



CONGRATULATIONS! CELEBRATE EVERY STEP



towards making the vision of the
Prince Albert and Area Community Alcohol Strategy a Reality!

In 2017 Prince Albertans made strides towards the responsible use of alcohol:

- Many community members decided to **drink responsibly**
- **Public Safety Compliance Team** helped to improve liquor compliance
- The **Serve it Right** program was made mandatory
- **City Council** repeatedly referred to the Community Alcohol Strategy in their debates when making decisions with impact on the alcohol issue
- **Homeward Bound** housing initiative supports chronically homeless community members
- Formation of a **Community Alcohol Strategy Steering Committee (CASSC)**
- The **work of the CASSC** (see separate list what CASSC has done so far)
- **Collaboration** on the alcohol issue with the **Northern Alcohol Strategy**
 - **“Firewater”** book by Harold Johnson on How Alcohol is Killing My People (and Yours) - over 200,000 FB views of its CBC promotion video
 - **The Story About Alcohol** (YouTube video by Harold Johnson)
- **Addiction Services Men’s Group**
- **Open AA meeting Marathon** on December 31, 2016
- **Vibrant AA community**
- **Increased Awareness of Responsible Alcohol Use:**
 - **Media Coverage** of the conversations about responsible use of alcohol
 - **Addictions Awareness Walk** put on by the Addictions Awareness Committee
 - PA and Area Community Alcohol Strategy Facebook group, Newspaper, Radio and Television presence
 - **Liquor Bag Project** to raise awareness of FASD: The Saskatchewan Rivers Public School Division invited schools to participate in a Liquor Bag Project to promote awareness and prevention of Fetal Alcohol Spectrum Disorder (FASD)
 - **Teens and Alcohol/Marijuana Poster Project** by local high school students 2015 - 2017
 - **Reduce our Use posters** by the Addictions Awareness Committee
- Efforts towards **Eliminating Impaired Driving:**
 - In 2017 many community members **decided to not drive impaired**
 - **New 0.04 limit** on impaired driving
 - **Don’t Drink and Drive Sign Campaign** by local high school students 2015 -2017
 - **MADD Volunteers** raising awareness of impaired driving
- The Prince Albert Police Service worked with local businesses regarding the sale of denatured alcohol (mouthwash, hairspray etc.) through the **Denatured Alcohol Project**.
- **Community and Family Friendly Events**
 - Street Fair!
 - Kinsmen Park Celebrations
 - Farmers Market
 - Pine Needle Mountain Bike and Music Festival
 - Alcohol free rock concerts and youth gatherings (various venues)
 - And many more!
 - Winter Festival
 - Family Expo
- **ADD YOUR EFFORT, PROJECT or INITIATIVE** toward making the vision of the Community Alcohol Strategy a reality! Visit the Community Alcohol Strategy Facebook page and post it in our visitor section!