

October 19, 2011

Mayor Jeff Lehman and  
Members of Council  
City of Barrie  
70 Collier Street, Box 400  
Barrie, ON L4M 4T5

Dear Mayor Lehman and Members of Council:

We are writing to you today in support of the letter sent to you recently by the Ontario Public Health Association (OPHA), the Centre for Addiction and Mental Health (CAMH) and Mothers Against Drunk Driving (MADD) calling for municipal councils to pass a resolution to ban any plan to allow the sale of beer and wine in convenience stores.

On behalf of the Simcoe Muskoka District Health Unit, I would like to express our concerns around the lobbying taking place on behalf of the Ontario Convenience Store Association (OCSA) with regard to the sale of beer and wine at convenience store locations throughout Ontario and we ask council to consider the scientific evidence related to alcohol control practices and act in the best interest of your community.

Alcohol is the third largest risk factor for disease and disability in the world. It is associated with increased health and social costs and is causally related to over 60 medical conditions, including chronic disease (liver disease, cancers, high blood pressure, mental health problems and stroke) and injuries (impaired driving, drowning, falls, fires, suicide, homicide, sexual assault and other violence). In Simcoe Muskoka, it is estimated that 105 chronic disease related deaths and 130 injury related deaths occurred as a result of alcohol consumption between 2000 and 2005. In addition, according to Canadian Community Health Survey (CCHS) data there were an estimated 1,256 chronic disease related hospitalizations and 6,840 injury related hospitalizations directly attributable to alcohol use between 2003 and 2009.

The health and social cost of alcohol use in our community is irrefutable. Extensive research shows however that population-level interventions which control physical availability of alcohol such as reducing geographic density of outlets for purchasing alcohol has a positive impact on alcohol related harms. Conversely, increased density, extended hours and days of sale are associated with high-risk drinking and alcohol related harms<sup>1</sup>.

In recent years the number of alcohol outlets has increased as have the hours and days of sale. It has been estimated that permitting sale of beer and wine in convenience store locations could increase the number of alcohol distribution outlets by an additional 7000 in Ontario. A similar semi-privatization of alcohol sales and distribution has already

... 2

---

<sup>1</sup> Babor, T., Caetano, R., Casswell, S., Edwards, G., Geisbrecht, N., Graham, K., Grube, J., Gruenewald, P., Hill, L., Holder, H., Romel, R., Osterberg, E., Rehm, J., Room, R., and Rossow, R., (2010). Alcohol, No Ordinary Commodity: Research and Public Policy. Second Edition. Oxford: Oxford University Press.

☐ **Barrie:**  
15 Sperling Drive  
Barrie, ON  
L4M 6K9  
705-721-7520  
FAX: 705-721-1495

☐ **Collingwood:**  
280 Pretty River Pkwy.  
Collingwood, ON  
L9Y 4J5  
705-445-0804  
FAX: 705-445-6498

☐ **Cookstown:**  
2-25 King Street S.  
Cookstown, ON  
L0L 1L0  
705-458-1103  
FAX: 705-458-0105

☐ **Gravenhurst:**  
2-5 Pineridge Gate  
Gravenhurst, ON  
P1P 1Z3  
705-684-9090  
FAX: 705-684-9887

☐ **Huntsville:**  
34 Chaffey St.  
Huntsville, ON  
P1H 1K1  
705-789-8813  
FAX: 705-789-7245

☐ **Midland:**  
B-865 Hugel Ave.  
Midland, ON  
L4R 1X8  
705-526-9324  
FAX: 705-526-1513

☐ **Orillia:**  
120-169 Front St. S.  
Orillia, ON  
L3V 4S8  
705-325-9565  
FAX: 705-325-2091

taken place in British Columbia and Alberta and negative outcomes realized. The World Health Organization and Canada's National Alcohol Strategy agree that liquor control board systems such as the LCBO provide an effective means of regulating the sale of alcohol thereby reducing alcohol-related harm in society that may otherwise occur in a strictly "for profit" system.

In closing, I would add that selling alcohol in convenience stores would be counter productive to what public health worked so hard to achieve when tobacco power walls were removed from convenience stores on May 31<sup>st</sup> 2008. Sale of beer and wine in convenience stores would be a step backwards and would result in our children and youth continually exposed to alcohol products in convenience stores when they go to purchase their bread, milk or confections, promoting not only brand recognition early on in life but normalization of the product at a very impressionable age.

We can not afford to be complacent and allow further erosion of alcohol control in Simcoe Muskoka with respect to measures that protect our society from alcohol related harms. We urge council to take the step of passing a resolution to ban any plan to allow beer and wine to be sold in corner stores in your municipality.

Please do not hesitate to contact us for more information or assistance in addressing this issue.

Sincerely,

**Original signed by**

Barry Ward  
Chair, Board of Health  
Simcoe Muskoka District Health Unit

- c. Premier Dalton McGuinty  
Minister of Health of Health and Long-Term Care  
Simcoe Muskoka MPPs  
Association of Local Public Health Agencies  
Ontario Public Health Association  
**Ontario Boards of Health**

October 19, 2011

Mayor Angelo Orsi and  
Members of Council  
City of Orillia  
50 Andrew Street, Suite 300  
Orillia, ON L3V 7T5

Dear Mayor Orsi and Members of Council:

We are writing to you today in support of the letter sent to you recently by the Ontario Public Health Association (OPHA), the Centre for Addiction and Mental Health (CAMH) and Mothers Against Drunk Driving (MADD) calling for municipal councils to pass a resolution to ban any plan to allow the sale of beer and wine in convenience stores.

On behalf of the Simcoe Muskoka District Health Unit, I would like to express our concerns around the lobbying taking place on behalf of the Ontario Convenience Store Association (OCSA) with regard to the sale of beer and wine at convenience store locations throughout Ontario and we ask council to consider the scientific evidence related to alcohol control practices and act in the best interest of your community.

Alcohol is the third largest risk factor for disease and disability in the world. It is associated with increased health and social costs and is causally related to over 60 medical conditions, including chronic disease (liver disease, cancers, high blood pressure, mental health problems and stroke) and injuries (impaired driving, drowning, falls, fires, suicide, homicide, sexual assault and other violence). In Simcoe Muskoka, it is estimated that 105 chronic disease related deaths and 130 injury related deaths occurred as a result of alcohol consumption between 2000 and 2005. In addition, according to Canadian Community Health Survey (CCHS) data there were an estimated 1,256 chronic disease related hospitalizations and 6,840 injury related hospitalizations directly attributable to alcohol use between 2003 and 2009.

The health and social cost of alcohol use in our community is irrefutable. Extensive research shows however that population-level interventions which control physical availability of alcohol such as reducing geographic density of outlets for purchasing alcohol has a positive impact on alcohol related harms. Conversely, increased density, extended hours and days of sale are associated with high-risk drinking and alcohol related harms<sup>1</sup>.

In recent years the number of alcohol outlets has increased as have the hours and days of sale. It has been estimated that permitting sale of beer and wine in convenience store locations could increase the number of alcohol distribution outlets by an additional 7000 in Ontario. A similar semi-privatization of alcohol sales and distribution has already

... 2

---

<sup>1</sup> Babor, T., Caetano, R., Casswell, S., Edwards, G., Geisbrecht, N., Graham, K., Grube, J., Gruenewald, P., Hill, L., Holder, H., Romel, R., Osterberg, E., Rehm, J., Room, R., and Rossow, R., (2010). Alcohol, No Ordinary Commodity: Research and Public Policy. Second Edition. Oxford: Oxford University Press.

**□ Barrie:**

15 Sperling Drive  
Barrie, ON  
L4M 6K9  
705-721-7520  
FAX: 705-721-1495

**□ Collingwood:**

280 Pretty River Pkwy.  
Collingwood, ON  
L9Y 4J5  
705-445-0804  
FAX: 705-445-6498

**□ Cookstown:**

2-25 King Street S.  
Cookstown, ON  
L0L 1L0  
705-458-1103  
FAX: 705-458-0105

**□ Gravenhurst:**

2-5 Pineridge Gate  
Gravenhurst, ON  
P1P 1Z3  
705-684-9090  
FAX: 705-684-9887

**□ Huntsville:**

34 Chaffey St.  
Huntsville, ON  
P1H 1K1  
705-789-8813  
FAX: 705-789-7245

**□ Midland:**

B-865 Hugel Ave.  
Midland, ON  
L4R 1X8  
705-526-9324  
FAX: 705-526-1513

**□ Orillia:**

120-169 Front St. S.  
Orillia, ON  
L3V 4S8  
705-325-9565  
FAX: 705-325-2091

taken place in British Columbia and Alberta and negative outcomes realized. The World Health Organization and Canada's National Alcohol Strategy agree that liquor control board systems such as the LCBO provide an effective means of regulating the sale of alcohol thereby reducing alcohol-related harm in society that may otherwise occur in a strictly "for profit" system.

In closing, I would add that selling alcohol in convenience stores would be counter productive to what public health worked so hard to achieve when tobacco power walls were removed from convenience stores on May 31<sup>st</sup> 2008. Sale of beer and wine in convenience stores would be a step backwards and would result in our children and youth continually exposed to alcohol products in convenience stores when they go to purchase their bread, milk or confections, promoting not only brand recognition early on in life but normalization of the product at a very impressionable age.

We can not afford to be complacent and allow further erosion of alcohol control in Simcoe Muskoka with respect to measures that protect our society from alcohol related harms. We urge council to take the step of passing a resolution to ban any plan to allow beer and wine to be sold in corner stores in your municipality. Please do not hesitate to contact us for more information or assistance in addressing this issue.

Sincerely,

**Original signed by**

Barry Ward  
Chair, Board of Health  
Simcoe Muskoka District Health Unit

- c. Premier Dalton McGuinty  
Minister of Health of Health and Long-Term Care  
Simcoe Muskoka MPPs  
Association of Local Public Health Agencies  
Ontario Public Health Association  
**Ontario Boards of Health**

October 19, 2011

Warden Cal Patterson and  
Members of Council  
County of Simcoe  
1110 Highway 26  
Midhurst, Ontario L0L 1X0

Dear Warden Patterson and Members of Council:

We are writing to you today in support of the letter sent to you recently by the Ontario Public Health Association (OPHA), the Centre for Addiction and Mental Health (CAMH) and Mothers Against Drunk Driving (MADD) calling for municipal councils to pass a resolution to ban any plan to allow the sale of beer and wine in convenience stores.

On behalf of the Simcoe Muskoka District Health Unit, I would like to express our concerns around the lobbying taking place on behalf of the Ontario Convenience Store Association (OCSA) with regard to the sale of beer and wine at convenience store locations throughout Ontario and we ask council to consider the scientific evidence related to alcohol control practices and act in the best interest of your community.

Alcohol is the third largest risk factor for disease and disability in the world. It is associated with increased health and social costs and is causally related to over 60 medical conditions, including chronic disease (liver disease, cancers, high blood pressure, mental health problems and stroke) and injuries (impaired driving, drowning, falls, fires, suicide, homicide, sexual assault and other violence). In Simcoe Muskoka, it is estimated that 105 chronic disease related deaths and 130 injury related deaths occurred as a result of alcohol consumption between 2000 and 2005. In addition, according to Canadian Community Health Survey (CCHS) data there were an estimated 1,256 chronic disease related hospitalizations and 6,840 injury related hospitalizations directly attributable to alcohol use between 2003 and 2009.

The health and social cost of alcohol use in our community is irrefutable. Extensive research shows however that population-level interventions which control physical availability of alcohol such as reducing geographic density of outlets for purchasing alcohol has a positive impact on alcohol related harms. Conversely, increased density, extended hours and days of sale are associated with high-risk drinking and alcohol related harms<sup>1</sup>.

In recent years the number of alcohol outlets has increased as have the hours and days of sale. It has been estimated that permitting sale of beer and wine in convenience store locations could increase the number of alcohol distribution outlets by an additional 7000 in Ontario. A similar semi-privatization of alcohol sales and distribution has already

... 2

<sup>1</sup> Babor, T., Caetano, R., Casswell, S., Edwards, G., Geisbrecht, N., Graham, K., Grube, J., Gruenewald, P., Hill, L., Holder, H., Romel, R., Osterberg, E., Rehm, J., Room, R., and Rossow, R., (2010). Alcohol, No Ordinary Commodity: Research and Public Policy. Second Edition. Oxford: Oxford University Press.

<b>□ Barrie:</b> 15 Sperling Drive Barrie, ON L4M 6K9 705-721-7520 FAX: 705-721-1495	<b>□ Collingwood:</b> 280 Pretty River Pkwy. Collingwood, ON L9Y 4J5 705-445-0804 FAX: 705-445-6498	<b>□ Cookstown:</b> 2-25 King Street S. Cookstown, ON L0L 1L0 705-458-1103 FAX: 705-458-0105	<b>□ Gravenhurst:</b> 2-5 Pineridge Gate Gravenhurst, ON P1P 1Z3 705-684-9090 FAX: 705-684-9887	<b>□ Huntsville:</b> 34 Chaffey St. Huntsville, ON P1H 1K1 705-789-8813 FAX: 705-789-7245	<b>□ Midland:</b> B-865 Hugel Ave. Midland, ON L4R 1X8 705-526-9324 FAX: 705-526-1513	<b>□ Orillia:</b> 120-169 Front St. S. Orillia, ON L3V 4S8 705-325-9565 FAX: 705-325-2091
---	--	---	--	--	--	--

taken place in British Columbia and Alberta and negative outcomes realized. The World Health Organization and Canada's National Alcohol Strategy agree that liquor control board systems such as the LCBO provide an effective means of regulating the sale of alcohol thereby reducing alcohol-related harm in society that may otherwise occur in a strictly "for profit" system.

In closing, I would add that selling alcohol in convenience stores would be counter productive to what public health worked so hard to achieve when tobacco power walls were removed from convenience stores on May 31<sup>st</sup> 2008. Sale of beer and wine in convenience stores would be a step backwards and would result in our children and youth continually exposed to alcohol products in convenience stores when they go to purchase their bread, milk or confections, promoting not only brand recognition early on in life but normalization of the product at a very impressionable age.

We can not afford to be complacent and allow further erosion of alcohol control in Simcoe Muskoka with respect to measures that protect our society from alcohol related harms. We urge council to take the step of passing a resolution to ban any plan to allow beer and wine to be sold in corner stores in your municipality. Please do not hesitate to contact us for more information or assistance in addressing this issue.

Sincerely,

**Original signed by**

Barry Ward  
Chair, Board of Health  
Simcoe Muskoka District Health Unit

- c. Premier Dalton McGuinty  
Minister of Health of Health and Long-Term Care  
Simcoe Muskoka MPPs  
Association of Local Public Health Agencies  
Ontario Public Health Association  
**Ontario Boards of Health**

October 19, 2011

Mr. John Klinck, Muskoka District Chair  
and Muskoka District Councillors  
The District Municipality of Muskoka  
70 Pine Street  
Bracebridge, ON P1L 1N3

Dear Muskoka District Chair Klinck and Muskoka District Councillors:

We are writing to you today in support of the letter sent to you recently by the Ontario Public Health Association (OPHA), the Centre for Addiction and Mental Health (CAMH) and Mothers Against Drunk Driving (MADD) calling for municipal councils to pass a resolution to ban any plan to allow the sale of beer and wine in convenience stores.

On behalf of the Simcoe Muskoka District Health Unit, I would like to express our concerns around the lobbying taking place on behalf of the Ontario Convenience Store Association (OCSA) with regard to the sale of beer and wine at convenience store locations throughout Ontario and we ask council to consider the scientific evidence related to alcohol control practices and act in the best interest of your community.

Alcohol is the third largest risk factor for disease and disability in the world. It is associated with increased health and social costs and is causally related to over 60 medical conditions, including chronic disease (liver disease, cancers, high blood pressure, mental health problems and stroke) and injuries (impaired driving, drowning, falls, fires, suicide, homicide, sexual assault and other violence). In Simcoe Muskoka, it is estimated that 105 chronic disease related deaths and 130 injury related deaths occurred as a result of alcohol consumption between 2000 and 2005. In addition, according to Canadian Community Health Survey (CCHS) data there were an estimated 1,256 chronic disease related hospitalizations and 6,840 injury related hospitalizations directly attributable to alcohol use between 2003 and 2009.

The health and social cost of alcohol use in our community is irrefutable. Extensive research shows however that population-level interventions which control physical availability of alcohol such as reducing geographic density of outlets for purchasing alcohol has a positive impact on alcohol related harms. Conversely, increased density, extended hours and days of sale are associated with high-risk drinking and alcohol related harms<sup>1</sup>.

In recent years the number of alcohol outlets has increased as have the hours and days of sale. It has been estimated that permitting sale of beer and wine in convenience store locations could increase the number of alcohol distribution outlets by an additional 7000 in Ontario. A similar semi-privatization of alcohol sales and distribution has already

... 2

---

<sup>1</sup> Babor, T., Caetano, R., Casswell, S., Edwards, G., Geisbrecht, N., Graham, K., Grube, J., Gruenewald, P., Hill, L., Holder, H., Romel, R., Osterberg, E., Rehm, J., Room, R., and Rossow, R., (2010). Alcohol, No Ordinary Commodity: Research and Public Policy. Second Edition. Oxford: Oxford University Press.

**□ Barrie:**

15 Sperling Drive  
Barrie, ON  
L4M 6K9  
705-721-7520  
FAX: 705-721-1495

**□ Collingwood:**

280 Pretty River Pkwy.  
Collingwood, ON  
L9Y 4J5  
705-445-0804  
FAX: 705-445-6498

**□ Cookstown:**

2-25 King Street S.  
Cookstown, ON  
L0L 1L0  
705-458-1103  
FAX: 705-458-0105

**□ Gravenhurst:**

2-5 Pineridge Gate  
Gravenhurst, ON  
P1P 1Z3  
705-684-9090  
FAX: 705-684-9887

**□ Huntsville:**

34 Chaffey St.  
Huntsville, ON  
P1H 1K1  
705-789-8813  
FAX: 705-789-7245

**□ Midland:**

B-865 Hugel Ave.  
Midland, ON  
L4R 1X8  
705-526-9324  
FAX: 705-526-1513

**□ Orillia:**

120-169 Front St. S.  
Orillia, ON  
L3V 4S8  
705-325-9565  
FAX: 705-325-2091

taken place in British Columbia and Alberta and negative outcomes realized. The World Health Organization and Canada's National Alcohol Strategy agree that liquor control board systems such as the LCBO provide an effective means of regulating the sale of alcohol thereby reducing alcohol-related harm in society that may otherwise occur in a strictly "for profit" system.

In closing, I would add that selling alcohol in convenience stores would be counter productive to what public health worked so hard to achieve when tobacco power walls were removed from convenience stores on May 31<sup>st</sup> 2008. Sale of beer and wine in convenience stores would be a step backwards and would result in our children and youth continually exposed to alcohol products in convenience stores when they go to purchase their bread, milk or confections, promoting not only brand recognition early on in life but normalization of the product at a very impressionable age.

We can not afford to be complacent and allow further erosion of alcohol control in Simcoe Muskoka with respect to measures that protect our society from alcohol related harms. We urge council to take the step of passing a resolution to ban any plan to allow beer and wine to be sold in corner stores in your municipality. Please do not hesitate to contact us for more information or assistance in addressing this issue.

Sincerely,

**Original signed by**

Barry Ward  
Chair, Board of Health  
Simcoe Muskoka District Health Unit

- c. Premier Dalton McGuinty  
Minister of Health of Health and Long-Term Care  
Simcoe Muskoka MPPs  
Association of Local Public Health Agencies  
Ontario Public Health Association  
**Ontario Boards of Health**