

Managing Alcohol at Campus Events

Webinar for Centre for Innovation in Campus Mental Health

March 12, 2020, 1:00 p.m. to 2:00 p.m.

Presented by

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About the Ontario Public Health Association

- A non-partisan, non-profit organization created in 1949
- Brings together a broad spectrum of groups and individuals concerned about people's health
- Members come from various backgrounds and sectors including public health, health care, academic, non-profit, and private sector
- Mission is **to provide leadership** on issues affecting the public's health and **to strengthen the impact** of those working in public health in Ontario
- Activities include: professional development, providing information and analysis on issues effecting public health, access to multidisciplinary networks, advocacy on health public policy and the provision of expertise and consultation

For more information → → opha.on.ca

About the OPHA Alcohol Workgroup

The OPHA Alcohol Workgroup was created in 2002 to develop policy positions on alcohol on behalf of OPHA. Our mission is to strengthen the public health voice regarding the health and safety impact of alcohol-related policy by:

1. Monitoring the social and political landscape of alcohol
2. Working proactively with multi-sectoral stakeholders to respond to alcohol issues
3. Responding to requests for information on Ontario government legislation, consultation, and policy issues

For more information → → <https://opha.on.ca/What-We-Do/Workgroups/Alcohol-Prevention.aspx>

Purpose of Today's Webinar

- To provide an overview of alcohol use patterns and behaviour in youth and young adults in Ontario
- To provide an overview of recent changes to policies and regulations that affect how alcohol is served and sold in Ontario
- To present considerations on how venue operators and event hosts can promote healthier alcohol use behaviour and reduce risk and liability at campus events where alcohol is served and consumed

Alcohol and Young Adults



Alcohol Use Among Young Adults

- There are no health benefits of alcohol consumption for young adults
- Canada's Low-Risk Alcohol Drinking Guidelines recommend delaying drinking alcohol as long as possible
- The younger a person starts drinking, the higher their risk for poor health and problems with alcohol later in life
- Young adults are more vulnerable to the impacts of alcohol
- Young adults tend to be more impulsive, seek out new experiences and take more risks
- Young adults, including students, have the highest rates of heavy or risky drinking

Alcohol Use Among College and University Students in Ontario

National College Health Assessment (2016) Ontario Reference Group

- 67% of college students reported alcohol use in the last 30 days
- 12% reported driving after having *any* alcohol in the last 30 days
- 24% of students reported consuming 7 or more drinks the last time they socialized
- In the last 12 months, while drinking, 37% reported doing something they later regretted

Overview of Changes to Alcohol Policies and Regulations



Overview of Provincial Changes

Access

- New types of retail: 450 grocery stores, approx. 200 [LCBO Convenience Outlets](#), farmers' markets
- Earliest permissible hour of sale is now 9 a.m. (previously 11 a.m.) for Liquor Sales License holders (bars, restaurants, etc), SOP, 'by the glass'
- Expanded permissible hours for retail sales on Sunday
- New [Tailgate Event SOP](#), allowing patrons to bring their own alcohol
- 24-hour sales at some airports (beyond the security zone)
- LCBO [delivery service](#) via Canada Post

Overview of Provincial Changes ^[2]

Price

- Permissible retail sale price for beer is lowered to \$1/beer (i.e. BUCK A BEER), from \$1.25/beer
- Suspension of annual increases in provincial beer and wine taxes

Marketing

- Liquor Sales License holders may now use terms such as “happy hour” (Note: Advertising of pricing has always been permitted)
- Casinos may now advertise complimentary alcohol (if licensed)
- Marketing incentives for ‘BUCK-A-BEER’ at LCBO

Other Changes

National

- Restrictions on flavoured purified alcoholic beverages (e.g. '[FCKD UP](#)')
- Automatic annual increase in [alcohol excise tax](#) (import, manufacture)
- Prepackaged, alcoholic cannabis beverages are [not permitted](#)
- Alcohol [mention](#) in revised Canada's Food Guide

Impaired Driving

- New [rules](#) for requiring roadside alcohol breath test

Other Issues

Potential for Further Regulatory Changes

- Permissible alcohol service hours, e.g. extending past the current time of 2 a.m. (to 4 a.m.), 24/7 service for other venues
- Retail expansion, e.g. convenience stores, other formats
- Municipal councils now have the authority to designate any public place for alcohol consumption (i.e. 'open container', public drinking)

Emerging

- Co-consumption of cannabis edibles with alcohol
- Expansion of app-based alcohol delivery services

Role for Event Venue Owners and Operators

- Event hosts may apply to AGCO to obtain a Special Occasion Permit (SOP) to **host an event where alcohol is served** on a property/venue that is **not licensed** to sell and serve alcohol
- Approval from the property/venue owner is required
- The property/venue owner has the **authority to require conditions** above and beyond what is required in the SOP to manage risk and liability and promote healthier alcohol use behaviour
- In cities, towns (etc.) these requirements are outlined in a **Municipal Alcohol Policy** (MAP)

Municipal Alcohol Policies

- For nearly three decades, MAPs have been used by Ontario municipalities to balance the responsible provision and use of alcohol while reducing alcohol-related risk, harm, costs, and liability during events hosted on municipal property
- OPHA recommends that all municipalities have a MAP

Examples

- The **City of Waterloo** recently updated its Municipal Alcohol Policy <https://www.waterloo.ca/en/government/resources/Documents/Cityadministration/Policies/Corporate-Policy/Administrative/Municipal-alcohol-policy.pdf>

Campus Alcohol Policies

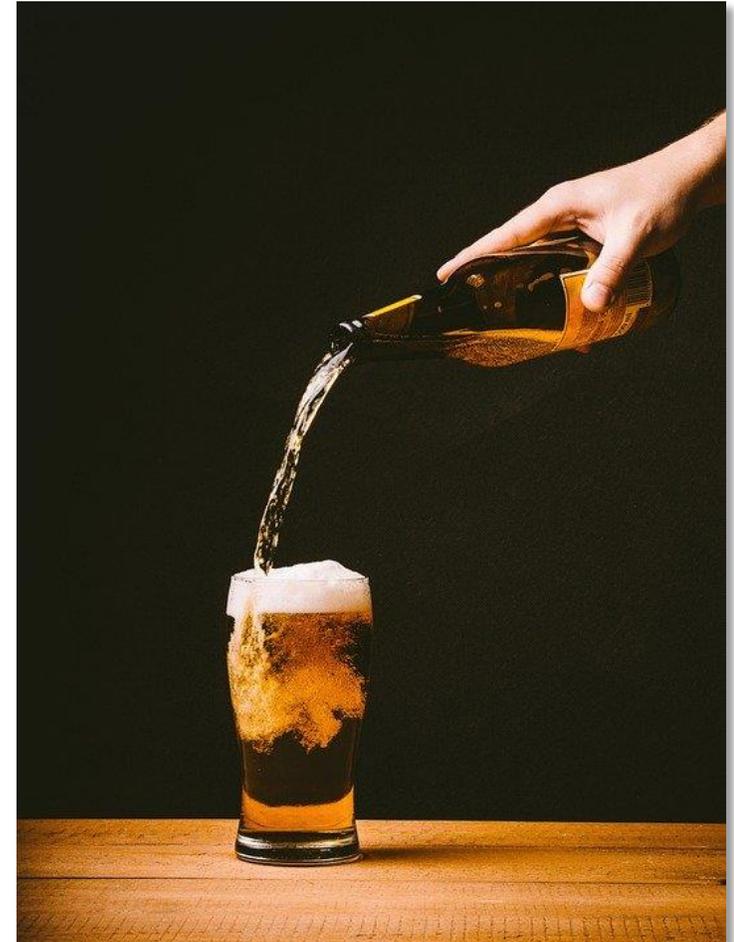
Recommendation

- Develop or update your **Campus Alcohol Policy**, outlining the terms for the approval of events sanctioned by an SOP or by a Catering Endorsement (held by Liquor Sales License, such as a school)
 - Can support initiatives to promote responsible alcohol use behaviour, such as “dry” or “substance free” orientation weeks (e.g. Queen’s, University of Toronto, Carleton) and alcohol policies affecting student residences

Examples

- [Queen’s University Alcohol Policy](#) is currently under revision and proposes prohibiting Tailgate Event SOPs
- [University of Windsor Policy on Alcohol Use](#)

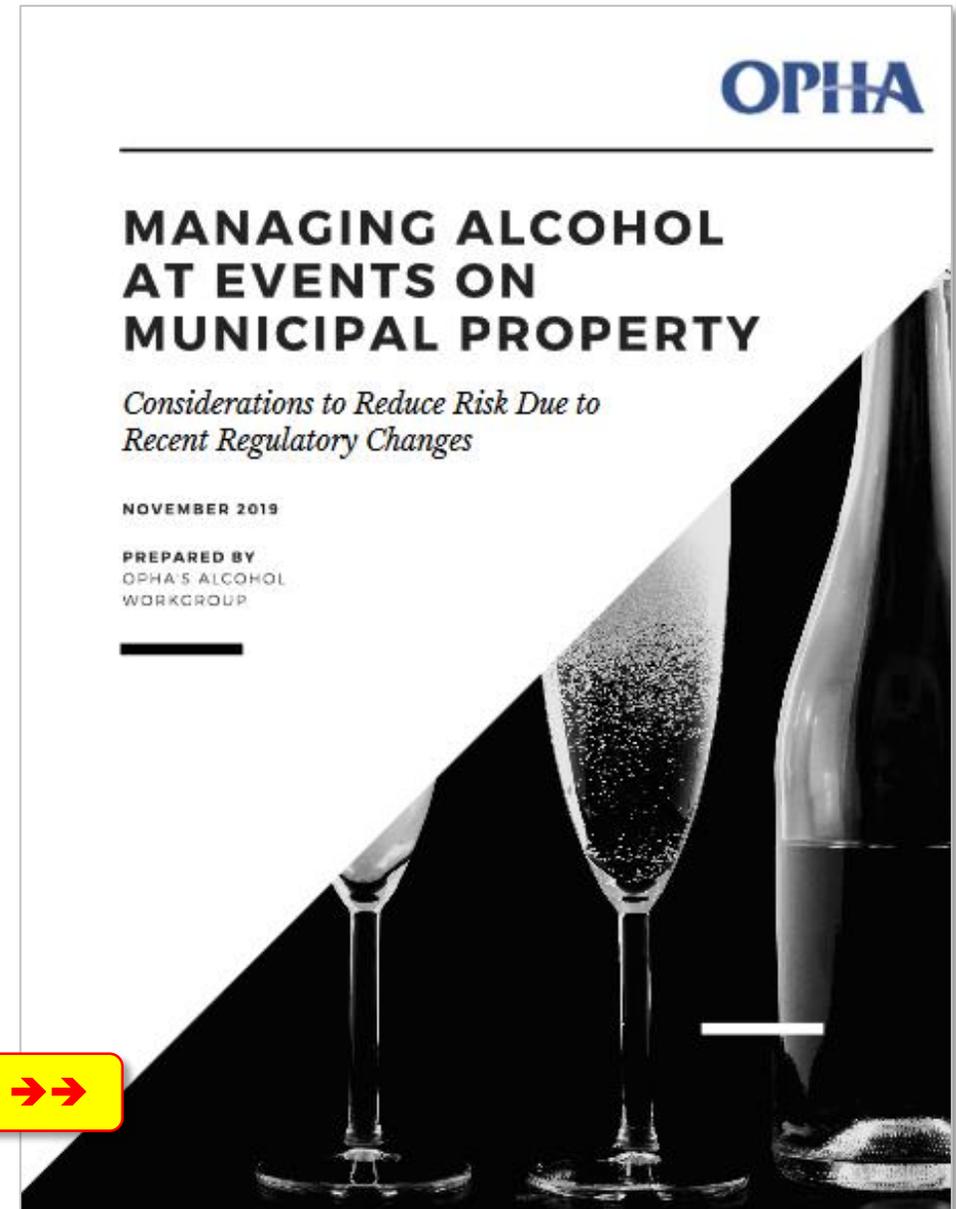
Changes Affecting Alcohol at Events on Campus



Issues

- Extended alcohol service hours
- Tailgate Event Special Occasion Permit
- Price
- Provision of food
- Requirement for barriers (partitions)
- Edible cannabis and beverages
- Public drinking

The following slides are adapted from this resource →→



Extended Alcohol Service Hours

Context

- Venues may now receive requests for approval to sell and/or serve alcohol starting as early as 9 a.m. (previously 11 a.m.)

Health, Safety, and Liability Concerns

- Increased hours of alcohol service are related to increased alcohol consumption and related harms
- Earlier time coincides with mass participation sporting events (e.g. road races) which presents unique health and safety concerns
- Potential impact of additional alcohol drinking hours on academic schedule
- Trend of breakfast hour parties, e.g. pancake keggers, boozy brunches

Extended Alcohol Service Hours⁽²⁾

Mitigation Considerations

- Specify permissible times for alcohol service

Other considerations...

- Require that events are adequately insured, based on the new alcohol service times
- Limit the availability of some types of alcohol during early hours (e.g. no sale of high alcohol beers [5.6% ABV or higher] or liquor shots before 11 a.m.)
- Require that substantial food service is available
- Limit number of drinks that can be obtained by each patron, e.g. before 11 a.m.
- If the event is related to a mass participation sporting event (e.g. marathon, triathlon, cycling event), require measures to protect the health and wellbeing of participants such as additional floor staff or trained EMS personnel

Tailgate Event Special Occasion Permits

Context

- Since mid-2019, **Tailgate Event SOPs** have been available from AGCO
- Patrons are permitted to bring and consume their own alcohol, i.e. 'BYOB' or US-style 'tailgating'
- Many longstanding practices to manage alcohol use are not required (e.g. Smart Serve training), although AGCO may require additional conditions, on a case-by-case basis
- Approval from sporting event authority is not required
- Many US institutions are moving towards more managed policies and approaches towards tailgating, likely to address past issues (e.g. Buffalo Bills)

Tailgate Event Special Occasion Permits ^[2]

Health, Safety, and Liability Concerns

- Many students are under the legal drinking age or may be inexperienced alcohol users and do not know their limits
- Poor role-modelling of alcohol use behaviour
- Potential to disrupt non-drinking patrons, families, and other spectators who are expecting a family-friendly sporting event
- Significant potential for safety and nuisance concerns for neighbours
- Potential conflict with existing bans on public drinking and intoxication and liability issues, e.g. when intoxicated patrons travel from the Tailgate Event to the sporting event venue

Tailgate Event Special Occasion Permits ^[3]

Mitigation Considerations

- Do not approve any event sanctioned under a Tailgate Event SOP on campus or school property
- Include language in Campus Alcohol Policy that prohibits Tailgate Event SOPs

Note: The OPHA resource outlines mitigation measures if a municipality (or post-secondary institution) chooses to host an event under a Tailgate Event SOP.

However, OPHA does not support the hosting or affiliation of Tailgate Event SOPs with post-secondary institutions under any circumstances.

Price

Context

- Recent changes have lowered the effective price of alcohol (e.g. minimum retail, freezing of beer and wine tax increase)

Health, Safety, and Liability Concerns

- Youth tend to favour less expensive alcohol products
- Evidence shows that as price increases, consumption decreases
- Minimum price policies reduce consumption
- Establishments (e.g. municipalities, campuses) may determine their own minimum prices that are higher than the provincial requirements

Price ^[2]

Mitigation Considerations

- Ensure that existing (minimum) pricing requirements remain relevant (i.e. due to recent policy changes that have effectively lowered the retail price of alcohol)
- Use minimum pricing requirements to minimise harmful alcohol use behaviour, e.g. no 'happy hour' or BUCK-A-BEER promotions
- Automatically increase minimum price, based on the rate of inflation
- Set higher minimum prices for higher strength alcoholic beverages

Provision of Food

Context

- Food is no longer required to be served (i.e. effectively allowing alcohol-only events)

Health, Safety, and Liability Concerns

- Consuming food when drinking alcohol is an established prevention strategy to reduce the risk of harm from alcohol intoxication

Mitigation Considerations

- Require that food be made available at events where alcohol is served (i.e. do not permit alcohol-only events)

Requirement for Barriers (Partitions)

Context

- A continuous physical barrier, that separates the designated alcohol drinking area, is no longer required

Health, Safety, and Liability Concerns

- A continuous barrier is essential for safety and security, e.g. controlling entry points for age and unauthorised alcohol, preventing drinking and driving, managing venue capacity

Mitigation Considerations

- Require that designated alcohol service and consumption areas are physically separated from non-designated areas

Edible Cannabis and Beverages

Context

- Edible cannabis, including beverage cannabis, is now on the market
- Prepackaged alcohol and cannabis beverages are not permitted
- Some forms of edible cannabis may facilitate co-use with alcohol, e.g. easy to conceal or hide in plain sight
- The sale of edible cannabis is not expected to be a major part of SOP events given the stringent licensing requirements*

*On February 10, 2020 the Government of Ontario [launched](#) a consultation on the expansion of cannabis business opportunities, including the potential for “...consumption venues and special occasion permits for events such as outdoor festivals and concerts.” OPHA is monitoring outcomes related to this consultation.

Edible Cannabis and Beverages ^[2]

Health, Safety, and Liability Concerns

- Co-use of alcohol and cannabis may lead to elevated blood THC, compared to cannabis-alone, leading to enhanced symptoms and increased impairment
- Co-users of alcohol and cannabis tend to drink more alcohol, and may increase their risk of intoxication and alcohol poisoning
- Combined use of alcohol and cannabis is the most common form of simultaneous polysubstance use among youth
- Co-use of alcohol and cannabis has been found to increase the likelihood of harms such as legal, health and relationship problems among youth

Edible Cannabis and Beverages ^[3]

Mitigation Considerations

- Prohibit all edible cannabis at events where alcohol is served
- Prohibit event staff from mixing alcoholic beverages with cannabis edibles or beverages for patrons
- Prohibit the consumption and use of alcohol and recreational cannabis by event staff during the event
- Require event staff to be aware of the potential harms of consuming alcohol and cannabis, including cannabis edibles and beverages, and their responsibilities with respect to patrons who are intoxicated from alcohol or other substances
- Require the posting of signage related to the harms of consuming alcohol and cannabis, including cannabis edibles and beverages

Public Drinking

Context

- A municipal council may pass a bylaw to designate **any public place** for alcohol use/public drinking
 - Status quo (i.e. no public drinking) until this designation is made
- Enabling legislation is less prescriptive than elsewhere in Canada
 - Eligible places include all public areas in a municipality, such as neighbourhoods, streets, parks, beaches, public squares, and buildings
 - No time restrictions (e.g. no drinking after 10 p.m.) or requirement to include food (e.g. BC, AB, and Montreal)
- No change to provincial public intoxication restrictions
- Municipalities already issue permits for events in public places that allow alcohol use (e.g. SOPs), while protecting public health and safety

Public Drinking ^[2]

Health, Safety, and Liability Concerns

- There are many significant concerns for public health and safety and issues for municipalities, including enforcement and liability
- OPHA does not support designating any public place for public drinking (e.g. outside of a sanctioned event)

Next Steps

- OPHA Alcohol Workgroup is working with partners to better understand this issue, consult experts, and provide advice to municipalities and other stakeholders

Summary of Recommendations

Develop or Update Your Campus Alcohol Policy

- Work with local stakeholders, including public health, first responders, etc.
- Work and consult with students, parents, etc.

Specific Recommendations

- Specify the times permitted for alcohol service and retain previous permissible times (keep 11 a.m. rather than 9 a.m. start)
- Do not allow events sanctioned under a Tailgate SOP
- Ensure that existing minimum pricing requirements remain relevant
- Require that food be available (no alcohol-only events)
- Require that alcohol service be physically separated from other areas
- Prohibit mixing of alcohol and edible cannabis

Additional Resources

- Postsecondary Education Partnership – Alcohol Harms (PEP-AH) has developed an evidence-based framework to address high-risk drinking and alcohol consumption on Canadian campuses
- 5 strategic areas covering individual, environmental and system approaches
 - Health promotion, prevention and education
 - Campus services
 - Availability and marketing
 - Pricing of alcohol
 - Community action



For more information → → <https://pepah.ca/framework/>

**Questions or
Comments?**



Thank You

For more information, please visit

- <https://opha.on.ca/Home.aspx>
- <https://opha.on.ca/Advocacy-and-Policy/Issues.aspx>

Contact

- info@opha.on.ca