brenda have worked on 2 of the fact sheets (Alcohol Marketing and Controlling Physical Availability) to clean them up. Cathy sent these to group late yesterday. Plan is for them to now go to Robin at OPHA to be included as part of the OPHA issue series. Who else will we target these to? Could they go with VQA farmer’s market letters as a package to municipalities? Would need a cover letter to explain the combination of items.</li> <li>c) Reminder re: sign up for e-bulletin 2015: <a href="http://doodle.com/2yin4q85edeuxm6u">http://doodle.com/2yin4q85edeuxm6u</a> <ul style="list-style-type: none"> <li>- Jackie has drafted an e-bulletin regarding the beer store and potential changes to beer sales in the province – final draft will be shared with group</li> <li>- Group discussed highlighting the issue series fact sheets on alcohol (see b above) in the e-bulletin</li> <li>- Robin asked if we could have link to news items on our OPHA alcohol page under What’s New?</li> <li>- OPHA website – Cathy added a bunch of items regarding alcohol with Robin’s help under the resources section.</li> <li>- Member’s lounge – like a box.net – Jackie will update on how to use the tool at next meeting</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>a) Cathy to send draft strategy framework document to Melissa</li> <li>b) Plan to send issue series fact sheets out as a larger package for municipalities with the VQA farmer’s market letters. Cathy will do a first draft of a cover letter for the package. <ul style="list-style-type: none"> <li>- If you have topic ideas to add to future issue series, send to Cathy or discuss at meeting.</li> </ul> </li> <li>c) everyone to sign up on doodle poll for e-bulletin sign up list <ul style="list-style-type: none"> <li>- Amy H. to do VQA farmer’s market e-bulletin for April</li> <li>- Jackie to update group regarding member’s lounge function on OPHA website at next meeting</li> </ul> </li> </ul>
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	<p>d) VQA Wine sales at Farmers' Markets – advocacy letters; evaluation</p> <p>e) OPHA Alcohol WG membership &amp; ToR</p>	<p>d) VQA letters to be sent early Spring 2015. Municipal contacts need to be compiled. Can get list for a fee but may try to compile on our own.</p> <ul style="list-style-type: none"> <li>- Cathy did a follow-up with BC to see if they are doing evaluation re: VQA farmers' market sales (Tim Stockwell and Gerald Thomas). Like Ontario, they do not have a formal evaluation plan in place as of yet. They know how many authorizations have been given out and by manufacturer type. They can't get revenue numbers. Gerald contacted BC's Liquor Control Board to see how things are going – sales are popular to the point that smaller manufacturers are banding together to create markets where alcohol is the main commodity. This is a problem and needs better control. Had a strong liquor inspector presence at the start and the vendors wanted to keep things clean to not jeopardize their authorization.</li> <li>- Question from the group - For ON, is there a way for us to send something to the Ministry proactively regarding evaluation of the VQA pilot in Farmers' Markets?</li> </ul> <p>e) Group reviewed Terms of Reference. Last review was July 2011. Cathy has made changes.</p>	<p>d) everyone to forward Cathy any municipal lists for their area – name (mayor and municipal clerk for each municipality) address, email, etc</p> <ul style="list-style-type: none"> <li>- Cathy will forward email response from Gerald Thomas to the group</li> <li>- Cathy will follow up with Pegeen regarding proactive discussion from OPHA regarding evaluation (i.e. that there is a health &amp; safety focus).</li> <li>- Cathy to send out revised ToR to the group</li> </ul>
<p><b>4.0</b></p>	<p><b>New business:</b></p> <p>a) Recent news items:</p> <ul style="list-style-type: none"> <li>• Starbucks Canada to offer alcohol</li> </ul>	<p>a) Although announcement indicated change by the end of the year, local store signs in Sudbury are indicating that alcohol may be sold at Starbucks as early as this weekend! While this is a done deal do we as a</p>	<p>a) Plan to do the Starbucks issue as the next e-bulletin and keep the Beer Store e-bulletin for the</p>

	<ul style="list-style-type: none"> <li>• The hospital loophole drunk drivers use...</li> </ul> <p>b) MAP Scan Report – PHO</p> <p>c) OPHA WG Webinar 2015</p> <p>d) Standard Drink Labelling</p> <ul style="list-style-type: none"> <li>• PHO report</li> </ul>	<p>group have a role in saying anything at this point? Could we respond based on these locations being on or near campuses and their target to women? Very close to high schools, elementary schools, etc. – concerning. Normalization of alcohol – becoming an “ordinary commodity”. Possibility of doing a letter to the editor? Could use this as our next e-bulletin as well. Need to look at Starbuck’s responsibility practices.</p> <ul style="list-style-type: none"> <li>- The hospital loophole for drunk drivers brought to light by a Toronto area ER physician in a news item – good that it’s being discussed. Do we know how often this loophole is really being used? Will wait to see what happens with this. May be something OPHA will want to support reforms on in the future, in partnership with others e.g. MADD, OACP?</li> </ul> <p>b) PHO has completed a MAP Scan Report in conjunction with LRADG Provincial Workgroup. In draft form. Being presented to MOHs and CDIP managers. Looking at mapping MAPs in Ontario using GIS. Can’t share draft yet but will hopefully be able to share more at a later date.</p> <p>c) OPHA Webinar – all work groups are being asked to do a webinar in 2015. Possibility to do a webinar on the Provincial Alcohol Strategy Framework in the fall. Cathy discussed with Pegeen and JF Crépault at CAMH –both thought this was a good idea. Workgroup agrees that this is a good topic.</p> <p>d) Standard Drink Labelling report from PHO. Standard drinks and LRADG information. More research being done on this (PHO). A recommendation for Standard Drink labelling is part of the National Alcohol strategy, and work is being done by a sub-committee of NASAC</p>	<p>following. Cathy to send an email to the group to ask for a volunteer to write a brief response.</p> <p>d)Cathy will forward the PHO report to the group</p>
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		to help move this forward. OPHA may want to explore and monitor this topic for possible advocacy later. Cathy (KFL&A) planning on a possible communication campaign on how labelling alcoholic beverages could help people drink at a lower risk level.	- Brenda to send out the BMJ information on questionable data re: alcohol's health benefits
5.0	<p><b>Updates:</b></p> <ul style="list-style-type: none"> <li>• <b>Alcohol LDCP</b></li> <li>• <b>Alcohol Management in Municipalities</b></li> <li>• <b>IP Managers</b></li> <li>• <b>Provincial LRADG WG</b></li> <li>• <b>Safer Bars</b></li> </ul>	<p><b>LDCP</b> - Amy F., Cathy - Group not meeting now. Knowledge exchange planning. Cathy can forward slide presentation developed to the group.</p> <p><b>AMM</b> - Amy H. – update for VQA letters. Trying to figure out priorities for the group. Fluid Survey for ideas. Would like to connect with various Provincial Working Groups. More to come on that later.</p> <p><b>IP Managers</b> - Mary Lou – deferred – not present.</p> <p><b>Provincial LRADG</b> - Cathy, Amy H. – Another meeting coming up at end of February. At the January meeting discussed how they can expand the reach of Rethink Your Drinking (RYD) campaign. Possible one time funding through the Ministry. More to come. The subgroup that is looking at RYD implementation is applying for 2 grants – 1) Improve RYD website and 2) Develop materials to include in a toolkit for HU implementation.</p> <p><b>Safer Bars</b> - Brenda – no update</p>	
6.0	<p><b>Roundtable update</b></p> <ul style="list-style-type: none"> <li>• <b>OPHA</b> - preparing a pre-budget submission to the Minister of Finance</li> <li>• <b>CAMH</b></li> <li>• <b>Public Health Units</b></li> </ul>	<p>OPHA Pre-budget submission – specific alcohol related items but don't know details yet.</p> <p>“Saying When” App from CAMH – free now on itunes. There are wallet cards for health units to utilize and promote; upcoming webinar</p>	Cathy will forward more information to the group.
7.0	<b>Next Meeting</b>	<b>Wednesday, March 4, 2015 – 10:00 – 11:00 am</b> teleconference	