



Photo courtesy of PA Daily Herald



Community Alcohol Strategy Developed by Community Members

Creating a Healthy Community

- ◆ Alcohol Free Activities
- ◆ Improving Outcomes
- ◆ Group Support
- ◆ Youth Approaches
- ◆ Support Parents

Marketing Responsible Alcohol Consumption

- ◆ Healthy Campaign Options
- ◆ Develop a Communication Plan
- ◆ Implementing Community Change Towards Alcohol

Facilitated Stakeholder Collaboration

- ◆ Implementing an Action Committee
- ◆ Engaging Levels of Influence in Community

Implementing Alcohol Community Mobilization

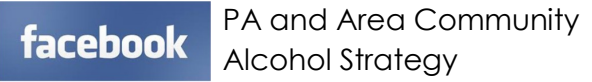
- ◆ Safe, Free and Alcohol Free Activities for Youth
- ◆ "Proud To Be Alcohol Free" Programs
- ◆ Research Based Treatment
- ◆ Intervention, Rehab and Treatment
- ◆ Proactive Services
- ◆ Early Education Targeting Children and Youth
- ◆ Parent/Family Support Programs
- ◆ Mentorship



Implementing Programs to Meet Community Needs that ensures Access and Support

- ◆ Promote Alcohol Free Event
- ◆ Research Informed Approaches
- ◆ Lobby for Change
- ◆ Local Alcohol Controls
- ◆ Champion Leadership Accountability
- ◆ Enforce Laws with Visible Consequences
- ◆ Increase Percentage of Alcohol Revenues That Goes Back to Community Programming

Follow us:



*Inviting individuals
in our communities
to create positive
change*

CASSC membership is open to interested members of the community or organizations who demonstrate commitment to working collaboratively with others to make the vision of the Community Alcohol Strategy a reality.

Please contact:
communityalcoholstrategy@gmail.com
if you are interested in becoming a member.





Photo courtesy of Spencer Sterritt/paNOW

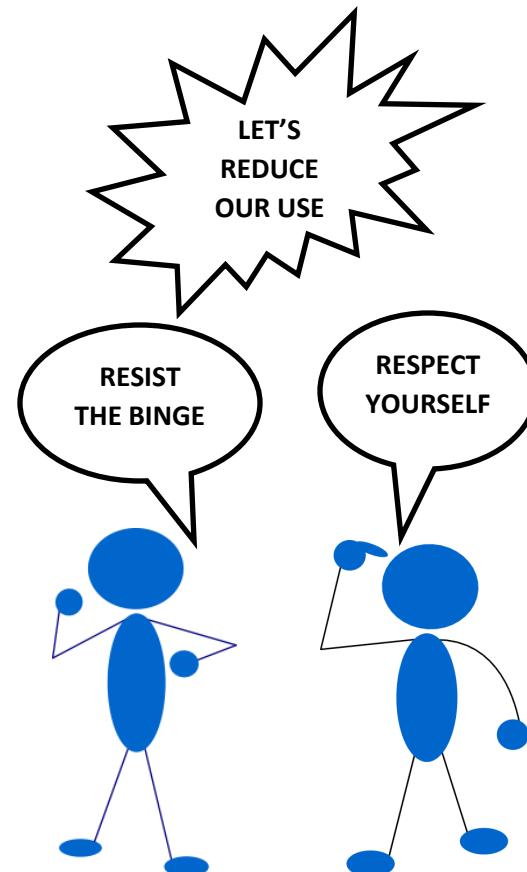
Our goal:

To create healthier communities where attitudes towards alcohol do not negatively impact the health and well-being of families, and the harms to every individual have been reduced.



Photo courtesy of PA Daily Herald

**YOU ARE
VALUABLE IN
CREATING POSITIVE
CHANGE
TOWARDS
THE SAFE AND
MODERATE CONSUMPTION
OF ALCOHOL.**



10 things YOU Can Do!

1. **Host an alcohol free event. Serve mocktails instead of cocktails. Have mocktails on your bar menu.**
2. **Have zero tolerance for impaired driving.**
3. **Increase financially accessible activities for youth.**
4. **Celebrate successes, and support groups or individuals who promote responsible alcohol use.**
5. **Limit the amount of alcohol accessible at gatherings and functions, and provide non-alcoholic options.**
6. **Talk to youth and parents about alcohol use.**
7. **Learn about Canada's Low Risk Drinking Guidelines. <http://www.ccsa.ca>.**
8. **Follow CASSC on Facebook, Instagram and Twitter.**
9. **Read the Community Strategy Document <http://mobilizepa.ca>.**
10. **Take action through your work, family, or organization.**