

2023/24 Annual Report

# Helping Quebecers make informed choices

A new chapter in responsible consumption

**Éduc**  **alcool**

Moderation is always in good taste.



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# Joint message from Éduc'alcool's Chair of the Board of Directors and Executive Director

## Together, we're working with Quebecers to raise awareness and help them make informed choices.

Over the past year, we've encountered learning opportunities, faced challenges, and celebrated achievements, all within the context of strategic changes aimed at refining Éduc'alcool's approach. We have continued to evolve in order to better support the Quebec population with a caring approach, particularly young people, so that everyone can become aware of their relationship with alcohol and question themselves in order to find the right balance.

The Board of Directors, consisting of members from business, academia, science, and the alcohol industry (wine, beer, spirits, and cider), together with the Éduc'alcool team, have taken concrete actions that contribute significantly to achieving the objectives we have set ourselves as an independent, non-profit organization. These objectives are threefold: to provide information and raise awareness about alcohol consumption and associated risks; to make people aware of their own relationship with alcohol; and to provide tools to help people move from awareness to action.

We've gained valuable insights into Quebecers' evolving needs and expectations, especially from specific target groups. The lessons learned from our projects and programs deepen our understanding of society's challenges regarding responsible consumption. These takeaways serve as the basis for our future endeavours.

## Essential update to our strategic planning

Considering advancements in science, societal changes, and our expertise in industry, education, and prevention, we have revised our strategic planning. This involved consulting about forty staff members, the Board of Directors, and key stakeholders within our ecosystem.

It's a highly collaborative strategic exercise that builds on our achievements over the past 35 years and on the organization's reputation and credibility. It will lay the foundation for Éduc'alcool to remain a benchmark organization making a positive and measurable impact on behaviour related to alcohol consumption in Quebec.

## Repositioning of Éduc'alcool

We have established strategic partnerships with pivotal entities in our ecosystem. Driven by an ambitious vision for the upcoming three years, numerous transformative initiatives and significant projects will come to fruition. These efforts will be accompanied by concrete impact metrics tied to our capacity to empower Quebecers to make informed decisions regarding responsible alcohol consumption.

Éduc'alcool has repositioned itself to better meet the emerging needs of Quebecers while remaining true to its core mission. We are determined to take on new challenges with a fresh approach and to explore innovative avenues to help Quebecers make even more informed drinking choices.

To conclude, we want to express our heartfelt gratitude to our members, partners, Board of Directors, and our committed team for their unwavering support during this pivotal year.

We have come together to shape this transitional year, marking significant milestones for our organization's future and responsible alcohol consumption in Quebec. Your continual commitment is driving our organization forward into the future.

Stay connected as we enter this new phase of our journey. Éduc'alcool's 35th anniversary will be a chance to celebrate past successes, but more importantly, to pave the way for a future where responsible drinking is the standard, not the exception.

With gratitude and determination,



**Sylvain Dupuis**  
Chair of the Board  
of Directors



**Geneviève Desautels**  
Executive Director

# Our mission, vision, and values



In line with the evolution of science and ongoing societal transformations, Éduc’alcool has embarked on a significant strategic repositioning initiative, starting with the update of its strategic planning.

This exercise serves as a clear roadmap to guide all of the organization’s actions based on the strategic orientations and priorities that have been defined and will be implemented between 2024 and 2027.

This has led to new mission, vision, and values statements, which act as drivers to ensure the organization remains relevant and, most importantly, makes the best decisions to support the Quebec population.



# Mission

Promote informed decision-making among the Quebec population regarding responsible consumption.

Over the past 35 years, Éduc'alcool has been committed to raising awareness among the Quebec population. Evidence that our efforts are effective is reflected in Quebecers' moderate approach to alcohol.

Today, Éduc'alcool is convinced that it has a decisive role to play in the lives of Quebecers and is expanding its scope of intervention to help them make informed choices about responsible drinking. Considering scientific developments and societal changes, Éduc'alcool's mission becomes cross-cutting, encompassing alcohol as well as other substances and potentially harmful behaviours since consumption is a plural concept.

# Vision

To gain recognition, acceptance, and support from Quebec society as a credible and independent authority on responsible consumption.

Éduc'alcool's approach is centrist, compassionate, and inclusive, considering a range of scientific, social, political, and economic factors. As a major contributor in the Quebec landscape, Éduc'alcool engages with diverse audiences including the general public, decision-makers, public and private organizations, community groups, and the media, focusing on responsible drinking habits.



# Values

## Transparency

Committing to open and honest communication regarding the organization's actions and decisions, as well as information about responsible consumption habits.

In concrete terms, this means:

- Publishing detailed reports;
- Making financial statements and budgets available;
- Communicating messages validated by experts;
- Responding to the questions and concerns of all stakeholders;
- Being open and honest about the organization's many components.

## Courage

Adopting a centrist stance and nuanced language that can sometimes be unpopular. This can also include making courageous decisions with our stakeholders.

In concrete terms, this means:

- Communicating honestly and with nuance;
- Working with all stakeholders, including those with differing opinions;
- Innovating to adapt to new realities;
- Promoting non-judgment;
- Fostering an open and inclusive approach.

## Competence

Implementing the means and resources needed to provide objective and accessible information based on the constant evolution of science and social behaviour.

In concrete terms, this means:

- Developing tools and messages based on science;
- Working with multi-disciplinary experts;
- Promoting the development of skilled teams;
- Participating in research initiatives.

## Openness

Promoting openness by creating a secure and inclusive environment that acknowledges and respects the diverse perspectives and experiences linked to consumer choices.

In concrete terms, this means:

- Respecting individual choices;
- Encouraging constructive dialogue;
- Demonstrating tolerance and open-mindedness;
- Recognizing and promoting diversity and inclusion;
- Demonstrating flexibility.

## Integrity

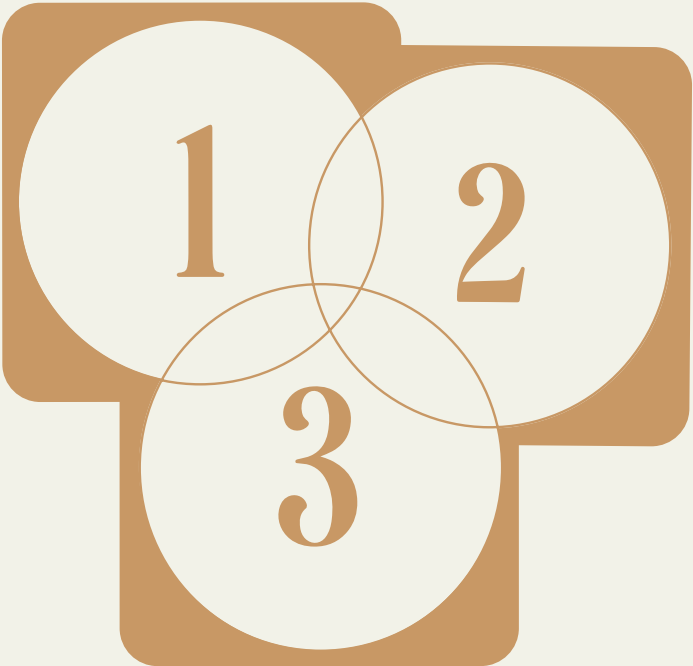
Committing to honesty, ethics, and responsibility, and to consistently act accordingly, with a positive influence and adherence to legal, moral, and public standards.

In concrete terms, this means:

- Complying with ethical standards;
- Being authentic and acting that way;
- Committing to quality, transparency, and accountability;
- Maintaining sound governance;
- Protecting the confidentiality of information.

# Our aspirations

Éduc’alcool has identified three strategic orientations that will guide its actions in alignment with its mission in the years ahead.



1

**Adapting the organization to new consumption habits through impactful campaigns and initiatives.**

Actions:

- Redefining the scope of the organization by broadening the contexts of consumption: "Alcohol and..."
- Standardizing transparent conversations about responsible consumption behaviours.

2

**Supporting the independence of administrators, enhancing management maturity, while ensuring exemplary transparency in the areas of governance and financing.**

Actions:

- Adapting the governance structure to suit best practices.
- Expanding partnerships in science, finance, distribution, and influence.

3

**Stabilizing and diversifying funding sources to ensure the sustainability of the resources needed to pursue Éduc’alcool’s ambitions.**

Actions:

- Committing to both private and public organizations to increase our initiatives and their impact on specific objectives.
- Strengthening the relationship with our trustees to sustain our financial ambitions.

# Our impact

Due to significant efforts focused on promoting moderation for the past 35 years, nearly 60% of Quebecers now report having a healthy relationship with alcohol.

\*Source: FOTO report December 2023, CROP

In response to advancements in science and societal changes, Éduc’alcool has made strategic decisions to better assist the Quebec population, as evidenced by its actions and their impact over the past year, aligned with three objectives:

1

Informing and raising awareness about alcohol consumption and its inherent risks;

2

Making people aware of their own relationship with alcohol;

3

Favouring the transition from awareness to action.



# “It’s a question of setting your own bar” campaign

To generate discussions and be part of the debate



72% of people agreed that the ads made them think about their drinking choices.\*

Se questionner, c’est trouver sa juste mesure.

Éduc’alcool  
La modération a bien meilleur goût.

\*Source: CROP Autumn 2023 Analysis Report.

## Science and Industry Conference: 2<sup>nd</sup> edition

"In my view, the day was extremely relevant. [...] Shifting the focus of the dialogue on alcohol is both disturbing (in a good way) and refreshing. [...] I learnt and questioned certain angles. I found myself overwhelmed by certain realities, but happy to acknowledge them. [...] Thank you for the event."

– Testimonial from an industry professional

- 75 participants operating in the ecosystem, from science, health, universities, the community, industry, and business.
- Four conferences and a panel discussion that provided an opportunity to reflect on the issues and challenges facing Quebec in terms of alcohol consumption, and to exchange ideas.
  - Alcohol and the heart: new perspectives
  - Alcohol and GHB: clinical and social aspects
  - Polyconsumption: the effects and importance of prevention
  - Sexuality, gender, and alcohol consumption
  - ESG responsibility of manufacturers

# Our strong presence with a wide range of audiences

## In the field

### Participation

4 participations in large-scale events and 1,400 people met with the objective of providing them with information and raising their awareness regarding the risks associated with alcohol consumption and other substances as well as destigmatizing non-consumption of alcohol.

### Service in Action Training

1,070 Service in Action training courses sold through the ITHQ, including 263 directly to ITHQ students to provide them with prevention and intervention strategies for use with their customers.

### Conferences + Trainings

9 conferences and training sessions provided to students and the business community, reaching nearly 800 people to help them become aware of their relationship with alcohol and to equip them with the tools they need.

### Occupation Double

2 training sessions offered as part of the *Occupation Double* reality TV show on the conscious, responsible, and moderate consumption of alcohol and the prevention of abuse.

## With our tools and publications

### Moderation tools increasingly consulted

Growth in use compared with the previous year, demonstrating the renewed interest of the general public:

- + 86 % for the **Calcoholator**
- + 30 % for **Alternalcohol**
- + 22 % for the **Standard Drink Server**
- + 18 % for **Count Your Drinks**

### Widely consulted scientific publications

- More than 25,000 publications distributed in 2023, 75% of which were sent to the health and education sectors and to various community organizations. In addition, nearly 7,000 publications were downloaded from the website.
- The most popular publications are *Alcohol and Cannabis*, *Alcohol and Energy Drinks* and *Alcohol Hangover*.

### New tool: the Guide for a welcoming, responsible, and successful event

- Launched in partnership with Opération Nez rouge to support people in the organization of festive events so that responsible and conscious drinking is encouraged and informed decision-making is facilitated.
- 257 downloads for this practical guide, which includes advice, tips, and moderation tools.



# Our involvement in various major projects serving the public

## Cinq fondements pour soutenir nos efforts collectifs de consommation sur l'alcool, ASPQ (5 basic principles supporting our collective communication efforts on alcohol)

Publication of a document to guide the development of messages that support informed decisions about alcohol consumption while preventing stigmatization (available on the ASPQ website).

## Comité consultatif sur l'alcool et les jeunes, ASPQ (Advisory Committee on Alcohol and Youth)

Publication of a report on abstinence and low alcohol consumption among young people (available on the ASPQ website).



## Fetal Alcohol Spectrum Disorder (FASD) Evaluation Project, Canadian government in partnership with the Canadian Academy of Health Sciences

- Establishment of a pan-Canadian assessment committee on the Fetal Alcohol Spectrum Disorder.
- The findings will contribute to discussions on the prevention of FASD and support for the people affected by the disorder and their families



# Our Reach

A bold, fresh visual identity promoting modernity and closeness

## Digital

### 472,159 visitors

The number of visits on the website increased almost four-fold, from 128,029 to 472,159. The time spent on the site also increased, with an average of 3.53 pages consulted, 6% more than during the same period last year.

### 7,500 subscribers

New subscribers to My Éduc'alcool for a total of nearly 7,500 people who receive customized information based on their choices by ticking off the various topics of interest, whether it's keeping an eye on their consumption, finding out what scientists know and don't know about alcohol or being among the first to benefit from a new moderation tool.

### 2,000 visits per month

Nearly 2,000 visits per month, with peaks of over 3,000 in December

### Social media

Growing social media outreach, with a continually increasing number of people subscribing to the LinkedIn, Facebook, and Instagram platforms and starting up conversations.

### x 2.5 subscribers

The number of subscribers on LinkedIn has more than doubled (x 2.5) in the last year.

## In the media

### 170 interview requests

The organization's executive director, Geneviève Desautels, received over 170 interview requests, with 59 coming from national media and 112 from regional media outlets.

### 415 media mentions

More than 415 media mentions, which represents a significant presence in the Quebec media ecosystem.

As part of its strategic plan for the next three years, Éduc'alcool will maintain its presence among Quebecers and enhance its ability to gauge its impact, aiming to enhance the relevance and extend the reach of its messages.



# Our key partners and allies

Éduc’alcool operates within a broad ecosystem. In the past year, the organization has focused on strengthening relationships with all stakeholders to foster collaboration and meet our shared objectives, always striving to better support Quebecers.



## The Team

**Geneviève Desautels**  
Executive Director

**Julie Blaudin de Thé**  
Communications Manager

**Sophie Lafrance**  
Executive Assistant and  
Head of Partnerships



# The team

Éduc’alcool is overseen by a Board of Directors, tasked with decisions regarding the organization’s strategy, administration, funding, and initiatives. As of March 31, 2024, Éduc’alcool is governed by a Board of Directors made up of nine members:



Sylvain Dupuis  
Chair



Lynda Coache



Marie-Pierre Dubé



Christian Hébert



Marie-Hélène Lagacé



Hugues Latulippe



Benoit Lavigne



Nathalie Liz Lell



Catherine Lessard

Over the past year, the Board of Directors at Éduc’alcool underwent a renewal process, welcoming new members from various sectors including business, academia, and science.

Mr. Sylvain Dupuis has succeeded Mr. Richard Gagnon, who served on the Board for six years, including the last three as Chair. Additionally, four new directors joined: Ms. Marie-Pierre Dubé, Mr. Benoit Lavigne, Ms. Lynda Coache, and Ms. Nathalie Liz Lell, who replaced Alain Bolduc after his 13-year tenure on the Board.

Éduc’alcool expresses gratitude to all those who have contributed in recent years, including Ms. Joyce Tremblay, an observer from the Régie des alcools, des courses et des jeux (RACJ), with whom collaboration will continue in line with the respective missions of both organizations.

We also wish to thank all current staff members for their dedication and contribution to advancing our mission. Together, we are making a positive impact on the lives of thousands of people.

# The Scientific Advisory Council

Dr. Julie Bruneau  
Dr. Magali Dufour  
Dr. Mathieu Goyette

Dr. Martin Laliberté  
Dr. Martin Juneau

Dr. Louise Nadeau  
Dr. Philippe Sauthier

# Our partners



# Our collaborators



We extend our gratitude to our partners and collaborators in the fields of science, finance, and communications. Their support has greatly aided us in fulfilling our prevention and education mission over the past year, contributing to the growth of our organization by amplifying our messages and targeting specific audiences effectively.

# Our finances

Science and society have undergone significant changes over the past 35 years, and Éduc’alcool’s business model is evolving accordingly. We believe it is important to regularly reassess our methods and adapt to current trends, especially considering the ever-evolving science of alcohol.

In order to support awareness and education initiatives regarding responsible alcohol consumption, the Société des

alcools du Québec collects a fee ranging from \$0.01 to \$0.03 based on the product category, which is added to the selling price of each alcoholic product. This fee collection totalled about \$3.7 million in the 2023-2024 period.

Currently, 85% of Éduc’alcool’s funding is directly allocated to prevention and education programs aligned with its mission.

## Income, expenses, and surplus for the year ended March 31, 2024

\$	2024	2023
Income		
Deposits	3,739,382	3,804,809
Other	40,474	62,439
	3,779,856	3,867,248
Expenses		
Programs		
Youth Education Programs	452,695	153,625
General Public Programs	2,060,229	2,272,632
	2,512,924	2,426,257
Research and Surveys	72,579	134,497
Internal Management	1,066,656	857,175
	3,652,159	3,417,929
Excess of revenue over expenses	127,697	449,319
Surplus at the start	1,546,960	1,097,641
Surplus at the end	1,674,657	1,546,960

## Cash flow For the year ended March 31, 2024

\$	2024	2023
Operating Activities		
Excess of revenue over expenses	127,697	449,319
Net change in working capital	(26,296)	68,808
Cash flow from operating activities	101,401	518,127
Investing Activities		
Net change in Québec Savings Bonds and cash flow from investing activities		(3,651)
Net increase in cash	101,401	514,476
Cash at the start	1,070,165	555,689
Cash at the end	1,171,566	1,070,165

## Financial situation On March 31, 2024

\$	2024	2023
Asset		
Short term		
Cash	1,171,566	1,070,165
Other receivables	533,590	403,887
	1,705,156	1,474,052
Long term		
Québec Savings Bonds	123,223	123,223
	1,828,379	1,597,275
Passive		
Short term		
Accounts payable	153,722	50,315
Surplus		
Unaffected	1,674,657	1,546,960
	1,828,379	1,597,275



## Éduc'alcool at a glance:



An independent, non-profit organization that has been raising awareness on the impact of alcohol consumption in Quebec for 35 years.

Contrary to popular belief, Éduc'alcool is not a government body. It is neither funded nor overseen by the government.

Prevention and education programs in line with its mission

A nuanced approach that appeals to people's intelligence.

1,382 voting members from 393 organizations across Quebec.



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Moderation is always in good taste.



Promote a culture of responsible consumption and informed decision-making: [info@educalcool.qc.ca](mailto:info@educalcool.qc.ca)