

6.3 Community Alcohol Strategy Steering Committee Request for Representative and Financial Support (CORR 2025-4)

That CORR 2025-4 be received and referred for consideration during the 2026 Budget deliberations.

Motion No. 0004.

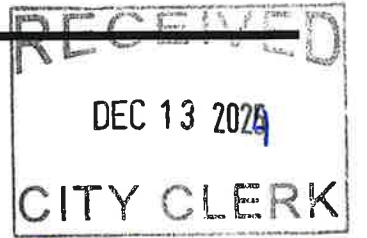
Moved by: Councillor Kilmer

That the Consent Agenda Item Nos. 6.1 to 6.4 be received as information and referred, as indicated.

CARRIED

COR 2025-4

Terri Mercier



From: Prince Albert and Area Community Alcohol Strategy
<communityalcoholstrategy@gmail.com>
Sent: Friday, December 13, 2024 4:31 PM
To: Terri Mercier
Subject: CASSC request for representative and financial support
Attachments: 2024-12-13 CASSC rqst for City funding.pdf

Executive Committee

You don't often get email from communityalcoholstrategy@gmail.com. [Learn why this is important](#)

Good Afternoon,

I am attaching a letter on behalf of CASSC directed to the Mayor and City Council and cc'd to the Board of Police Commissioners. Please advise if there is anything further needed for the Mayor and Council to consider this request.

Thank you in advance,

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Karen Anthony-Burns
Coordinator
Community Alcohol Strategy Steering Committee (CASSC)
(306) 960-5499
www.paalcoholstrategy.ca

**Recommended
Disposition:**

*Refer to 2026
Budget deliberations*



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**PRINCE ALBERT & AREA
COMMUNITY ALCOHOL STRATEGY STEERING COMMITTEE**
“Building Healthier Communities”
communityalcoholstrategy@gmail.com
www.paalcoholstrategy.ca

December 13, 2024

Prince Albert City Council
1084 Central Avenue
Prince Albert, SK S6V 7P3
Sent via email

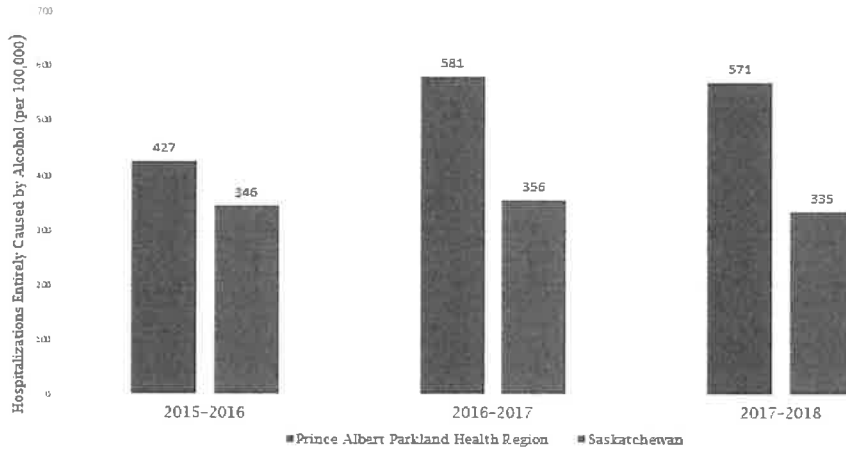
Dear Mayor Powalinsky and Members of City Council:

I am writing on behalf of Prince Albert’s Community Alcohol Strategy Steering Committee (CASSC) to express appreciation and request financial support. First, committee members want to formally thank you for supporting the work of CASSC in many ways, including the appointment of former Councillor Miller to represent the City on our committee. Members also appreciate City Council’s support of the Board of Police Commissioners and their role in supporting CASSC’s work. The committee deeply appreciates the ongoing support and endorsement.

CASSC’s work connects to many of the elements in City Council’s community Plan and City Council also determines the Board of Police Commissions budget allocation. It seems to make sense that Council consider CASSC’s request for funding in its 2025 budget deliberations both for its own initiatives and as Council considers the funding for the Board of Police Commissioners. Some background information to provide context may help Council better understand CASSC’s request for financial support. First, it seems important that Council reflects on the intense need and the great positive impact on community health that will be produced by a relatively small investment in CASSC. Second, although the work of CASSC is connected to public safety and policing, CASSC’s work is much broader and connects to several other areas where Council provides direction and leadership. An outline of the intense need and the connection to city goals is outlined in the following paragraphs.

In terms of the intense need for CASSC’s work, there many sources of evidence that demonstrate need. One source of data is the Canadian Centre on Substance Use and Addictions. **The 2019-20 data** shows that in Saskatchewan the healthcare, productivity and other **costs of alcohol are \$647 million** while the SLGA’s net sales provide an economic benefit of revenue of less than half that amount of \$256 million. CASSC is not attempting to eliminate alcohol sales but we are working hard to reduce the harms from alcohol and we are making progress. Other evidence indicates that Prince Albert and area is inordinately afflicted with many symptoms of excessive or irresponsible use of alcohol. You have likely heard about or even witnessed events that demonstrate this reality. In addition to the anecdotal evidence and gut feelings, there is substantial data that reflects this reality as well. Health care costs is one obvious indicator:

100 % Alcohol-Attributable Hospitalizations
Hospitalizations Entirely Caused by Alcohol (per 100,000 population)



Source: Canadian Institute for Health Information (CIHI)

Clearly, hospitalizations in our region that are entirely attributed to alcohol misuse are far more frequent than the provincial average. We know that these hospitalization costs are born mostly by provincial coffers, but this data indicates the relatively more intense need that exists in Prince Albert and area for a community focused response to alcohol misuse.

The intense need seems clear and since CASSC’s efforts are in direct alignment with the City’s goals, CASSC seems to be in a good position to receive City financial support. CASSC’s efforts support the Council’s Official Community Plan, especially section 1.6.6 (Social Environment & Culture) 1.6.7 (Public Safety) and 1.6.8 (Economy). More obviously perhaps, CASSC works towards the achievement of Goal 1 (individual wellbeing) and Goal 2 (community wellbeing) of the Community Services Master Plan (CSMP). The strategic directions identified in the CSMP identify two items that give hope and reason for CASSC’s funding request: Strategic Direction 6: Enhance support for volunteer community organizations to ensure their sustainability; and Strategic Direction 7: Continue to provide grant funding for operations and maintenance (annually). CASSC has been instrumental in raising awareness, providing strategy and promoting community efforts to support the City goals and strategic directions. Council’s financial support will help to ensure CASSC’s sustainability and will expand its ability to serve the City.

Since the fall of 2020, CASSC secured funding through SGI to pay for a part-time Coordinator position. CASSC has received significant in-kind donations from community organizations and has been successful in obtaining some funds through grant applications. These funds are specific to the projects that they support such as printing and distributing Canada’s Guidance on Alcohol and Health.

The members of CASSC are requesting that in the 2025 budget development processes, The City of Prince Albert commit \$15,000 annually for the next four years, to support CASSC’s work in coordinating the implementation of the Prince Albert and Area Community Alcohol Strategy. This allocation might be best suited to a line in the City’s budget or as an enhancement to the allocation for the Board of Police Commissioners. Either way, the City of Prince Albert has the opportunity to leverage a small budget

allocation into a large mobilization of significant volunteer assets working towards a healthier community. CASSC has accessed short term grant funding to achieve significant success, but without some sustained funding that success is in jeopardy. Please see the attached appendix and brief power point for the kinds of things CASSC has done and will do with the relatively small funding allocation from the City of Prince Albert.

CASSC looks forward to Council's and its committees budget deliberations. Please contact me at your earliest convenience if CASSC can provide more information or an in-person or virtual conversation about this request. We are interested in arriving at a mutual understanding of the need, the mechanisms for funding and the ways we can achieve both the Council's and CASSC's stated goals and plans. We look forward to these conversations and anticipated financial support.

Sincerely,

Karen Anthony-Burns for
CASSC Board of Directors

cc. City of Prince Albert Board of Police Commissioners

Appendix A: CASSC Background, Recent Actions and Future Plans

BACKGROUND

Timeline

- 2013 in response to health, justice, policing, social services and other data the CMPA's COR team developed a Call to Action to reduce the alcohol-related damage occurring in PA and area
- 2014-15: Community consultations and strategy development
- 2015 (Fall) formation of CASSC
- 2016 (April) Launch of Community Alcohol Strategy and further community action planning
- 2016-current: CASSC promotes the CAS and community responds with action

Description of CASSC

- CASSC is a multi-disciplinary, volunteer organization that supports the Community Alcohol Strategy
- CASSC's primary objective is to provide strategy and a support network to create awareness and inspire action to **build a healthier community** through changing its relationship with alcohol.
- CASSC works to motivate, mobilize and encourage action that will lead to frequent and fun alcohol-free events, safe and responsible alcohol consumption whenever it is served, as well as addiction prevention and intervention.
- CASSC was organized to help sustain the momentum and coordinate the efforts to make the CAS a reality
 - CASSC is not the creator, commander, and implementer. We are the cheerleaders, networkers and coordinators.
- CASSC is a group that provides a platform for the Community Alcohol Strategy to inspire action and celebrate successes so every citizen can be part of reducing harmful alcohol consumption and making our community healthier

Three Primary Focus Points for our efforts

1. Encouragement for alcohol-free, family friendly events
 - a. Host an event
 - b. Attend them when others host them
 - c. Think about your own family events: can or should they be alcohol free?
2. Promotion of Safe and Responsible Consumption whenever alcohol is served
 - a. Encourage organizations to find other revenue so they can decrease or remove alcohol sales as a revenue stream at events
 - b. Raise Awareness of Canada's Guidance on Alcohol and Health
 - c. Supplement the attention to safe-ride-home planning and implementation
3. Intervention and Support for those suffering from disease of addictions
 - a. Support the Health Region, Addictions Council, Metis Addictions Counselling services, and the many other organizations that provide intervention and support
 - b. Partnered with UofS College of Nursing, PAPHR and others to submit a research grant proposal re support for families.

RECENT ACTIONS (note this is not a comprehensive list of what CASSC has done)

- Development of CASSC slogan – “Creating Healthier Communities”
- Development of CASSC Logo and promotional brochure to raise awareness and action
- \$15 cab ride coupons to promote safe ride home for Winter Festival and other events.
- Share your agency Ideas for “Alcohol Free” Christmas party - CASSC provided a \$200 donation to the charity of your choice to the winner. Increase social awareness of alternatives.
- MADD/Power 99 FM partnership for Project Red Ribbon
- Winter Festival Family Day Event – sliding party for families
- Interviews & promotion with Daily Herald, paNOW and other media outlets
- CASSC representation at Ding In the New Year
- Presence at COPE Magazine launch
- Support of Recovery Day Luncheon
- Established and promote Facebook/Twitter/Instagram accounts
- Sponsorship for ADS Poster Campaign- “Reduce Our Use”- Posters out in community
- Addictions Awareness Week support
- Sask. Assoc. for Community Education (SACE) Conference – Exhibitor table and attended
- Strategy document has been updated with Community Consultation feedback
- Family Expo yearly participation, connect with families, distribute information
- Power 99 Don’t Drink and Drive Testimonials –Power 99 Summer Ad Campaign
- Street Fair – yearly booth with information, also 2022 Culture Days/Sidewalk Sale
- Created CASSC You Tube channel
- World No Alcohol Day - City of PA Proclamation and media event at City Hall
- Participation in Community Network Coalition and its Showcase
- Provided letter of support for Sask. Polytechnic proposal to offer an Addictions Degree
- Development of CASSC website
- Successful Prince Albert Community Foundation Grant application and final reporting
- Successful Northern Lights Community Development Grant application
- Successful Community Grants – SGI Traffic Safety & ABI partnership
- Successful Sask. Prevention Institute FASD Grant (2022) to create Low Risk Drinking Guidelines information sheet and in 2024 CCSA’s Guidance on Alcohol & Health brochure for distribution in the community and area.
- Successful City of Prince Albert Community Grant Program (2023 & 2024)
- Created \$500 student awards for 2nd Year Mental Health & Addictions Counselling students (2021)
- Created \$1000 student awards for 2nd Year Mental Health & Addictions Counselling students (2023)
- Partnership with SLGA and since 2023 with Lake Country Co-op, to offer Student Artwork Liquor Bag project and SGI to offer pizza lunches for participating classes.
- Offered Low Risk Drinking Guidelines and Size Matters posters to physicians in area through SHA
- Offered Canada’s Guidance on Alcohol and Health posters through SHA, NITHA and dropped off copies in area.
- YWCA Coldest Night of the Year – Team CASSC raised \$16,992
- Developed Prince Albert & Area Community Alcohol Survey – 2021
- Participation in project on Families Affected by Addiction – Dr. Geoffrey Maina
- Supported and presented at Evidence Based Approaches to Substance Use training event
- Conducted numerous presentations and learning events for various organizations
 - Liability Presentation to Chamber of Commerce-SLGA/BYLAW

- Chamber of Commerce
- Diverse government and non-government community Agencies
- Ministerial Association
- Alcohol- Lets Talk Working Group
- Community Networking Coalition
- City Community Services Advisory Committee
- City Council – World No Alcohol Day
- Health Board
- Sask. Polytechnic 2nd Years Mental Health & Addictions Counselling students
- FASD Virtual Conference
- Board of Police Commissioners
- CNC/PAUIC Showcase
- Rotary Club Feb 2024
- Community Safety & Well-being Feb 2024

FUTURE PLANS

- Continue to support community events, raise awareness and promote health communities as we have done in past 11 years.
- Additional support from City Council will enable CASSC to enhance its work to:

Increase connections with community resources with a goal of informing the public and project coordination with additional agencies in our community. One example is that schools are requesting expanded participation in our liquor bag project. CASSC could, with increased resources, coordinate with a greater number of schools.

Our community committee is knowledgeable and able to facilitate increased connections with Prince Albert agencies and a variety of population groups.