

appropriate warning label alerting all consumers that consumption of alcohol during pregnancy places the foetus at risk for Foetal Alcohol Syndrome (FAS) or Foetal Alcohol Effects (FAE). (page 16)

RECOMMENDATION NO. 6

The Sub-Committee further recommends that the form of the warning label on beverage-alcohol containers should be designed with appropriate regard for readability, perceptual prominence, colour contrast and impact. Also, the design and content of the warning label shall be approved by the Minister of Health and 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. (page 16)

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. (page 17)

RECOMMENDATION NO. 8

The Sub-Committee recommends that the Canadian Radio-Television and Telecommunications Commission amend the regulations under the *Broadcasting Act* and the "Code For Broadcast Advertising Of Alcoholic Beverages" to ban that type of advertising of alcoholic beverages, generally known as "lifestyle advertising", on radio and television in Canada. (page 18)

RECOMMENDATION NO. 9

The Sub-Committee recommends that the Minister of Health and Welfare Canada, in consultation with the Minister of Consumer and Corporate Affairs Canada and the Canadian Radio-Television and Telecommunications Commission, prescribe regulations to require that appropriate and effective warnings about the serious impacts of alcohol on the foetus be included as part of all advertising of alcoholic beverages in Canada. (page 19)

RECOMMENDATION NO. 10

The Sub-Committee recommends that Health and Welfare Canada, in cooperation with provincial and territorial health departments and with the National Advisory Committee on Alcohol and the Foetus, regularly review and evaluate current public awareness and education programs on the impacts of alcohol on the foetus. If current programs are judged to be appropriate and effective they should be maintained and expanded. If they are not, new programs should be developed and implemented to raise public awareness and knowledge of this issue. (page 21)