

ALCOHOL

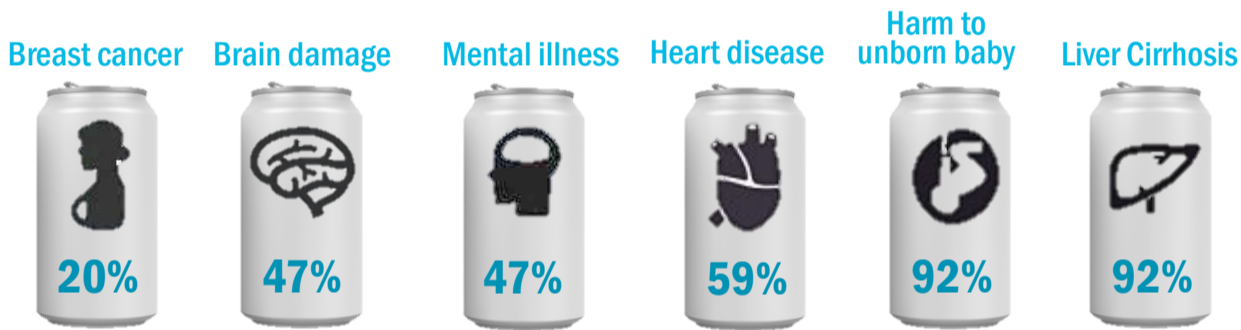
Awareness of alcohol-related health risks and support for health and nutrition labels

BACKGROUND

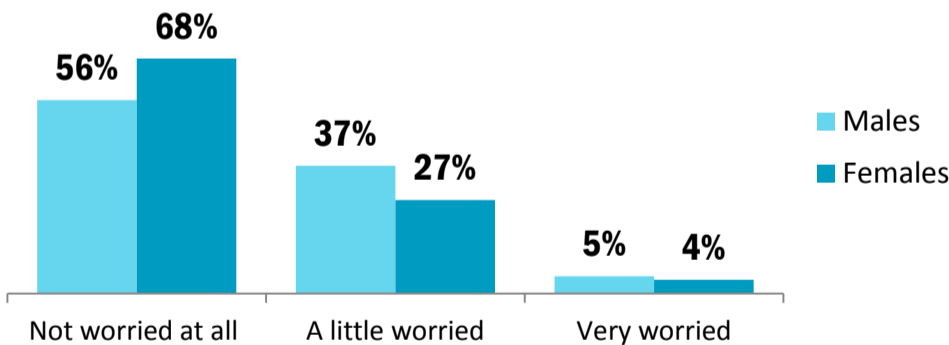
Alcohol is a leading risk factor for chronic disease and premature death among Canadians, and the top risk factor for Canadians aged 15 to 49.¹ In 2010, alcohol placed 10.8 million Canadians at risk for immediate harm and 7.4 million at risk for chronic health conditions such as alcohol dependence, liver cirrhosis and cancer.^{2,3} These harms can be prevented by reducing the amount and frequency of alcohol use.⁴ To increase awareness on alcohol-related harms and nutrition information, alcohol drinkers in Canada have reported that they would support adding labels with health and nutrition information to alcohol packaging. This infographic presents results of a 2014 Public Health Ontario study looking at awareness of alcohol-related health risks and support for labels with health and nutrition information on alcohol containers. The study was completed by 2,000 drinkers in Ontario who are 19+.

AWARENESS OF ALCOHOL-RELATED HEALTH RISKS

Study participants who were aware that alcohol can cause:

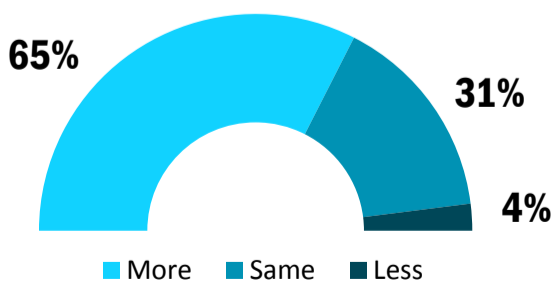


CONCERN ABOUT ALCOHOL-RELATED HEALTH RISKS

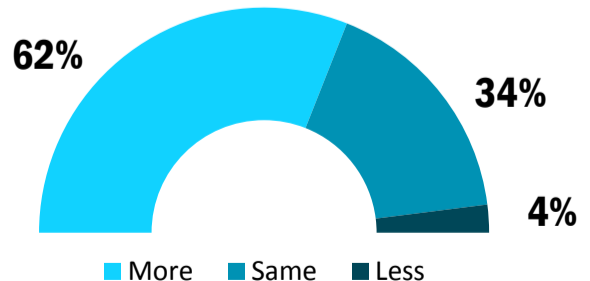


SUPPORT FOR HEALTH AND NUTRITION INFORMATION ON ALCOHOL LABELS

How much HEALTH information?



How much NUTRITION information?



Nutrit	
Per 341 ml of Beer	
Valeur Nutritionnelle - Pour un	
Amount / Teneur	
Calories / Calorie	
Fat / Lipides	
Saturated Fat / Matière grasse saturée	
Cholesterol / Cholestérol	
Sodium / Sodium	
Carbohydrate / Glucides	
Fibre	
Sugar / Sucre	
Protein / Protéine	
Vitamin A / Vitamine A	
Vitamin C / Vitamine C	
Calcium / Calcium	
Iron / Fer	