

Q&A:

Dry 9

December 5, 2017

1) What is Dry 9?

As part of our DrinkSense brand, Dry 9 is being introduced as a movement to create greater awareness about the risks of drinking alcohol while pregnant or trying to conceive.

The movement will encourage women and their supporters to take the Dry 9 pledge to be alcohol free while pregnant or trying to conceive, and let others know about their healthy choice.

2) Why is it important to launch Dry 9?

There are conflicting opinions and information from various groups (parents, other moms, doctors, friends) on whether it's safe to drink during pregnancy. The AGLC believes that if you are planning to be or are pregnant, the safest choice is to consume no alcohol at all.

Dry 9 is being introduced as a movement to create greater awareness about the risks of drinking any alcohol while pregnant or trying to conceive. We are encouraging women and their supporters to take the pledge and join the Dry 9 movement by signing up at DrinkSenseAB.ca.

3) How does Dry 9 fit with DrinkSense?

DrinkSense aims to educate and raise awareness on the responsible use of liquor among Albertans, including key segments such as young adults, women in child bearing years and industry staff.

Whether you choose to drink or not, understanding the effects of alcohol will help you to make informed choices about drinking, leading to a safer and more enjoyable experience with family and friends.

The DrinkSense brand represents the AGLC's ongoing commitment to social responsibility and promotion of healthy alcohol consumption by all Albertans.

4) Is Dry 9 connected with Fetal Alcohol Spectrum Disorder?

The Dry 9 movement was created to continue bringing greater awareness about the harms of drinking during any stage of pregnancy or trying to conceive.

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5) How do you sign up for the Dry 9 movement?

We are encouraging women and their supporters to take the pledge and join the Dry 9 movement today by signing up at Dry9.ca.

More information about Dry 9, why going alcohol-free is good during pregnancy and Canada's Low-Risk Drinking Guidelines can be found at DrinkSenseAB.ca and Dry9.ca.

6) What does the Dry 9 campaign include?

Starting December 5, 2017 the Dry 9 campaign will create awareness through:

- digital advertisements
- restobar ads
- website landing page on Dry9.ca
- support videos
- various marketing pieces
- social media

7) How does Dry 9 fit with the Canada's Low-Risk Drinking Guidelines endorsed by DrinkSense?

Canada's Low-Risk Drinking Guidelines serve as the foundation for DrinkSense. The Guidelines are an effective tool to help Albertans understand what it means to drink in moderation. For men, it's a maximum of three drinks per day or 15 drinks a week; and for women, it's a maximum of two drinks per day or 10 drinks a week. For special occasions, both men and women can add one more drink to their maximum.

If you are pregnant or planning to become pregnant, or about to breastfeed, the safest choice is to not consume alcohol at all.

The Guidelines are national standards created by a team of independent Canadian and international experts on behalf of the National Alcohol Strategy Advisory Committee.

8) Is there any research done nationally or provincially on how many women drink alcohol during their pregnancy?

Among Alberta women 18 to 44 years of age, 80 per cent reported drinking within the past 12 months. Given that 40 per cent of pregnancies are reported to be unplanned, a significant number of unborn babies are at a high risk of prenatal exposure to alcohol. An Alberta government survey from 2013 revealed that almost 90 per cent of Albertans were aware of FASD, with 40 per cent reported knowing someone with FASD or someone caring for an individual with FASD.

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There is no safe time or safe amount of alcohol to drink when pregnant or when planning to become pregnant.

9) Is the Dry 9 movement only for women who are pregnant or who are trying to conceive?

The movement will encourage women and their supporters (e.g. husbands, partners, family members and friends) to take the Dry 9 pledge to not drink alcohol while pregnant or trying to conceive, and let others know about their healthy choice.

We are encouraging women and their supporters to take the pledge and join the Dry 9 movement today by signing up at Dry9.ca.

10) What resources are available to learn more about Dry 9 and the risks of drinking alcohol when pregnant?

More information about Dry 9, the potential harm of alcohol consumption while pregnant and Canada's Low-Risk Drinking Guidelines can be found at DrinkSenseAB.ca and Dry9.ca.

More information about the effects of alcohol and health-related harms can be found at Alberta Health Services.

If you or someone you know needs help with their drinking behaviour, please call the Alberta Health Services Addiction Line at 1-866-332-2322.

11) What are the other responsible liquor programs and initiatives that are under DrinkSense?

The AGLC has a mandate for social responsibility towards responsible drinking which focuses on public awareness, strengthening stakeholder relations and providing programs and initiatives to promote the responsible use of alcohol for all adult Albertans. Examples of responsible drinking programs and initiatives include:

- Promotion of Canada's Low-Risk Drinking Guidelines through DrinkSense.
- Best Bar None is a voluntary program aiming to reduce alcohol-related harms by raising the operating standards of licensed premises through accreditation, assessments and awards.
- Students against Drinking and Driving (SADD) Alberta Liquor Bag program partners with the AGLC to invite students from Grade 1 to Grade 12 to design a message on a paper liquor bag on the dangers of impaired driving.

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12) What is the prevalence of FASD in Alberta?

The personal, social and economic impacts of FASD are profound. While there are no statistics on the prevalence of FASD in Canada or Alberta, research as of 2012 estimates that 9 in every 1,000 babies are born with FASD. In Alberta, this means that there were more than 46,000 Albertans with FASD, and an estimated 500 babies are born with the disorder every year.

It is estimated that the annual total cost of FASD in Alberta is about \$927.5 million, which includes the cost of health, social, educational, and correctional services, as well as productivity losses and other costs.

More detailed information about FASD can be found at fasd.alberta.ca/fasd-in-alberta.aspx