

CANADA'S LOW-RISK ALCOHOL DRINKING GUIDELINES

COMMUNICATIONS TOOLKIT

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Canadian Centre
on Substance Use
and Addiction

Evidence. Engagement. Impact.

START HERE

WHY IT'S IMPORTANT FOR CANADIANS TO BE AWARE OF THE GUIDELINES.

Moderate drinkers might not be aware of the short- and long-term health risks that can result from drinking beyond their limits. Canada's Low-Risk Alcohol Drinking Guidelines were created to provide standardized guidance to help people make informed decisions about their drinking.

This is Canada's first set of national low-risk drinking guidelines. The guidelines — intended for adults aged 25–65 who choose to drink—provide information on how to reduce the risk of alcohol-related harm in both the short and long term.

We invite you to use the resources in this toolkit to partner with the Canadian Centre on Substance Use and Addiction (CCSA) to help promote the Low-Risk Alcohol Drinking Guidelines. By working together we will be:

- Encouraging those who drink to drink sensibly,
- Supporting healthier lifestyles, and
- Promoting a culture of moderation.

CONTACT

GET IN TOUCH

alcohol@ccsa.ca

ABOUT THE TOOLKIT

This toolkit provides you with a variety of resources related to Canada's Low-Risk Alcohol Drinking Guidelines made available to your organization by CCSA at no cost.

Please share these resources within your organization and among your networks:

- Print and distribute posters
- Share the key messages with your online community
- Use the web buttons and banners on your website and link them to the resources to encourage others to download them

You will need an Internet connection to access links and promotional materials included in this toolkit.

You do not need permission to use the materials unless you are making changes to adapt them to your context. Please complete our online copyright permission [form](#) if that is the case.

GET IN TOUCH

For inquiries or assistance in using this toolkit, please contact alcohol@ccsa.ca.

Please let us know how you have used the toolkit.

WHAT'S IN THE TOOLKIT?

Materials included in the toolkit for download:

- Canada's Low-Risk Alcohol Drinking Guidelines
- Web buttons and banners
- Printable posters and brochures
- Fact sheets and infographics
- Social media assets

GUIDELINES

INTRODUCTION TO CANADA'S LOW-RISK ALCOHOL DRINKING GUIDELINES

Drinking is a personal choice. These guidelines are designed to help those 25–65 years old who choose to drink to decide when, where, why and how much. It outlines the recommended limits on regular and special occasions, when zero is the limit, safer drinking tips and how much one drink really is.

A standardized set of guidelines provides a consistent, current source of information across Canada to help people make informed choices and moderate their drinking.

HOW TO SPEAK ABOUT CANADA'S LOW-RISK ALCOHOL DRINKING GUIDELINES

The following talking points will assist your organization in promoting and explaining Canada's Low-Risk Alcohol Drinking Guidelines to clients, colleagues, health professionals and your community networks. When promoting the guidelines, it is important to remember that:

- These are low-risk, not no-risk guidelines
- The guidelines set limits, not targets
- They are intended for adults aged 25–65 who choose to drink

The guidelines were developed to raise awareness and educate in a supportive way. Starting a dialogue on a culture of moderation and when to avoid drinking altogether is the first step towards a healthier community.

Over 30 Canadian public health, health professional and industry organizations endorse these national guidelines. When promoting the guidelines to healthcare practitioners, it is useful to provide more detail on the risks associated with alcohol use and chronic disease. CCSA also suggests advice they can provide to patients: see Additional Resources.

Canada's **LOW-RISK ALCOHOL DRINKING GUIDELINES**

Drinking is a personal choice.
If you choose to drink, these
guidelines can help you decide
when, where, why and how.



Download here ▼

SOCIAL MEDIA

START THE ONLINE CONVERSATION

CCSA has provided a variety of Twitter cards that you can share on your organization's channel. Download and post these images with an accompanying 280 character tweet. Below are a few sample tweets that you can use or feel free to create your own.

We encourage you to follow CCSA on Twitter [@CCSACanada](https://twitter.com/CCSACanada) and use the hashtag [#KnowYourLimits](https://twitter.com/hashtag/KnowYourLimits) when you share these resources.

SAMPLE TWEET 1: What is “a drink”?

Did you know that a drink size depends on its alcohol content? Take note of how many drinks you already have in your glass. [#KnowYourLimits](https://twitter.com/hashtag/KnowYourLimits)



Download here ▼

SAMPLE TWEET 2: The gift of moderation

Make this holiday season one to remember by staying within your limits. [#KnowYourLimits](https://twitter.com/hashtag/KnowYourLimits)



Download here ▼

ADDITIONAL RESOURCES

FACT SHEETS AND INFOGRAPHIC

These fact sheets and infographic highlight the statistical evidence behind alcohol use and chronic diseases. These resources concisely explain the guidelines and help healthcare providers start conversations about alcohol use with their patients.

FACT SHEETS

Canada's Low-Risk Alcohol Drinking Guidelines

Frequently Asked Questions

These frequently asked questions (FAQs) were developed to assist organizations in promoting and explaining Canada's **Low-Risk Alcohol Drinking Guidelines** to clients, colleagues and networks. Although helpful to Canadians, these FAQs are not specifically targeted at the general public.

When promoting the guidelines, it is important to remember that

- BAC is not a goal, not a target
- the guidelines set limits, not targets
- the guidelines are for adults aged 20–69 who choose to drink


As we receive additional questions, we will add them and the corresponding responses to this document. If you have questions that you wish to see added, please contact us at info@canada.ca.

What are Canada's Low-Risk Alcohol Drinking Guidelines?

This is Canada's first set of national low-risk alcohol drinking guidelines. The guidelines – intended for adults aged 20–69 years who choose to drink – provide information on how to reduce the risk of alcohol-related harm to both the short and long term.

Why do we need a national set of alcohol drinking guidelines?

There has been a lot of interest in alcohol drinking guidelines in Canada – from the Centre for Addiction and Substance Use (CASU) at the University of Toronto, to the Government of Canada, to the Government of British Columbia, to the Government of Alberta, to the Government of Saskatchewan – resulting in Canadians receiving mixed information and guidance. A standardized set of guidelines is important to provide consistent, current information across Canada to help people make informed choices and moderate their drinking.



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Ensemble, respectons la vie.

1

[illegible]

Guidelines for Healthcare Providers to Promote Low-Risk Drinking Among Patients

This version of **Canada's Low-Risk Alcohol Drinking Guidelines** is for healthcare providers and is intended to reduce alcohol-related harms through patient-level intervention and/or referral to specialized services.

These guidelines apply to adults aged 20-69 years.

Note: Canada's Low-Risk Alcohol Drinking Guidelines are not intended to encourage people who choose to abstain for cultural, spiritual, or other reasons to drink, or offer reassurance to people who are drinking to sustain physical health or mental health. People of all backgrounds are advised to consume below the maximum limits.

For these guidelines, **“a drink”** means:




Beer
one drink

Canadian Cider
one drink

Wine
one drink

Distilled Spirits
one drink
40% alc/vol (80 proof)
one shot



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www.ccsa.ca/en/healthcare

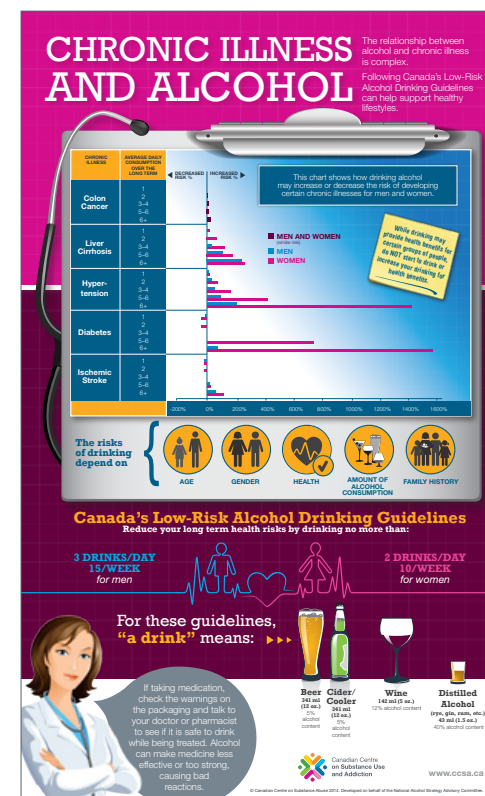
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INFOGRAPHIC



PROMOTIONAL ASSETS

ADS AND POSTERS

Here are resources in a variety of formats to communicate the key messaging from the guidelines. They are good conversation starters, and remind those who drink on various occasions to stay within their limits. You can download the web button and banner to encourage those who visit your website to learn more about the guidelines.

ADS AND POSTERS

CANADA'S LOW-RISK ALCOHOL DRINKING GUIDELINES

Drinking is a personal choice. If you choose to drink, these guidelines can help you decide when, where, why and how.

For these guidelines, "a drink" means:

- Beer: 12 oz (355 mL) 5% alc/vol
- Cider/ Cider: 12 oz (355 mL) 5% alc/vol
- Wine: 5 oz (148 mL) 12% alc/vol
- Distilled Alcohol: 1.5 oz (42 mL) 40% alc/vol

▶ YOUR LIMITS
Reduce your long-term health risks by drinking no more than:

- 10 drinks a week for women, with no more than 2 drinks in a day, most days
- 15 drinks a week for men, with no more than 3 drinks in a day most days

Plan non-drinking days every week to avoid developing a habit.

▶ SPECIAL OCCASIONS
Reduce your risk of injury and harm by drinking no more than 3 drinks for women or 4 drinks for men on any single occasion. Plan to drink in a safe environment. They set the weekly drink ceiling above to **their body**.

▶ SAFER DRINKING TIPS

- Get breaks for yourself and stick to them.
- Drink slowly. There is no more than 2 drinks in any 2 hours.
- For every drink of alcohol, have one non-alcoholic drink.
- Eat before and while you are drinking.
- Always consider your age, body weight and health problems that might impact your limits.
- While drinking may provide health benefits for certain groups of people, do not drink to drink or increase your drinking for health benefits.

Low-risk drinking helps to promote a culture of moderation. Low-risk drinking supports healthy lifestyles.

CCSA wishes to thank the partners who developed the Alcohol Drinking Guidelines. For a complete list of the partners who supported the guidelines, please visit www.alcoholguidelines.ca.
Canadian Centre on Substance Use and Addiction
CCSA@ccsa.gc.ca

Visit our website to find out more: www.ccsa.ca

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MODERATION WILL KEEP YOU COOL ALL SUMMER

Know your limits. Stay safe and healthy.

2 drinks 10 days
3 drinks 15 days

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Have "FOMO?"

Create nights you'll remember forever... and the next morning.

Follow the 10/15 rule for limits

2 drinks 10 days
3 drinks 15 days

Know your limits. Stay safe and healthy.

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A STANDARD DRINK MAY BE LESS THAN YOU THINK.

LEARN FROM THE GUIDELINES ▶

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300x250 ▼

DRINK IN MODERATION AND STILL BE MERRY

Know your limits. Stay safe and healthy.

2 drinks 10 days
3 drinks 15 days

Canadian Centre on Substance Use and Addiction

Download here ▼

WEB BUTTON AND BANNER

A STANDARD DRINK MAY BE LESS THAN YOU THINK.

LEARN FROM THE GUIDELINES ▶

Canadian Centre on Substance Use and Addiction

728x90 ▼