

**FOR IMMEDIATE RELEASE: Attn. General, Health, Education Reporters**

## **CCSA Launches National #RethinkTheDrink Talkback Tour in Collaboration with PEP-AH**

September 27, 2017 – The Canadian Centre on Substance Use and Addiction (CCSA) together with the Postsecondary Education Partnership on Alcohol Harms (PEP-AH) and author Ann Dowsett Johnston will bring a travelling panel to post-secondary students to have a frank discussion about binge drinking on campus.

### **Media opportunity to discuss the issue of binge drinking on campuses.**

**What:** A panel travelling across Canada to discuss binge drinking on campus and help promote informed discussions about alcohol consumption. The events will increase awareness of the campus party culture, alcohol marketing, alcohol in pop culture and alcohol harm reduction. There will be discussions about the Low Risk Alcohol Drinking Guidelines, which provide recommended limits for alcohol use, and standard drink servings. The discussions will enable youth to make informed discussions about their alcohol consumption.

**Who:** Dr. Catherine Paradis, senior research and policy analyst with CCSA and co-chair of PEP-AH Ann Dowsett Johnston, author of *Drink: The Intimate Relationship Between Women and Alcohol*

**When:** Fall 2017

**Where:** Seven locations across Canada, starting at Queen's University on September 27, 2017.

PEP-AH ([www.pepah.ca](http://www.pepah.ca)) is a partnership among Canadian universities and colleges, Universities Canada and CCSA. Members of PEP-AH are collaborating to share strategies and best practices specific to alcohol issues on campuses. The group is working with an evidence-based strategic framework for action developed by CCSA to support campus teams, made up of students, staff and faculty, that aim to reduce harms related to alcohol consumption on campus.

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The views of PEP-AH do not necessarily reflect those of CCSA or Health Canada.