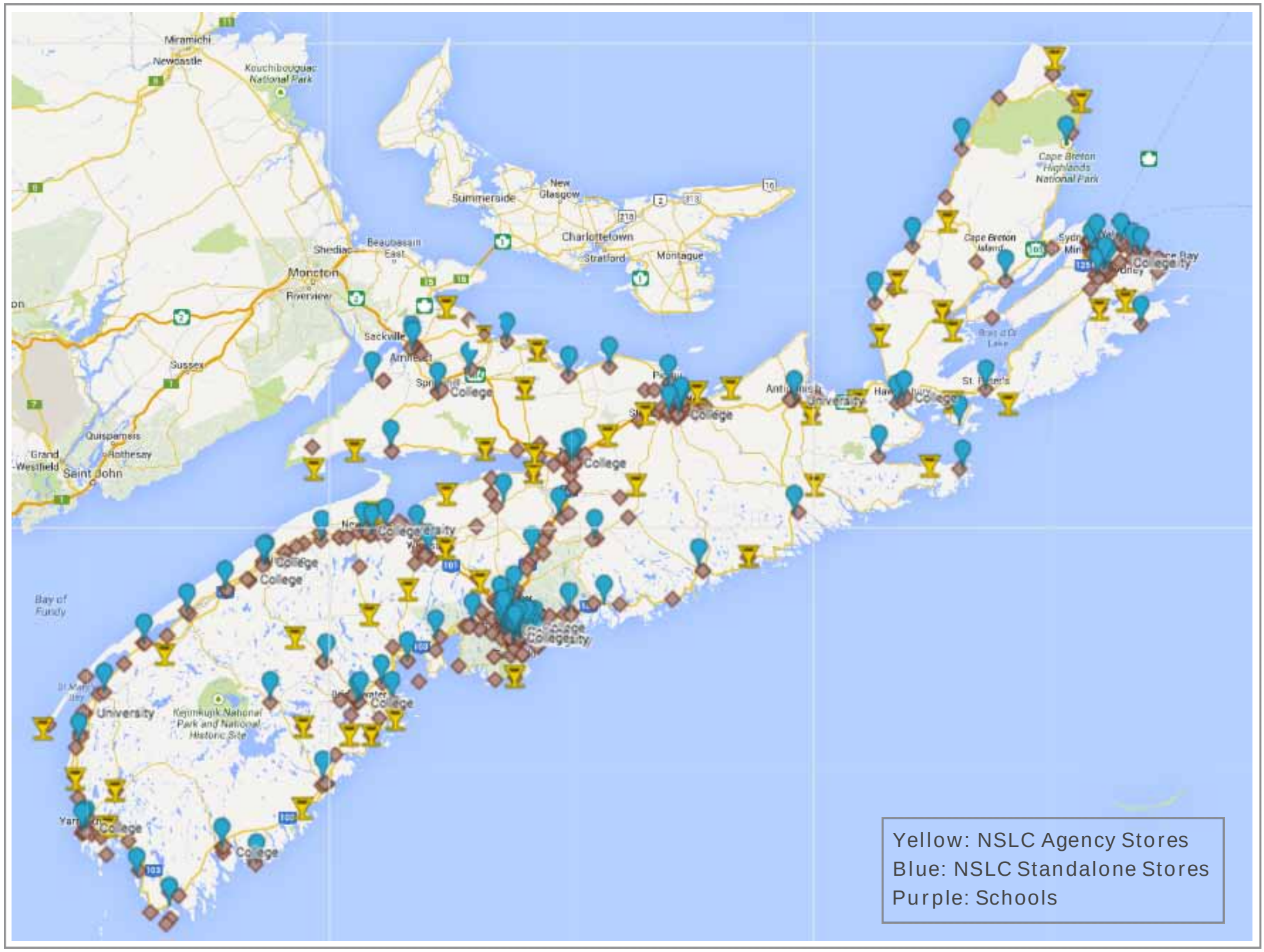
NSLC AGENCY STORES: HOW DO THEY IMPACT OUR COMMUNITIES?



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NOVA SCOTIA'S OFF-PREMISE ALCOHOL RETAIL OUTLETS

As a preliminary guide to Nova Scotia's rural Nova Scotia Liquor Corporation (NSLC) agency stores, this report intends to illuminate the need for both agency-specific regulation within Nova Scotia's Liquor Control Act, and restrictions to alcohol retail outlet density.

Nova Scotia's alcohol retail system operates as a partial governmental monopoly due to its combination of privately owned wine outlets, brewery shops, and the monopolized NSLC stores. Part of the NSLC's operations involve awarding agency stores to privately owned, rural businesses such as convenience stores, gas stations, and grocery stores. Unfortunately however, the agency store system further tilts our partial monopoly towards the side of privatization.

NSLC Regulation

Convenience stores and NSLC outlets differ considerably in terms of their clientele, product selection, and hours of operation. Specific regulations are thus required in the operational governance of NSLC agency stores, correct? Unfortunately, a review of the Liquor Control Act confirms that no formalized regulation exists in support of safer alcohol retail within agency stores. Subsequently, rural communities are left vulnerable to the health and social risks associated with increased access to alcohol, weakened regulatory enforcement, and the normalization of alcohol as an "ordinary commodity", with alcohol being sold in mixed commodity settings. Moreover, conditional to the operation of NSLC agency stores is a contractual agreement wherein which the operators of each agency store agree to comply with the NSLC's stipulation that alcohol is to be "kept separate and apart from all other goods", and that "the portion of the premises designated by the NSLC for the sale and display of liquor shall be at all times reserved and kept exclusively for the display and sale of liquor, and not for further or other goods of any kind whatsoever" (NSLC, 2014). A review of this report will demonstrate that the NSLC has either not enforced the aforementioned stipulations, or that that the contract was worded in such a way that the interpretation of these stipulations permits a high degree of leniency in regard to alcohol product placement, and visibility.

It is apparent that our current system of alcohol retail requires immediate regulatory amendment in regard to product placement and visibility, alcohol advertising, and alcohol retail outlet proximity to locations where children frequent (schools, day cares, playgrounds, etc.). While the NSLC's agency store contract loosely enforces product placement and visibility, it is clear that these contractual obligations need to be incorporated into the Liquor Control Act as to properly ensure enforcement of their own regulations.

Regular, standalone NSLC outlets do afford some protection to children as they have no need to enter these premises as customers. This type of retail environment provides some degree of child protection as it helps to facilitate the development of healthier alcohol-perceptions and schemas due to the following factors:

- Seeing alcohol sold in a restricted, separate environment reinforces the perception that alcohol is a drug, rather than an ordinary commodity
- Minimizes children's exposure to in-store alcohol marketing (print, promotional, product recognition, and targeted product labeling)
- Promotes the belief that alcohol is difficult to access as a youth under the legal drinking age

While children may not frequent regular NSLC stores, they are daily customers at the rural convenience stores, grocery stores, and gas stations that also sell alcohol as NSLC agency stores. For this reason, children are at a loss to escape further unnecessary exposure to alcohol in the communities where agency stores exist.

Context of Alcohol Consumption

To provide some context, Nova Scotian children are beginning to drink alcohol at an average age of 13.4, while 27% of students in grades 7-12 binge drink each year (Nova Scotia Student Drug Use Survey, 2012). These figures have direct consequences as approximately 30.5% of Nova Scotian students between grades 7 and 12 will report at least one alcohol related problem every year (Addiction Services Alcohol Task Force, 2007).

From children, to adults, drinking too much alcohol, too often, is a common problem. In Nova Scotia we are consuming a staggering 7.57 litres of pure alcohol annually; far more than the global average of 6.2 litres per year (World Health Organization, 2014). Among the 19 to 24 year old age demographic, Nova Scotia's rate of alcohol consumption averages 5.5 standard drinks per occasion, while those above the age of 24 consume an average of 3.2 standard drinks per occasion (Graham, 2005). To put Nova Scotia's state of alcohol consumption into a national perspective, our rate of heavy drinking comes in at 22.3%, which surpasses the national average of an already too high, 17.4% (Statistics Canada, 2012). It is evident that we need to implement measures immediately that will effectively reduce population-level alcohol consumption.

While it is already clear that we are drinking alcohol at rates that far exceed the official safer drinking guidelines, a recent study concluded that Canadians are underreporting their actual levels of alcohol consumption as much as 75% (Stockwell, Zhao, & Macdonald, 2014), so the true numbers would be even more alarming.

Our high rate of hazardous drinking comes at a cost. Over 240,000 people reported harm from another's alcohol use in 2007. Alcohol also burdens our healthcare system, with approximately 3000 hospital visits and over 42,000 hospital days each year being attributable to the drug (Addiction Services Alcohol Task Group, 2007). As a Group One carcinogen (World Health Organization, 2010), alcohol negatively affects the consumer as it is a known contributing factor to over 200 different medical and injury conditions (World Health Organization, 2014). Sadly, approximately 3.3 million deaths (5.9% of global mortality) were attributed to alcohol use in 2012 alone (World Health Organization, 2014).

As we can see, alcohol use costs our society dearly. Financially speaking, it inflates healthcare costs by increasing the number of acute care days within hospitals, strains ambulatory resources, and drains precious physician time. Alcohol use also incurs significant judiciary costs due its burden on police and prison resources (Rehm, Gnam, popova, Patra, & Sarnocinska-Hart, 2008). At the local level, results from a 2005 cost-benefit analysis found that while provincial revenue from alcohol sales reached$224 million, the healthcare, judicial, and lost productivity costs associated with alcohol use ran our province $242.9 million (Strang, 2011; as cited in Public Health Services & Capital District Health Authority, 2013), while at the national level, costs from alcohol use reached $14.6 billion in 2002 (Canadian Centre on Substance Abuse, 2006). Evidently, we are losing the battle against corporate mandates.

Next Steps in Policy

Based on the evidence, we need to shift our culture of alcohol in Nova Scotia towards being one of lower-risk drinking. In light of the newly proposed increase in NSLC agency stores, there are several critical regulatory clauses that need to be incorporated into our Liquor Control Act to ensure that the following points are addressed before formalizing any new NSLC agency store contracts:

- Legislating a minimum distance between alcohol retail outlets and schools, daycares, and playgrounds
- Regulating on-premise alcohol advertisements within agency stores
- Shifting the current contractual obligations regarding alcohol product placement and visibility within agency stores into the Liquor Control Act so that children may avoid exposure to alcoholic products
- Regulating the hours which alcohol may be purchased from agency stores within the normal operating hours of the primary business

These are a few of the factors, which when addressed, will result in evidence-based alcohol policies that will effectively reduce population-level hazardous alcohol consumption. Also, before moving forward with an increase in the number of agency store locations, Nova Scotians should be afforded a public health impact assessment covering both the general increase in NSLC outlets and the effects associated with alcohol retail in agency stores specifically.

Why These Changes are Needed

In our society today, we are faced with increasingly pervasive pressures (both overtly and covertly) from industries as they seek to mould our environments into ones that suit their corporate needs, rather than the health promotive and protective needs of our populations. As this occurs, our governments may succumb to these pressures in order to bolster economic relations; thereby undermining the need for policies with a public health focus, including evidence-based alcohol public health policies (Popova et al., 2012).

Research clearly demonstrates that alcohol retail systems operating through governmental monopolies are a crucial aspect of a population-level approach to overall reductions in hazardous alcohol consumption (Babor et al., 2005; Popova,

Giesbrecht, Bekmuradov, & Rehm, 2009; Stockwell et al., 2010; World Health Organization, 2014). In light of this evidence, Nova Scotia and the NSLC should strive to shift their operation of our alcohol retail system towards strict monopolization. The health promotive and protective effects of governmental monopolies of alcohol retail systems arise from their ability to restrict access to higher risk alcohol products, to restrict youths' access to alcohol, to restrict alcohol marketing, to limit alcohol retail outlet hours of operation, to prevent price competition (Stockwell et al., 2010), and to inhibit alcohol from being sold in mixed commodity settings.

Shifts towards privatization, away from governmental control of alcohol retail systems, are consistently associated with increased population-level alcohol consumption and the accompanying alcohol-related harms (Norstrom et al., 2010; Stockwell et al., 2010; Popova et al., 2012; World Health Organization, 2014). We know that increased access to and availability of alcohol increases alcohol-related harms (Weistzman, Folkman, Lemieux Folkman, Wechsler, 2003; Zhu, Gorman, & Horel, 2004; Babor et al., 2005), and higher alcohol retail outlet density is known to be associated with greater rates of violence and accidents (Zhu, Gorman, & Horel 2004), youth drunk driving, child abuse, youth suicide, and sexually transmitted diseases (Grubesic et al., 2012). To protect public health, Nova Scotia needs to implement public health policies that are in accordance with these findings. If we do not, we are letting public health fall by the wayside.

Beyond the research demonstrating the harms associated with increased access to alcohol, are the findings that demonstrate that students whose school is not within one mile of an alcohol retail outlet, experience lower rates of binge drinking. Moreover, access to alcohol within a community positively correlates with hazardous alcohol consumption among students (Weistzman, Folkman, Limieux Folkman, & Wechsler, 2003). Research also suggests that students who have access to alcohol in mixed-commodity stores (such as grocery and convenience stores) perceive alcohol as being more accessible, compared to students who are not in an environment where alcohol is sold only in liquor stores (Paschall, Grube, Black, & Ringwalt, 2007).

After our brief review of the effects of increased access and availability of alcohol, we must also put alcohol marketing under the microscope in order to complete the picture. For starters, the alcohol industry spends approximately $1 trillion annually on marketing, around the world (Institute of Alcohol Studies, 2013). Why such an immense budgetary expenditure? Because it works; increases profits by increasing alcohol consumption.

Increased exposure to alcohol advertising is associated with a decreased age of first alcoholic drink (Snyder, Milici, Slater, & Strizhakova, 2006) and increased consumption of alcohol thereafter (Garfield, Chung, & Rathouz, 2003; Collins, Ellickson, McCaffrey, & Hambarsoomians, 2007; Smith & Foxcroft, 2009; Fogarty & Champam, 2012). With this in mind, it is sad to learn that children and teenagers were found to be exposed to more alcohol advertising than any other age group (Winter, Donovan, & Fielder, 2008). To elaborate, youth are exposed to 48% more beer advertisements, 20% more spirits advertisements, and 92% more cooler advertisements than adults above the legal drinking age (Jernigan et al., 2005). Alcohol advertising is pervasive, targeted, and strategic.

In the next section of this report you will find numerous pictures of alcohol product labeling. It is important to keep in mind that branded labeling is also a form of marketing and functions as a way to target the product to specific demographics. For this reason, when a child enters an alcohol retail outlet, they are unable to escape the innumerable amounts of alcohol marketing that line store shelves and fridges.

Conclusion

As we can see, adding additional NSLC agency stores will surely negatively impact both children and adults within rural Nova Scotian communities. We are already drinking too much alcohol. Increasing access, availability, and marketing of alcohol, will only increase consumption levels and alcohol-related harms. Simply put, we need to be moving in a direction that promotes and protects public health, rather than a direction that favours convenience, and industry profits.

We now know how our current system of selling alcohol in NSLC agency stores is not in the publics' best interest. To add to the matter, Nova Scotians were in fact originally promised a cap on 8 NSLC agency stores when they first began operation in 2001. However, as it stands today, we will soon have 58 agency stores with the newly proposed outlets in East Bay/Ben Eoin, Cape North, Port Bickerton, Brookfield, Peggys Cove, Concession, and Centreville (Digby).

Adding to the body of evidence associated with the negative effects of increased access to, and availability of alcohol, alcohol retail system privatization, and alcohol marketing, is the common sense that underlies why alcohol should not be sold alongside non-drug commodities, especially in stores that are close to schools. In light of this, take note of the map that opened this section. The majority of Nova Scotian schools are indeed within very close proximity to NSLC stores and oftentimes they coexist as neighbours. Surely we recognize that children will frequently visit stores after school it is within walking distance, so should we not be protecting children from increased exposure and access to alcohol even just in this regard? For a more detailed perspective on the proximity of NSLC retail outlets to schools, please visit: https://mapsengine.google.com/map/edit?mid=zsCipw69GcPo.kEd8GyDVp9cM

In the end, the most pressing question might be to ask oneself whether or not alcohol should be more accessible and available than the ingredients required to make a salad, or an otherwise healthy meal. In most of the agency stores visited in the development of this report, the available selection of alcohol far-surpassed the available selection of any other product. Also of importance, in most of the observed agency stores the alcohol section took up almost as much (if not more in some cases) floorspace than the store's remaining products combined.

Anecdotal Evidence

To conclude this section of this report, pretend for a moment that you are a child, entering your local rural community's gas station for a pop, box of candy, bag of chips, and a carton of milk for your parents.

Walking into the store you immediately see an interesting looking fridge, filled with colourful drinks, with catchy names. This fridge is located in the main aisle, with a candy display leaning against it. You have seen advertisements for these types of drinks on television, in magazines, and throughout the internet, on a daily basis. All of these drinks contain alcohol ("alcopops"). You recall hearing that those types of drinks are what teenagers tend to consume (Babor et al., 2005) and you believe that everyone in the advertisements for those drinks looks cool, and like they are having a lot of fun (Jones & Donovan, 2001). You read over the labels because they are very eye-catching: Smirnoff Ice, Bacardi Breezers, Mike's Hard Lemonade, Palm Beach, Rock Star. Next to the fridge you see that Mike's Hard Lemonade is also sold as a slushy packaged in a plastic bag and you realize that the packaging would make it easy to hide that product from your parents.

You notice that the store clerk is watching you and you feel like you should move on to your candy selection now, but she since the clerk attends your older sister's high school, she probably doesn't mind you looking through the alcohol. You have heard that approximately 48% of grade 12 students in Nova Scotia are drinking alcohol frequently now (Nova Scotia Student Drug Use Survey, 2013) and you decide that it would probably be easier to obtain alcohol from this agency store, than you would be from a standalone NSLC outlet. You

decide to move two feet to the right to pick out your candy. In doing so, you see that the candy wrappers actually resemble the alcopop packaging from the previous fridge.

With candy in hand, you move on to pick out your chips. The chips are located in an aisle alongside beer. You know what beer is because you are a hockey fan and each time you attend a game, or watch hockey on television, you see dozens of beer advertisements. Beer and hockey must go together, you reckon. Further down the aisle you see some Budweiser beer and recognize that brand because they celebrate with the Budweiser Red Light every time your favourite hockey team scores, and Budweiser advertisements are all throughout the Scotia Bank Centre in Halifax, so the Halifax Mooseheads team must like that brand.

Next you see Coors Light, their advertisements are everywhere also. You recall that they promote "Mountain Wisdom" and have an official Twitter account that says different things like "Coors Light has a patent on sideboob", "Goodnight, #ThingsToSayNoTo", "Come upstairs. #ThingsToSayYesTo, "I wish we hadn't said yes to that thing we said yes to. #SaidNoOneEver #SayYesToYes", "Your body is not a temple. #PartyTips". You then come to believe that the kids who are popular and get to have fun partying must drink Coors Light.

Not long afterwards, you walk over and see Bud Light. Their Bud Light Living advertisements are considered to be awesome and you see them everywhere. You think that a lot of people your age would like their advertisements. You actually receive promoted tweets on your Twitter feed almost everyday that advertises Bud Light Living videos.

Finally you grab your chips and make your way towards the milk. On your way there you walk through an aisle full of intriguing bottles. Some of the bottles look like the ones you saw in the fridge when you first walked in. You notice a bottle of liquor with a large Caramilk bar label on it and you think to yourself that you would really like to try it. Just above the Caramilk bottle you see a bottle of Sorbet-flavoured Smirnoff vodka with a deck of colourful cards attached to it. You would really like to play with those cards and think that it must be fun to drink that vodka while playing with the cards. You will consider trying that sometime in the future and will remember to look for that bottle of Smirnoff vodka when you do.

Once you finally find the milk you head over to pick out your pop. The pop fridge is set alongside beer fridges and beer is actually located within the pop fridge as well. A can of Budweiser in the pop fridge has the FIFA World Cup Logo on it and you think that that is cool. You then come to believe that soccer and hockey players must both like Budweiser

quite a lot, or do they just like beer in general? Either way, you are glad to be aware of this because as you want to be an athlete someday, you realize that you will probably have to like Budweiser.

You pick out your pop, a Rock Star energy drink. Oddly enough, its label is almost identical to the can of Rock Star vodka that you originally noticed in the alcopop fridge when you first entered the store. You wonder how people differentiate between the two? You bet your parents would not even notice that you were not drinking normal Rock Star if you brought the alcoholic version home with you.

At the cash register you look around and see that there is more alcohol for sale in the store than any other product type. You conclude that alcohol is just another ordinary commodity like the milk, candy, and chips that you are buying because it is sold in a mixed commodity setting, shelf-to-shelf with everything else. You take one last look up and see fluorescent lighting Coors Light and Bud Light advertisements. You think that they are a nice touch and you wonder if you could put one in your room. You leave and walk past your elementary school and your sister's high school on the way. Your school is actually the building right beside this gas station and convenience store you were just in, and your sister's school is just across the street. Kids come here regularly over lunch hour and after school.

You are 13 years old - will you be a part of the average age of alcohol-drinking onset in Nova Scotia, or will you make it through a little longer without succumbing to the pressures of alcohol marketing and from our alcogenic culture? In the end, we can only hope that your parents and their friends do the right thing by taking actions to shape our environment into one that promotes, and protects health. After all, it is only through changing the environment that changes in widespread behavioural trends will occur.

Too many people are drinking too much alcohol, too often. In regard to the negative effects of NSLC agency stores, the only solution is to implement policies that will reduce access, availability, and marketing of alcohol.

Let's do the right thing.

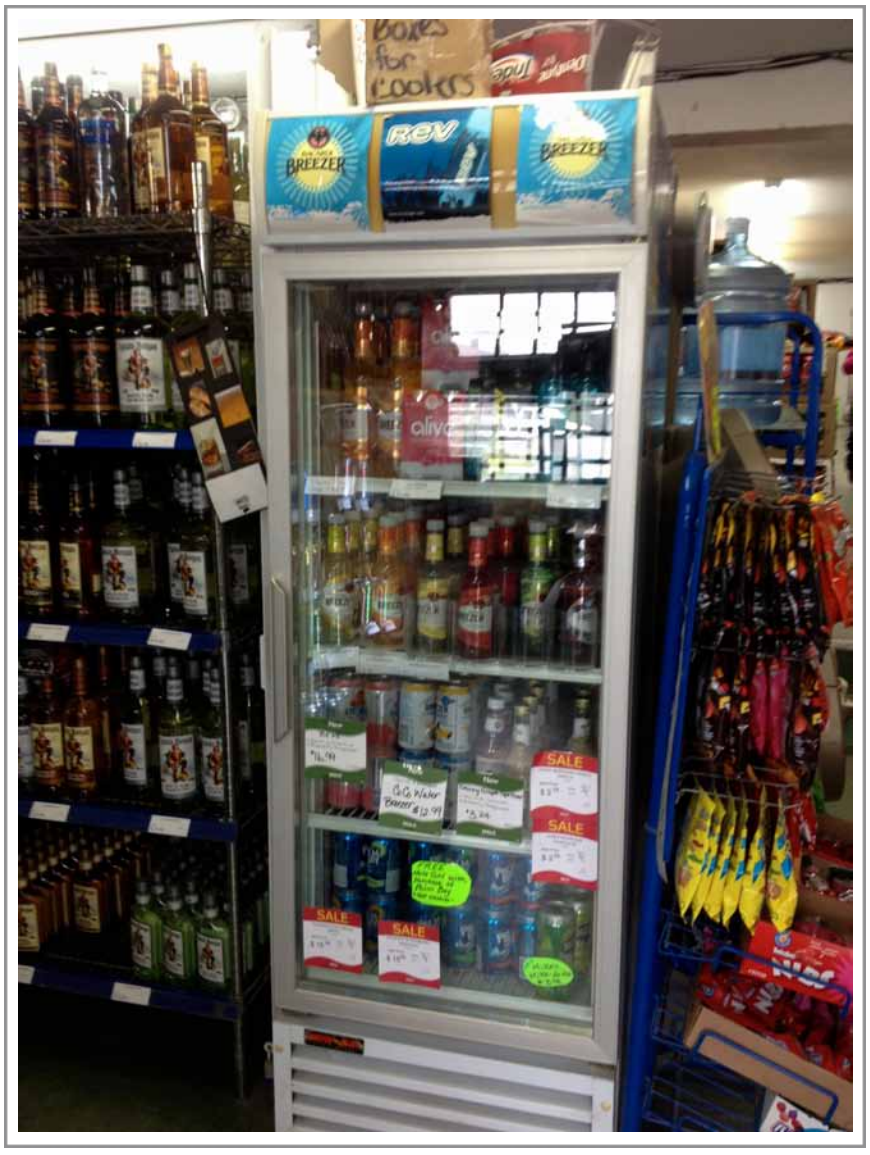
NSLC Agency Store

Middle School

Elementary School

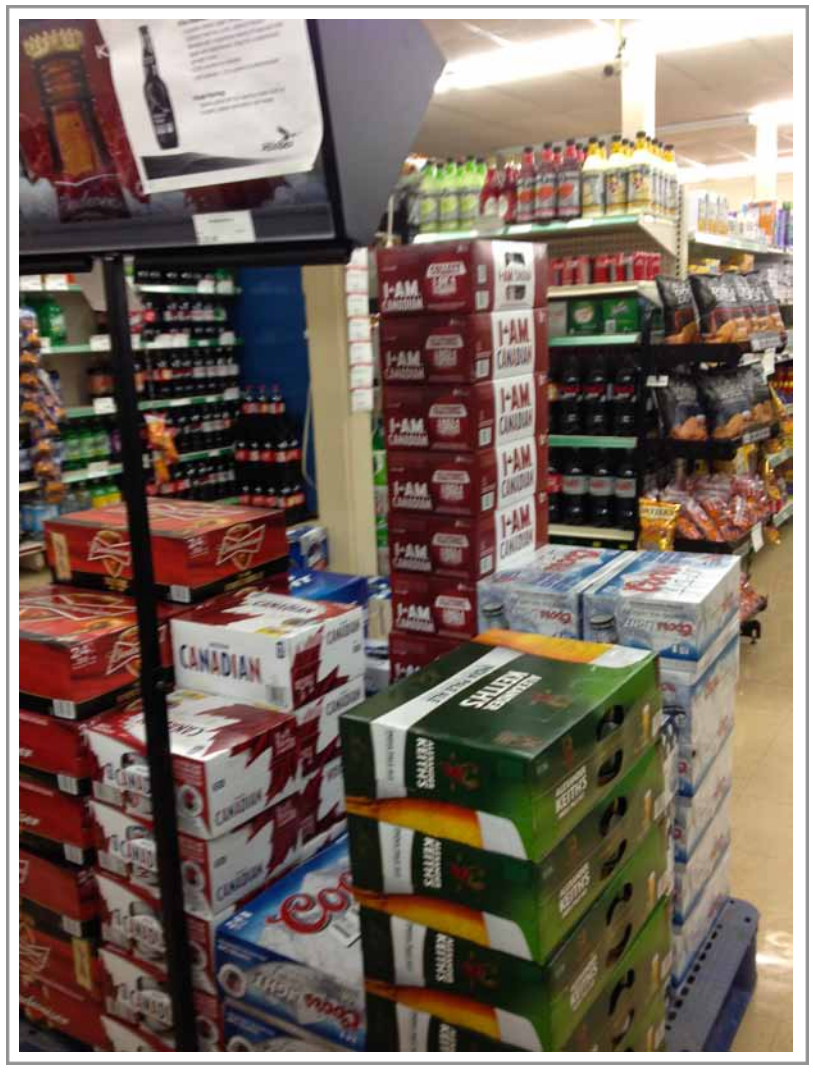
2

INSIDE NSLC'S AGENCY STORES



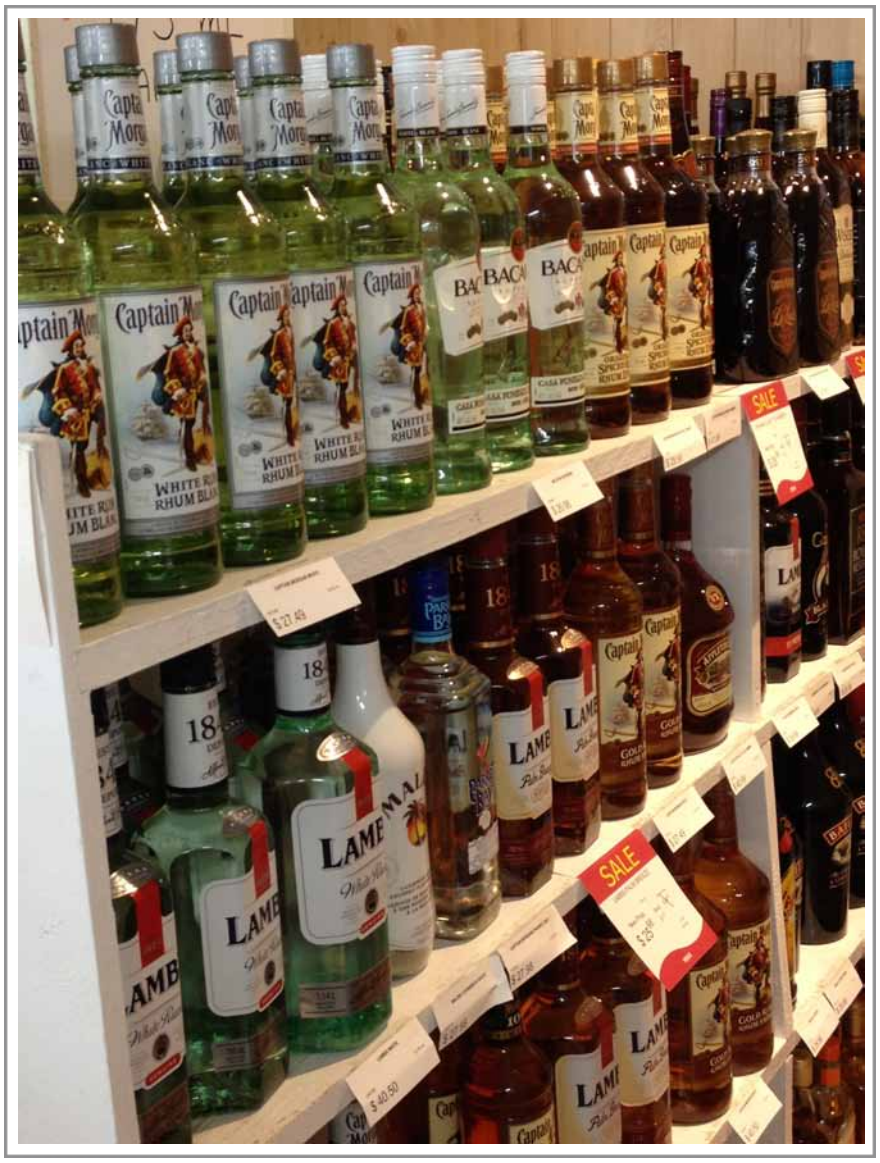
"Alcopops" are sugary, juice-like, alcoholic drinks that are popular among underage drinkers. A cursory review of traditional alcopop marketing schemes sheds light upon the industry's apparent targeting of youth under the legal drinking age.

In the photos above, we see an alcopop fridge with a candy display to its immediate right. Note the similarity in brightness and colour between the two product displays. Also of importance is the location of this alcopop fridge - it is one of the first things one would see upon entering this store, at a location directly across from the checkout counter.

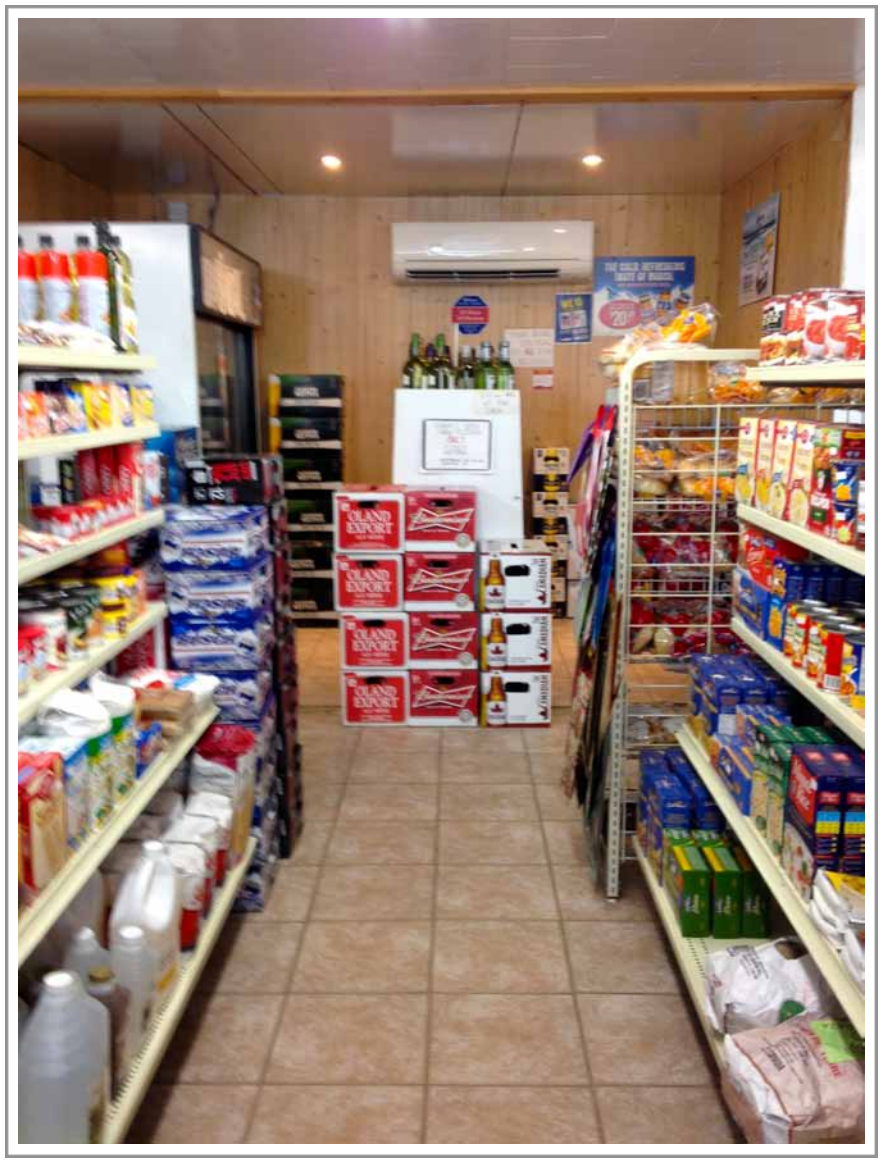


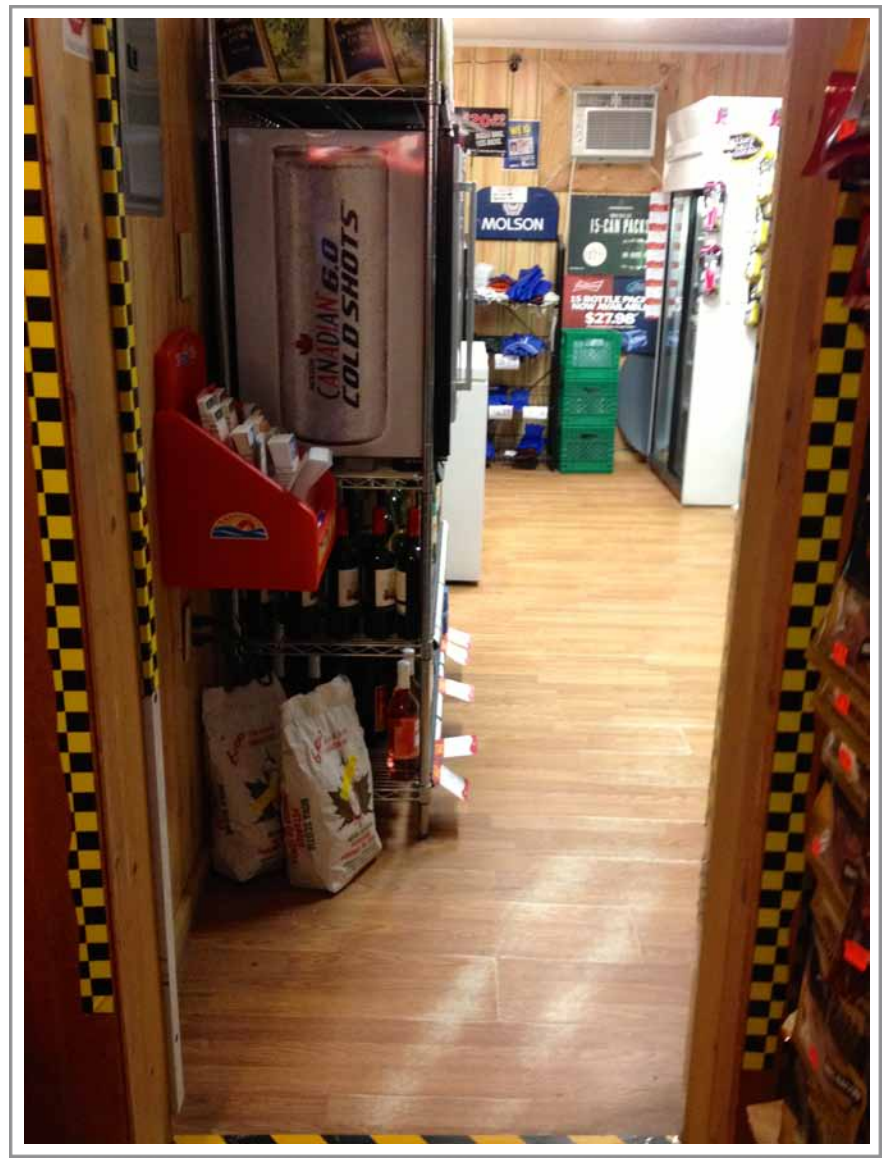
In this small, rural grocery store we see a Budweiser beer fridge set alongside a chocolate bar display and candy section. This type of product placement would surely help children growing up in this community to build a positive association between chocolate bars and Budweiser beer (if not with alcohol in general). Is this what we want for our children? Also note the display of bulk beer boxes set out into the grocery aisle, with an attached beer advertisement reaching above the display.

Children are conceivably well aware of the Budweiser brand. Even for those of us who do not watch sports on television, I am sure that most of us are aware of Budweiser's close relationship with Hockey Night in Canada and the FIFA World Cup. Selling this brand alongside chocolate surely only exacerbates the already harmful messaging.

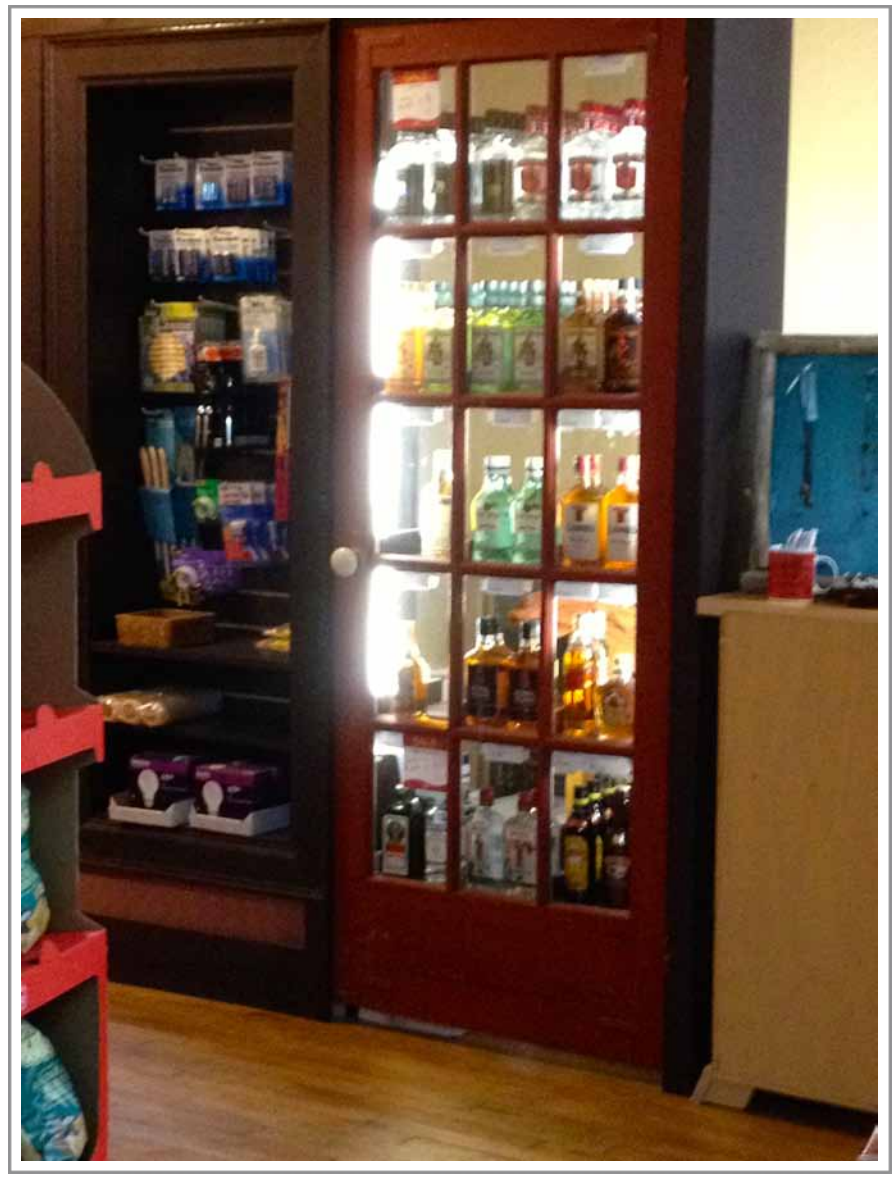


The alcohol section in this small grocery store is within clear view of anyone walking through the store. Again, we see a variety of alcopops for sale; unfortunately, in this store, these drinks are displayed at eye-level for children. Here, the alcopop selection ranges from chocolate mudslides, to tropical flavours, and everything in between. Also of significance is the wide range of spirits, or riskier high alcohol content products.

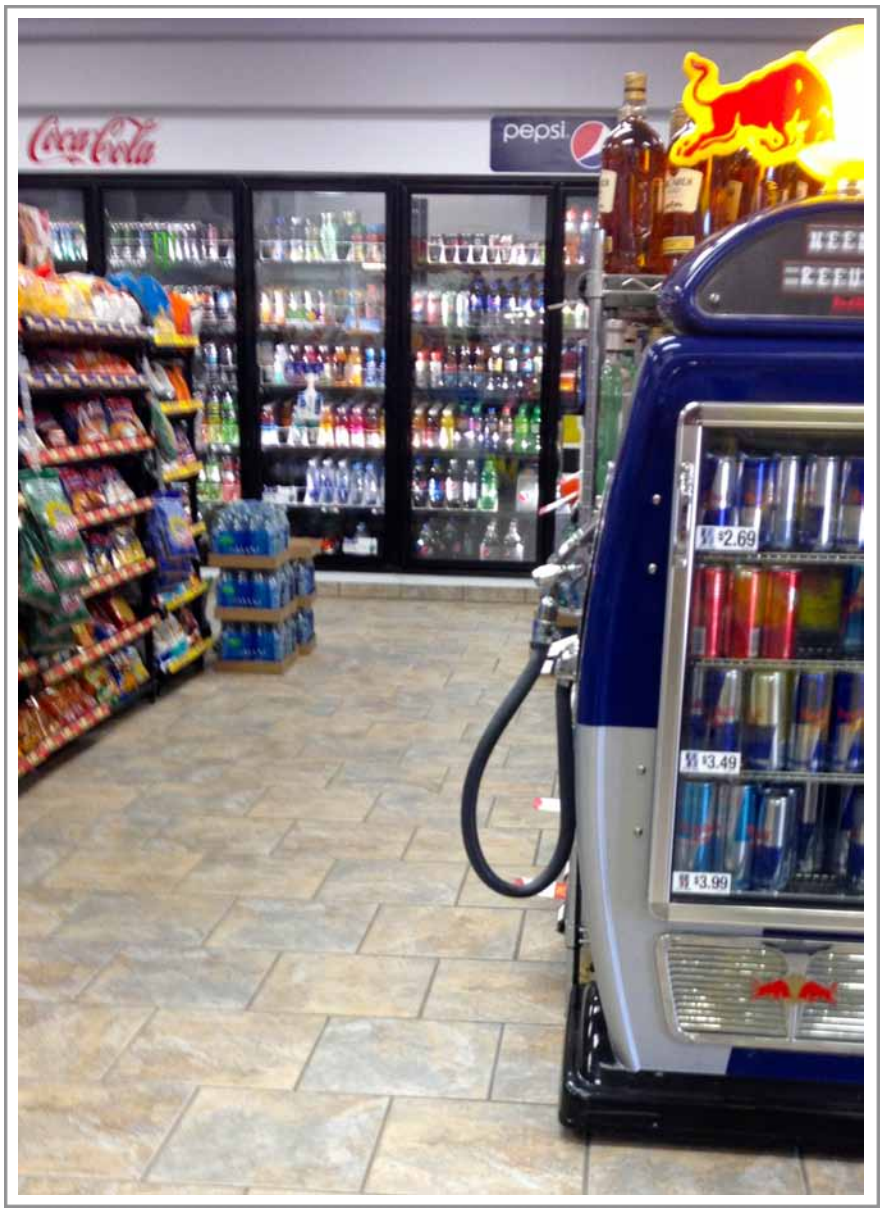




These photographs were taken from the checkout counter at two different convenience stores. In the location depicted on the right, the alcohol section was noticeably larger than the remainder of the convenience store.

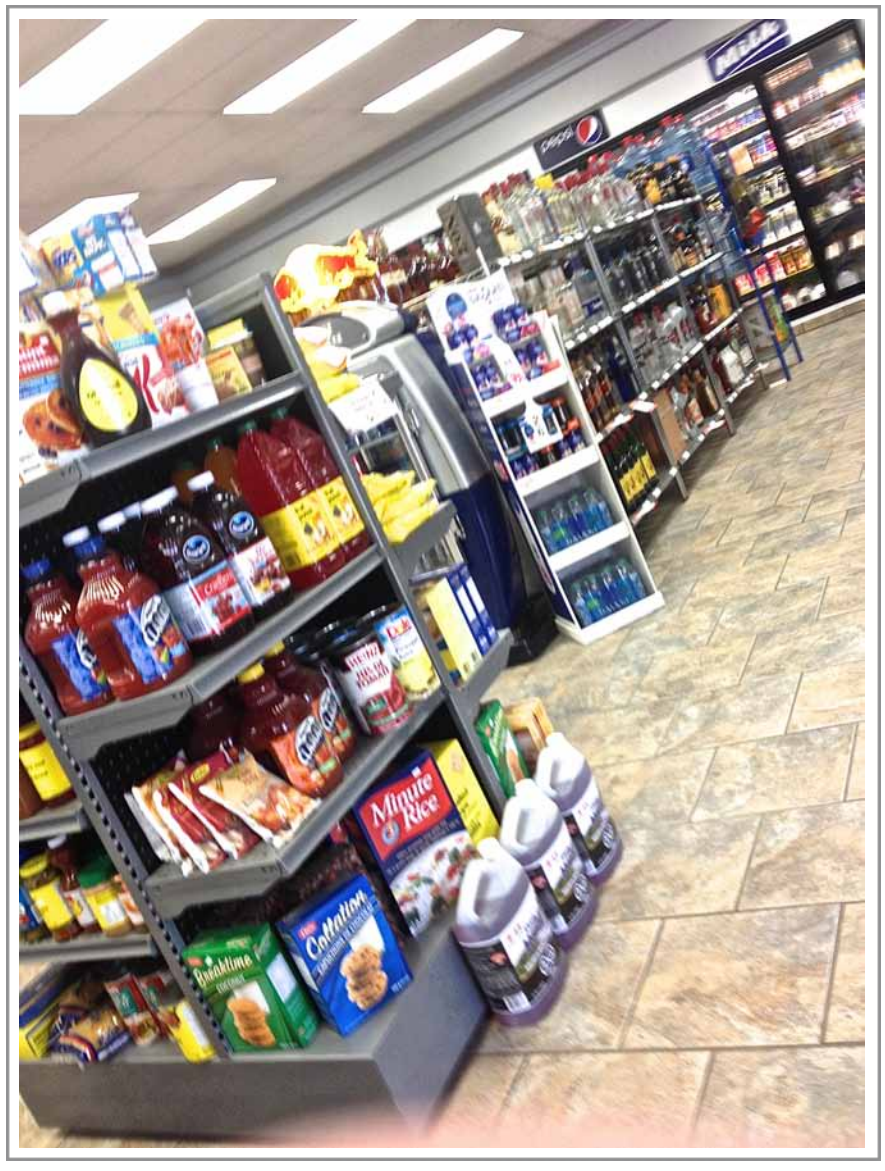


As we can see, chips and snacks at this location stretch into the alcohol section. Also note the illuminated alcohol display depicted on the right. While the pint-size bottles may be kept separate in an attempt to decrease likelihood of theft, they are still being sold in a prominent, attention-grabbing fashion that would be hard to miss for any children in the store.



In the photograph to the left we see chips being sold in the same aisle as alcohol, and pop being sold nearby towards the back. Children would have no way to avoid exposure to alcohol in this store as it is visible from the checkout, entrance, and the pop, juice, and chips sections.

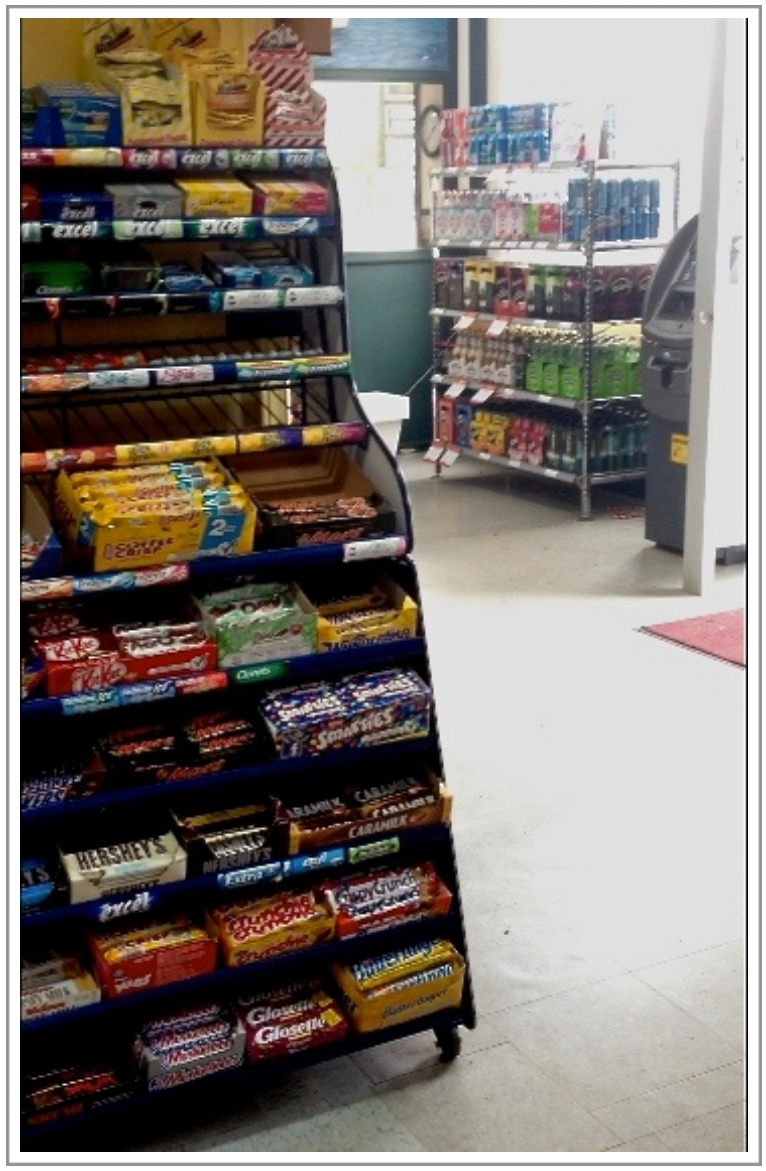
The image on the right depicts the baked goods area, with an energy drink fridge, and alcohol fridge just steps away towards the entrance to this small grocery store. In the alcohol fridge we find a variety of alcopops, many of which closely resemble the packaging and labels of the neighbouring energy drinks.



Both of the locations depicted above sold alcohol alongside food and drug-free drinks. This casual placement of alcohol contributes to the common perception that alcohol is an ordinary commodity. How can we expect people to avoid hazardous drinking if the children in the communities where NSLC agency stores exits, grow up with the notion that alcohol belongs in the same category as milk, bread, and candy?

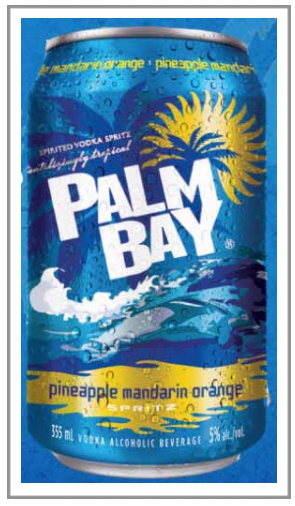
This picture illustrates an example of the youth-targeted marketing tactics employed by the alcohol industry. Note the Caramilk alcohol product. The labeling is identical to that found upon the popular Caramilk chocolate bar. Surely this would be memorable and enticing to children.

To the right we see a sorbet-flavoured bottle of lower calorie Smirnoff vodka with a deck of cartoon-like cards attached. Due to Smirnoff's marketing, the product's flavouring, and the attached card game, surely this product would be very appealing to youth. Worse yet, these cards were placed upon the wrong product and contain a recipe that requires a significantly weaker form of alcohol than the one the cards are sold with. If someone were to follow the recipe with the alcohol that it was sold with, the drink would pose a significant health hazard. Even if these cards were sold with the intended product, the recipe image displays what appears to be a pint glass, which is in contrast the recipe instructions that yield a 350 milliliter drink.



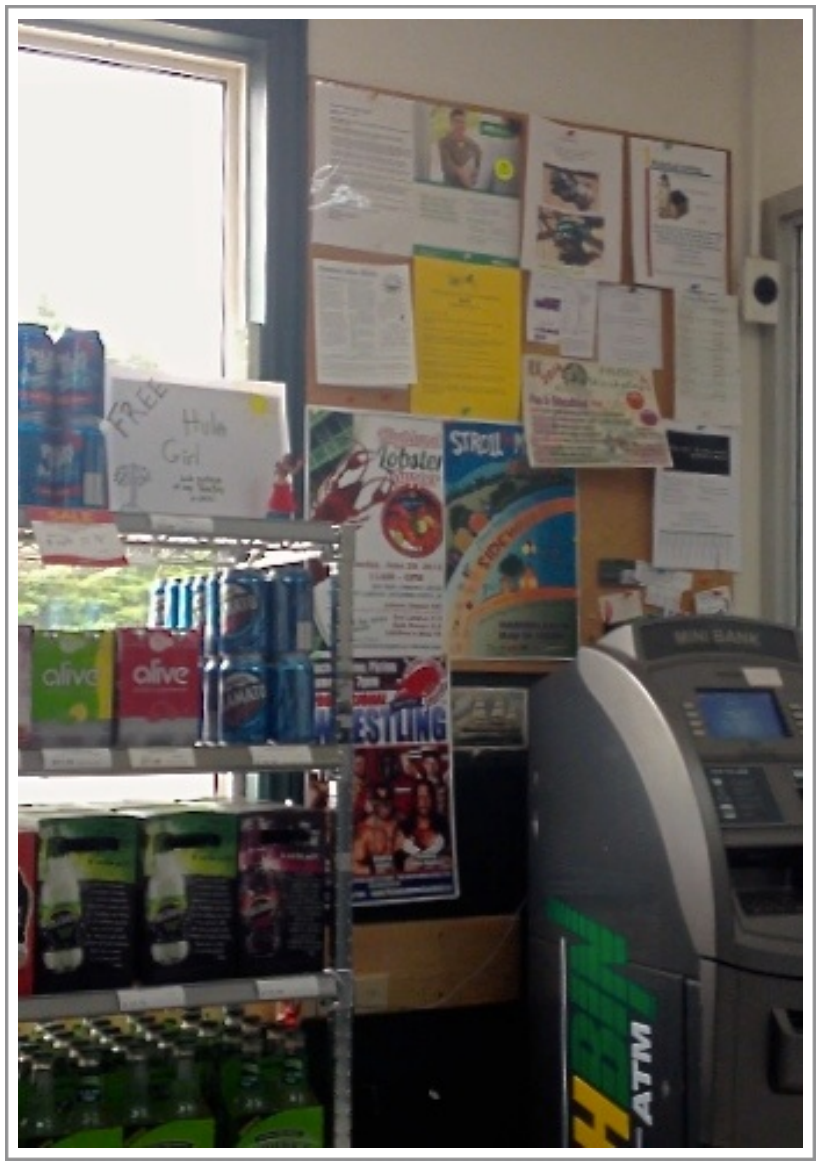
The photograph on the left was taken from the checkout line at a rural convenience store. Note that the candy, chocolate bars, and alcopops are all visible from this vantage point. Also, the alcopop display is located immediately to the right upon entrance to this store, so there is no way that a child could avoid exposure to these enticing candy-like alcoholic beverages.

To the right we see an example of a neon Bud Light alcohol advertisement, visible from a child's eye level at the checkout counter. In a recent study, Bud Light was found to be the number one drink of choice for binge drinking within underage drinkers in the United States (Naimi, Siegel, DeJong, O'Doherty, & Jernigan, 2014).



On the lefthand side we see a picture of an alcoholic slushy product. This product is being sold at only $2.99, contains more alcohol than beer, and comes in a plastic pouch that could be easily kept hidden; convenient for the youth that this would surely appeal to.

To the right is a photograph of a “Hula Girl” toy being used a promotional free gift with the purchase of a six pack of Palm Bay alcopops. Is this something that would primarily appeal to adults above the legal drinking age, or would this be more appealing to kids and teens?



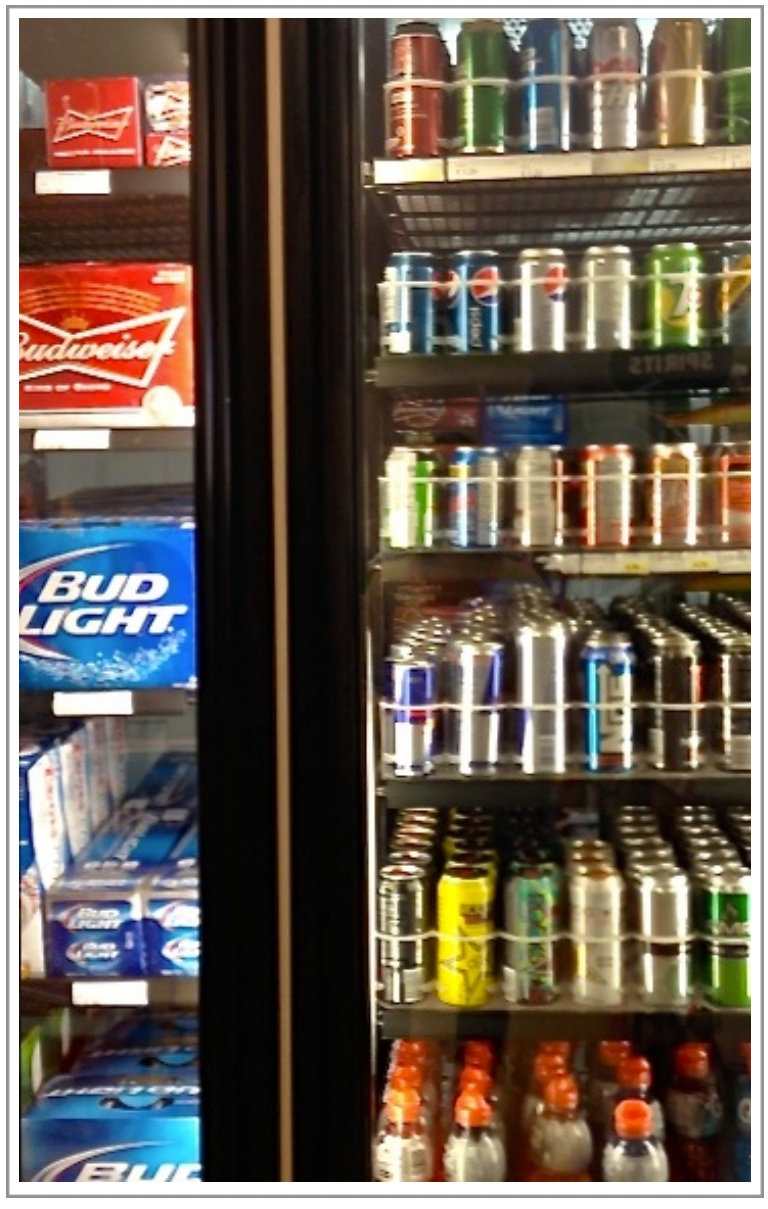
On the left we see a brightly coloured alcopop display located beside the community bulletin board and ATM, towards the entrance to this convenience store. If a child wanted to take a closer look at the wrestling event advertised on the lower lefthand side of the bulletin board, they would not be able to avoid exposure to the youth-focused alcopop display.

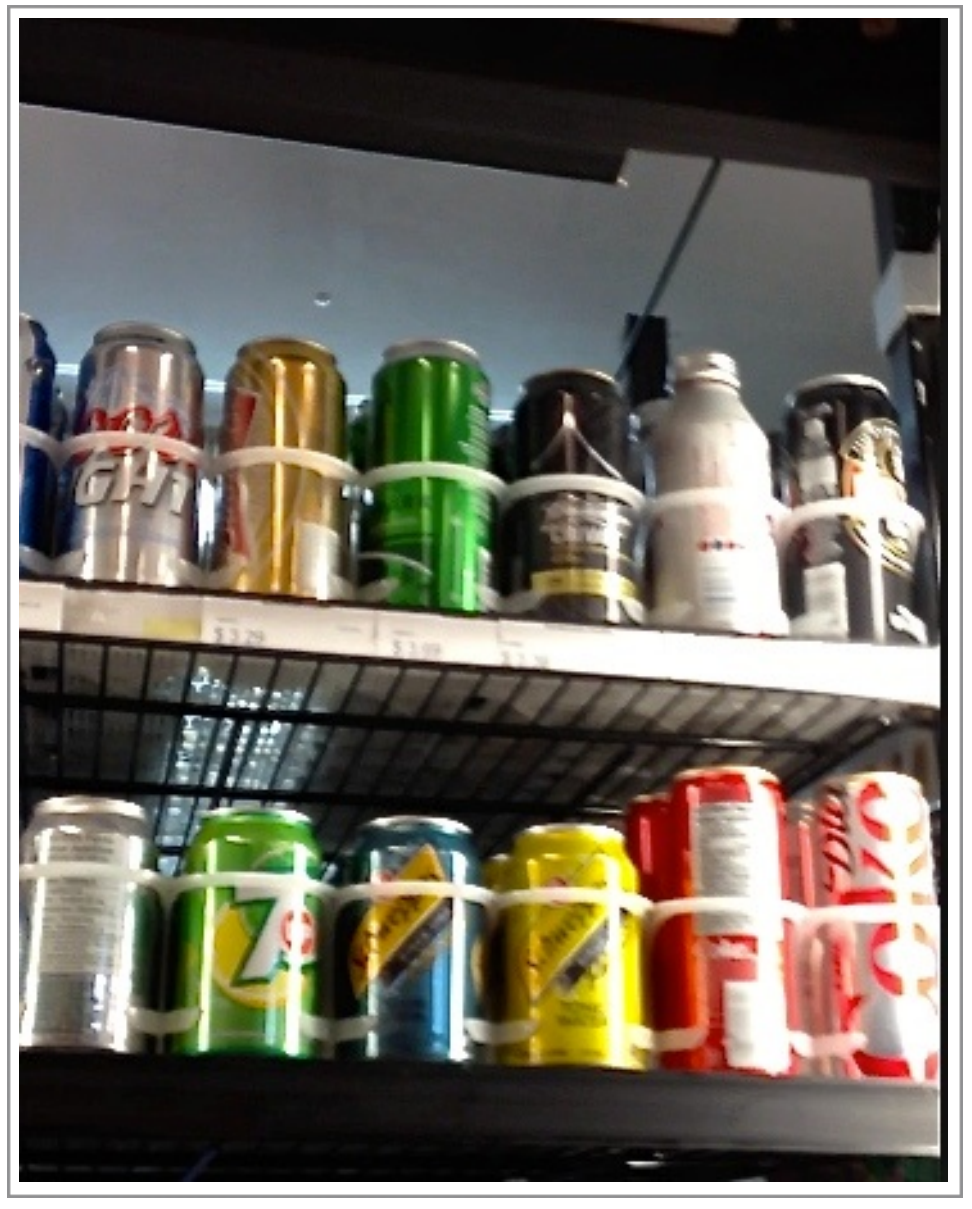
To the right we see another image from the same location, this time depicting the view looking in through the store's main window. We can see that the alcopop display takes front and centre, encompassing the entire window area.

To the left we see rum being sold alongside chips and to the right we have a different location where beer, and milk are sold alongside each other.

On the left we see a convenience store where alcohol is sold in an aisle just like the rest of the store's products. In fact, it even spills into the store's other sections.

In both of these pictures, we see examples of highly visible alcohol signage. Again, this perpetuates the perception that alcohol is an ordinary commodity. There is no way of missing the fact that alcohol is available in this store.



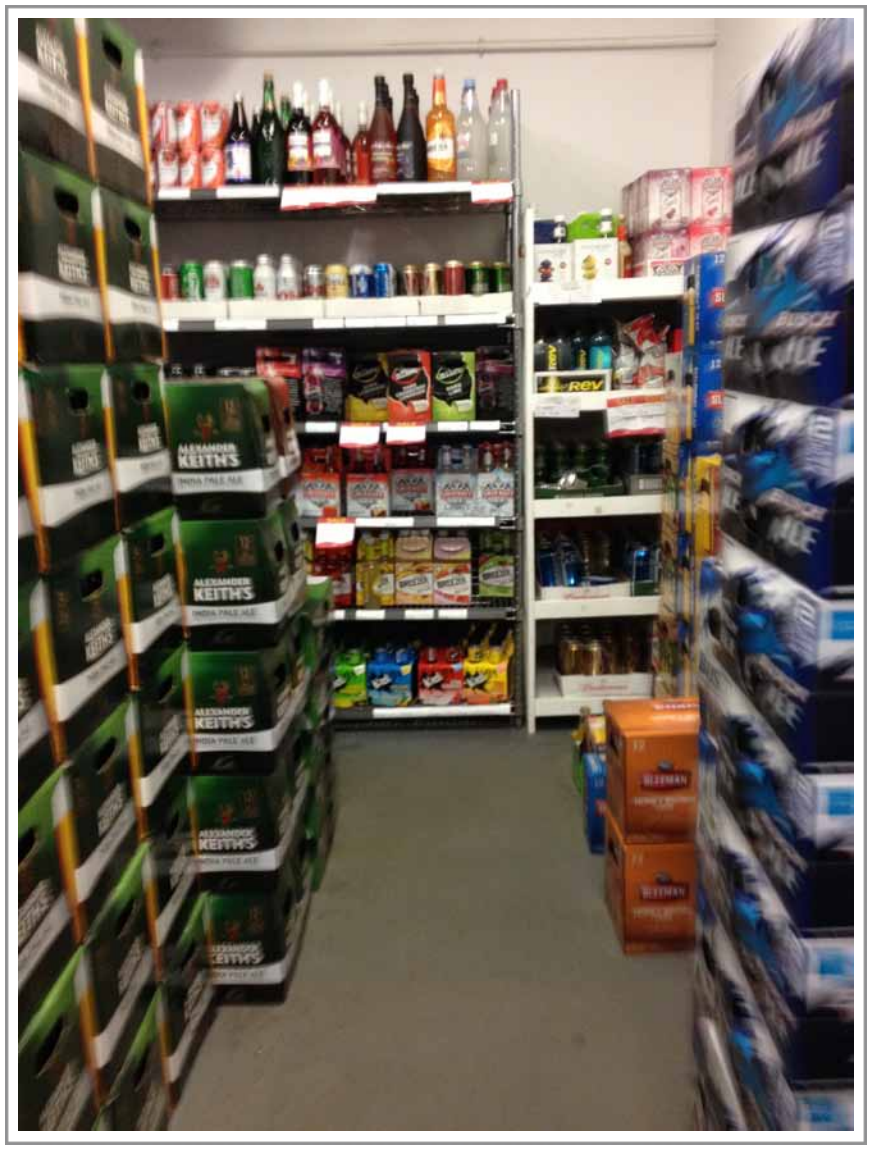


These photographs were taken from the same location. Note how alcohol is being sold directly beside pop, energy drinks, and sports beverages. On the right, we see inside a fridge that contains both beer and pop. This association may present a conflicting message as it may portray alcohol as an ordinary commodity the pop it is sold beside.

Here we see alcopops, juice, and pop being sold across from each other. Note the similar colour schemes and fruit-flavoured variety.

To the right we have a picture taken from just outside the alcohol section at a rural grocery store. While it is good that alcohol is somewhat sectioned off at this location, the knight shown in this image may increase children's interest in the products being sold here.

The photograph on the left was taken from the back of the alcohol aisle in a rural convenience store. At this location, the slushy machine was at the very end of the alcohol aisle so there was no way for children to avoid entering the alcohol section if they wished to purchase a slushy.



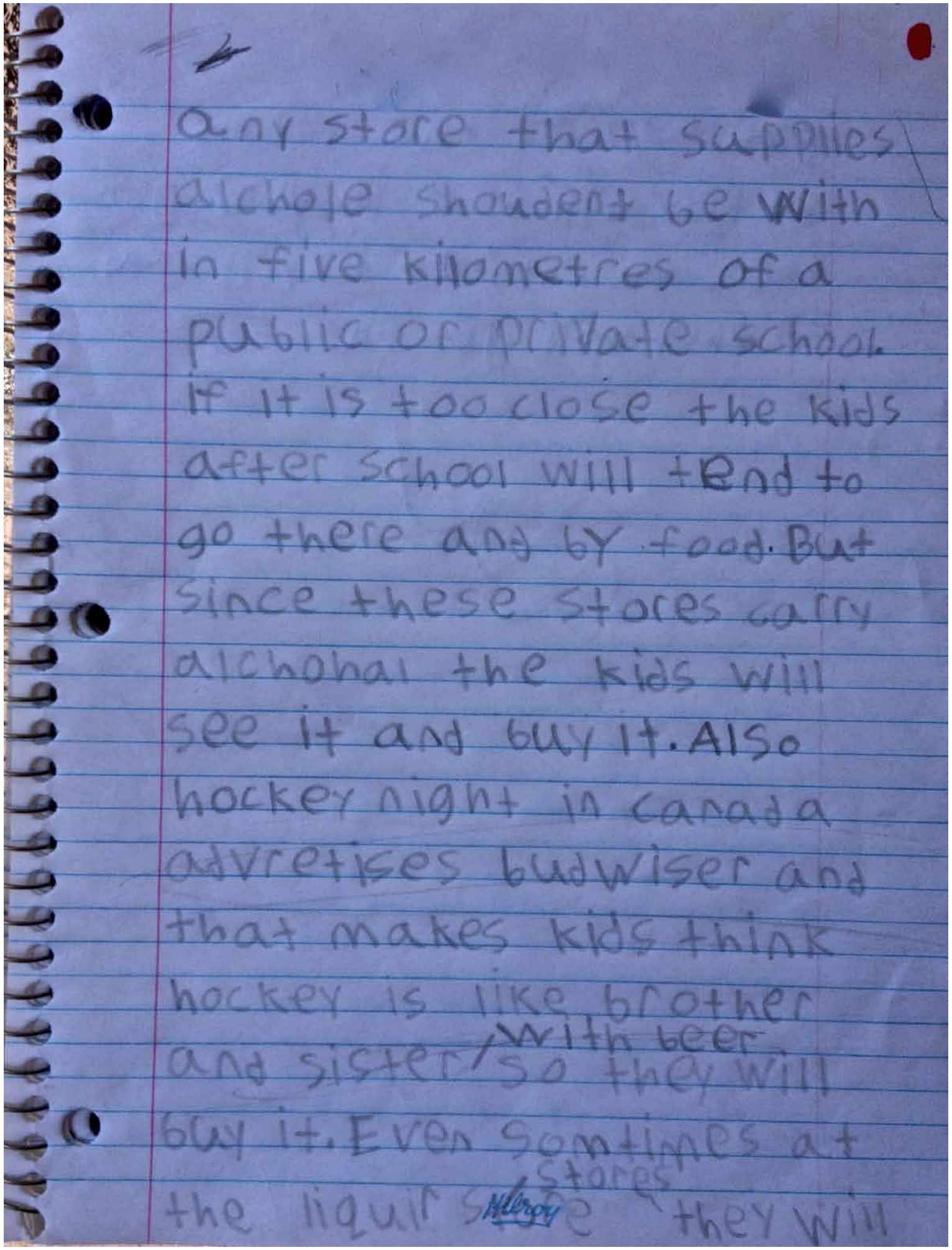
On the left we see an image of a typical alcopop display. Common to each NSLC agency store captured in this report was a wide variety of these products. Most often, these drinks held prominent display positions and were visible from well outside of the alcohol sections.

To the right is a picture from another location, this time depicting the view from the checkout counter. As we can see, the alcohol and lottery displays are in clear view; perhaps to help persuade you to make a last minute impulse buy?

We will end this section of the report with this image taken from the checkout counter at another rural convenience store. Note the sign: “Sociables: Chips, Snacks, Soft Drinks, Liquor”. Yet again we have an example of how we are perpetuating the perception of alcohol being an ordinary commodity that is required in order to be social and to generally have an enjoyable time.

ALCOHOL POLICY FROM A CHILD'S PERSPECTIVE.

WRITTEN BY TWO ELEVEN-YEAR-OLD NOVA SCOTIANS



put toys on the bottle
so kids will see it and get
there parents to buy it
so ther will get the toy.