## Leeds, Grenville and Lanark District Health Unit Media Release

December 15, 2016



## When It Comes to Alcohol... Size Matters. Rethink Your Drinking

This holiday season the Leeds, Grenville, and Lanark District Health Unit is continuing to spread an important message – When it comes to alcohol...Size Matters. Rethink Your Drinking. Since October 2014, the health unit has been promoting Rethink Your Drinking messages. Rethink Your Drinking is an awareness campaign to help change the way we think about and use alcohol. The campaign provides information on:

Standard drink sizes
The timing of drinks
Occasions when zero alcohol is the limit
How alcohol affects men and women differently
Choices made when drinking
Alcohol's link to chronic disease

Starting on December 15<sup>th</sup>, 2016 the Leeds, Grenville, and Lanark District Health Unit is partnering with health units across Ontario to deliver consistent messaging on standard drink sizes and the recommended limits for individuals who choose to drink alcohol.

Drinking alcohol is a personal choice. The Rethink Your Drinking campaign isn't asking all adults to stop drinking. Instead, "the campaign encourages adults who choose to drink to consider their relationship with alcohol and to follow Canadian Low-Risk Alcohol Drinking Guidelines" says Kathryn Allwright, RN. "The Low-Risk Alcohol Drinking Guidelines are designed to help Canadians aged 25-65 years make informed choices about their alcohol consumption, and to help create a culture of moderation". Those who limit their alcohol intake will reduce their risk of both short and long term health issues such as injury, alcohol poisoning, some cancers, and heart disease.<sup>1</sup>

To learn more about Rethink Your Drinking visit <a href="www.rethinkyourdrinking.ca">www.rethinkyourdrinking.ca</a>. Follow the campaign on Twitter <a href="www.gelfale.com/QLGLHealthUnit">www.rethinkyourdrinking.ca</a>. Follow the campaign on Twitter <a href="www.gelfale.com/QLGLHealthUnit">www.gelfale.com/QLGLHealthUnit</a> and visit the <a href="www.gelfale.com/Leeds">Leeds</a>, <a href="www.gelfale.com/GlgLHealthUnit">Green www.gelfale.com/GlgLHealthUnit</a> and visit the <a href="www.gelfale.com/Leeds">Leeds</a>, <a href="www.gelfale.com/GlgLHealthUnit">Green www.gelfale.com/GlgLHealthUnit</a> and visit the <a href="www.gelfale.com/GlgLHealthUnit">Leeds</a>, <a href="www.gelfale.com/GlgLHealthUnit">Green www.gelfale.com/GlgLHealthUnit</a> and visit the <a href="www.gelfale.com/GlgLHealthUnit">www.gelfale.com/GlgLHealthUnit</a> and <a href="www.gelfale.com/GlgLHealthUnit">www.gelfale.com/GlgLHealthUnit</a>

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<sup>&</sup>lt;sup>1</sup> Butt, P., Beirness, D., Stockwell, T., Gliksman, L., & Paradis, C. *Alcohol and health in Canada. A summary of evidence and guidelines for low-risk drinking.* Ottawa, ON: Canadian Centre on Substance Abuse, 2011. <a href="http://www.ccsa.ca/Resource%20Library/2011-Summary-of-Evidence-and-Guidelines-for-Low-Risk%20Drinking-en.pdf">http://www.ccsa.ca/Resource%20Library/2011-Summary-of-Evidence-and-Guidelines-for-Low-Risk%20Drinking-en.pdf</a> (accessed December 2, 2016).