Alcohol Standard Drink Activity Manual

Department: Ottawa Public Health

Branch: Health Promotion and Disease Prevention

Approved by: Nancy Langdon

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Last revision changes by Christina Walker, PHN
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Section I

Application

The intent of the Ottawa Public Health (OPH) Alcohol Standard Drink Activity is to build awareness of the concept of a “standard drink” of alcohol, and what it looks like. This interactive learning experience provides an opportunity to evaluate, manipulate and relate to one’s own experience with serving or drinking alcohol. It introduces the concept of monitoring how much one drinks.

The participant, through the activity, determines what and how much they pour allowing for immediate feedback and re-evaluation of their understanding of what a standard drink is, by comparing the amount they typically pour to “a drink” as defined by Canada’s Low-Risk Alcohol Drinking Guidelines (LRADG). The activity also leads to a conversation about the guidelines and the value of monitoring how much alcohol is consumed.

![Fig 1: Canada’s Low-Risk Alcohol Drinking Guidelines; Reproduced with permission from the Canadian Centre on Substance Abuse](image)

This manual is intended for program staff responsible for managing the Alcohol Standard Drink Activity at events such as LCBO retail stores and other locations. This manual provides all the information necessary to set-up and run the event. It contains a Q&A section that addresses the common questions that might be encountered when conducting this activity with the public.

The objective of the Alcohol Standard Drink Activity is to increase awareness of a standard drink size, Canada’s Low-Risk Alcohol Drinking Guidelines (LRADG) and to provide an opportunity to accurately measure how much they drink in a single serving, a necessary first step in following the LRADGs. The activity provides the foundation for participants to monitor how much they drink, whether on occasion, daily or weekly.
Background
In 2008, a National Alcohol Strategy Advisory Committee was formed\(^1\), with the Canadian Centre on Substance Abuse (CCSA), Health Canada, and Alberta Alcohol and Drug Abuse Commission co-chairing the creation of a National Alcohol Strategy. Forty-one recommendations were developed to reduce alcohol-related harm in Canada.

The recommendations were broken down into four categories:

1. **“Health promotion, prevention and education”** – which aims to raise public awareness about responsible alcohol use.\(^2\)
2. **“Health impacts and treatment”** - which aims to reduce the negative health impacts of alcohol consumption and address its contribution to injury and chronic disease.\(^2\)
3. **“Availability of alcohol”** - which aims to implement and enforce effective measures that control alcohol availability.\(^2\)
4. **“Safer communities”** - which aims to create safer communities and minimize harms related to intoxication.\(^2\)

The first recommendation was to develop and promote national alcohol drinking guidelines to encourage a culture of moderation, and aim for consistency and clarity of messages across all alcohol-related health and safety.\(^3\) Canada’s Low-Risk Alcohol Drinking Guidelines (LRADG) were produced to reduce short- and long-term health risks and injuries associated with alcohol. These guidelines were supported by all provincial and territorial Health Ministers in November 2011.

**What are the health risks?**\(^4\)
Exceeding the LRADGs increases the risk of experiencing short- or long-term negative health consequences.

*Short-term health* risks include injury (or death) associated with motor vehicle crashes, abusive or violent behaviour, unwanted sex or sexual assault, or alcohol poisoning.

*Long-term health* risks include developing serious health conditions including certain types of cancer, seizures, pancreatitis, stroke, irregular heartbeat, liver cirrhosis and high blood pressure.

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\(^3\) Reducing Alcohol-Related Harm in Canada: Toward a Culture of Moderation, recommendations for a National Alcohol Strategy, April 2007, National Alcohol Strategy Working Group

Canada’s Low-Risk Alcohol Drinking Guidelines

“A Drink” is equal to 17.05 ml (0.6 oz) of pure alcohol, which equals:

- 341 ml (12 oz) of 5% beer, cider or cooler
- 142 ml (5 oz) of 12% wine
- 43 ml (1.5 oz) of 40% spirits (e.g. rum, gin or rye)

Guideline 1: Weekly and Daily limits

- No more than 10 drinks per week and 2 drinks most days for women
- No more than 15 drinks per week and 3 drinks most days for men
- Plan non-drinking days every week

Guideline 2: Special Occasions

- No more than 3 drinks for women and 4 drinks for men

Guideline 3: When Zero’s the Limit

- Driving, using machinery or tools
- Taking medication or other drugs
- Doing any kind of dangerous physical activity
- Living with mental or physical health problems
- Pregnant or planning to be
- Responsible for the safety of others
- Making important decisions

Guideline 4: Pregnant? Zero is Safest

- If you’re pregnant or planning to become pregnant, or about to breastfeed

Guideline 5: Delay your drinking

- If teens choose to drink, they should never drink more than 1-2 drinks at a time, and never more than 1-2 times per week
- Guidelines should never be exceeded as alcohol can harm the way the body and brain develop

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Activity Overview
The interactive activity is designed to engage individuals in a conversation about standard drink size and the LRADGs through the actions: “Pour, Measure and Look”

Activity Objectives
- Increase the number of adults who can accurately describe a standard drink size and the LRADG
- Increase the number of adults who are able to accurately compare their actual consumption with the LRADG

Key messages (adults 25 and older)
1. If you choose to drink, the Low-Risk Alcohol Drinking Guidelines help you decide, when, where, why and how.
2. Size does matter! Not all drinks are created equal: serving sizes and alcoholic strength vary. Poured or bottled drinks often contain more than one standard drink.
3. Online self-assessment tools help to change behavior. Check your drinking is a credible, evidenced-based, anonymous survey tool:
   a) Adults who are concerned about the amount of alcohol they drink and the potential health risks can go online to complete a self-assessment survey tool at ottawa.ca/checkyourdrinking
   b) Adults may also complete the online survey for a friend or loved one if concerned about the amount of alcohol they drink.

Key messages for specific audiences

Underage youth who drink / Parents of pre-teen or teens: Discuss the importance of delaying their teens’ drinking because of the harm to body and brain development. Refer to Section 5 of the LRADG – “Delay your drinking” for recommendations for teens who choose or parents that allow them to drink. Encourage parents to engage their child/teen in conversations about alcohol and its affect on the developing body and brain.

Young adults (aged 18 to 24): Emphasize the fact that a standard drink of beer is equivalent to a standard drink of wine or spirits and vice versa. Encourage young adults to consider adopting safer drinking behaviours (found in the LRADG brochure) if they are not receptive to the recommended limits of the LRADG.
**Adults who don’t drink:** Discuss that although they do not drink themselves, they may serve alcohol in their home, so when serving alcohol it is just as important to be aware of the LRADG and what the size of a standard drink is.

- **Host liability** – Hosts are legally responsible to ensure the safety of their guests if they serve alcohol in their home or elsewhere (e.g. a rented facility) or if they allow alcohol to be consumed on their property. A copy of the CAMH “Having a Party” brochure is available in the manual binder.

**Older Adults (aged 65 and older):** Discuss that alcohol can interact with certain medications, so it is important to speak with their doctor prior to consuming alcohol. It is highly recommended they follow the daily limit should they choose to consume alcohol due to changes in the way their body can process alcohol.

**Section 2**

**Responsibilities**

This section highlights individual tasks at all stages of completing the Alcohol Standard Drink Activity; pre-event, set-up, running the activity, and take-down. LCBO retail stores are the main site in which OPH delivers the Alcohol Standard Drink Activity but it can be held, following this manual, at other locations such as workplaces, public events etc.

For more specific staff roles and responsibilities related to the Standard Drink Activity events in LCBO retail store, see [Appendix 6](http://www.camh.ca/en/hospital/health_information/a_z_mental_health_and_addiction_information/alcohol/Pages/having_party.aspx).

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## Pre-Event

<table>
<thead>
<tr>
<th>Person responsible</th>
<th>Tasks</th>
</tr>
</thead>
</table>
| **Lead staff for event** | 1. Confirm space availability for delivering activity and set-up location  
2. Ensure additional staff are trained and briefed prior to running the activity.  
3. Arrange with your program assistant to book equipment needed (see below)  
4. Ensure kit and supplies are brought to event and set up, then taken down and brought back to AV room. |
| **All individuals staffing the event** | 1. Review the [Low-Risk Alcohol Drinking Guidelines](#) to familiarize yourself with the content, including the [Frequently Asked Questions](#) factsheet  
2. Review the Alcohol Standard Drink Activity manual. |
| **Program assistant** | 1. Book the following equipment from OPH Audiovisual (AV) department:  
a) Alcohol Standard Drink Activity Kit  
b) How Much is Too Much? Roll-up Displays (English and French) **NOTE:** *Do not use roll-up at LCBO locations*  
c) OPH Tablecloth  
d) Table |

## Set-Up at Event Site

<table>
<thead>
<tr>
<th>Person responsible</th>
<th>Tasks</th>
</tr>
</thead>
</table>
| **Lead staff for event** | 1. Arrive 15 minutes prior to event to set up activity  
2. Introduce self and colleagues to event/ location staff (if applicable), and confirm activity location |
| **All individuals staffing the event** | 1. Set-up table for activity in a high-traffic area.  
2. Put the OPH Tablecloth on the display table.  
3. Open activity kit and arrange contents as described below (See [Appendix 1](#) for the kit checklist)  
i. *Place glasses on the silver tray on the table.*  
ii. *Choose a selection of glasses that would appeal to the audience such as a more casual glass like a red solo cup for young adults instead of the margarita glass.*  
iii. *Place the measuring cup, reusable ice cubes, strainer, place mats and tea towel on the table*  
4. Lay out the LRADG brochures.  
5. Set-up the roll-up displays, if applicable (**do not use at LCBO locations**).  
6. Use the prepared jug of coloured water to fill empty wine bottle, pitcher, and hard liquor bottle. Place filled bottles and pitcher on table.  
7. If applicable, place evaluation sheets and pens on the table (Appendix 2)  
8. If applicable, have event tracking form ready on the table |
Engagement and Running the Activity

Key points for running activity:
- Engage the public to participate by asking them to try our “challenge”.
- Have the participant pour a drink that best represents the amount they would pour for themselves, or would serve.
- Make sure to have the participant involved in all parts of the display, by getting them to pour their drink into measuring cup, and tell you the amount in the measuring cup.

Script:

Ask if they would like to try our standard drink “challenge”. If at an LCBO location, ask what they are planning to purchase today. Both are effective ways to engage people to participate.

What to say when…

They think it’s a taste test: people may be hesitant to stop by the activity if they believe they have to drink alcohol. Remind participants that it’s not alcohol, just water for a demonstration.

They think it’s about drinking and driving: explain that although drinking and driving is an important issue we are discussing the drinking guidelines how they can lower the health risks associated with consuming alcohol. You can advise them that the guidelines state that driving is one of the times when zero alcohol is the limit.

Running the activity

1. Once the participant has agreed to try the activity, ask what type of alcohol (beer, cooler, wine or spirits) they “usually” drink or serve.

2. Ask the participant to choose a glass and pour themselves a drink that best represents the amount they would drink or serve at home, a restaurant, a bar or friend’s house. If desired, client can use reusable ice cubes to appropriately displace liquid.

Probing Questions:

a) How many standard drinks are in the drink you’ve poured?
b) How many of these drinks would you normally consume in one occasion?

3. Ask the participant to pour the drink into the measuring cup and have them read the number of milliliters (ml) or ounces (oz) the drink contains; if reusable ice was used, pour drink over measuring cup using strainer to catch ice cubes.
4. Together, estimate the drink size related to the standard drink size ("a drink") as promoted in the LRADG. Use the graphic in the CCSA brochure as a visual reference. Use oz or ml based on participant preference, which you will know from what measure they give you back from the measuring cup.

Optional: There are a number of tools available in the kit binder that can help calculate the exact standard drink unit:
- Appendix 4: Common Alcohol References and Popular Brands
- Appendix 5: Standard Drink Unit Calculation Formula

5. If the participant measured more than 1 standard drink, try pouring the excess liquid back into the jug to leave only enough liquid to equal a standard drink. Pour it back into the client’s empty glass so they can see what a standard drink "looks like" in their selected glass.

Probing Questions:

a) Why do you think it is important to know what a standard drink size is?
   Answer: By tracking how much you are drinking it will help you to reduce your consumption, and/ or keep track of how much your guests have been drinking

b) List some ways to accurately pour a single serving of a drink.
   Answer: use a measuring cup or shot glass; measure a standard drink and pour into the glass to create a visual blue print for pouring additional drinks

6. Discuss with participant why it is important to know what “a drink” is (can use probing questions) by showing the client that the LRADG have weekly and daily limits for men and women. Relate it back to the size and number of standard drinks they originally poured (e.g. if a male participant poured a beer that is equivalent to 1.5 drinks, they would then reach the daily recommended limits after consuming two drinks)

7. Offer the participant the LRADG brochure.

8. Invite participants to fill out evaluation (if applicable)

9. Pour the liquid back into the pitcher to begin the activity again with.

Take Down of the Activity

1. Return the coloured water into the large container with lid and dry each glass with tea towel.
2. Pack the kit back in the storage bag using bubble wrap for protection.
3. Ensure the activity module binder is returned with the kit.
4. Return all brochures and pens to the kit.
5. Please report to the IPSM program assistant if the kit needs to be restocked, or if any items are damaged; specify the kit number and item needed or damaged.
Post Event

<table>
<thead>
<tr>
<th>Person responsible</th>
<th>Tasks</th>
</tr>
</thead>
</table>
| Lead staff for event| 1. Return kit and supplies to AV department. (This responsibility can be delegated to another staff member at event)  
|                    | 2. Return completed evaluations if applicable and tracking tool to the program assistant  
|                    | 3. If applicable, report to the IPSM program assistant if the kit needs to be restocked or items replaced (include the kit number) |

Documentation

Document any interactions, as per Ottawa Public Health Documentation Policy & Procedure, that are outside the normal scope of the activity as outlined in this manual. Some examples of these types of encounters are outlined in the next section.

Section 3

Interactions beyond LRADG & Concerns Raised Regarding Alcohol Consumption

At times, interactions with participants may go beyond the intended content of the display. Appendix 5 provides recommended interventions and responses based on situations and questions that have arisen while providing the service.

In answering questions beyond the LRADG:

- Keep interactions brief and reorient to LRADG content, if possible.
- If participants have further questions beyond the material presented, or a staff person is unsure of an answer, and the responses in Appendix 5 are not sufficient refer client to the Ottawa Public Health Information Line (613-580-6744), or to the Drug and Alcohol Helpline on the back of the LRADG brochure (1-800-565-8603).

It is acknowledged that staff all have a unique set of knowledge and expertise, and may be able to answer questions outside of the LRADG and content of the activity described in this manual. The recommendation for all staff is to deliver the manual as indicated and direct to appropriate resource for further intervention to limit interaction, as client confidentiality can be difficult to maintain in the activity setting.
Below are special considerations for Public Health Nurses and other OPH staff:

**Public Health Nurse Role:** Nurses contribute a unique set of skills to the activity offering an opportunity for enhanced service delivery, but they do have considerations for delivering this activity specific to their profession. In delivering the activity it is important to remember that nursing staff are not only held to the expectations and responsibilities put forward by Ottawa Public Health, but also to the College of Nurses of Ontario (CNO). When staffing this display provide information within your scope of knowledge. If you are unsure of the answer, direct the participant to contact the Ottawa Public Health Information Line (613-580-6744) Provide appropriate documentation as per CNO Documentation Practice Standards, in addition to documentation expectations described below for all OPH staff.

**Other staff:** For all events with this activity, provide information as described in manual and recognize that there are expectations for Ottawa Public Health staff to maintain client confidentiality and document services provided appropriately.

**References**
- Background on *Check your drinking* screener ([English](http://example.com) ([French](http://example.com))
- Centre of Addiction and Mental Health – About Alcohol ([English](http://example.com)) ([French](http://example.com))
- MADD Canada – ABC’s of BAC’s ([English](http://example.com)) ([French](http://example.com))
- Ministry of Transportation – Impaired driving penalties ([English](http://example.com)) ([French](http://example.com))
- Ottawa Public Health Staff Policies and Procedures; Documentation of Client Services ([English](http://example.com))
- City of Ottawa Local Transportation Policy ([English](http://example.com))

**Legislative & Administrative Authorities**
- Health Protection and Promotion Act- Ontario Ministry of Health & Long-Term Care (last amendment 2011)
- The Ontario Public Health Standards- Ontario Ministry of Health & Long-Term Care (2008)
- Regulated Health Professionals Act- Ontario Ministry of Health & Long-Term Care (last amendment 2013)

**Contact**
For more information on these procedures, contact the Injury Prevention & Substance Misuse Program Assistant, Marjorie Sutherland at ext 23594, who can direct your questions to the appropriate staff person or to Unit Supervisor, Nancy Langdon at ext 23721.

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## Appendix 1  Alcohol Standard Drink Activity Kit Checklist

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>(3) Measuring cups</td>
<td></td>
</tr>
<tr>
<td>(1) Large pitcher</td>
<td></td>
</tr>
<tr>
<td>(1) Wine bottle</td>
<td></td>
</tr>
<tr>
<td>(1) Hard Liquor bottle</td>
<td></td>
</tr>
<tr>
<td>(1) Plastic bottle</td>
<td></td>
</tr>
<tr>
<td>(3) Plastic cups</td>
<td></td>
</tr>
<tr>
<td>(3) Shot glasses</td>
<td></td>
</tr>
<tr>
<td>(1) Bottle of blue food colouring</td>
<td></td>
</tr>
<tr>
<td>(3) Decorative Hawaiian umbrellas</td>
<td></td>
</tr>
<tr>
<td>(1) Martini glass</td>
<td></td>
</tr>
<tr>
<td>(3) Wine glasses</td>
<td></td>
</tr>
<tr>
<td>(5) Tumblers</td>
<td></td>
</tr>
<tr>
<td>(2) Beer glass/mug</td>
<td></td>
</tr>
<tr>
<td>(1) Plastic silver tray</td>
<td></td>
</tr>
<tr>
<td>(1) Tea towels</td>
<td></td>
</tr>
<tr>
<td>(1) Blue place mats</td>
<td></td>
</tr>
<tr>
<td>(1) OPH Apron</td>
<td></td>
</tr>
<tr>
<td>(1) Bag of reusable ice cubes i.e. small multi-coloured balls</td>
<td></td>
</tr>
<tr>
<td>(1) Strainer</td>
<td></td>
</tr>
</tbody>
</table>
Appendix 2  Evaluation: Short survey

I am more confident in my ability to pour a standard drink.

☐ YES  ☐ NO

I was satisfied with the quality of the service I received.

☐ YES  ☐ NO

I am more confident in my ability to pour a standard drink.

☐ YES  ☐ NO

I was satisfied with the quality of the service I received.

☐ YES  ☐ NO
### Appendix 3  
Common Alcohol References

<table>
<thead>
<tr>
<th>Beer – standard drink</th>
<th>12 oz</th>
<th>341 mL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tall can of beer</td>
<td>16 oz</td>
<td>455 mL</td>
</tr>
<tr>
<td>Pint of beer /draft</td>
<td>16 oz</td>
<td>455 mL</td>
</tr>
<tr>
<td></td>
<td>20 oz</td>
<td>568 mL</td>
</tr>
<tr>
<td>Pitcher of beer</td>
<td>60 oz</td>
<td>1704 mL (or 5 bottles of beer)</td>
</tr>
<tr>
<td>Spirits – standard drink</td>
<td>1.5 oz</td>
<td>43 mL</td>
</tr>
<tr>
<td>Mickey of alcohol</td>
<td>13 oz</td>
<td>375 mL</td>
</tr>
<tr>
<td>Texas Mickey</td>
<td>101 oz</td>
<td>3 L</td>
</tr>
<tr>
<td>(rye, rum, vodka, whiskey)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Popular Alcohol Brands

<table>
<thead>
<tr>
<th>Alcohol</th>
<th>Brands</th>
</tr>
</thead>
</table>
| 15% alcohol | Sourpuss liquor  
Godiva white chocolate cream  
Bailey’s Irish cream (17%) |
| 20% alcohol | Kahlua coffee liquor  
Malibu rum liquor (21%)  
Blue Curaçao (15-23%)  
Crème de banane (17%)  
Other flavoured liquors (17-23%) |
| 25% alcohol | Peach schnapps (24%) |
| 30% alcohol | Amaretto Disaronno (28%) |
| 35% alcohol | Southern Comfort  
Fireball Whiskey (33%) |
## Standard Drink Unit Calculation

### Formula

A standard drink contains 17.05ml or 0.6 oz of pure alcohol.

<table>
<thead>
<tr>
<th>Option 1 (ounces):</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Amount in ounces x alcohol %</strong></td>
<td><strong>Example (cooler with 7% alcohol content):</strong></td>
</tr>
<tr>
<td>0.6 oz</td>
<td><strong>12 ounces x 0.07</strong></td>
</tr>
<tr>
<td></td>
<td>0.6</td>
</tr>
<tr>
<td></td>
<td><strong>0.6</strong></td>
</tr>
<tr>
<td></td>
<td>= 1.4 standard drinks</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Option 2 (milliliters):</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Amount in millilitres x alcohol %</strong></td>
<td><strong>Example (wine with 14% alcohol content):</strong></td>
</tr>
<tr>
<td>17.05 ml</td>
<td><strong>200 ml x 0.14</strong></td>
</tr>
<tr>
<td></td>
<td>17.05 ml</td>
</tr>
<tr>
<td></td>
<td>= 1.6 standard drinks</td>
</tr>
</tbody>
</table>
Appendix 5  Interactions for the Alcohol Standard Drink Activity: Questions outside of the LRADG

Below are some common questions/ situations that staff running the modules have encountered, and recommended interventions/ responses:

*Please remember in answering these questions to keep it very brief and reorient to LRADG content. If participants have further questions beyond the material or if a staff person is unsure of an answer and the responses below are not sufficient, please refer client to the Ottawa Public Health Information Line (613-580-6744).

Table of Questions/ Responses:

<table>
<thead>
<tr>
<th>Item mentioned</th>
<th>Intervention/ Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Disclosure that there is concern with their drinking or someone else's drinking</td>
<td>Describe how the participant could use the “Check Your Drinking” assessment tool, and if they want they could give the results, from the tool, to their doctor to start a conversation. Can also direct the participant to the Drug and Alcohol Help Line (on the back of the LRADG pamphlet), as an alternate source of information.</td>
</tr>
<tr>
<td>2. Participant is clearly exceeding the limits, and thinks there is no problem</td>
<td>Highlight the “Check Your Drinking” assessment tool, and provide the client with the LRADG guidelines discussing the health effects of consuming alcohol beyond the limits, (direct to safer drinking tips). Inform them that there are resources (ex. Drug and Alcohol Helpline) should they or anyone they know be looking for help with this issue.  <strong>Please note: In the context of the display, it is not appropriate to address the issue further, due to professional liabilities and issues related to confidentiality.</strong></td>
</tr>
<tr>
<td>2. Diabetes and Alcohol</td>
<td>If participant indicates they are diabetic, refer them to their diabetes nurse/ counselor /care provider to discuss their use of alcohol. Information also available through the Canadian Diabetes Association website.</td>
</tr>
<tr>
<td>4. Culture and how alcohol is integrated into it/ pressure to drink to fit in</td>
<td>If consuming alcohol is part of a participants cultural norms, or they are feeling pressure to drink to fit-in, direct them to the safer drinking tips. Staff can make suggestions like consuming mocktails, keeping a glass in your hand to avoid being offered a drink, or mix water into drinks. Views on alcohol consumption can vary from person to person and can be heavily influenced by their culture. In the context of the display, staff’s role is to make participants aware of the LRADG and the health effects of consuming alcohol, so they can make an informed-decision.</td>
</tr>
<tr>
<td>5. Calories / nutrition in alcoholic beverages</td>
<td>Let the participant know that alcohol contains many calories, but the amount varies between different products. If consumed, alcohol should be in addition to a nutritious balanced diet. Staying within the LRADG will help limit excessive caloric intake.</td>
</tr>
<tr>
<td>Item mentioned</td>
<td>Intervention/ Response</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
</tbody>
</table>
| 6. The benefits of alcohol /I heard it’s good for your health to drink some alcohol/ Red wine is good for you. | Moderate alcohol consumption does appear to provide some protection against certain illnesses, such as heart disease and diabetes, but also increases risk of other serious diseases.  
The International Agency for Research on Cancer (IARC) classifies alcohol as a known cancer-causing substance (carcinogen) and drinking alcohol is considered carcinogenic in humans. Drinking even one alcoholic drink a day can raise the risk for breast cancer by 1.5 times. ([http://www.cancer.ca/en/cancer-information/cancer-101/what-is-a-risk-factor/alcohol/?region=on#ixzz3Bh92baSt](http://www.cancer.ca/en/cancer-information/cancer-101/what-is-a-risk-factor/alcohol/?region=on#ixzz3Bh92baSt)).  
No level of drinking is considered risk free, but the risk can be lowered by following the LRADG. |
| 7. Different alcohol content in various drinks.                               | Using the activity, show the participant that the drink they chose can have different alcohol content. This is an important message due to all the varied % alcohol in craft beers. Use the Standard Drink Unit Calculation Formula (Appendix 3) to find out how many standard drinks participants are consuming for varying alcohol contents. |
| 8. What is BAC/why does it matter?                                            | Blood Alcohol Concentration (BAC) is the level of alcohol concentration in your blood; it increases with the amount of alcohol consumed. The higher the BAC, the more negative effects on the body. Very different from person to person; affected by many factors, size, gender, medications, fatigue, etc.                                                                 |
Appendix 6 Implementation of Alcohol Standard Drink Activity in LCBO Retail Stores

The information below highlights specific considerations needed for delivering the Alcohol Standard Drink Activity in LCBO retail stores and additional responsibilities for staff delivering the display to accommodate this unique partnership.

Description of partnership:

Ottawa Public Health is partnering with local LCBO retail stores in three Ottawa districts to deliver the Alcohol Standard Drink Activity to LCBO customers. Public health staff communicate with the LCBO store managers to book displays. The activity is done over a 2 hour period generally on Thursday or Friday afternoons.

Staffing expectations:
The number of staff required to run the event will vary depending on the site location, but generally 2 staff people are preferred for a LCBO event. The program assistant will ensure there is adequate staffing available as per recommendations below.

Roles and responsibilities of staff at LCBO activity:

- **Project coordinator** - Initiates contact with store managers to book in advance weekly delivery of the activity. Monitors which LCBO stores host the display next by tracking number of visits to each store. Act as liaison between staff and LCBO to coordinate staffing availability.

- **Lead staff for event** – Responsible for connecting with the LCBO manager prior to event to confirm space availability for delivering activity. Ensure staff attending event are comfortable with LRADG content and the activity. Ensure equipment is brought to the event and returned to AV department.

- **Individuals staffing display** – Review module and its respective documents prior to event. Actively engage with the public to create awareness about standard drink size and its use within the LRADG. Staff also have a responsibility to document interactions as described in the manual.

- **Program assistant** - Ensure delivery of the activity as highlighted in pre-event procedures, communicate with staff to confirm attendance, communicate with LCBO managers to confirm display staffing, ensure activity kits remain stocked, and gather & record documentation from event staff.