

Rethink Your Drinking Campaign Survey Report

Prepared by:

- Annette Hoyles, BSc, Public Health Promoter
- Renate van Dorp, MSc, PhD, Epidemiologist
- Janet Jackson, BSc H.K, MHS, Public Health Manager



ACKNOWLEDGEMENTS

Thank you to everyone who helped to develop the survey:

- Jason LeMar, Public Health Ontario
- Sarah Merkel, Perth District Health Unit
- Tamar Meyer, Centre for Addiction and Mental Health
- Linda Stewart, Association of Local Public Health Agencies

Thank you to everyone who helped to develop the survey report:

- Rebecca Hill, Perth District Health Unit
- Meg Pehlke, Perth District Health Unit

For more information about this report, please contact:

Annette Hoyles, Public Health Promoter

Perth District Health Unit

653 West Gore Street

Stratford, ON N5A 1L4

Phone: 519-271-7600 ext 287 or toll-free at 1-877-271-7348 ext 287

Email: ahoyles@pdhu.on.ca

PURPOSE

In 2015, a survey was conducted with public health units in Ontario regarding the *Rethink Your Drinking* (RYD) Campaign. The purpose was to identify how public health units were using, promoting and adapting this campaign in their local area as well as determine the interest in adopting the RYD campaign as a province-wide public health-led initiative.

SUMMARY OF RESULTS

- Of the 33 Ontario public health units who responded to the survey, nearly two-thirds (64%) of public health units promote the RYD campaign.
- Among the 21 public health units promoting the RYD campaign:
 - The most promoted RYD messages are Size Matters (91%), Time Matters (76%) and Zero Matters (76%).
 - Social media (91%) and public health unit websites (86%) are the most common type of promotion used.
 - The RYD campaign was promoted using staff time (95%) and financial resources (91%).
 - The most common target populations for the RYD campaign are 25-44 year olds (95%) and 19-24 year olds (81%) with healthcare providers (14%) and 65+ year olds (14%) being the least common.
 - University/college settings (57%) and the community are the most common locations for promotion.
 - Access to free campaign materials (95%), access to free social media materials (86%), and access to a free website (71%) were identified as the resources that would help most with local implementation of the RYD campaign.
 - Nearly half (48%) identified the desire for a bilingual website and campaign materials; however only one public health unit identified the capacity to assist with French translation.
 - Nearly all agreed or strongly agreed (91%) that the RYD campaign is a useful resource in promoting awareness of alcohol-related harm.
 - All agreed or strongly agreed that the RYD campaign is a useful resource in promoting awareness of the Canadian Low-Risk Alcohol Drinking Guidelines (LRADGs).
 - All are interested or very interested in adopting the RYD campaign as a province-wide public health-led initiative.
 - Over three-quarters (77%) identified the capacity to participate in a province-wide public health-led initiative by either using current resources or by reallocating/enhancing resources.
- Among the public health units not promoting the RYD campaign:
 - The most common reasons for not promoting the RYD campaign is the absence of evaluation results (42%) and the use of other campaigns/initiatives (58%).
 - Access to free social media materials (100%), access to free campaign materials (83%), and access to a free website (83%) would be most helpful to those who identify a lack of capacity and/or the need for French translation.
 - Just over half (58%) are interested or very interested in adopting the RYD campaign as a province-wide public health-led initiative.
 - About one-third (34%) identified the capacity to participate in a province-wide public health-led initiative by either using current resources or by reallocating/enhancing resources.

BACKGROUND

The *Rethink Your Drinking* campaign began as a collaborative project of the nine southwestern Ontario public health units: Grey-Bruce, Huron, Perth, Oxford, Middlesex-London, Chatham-Kent, Lambton, Elgin St. Thomas, and Windsor-Essex. The campaign was created to address the 2011-2013 Accountability Agreement from the Ministry of Health and Long-Term Care regarding the percentage of the adult population that drink in excess of the LRADGs while maximizing limited resources (e.g. human, financial) within the nine health units.

It was decided that the main objectives of the campaign were to increase awareness and education of:

- LRADGs, including its components (e.g. standard drink size)
- female-specific health risks related to alcohol consumption
- link between alcohol consumption and short-term health risks (e.g. intoxication, violence)
- link between alcohol consumption and long-term health risks (e.g. chronic disease, cancer, Fetal Alcohol Spectrum Disorder [FASD])
- local supports, treatment and referral services available for alcohol misuse/abuse.

The primary audience chosen was men and women, ages 25-44 years. As more campaign messages were added, the target population was expanded to include women who are or may become pregnant, and young adults (age 19-24 years).

Initially, the campaign consisted of 5 phases/messages (*Size Matters*, *Time Matters*, *Choice Matters*, *Sex Matters*, *Everything Matters*) that were released over a one-year period using a staggered approach (i.e. one message released every 3 months). Six additional messages were added in partnership with other public health networks/units: *Zero Matters* with the SW Reproductive Health Network; *Cancer Matters* with the SW Cancer Prevention and Early Detection Network; and, four young adult-focused messages including *Size Matters*, *Sex Matters*, *Playing Matters*, and *Protection Matters* with the North Bay and Parry Sound District Health Unit. The following table summarizes all messages included in the RYD campaign to date:

TOPIC OF MESSAGE	TAGLINE
Standard drink sizes	SIZE MATTERS (original) SIZE MATTERS (young adult audience)
Drinks per day, per week Time between drinks	TIME MATTERS
Injury and alcohol	CHOICE MATTERS
Female-specific alcohol risks	SEX MATTERS (original) SEX MATTERS (young adult audience)
Chronic disease and alcohol	EVERYTHING MATTERS
FASD prevention	ZERO MATTERS
Cancer and alcohol	CANCER MATTERS
Risky drinking	PLAYING MATTERS (young adult audience)
Risky sexual behaviours	PROTECTION MATTERS (young adult audience)

Through the work of the Provincial LRADG Public Health Working Group, the RYD campaign was identified as a potential public health-led initiative that could be implemented across the province in a coordinated fashion to help address alcohol-related harm and LRADG promotion by public health units. As a first step in this process, the RYD survey was created to ascertain the current use of the RYD campaign in Ontario and investigate if public health units have an interest in - and the capacity to - implement the RYD campaign both locally and provincially.

METHOD

- Survey questions were developed and pre-tested by the Perth District Health Unit (PDHU), Public Health Ontario (PHO), Association of Local Public Health Agencies (alPHa), and Centre for Addiction and Mental Health (CAMH).
- The survey was administered through FluidSurveys and a link was sent via e-mail to the Medical Officers of Health, Chronic Disease Prevention/Injury Prevention and Family Health Public Health Managers Networks, and staff in the Alcohol/Substance Misuse Prevention program in all Ontario public health units (n=36).
- Health units were given two weeks to respond and only one response was accepted per health unit.
- The survey included two sets of questions: one set for public health units promoting the RYD campaign and one set for public health units not promoting the RYD campaign. A copy of the survey can be found in Appendix A.
- A summary report of frequencies and comments was created using FluidSurveys.

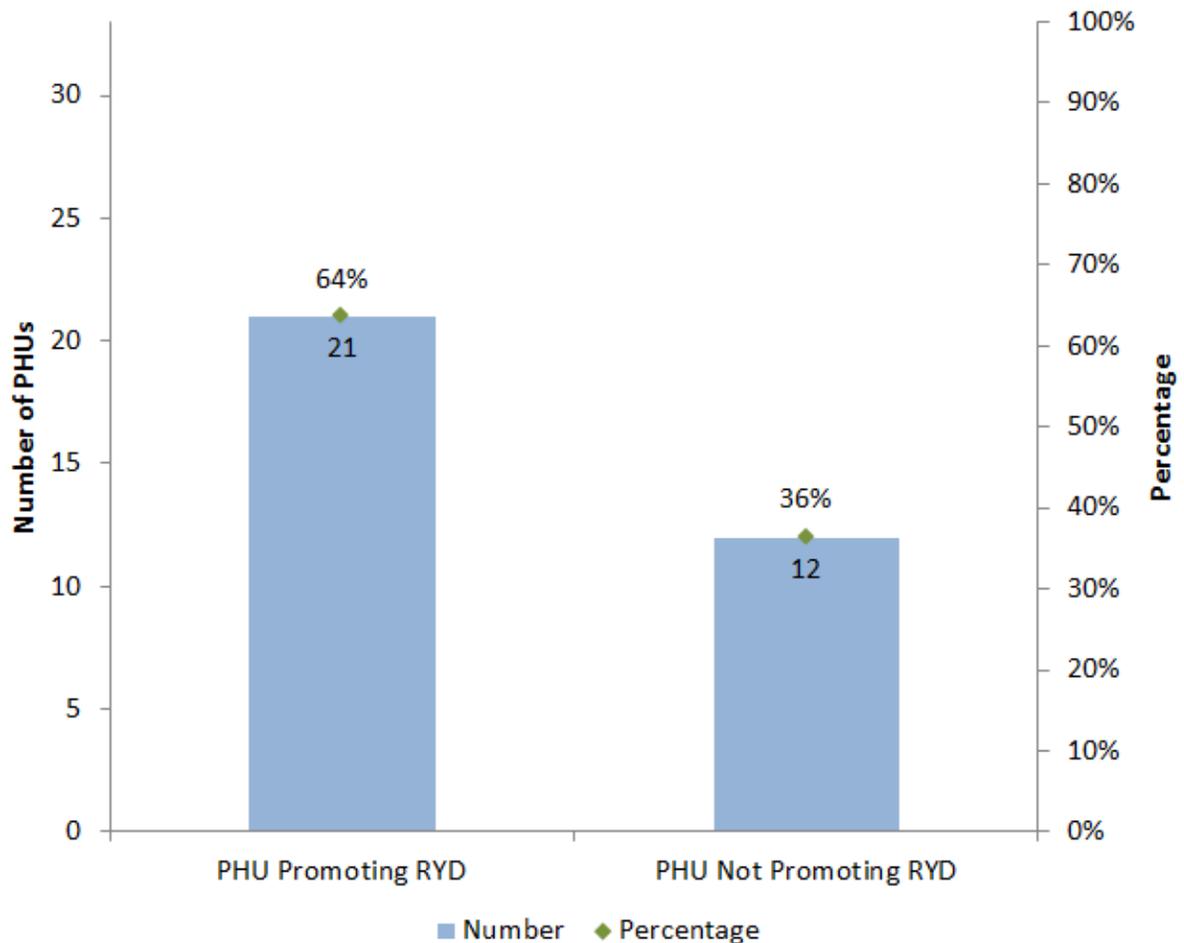
RESULTS

The following figures show the results of key questions asked in the survey.

Following a general description, the results have been organized into two parts:

- Public health units (PHUs) promoting the RYD campaign (*Page 7*)
- Public health units (PHUs) not promoting the RYD campaign (*Page 19*)

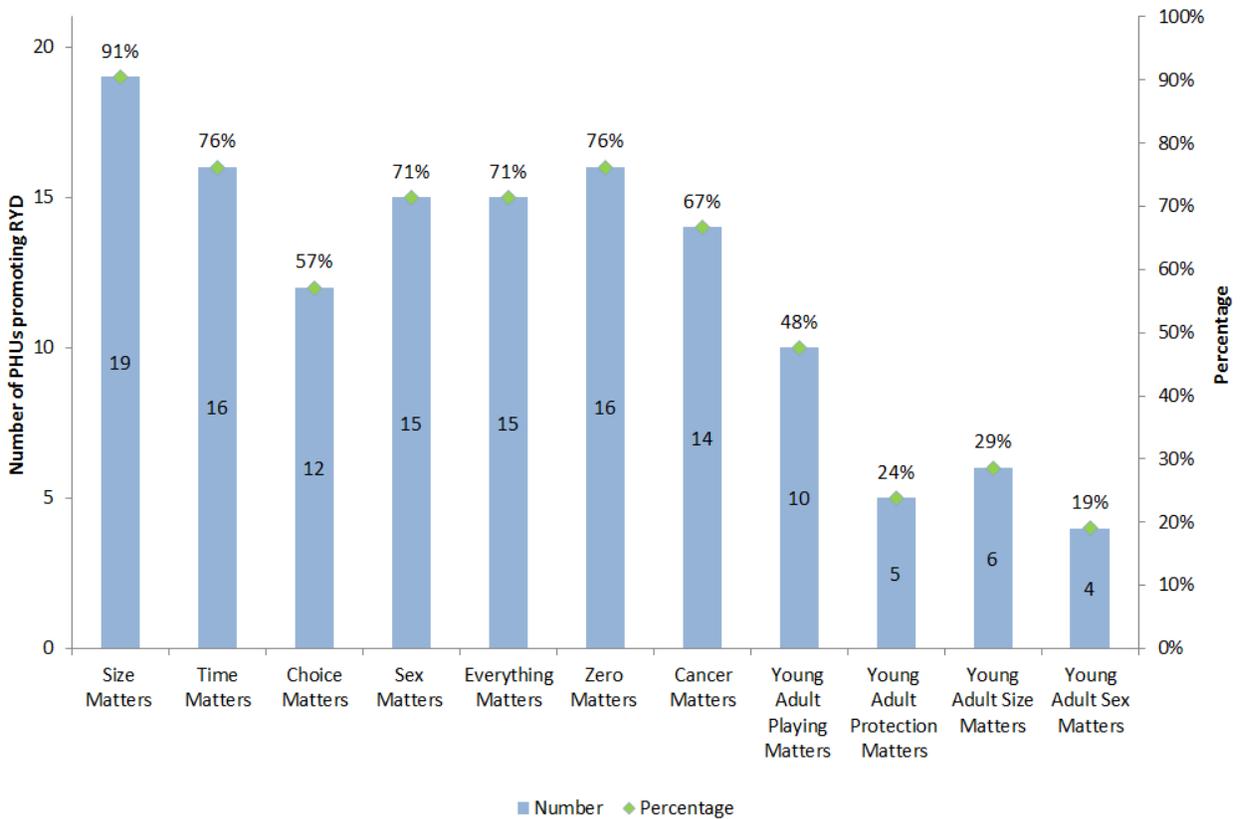
Figure 1 – Number and percentage of PHUs that promote the RYD campaign.



- Nearly two-thirds (64%) of all responding PHUs promote the RYD campaign.

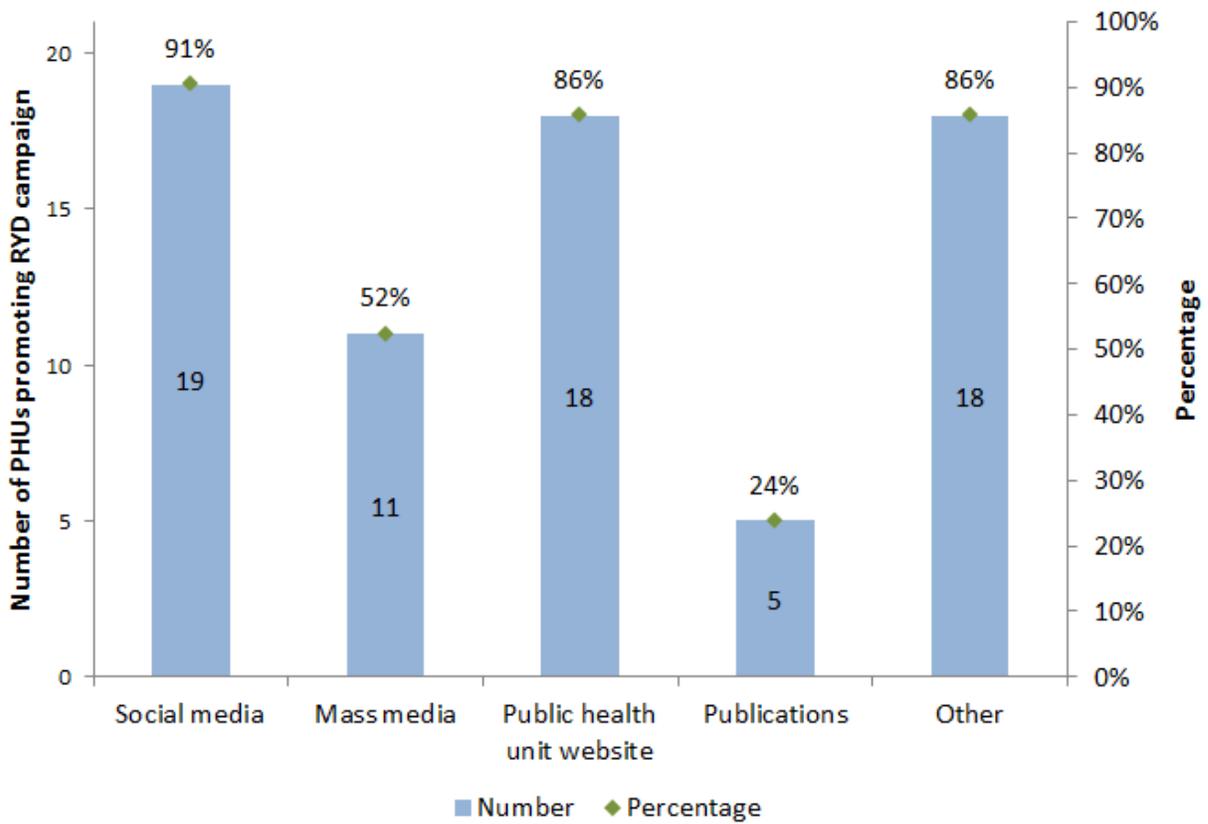
Public Health Units Promoting the RYD Campaign

Figure 2 – Number and percentage of PHUs promoting the RYD campaign by campaign message.



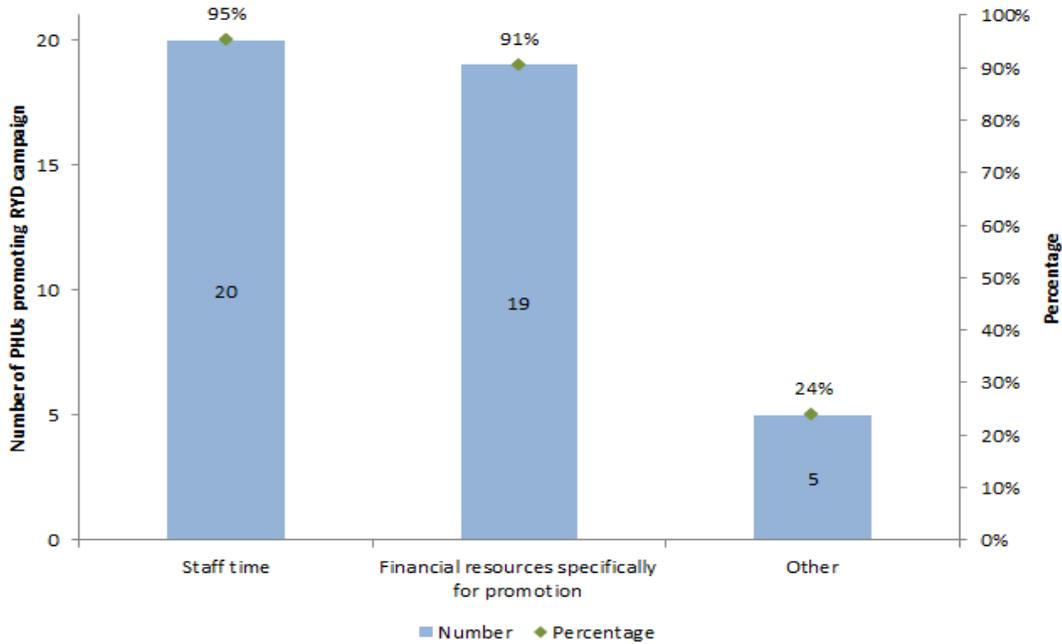
- The most promoted RYD messages include Size Matters (91%), Time Matters (76%), and Zero Matters (76%), whereas the least promoted messages are the young adult-focused messages.
- When asked if there were any campaign messages that they did not support, a few PHUs reported that the four young adult messages were not supported in their health unit due to lack of support for the graphic used in the poster and/or a lack of resources to promote the young adult messages.

Figure 3 – Number and percentage of PHUs promoting the RYD campaign by type of promotion.



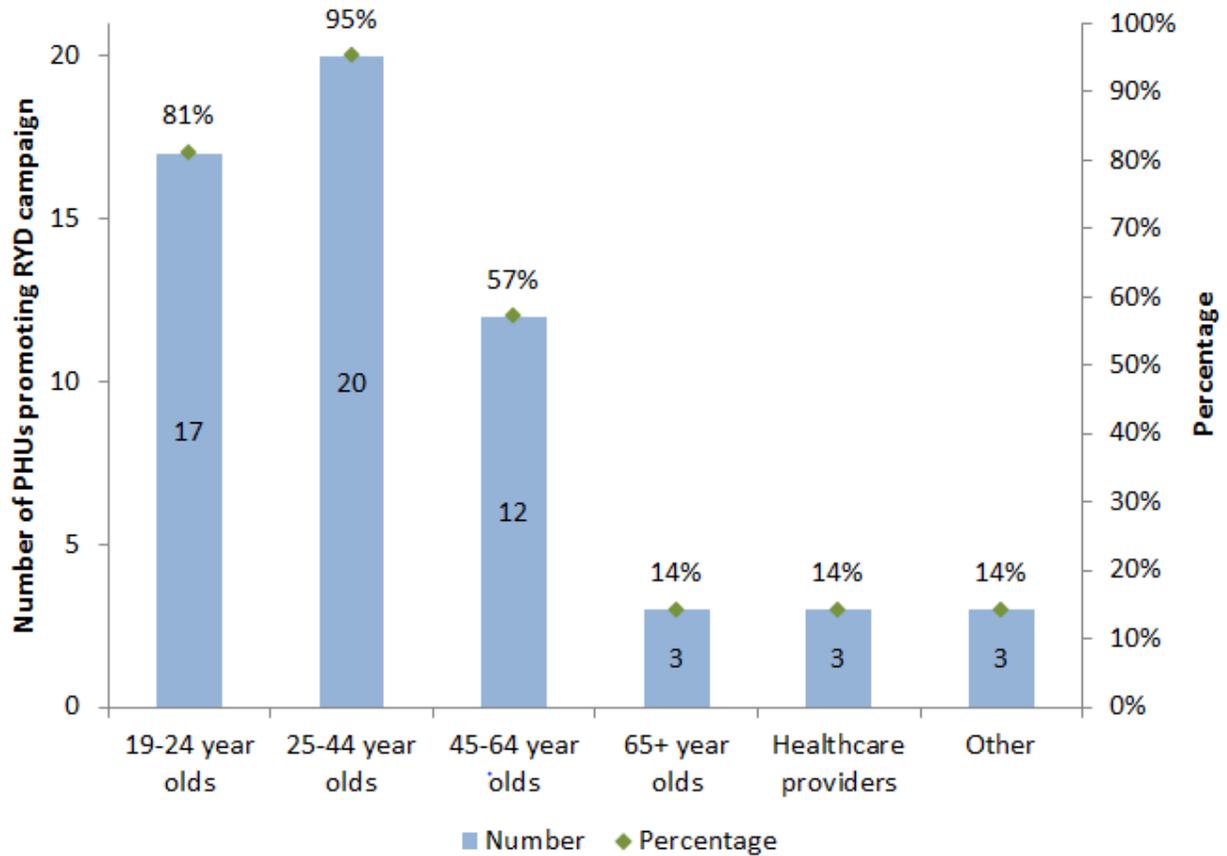
- Social media (91%) and public health unit websites (86%) are the most common type of promotion used.
- The “Other” category includes community events, promotional items (e.g. displays, drink coasters, beverage wrenches, napkins), and educational events (e.g. webinar).

Figure 4 – Number and percentage of PHUs promoting the RYD campaign by resource used for campaign promotion.



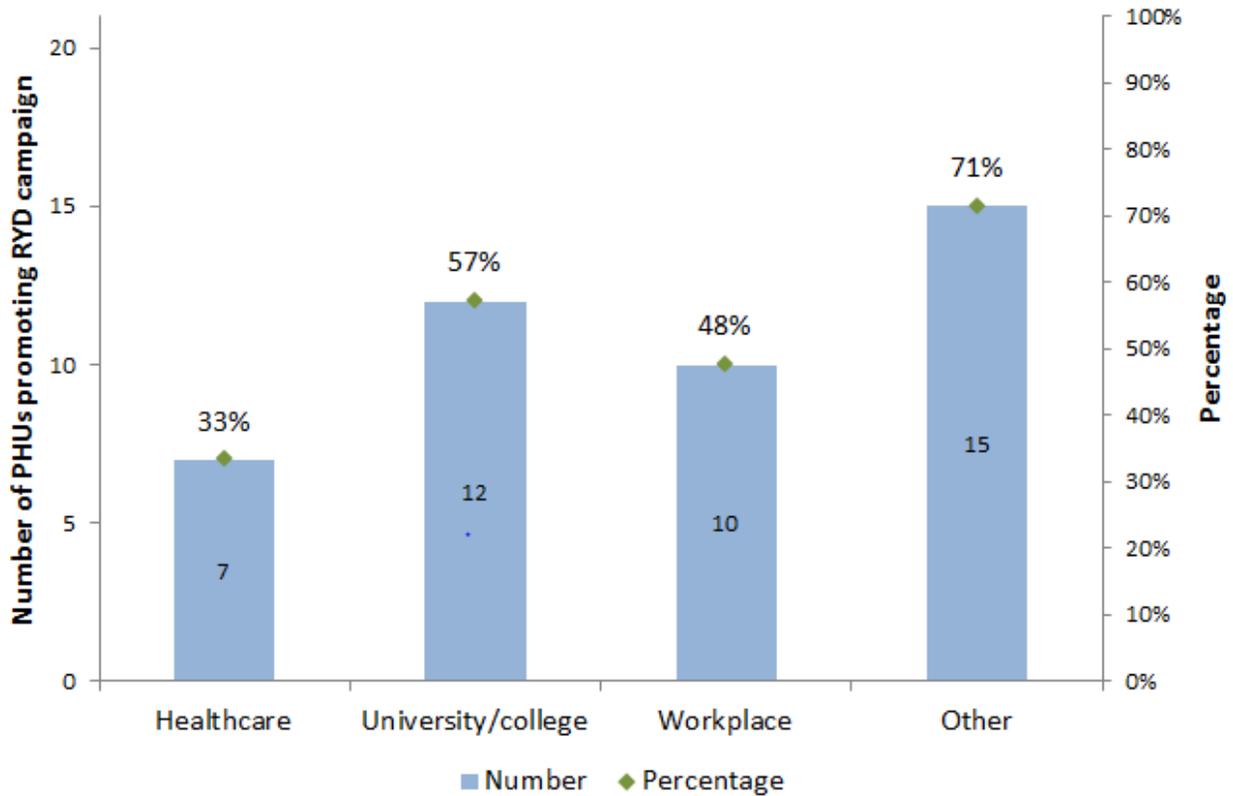
- Most PHUs identified that staff time (95%) and financial resources (91%) were used to promote the RYD campaign.
- The “Other” category included use of funds for external resources (e.g. marketing firm, production costs).

Figure 5 – Number and percentage of PHUs promoting the RYD campaign by campaign target population.



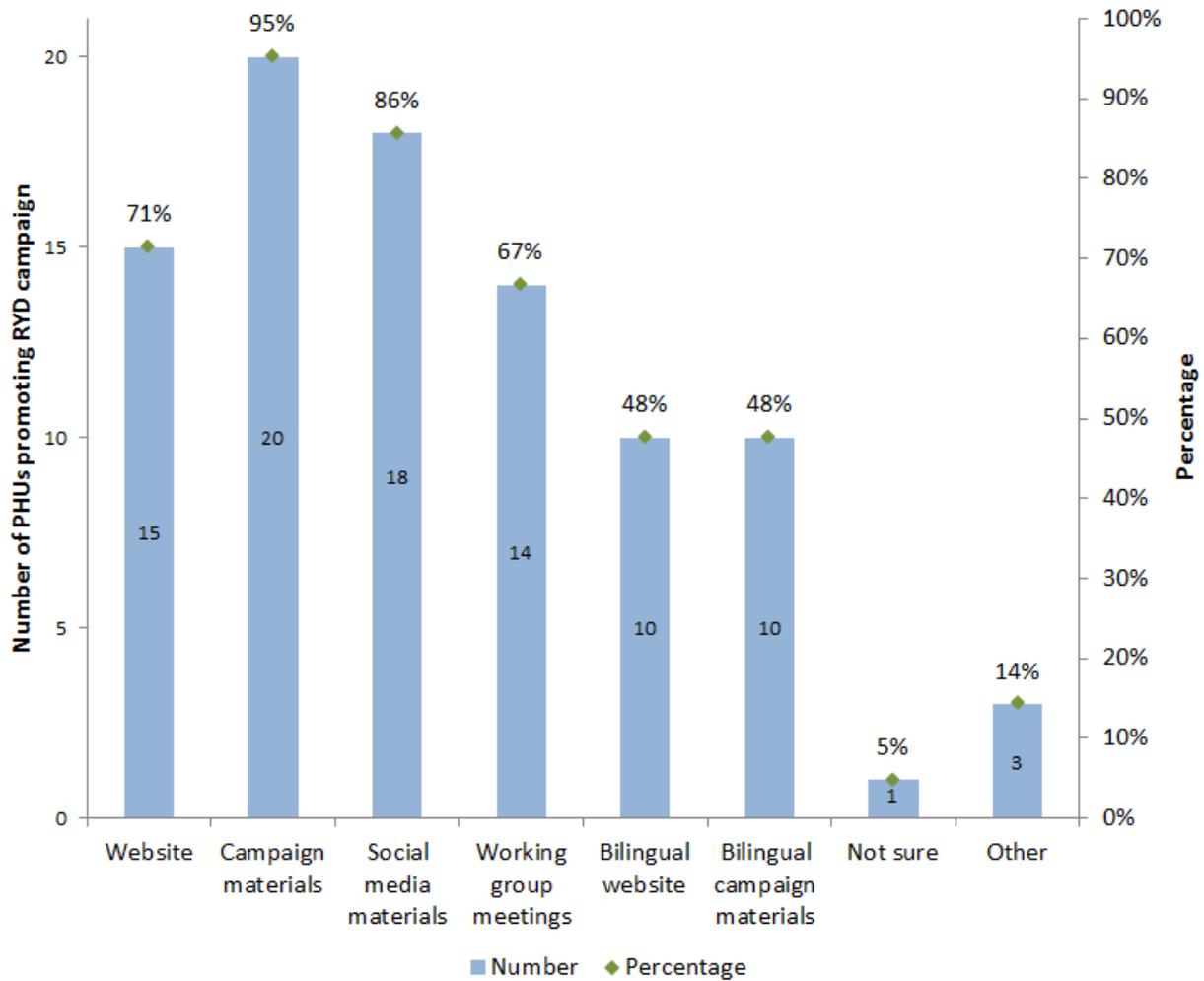
- The most common target populations for the RYD campaign are 25-44 year olds (95%) and 19-24 year olds (81%). Healthcare providers and 65+ year olds are the least targeted populations.

Figure 6 – Number and percentage of PHUs promoting the RYD campaign by location.



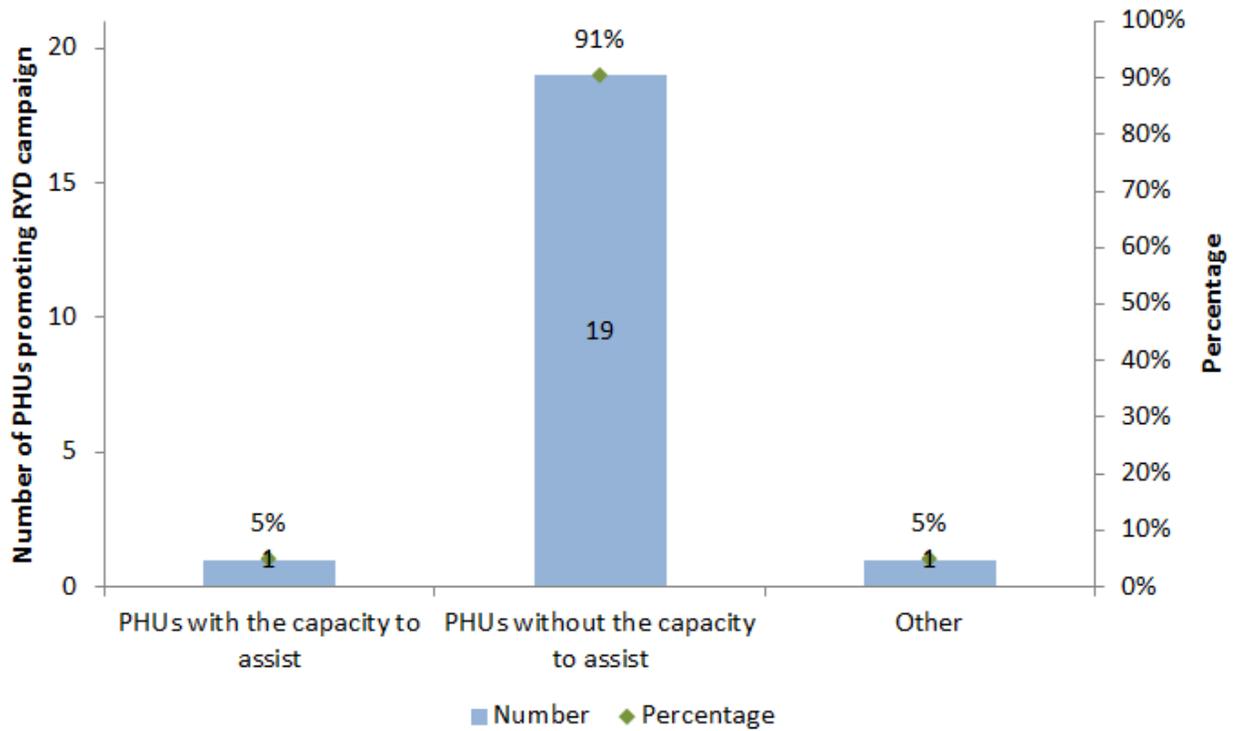
- Of the categories provided, university/college (57%) was the most common location for promoting the RYD campaign; however the “Other” category had a large response.
- The “Other” category included the general public/community as the most common response.

Figure 7 – Number and percentage of PHUs promoting the RYD campaign by resource to assist with local RYD implementation.



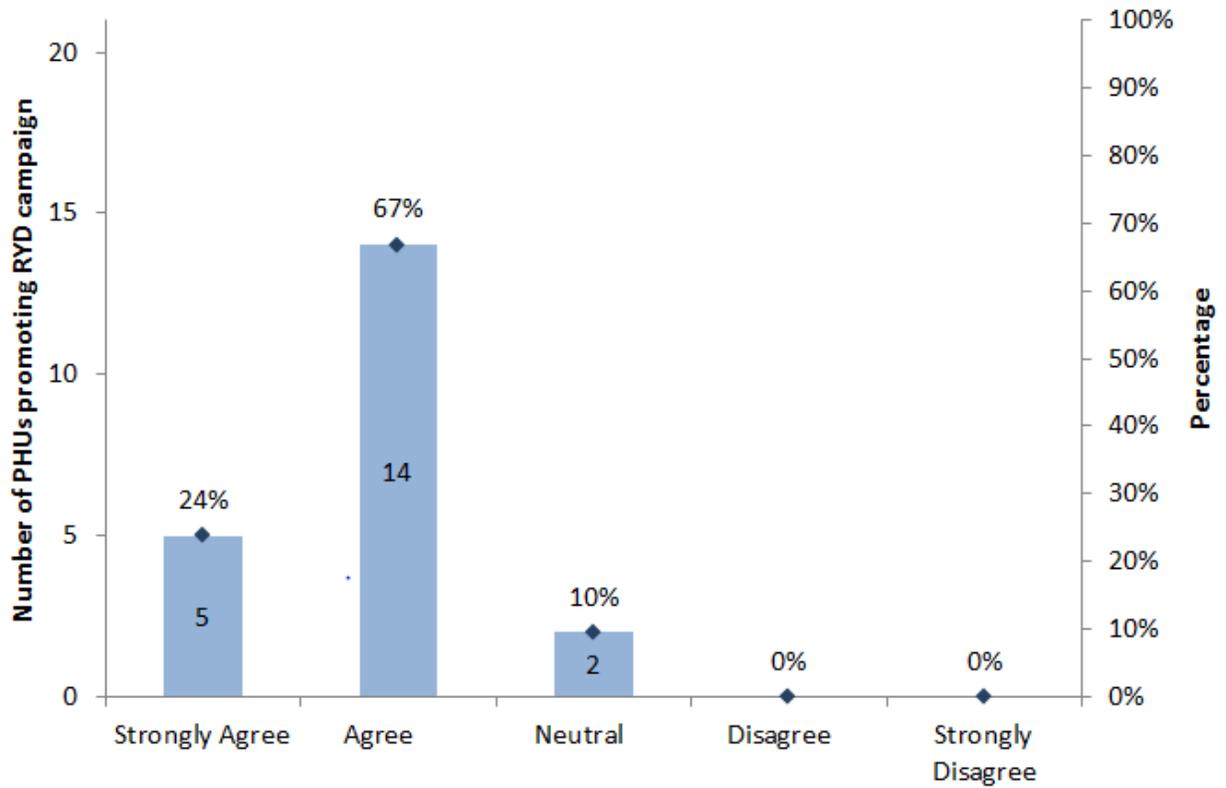
- Access to free campaign materials (95%), access to free social media materials (86%) and access to a free website (71%) were identified as the resources that would help most with local implementation of the RYD campaign.
- Nearly half (48%) of PHUs identified the desire for a bilingual website and campaign materials.

Figure 8 – Number and percentage of PHUs promoting the RYD campaign with capacity to assist with French translation.



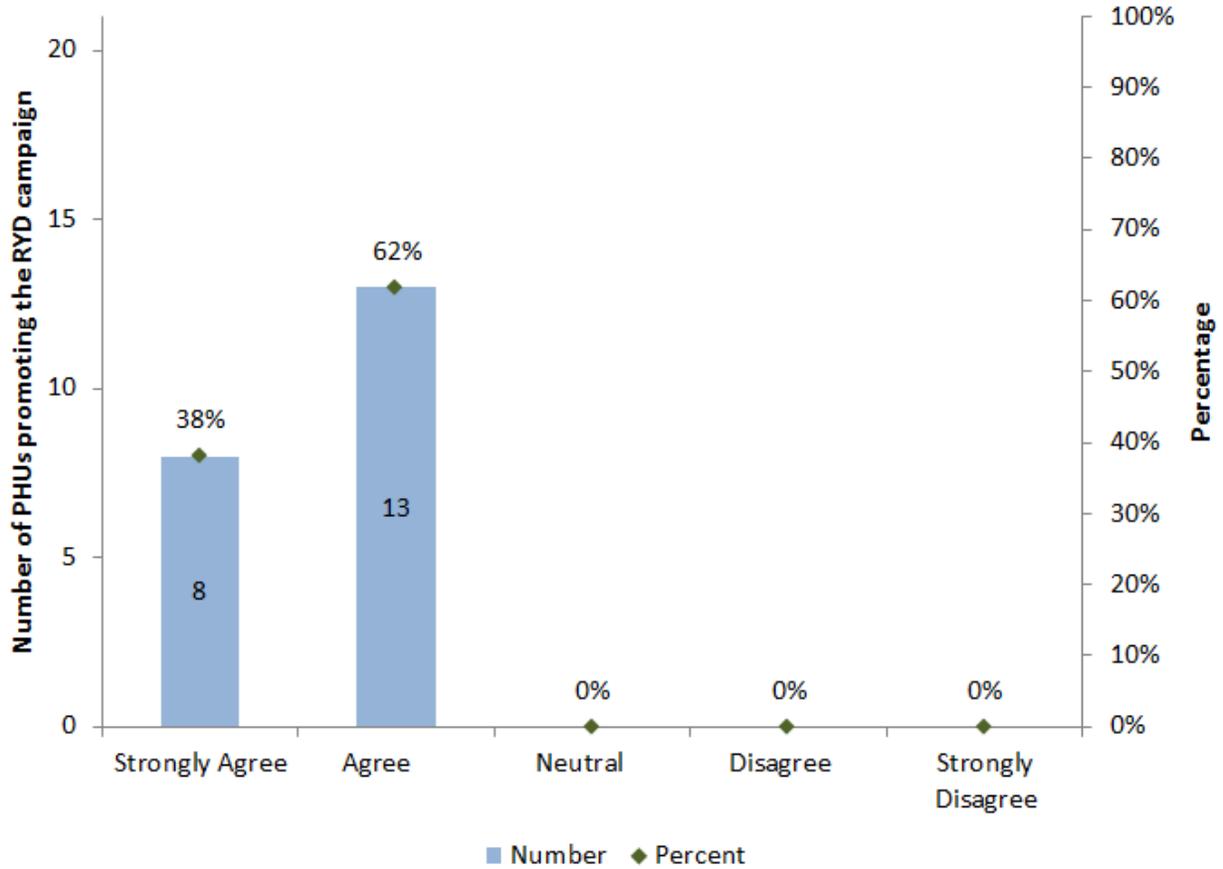
- Only one PHU identified the capacity to assist with translating the RYD campaign into French.

Figure 9 – Number and percentage of PHUs promoting the RYD campaign that identified RYD as a useful resource in promoting awareness of alcohol-related harm.



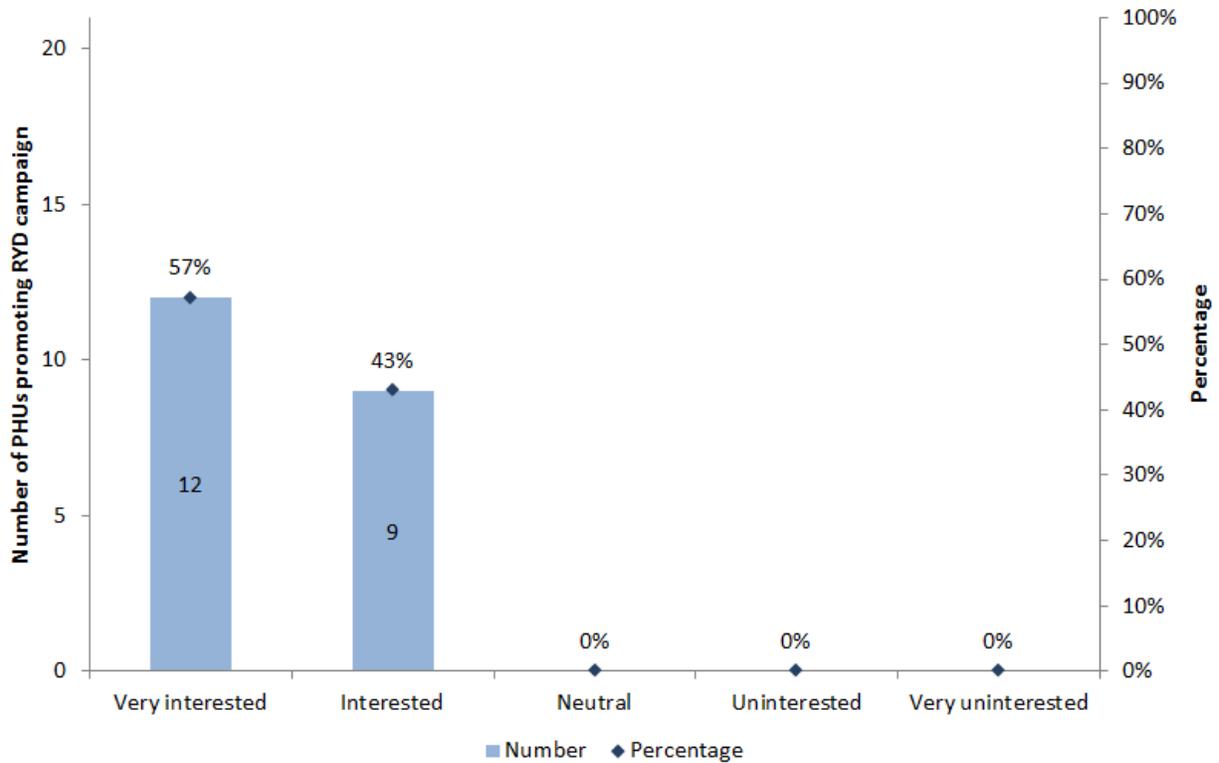
- Most PHUs (91%) agreed or strongly agreed that the RYD campaign is a useful resource in promoting awareness of alcohol-related harm.

Figure 10 – Number and percentage of PHUs promoting the RYD campaign that identified RYD as a useful resource in promoting awareness of the Canadian Low-Risk Alcohol Drinking Guidelines.



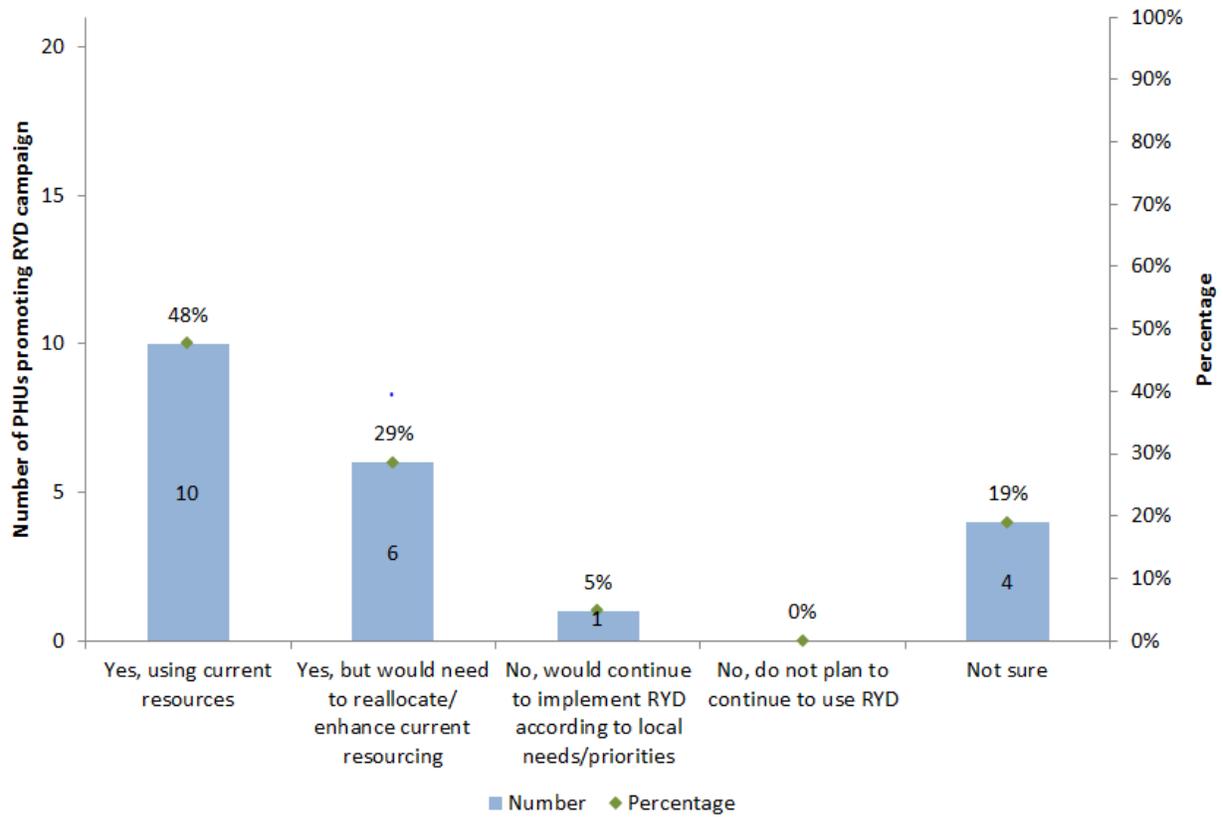
- All PHUs promoting the RYD campaign (100%) agreed or strongly agreed that the RYD campaign is a useful resource in promoting awareness of the Canadian Low-Risk Alcohol Drinking Guidelines.

Figure 11 – Number and percentage of PHUs promoting the RYD campaign that are interested in adopting RYD as a province-wide public health-led initiative.



- All PHUs promoting the RYD campaign (100%) are interested or very interested in adopting the RYD campaign as a province-wide public health-led initiative.

Figure 12 – Number and percentage of PHUs promoting the RYD campaign that have the capacity to participate in a province-wide public health-led RYD campaign.



- Over three-quarters (77%) of PHUs promoting the RYD campaign identified that they have the capacity to participate in a province-wide public health-led initiative by either using current resources or by reallocating/enhancing current resources.

Other Initiatives

The public health units that promote the RYD campaign were asked if they have developed or promoted other initiatives related to alcohol-related harm and/or the LRADGs.

Health units reported participating in other activities related to raising awareness about alcohol and harm and/or the LRADGs, such as producing reports, radio ads, LCBO ads, a parent guide, attending events and presentations, working with youth, and partnerships with local groups.

Three health units noted specific social media campaigns they have developed, noted as:

- “Alcohol. Let’s Get Real”
- “How Many Drinks”
- “The Underdrinker”

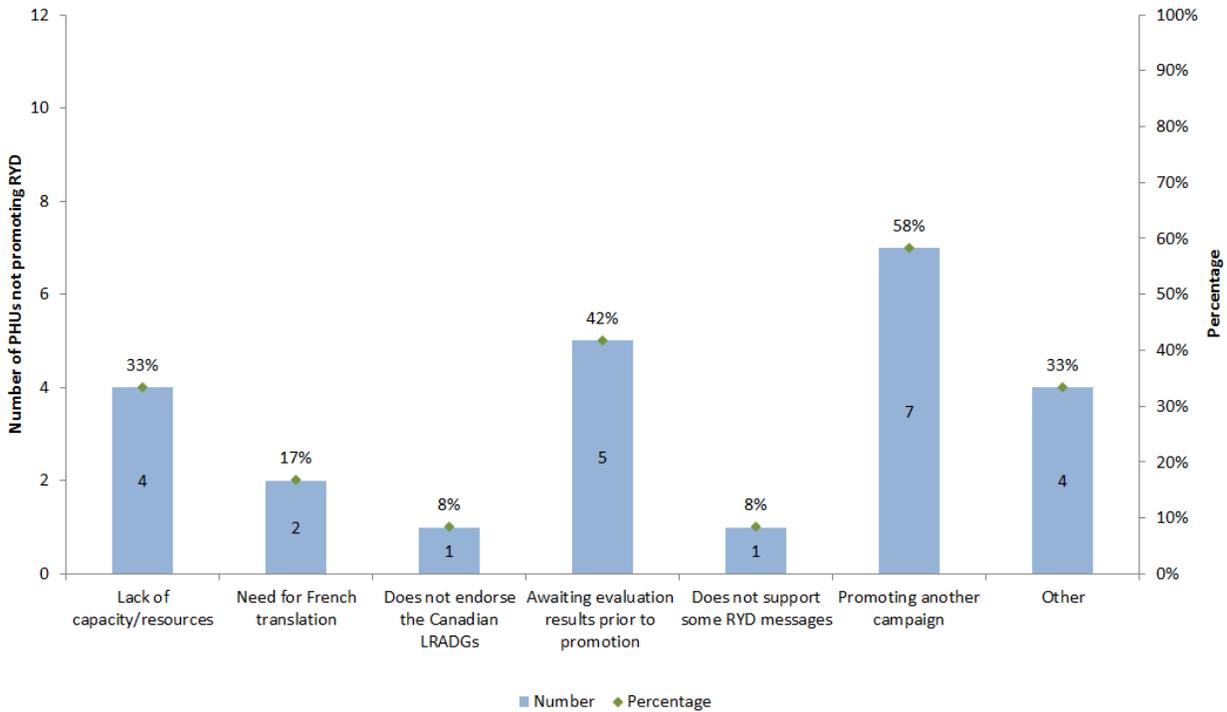
Comments, Questions, Concerns

The survey also included a space for comments, questions, and concerns. Here are some highlights among the responses:

- “This is a great campaign which has been successful in addressing LRADGs...Would be beneficial to have a common brand for increased recognition.”
- “We are familiar with RYD resources and think they are excellent. That said, we have concurrently developed our own key messages and resources...We would be open to an exploratory conversation as to how we might be part of a province-wide strategy.”
- “Campaigns need to be targeted to a specific population in order to be effective. A campaign would need to be part of a comprehensive strategy in order to reduce alcohol-related harms.”
- “Having a well-maintained, bilingual website to promote to the public would enhance our work greatly.”
- “Need strategies to denorm and have a province-wide messaging approach so we can concentrate our efforts on other parts or a comprehensive approach locally.”

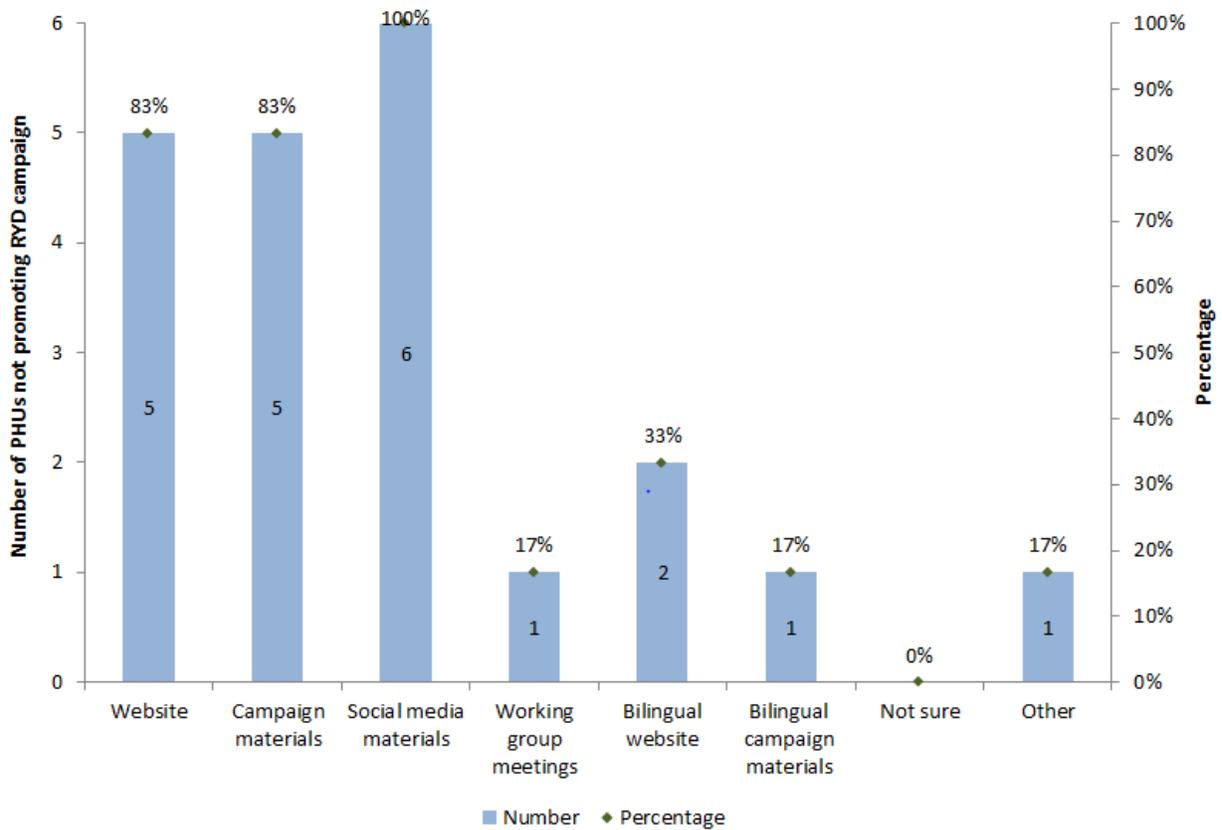
Public Health Units Not Promoting the RYD Campaign

Figure 13 – Number and percentage of PHUs not promoting RYD campaign by reason.



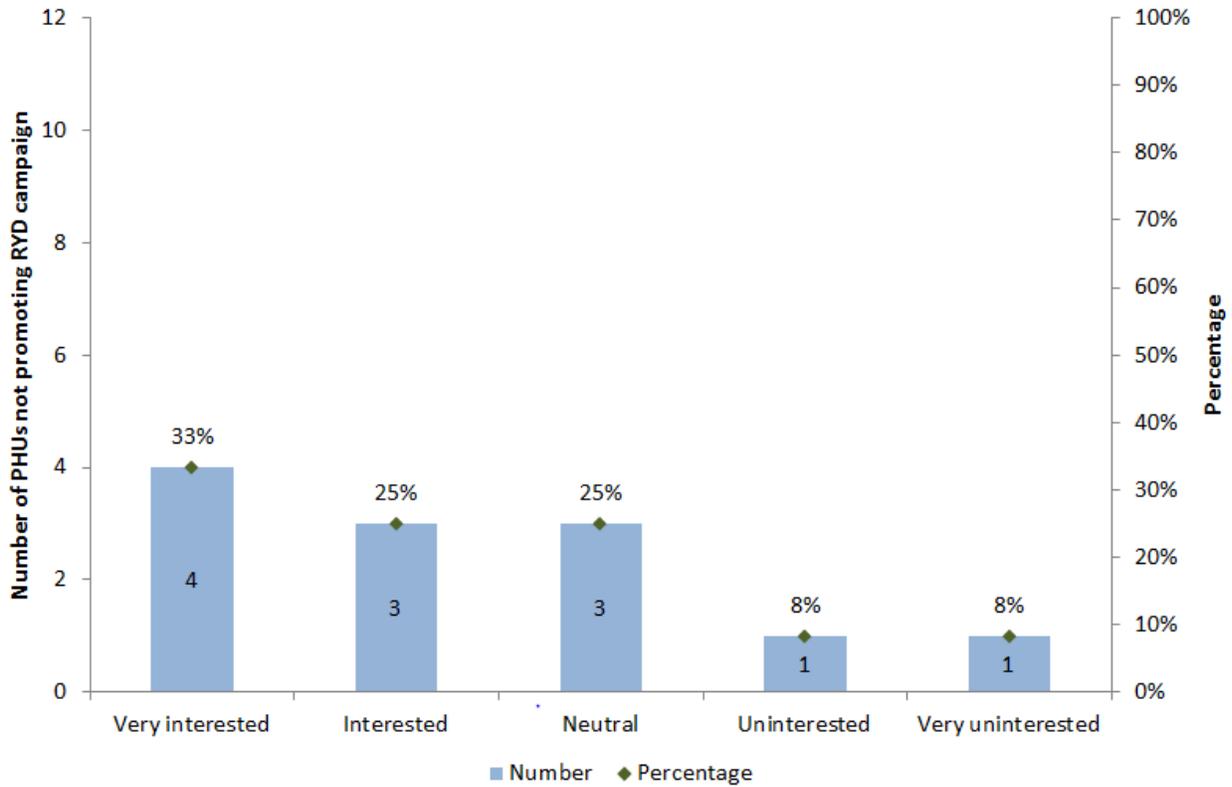
- The most common reasons for not promoting the RYD campaign are the use of other campaigns (58%) and the absence of evaluation results (42%).
- The “Other” category includes reasons such as: a lack of evidence that promoting LRADGs influences behaviour change, dissatisfaction with evaluation, promoting other initiatives, and need for French translation.
- When asked to specify a reason why some RYD messages are not supported, concerns with the limits in the LRADGs were noted.
- When asked if the ability to promote only the RYD messages that a PHU chose would affect their interest in promoting the RYD campaign, the majority of respondents said no. It was noted, however, that the ability for a PHU to customize how they promote the RYD campaign would be a positive option.

Figure 14 – Number and percentage of PHUs not promoting the RYD campaign that have identified lack of capacity and/or need for French translation by resource to assist with local RYD implementation.



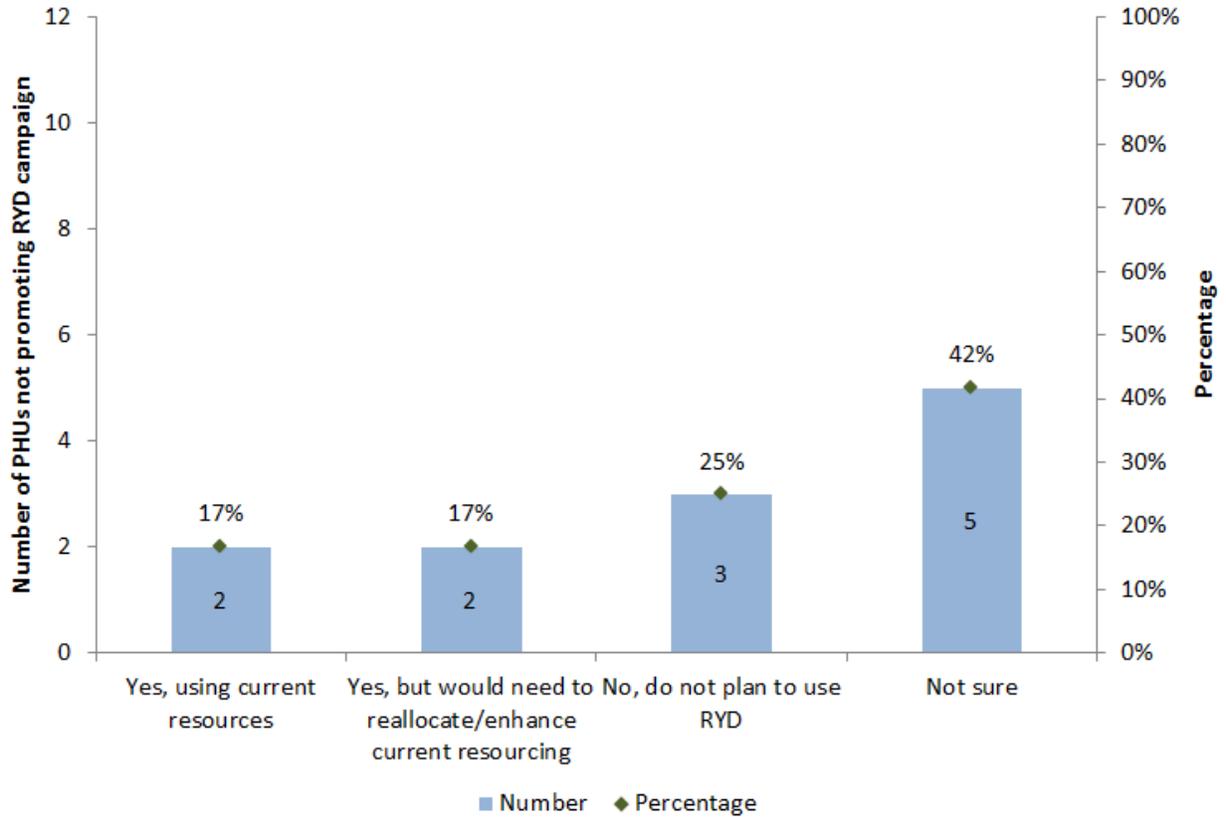
- Access to free social media materials (100%), access to free campaign materials (83%) and access to a free website (83%) were most commonly identified as resources that would help with local implementation of the RYD campaign.

Figure 15 – Number and percentage of PHUs not promoting the RYD campaign that are interested in adopting RYD as a province-wide public health-led initiative.



- Just over half (58%) of PHUs not promoting the RYD campaign are interested or very interested in adopting the RYD campaign as a province-wide public health-led initiative.

Figure 16 – Number and percentage of PHUs not promoting the RYD campaign that have the capacity to participate in a province-wide public health-led RYD campaign.



- About one-third (34%) of PHUs not promoting the RYD campaign identified that they have the capacity to participate in a province-wide public health-led initiative by either using current resources or by reallocating/enhancing resources.

Other Initiatives

The public health units that do not promote the RYD campaign were asked if they have developed or promoted other initiatives related to alcohol-related harm and/or the LRADGs.

Health units noted the following activities:

- Shifting focus to screening and brief intervention
- Developing a multi-stakeholder community coalition that will focus on promoting alcohol related harm in the community through a story-based approach that will have emotional appeal
- The “Standard Size Your Drink” campaign linked to the LRADGs
- Weekly visits to local LCBO stores to educate about a standard drink and LRADGs
- Focusing efforts on using a preventive approach
- Adapting LRADG resources from the Canadian Centre on Substance Abuse
- “One 2 Many” awareness campaign; target audience is young men aged 19-24; peer-to-peer used to promote the messages
- “Number and Size Matters; know your alcohol limits” campaign and promoting LRADG to post-secondary audiences through partnerships with universities
- Social marketing activities aimed at men aged 25-44 years using social cognitive theory and addressing individual and environmental factors.

Comments, Questions, Concerns

The survey also included a space for comments, questions, and concerns. Here are some highlights among the responses:

- “Please keep us informed about future plans and developments to inform our planning.”
- “Since there has not been any literature to support the promotion of low-risk drinking guidelines to change behaviour, we do not believe this should be promoted as province-wide campaign at this time. Instead of a province-wide RYD campaign, we believe provincial resources should be pooled into a comprehensive Ontario-wide strategy (similar to what we have through the Tobacco Control Area Networks) to do the following:
 - Advocate for and support improvements in policy when it comes to alcohol
 - Support screening, brief intervention, and referral
 - Deliver effective evidence-based communication campaigns
 - Explore emerging issues and research
 - More funding to the AGCO for more inspections of higher-risk premises
 - Encourage coordination between all arms of government.
- LRADG promotion is covered off in a couple of areas within our health department. Materials that could be used across the health department would be excellent.
- We’ve been running our own public awareness campaign since 2012. It may be costly to consider implementing another campaign. However, if there is a provincial roll-out of RYD, we would be happy to review our messages for alignment.

Appendix A – RYD Survey

Introduction:

We would like to learn about how the Rethink Your Drinking (RYD) campaign is being used by Ontario public health units, identify any barriers to implementation, and determine the level of interest and capacity to expand the RYD campaign to a province-wide public health-led campaign. Your feedback will help to determine future direction of the RYD campaign.

We would like to hear from all public health units (i.e. both those who are or are not promoting RYD), however only one response per health unit can be submitted. Participation is voluntary. If you wish to withdraw your survey responses from the project, you may inform the project lead by January 1, 2016. Once the survey responses have been analyzed, responses cannot be withdrawn.

All responses will be summarized in a report and will be made available to all public health units and other stakeholders. Your health unit name will not appear in any reports or publications arising from this survey.

The responses will be collected and analyzed through FluidSurveys. Once completed the data will be exported to a secure, password-protected server at the Perth District Health Unit and deleted from FluidSurveys. The data may remain on FluidSurveys servers for up to 12 months.

Please contact the project lead, Annette Hoyles by telephone at 519-271-7600 ext. 287 or by e-mail at ahoyles@pdhu.on.ca if you have any questions about the survey.

The survey will take 10 - 15 minutes to complete. If you are not able to complete the survey in one sitting, you are able to save your work and continue at a later time. The deadline for completing the survey is Friday, December 18, 2015 and the survey will be closed on that date.

Please select one of the below responses to continue:

- I agree to take part in the survey
- I do not wish to take part in the survey

Q1. Please provide the following information:

Contact Name (text)

Contact E-mail address (text)

Contact Telephone number (XXX-XXX-XXXX)

Contact Extension (if applicable)

Select your Health Unit (drop-down list)

Q2. Do you currently promote the Rethink Your Drinking (RYD) campaign?

- Yes (go to Q3)
- No (go to Q17)

Q3. There are several messages promoted in the RYD campaign. What message(s) has your health unit promoted? Check all that apply.

(To see images of the campaign materials, please visit www.rethinkyourdrinking.ca)

- Size Matters* – standard drink sizes
- Time Matters* – timing, spacing of drinks
- Choice Matters* – alcohol and violence
- Sex Matters* – male/female differences
- Everything Matters* – alcohol and chronic disease
- Zero Matters* – alcohol-free pregnancies
- Cancer Matters* – alcohol and cancer
- Young Adult *Playing Matters* – risky drinking behaviours
- Young Adult *Protection Matters* – sexual consequences
- Young Adult *Size Matters*– standard drink sizes
- Young Adult *Sex Matters*– male/female differences

Q4. Are there any messages that your health unit does not support? Check all that apply.

- Size Matters* – standard drink sizes (Please specify reason: _____)
- Time Matters* – timing, spacing of drinks (Please specify reason: _____)
- Choice Matters* – alcohol and violence (Please specify reason: _____)
- Sex Matters* – male/female differences (Please specify reason: _____)
- Everything Matters* – alcohol and chronic disease (Please specify reason: _____)
- Zero Matters* – alcohol-free pregnancies (Please specify reason: _____)
- Cancer Matters* – alcohol and cancer (Please specify reason: _____)
- Young Adult *Playing Matters* – risky drinking behaviours (Please specify reason: _____)
- Young Adult *Protection Matters* – sexual consequences (Please specify reason: _____)
- Young Adult *Size Matters* – standard drink sizes (Please specify reason: _____)
- Young Adult *Sex Matters* – male/female differences (Please specify reason: _____)
- Not applicable

Q5. How does your health unit promote the campaign? Check all that apply.

If you select the 'Other' option, a text response is required.

- Social media (e.g. Facebook, Twitter)
- Mass media (e.g. newspaper, billboards, radio)
- On your public health unit website
- Publications
- Other, please explain _____

Q6. What resources has your health unit allocated to the promotion of the RYD campaign? Check all that apply.

If you select the 'Other' option, a text response is required.

- Staff time
- Financial resources specifically for promotion (e.g. advertising, other communications)
- Other, please explain _____

Q7. What is/are the target population(s) your health unit is trying to reach with the RYD campaign? Check all that apply.

If you select the 'Other' option, a text response is required.

- 19-24 year olds
- 25-44 year olds
- 45-64 year olds
- 65+ year olds
- Healthcare providers
- Other, please explain _____

Q8. Where is your health unit promoting the RYD campaign? Check all that apply.

If you select the 'Other' option, a text response is required.

- Healthcare
- University/college
- Workplace
- Other, please explain _____

Q9. What resources would help your health unit implement the RYD campaign in your area? Check all that apply.

If you select the 'Other' option, a text response is required.

- Access to a free website
- Access to free campaign materials
- Access to free social media materials
- Access to monthly working group meetings
- RYD website offered in English and French
- RYD campaign materials offered in English and French
- Not sure
- Other, please explain: _____

Q10. Does your health unit have the capacity to assist with translating the RYD campaign into French?

If you select the 'Other' option, a text response is required.

- Yes
- No
- Other, please explain: _____

Q11. To what extent do you agree or disagree with the following statements:

The RYD campaign has been a useful resource in promoting awareness of:	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
<i>alcohol-related harm.</i>					
<i>the Canadian Low-Risk Alcohol Drinking Guidelines.</i>					

Q12. There have been discussions about adopting RYD as a province-wide public health-led campaign with consistent messages being promoted at the same time across all public health unit areas. What is your health unit's interest in such an initiative?

- Very interested
- Interested
- Neutral
- Uninterested
- Very uninterested

Q13. Does your health unit have the capacity to participate in a province-wide public health-led RYD campaign?

- Yes, using current resources
- Yes, but would need to reallocate/enhance current resourcing
- No, would continue to implement RYD according to local needs/priorities
- No, do not plan to continue to use RYD
- Not sure, please explain _____

Q14. Would your health unit be willing to be an active member of a working group to coordinate a province-wide public health-led RYD campaign?

- Yes
- No
- Other, please explain: _____

Q15. If your health unit has developed and/or is promoting another initiative regarding alcohol-related harm and/or the Canadian Low-Risk Alcohol Drinking Guidelines, please share a few details of that initiative.

<Insert text box>

Q16. Do you have any additional comments, questions or concerns? <insert text box>

<EXIT TO THANK-YOU PAGE, END SURVEY>

Q17. What are the reason(s) that your health unit is not promoting the RYD campaign? Check all that apply.

If you select the 'Other' option, a text response is required.

- a) Our health unit has capacity restraints. We would like to promote RYD, but are challenged with internal resources.
- b) The RYD campaign is not offered in French.
- c) Our health unit promotes low-risk drinking but does not endorse the Canadian Low-Risk Alcohol Drinking Guidelines.
- d) Our health unit would like to review evaluation results before promoting the RYD campaign.
- e) Our health unit does not support some of the messages in the RYD campaign.
- f) Our health unit has developed and/or is promoting another campaign regarding alcohol-related harm and/or the Canadian Low-Risk Alcohol Drinking Guidelines.
- g) Other, please explain: _____

Follow-up to Question #17 a & b:

Q17.1. What resources would help your health unit implement the RYD campaign in your area? Check all that apply.

- Access to a free website
- Access to free campaign materials
- Access to free social media materials
- Access to monthly working group meetings
- RYD website offered in English and French
- RYD campaign materials offered in English and French
- Not sure
- Other, please explain: _____

Follow-up to Question #17 e:

Q17.2. What message(s) are not supported by your health unit? Check all that apply.

- Size Matters* – standard drink sizes (Please specify reason: _____)
- Time Matters* – timing, spacing of drinks (Please specify reason: _____)
- Choice Matters* – alcohol and violence (Please specify reason: _____)
- Sex Matters* – male/female differences (Please specify reason: _____)
- Everything Matters* – alcohol and chronic disease (Please specify reason: _____)
- Zero Matters* – alcohol-free pregnancies (Please specify reason: _____)
- Cancer Matters* – alcohol and cancer (Please specify reason: _____)
- Young Adult *Playing Matters* – risky drinking behaviours (Please specify reason: _____)
- Young Adult *Protection Matters* – sexual consequences (Please specify reason: _____)
- Young Adult *Size Matters* – standard drink sizes (Please specify reason: _____)
- Young Adult *Sex Matters* – male/female differences (Please specify reason: _____)

Q17.3. Some health units that promote the RYD campaign do not promote all campaign messages. Does the ability to promote only the messages that you choose affect your health unit's interest in promoting the RYD campaign?

- Yes
- No
- Other, please explain: _____

Q18. There have been discussions about adopting RYD as a province-wide public health-led campaign with consistent messages being promoted at the same time across all public health unit areas. What is your health unit's interest in such an initiative?

- Very interested
- Interested
- Neutral
- Uninterested
- Very uninterested

Q19. Does your health unit have the capacity to participate in a province-wide public health-led RYD campaign?

- Yes, using current resources
- Yes, but would need to reallocate/enhance current resourcing
- No, do not plan to use RYD
- Not sure, please explain _____

Q20. If your health unit has developed and/or is promoting another initiative regarding alcohol-related harm and/or the Canadian Low-Risk Alcohol Drinking Guidelines, please share a few details of that initiative.

<Insert text box>

Q21. Do you have any additional comments, questions or concerns? <insert text box>

<EXIT TO THANK-YOU PAGE, END SURVEY>