

Industry's position is that general public awareness of foetal alcohol syndrome is very high, that warning labels are not effective in raising awareness in any case, and that funds that would be necessary to develop and print warning labels on containers would be better spent on other, more useful, programs for preventing alcohol-related problems. The two industry witnesses testified that the industry is already very active in promoting the responsible use of beverage alcohol and in alerting the public to the dangers of alcohol consumption while driving or working, or by pregnant women.

In 1986, the brewing industry in Canada decided to launch a national campaign through the Brewers Association of Canada to encourage the responsible use of beverage alcohol:

"The campaign included television and radio messages, outdoor advertising, print advertising, posters in retail outlets, and a variety of support materials, such as brochures, buttons, refrigerator magnets; anything to raise awareness of the issue . . . our campaign focuses on family and children as the key reason for drinking responsibly."³⁴

In addition to the industry-wide campaign, Canada's two national brewers, Labatt and Molson, have sponsored their own multi-media "responsible use" campaigns. In total, Canada's brewing industry spends about \$10 million per year on such campaigns.³⁵

Other programs supported by Canadian brewers include the Alcoholic Beverage Medical Research Foundation (with American brewers), and an FAS program developed with, and endorsed by, the College of Family Physicians of Canada. This program urges women who are pregnant or who are contemplating pregnancy to consult a physician for advice on alcohol use. The key line in the message is: "At a time like this, drinking responsibly may mean not drinking at all."³⁶ In addition to the association's FAS program, Molson Breweries sponsors its own program in this area.

Canada's distilling industry, through the Association of Canadian Distillers, has also sponsored public-awareness and education programs. One initiative is the Information Council on Beverage Alcohol which was created to fund community groups to help promote the responsible use of beer, wine and spirits through educational programs.³⁷

The Sub-Committee acknowledges the efforts of the beverage-alcohol industry to promote responsible use of their products and we agree with their general thrust that increasing public awareness and promoting public education on the FAS/FAE issue will require a variety of initiatives, programs and methodologies to reach a very heterogeneous consuming public. We are obliged to point out, however, that the \$10 million per year that Canada's brewing industry spends on "responsible use" campaigns is less than 10% of the brewing industry's expenditures on product

³⁴ Proceedings, Issue 8, pp. 4-5.

³⁵ *Ibid.*, p. 5.

³⁶ *Ibid.*

³⁷ Proceedings, Issue 11, p. 7.