

**Welfare Canada on the recommendation of the National Advisory Committee on Alcohol and the Foetus prior to being adopted and used by the beverage-alcohol industry.**

Label warnings on containers of beverage alcohol can only be effective if the consumer actually sees the container at the time he or she takes a drink. Obviously, this will not always be the case. A significant amount of alcohol is consumed in bars and taverns, in restaurants, or in other public places where the consumer may not actually see or handle the container. Moreover, many Canadians make their own wine and beer at home for personal and family consumption.

The Sub-Committee believes, and our opinion is supported by some of the witnesses who appeared before us, that warning signs directed toward the risks that alcohol poses for the foetus should be displayed in all places where alcohol is served or sold. The paper and plastic bags used by provincial liquor outlets often contain warnings: as an example, the bags used by the Liquor Control Board of Ontario display the clear warning, "IF YOU DRINK, DON'T DRIVE", in prominent red lettering. An equivalent warning could be used to alert consumers to the risks of FAS and FAE.

As a Sub-Committee of the House of Commons, it is outside our purview to make recommendations to provincial or municipal governments who have the authority to require warning signs in bars and restaurants and in sales outlets for liquor and beer, or in retail outlets where supplies are sold for home-brewing or wine-making. It is, however, quite appropriate for us to recommend that the Minister of Health and Welfare Canada take the initiative and raise this matter with his provincial counterparts, since the purpose is to promote a health policy in the national interest.

#### **RECOMMENDATION NO. 7**

**The Sub-Committee recommends that the Minister of Health and Welfare Canada initiate discussions with Provincial and Territorial Governments to develop appropriate warning signs for establishments serving and selling alcoholic beverages, or selling supplies for beer-and wine-making, to alert all consumers that consumption of alcohol during pregnancy places the foetus at risk for Foetal Alcohol Syndrome (FAS) or Foetal Alcohol Effects (FAE). The objective of this initiative is to implement a uniform program of warning signs at such outlets in all jurisdictions across Canada.**

#### **(F) ADVERTISING OF ALCOHOLIC BEVERAGES**

The advertising of alcoholic beverages is obviously related to the Sub-Committee's concerns about the drinking behaviour of women of child-bearing age, and the attendant risks of FAS and FAE. A number of witnesses raised concerns about the advertising of alcoholic beverages on television, particularly the use of "lifestyle" advertising for beer, which is directed to young persons in the general age range of 18 to 25 years. While it is not our intention to delve into the theory and practice of advertising, the testimony of some witnesses is worth noting.

Professor Kindra offered the following comments on lifestyle advertising of brewers' products:

"One particularly powerful type of advertising is referred to as lifestyle advertising. This type of advertising is often employed for products that are more or less undifferentiated or similar in nature. In the case of beer, for instance, once you go beyond the lager versus ale split, they really are all the