

KAB Surveys Topic Summary

Policies to Reduce Excessive Consumption of Alcohol

Background

The POWER UP! (Policy Opportunity Windows: Enhancing Research Uptake in Practice!) Project is funded by the federal government through the Canadian Partnership Against Cancer's Coalitions Linking Action and Science for Prevention (CLASP) initiative. We provide leadership, tools, and support to decision makers, researchers, practitioners, and the public with the aim of supporting policy change for a healthy Canada.

POWER UP! KAB Survey Objectives

A key objective of POWER UP! is to measure the knowledge, attitudes, and beliefs of policy influencers and the public on the topics of obesity and policy relevant to chronic disease prevention. Understanding how policy influencers and the public perceive the problem of obesity and chronic diseases, and whether they support policies to address it, can help to identify normative concepts that influence the process of evidence-based decision-making.

The first POWER UP! Knowledge, Attitudes, and Beliefs (KAB) surveys were completed in 2014 and follow-up surveys will be conducted in 2016. To date, we have surveyed over 3400 policy influencers and members of the public across Alberta, Québec, and the Northwest Territories.

Within an Alberta context, the response rate for policy influencers surveyed was 13.8% in 2014. For the public, the response rate was 10.6%.

This document provides an overview of results outlining support for policies to reduce excessive consumption of alcohol from the 2014 POWER UP! KAB survey of policy influencers.

It is important to note that, in 2014, policy influencers in the Northwest Territories and members of the public were **not surveyed** on their support for policies to reduce excessive consumption of alcohol.

POWER UP! KAB Survey Information

The following table provides sample information for the 2014 POWER UP! KAB survey of policy influencers.

Table 1: Policy influencers surveyed in the 2014 POWER UP! KAB survey*

Organization	Total		Alberta		Québec	
	Number	Percent	Number	Percent	Number	Percent
Municipal Authorities	102	46.2%	27	26.0%	72	75.8%
Workplace Managers	32	14.5%	20	19.2%	11	11.2%
School Board Members	29	13.1%	23	22.1%	3	3.2%
Provincial/Territorial Governments	29	13.1%	13	12.5%	3	3.2%
Print Media Reporters or Editors	18	8.1%	15	14.4%	3	3.2%
Other	11	4.8%	6	5.8%	3	3.2%
Total (Missing)	221 (10)	99.8%	104 (4)	100.0%	95 (5)	99.8%

*Note: Columns may not exactly total 100% due to rounding

Summary: Policies to Reduce Excessive Consumption of Alcohol

The summary below provides an overview of policy influencer support for selected policies to reduce excessive consumption of alcohol in the 2014 POWER UP! KAB survey of policy influencers.

Policy Influencers: Support for Policies to Reduce Excessive Consumption of Alcohol

Table 2 presents the percentage of policy influencers surveyed who chose “Strongly Support” or “Support” for each of the fourteen listed policies. The table is followed by a summary of key highlights in narrative form to facilitate use of survey data.

Table 2: Policy influencer support for policy options in the 2014 POWER UP! KAB survey

Policy Option	Total Support	Alberta	Québec
Provide programs to educate the general public about the health consequences of consuming too much alcohol	97.4%	98.0%	96.7%
Increase health care services and programs for individuals suffering from alcohol dependence	94.2%	96.0%	92.1%
Fund media campaigns to educate the public about preventing the misuse of alcohol	93.6%	99.0%	87.6%
Labelling of alcoholic beverages to display quantity relative to standard number of drinks	83.1%	82.3%	83.9%
Governments should be required to consult with health experts before making legislation or policy changes in the way alcohol is sold	80.0%	82.7%	77.0%
Mandatory graphic health warning labels on alcoholic beverages	76.1%	75.8%	76.4%
Ban alcohol advertising on television and all other media outlets accessible to minors	73.5%	72.7%	74.4%
Government re-allocation of 100% of alcohol revenue directly to health care and prevention	69.0%	71.7%	65.9%
Tax alcoholic beverages based on ethyl alcohol content	64.0%	65.2%	62.8%
Mandatory health warnings at places that sell alcohol	62.2%	73.7%	49.4%
Increase the legal drinking age from 18 to 19 years of age	57.1%	62.9%	50.6%
Regulation of alcohol as a hazardous product	54.7%	57.0%	52.2%
Zoning to limit the number of alcohol retail outlets per square kilometer	51.4%	61.9%	39.5%
Public monopoly system for the sale of alcohol (e.g., all stores are operated by the government)	41.2%	35.1%	48.2%

Support for policies to reduce excessive consumption of alcohol ranged widely, from almost unanimous support for educating the public about the consequences of immoderate alcohol use, to less than a majority of support for creating a public monopoly on alcohol sales.

Key Highlights

According to the 2014 POWER UP! KAB survey of policy influencers:

- The vast majority of survey respondents (83.1%) supported *labelling of alcoholic beverages to display quantity relative to standard number of drinks*. Across jurisdictions, support was 82.3% in Alberta and 83.9% in Québec.
- The vast majority of survey respondents (76.1%) supported *mandatory graphic health warning labels on alcoholic beverages*. Across jurisdictions, support was 75.8% in Alberta and 76.4% in Québec.
- The majority of survey respondents (73.5%) supported *banning alcohol advertising on television and all other media outlets accessible to minors*. Across jurisdictions, support was 72.7% in Alberta and 74.4% in Québec.
- The majority of survey respondents (69.0%) supported *government re-allocation of 100% of alcohol revenue directly to health care and prevention*. Across jurisdictions, support was 71.7% in Alberta and 65.9% in Québec.
- The majority of survey respondents (62.2%) supported *mandatory health warnings at places that sell alcohol*. Across jurisdictions, support was 73.7% in Alberta and 49.4% in Québec.

Suggested Citation

POWER UP! Coalition Linking Action and Science for Prevention. KAB Surveys Topic Summary: Policies to Reduce Excessive Consumption of Alcohol. School of Public Health, University of Alberta. 2015.

CONTACT US:

Kayla Atkey, Policy Analyst
POWER UP! Coalition Linking Action and Science for Prevention (CLASP)
School of Public Health, University of Alberta
info@abpolicycoalitionforprevention.ca | www.powerupforhealth.ca