OPHA Alcohol Advocacy Work Group Teleconference Date: Wednesday, January 14, 2015 Time: 2:00pm-3:30pm AGENDA

<u>Call in Information – NEW**</u> Local dial-in : 647-957-9660/ Toll Free 1-844-724-2140 Participants code # 499-142-264 Chair code # 998-284-528

Chair: Cathy Edwards

Minutes: Jackie Kay-LePors (Ottawa),

Attendees: Brenda Stankiewicz (Sudbury), Amy Hlaing (York), Cathy Edwards (Kingston), Evan Jolicoeur (Sudbury), Jackie Kay-LePors (Ottawa), Regrets: Amy Fishleigh (Niagara), Mary Lou Albanese (MLHU), Jessica Kipping (WECHU), Robin Kang (OPHA)

	Item	Discussion	Action
1.0	Welcome and approval of agenda		
2.0	Approve minutes from last meeting – Oct 10 th	Approved by <mark>XX</mark>	
3.0	Business arising: a) Provincial Alcohol Strategy/Framework – update	 a) Updated draft of framework went out before Christmas, were awaiting expert feedback meeting in February, Will have new version after that. Cathy will send to workgroup. b) Fact sheets have been formatted in OPH "issues format, and are almost 	a)Cathy b) Brenda and Amy H.

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	b) OPHA Issue Series - Fact Sheets	complete. The "availability" version is missing some references, Amy and Brenda to finalize these before our Feb 13 meeting	
	c) OPHA e-bulletin – sign up list	c) OPHA WG e-bulletin. Format has changes. Cathy found the latest versions in the "News" section. Updates on the Alcohol WG page only up to Oct 2014.	c) All/ Jackie/ Amy H
	d) VQA Wine sales at Farmers' Markets – advocacy letters; evaluation	 Reminder re sign up on doodle link for 2015:<u>http://doodle.com/2yin4q85edeuxm6u</u>. Jackie to do article on Beer Store news for next issue. We also want to look at broadening the distribution of these articles. Amy H to ask her manager who chairs the Mgrs alliance) if they can hlp distribute and/or have other ideas 	
		 d) VQA Wines in Farmers Markets OPHA letter to municipalities on concerns re VQA in markets to go out in spring, or perhaps sooner. Cathy will contact Pageeen to (i) ask if help needed to find municipal contacts for this mailout (ii)Discuss the timing of release of this letter Evaluation recommendations: We want to ensure that there is consultation with health care is establishing evaluation of VQA Pilot. Who is doing this evaluation? (Finance?) Cathy to discuss this with Pageen 	d) Cathy
4.0	New business:	a) At arrive alive countermeasures conference organised by Arrive Alive, a government update on the VQA Pilot was provided by Monique X, including	a) Evan

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a) Recent news items:	number of wineries participating, discussion of types of infractions that were	
Govt of Ontario	experienced, such as not giving notice of intent to sell and some serving	
statements re alcohol sales	irregularities. Evan to send these figures to the group.	
The Beer Store	"The Beer Store" has been in the press, as the premiers office reviews possible	
	imposition of franchise fees to the conglomerate. Cathy mentions that the	
	AGCO's pending consultations on its modernization are on hold pending this	
	review. Beer store has stated it will offer craft breweries the opportunity to buy	
	small number of shares in the Beer Store that will allow limited distribution of	
	their product. Craft Beer Assn has countered that they were not consulted and	
	there is mixed reaction from various individual craft brewers.	
	Amy read about a "Dry January" movement in the Toronto Star, similar to UK	Amy H.
	Hello Sunday Morning, and will send link to members	
	Brenda mentioned "Dri-vember" article that she saw and will send link	Brenda
	Group discussed how we distribute this type of alcohol news to OPHA (or new	
	reports, etc.) & agreed that when we want to request OPHA tweet (or re-	All
	tweet) an item, we will send out link to Robin with cc to Cathy.	
b) LRADG Provincial Public	b) Cathy is our OPHA WG representative on this committee (a ministry group).	
, Health WG	(Other WG members?) First meeting was Oct 30. Plan is to meet for 6 months.	Cathy
	Workgroups have been struck to look at how to expand reach of message:	
	• Environmental Scan (? Amy on this?)	
	Rethink Your Drink (? WG member on this?)	
	• Public Awareness (?WG member on this?) meets this week	
	This may be collapsed into two workgroups. Next meeting of the full group is Jan	

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		23, after which Cathy will forward last minutes, and provide update after next meeting.	
c)	CCSA infographic on Chronic Disease & Alcohol	This infographic has come out recently. Have all seen this?	c) No action
ď) Proposed RRFSS questions – Durham HU	Durham HU is lead on this project. Looking at possible new questions to add to RRFSS: 3 proposed, including asking about opinion on policy measures such as availability, types of alcohol, advertising, and labelling. Cathy will forward email. They need 3 HU's on board. York also in, Sudbury considering.	d)Cathy to forward email
e)) Meeting dates and times for 2015	Discuss whether to keep group monthly or move to bi-monthly. Cathy to send out email to all members. Attendance has been low. Cathy will also ask members to consider having a designate if they are not able to attend. Discussed composition of group: CAMH resignation of Janet MacAllister, Bob XX is still in group, but does not attend meetings. Jason Lemar (PHO) not in group. Should he be? Consider a recruitment campaign.	e)Cathy
f)	Work plan for 2015	Work plan 2015 has been sent to group. Discuss adding a dissemination plan for the fact sheets to this . The purpose of these tools has morphed over time, was originally intended for government representatives, but now could be much broader, and includes media. Cathy will incorporate and resend to group. Cathy will also ask Robin opinion around maximizing our messaging, and she may want to bring Pageen into the discussion.	f) Cathy

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5.0	Updates: IP Managers Update Safer Bars Alcohol Management in Municipalities TCPC – Alcohol & Cancer - Nov 27 th event Alcohol LDCP	 IP: Mary Lou –absent- no update SB: Brenda- Meeing Jan 13-rapid review completed, no final document yet AMM: Amy H.: will be consulting with Jason Lemar (PHO) re issues and resources TCPC: Evan attended : was a panel on alcohol and cancer. Particularly interesting was "confusion marketing " strategy . Evan will send summary . LDCP: Final Report has been released in October 2013, and now a survey out to HU's, via MOH's Brenda and Jackie have received this. Group discuss possible use of this report as a tool to inform bureaucracy, ministry allies re alcohol harms. Particularly highlighted need to inform the advisory panel reviewing the AGCO modernization for premier. Do we have an ally on this panel? Cathy to include this discussion in email to Pageen: Workgroup wants to ID this report to the review panel. 	Cathy
6.0	Roundtable update	Brenda- They are considering a new alcohol report and campaign using social media Cathy_ They are also looking at a campaign also	
7.0	Next Meeting?	Tentative: Friday, February 13, 2015 – 10:00 – 11:30 am teleconference	