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From: Lamrock, Jennifer <Jennifer.Lamrock@nshealth.ca>
Sent: October 11, 2022 9:38 AM
To: Lamrock, Jennifer
Subject: Alcohol Warning Labels - Municipal Letters of Support
Attachments: Letter alcohol warning labels.docx

COURRIEL EXTERNE – FAITES PREUVE DE PRUDENCE
EXTERNAL EMAIL – USE CAUTION

Good morning,

Hope this beautiful October weather finds you well.

I have attached a letter that I am hoping the Municipality will support around alcohol warning labels.

This kind of opportunity does not come along very often in this area of work -

A [motion](#) was made to call on the federal government to adopt a national warning label strategy for alcohol and the timing for advocacy has come as this is anticipated to be tabled soon. This is really important for numerous strategic reasons.

We **need** alcohol warning labels in Canada, in Nova Scotia, in Western Zone communities to shift the culture of alcohol, to play a part in targeting the Commercial Determinants of Health, to impact community health and wellbeing. Warning labels might seem small, but the impact they offer is mighty.

To be successful, a broad base of support will need to be mobilized, and quickly. In the absence of an alcohol policy advocacy agency in Canada, the responsibility for making this happen falls on advocates like us. Without *our* attention, time, and support, this will not move forward.

A draft letter has been developed and is attached here to make the advocacy process feasible. Find local MP contact details [here](#).

The alcohol industry will continue to fight hard against this and so far they have won against community health interests. This is an incredibly rare chance to effectively begin to change the power balance that industry holds over community health, and that is the best starting point we could ask for.

Please share with others and reach out with any questions.

Jen