To reduce alcohol’s harm to oneself, to others and to community, recommendations and initiatives need to be implemented across five strategic areas

**INITIATIVES INCLUDE:**

1. Implement an Alcohol Awareness Day/Week/Month
2. Implement an Alcohol-related Theme Day/Week/Month
3. Promote LRDGs
4. Implement orientation programs
5. Develop and ensure ongoing distribution of resources for parents of students
6. Require mandatory training on alcohol-related issues for all major student associations and organizations
7. Develop social norms marketing

**STRATEGIC AREA 1**

**STRATEGIC AREA 1 — Health promotion, prevention and education**

1. Ensure broad access to information and effective education programs about alcohol-related issues
2. Challenge social norms supportive of hazardous and harmful drinking

**STRATEGIC AREA 2**

**STRATEGIC AREA 2 — Campus services**

1. Establish minimum prices for the sale of alcohol beverages
2. Provide price incentives for lower-strength and non-alcoholic beverages
3. Establish and maintain a system to monitor drinking behaviours, risk factors and impacts, with regular reporting mechanisms
4. Support initiatives for screening and brief interventions for hazardous and harmful drinking
5. Strengthen emergency health services to enhance on-campus safety and ability to respond to medical emergencies related to alcohol

**STRATEGIC AREA 3**

**STRATEGIC AREA 3 — Availability and marketing**

1. Regulate price promotions, discount sales and flat rates for unlimited drinking or other types of volume sales
2. Establish minimum prices for the sale of alcohol beverages
3. Provide price incentives for lower-strength and non-alcoholic beverages

**STRATEGIC AREA 4**

**STRATEGIC AREA 4 — Pricing of alcohol**

1. Ensure that non-alcoholic beverages are always available and less expensive than alcoholic beverages

**STRATEGIC AREA 5**

**STRATEGIC AREA 5 — Community action**

1. Develop a campus and community coalition to address alcohol-related local issues
2. Inform students attending or hosting parties off campus about common party violations and liability
3. Exercise disciplinary jurisdiction to heavy drinking places
4. Work with existing licensed vendors in the vicinity of the campus to ensure proper server training and responsible operations
5. Submit a request to provincial and federal authorities on issues of taxation that would influence students’ purchase and drinking patterns (e.g., increased taxes, tax incentives for production and consumption of low-alcohol beers)
6. Communicate and enforce municipal and provincial drinking laws, including the minimum drinking age and ability to respond to medical emergencies related to alcohol
7. Mobilize communities to enhance on-campus safety
8. Build capacity at the community time for drinking places

**INITIATIVES INCLUDE:**

9. Regulate price promotions, discount sales and flat rates for unlimited drinking or other types of volume sales
10. Establish minimum prices for the sale of alcohol beverages
11. Provide price incentives for lower-strength and non-alcoholic beverages

**SYSTEM APPROACHES**

**ENVIROMENTAL APPROACHES**

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