



Annual report 2022-2023

Becoming aware of our relationship with alcohol:

Éduc'alcool's renewed
approach

Éduc  **alcool**

Moderation is always
in good taste.



TABLE OF CONTENTS

4

Message from
the Chair of
the Board of
Directors

6

Message
from the
Executive
Director

8

Strategic
planning and
new approach

16

Summary
of major
milestones

26

Financial
statements

28

Governance

30

Partners

31

Conclusion



Message from the Chair of the Board of Directors

Richard Gagnon

ASC

There is no doubt that thanks to the strategic choices that were made and the administrative infrastructure that was put into place, 2022-2023 left a decisive and positive impact upon the future of Éduc'alcool.

A successful administrative reorganization

The Board of Directors enthusiastically supported its new Executive Director in implementing a renewed operating structure, supported by detailed administrative processes and work methods that are centered on results. This reform was to be expected, given that Geneviève Desautels was acting in her first year as Executive Director and had the mandate to repatriate several functions that had been, for more than thirty years, outsourced to an external company. As is often the case, such a reorganization generates its share of uncertainties and concerns among those who work within the organization, and also creates opportunities to welcome new talent. It is within this context that I want to thank Ms. Sonia Duguay, who has left the organization, for her many contributions during her years of service. I would also like to take this opportunity to welcome Mrs. Sophie Lafrance and Mrs. Julie Blaudin de Thé, who have recently joined our ranks.

Applying the alcoholic beverage industry's code of ethics

The board of directors has agreed to entrust the responsibility of ensuring the application of the alcoholic beverage industry's code of ethics to an external body that is totally independent of Éduc'alcool. This mandate has been entrusted to the Association of Canadian Advertisers (ACA), a non-profit organization, which will replace the ethics council that has been in place for a few years. This measure is intended to leave no room for doubt when it comes to handling complaints involving members of Éduc'alcool in an independent and objective manner. The ACA will receive and process complaint intake and handling services, investigate

and publicize reprimands where appropriate, and produce an annual report of its activities. This decision follows the recommendation of independent external advisors mandated to guide the board of directors in its reflection on this issue.

A renewed information and awareness strategy

After having studied the recommendations of its scientific council, the board of directors has agreed to initiate a shift in its information and public awareness strategy. This strategy focuses more directly on the promotion of responsible drinking adapted to each individual's reality, linked to the risks related to the health, genetics, and lifestyle of the person. Conversely, the message over the last few years focused on a maximum daily consumption amount, as recommended by the Canadian Centre on Substance Use and Addiction (CCSA) and Health Canada. This strategy has been welcomed by many. It also includes the implementation of

tools that will help Quebecers better understand and better manage the risks specific to them, regarding their drinking habits.

Over the course of this past year, the CCSA proposed new benchmarks for alcohol consumption to the Canadian government. These new benchmarks, promoted by a group strongly influenced by scientists from Western Canada, sparked a debate that resulted in several reactions and even divided the scientific community. Notably, the methodology on which the CCSA's recommendations are based has been challenged by some members of the scientific community but welcomed by others. Éduc'alcool does not have the role of criticizing scientific studies or contesting the recommendations of scientists, even less when there is disagreement. We preferred to carry out a careful analysis of the report and submit various constructive comments and requests for clarification.

We also took the opportunity to recall the importance of conveying directives in such a way that they are perceived as simple and acceptable by the population, thus avoiding the possibility of directives being counterproductive in terms of prevention. The publication of the report also gave us the opportunity to re-examine what our mission, clarify our role, and report on the updating of our messages. This undertaking has been underway for a few months already. Several months after the CCSA recommendations were tabled, the Canadian government has not yet taken a position on them.

Strong and effective governance

Éduc'alcool is a non-profit organization whose mission is simple and can be summed up in just a few words: we are dedicated to making Quebecers aware of the risks resulting from drinking alcoholic beverages as relates to each person's unique situation. We are also working to provide the public with tools to help them understand these risks and mitigate them. To achieve this goal, Éduc'alcool works closely with those who produce and distribute alcoholic products. Thanks to this healthy and constructive dialogue, Éduc'alcool succeeds in doing useful work both by informing the public and by raising awareness among members of the industry of the importance of prudent and responsible marketing of their products. In doing so, Éduc'alcool helps the industry fulfill its public education and prevention obligations regarding the consumption of its products.

Some reports have suggested that this proximity between Éduc'alcool and the industry could interfere with the independence of the board of directors in its choice of strategies. Although it is legitimate to raise this question, this assertion is unfounded. As chair of the board of directors for a few years now, I can tell you that Éduc'alcool is an independent entity that is totally free in its strategic choices and actions. Various measures have been in place for several years to ensure this independence. The board of directors will continue, in the interests of continuous improvement, to identify and put in place mechanisms to improve the governance of the organization as much as possible, insofar as these improvements will help the organization to better fulfill its mission.

Acknowledgements

This successful year was the last of my six-year tenure with the organization. My greatest satisfaction within the framework of this mandate is to have supported Éduc'alcool in its desire to reinvent itself and adapt to new social realities to better serve Quebecers. With a renewed general management, well supported and now firmly in the saddle, a close-knit board of directors that is well aware of the value of teamwork and solidarity, and new directors, carefully chosen based on their complementary skills and their desire to serve the organization, Éduc'alcool is fully capable of meeting the challenges thrown at it by a society that thirsts for information and objectivity.

I would like to thank my colleagues on the board for their support and collaboration throughout these years and, of course, the two executive directors who have made my work so stimulating—Hubert Sacy and Geneviève Desautels.

Richard Gagnon, ASC



Message from the Executive Director

Geneviève Desautels

Executive Director of Éduc'alcool

This annual report is an opportunity for me to share the progress made over the past year. After more than 30 years of existence, this year marked a significant shift for Éduc'alcool. This was the result of much consideration; changes were made to consistently reflect the state of scientific knowledge and take into account of the evolution of society. Transformations were also initiated in order to adapt to new social realities and to continue to support the population in terms of alcohol consumption.

Éduc'alcool is an independent, non-profit organization committed to raising awareness among Quebecers of all ages regarding the impact of drinking, as evidenced by our numerous scientific publications. It is an organization that has always aimed at addressing the intelligence of citizens and disseminating information in an accurate and accessible fashion. The result is that Quebecers drink less than other Canadians, are more responsible when it comes to drinking and driving, and are more aware of the links between alcohol and cancer.

An important new perspective

Our objective is clear: to maintain the relationship of trust and respect with the Quebec population while evolving our message to reflect the advances of science and society. In doing so, we invite people to be introspective and vigilant, while being aware and to make enlightened decisions based on motivations, contexts, and effects.

Over the past few months, Éduc'alcool has completed its 2022-2025 strategic plan, updated its mission, vision, and values statements, and reformulated certain prevention and awareness messages. We have also refocused our approach to help the Quebec population, especially young people, to become aware of their relationship to alcohol, through an educational and caring perspective that focuses on health and wellbeing.

In addition, we've undertaken an in-depth analysis of all our programs, as well as content and campaigns with a view to ensuring that all of our actions have positive and measurable impacts on the Quebec population when it comes to their drinking habits.

Role as a collective catalyst

We will continue to strengthen our ties with all those who play important roles within our ecosystem, so that we can discuss our points of commonality and collaborate with each other, while continuing to respect our own missions. In doing so, we will assess the possibility of setting up partnerships aimed at further supporting individuals in their relationship with alcohol.

In closing, we are committed to continuing our mission of informing and raising awareness among Quebecers about alcohol consumption through updated messages concerning Health Canada's position on the new Canadian benchmarks for alcohol and health. It is essential that these messages are guided by science and based on individual and collective responsibility regarding a product that is like no other. Éduc'alcool is resolutely focused on supporting Quebecers so that they have a more informed relationship with alcohol, as a result, each individual can make conscious choices by assessing their own relative risk.

I would like to thank the members of the board of directors for their support and trust over the past year, as well as the for the involvement and valued contributions from the members of the ethics and scientific councils, as well as the researchers who form a part of our ecosystem.

Geneviève Desautels
Executive Director of Éduc'alcool

Strategic planning and new approach

Strategic planning 2022-2025

After 32 years in existence, Éduc'alcool is going through a period of transition. This rigorous strategic planning exercise will help the board of directors and senior management to make the best decisions in this context.

This document presents the main elements of the 2022-2025 strategic plan. It sets out our updated mission, vision, and values statements; it decides on the orientations and initiatives to be put in place, as well as on the means and resources to be implemented to achieve them.

The document was developed in collaboration with the general management, the board of directors and several external collaborators who are part of the Éduc'alcool ecosystem.

Mission

Éduc'alcool's mission is to inform, provide tools and raise awareness among the Quebec population regarding alcohol consumption. It is also focused on influencing collective actions in order to raise public awareness and thus prevent risky drinking behaviours.

Vision

Éduc'alcool is the essential point of contact for organizations, decision-makers, and people wishing to promote and adopt responsible behaviours regarding alcohol.

The organization has the credibility and agility to mobilize partners in creating educational and impactful campaigns and initiatives that are adapted to specific needs while being respectful of individuals.

A pioneer in awareness and education on alcohol consumption, Éduc'alcool remains a reference whose knowledge and expertise are sought out on a regular basis. Its actions have made positive and measurable impacts upon behaviours and alcohol consumption in Quebec.

Values



Respect

Éduc'alcool believes in people's intelligence and free will. Our role is to raise awareness, educate, and inform without judgement.



Integrity

Éduc'alcool disseminates straightforward and accessible information.



Wellbeing

Éduc'alcool is committed to the wellbeing of individuals and considers the conscious and moderate consumption of alcohol, along with the prevention of abuse, as elements that are favourable to the health of the population.



Methodology

Éduc'alcool's stances on behaviours and consumption are based upon analysis from scientific advisors as well as data collected from the population that is then validated by its board of directors.

Funding

The structure of Éduc'alcool's funding is innovative and perfectly aligned with the organization's mission. Éduc'alcool advocates for individual and collective responsibility and its funding comes from companies within the industry who recognize that the abuse of their products can harm one's health.

85%

Éduc'alcool dedicates 85% of its funding directly to prevention and education programs related to its mission.

Objectives

01

To inform and raise awareness about alcohol consumption and the risks associated with it.

02

To bring awareness to individuals' relationships with alcohol.

03

To equip individuals with tools to move from awareness into action.

Strategic orientation

I Founding principles, financing, and governance

1.1 Founding principles

1.1.1 Update mission statements, vision, values, and goals for the ongoing transition.

1.2 Financing

1.2.1 Achieve a non-industry fundraising goal, reviewed annually by the board of directors. In order to reach this goal steps will be taken with various donors (governments, foundations, private companies).

1.3 Governance

1.3.1 Highlight the profiles of the members of the organization's board of directors, its scientific council, as well as the nature and duration of their commitments on Éduc'alcool's website.

1.3.2 Revise the bylaws to add seats for independent directors.

1.3.3 Undertake research aimed at diversifying the directors of the organization according to various criteria including: competence, age, first language, and ethnic origin.

1.3.4 Éduc'alcool will produce a detailed annual report that will be posted on its website.

2 Membership and Ecosystem

2.1 Membership

2.1.1 Federate industry partners who are members of Éduc'alcool in order to facilitate their reflection on the healthy and responsible marketing of their products.

2.2 Ecosystem

2.2.1 Emphasize collaborations with government institutions, private organizations, and NPOs in various fields such as health, education, the agri-food industry, in order to fulfill the organization's educational mission and share its expertise.

2.2.2 Establish partnerships to benefit from the financial resources available for the development of awareness-raising tools that are focused on relative risk and identifying individual vulnerabilities linked to alcohol consumption.

2.2.3 Allot time, effort, and budget to build a new network of contacts with international partners.

2.2.3.1 Beginning in 2023, the general management will be on the lookout for opportunities and collaboration with international partners such as Vin expo.

2.2.4 Organize a science-industry event aimed at bringing networks together, sharing ideas and practices.

2.2.4.1 Starting in 2024, the science-industry event will take on a national and international dimension with the objective of having at least 15% of participants from outside Quebec.

3 Internal management

3.1 Finances

3.1.1 Develop and implement a management policy for procurement, donations, and sponsorships

3.1.2 Ensure sound financial management and governance, which includes the creation of an emergency fund to cover contingencies.

3.2 Human resources

3.2.1 Develop and implement an employee guide and human resource management policies.

3.2.2 Analyze each of the service provider contracts and determine whether insourcing would be an effective alternative.

3.2.3 Develop an organizational structure and hire an internal team.

3.3 Information technology

3.3.1 Develop and implement a technology governance policy..

3.3.2 Carry out a complete overhaul of the organization's website focusing on ergonomics, user experience, and content.

3.3.3 Hire an external consultant to conduct an audit of the organization's technological vulnerabilities.

4 Research, measurement, and innovative projects

4.1 Enhancement of historical and research data

4.1.1 Consider setting up an archival documentation project to popularize and summarize historical data belonging to Éduc'alcool. Explore the possibility of carrying out this project with partners such as the Bibliothèque nationale du Québec.

4.1.1.1 Set up an initiative to create *Éduc'alcool Editions*.

4.1.2 Create a researcher-in-residence position in collaboration with an academic institution.

4.1.3 Continue to consult the scientific council to define the themes of its scientific publications.

4.2 Innovation projects

4.2.1 Collaborate with partners to create new tools and products that complement its offer for the general population and target groups.

4.2.1.1 Innovation initiatives are partially funded by third-party government or private sources.

4.2.2 Be attentive concerning the emerging needs of members, governments, and the general public.

5 Communication, marketing, and public and government relations

5.1 Definition of targets and objectives (communication/marketing)

5.1.1 Determine an overall communication strategy and annual plan for omnichannel communication activities that are aligned and consistent with objectives for all programs, campaigns, tools, and projects.

5.1.2 Determine priority targets based on the results of scientific and social research and based on data collected in the field.

5.1.3 Maintain a high level of visibility and credibility for the Éduc'alcool brand with different demographic segments of the Quebec population through targeted omnichannel approaches.

5.1.4 Increase the reach, impact, and visibility of Éduc'alcool with minority groups and different types of communities.

5.1.5 Communicate a comprehensive, qualitative message that stimulates individual reflection and supports collective action.

5.1.6 Explore new means of communication to convey Éduc'alcool messages to corporate clients as well as to health and education professionals so that they can in turn relay these messages to their audiences.

5.1.7 Select the best corporate partners to stimulate the Éduc'alcool brand and deploy initiatives and campaigns.

5.1.8 Evaluate all of our programs, campaigns, and content to validate their receptivity and impact with target audiences.

5.2 Definition of targets and objectives (representation, public, and government relations)

5.2.1 Increase the presence of Éduc'alcool in activities and events in peripheral industries such as the agri-food industry within Quebec and on an international level.

5.2.2 Ensure the fluidity of exchanges with the various stakeholders within government bodies and a presence at parliamentary committees, by filing briefs, for example, within the context of bills and regulations.

5.2.3 Increase the proactive presence of the executive director in the media, on various forums, and on committees in order to share the mission and propel Éduc'alcool initiatives.

5.2.4 Continue the work of contributing to current debates in connection with the mission of Éduc'alcool and its nuanced positioning, based on scientific and social research.



For the past year, Éduc'alcool has been boldly rethinking its overall approach to communicating with its various audiences in order to gain significant traction from its strategic planning. The organization has revised, updated, and refreshed its communications, using a transparent and inclusive voice, while also placing value upon self-leadership.



... in social media

We have adapted our tone so that it is accessible and credible. Humour is also used to deviate from any formulations that can be perceived as moralizing. In addition, certain editorial decisions were taken according to the social media channel (a more formal voice on LinkedIn, and a more informal one on Instagram).

... in relationship marketing

To maximize the commitment of current and future Éduc'alcool supporters and to increase this community while strengthening our bond with our members, we have launched various relationship marketing initiatives:

- Sending themed emails related to our marketing campaigns;
- Sending newsletters to members of Éduc'alcool;
- Acquisition of supporters in the context of communication campaigns.

The opening rate of our messages is 45%, which demonstrates a favourable response to our new approach and legitimizes its objectives.

... the redesign of the website and processes relating to our scientific publications

Nowadays, the refresh of a brand is inevitably accompanied by the revaluation of the website of the organization in question. During the past fiscal year, Éduc'alcool thoroughly reviewed its site and made the followed changes:

- Optimization of the hierarchy of information, thereby simplifying the search for content;
- An improved customer experience by applying best web design practices;
- Added content sections, namely resources, careers and partnerships pages.

This same enhancement and optimization effort was applied to our scientific publications, which led to the withdrawal of the much publicized 2-3-4-0 formula (relative to the number of alcoholic drinks per person depending on the context) and the adjustment of our messages according to the evolution of science in the field of alcohol consumption.

It should also be noted that over the past six months, more than 30,000 paper publications have been ordered free of charge by telephone and via our website, mainly by health professionals and the police force.

Summary of major milestones

This past year highlights many achievements that hold much promise for Éduc'alcool. The ones that truly stand out are the deepening of solid relations with both levels of government, two successful advertising campaigns, and a major media event.

Overall reorganization of resources and empowerment

In 2022-2023, Éduc'alcool began a major review of its internal processes and practices to fully and soundly assume its own governance. The main areas that were targeted include procurement, donations and sponsorships, as well as operations. Thanks to the changes that were put into place, the human resources sector benefited from a significant remodeling of its processes for recruitment, the integration of new talent as well as contribution management and aspects relating to compensation and benefits. An executive assistant also responsible for partnerships as well as a communications officer were hired towards the end of the fiscal year to further support and streamline this new structure.

Achievements

Government Relations

Although Éduc'alcool is not a government agency, it collaborates with the Government of Quebec and the Government of Canada in the same way as with all its partners when it comes to carrying out its mission.

At the provincial level:

- we have established or maintained contact to varying degrees with elected officials and civil servants (belonging to both the party in power as well as the opposition) who are attached to the Éduc'alcool's circle of influence. These include the sectors of education, public security, and health and social services;
- we met with the former minister responsible for Aboriginal affairs to better understand the reality of Aboriginal communities;
- we participated in the consultation on the alcoholic beverage sector in Quebec organized by the Institut de technologie agroalimentaire du Québec.

At the federal level:

- we wrote a thesis within the framework of the new benchmarks proposed by the Canadian Centre on Substance Use and Addiction (CCSA);
- we spoke with the assistant deputy minister to the Ministry of Health, in the Controlled Substances and Cannabis Branch of Health Canada as well as several MPs to present our expert point of view and gain insight into various issues.

Impact study of our activities and programs

We took advantage of the arrival of a new general management to implement, in collaboration with the team of Dr. Thomas Saias, from UQAM, a project to analyze all our programs, activities, content, and initiatives. Beyond the notoriety they bring to the Éduc'alcool brand, the objective is to understand to what extent all of these different initiatives reach our target groups. This study makes it possible to measure on the one hand the receptivity of the public to our actions, and on the other hand the possible effects of our efforts on the vigilance and changes in behaviour of the target population. The results of the first phase of this study are to be published in 2022-2023 while work will continue to ensure a match between our proposed actions and the needs perceived within the general population. We also want to ensure that these actions are in tune with the mission, vision, and objectives of Éduc'alcool and have a real and measurable impact.

Collaboration with the ACEE

Éduc'alcool has allotted **\$15,000** to the Association des clubs d'entrepreneurs étudiants (ACEE) du Québec. As part of this partnership, clubs from the association's network are invited to convince Éduc'alcool to collaborate financially in various student activities. In exchange for a grant, the clubs raise awareness in their communities, made up mainly of young adults, about making informed drinking choices by sharing various Éduc'alcool messages. By the end of spring 2023, an amount of approximately **\$11,000** will have been granted, and other agreements are already in motion.



From left to right: Audrey Bureau and Benjamin Allen, from TUP, François Bonnardel, Minister of Public Security, Geneviève Desautels, Executive Director of Éduc'alcool, Sophie Roy, Assistant Director of the Criminal Investigations Branch of the SPVM, and Pierre Thibault, president of the New Quebec Bar Association.

“Check ton verre” is a campaign that distributes drink protectors that were specifically designed for this project. Aimed at raising awareness among bar patrons, the protectors also prevent the risk of sudden intoxication due to illicit substances such as GHB being slipped into a person’s glass without their knowledge. Each drink cover has a QR code redirecting consumers to the Calcoholator, one of our moderation tools.

“Check ton verre”* pilot project

During the last fiscal year Éduc'alcool and the Service de police de la Ville de Montréal (SPVM), in collaboration with the Ministry of Public Security, created the “Check ton verre” pilot project. The launch coincided with the return of warm summery weather, which often gives rise to an increase of drinking in bars.

“Check ton verre” is a campaign that distributes drink protectors that were specifically designed for this project. Aimed at raising awareness among bar patrons, the protectors also prevent

the risk of sudden intoxication due to illicit substances such as GHB being slipped into a person’s glass without their knowledge. Each drink cover has a QR code redirecting consumers to the Calcoholator, one of our moderation tools.

Designed by a TUP, a small start-up in Quebec, **10,000 easy-to-use, recyclable drink protectors** were manufactured in the province and will be distributed in bars in Montreal over the next few months. Depending on the reactions of the public and bars, we

plan to extend the operation to several other regions and municipalities in Quebec.

* The use of an anglicism has been the subject of comments and some reservations, which we will certainly consider in our future proposals. Our goal is always to balance the means used to properly reach our target audience while respecting of our language.

Service in Action Training

Éduc'alcool continues to support the Institut de tourisme et d'hôtellerie du Québec (ITHQ) with its service in action training, which equips owners, management, and staff of licensed establishments with prevention and intervention information and techniques. This training is focused on:

- minimizing the risk of prosecution thanks to a better knowledge of the enforced laws;
- preventing drunken driving and the unfortunate and often dramatic consequences it causes through better recognition of the signs of intoxication;
- promoting the reduction of problems associated with excessive alcohol consumption such as physical and verbal violence, accidents, noise, etc.

This year, we updated the presentation of the training on our website, with the goal of helping to fuel interest.

A tool that allows you to think about your relationship with alcohol

In 2022-2023, we launched a project to design a technological tool that makes people aware of their relationship with alcohol. This project is carried out in collaboration with of Dr. Marie-Pierre Sylvestre’s team, from the University of Montreal. This innovative tool will eventually be available on smart phones, digital tablets, and computers. It will offer a short questionnaire to users, display their individual results, and provide them with a personalized selection of tools and documentation culled from our existing content.

Advertising campaigns

Éduc'alcool deployed two major advertising campaigns during the year. Each one aimed to provide general information to the Quebec population about drinking but focused on different objectives. Both were supported by various pieces that were broadcast via different channels to successfully convey their messages and reach their target audience. The campaign earned solid results, while also continuing to establish the credibility and reach of our organization, through a new approach.

Major Campaign: You're the Boss

This campaign, which ran from October to December 2022, had the main objective of encouraging everyone to reflect on their own drinking habits. It targeted parents, more specifically women, both francophones and anglophones, aged 25 to 45.

It was supported by a television component and a digital component consisting of social media advertising, influencer marketing, relationship marketing, a partnership with Urbania and digital banner advertising. The campaign culminated in a fun and informative quiz on the campaign's web page (<https://www.educalcoool.qc.ca/en/youre-the-boss/>) which got people thinking about their drinking habits without the use of a shaming or scolding tone.

While the figures testify to the definite success of the initiative, it is the comments from users of the digital platforms that are most eloquent in terms of the achievement of our primary objective. **The public really appreciated the angle that was used to talk about responsible drinking:** the number of comments received, and their content suggest an overall positive appreciation.



Choose Your Party Holiday Campaign



This time, it was French-speaking and English-speaking adults who drink, especially those aged 23 to 45. Our message was simple: moderation is an essential ingredient when it comes to having fun. Our efforts focused on digital ad placements, social media, and relationship marketing.

Throughout December 2022, the Choose Your Party campaign pursued the specific objective of offering advice, ideas, information and tools to Quebecers for enjoying their holiday festivities. Everything flowed through engagement and traffic on the campaign's web page (<https://www.educalcoool.qc.ca/en/chooseyourparty/>) which offered fun and relevant toolkits depending on the type of party that was on the calendar: traditional, office, on-the-go, romantic, or with children.

The campaign adopted a somewhat humorous and friendly tone to attract the public's attention. Éduc'alcool banked on the intelligence of the population and its ability to make choices by presenting its message from the perspective not of fear and restrictions on drinking, but rather of accountability and pleasure. **The message was well-received and garnered several positive comments. Some even noted Éduc'alcool's renewed approach, in keeping with our desire to better connect with the public. It should also be noted that the campaign also provided visibility for the Operation Red Nose driving service.**

Events

Panel: Alcohol and Young People: from school desks to Occupation Double

Once again this year, Éduc'alcool has maintained and even enriched its school programs, namely **It's Your Turn** (which offers 44 capsules in the form of interactive comic strips to those aged 12 to 17) and **You Be the Judge** (which is aimed to Grade 5 through Secondary 5 teachers). In order to promote this program to teaching and professional staff at the primary and secondary levels, as well as parents, Éduc'alcool organized, in 2022, a conference which highlighted young people's relationship with alcohol thanks to the participation of three interesting and expressive panellists:

- Myriam Laventure, Full Professor, Department of Community Health Sciences, Université de Sherbrooke;
- Réal Morin, medical specialist in public health and preventive medicine, Institut national de la santé publique du Québec;
- Françoise Roy, skills development consultant and co-author of the **You Be the Judge** program.

The event, which was promoted in particular on social networks with the help of three well-known influencers for teenagers or in the field of education (Mariedotcom, Jonathan le prof, and Trois filles et l'enseignement autrement), gathered **649 registrations and an abundance of positive feedback from attendees.**



Science and Industry Event

Éduc'alcool innovated last February by holding its very first Science and Industry event, which brought together some 60 members of the industry and scientists at the PHI Center in Montreal. All of them came to attend or participate in conferences, round tables, an interview, and a panel addressing the predominant issues facing Quebec today in terms of alcohol consumption.

Throughout the day, the participants exchanged the most up-to-date scientific knowledge regarding alcohol consumption. These exchanges provided a pertinent portrait of today's situation and enabled participants to share their own expertise in this area. This was all shared through:

- the opening conference with scientific consultant and doctor of medical anthropology Thomas Gottin, regarding the exposure and placement of alcoholic products in three reality TV shows in Quebec;
- an interview with Geneviève Desautels and Jorge Flores-Aranda, professor and TRADIS Canada Research Chair on programs to reduce the harm caused by alcohol consumption;
- a conference with Philippe Sauthier, consulting physician at the University of Montreal Hospital Centre, who examined alcohol and cancer risks;
- a panel on young people, alcohol, and marketing, bringing together experts from various fields including:

Myriam Laventure, professor and head of the certificate in drug addiction at the University of Sherbrooke,

Jean-Sébastien Fallu, associate professor at the School of Psychoeducation at the University of Quebec in Montreal,

Vincent Fournier, professor and head of the bachelor's degree in marketing communication and researcher at the Laboratory on Influence and Communication at the University of Quebec in Montreal.





Reach

Assessment of the media footprint

Éduc'alcool has benefited from a significant influence in the Quebec media network over the past year, with a total of more than **500 mentions in the media** as well as the coordination of more than **125 requests for interviews** for the director of the organization, Geneviève Desautels. Of the requests received, 40 came from national media and 85 from regional media. The vast majority of interviews were granted to French-language media, with the exception of 11 interviews, notably to CBC and CTV.

The various public relations actions added to the interviews granted in response to current events have made it possible to position the organization as THE reference when it comes to alcohol consumption in Quebec, an important subject that has become even more relevant in the past year.

Transmission of messages that are based on the foundations of science

The Alcohol and Genetics and Alcohol and Minors: a Worrying Cocktail campaigns have made it possible to achieve this objective and to develop messages more focused on health. Éduc'alcool's scientific council was also positioned to respond to the release

of updated low-risk alcohol consumption guidelines from the Canadian Centre on Substance Use and Addiction (CCSA) in September. This was framed as an open letter about personalized approaches which were made in parallel with the distribution of the guidelines.

News-related media

Three campaigns were organized based on current events over the past year, namely: Alcohol and Minors: a Worrying Cocktail, in connection with proms and grad parties; the festival season including, beer-tasting gatherings, and the holiday campaign. The festival campaign didn't present a new hook and yet garnered much interest with 14 interview requests leading to more than **1,339,000 impressions**. This demonstrates the relevance of Éduc' alcohol's messages in connection with such events.

Committed to always remaining in step with today's most important issues, the organization also reacted to the new benchmarks proposed by the CCSA by issuing three open letters that were published in La Presse and the Journal de Montréal. The letters discussed our proposals for adjusting these new benchmarks. It was also an opportunity to position the organization as an expert voice for the recommendations endorsed by Health Canada. This will enable Éduc'alcool to create distance from the popular misconception that it is a government agency. Of course, we also took the opportunity to address the

importance of every individual thinking once again about their own drinking habits and making informed choices based on their own reality, rather than prescribing a universal low-risk amount.

Visibility at parties and festivals

From May to October 2022, Éduc'alcool participated in 19 events that took place in 14 regions of Quebec. With the exception of two electronic music festivals, where the objective was more related to raising awareness and preventing the drinking of alcohol and mixing it with other substances, we were present in festivals linked to alcoholic beverages by highlighting the Alternalcool tool. Thus, festival-goers were able to discover alcohol-free products and cocktails. The objective behind this initiative was to expand perceptions so that alcohol-free products could be offered to guests both at private receptions and in restaurants and bars, by either alternating them with alcoholic beverages or offering them in parallel.

Financial statements as of March 31, 2023

Fonds Éduc'alcool Inc.

Income, expenses, and surplus

For the year ended March 31, 2023

\$	2023	2022
INCOME		
Deposits	3,804,809	3,741,923
Contribution from members		
Interests	6,547	4,081
Others	55,892	33,127
	3,867,248	3,779,131
EXPENSES		
Programs		
Youth education programs (Appendix A)	74,351	125,035
General public programs (Appendix B)	2,115,677	2,750,197
	2,190,028	2,875,232
Research and surveys	134,497	185,864
Canadian and international activities		1,685
Internal management (Appendix C)	1,093,404	650,559
	3,417,929	3,713,340
Excess of revenue over expenses		
Surplus at the start	449,319	65,791
Surplus at the end	1,097,641	1,031,850
	1,546,960	1,097,641

Cash flow

For the year ended March 31, 2023

\$	2023	2022
OPERATING ACTIVITIES		
Excess of revenue over expenses	449,319	65,791
Net change in working capital items	68,808	(241,544)
Cash flows from investing activities	518,127	(175,753)
INVESTING ACTIVITIES		
Net change in Québec savings bonds and cash flows from investing activities	(3,651)	(2,978)
Net increase (decrease) in cash		
Cash at the start	514,476	(178,731)
Cash at the end	555,689	734,420
	1,070,165	555,689

Financial situation

On March 31, 2023

\$	2023	2022
ASSET		
Short term		
Cash	1,070,165	555,689
Contributions receivable	255,218	260,196
Consumption taxes receivable	134,263	197,874
Prepaid expenses	14,406	12,141
	1,474,052	1,025,900
Long term		
Quebec Savings Bonds, 3.1% (2.65% as of March 31, 2022), due May 11, 2026	123,223	119,572
	1,597,275	1,145,472
PASSIVE		
Short term		
Accounts Payable	50,315	47,831
SURPLUS		
Unaffected	1,546,960	1,097,641
	1,597,275	1,145,472

Governance

Board of Directors

As of May 26, 2023, Éduc’alcool is governed by a board of directors made up of eight members:



Richard Gagnon
Chair



Alain Bolduc
Vice-president



Hugues Latulippe
Secretary



Marie-Hélène Lagacé
Treasurer



Christian Hébert



Catherine Lessard



Karine Bertrand



Serge Brochu

who come from various associations, institutions and members grouped within the organization.

It should be noted that Ms. Bertrand and Mr. Brochu have since left their functions, and that four independent seats will be allocated at the next annual general meeting.

Scientific Council

• **Dr Mathieu Goyette**

Associate Professor, Faculty of Medicine and Health Sciences, University of Sherbrooke (UdeS)
Regular researcher, University Institute on Addictions (IUD)
Professor, Department of Sexology, University of Quebec in Montreal (UQAM)

• **Dr Philippe Sauthier**

Gynecologist and oncologist, University of Montreal Hospital Center (CHUM)
Associate Professor, University of Montreal (UdeM)

• **Dre Louise Nadeau**

Professor Emeritus, Department of Psychology, UdeM

• **Dr Martin Laliberté**

Emergency Physician and Medical Toxicologist, McGill University Health Center (MUHC) and Research Institute of the MUHC (RI-MUHC)
Assistant Professor, Faculty of Medicine, McGill University

• **Dr Martin Juneau**

Cardiologist and Director of Prevention, Montreal Heart Institute
Clinical Professor, Faculty of Medicine, UdeM

• **Dre Magali Dufour**

Associate Professor, Department of Psychology, UQAM
Associate Professor, Drug Addiction Service, UdeS

• **Dre Julie Bruneau**

Canada Research Chair in Addiction Medicine
Professor, Department of Family Medicine and Emergency Medicine, UdeM
Principal Designated Researcher, Canadian Research Initiative in Substance Abuse, Quebec-Atlantic Hub



Partners

During the past fiscal year, Éduc'alcool invested considerable effort in developing and consolidating partnerships with other stakeholders belonging to the same ecosystem as Éduc'alcool.

Whether with our Quebec public health partners or with organizations and non-profit organizations that share part of our education and awareness mission, we combine our strengths, expertise, and networks so that our common messages are disseminated as widely as possible and reach the target groups in a variety of ways. Remember, the stakes are high: it is a question of encouraging people to think about their relationship with alcohol in order, ultimately, to influence the consequences of alcohol consumption.

We are grateful to be able to count on the esteemed collaboration of the following partners:



FILLACTIVE



**Mes
Choix
Alcool**

**L'IT
NÉ
RAI
RE**



TUP



Conclusion

Over the next few years, Éduc'alcool is committed to carrying out its mandate, which is to inform, raise awareness, and equip the Quebec population by sharing its expertise in the area of alcohol consumption, in collaboration with partners of the ecosystem. We will continue to make Quebecers aware of their own relationship with alcohol and to equip them so that they want to move from reflection into action.

To continue to be a credible organization recognized for its nuanced positioning and basing our stances on the most recent scientific and social data and standards, we must ensure a fine balance. Our processes on one hand, allow all stakeholders in the ecosystem and the population to see the absence of any apparent conflict of interest and, on the other hand, facilitate the collaboration of scientists with Éduc'alcool. I am confident that we can not only achieve our objectives by pooling our talents and expertise, but also ensure the relevance, sustainability, and growth of the organization.

We are proud that the alcoholic beverage industry has been so committed and invested for more than 30 years in informing the public about alcohol consumption and raising awareness of the risks associated with it. We look forward to continuing and deepening this journey and celebrating how far we have come together.



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