



Attn: News and Assignment Editors

CCSA applauds Nova Scotia for promoting a "culture of moderation" around alcohol use.

OTTAWA, August 30, 2007 – The Canadian Centre on Substance Abuse (CCSA), a national organization working to reduce alcohol- and drug-related harm, welcomes Nova Scotia's new alcohol strategy, *Changing the Culture of Alcohol Use in Nova Scotia*, and is particularly pleased that the provincial strategy embraces a "culture of moderation" as outlined in recent recommendations for a National Alcohol Strategy.

An expert working group, co-chaired by CCSA, the Alberta Alcohol and Drug Abuse Commission and Health Canada, was created to develop consensus on recommendations for a National Alcohol Strategy. The multi-sectoral working group had representatives from government, non-governmental organizations, industry and regulatory bodies, and the research community. Nova Scotia is the first province to interpret the recommendations for a National Alcohol Strategy at the provincial level.

"We are very pleased to see Nova Scotia's commitment to and investment in reducing alcohol-related harm and we celebrate their efforts to proactively address problematic alcohol use," said CCSA's Chief Executive Officer, Michel Perron.

Both the provincial and national strategic approaches focus on alcohol from a public health perspective and underline alcohol's significant role in contributing to health and social harms in Canada. The national report, *Reducing Alcohol-Related Harm in Canada: Toward a Culture of Moderation— Recommendations for a National Alcohol Strategy* addresses four key strategic action areas: health promotion, prevention and education; health impacts and treatment; availability of alcohol; and safer communities.

"The development of recommendations for a National Alcohol Strategy was the result of a collaborative and dedicated approach by a diverse group of stakeholders and we must build on that success by ensuring a strong, complementary and applied execution of the Strategy," said Mr. Perron. "As co-chair, CCSA has taken an active role in promoting and monitoring the implementation of this national initiative and has identified several recommendations that will be a priority in the coming months, including enhanced efforts to transfer knowledge around prevention, treatment and population health policies and programs."

To access the national report, please visit the CCSA website at <http://www.ccsa.ca> or the website for the *National Framework for Action to Reduce the Harms Associated with Alcohol and Other Drugs and Substances in Canada* at <http://www.nationalframework-cadrenational.ca/>.

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About CCSA:

With a legislated mandate to reduce alcohol- and other drug-related harms, the Canadian Centre on Substance Abuse provides leadership on national priorities, fosters knowledge-translation within the field, and creates sustainable partnerships that maximize collective efforts. CCSA receives funding support from Health Canada.

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