

FOR RELEASE  
May 5, 2017

## **Health Canada-funded study examines attitudes, opinions and behaviours related to alcohol use**

The Government of Yukon has agreed to participate in a Health Canada-funded study that includes a survey assessing attitudes, opinions and behaviours related to alcohol use. The university-based Northern Territories Alcohol Study will help public health officials better understand views and behaviours toward alcohol over time in Yukon and the Northwest Territories.

The study is complementary to the Yukon government's efforts related to reducing alcohol-related harms and the recently implemented Yukon Mental Wellness Strategy, and furthers the body of research about alcohol use and behaviours. Research assistants will conduct the voluntary survey with liquor store customers in Whitehorse starting May 5 until June 3.

### **Quotes**

"The Yukon Liquor Corporation has a social responsibility mandate to help reduce alcohol-related harms. This study will help guide a people-centred approach to wellness, assist with government-wide efforts concerning alcohol, and provide evidence towards reducing alcohol-related harms such as Fetal Alcohol Spectrum Disorder."

*–Minister responsible for the Yukon Liquor Corporation John Streicker*

"This study is the first of its kind in Canada. Participating in this survey will yield interesting insights as to how Yukon citizens think about alcohol and its use. It will also provide us details on how we can improve public policy decisions particularly in the North."

*–Yukon Chief Medical Officer of Health Dr. Brendan Hanley*

"Alcohol is a leading public health issue in Canada, yet the majority Canadians remain largely unaware of the link between alcohol and health risks. The purpose of this research is to gather information to inform current and future alcohol harm reduction strategies in jurisdictions across Canada, and we are grateful for the participation of the Yukon government."

*–Lead investigator of the study Dr. Erin Hobin*

### **Quick facts**

- More than 2,000 adults in Yukon and Northwest Territories will participate in this study.
- The study includes a 10 to 15-minute survey asking about people's beliefs, knowledge, and behaviours related to alcohol use. The survey will be completed in the liquor store lobby using a tablet. Participants will receive a \$5 Tim Horton's gift card for participating in the survey.
- Researchers from Public Health Ontario and the University of Victoria are partnering with the Yukon Liquor Corporation and the Government of the Northwest Territories to run this study.

### **Learn more:** Yukon Liquor Corporation

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*News Release #17-097*



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