

FOR RELEASE  
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## **New warning labels on liquor sold in Whitehorse**

This month, Yukoners will notice new warning labels that increase awareness about the importance of moderation as well as the health risks of alcohol – including the link between alcohol use and an increased risk of cancer – on liquor sold at the Whitehorse Liquor Store.

The labels are part of the second phase of the Northern Territories Alcohol Study, led by researchers from Public Health Ontario and the Canadian Institute for Substance Use Research at the University of Victoria. The study is assessing local attitudes, opinions, and behaviours related to alcohol use and the effect of warning labels. A social media campaign will be launched in the coming weeks and a follow-up survey will be conducted in the spring.

The study complements both the Government of Yukon's efforts to reduce alcohol-related harms and the Yukon Mental Wellness Strategy. The study is being funded by Health Canada.

### **Quotes**

"We strive to balance social responsibility and consumer access to alcohol. We support the study as another way to improve awareness and to examine the effectiveness of the Yukon Liquor Corporation's labeling practices."

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

"Having the Yukon Liquor Corporation participate in this study is an opportunity to learn more about our citizens' consumption and how we might help them further enjoy healthier lifestyle choices."

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

"Many Canadians remain largely unaware of the link between alcohol use and serious health risks including cancer. The purpose of this research is not only to gather information but also to learn how best to support people in making more informed and safer alcohol choices."

*–Lead investigator of the Northern Territories Alcohol Study Dr. Erin Hobin*

### **Quick facts**

- Over 900 adults participated in the preliminary survey conducted in Yukon and Northwest Territories.
- The label and campaign phase of the study runs until spring 2018. A series of new labels will be applied to products being sold in the Whitehorse liquor store. All other liquor corporation stores will continue with existing label practices that have been in place since 1991.
- The support campaign includes information about Canada's Low Risk Drinking Guidelines, standard drink measurements and how to reduce alcohol-related harms.

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

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