To reduce alcohol’s harm to oneself, to others and to community, recommendations and initiatives need to be implemented across five strategic areas.

**STRATEGIC AREA 1 — Health promotion, prevention and education**

1. Implement an Alcohol Awareness Day/Week/Month
2. Implement an Alcohol-related Theme Day/Week/Month
3. Promote LRDGs
4. Develop and ensure ongoing distribution of resources for parents of students
5. Require mandatory training on alcohol-related issues for all major student associations and organizations
6. Develop social norms marketing

**STRATEGIC AREA 2 — Campus services**

3.1. Conduct regular survey of student’s alcohol use, knowledge, attitudes and consequences
4.1. Provide expectancy challenge interventions
4.2. Promote protective behavioural strategies interventions
4.3. Provide brief motivational interviewing
5.1. Inform students about on-campus safety services
5.2. Ensure that emergency health services have proper training to respond to alcohol-related emergencies

**STRATEGIC AREA 3 — Availability and marketing**

6.1. Regulate alcohol use in situations that are recognized to be conducive to heavy drinking
6.2. Regulate days and hours when alcohol can be sold on campus
6.3. Offer alcohol-free residence and areas
6.4. Offer alcohol-free campus events and social activities
6.5. Ensure that licensed establishments on campus adhere to proper server training and responsible operations
6.6. Inform students attending or hosting parties off campus about common party violations and liability
6.7. Exercise disciplinary jurisdiction over off-campus disturbances caused by students

**STRATEGIC AREA 4 — Pricing of alcohol**

9.1. Regulate “last calls”
9.2. Regulate “happy hours,” “ladies nights,” etc.
9.3. Regulate the number of drinks that can be purchased by patrons at one time
9.4. Regulate the size of drink containers to reflect standard drink sizes
9.5. Implement maximum serving sizes that can be served to patrons in one drink (maximum one standard drink per alcoholic beverage)
11.1. Create price incentives for lower-strength and non-alcoholic beverages

**STRATEGIC AREA 5 — Community action**

12.1. Develop a campus and community coalition to address alcohol-related local issues
12.2. Inform students attending or hosting parties off campus about common party violations and liability
12.3. Exercise disciplinary jurisdiction over off-campus disturbances caused by students
12.4. Work with existing licensed vendors in the vicinity of drinking places
12.5. Submit a request to provincial and federal authorities on issues of taxation that would influence students’ purchase and drinking patterns (e.g., increased taxes, tax incentives for production and consumption of low-alcohol beers)
13.1. Communicate and enforce municipal and provincial drinking laws, including the minimum drinking age and enforcement of responsible operations
13.2. Work with existing licensed vendors in the vicinity of drinking places
13.3. Strengthen emergency health services
14.1. Implement a designated driver program
14.2. Implement a bystander intervention program

**INITIATIVES INCLUDE:**

1.1. Implement an Alcohol Awareness Day/Week/Month
1.2. Implement an Alcohol-related Theme Day/Week/Month
1.3. Promote LRDGs
1.4. Implement orientation programs
1.5. Develop and ensure ongoing distribution of resources for parents of students
1.6. Require mandatory training on alcohol-related issues for all major student associations and organizations
2.1. Develop social norms marketing

**INITIATIVES INCLUDE:**

2.1. Develop social norms marketing
2.2. Build capacity at the community level for effective interventions
2.3. Exercise disciplinary jurisdiction over off-campus disturbances caused by students
2.4. Work with existing licensed vendors in the vicinity of drinking places
2.5. Submit a request to provincial and federal authorities on issues of taxation that would influence students’ purchase and drinking patterns (e.g., increased taxes, tax incentives for production and consumption of low-alcohol beers)
2.6. Communicate and enforce municipal and provincial drinking laws, including the minimum drinking age and enforcement of responsible operations
2.7. Strengthen emergency health services
3.1. Conduct regular survey of student’s alcohol use, knowledge, attitudes and consequences
4.1. Provide expectancy challenge interventions
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**INITIATIVES INCLUDE:**

3.1. Implement a bystander intervention program
3.2. Implement a designated driver program
3.3. Communicate and enforce municipal and provincial drinking laws, including the minimum drinking age and enforcement of responsible operations
4.1. Provide expectancy challenge interventions
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