To reduce alcohol’s harm to oneself, to others and to community, recommendations and initiatives need to be implemented across five strategic areas.

**STRATEGIC AREA 1**
Health promotion, prevention and education

- Ensure broad access to information and effective education and awareness programs about alcohol-related issues
- Challenge social norms supportive of hazardous and harmful drinking

**STRATEGIC AREA 2**
Campus services

1. Establish minimum prices for unlimited drinking or other types of volume sales
2. Regulate promotional activities (e.g., increased taxes, tax incentives for production and consumption of low-alcohol beers)
3. Strengthen emergency health services to enhance on-campus safety and ability to respond to medical emergencies related to alcohol
4. Manage and regulate access to alcoholic beverages
5. Regulate days and hours when alcohol can be sold on campus
6. Regulate alcohol-free campus events and social activities
7. Regulate sponsorship activities that promote alcoholic beverages on campus
8. Set up regulatory framework for alcohol marketing
9. Set up effective administrative and deterrence systems for infringements on marketing restrictions
10. Establish minimum prices for the sale of alcoholic beverages
11. Provide price incentives for lower-strength and non-alcoholic beverages

**STRATEGIC AREA 3**
Availability and marketing

1. Conduct regular survey of student’s alcohol use, knowledge, attitudes and consequenses
2. Provide expectancy challenge interventions
3. Promote protective behavioural strategies interventions
4. Provide brief motivational interviewing
5. Inform students about on-campus safety services
6. Ensure that emergency health services have proper training to respond to alcohol-related emergencies

**STRATEGIC AREA 4**
Pricing of alcohol

1. Ensure that non-alcoholic beverages are always available and less expensive than alcoholic beverages
2. Implement a bystander intervention program
3. Communicate and enforce municipal and provincial drinking laws, including the minimum drinking age and responsible operations
4. Exercise disciplinary jurisdiction over off-campus disturbances caused by students
5. Submit a request to provincial and federal authorities responsible operations
6. Build capacity at the community time for drinking places
7. Exercise disciplinary jurisdiction over off-campus disturbances caused by students
8. Build capacity at the community time for drinking places
9. Build capacity at the community time for drinking places
10. Establish minimum prices for unlimited drinking or other types of volume sales
11. Ensure that non-alcoholic beverages are always available and less expensive than alcoholic beverages
12. Develop social norms marketing

**STRATEGIC AREA 5** — Community action

1. Develop a campus and community coalition to address alcohol-related local issues
2. Inform students attending or hosting parties off campus about common party violations and liability
3. Exercise disciplinary jurisdiction over off-campus disturbances caused by students
4. Work with existing licensed vendors in the vicinity of the campus to ensure proper server training and responsible operations
5. Submit a request to provincial and federal authorities on issues of taxation that would influence students’ purchase and drinking patterns (e.g., increased taxes, tax incentives for production and consumption of low-alcohol beers)
6. Communicate and enforce municipal and provincial drinking laws, including the minimum drinking age and the sale of alcohol to intoxicated patrons
7. Develop social norms marketing

INITIATIVES INCLUDE:

- Implement an Alcohol Awareness Day/Week/Month
- Implement an Alcohol-related Theme Day/Week/Month
- Promote protective behavioural strategies interventions
- Provide brief motivational interviewing
- Inform students about on-campus safety services
- Ensure that emergency health services have proper training to respond to alcohol-related emergencies
- Implement a bystander intervention program
- Communicate and enforce municipal and provincial drinking laws, including the minimum drinking age and responsible operations
- Exercise disciplinary jurisdiction over off-campus disturbances caused by students
- Submit a request to provincial and federal authorities
- Develop a campus and community coalition to address alcohol-related local issues
- Inform students attending or hosting parties off campus about common party violations and liability
- Work with existing licensed vendors in the vicinity of the campus to ensure proper server training and responsible operations
- Submit a request to provincial and federal authorities on issues of taxation that would influence students’ purchase and drinking patterns (e.g., increased taxes, tax incentives for production and consumption of low-alcohol beers)
- Communicate and enforce municipal and provincial drinking laws, including the minimum drinking age and the sale of alcohol to intoxicated patrons
- Develop social norms marketing

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