

Date: April 8, 2015

To: All LCLB Staff
All Industry Associations
All Local Government, First Nations, and Police Agencies

Re: **Mandatory Display of Alcohol Sense Materials**

Introduction

At the end of January, 2014, government announced acceptance of the recommendations of the Liquor Policy Review Report, including the following:

4. LCLB should have the regulatory authority to require social responsibility public education material to be posted in all licensed establishments and liquor stores. These materials should be developed in consultation with industry.

A copy of the full report is available at the following link:

http://www2.gov.bc.ca/local/haveyoursay/Docs/liquor_policy_review_report.pdf

In the spring sitting of the Legislature (2014), government passed a number of changes to the Liquor Control and Licensing Act in Bill 15. The authority to require social responsibility public education material in licensed establishments, included in Bill 15, was brought into force on December 22, 2014. The wording of the new section is below:

Public education material

- 49.1** (1) *The general manager may require that educational information or material about liquor, the responsible consumption of liquor and liquor-related issues be provided*
- (a) by licensees to their patrons and employees, and*
 - (b) by liquor stores to their patrons and employees.*
- (2) *The general manager may*
- (a) specify the information or material referred to in subsection (1),*
 - (b) specify the manner in which the information or material referred to in subsection (1) is provided, and*
 - (c) specify different material and manners of provision of the material for liquor stores and different classes of licensees.*
- (3) *A licensee must comply with a requirement under this section.*

An industry/government Mandatory Display Advisory Committee has been set up and will provide advice to the Liquor Control and Licensing Branch on the ongoing implementation of the Mandatory Display Program. This new requirement is one of the ways that LCLB is strengthening its social responsibility programs, and is part of our commitment to the responsible sale, service and consumption of liquor.

What is Alcohol Sense?

Alcohol Sense is the first educational campaign for mandatory display under the *Liquor Control and Licensing Act* amendment. Alcohol Sense is a comprehensive new resource to provide information about responsible alcohol use. The site will provide information and tools to give parents the tools they need to guide their children towards healthy decisions about alcohol use. For more information, visit the online resources at AlcoholSenseBC.ca.

Alcohol Sense is a joint initiative of the Ministry of Health, the Liquor Control and Licensing Branch, the Liquor Distribution Branch, and the Centre for Addictions Research of BC.

New Policy

Licensed Establishments and Private Liquor Stores

Posters and tent cards have been mailed out to licensed establishments. The following licensed establishments and liquor retailers must display, in a prominent location, at least one of the materials enclosed in the package:

- food primaries;
- liquor primaries and liquor primary clubs;
- manufacturer lounge endorsements;
- licensee retail stores;
- wine stores (with the exception of sacramental wine stores);
- rural agency stores;
- duty free stores;
- manufacturer on-site stores; and
- ferment on premise (also known as Ubrew/Uvin) establishments.

Throughout the months of April and May our inspectors will be working with licensees to educate them about the new mandatory display program prior to this new requirement being enforced. The material is to be displayed until further notice. Materials will be refreshed up to 3 times per year, free of charge. The material is also available for download on the LCLB website, at the following link:

<http://www2.gov.bc.ca/gov/content/employment-business/business/liquor-regulation-licensing/publications-resources/signs>.

BC Liquor Stores

The Alcohol Sense material that has been distributed to BC liquor stores is identical in content but is slightly different in format.

All BC liquor stores are required to display the materials as follows:

Material	Per Store	Location	Display Timing and Duration
COM signs	A=6, B=4, C=2	1 per checkout	Until end of May
Tent cards	A=6, B=4, C=2	1 per checkout	At checkouts until end of May. Move to customer service after May 30. Permanent in customer service until further notice.
SR Beer Corral/Rail Signs	A=10, B=6, C=2	In beer sections	Permanent until further notice

Further Information

Further information regarding liquor control and licensing in British Columbia is available on the Liquor Control and Licensing Branch website at <http://www2.gov.bc.ca/gov/content/employment-business/business/liquor-regulation-licensing>.

If you have any questions regarding these changes, please contact the Liquor Control and Licensing Branch toll free in Canada at 1-866-209-2111 or 250 952-5787 if calling from the Victoria area.

Original signed by:

Douglas Scott
Assistant Deputy Minister and General Manager