

DISTRICT OF FORT ST. JAMES
POLICY AND PROCEDURE MANUAL

POLICY GROUP:	Building & Property
POLICY No.:	3.11
SUBJECT:	Municipal Alcohol Policy
ADOPTED:	February 26, 2014
REVISED:	
ADMINISTERED BY:	Administration

Policy: All District of Fort St. James property users must read and adhere to the municipal alcohol policy plan

Objective: To reduce liability and harm associated with alcohol use on municipal property.

Procedures: To provide the District of Fort St. James alcohol policy plan and forms to all facility users.

Interaction with existing Policies:

Lessor must ensure that the lessee reads and signs the documentation in the category which is most suitable to the purposes of the lessee.

Policy No. 3.1 Schedule “B” License to Use or Occupy

Policy No. 3.1 Schedule “C” Agreement for Rental of Municipal Facilities

Forms for User groups:

Copy of Event management guide and checklist

SOL license holder agreement

Forms for Event Rentals:

Copy of Event management guide and checklist

SOL license holder agreement



MUNICIPAL ALCOHOL POLICY PLAN 2013/2014

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1. Purpose/Goal

To provide a safe and enjoyable environment to facilities and users that will reduce liability risk associated with alcohol use and to aid in the creation of safe public spaces for all community members to enjoy. This policy will provide Council and staff with an approach to messaging and promoting responsible alcohol use with measureable impacts.

2. Scope of MAP

The Municipal Alcohol Policy (MAP) is applicable to events (and to the organizers responsible for those events) where alcohol is served with a Special Occasion License (SOL) or a catering liquor license in facilities or property of the District of Fort St. James. These provisions supplement and are in addition to provincial Liquor Control and Licensing Branch (LCLB) requirements. In case of a conflict between MAP and LCLB requirements; the legislation, regulations and policies of the LCLB take precedence. The MAP also addresses unlawful (unlicensed) consumption of alcohol by renters or users of municipal facilities.

3. Policy Objectives

- 1) To provide guidelines and education to individuals or groups wishing to hold events with liquor service in municipal facilities
- 2) To reinforce responsible, moderate drinking practices at municipal facilities through appropriate operational procedures, control, training, signage and education
- 3) To honour the decision of abstainers not to drink alcohol and to encourage their participation by providing alternative non-alcohol beverages
- 4) To promote designated driver options and ensure event participants have safe transportation home
- 5) To encourage the balanced use of alcohol so that it becomes a responsible part of social function rather than a reason for it
- 6) To provide harm reduction strategies to minimize or prevent alcohol related problems including; pre-drinking, drinking to intoxication, binge drinking, drinking and driving, underage drinking and drinking in prohibited areas
- 7) To reinforce a consistent message that excessive alcohol usage and the problems associated with it are not the social norms in the community of Fort St. James or in District of Fort St. James facilities
- 8) To provide support to local non-profits in hosting fun and safe community events
- 9) To encourage long-term cooperation between community resources and services

10) To keep Fort St. James a fun place to live, visit and socialize in a safe environment

4. Schedules “A,” “B” and “C”: Facilities Where Special Occasion Licenses Are Permitted and Not Permitted

Schedule “A” Special Occasion Licenses in Municipal Buildings

Designated areas in District buildings where Alcohol may be consumed under a Special Occasion License or under permanent license

Arena	
Music Makers	
Courthouse	
Library	
Municipal Hall	
Curling Arena	Permanent License Under Lease
Fire Hall	

Schedule “B” Licenses in District Parks and Campgrounds

Designated areas in parks where Alcohol may be consumed under a Special Occasion License

Public Sections of Municipal Campground	
Cottonwood Park	
Goodwin Park	
Spirit Square	
Sonny Hamper Ball Park	

Schedule “C” District Properties where Alcohol is Prohibited

Visitor Information Centre	
Marina Dock Area	
Airport	
Public Works Yard	
Fire Training Centre	

List of annual events where alcohol can be sold and/or consumed with appropriate permit:

Canada Day
Caledonia Classic
Christmas Parade
WinterFest

Annual Outdoor events are subject to the same permitting and conditions as the listed facilities.

5. Conditions for Special Occasion License

If the user group would like to serve alcohol at the rented facility they must obtain a Special Occasion License from the BC Liquor Control and Licensing Branch. The license holder must read and agree to follow the Event Management Guide provided by the District of Fort St. James. The license holder must also sign the “License Holder Agreement” provided by the District that acknowledges they assume the risks involved in holding a licensed event. The license holder must have the appropriate insurance coverage and will be provided with the necessary information for obtaining this insurance. All activities must be in compliance with the BC Liquor Control and Licensing Act.

6. Insurance Requirements

The organizer of an SOL or catering licensed event held in a municipally-owned facility must purchase a minimum of two million dollars in liability insurance through their own insurance provider. Suggested insurance providers are detailed in the event management guide. Insurance coverage shall comply with all requirements of the facility rental contract. Event organizers may want to consider the purchase of host liquor liability insurance.

7. Signage Guidelines

Signs are intended to provide information and authority to event hosts, attendees and the public, to clarify key legal requirements and to highlight District of Fort St. James’ expectation regarding the consumption of alcohol at municipal facilities. Different signage may be appropriate for unlicensed parks/facilities, for private events or for large public events. Permanent signage may be provided by the District in public areas and facilities where key messaging is needed to promote a culture of moderation.

8. Enforcement Procedures

Policy violators will first be issued a warning. Subsequent violations of this policy are subject to the following enforcement measure and penalties:

- 1) Liquor service may be suspended and the event ended immediately for serious infractions such as consumption of alcohol by minors and occurrence of physical harm to a guest or staff member
- 2) For other infractions the facility user/event organizer will be advised in writing of the violation, indicating that no further violations will be tolerated
- 3) For a second infraction, up to six month suspension may be imposed. Reinstatement may be considered if it has been clearly demonstrated to the DFSJ that efforts have been made to prevent a recurrence.
- 4) For a third infraction, a one-year suspension will be imposed. The same conditions apply for reinstatement

Liquor service and/or the event may also be terminated by the RCMP or the LCLB liquor inspector. Event organizers and facility users are advised that contraventions of provincial liquor laws can result in significant financial penalties under the Liquor Control and Licensing Act.

Appendix “A”

Event Management Guide

If you have been involved with organizing events, you know there are many challenges to making sure the event goes off smoothly. Most of these challenges relate to communication with your organizing team and alcohol sales can create additional stresses. The following are recommendations for making alcohol sales a success at your event.

Creating Volunteer Job Descriptions and having a meeting to explain/review the roles and responsibilities to your volunteers involved in the sale and handling of alcohol contributes to the success of your event.

Event Management Job Descriptions/Roles and Responsibilities

Permit Holder

- Signs the alcohol permit (must have Serving It Right certificate)
- Is the general manager of the event
- Assumes responsibility for the operation of the event
- Must remain present for the duration of the event or be replaced by an indicated designate (person who assumes responsibility when permit holder is not present)
- Must visibly post the liquor license in the serving area

Bartenders

- Accept tickets for the purchase of alcohol drinks, serves drinks properly, monitors for intoxication, refuses service when patron appears to be intoxicated or near intoxication and offer non-alcohol substitute
- All individuals that serve alcohol must have Serving It Right - at least one person behind the bar has their SIR to supervise other volunteers
- Do not announce last call (to prevent binging)
- Do not sell low priced drink specials
- Post Serving It Right checklist/best practices reminder in the SOL area

Ticket Seller/Door Person

- Checks identification, sells alcohol tickets to a maximum of four (4) per person per purchase

- Monitors for intoxication and, refuses sale to patrons at or near intoxication
- Refunds tickets upon request

Security

- Security ratio: a minimum of two security personnel for the first fifty attendees and one security person for every fifty after that
- Patrols event, scans for potential trouble
- Notifies event staff and permit holder of potential incidents
- Helps event staff with handling disturbances and removes intoxicated persons
- Checks participants for signs of intoxication upon entry, keeps out intoxicated and troublesome individuals
- Monitors for those showing signs of intoxication when leaving the event and recommends safe transportation options.

Event Organizers

- Provide a Transportation Plan
- Post safe transportation information on event signage. Include contacts for licensed taxi businesses and designated driver contacts and non-profits that will provide designated driving for donations and/or members with Serving It Right that could supervise the bar in exchange for a donation

All event management participants (In the roles described above) are required to abstain from consuming any alcoholic beverages.

Advertising/Promotion of Alcohol Best Practices

- There will be no announcement of “last call”
- Non-alcohol beverages should be available at no charge or at a much lower cost than drinks containing alcohol
- Event organizers are encouraged to select low-content alcohol drinks (i.e. 4% coolers, 3-5% beers and low content wines) this presents an opportunity for the public to enjoy drinks while consuming less alcohol and avoiding intoxication

Event Support/ Insurance

The organizer of an SOL or catering licensed event held in a municipally-owned facility must purchase a minimum of two million dollars in liability insurance through their own insurance provider. Insurance shall comply with all requirements of the facility rental

contract. One-off events are eligible for inexpensive insurance policies that cover all liabilities associated with serving alcohol. Costs are estimated between \$185 and \$285, and include a comprehensive policy. The turn-around time on an application is 3 to 4 working days. Applications may be submitted online.

Event Support/Insurance Contact Information

Municipal Insurance Authority	Risk Management (municipal liability insurance)	Lindsay Nilsson	1-855-683-6266
HUB International Barton Insurance	General Insurance	Jackie Marshall	250-996-7141
BC Passenger Transportation Inspection	Driver Insurance	Dave Birchmore	1-604-527-2196
BC Drivers Services	Drivers Licensing Services		1-604-661-2255
BC Liquor Board Licensing	Liquor Primary Licensing	Janine area representative	1-866-209-2111, help desk/directory
RCMP	Motor Vehicle Act		250-996-8269
All Sport Insurance	Special Event Liability Insurance Policy	Helina	1-877-992-2288
Special Risk Insurance	Special Event Liability Insurance Policy		1-800-993-6388
Pal Insurance	Special Event Liability Insurance	Tryna Foley	1-800-661-1608 ext. 230

Transportation

Designated Driver Contact List

Fort St. James Taxi	Weekday-weekend availability		250-996-8339
Music on the Mountain Society	Volunteer Dependent	Lionel Conant	250-996-7059/ 250-996-0026
Volunteer Fire Hall	Volunteer Dependent	Nancy Schlamp	250-996-8670

If you are interested in adding your names or organization contact to the list of available Designated Drivers please contact the District Office.

Safe Transportation Guidelines

- Encourage designated drivers: Consider offering recognition and free non-alcoholic beverages to identified designated drivers.
- Encourage safe transportation options such as;
- Encourage participants to walk or carpool to the event
- Notify taxi companies of event so they may wait as attendees are leaving
- Provide volunteer designated drivers
- Encourage safe pedestrian travel by posting a map of the town and indicating which trails are illuminated at night
- At the end of the event have staff (and/or signage at the door) to advise participants of transportation options and encourage their use
- Remind Participants that the RCMP will have check spots

Designated Driver Insurance

For Profit

- Will require a passenger transportation license and adequate insurance coverage on their vehicle
- Drivers interested in applying for a passenger transportation license are encouraged to contact ICBC for insurance requirements

Non-Profit

- Will require a valid class 5 license
- Liability coverage on the vehicle should be sufficient for transporting other people, Drivers are encouraged to contact their insurance provider to ensure their third party liability, collision etc. are sufficient

Under age Drivers/Class 7N Drivers

- Class 7N may transport one passenger, family members exempt, unless accompanied by an adult of 25 years or older with a valid class 5 license as supervisor
- Supervisor must be alcohol free
- The liability coverage on the vehicle must sufficiently cover liabilities associated with groups transportation and drivers are encouraged to check with their insurance provider as to the extent of their coverage

Signage Guidelines

Signs are intended to provide information to event attendees and to the public, to clarify key legal requirements and to highlight District of Fort St. James' expectations regarding alcohol consumption at municipal facilities. Conforming to "Fetal Alcohol Warning Sign" Bylaw No. 939, 2014 Section 2.1 "The holder of any Special Occasion Licence issued by the Liquor Control and Licensing Branch shall, at an event where alcohol is sold or consumed on premises owned by the District of Fort St. James, display a minimum of one sign as prescribed in Section 3 hereof in the area of alcohol consumption or sale."

Different signage may be appropriate for unlicensed parks/facilities, for private events or for large public events. Signage recommendations include:

Signage for Private/Public Licensed Events

- Include a sign in the licensed area next to liquor license: "Alcohol may not be served to an intoxicated person or served to anyone to the point of intoxication."
- Posted at entrance to license area: "Minors are prohibited. Attendees may be asked to produce 2 pieces of valid ID."
- Drive Sober: "The RCMP will be conducting spot-checks to thank sober drivers."
- "We appreciate our designated drivers! Enjoy complimentary soft drinks at the bar."
- The holder of any Special Occasion License (SOL) issued by the liquor control and licensing branch shall, at an event where alcohol is sold or consumed on premises

owned by the District of Fort St. James, display a minimum of one sign as prescribed in “Fetal Alcohol Syndrome Warning Sign Bylaw No. 571, 1993” as amended, in the area of alcohol consumption or sale.

Signage in Municipal Parks/Prohibited Areas

- Permanent signage: “The possession of open liquor is not permitted by Park Use Bylaw No. 561, 1993.”
- “Alcohol consumption not permitted past this point.”
- “Alcohol consumption not permitted on the premises.”

Statement of Agreement and Signature

The following statement must be read and signed by the applicant:

As a Special Occasion License Holder for the [EVENT] held on [DATE] at the [FACILITY] from [START and END TIME], I certify that I have received and reviewed the District of Fort St. James Municipal Alcohol Policy, and I agree to adhere to the conditions of this policy and the Liquor License Act of British Columbia. I understand that failing to comply with these conditions could result in the termination of my event, suspension from use of District facilities for myself and my group/organization, and charges for infractions covered by the British Columbia Liquor License Act or other relevant legislation.

NAME:

DATE:

SIGNATURE OF LICENSE HOLDER:

MUNICIPAL STAFF MEMBER:

Appendix “B”

Event Checklist

Advertising/Promotion of Alcohol

- ☐ Skip announcement of “last call”
- ☐ Non-alcohol beverages available at no charge or at a much lower cost than drinks containing alcohol
- ☐ Availability of low-content alcohol drinks (i.e. 4% coolers, 3-5% beers and low content wines)

Transportation

- ☐ Signage promoting safe transportation options (detailed in MAP)
- ☐ List of designated driver contact information
- ☐ Parking
- ☐ Vehicle access routes

Site Plan

- ☐ Entrances and exits delineated
- ☐ Identified liquor consumption areas
- ☐ Identified restricted areas
- ☐ Toilets
- ☐ Phones

Signage

- ☐ Safe drinking practices
- ☐ Emergency contact numbers
- ☐ Designated driver contact numbers
- ☐ Social service provider contact lines
- ☐ Fetal Alcohol Warning Sign

Event Staff

- ☐ Sufficient staff to monitor the number of attendees
- ☐ Members of event staff have “Serving it Right” certificate
- ☐ Staff are aware of their own assigned responsibilities in ensuring safe alcohol consumption

Appendix “C”

Research Report

Executive Summary:

Alcohol has proven to play a large role in lifestyle and culture in Canada through socialization, celebrations, religious ceremonies and holidays. It also has a role as an economic generator. Alcohol sales and services generate jobs, retail activity, and export income and tax revenue for governments¹. Reports indicate that alcohol consumption continues to rise among the population of BC. In 2004, the value of alcohol sales totaled \$16 billion compared to \$13 billion in 2000. With the trend of increasing consumption it is important that Fort St. James is able to respond to the potential negative effects that come with alcohol consumption.

A 2010 report states that northern BC has the highest rate of alcohol-related deaths in BC. In 2011, there were 21, 542 hospitalizations and 1, 191 deaths due to alcohol in BC and concurrently an estimated \$2 billion in direct and indirect revenue to the Province from alcohol sales. In 2002, the financial impact of alcohol-related harm in Canada totaled \$14.6 billion, \$3.3 billion in direct health care costs and \$3.1 billion in law enforcement. The total revenue and profits to the government from the \$13 and \$16 billion in sales between 2000 and 2002 equaled approximately \$7.7 billion. This indicates the financial cost of alcohol consumption is more than the profitable gain.

Municipal alcohol policies (MAPs) have been developed throughout Canada since in response to community desire to access alcohol and their simultaneous concern about negative effects posed by alcohol consumption. MAPs are a pragmatic solution for politicians to manage publicly owned or managed facilities and mitigate the risk of civil liability. Out of 107 municipalities in Ontario who have implemented the MAP, 44 perceived a reduction in their alcohol-related problems, 7 had not and 34 said it was too soon to know or had not fully implemented the plan, 14 were uncertain and 8 said they had never really experienced problems.

Community Needs

From June 2013 through December 2013 community members of Fort St. James provided input through one-on-one interviews, group meetings, surveys and discussion sessions at a community open-house. Through anecdotal and statistical information, the following themes have emerged from the commentary:

1. Fort St. James is perceived to have an existing culture of heavy drinking and a lack of alternative facilities/activities that do not involve alcohol
2. Facility user groups require clarity around the rules regarding designated driver programs, including where the liabilities lie and what insurance costs

¹ National Alcohol Strategy 2007.

3. User groups require event management support, especially those with Special Occasion Liquor Licenses, so that they may appropriately manage potential risks
4. The community needs long-term and consistent exposure to positive messaging and education about responsible alcohol use
5. There is an increasing demand for social and health care services.

Response to Community Needs

In response to community commentary, the Municipal Alcohol Policy and Plan contains the following sections that will serve to mitigate potential harm and liability for the District of Fort St. James and facility user groups while contributing to positive changes in alcohol consumption trends within the community. Some of the issues identified are not within the jurisdiction of the Municipality; however, the following sections correlate to the needs identified by the community:

1. Designation of Properties, Facilities and Events

Rationale: This list clearly states where alcohol can and cannot be served

2. Conditions for Special Occasion Licenses

Rationale: Informs user/group which agencies are involved in the liquor licensing process and

Licensing requirements so that user/group can decide if their event is a good candidate for an SOL

3. Event Management Guide

Rationale: To provide user groups with alcohol management best practices (e.g. No last call, liability insurance) and prevention strategies to reduce harm (e.g. Ensuring safe transportation home)

4. Insurance and Training Requirements

Rationale: To ensure user groups obtain adequate insurance coverage relevant to events with alcohol

5. Signage

Rationale: To provide authority and information to user groups within facilities (e.g. acceptable forms of age identification) and influence the community to practice responsible alcohol use

6. Enforcement Procedures

Rationale: To encourage user/groups to follow the rules

7. License Holder Agreement

Rationale: To ensure that the licensee understands the responsibilities associated with holding a SOL in their name

8. On-going Support

Rationale: To evaluate impact of policy, review and make amendments where necessary

Implementation

The MAP will be administered by Municipal Office Staff in compliance with the local liquor distribution branch, RCMP and SOL holders. The event management guide should serve to make events less onerous for the event organizers and administrative staff. Identify and seize the opportunity, with newcomers and visitors as message carriers, as they are not entrenched in existing community culture and are thus more likely to reflect the new community values. The event management guide will be available at the District Office for public access.

Evaluation

The impact of the MAP can be evaluated by comparing baseline data specific to Fort St. James from Northern Health, the RCMP and the District of Fort St. James. Due to the limitations of data available for Fort St. James the baseline only covers data from 2010-2013, although some sources could provide historical data from further back, these years were the most recent across sources and thus have been selected to maintain consistency. Data is still being collected.

BC Liquor Policy Review Final Report

The provincial liquor policy review final report released on Friday January 31, 2014, outlines 71 recommendations for changes to BC liquor policy. Out of 71 recommendations, four are directly applicable to local governments and they are as follows:

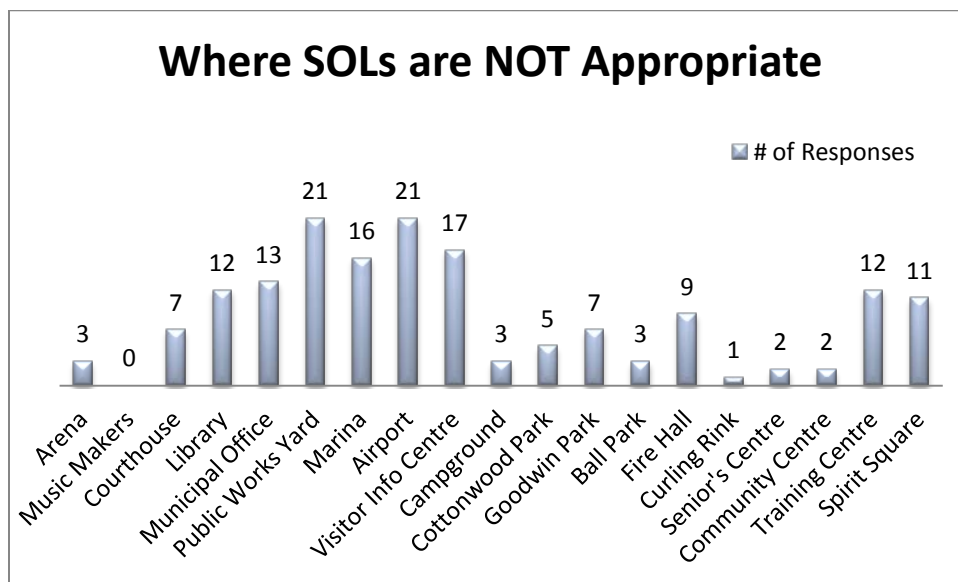
- 39) Government should consult with UBCM, local governments and First Nations about streamlining the liquor application process. An applicant for a liquor-primary licence should be able to seek input from the local government or First Nation before or at the same time it applies to LCLB.
- 40) The criteria used by local governments and First Nations to evaluate an application from their community and then make recommendations to LCLB should be determined by the local government or First Nation. This respects the role of local governments and First Nations in setting standards for assessing liquor-license applications in their communities.

- 41) The provincial government should amend legislation so local government councils could, if they wish, give staff the authority to provide recommendations on license applications (e.g., license amendments involving change in hours or capacity) directly to LCLB. This means local government recommendations would not have to be endorsed by a council resolution.
- 42) In the interest of customer service, First Nations, local and provincial governments should identify target timelines to resolve all applications related to liquor licensing.

These recommendations have yet to be accepted and/or implemented by the Province. In the interest of preparedness it is recommended that the District of Fort St. James create criteria that are in-line with its strategic plan and OCP in order to evaluate liquor license applications and identify target timelines for the resolution of applications.

Survey Results

The municipal alcohol survey received thirty-eight responses that have been used to designate property in which alcohol consumption is and is not appropriate.



Out of the thirty-eight respondents that completed the survey 89% feel comfortable attending public or community events where alcohol is consumed. 87% are members of a sports group/ club/ non-profit society. 47% have applied for a special occasion license to serve or sell alcohol and 60% have openly discussed alcohol consumption among the membership of their sports group/ club/ non-profit.

The low response-rate to the alcohol policy survey does not represent the behavior of all public property users. The responses do indicate that the individuals and groups who would use facilities and host or manage events on public property are aware of the

social responsibilities that are attached to alcohol consumption and feel comfortable managing alcohol-related events.

Baseline Data Fort St. James

The following RCMP data reflects only the incidents that resulted in a charge and do not represent all incidents that occurred.

	year	2010	2011	2012	2013
Primary Offence					
Impaired Motor Vehicle		25	18	30	29
Liquor consumed in public		31	9	19	14
24-hour license suspension		27	7	5	6
Public intoxication		694	478	126	152
Prisoners held for intoxication		665	445	79	113

This data indicates a general upward trend in drinking and driving occurrences between 2010 and 2013. There is a downward trend in liquor consumed in public while the number of public intoxication charges has increased. This could indicate that alcohol consumption is taking place in private residences, establishments or in hidden locations, suggesting that enforcement and penalties for public alcohol consumption influences alcohol consumption to be hidden without reducing the number of intoxicated individuals in public areas. Notably the number of prisoners held for intoxication decreased significantly in the 3-year period which could indicate alternative methods of enforcement.

SOLs issued to Fort St James, Vanderhoof and Fraser Lake, 2010-2012

City	2010	2011	2012	Total per city
Fort St James	9	12	10	31
Vanderhoof	49	64	68	181
Fraser Lake	1	19	10	30
<u>Total per year</u>	<u>59</u>	<u>95</u>	<u>88</u>	

Annual Liquor Sales, BCLDB

Fort St. James	Store #	Retail \$	Litres	Spirits	Wine	Beer	Ciders/Coolers
2010/11	248	1,952,497	286,935	24,197	27,593	205,975	29,170
2011/12	248	2,108,565	304,993	27,310	22,260	225,032	30,391
2012/13, unaudited	248	2,138,255	310,752	26,065	20,882	231,445	32,360

Special Occasion license applications have not altered significantly indicating that the number of private and public events have not increased opportunities for alcohol consumption. Alternately, liquor sales in over-all litres have increased annually with a 6.2% increase from 2010/11 and a smaller 1.8% increase from 2011/12 to 2012/13.

Conclusion

The current health data specific to Fort St. James is not sufficient to successfully track trend-over-time quantitative data because Fort St. James is often grouped in with two other communities in the local health area when numbers are collected by the regional health authority, Northern Health. The data that is present for Fort St. James is not collected in consistent categories from year to year and therefore it is difficult to extract repetitive themes from the present data. It is recommended that clinics and service organizations monitor and collect their own relevant statistics in-house so that they may access accurate and recent information when needed.

The changes needed in social drinking practices will be best implemented from positive influences from within the community. It is recommended that these influences be approached by licensed establishments through the promotion of safe drinking practices

on their premises; and by non-profits and the District offering alternative activities to the community; and services providers through public education campaigns. The changes desired will require a central force, message and organization point from which all community groups can draw their information and inspiration. Therefore it is recommended that the Building Healthier Communities Alliance Act as lead in engaging stakeholders, spearheading the campaign and assigning various action items from the alcohol strategy table.

Appendix "D" Alcohol Strategy Table, 2014

Priority Categories	Recommendations for Municipality	Challenges to Implementation	Steps to Implementation	Best Practices/Long Term Goals	Relation to District Draft Strategic Plan	Relation to Visioning Report 2013	Relation to OCP
Health Promotion, Prevention, and Education	1.1 Develop a comprehensive and targeted social marketing campaign with a key message	Requires a committee to spearhead campaign, over-committed community volunteers	Invite healthy communities, and youth groups to take ownership of campaign, promote to inter-agency group	Offer support to alcohol campaign committee, grant writer, financial support, letters of support, public declaration of support, identify opportunities to promote new culture (i.e. newcomers and visitors are not entrenched in community culture and can represent a new responsible drinking culture	Strategic Plan Draft- Values-safe community, healthy community, quality of life, resilient and collaborative	Priority #5 Education Priority #11- volunteer recognition and support	Sec 3.1 (8) Enhanced Education Opportunities Sec 3.4 Quality of Life Objectives c) To engage citizens to participate in community life and decision-making
	1.2 Engage multi-sectoral Partners to lobby for preventative program funding	Sharing signage, human resource limitations at each organization	collaborate with Nak'azdli alternative justice and RCMP, Northern Health	Collaborate on the production and content of culturally sensitive materials and send to health units, and organizations across communities (FSJ, yekooche, Tl'azt'en, Nak'azdli)	Goal (1) Safe and Healthy Community- Connectivity between groups	Priority #4 Mental Health Services #5 Education Priority #11- volunteer recognition and support	Sec 3.1 (8) Enhanced Education Opportunities Sec 3.4 Quality of Life Objectives c) To engage citizens to participate in community life and decision-making
	1.3 Develop signage that promotes responsible alcohol use guidelines	Developing a targeted message, gaining community buy-in		Permanent signage in public areas represents long term community goals around alcohol consumption, occasion specific signage indicates alcohol-free areas in facilities and event organizer information	Goal (1) Safe and Healthy Community - Have sufficient infrastructure to meet the needs of our community's health and safety		
	1.4 Develop and evaluate policies and programs that are appropriate to youth stages of development that inform risks associated with alcohol use	Coordinating youth and adults in a collaborative, respectful environment	Host meeting with health committee and youth group to identify program components that engage youth	Youth play active role in campaign and are responsible for carrying the message	Goal (1) Safe and Healthy Community- Support non-profits and other stakeholders in delivering social programs		Sec. 3.4 Quality of Life Objectives (g) To retain the local population by providing more opportunities for young people and more reasons for seniors to remain in the community
	1.5 Introduce bylaws that require signage posted in all licensed establishments, parks and facilities that outline District policies and fines for drinking in public, noise and public nuisance	places onus on establishment owners	Contact local establishments to find what current signage is used			Goal (1) Safe and Healthy Community- Develop policy that is supportive of law enforcement practices	
	1.6 Build relationships/partnerships with industry, local health and social service providers for funding resources	Lack of interest/commitment on part of local industry	Request local industry to participate in campaign by posting provided signage that reflects community values on industry sites		Goal (1) Safe and Healthy Community- Support non-profits and other stakeholders in delivering social programs		3.4 Quality of life objectives (j) to provide a safe place for residents to live and visitors to experience
	1.7 Promotes aspects of community life that discourage unhealthy alcohol abuse	Communication gap between service providers and community members	Direct newcomers to community centre, the Key resource centre, CNC etc.	Have a central source (gathering centre, community bulletin Board)where people can be directed to their areas of interest	Goal (1) Safe and Healthy Community- Have sufficient infrastructure to meet the needs of our community's health and safety. Goal (2) Vibrant, appealing and attractive community- for tourism, retention and economic development		Sec. 3.1 Community goals (2) recreation and community facility Sec. 3.4 (i) To encourage community infrastructure such as swimming pool, arts centre, skateboard park and several community events
Health Impacts and Treatment	2.1 Develop an on-going data collection and reporting system of common indicators relevant to alcohol consumption practices	Data sources are inconsistent and difficult to extract	Provide data tracking framework for local agencies to facilitate data collection. Work with BHC Alliance, Nak'albun Health Research Committee and Mt. Milligan Socio-effects Committee	Local facilities will track their own data and share amongst each other to provide weight to support requests from funding agencies and government			
	2.2 Develop integrated and culturally sensitive intervention and referral tools	Developing useful tools without repeating the materials of other organizations	Coordinate with college, health services and Nak'azdli to compare materials and identify information gaps	Develop a list of locally accessible resources and include in materials to send out to isolated community partners		Goal #1 First Nations Relationship building, community collaboration	
	2.3 Track District statistics and impact reports from existing programs in the community to evaluate treatment to determine promising practices and share the findings	Staff resource availability	Use alcohol policy impact indicator data sheet to compare with other studies, assign quarterly or annual report to temporary staff (i.e. Intern) increase or reduce support for programs accordingly	Prepare periodic reports on the impact of alcohol in the community and coordinate these with the on-going "Costs of substance abuse reports" (public health agency of Canada) and share with local service agencies and Northern Health			
	2.4 Collect data on alcohol-related health impacts and treatment specific to First Nations and general public		Make contact and build partnership with Nak'azdli health centre, share data resources and reports. Use Social Indicators of health research project as a conduit for cross-share of information	Data collected using appropriate research ethics (including ownership, control, access, and possession principles) data will be comparable to those collected for the general population		Priority (1) First Nations Relationship Building, Priority (2) Mental Health Services	
	2.5 Develop research program informed by a determinants of health approach and is directed at gaining better understanding of the risk and protective factors surrounding alcohol use		Share alcohol consumption impact data with current health research (Dr. Shandro), propose connectivity with the project	Maintain close contact and regular communication with Dr. Janis Shandro and Kandace Kerr and receive their support in tracking MAP impacts on the community	Goal (1) Strategic Actions- Work with local organizations and departments to build awareness of social issues, connectivity between services, develop best practices and advocate for enhances local services		

Priority Categories	Recommendations for Municipality	Challenges to Implementation	Steps to Implementation	Best Practices/Long Term Goals	Relation to District Draft Strategic Plan	Relation to Visioning Report 2013	Relation to OCP
Availability of Alcohol	3.1 Evaluate the outcomes of trial alcohol-control measures in remote communities (particularly the 3 territories) including total bans, limitations on importing alcohol into the community and severely restrictive selling practices	These practices cannot be applied in a cookie-cutter approach to the unique conditions in FSJ	Extract applicable information from these plans and policies to create unique and appropriate policies for FSJ	Liquor policies and bylaws will support the long term goals of responsible alcohol consumption			
	3.2 Create incentives through tax or price adjustments to promote the marketing of low alcohol content beer and coolers	The low volume of license establishments and liquor outlets limit incentive for licensees to lower prices on low content products	Approach private licensees with the positive impacts to the community in supporting the sale of low-content products	Outlets will stock more low-content products with over all goal of reducing the volume of absolute alcohol consumed per capita			
	3.3 Review advertising regulatory systems especially as they pertain to youth, as well as the mechanisms of receiving and responding to consumer complaints about alcohol advertising		Approach review with a view to updating the standards, lobby government to regulate advertising that has negative impacts on the community				
	3.4 Move towards volumetric pricing (based on the volume of ethyl alcohol in products) within each beverage class	beverage pricing lies with the establishment owner and the provincial government	Inform local establishments and alcohol providers of the goals of the policy plan, work together for mutually beneficial outcome				
	3.5 Implement server training programs as a pre-condition for hosting alcohol-related events	Community non-profits are over-committed and strapped for time	Offer to pay for a one-day workshop on event management and alcohol distribution to non-profit organizers				
	3.6 Collaborate with local industry and liquor control board to ensure alcohol availability in high risk communities are managed in a socially responsible manner	Provincial policy outcomes are influenced by large population areas, Local Industries must participate in a discussion about their role and impact in the community	Solicit partnership with natural resource industry to ensure their corporate liquor policies do not have negative effects on their employees and the community				
Safer Communities	4.1 Work closely with Youth groups to address "safe spaces" concerns		Implement Trails plan recommendation to clear and illuminate trails and paths throughout town		Goal (1) Safe and Healthy Community- Have sufficient infrastructure to meet the needs of our community's health and safety		
	4.2 Reduce interaction between alcohol, people and traffic and equipment	Rural communities require individuals to drive to events, lack of public transportation	Limit interaction of intoxicated individuals with traffic through bylaws (Bylaw No. 839, 2007)		Goal (1) Safe and Healthy Community- Develop policy that is supportive of law enforcement practices		
	4.3 Restrict consumption of alcohol by District employees and volunteers to promote a safe work environment and employment culture	Participation of after-hours volunteers makes it difficult to regulate the behaviour and choices of individuals	Personnel policy and MAP require signatures indicating understanding of rules and regulations	Employees and volunteers understand their roles and responsibilities when representing the District on or off site and during working hours	Goal (4) Retains and Attracts excellent Quality Professionals- retention and attraction of professionals, retain skilled community members		
	4.4 Recommend that functions that occur in elementary school gymnasiums do not correspond with schools hours or after school recreation groups		Develop a venue contact list for non-profits to assist in selecting event-appropriate venues and hours		Goal (1) Safe and Healthy Community - Have sufficient infrastructure to meet the needs of our community's health and safety, Strategic Action- Work with local organizations		