

ALCOHOL

Awareness and knowledge of Canada's Low Risk Drinking Guidelines (LRDG)

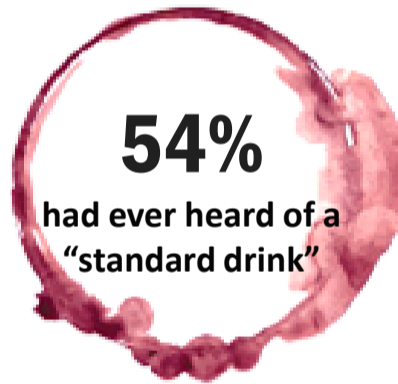
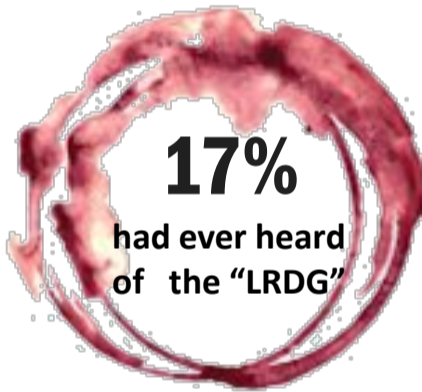
BACKGROUND

Alcohol is a leading risk factor for disease and disability in Canada.^{1,2} This includes: injuries, violence, liver disease, cancer, and other chronic diseases. In 2011, the Canadian Centre of Substance Abuse led the development of Canada's Low Risk Drinking Guidelines (LRDG) to help Canadians understand how to limit their alcohol intake and lower their risk for alcohol-related harm.³ The LRDG provide recommendations on drink limits and information on standard drink sizes. However, 39% of Canadian drinkers regularly exceed the LRDG daily limits, and 27% the weekly limits.⁴ Adding labels with the number of standard drinks per container is recommended in Canada's National Alcohol Strategy to provide information at the point-of-pour to improve a drinkers' ability to monitor their alcohol intake.⁵ This infographic presents results of a 2014 Public Health Ontario research study looking at awareness and knowledge of the LRDG and standard drink information. The study was completed by 2,000 drinkers in Ontario who are 19+.



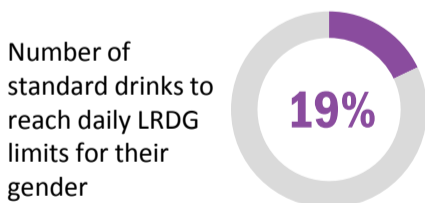
AWARENESS OF LRDG & STANDARD DRINKS

Before participating in this study...



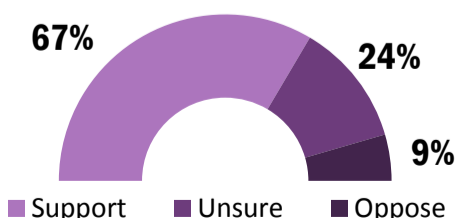
KNOWLEDGE OF LRDG & STANDARD DRINKS

Study participants who correctly reported the:



SUPPORT FOR STANDARD DRINK LABELS

Do you support standard drink information on alcohol labels?



UNINTENDED USE OF STANDARD DRINK LABELS

Would you use standard drink labels to compare brands on alcohol for the least amount of money?

