

Recommendation No. 21

APPENDIX A

The Sub-Committee recommends that Health and Welfare Canada, in cooperation with provincial and territorial health departments, design and implement a research program to develop diagnostic procedures to identify adults afflicted with Foetal Alcohol Syndrome and Foetal Alcohol Effects. This research initiative shall be the first step in a comprehensive program to provide assistance to adults whose lives have been blighted by alcohol-induced injuries.

This Code applies to radio and television commercial messages, as the case may be, for alcoholic beverages ("product").

For the purposes of this Code, "portray" means "depict or refer to, visually or in sound".

Such messages shall not:

- (a) attempt to influence non-drinkers to drink;
- (b) portray an unrealistic or excessive number of glasses or containers;
- (c) show or use language that suggests, in any way, product misuse or product dependency;
- (d) refer to the feeling and effect caused by alcohol consumption or show or create the impression that the people involved are under the influence of alcohol;
- (e) portray persons with any such product in situations in which the consumption of alcohol is prohibited;
- (f) associate the consumption of any such product with the operation of any motorized vehicle, e.g. by suggesting or implying that any such product is or should be consumed prior to or during the operation of a motor vehicle;
- (g) associate the consumption of any such product with any activity requiring a significant degree of skill, care or mental alertness or involving an obvious element of danger and such activity has been clearly completed, e.g. by suggesting or implying that any such product is or should be consumed prior to or during any such activity; -- a flat label or symbol associated with a brand or brand name reference, used for brand identification, will not in itself be considered to suggest consumption of that brand;
- (h) be directed at persons under the legal drinking age, associate any such product with youth or youth symbols, or portray persons under the legal drinking age or persons who could reasonably be mistaken for such persons in a context where any such product is being shown or promoted;
- (i) attempt to establish any such product as a status symbol, a necessity for the enjoyment of life, or an escape from life's problems;
- (j) imply directly or indirectly that such acceptance, personal success, business or athletic achievement may be achieved, enhanced or reinforced through consumption of any such product.