



FOR RELEASE
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Yukon government releases a new publication on women and alcohol

WHITEHORSE—A new publication that addresses the unique issues of women and alcohol is being released tomorrow by the Alcohol and Drug Services Prevention Unit of Health and Social Services.

The 28-page booklet, called *Women and Alcohol*, will be published in the Yukon News and features the work of Ann Dowsett Johnston, an award-winning Canadian journalist who spent a year writing a series of articles that document the experiences of women with alcohol.

"Publishing this booklet is part of our commitment to keeping Yukoners safe," Health and Social Services Minister Doug Graham said. "Research shows that women may use alcohol for different reasons; physiologically, they react differently to alcohol and so may be more vulnerable to the devastating impacts that alcohol can have. That is why it's important to share information that is specific to women and alcohol."

In addition to the booklet, a series of radio and print ads will start running on radio stations and in newspapers this week. The advertisements, titled *What's Your Normal?*, encourage people to question their current use of alcohol and educate themselves about normal consumption and related risk.

This initiative builds on the recent release of Canada's Low Risk Drinking Guidelines, which promote a culture of moderation and provide an avenue for conversation and education around what normal drinking looks like.

"Delaying the use of alcohol if you are underage and choosing not to drink if you are pregnant are essential ways to start – this is an opportunity to expand on these conversations," Graham added.

The articles were originally published by the Atkinson Fellowship in Public Policy and are reproduced with permission. The booklet will be available in the November 23 edition of the Yukon News, online at www.hss.gov.yk.ca, or by calling Alcohol and Drug Services at 667-5890 (toll-free from the communities at 1-800-661-0408, extension 5890). More information on the Low Risk Drinking Guidelines can be found at www.hss.gov.yk.ca/pdf/LowRiskDrinkingGuidelinesBrochure_English.pdf.

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