

LEGISLATIVE ASSEMBLY OF THE  
NORTHWEST TERRITORIES  
8<sup>TH</sup> COUNCIL, 56<sup>TH</sup> SESSION

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# **Annual Report**

## **Northwest Territories Alcohol and Drug Coordinating Council**

**April 1, 1974 to March 31, 1975**

**NORTHWEST TERRITORIES ALCOHOL & DRUG CO-ORDINATING COUNCIL**

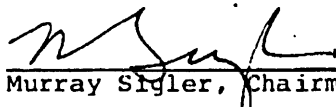
Post Office Box 1769, Yellowknife, Northwest Territories / (403) 873-7155


1 April 1975.

The Commissioner,  
Mr. S. Hodgson, Esq.  
Government of the  
Northwest Territories,  
Yellowknife, N.W.T.

Sir:

We are pleased to submit our first Annual Report  
with respect to the Council's activities for the fiscal  
period, April 1, 1974 to March 31, 1975.

  
Murray Sigler, Chairman

  
Donald Bruce,  
Executive Secretary.

ANNUAL REPORT  
THE NORTHWEST TERRITORIES ALCOHOL AND DRUG COORDINATING COUNCIL  
APRIL 1, 1974, TO MARCH 31, 1975

INTRODUCTION:

As a direct result of the Wacko Report, "Observations and Recommendations Respecting Alcohol and Drugs in the Northwest Territories", the 50th Session of the Territorial Council approved recommendation #7 of the report to establish an Alcohol and Drug Coordinating Council.

TERMS OF REFERENCE:

1. To promote communication and cooperation between agencies involved in providing treatment or preventive services in respect to abuse of alcohol and other drugs and agencies involved in the distribution of alcohol.
2. To promote the coordination of policies and programs of the agencies referred to in #1.
3. To serve as an advisory committee to the Territorial Alcohol and Drug Program with responsibility for allocating grants under the Community Alcohol Problems Grants Program.
4. To advise the Council of the Northwest Territories concerning the effectiveness of Territorial policies, programs and services and changes that are needed.

MEMBERSHIP OF THE COUNCIL:

Chairman	Murray Sigler	Yellowknife
Indian Brotherhood		
Metis Association	Al Wilson	Fort Good Hope
Inuit Tapirisat	David Aklukark	Eskimo Point
C.O.P.E.	Sam Raddi	Inuvik
N.W.T. Youth Council	Mabel Kudlak	Sachs Harbour
N.W.T. Youth Council	Lena Illasiak	Aklavik
	(Temporary appointment, to be replaced by member from Baffin Region)	
Alcoholics Anonymous	Orville Chester	Fort Smith

N.W.T. Hotel Association	Harvard Budgeon	Yellowknife
N.W.T. Chamber of Commerce	N. Allen Maydonik	Hay River
R.C.M.P. "G" Division	Supt. J. A. McCullough	Yellowknife
N.W.T. Liquor Licencing Board	Joe Severn	Yellowknife
Northern Health Services	Dr. Pat Abbott	Edmonton
Chief Magistrate's office		
Honorary Appointment	Cpl. Paul W. Pertson (R.C.M.P. Community Relations Officer)	Yellowknife

Past Appointed Members

Mrs. C. Antoine	May, 1974.
Supt. H. A. Feagan	May, 1974.
Mr. G. Kurszewski	May, 1974.
Mr. E. Yew	May, 1974.
Mr. J. Castle	May, 1974.
Mr. A. Korgak	September, 1974.
Mr. D. Finlayson	November 1974.
Mr. W. McTaggart	November 1974.
Miss E. Beaulieu	November 1974.
Mrs. Thelma Tees	February 1974.

SCHEDULED MEETINGS OF THE N.W.T. ALCOHOL AND DRUG COORDINATING COUNCIL:

The Council has scheduled meetings four times per year and has met on the dates listed below, three in Yellowknife and one in Winnipeg, Manitoba (originally intended for Frobisher Bay, however, due to aircraft problems.....).

May 23, 1974.  
September 25, 26, 1974.  
November 29, 1974.  
February 26, 1975.

Future meetings will be scheduled in the major regions of the Northwest Territories in order to accommodate the submission of grant applications on a personal basis by the local committees.

INITIAL PROBLEMS:

As a matter of priority the Council has undertaken as a first step action to support those communities which are prepared to assume responsibility for developing preventive programming in the area of alcohol misuse. The Northwest Territories has the second highest per capita consumption (3.92 gallons) of absolute alcohol of any province in Canada. As such the number of people "at risk" in the population is unknown specifically, however, several factors may serve as an indication of the magnitude of the alcohol misuse problem. "These factors center around available evidence which may reflect merely the averages in the health and social field wherein there are a number of more specific populations which contribute very unevenly to the averages."\*

Personal disposable income is a glaring example of an economic indicator which, if taken at face value, would conceal the wide spread in numbers and incomes between the poor and the rich\*\* and no such figure for the fiscal period of 1973 was located, however in 1971/72 this figure, which as an indicator in the beverage alcohol misuse field informs that perhaps the largest "risk population" in the Northwest Territories are those who are fully employed, earning substantial remuneration, and can well afford to consume. The commonest notion in the lay public's mind and indeed those of industry and governments is that the problem is identified by those people found in the severest of physical/social conditions. Unfortunately, this is not the case for the national/international average is 3% of the drinking population. Another myth is that the poor represent the largest problem population — this again is

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\* "A New Perspective on the Health of Canadians." Marc Lalonde

\*\* Ibid.

not the case, for if they happen to represent the majority of statistical evidence it is due largely to the style of drinking and not necessarily chronic consumption.

The history of arrests and violence within the Northwest Territories, although largely representative of agency activity is indicative of the magnitude of the problem. In 1973 there were 846 arrests for public intoxication, and incidents of violence/death which resulted in a considerable amount of police effort to maintain law and order. Some 95% of offenders as reported by Wacko\* (August 1973) in the Yellowknife Correctional Centre are in fact a result.

Very often most indicators are evidence of "those who get caught" and a minor proportion of the overall problem. Generally those who can afford consumption of inordinate quantities of beverage alcohol can also well afford to hide and maintain the practice.

Further evidence would include the death rate: from cirrhosis of the liver (6), accidents, injuries, and violence — suicides and motor vehicle accidents (77) which the Chief Medical and Health Officer of the Territorial Government has commented that attention should be "drawn to the increase in motor vehicle accidents to 13 (from 7 in 1972) and in suicides to 11 (from 8 in 1972)!"\*\*

#### PUBLIC ATTITUDES

The general public have grown tired of the many statistics which in their view, demand action. Perhaps a different view of the problem as

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\* "Observations and Recommendations Respecting Alcohol and Drugs In The Northwest Territories." William J. Wacko. August 1, 1973.

\*\* "Report on Health Conditions in the Northwest Territories." 1973.

stated by Le Dain\* indicates the necessity of this society to review the basic decision of availability and its associated legislation.

"As a public health problem the excessive non-medical use of alcohol is in a class by itself. Although there is growing public awareness of the seriousness of this problem, and a good deal of editorial leadership from the press, the liquor industry continues to fight a rear-guard battle to persuade the public not only that alcohol is not a drug, but that the problem presented by its excessive use is grossly exaggerated. Governments are expressing increasing concern about the problems, but so long as they draw a substantial revenue from the sale of alcohol, their own seriousness of purpose may be suspect. It would appear that in the present social context the answer lies in greater self-restraint by the general public. The existence of a highly profitable liquor industry, legal distribution, and a large government revenue from sale, all make it clear that we cannot look to any significant restrictions on availability as a potential mechanism to reduce the extent of alcohol use."

A further problem which is intangible in many respects can be identified as "the myth of the north" wherein it is an accepted value that people who reside in the north must conform to a high consumption rate in order to gain recognition by peers. The consequences of this myth can be seen by the many opportunities made available for consumption, that is: every occasion is marked by consumption of beverage alcohol of one form or another. Some consideration of the phenomenon should be taken into account as suggested by Wacko in the selection and hiring practices of Governments and Industry throughout the Northwest Territories.

#### COORDINATING COUNCIL ACTIVITY

The Coordinating Council has responded to these problems by supporting community groups in a coordinated fashion. Some grants have

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\* Final Report of the Commission on Inquiry Into the Non-Medical Use of Drugs - Le Dain, page 38.



not clearly followed within the guidelines as determined, however, it is felt that by their very nature they will provide alternatives to drinking — where in some cases there are none.

The Council has received nineteen applications of which fourteen were approved and a total grant expenditure of \$341,092.33. Information as to the specifics of these grants is contained in Appendix IV.

The Council envisions its role as a non-government body considering the problems surrounding intoxicant use/misuse, recommending action to be taken on behalf of government, and responding to serious requests on behalf of communities for support, monetary and otherwise.

Grants are made to communities/groups on condition (by contractual agreement) that access for financial audit and program evaluation is provided to the Council/their representatives. A further condition is that each group constitute themselves under the Societies Ordinance of the Northwest Territories. It is felt that by imposing these conditions the optimum values of responsible project management and community accountability can be maintained, furthering the efforts of the Coordinating Council toward community responses to community based health problems.

#### COORDINATION OF PROGRAMS

1. The Coordinating Council views its role with other Agencies/ Authorities associated with drug misuse as a coordinating function. However, due to geographics and differences in policies, it can only be accomplished with a high degree of commitment on behalf of these agencies.

2. Further, the Federal Government (Department of Indian Affairs and Northern Development, National Health and Welfare) has recently created

a "Native Alcohol Abuse Program" which the Coordinating Council has agreed to act as their Regional Advisory Board to recommend approval and evaluate projects for this program throughout the Northwest Territories. Substantial agreement to coordinate activities in principle has also been reached with the Federal Non-Medical Use of Drugs Directorate (N-MUD) in a similar fashion.

Projects funded by multiple sources generally suffer from the number of audit, evaluation and administrative procedures which they are often subject to. These agreements may enhance the ability of the Coordinating Council to service projects and minimize the inordinate administrative load placed on them.

The Coordinating Council would take this opportunity to express gratitude to the Council of the Northwest Territories and the Department of Social Development, and in particular the many social workers engaged in program development and to the staff who have contributed significantly to the smooth operation of the Coordinating Council's activities despite confusion throughout the beginning months.

#### RECOMMENDATIONS:

1. Advertising: That as a matter of priority Territorial Council should ban outright all beverage alcohol advertising in all media throughout the Territories. (Minute of Meeting, September 26-27, 1974)

The experience of many provinces in the south is of importance inasmuch as most agree that after the fact control is difficult and at best unmanageable. Advertising as a function of the beverage alcohol industry is, in effect, to sell more of the product. Although no direct association

can be made between advertising and consumption patterns it is presumptuous to suggest that manufacturers would invest considerable sums of money (\$115 million - alcohol and tobacco, 1970) on a wasteful exercise.

With respect to jurisdiction, Le Dain has indicated that provincial restrictions on liquor advertising have been recognized as a valid aspect of liquor regulation. The Coordinating Council's suggestion to eliminate beverage alcohol advertising is concurrent with the recent remarks by Health Minister Lalonde as a matter of Health and Social Policy. Relatively little economic hardship will be felt at this point compared to the problem of instituting such a measure in the south or at a later stage in the Northwest Territories.

Further, recent information indicates that subliminal messages are appearing in national advertising, (print and electronic media) which has been tacitly admitted to by the industry. Such subtle influence on the consumer is an unfair advantage — in the marketplace denying the right of consumers to decide their purchases free of subconscious influence.

Recent discussions at the Federal/Provincial/Territorial Working Group on Alcohol Problems indicated that beverage alcohol advertising and promotion should be reviewed by all governments and that supporting arguments for an outright ban on all forms of promotional activities could be justified by the continual increase in per capita consumption throughout Canada. (See Appendix V).

2. Territorial Government Policy: That the Government of the Northwest Territories implement an employee addictions policy as proposed by the Wacko Report. (Motion 13/2)

The Wacko Report recommended that the Northwest Territories Government adopt an Employee Addiction Policy. The rationale for adopting such a policy is early identification of cases within the government service, combined with referral to treatment services, should result in higher success rates. Success rates for most professional services hover around 10% - 25% while referrals to treatment by employers (Bell Telephone, C.N.R., C.P.R.) achieve 65% - 80% success rates.

While there are many details to be worked out, it remains the major responsibility of the Public Service Alliance to assure their membership that policies of this type benefit employees. Employees gain from early case finding by support from the policy's health benefits and assurance of job security while undergoing treatment.

By comparison the Yukon Territory has implemented a policy similar in format to that of the Federal Treasury Board. The Council strongly suggests that the Government of the Northwest Territories implement an Employee Addiction Policy as a matter of priority.

3. Review of Liquor Ordinance: That the Government of the Northwest Territories hold public hearings in all communities to completely re-examine the Liquor Ordinance, receive submissions and to prepare a new draft ordinance.

Throughout the past year, communities have voiced complaints along with citizens about the inadequacies of current legislation. Certain inadequacies exist with respect to enforcement (boot-legging) and local control (plebiscites). The Coordinating Council feels strongly that the existing legislation should be reviewed allowing for representation to be

made by law enforcement, the courts, communities, interested groups, the N.W.T. Alcohol and Drug Coordinating Council and Government Agencies.

The Government of the Northwest Territories should as a matter of social and health policy continuously review pricing policy to assure that beverage alcohol products continue to compete on the same basis as luxury items and not as a necessity. As an example, the Northwest Territories Government's recent price increase on beverage alcohol products could have significant effects on consumption patterns throughout the region, to which a review could address itself.

#### 4. Recreation

Throughout the past year the Coordinating Council has received applications for recreation grants (e.g. Eskimo Point). The Coordinating Council has approved some which are not "alcohol problems" in the strictest sense. Those that were approved were alternatives to drinking because the communities concerned had little or no recreation-type alternatives. Coupled to this is the understanding by the Coordinating Council that the Recreation Division will not have funds for communities, outside of normal per capita grants, until the fiscal period 1976-77. Important priorities of governments traditionally have reduced recreation on the scale to that of "when necessary". In the Northwest Territories little attention has been paid to recreation as a major contributor to the quality of life where the imposition of southern cultural, social, and economic values with their attendant benefits has interfered in the basic lifestyle of "northerners" creating considerable leisure time with few alternatives. Existing facilities (which in some cases are none) do not satisfactorily compete with drinking particularly if the major social meeting place is the bar. The Coordinating Council suggests that the Government review and upgrade Recreation Policies with a

view to providing recreational alternatives throughout the Northwest Territories.

5. Program Funding: That the Territorial Government increase the funding available to the Alcohol and Drug Coordinating Council for the Fiscal Period 1976-77 to \$800,000. (Motion 14/2)

The Alcohol and Drug Coordinating Council issue grants on a continuing and non-continuing basis. This allows for the continuity of programs related to treatment/rehabilitation, long range planning on behalf of community groups, and continuing support for those communities willing to assume responsibility. Approximately 50% - 60% of the budget is in this category. In order for projects in existence to proceed and for adequate funds to be available, it is foreseen that an overall budget increase in grant funds is necessary for the next fiscal period. These additional funds could be made available from the sale of beverage alcohol products. Further the Department of Social Development is investigating the possibility of Federal cost sharing under the various agreements presently available to which the Government of the N.W.T. is a signatory.

APPENDIX I  
ALCOHOL AND DRUG PROGRAM SERVICES  
IN THE NORTHWEST TERRITORIES  
1966 - 1974

For many years now the Government of the Northwest Territories has acknowledged that alcohol misuse has had a destructive impact on many aspects of life in the Northwest Territories. As early as 1966-67 the Territorial Government established an Alcohol Education Programme, the primary purpose of which was to create an awareness on the part of all residents of the problems of alcohol misuse. It was the government's hope that through having a better understanding of the problems alcohol can create, individuals and communities would develop a sensitive and responsible attitude toward alcohol use. It will be recognized that personal behaviour is one thing that is difficult, if not impossible, to legislate and, it is equally difficult to get communities to make sanctions against misbehaviour unless it seriously offends many of the citizens.

During the initial years of the Territorial Alcohol Education Programme its efforts were primarily in public education: providing books and printed materials to libraries and interested individuals, providing materials for use by doctors and other helping professions, providing films and other visual aids for educational programmes, providing learning/training opportunities for a variety of persons (field staff attendance at schools of alcohol studies in Ontario and Alberta, special training programmes for clergymen, etc.). Efforts were also made to develop local committees of local services and to take political action, if needed, to see that funds were provided for those services.

The results were not spectacular but it was evident that public concern was increasing, so much so that Territorial Council insisted that the Alcohol Education Programme budget be increased to \$172,800 in 1972-73 (it had been about \$64,800). This additional funding became the Territorial Community Alcohol Problems Grants Program — a local initiatives-type of programme designed to encourage groups or communities to mobilize their own resources to deal with the alcohol problem in their area "as they saw it". This grant program has produced some very significant results.

For example, local/regional alcohol workshops have been organized and in several instances the result has been that, by local option plebiscite, communities have made it frankly clear that they are strongly opposed to any further outlets for the sale and consumption of beverage alcohol in their midst and that, in effect, they are saying "enough is already too much". Other communities have used grants to develop activities which provide a positive outlet for leisure time. Three of the native organizations have used grant funds to do some initial work in improving the understanding of members about what can be done to forestall or cope with alcohol problems. The Yellowknife Committee of Concern on Alcohol Problems has used a combination of a grant from us and a L.I.P. grant to mobilize the north's first detoxication centre, and it has plans now to expand that program to include rehabilitation and follow-up services.

The Department of Social Development, which has responsibility for the Alcohol Program, also has continued to seek ways of getting the alcohol message across to people of the Territories. In 1973 a meaningful film "Alcohol in My Land" was produced in Frobisher Bay using local Inuit



and white residents as actors. The original voice track is in Eskimo; the English version was secondary. It has been found to be an effective tool to stimulate discussion in community meetings.

It is also possible that the reader will have heard of "Captain Al Cohol", the comic book series which was produced (in English) to help get the message across. This publication has had its critics but it certainly achieved the goal set for it - to get people talking freely about alcohol misuse.

During 1973 the late Mr. W. J. Wacko, former Executive Director of the Alberta Alcoholism and Drug Abuse Commission was contracted by the Department of Social Development to consult widely throughout the Territories with persons and organizations who had an interest in alcohol and drug problems and to recommend a comprehensive plan for dealing with the problems. His report was reviewed by Territorial Council at its 50th Session in Inuvik in October, 1973. The report, including its ten recommendations, was given unanimous approval by Council. Several significant actions have resulted.

The first of these involved changes in the Liquor Ordinance to permit local communities greater latitude in deciding about the availability (or unavailability) of alcohol. The amendments will enable the Commissioner of the Northwest Territories to act quickly in response to requests from communities for the control of liquor as provided in the Ordinance. Certainly it is not the wish of this administration to see alcohol imposed on anyone -- least of all on those communities that indicate they don't want it.

The second significant change is that an Alcohol and Drug Coordinating Council has been organized.<sup>1</sup> Its membership structure, which differs from

that proposed in the Wacko Report, was the decision of the Territorial Council. It will be noted that responsibility for the administration of the Community Alcohol Problems Grants Program passed to this Council as of April 1, 1974.

A third change that resulted from the Wacko Report is that what was an "Alcohol Education Program" will now become an "Alcohol and Drug Program". It is proposed that the range of activities and services will be comprehensive but, and this bears special emphasis, to the greatest extent possible, local groups, communities, or native organizations will develop and operate these services.

A fourth change was in the price structure of alcohol. The changes that were put into effect November 1973 relate to the "contained" alcohol in each product. This resulted in lower prices for those products which contain a lower percentage of alcohol — the objective being to divert purchases away from the more potent "hard" liquors to those with a lower alcohol content.

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Footnote #1:

It is not intended by the foregoing to suggest that the Territorial Government believes it has absolute answers to all alcohol problems in the Northwest Territories but, rather, to provide an overview of some of the Territorial Government's concerns and activities in the north on this complex subject. When it is realized that until the Territorial Government came on the scene in the Territories in 1967 any form of program for the prevention, control, and treatment of alcoholism and alcohol-related problems simply did not exist in the Northwest Territories. It is possible to say that rapid strides have been taken.

APPENDIX II  
ALCOHOL AND DRUG PROGRAM

The basis for the program is predicated upon the notion that "the wise exercise of freedom of choice" is, in the final analysis, the most practical means of effecting responsible behaviour in the use of non-medical drugs. This exercise is dependent upon three factors: the possession of accurate and adequate information; the capacity to make judgments based on the knowledge of self, class and cultural experience; and the personal security, motivation and discipline required to abide by the behavioural directives resulting in these judgments.

This presupposes that there exists a framework of positive and socially supportive influences available to reinforce the capacity of such choices. Such a framework could be of both a coercive and non-coercive nature and within the parameters of prevention or purely remedial. Ideally both provide for a supportive and/or continuous climate of influence which contributes to an individual knowledge and subsequent judgments.

Therefore, the decisions ensuing from this position are of necessity supportive in their objectives; that is: to seek a reduction in the non-medical use of drugs, but at the same time to equip those who persist in use with sufficient knowledge to enable them to do so wisely; and the provision of services directly or in kind for the prevention (primary, secondary, and tertiary) of people problems in association with the non-medical use of drugs.

## APPENDIX III

### COMMUNITY RESOURCE AND DEVELOPMENT GRANTS

The N.W.T. Alcohol and Drug Coordinating Council is committed to using grants for the development of Community Resources throughout the Territories. We find that this method is the most logical method for the orderly development of community responses to their defined problems. This process allows for the community as a whole or in part to create a service that is meaningful while maintaining the necessary autonomy required in the development process.

#### Criteria for Community Resource Development Grants

The Alcohol and Drug Coordinating Council is prepared to consider proposals from communities in three general areas:

1. Treatment and rehabilitation of alcohol and drug dependent persons;
2. Education programmes and services dealing with responsible decision-making related to drug use;
3. Services and programmes of prevention/or control relevant to that population likely to become involved in alcohol and drug use.

In considering an application, we will wish to know the nature and degree of community involvement in the writing of the proposal, its relevance to demonstrated community need, and the extent to which the programme would be integrated with existing health and social services in the area.

That need must be demonstrated. Ideally, that demonstration should form part of a long-range Community Health and Social Services Plan. We have identified some of the elements of such a plan:

- An inventory of existing services.
- Evaluation of those services.
- Research into unmet needs.
- Ordering of priorities.
- Planning and budgeting for those priorities.
- Programme and structure for their execution.
- Relations with local agencies described.
- Negotiations for financial support from appropriate sources.
- Evaluation of programme activity.

We would require evidence that the application is able to carry out the programme and would also require detailed financial and progress reports at quarterly intervals. Funds will only be given to an organization that can be held accountable for their expenditure. We require that each applicant group enter into an agreement (contract) stating that the Group will incorporate under the Societies Ordinance. Finally, we would require agreement and access that would permit mutual collaboration for the evaluating of major programme activity. The Council considers evaluation a growth process and funding is not necessarily contingent upon it. Although in cases of gross mismanagement action will be taken. People who are genuinely interested in meeting the needs of their community need not be concerned, however, those people whose interest is less than genuine need not apply.

The Alcohol and Drug Coordinating Council will not normally make funds available for capital expenditures, and where such funds are required for a project, applicants should apply to community groups, foundations, private donors, or other levels of government.

We want to learn from our mistakes, and gain from our successes.

### Application Process

Application forms and help in developing projects are available from the local offices of the Department of Social Development.

After completion of the application and a thorough description of the project and budget requirements all documents are submitted to the Executive Secretary of the N.W.T. Alcohol and Drug Coordinating Council, P.O. Box 1769, Yellowknife. Receipt of the application for funding will be acknowledged promptly. At this point personnel from the Department of Social Development or representatives of the Coordinating Council will contact the responsible project people to examine the proposal in detail for community support and community need. In the event that omissions/ errors are evident, changes may be made in consultation with project personnel.

At this point, provided all matters are resolved, the project is submitted to the next meeting of the Coordinating Council (quarterly) and the project will be accepted or denied.

Throughout the process consultation will take place with other Government departments/ authorities/ private industry as the need arises.

### Available Funding

During the fiscal period, April 1, 1975 to March 31, 1976, \$410,000.00 has been allotted for Community Resource Development Grants. These funds are not applied on a regional basis although some consideration of Regional needs are determined by the Council throughout the year.

### Alternative Funding

To a large degree grants are dovetailed with other Granting Agencies and the Coordinating Council works very close with them, which serves to enhance the total available budgets.

As an example, grants have been raised conjointly in some situations to facilitate large projects requiring funds beyond the capability of the Coordinating Council. The Council will help facilitate this process wherever possible and in the interest of the particular project.

### Community Project Grants:

Non-Medical Use of Drugs Directorate,  
560 West Broadway,  
Suite 202,  
Vancouver, British Columbia.

Mr. Mack Nelson - Project Development Officer.

Native Alcohol Abuse Program,  
c/o N.W.T. Region Medical Services,  
14th Floor, Baker Centre,  
10025 - 106 Street,  
Edmonton, Alberta.

### Rehabilitation Grants:

Vocational Rehabilitation of Disabled Persons Program,  
Department of Education,  
Government of the Northwest Territories,  
Laing Building,  
Yellowknife, N.W.T.

Chief, Continuing and Special Education.

### Training and Upgrading Grants:

The Department of Manpower and Immigration,  
P. O. Box 1170,  
Yellowknife, N.W.T.

Mrs. Ruth Smith, Supervisor of Manpower Services.

APPENDIX IV  
COMMUNITY ALCOHOL PROBLEMS GRANTS  
GRANT INFORMATION  
1974 - 1975 FISCAL YEAR

I.

1. Community: Yellowknife, N.W.T.
2. Name of Project: Seminar on Alcoholism
3. Name of Agency: N.W.T. Nurses Association
4. Date Approved: April 16, 1974.
5. Total Amount Approved: \$4,000.  
(Returned unused portion - \$2,478.00)
6. Time Span of Project: April 27, 1974 - April 27, 1975.
7. Objective and Description of Project:  
To promote the growth of knowledge and counselling skill which contribute to competency in nursing practice.

II.

1. Community: Rankin Inlet, Northwest Territories.
2. Name of Project: Alcohol Education
3. Name of Agency: Inuit Ikajuktigiit (Formerly Rankin Inlet's Alcohol Education Committee)
4. Date Approved: 29 May 1974
5. Total Amount Approved: \$20,000.
6. Time Span of Project: June 1, 1974 - May 31, 1975.
7. Objectives and Description of Project:  
Establishment of Alcohol Education Committee to engage the community in active program of alcohol education. Purpose of committee was to collect facts and information regarding liquor, liquor sales, problems resulting from drunkenness. The Committee advertised by means of newsletters, public meetings, etc. Non-alcohol community activities were promoted. Many articles on alcohol were translated into Eskimo for community circulation. The Committee participated in workshops on Alcohol in Eskimo Point, Baker Lake and Rankin Inlet.



## III.

1. Community: Fort Simpson, N.W.T.
2. Name of Project: Alcohol Rehabilitation Study Proposal
3. Name of Agency: Koe Go Cho Society
4. Date Approved: September 26, 1974.
5. Total Amount Approved: \$10,705.00
6. Time Span of Project: Three Months.
7. Objectives and Description of Project:

The purpose of this project is to identify the necessary resources required to put together a proposal for funding to operate a rehabilitation centre, servicing the Lower Mackenzie Valley.

## IV.

1. Community: Frobisher Bay, N.W.T.
2. Name of Project: Baffin Wide Regional Conference of Community Alcohol Committees
3. Name of Agency: Alcohol Education Committee
4. Date Approved: September 26, 1974.
5. Total Amount Approved: \$10,000.
6. Time Span of Project: 3 months.
7. Objectives and Description of Project:

To update information and strategy of the Region's Alcohol Committees.

## V.

1. Community: Frobisher Bay, N.W.T.
2. Name of Project: Alcohol Information Centre
3. Name of Agency: Frobisher Bay Alcohol Education Committee
4. Date Approved: February 26, 1975.
5. Total Amount Approved: \$53,402.10
6. Time Span of Project: April 1, 1975 to March 31, 1976.
7. Objectives and Description of Project:

The Alcohol Education Committee will establish an information centre to serve the Baffin Region, to collect and circulate alcohol education material to all settlements; seek control over the purchase, transport and use of alcohol in the settlements; seek plebiscites to exercise the local control option in a manner best suited to the communities; buying, maintaining and distributing films and video-tapes in the settlements. A paid Inuit staff will serve as resource persons for other groups in the region.

## VI.

1. Community: Fort McPherson
2. Name of Project: Drop-In Centre
3. Name of Agency: Peel River Alcohol Committee
4. Date Approved: September 26, 1974.
5. Total Amount Approved: \$25,000.
6. Time Span of Project: One year.
7. Objectives and description of project:
  - to provide alternatives from drinking;
  - to provide alcohol awareness;
  - to provide drop in centre for community.

## VII

1. Community: Pelly Bay, N.W.T.
2. Name of Project: Funding for Community Activities
3. Name of Agency: Community Club of Pelly Bay
4. Date Approved: November 29, 1974
5. Total Amount Approved: \$7,000.
6. Time Span of Project: December 1, 1974 - March 31, 1975.
7. Objectives and Description of Project:  
To fund activities for the Community Hall.

## VIII

1. Community: Fort Norman, N.W.T.
2. Name of Project: Community Club
3. Name of Agency: Fort Norman Settlement Council
4. Date Approved: November 29, 1974
5. Total Amount Approved: \$7,360.
6. Time Span of Project: November 1974 to June 1975.
7. Objectives and Description of Project:  
To attempt to reduce alcohol consumption by the means of providing alternatives to drinking.

## IX

1. Community: Spence Bay, N.W.T.
2. Name of Project: Night Watchman on Weekends.
3. Name of Agency: Spence Bay Settlement Council.
4. Date Approved: November 29, 1974.
5. Total Amount Approved: \$1,000.
6. Time Span of Project: 1 December 1974 - 31 March 1975.
7. Objectives and Description of Project:

To hire a night watchman - patrols the town at night on weekends making sure that no drunks pass out outdoors and advising the police and Social Development of cases of child neglect, abuse and fighting stemming from drinking.

## X.

1. Community: Eskimo Point, N.W.T.
2. Name of Project: Recreation Director
3. Name of Agency: Eskimo Point Settlement Council.
4. Date Approved: November 29, 1974.
5. Total Amount Approved: \$10,000.
6. Time Span of Project: 1 January 1975 - 31 December 1975.
7. Objectives and Description of Project:

To hire a recreational/cultural director to develop a complete program of organized activities for both the community as a whole and the students of the Territorial school during school hours as requested.

## XI

1. Community: Clyde River, N.W.T.
2. Name of Project: Activity Centre
3. Name of Agency: Clyde River Social and Alcohol  
Advisory Committee
4. Date Approved: November 29, 1974.
5. Total Amount Approved: \$13,100.20
6. Time Span of Project: 1 January 1975 - 31 December 1975
7. Objectives and Description of Project:

To establish a recreation area club with a tavern atmosphere without booze. To establish that social gatherings can be fun and enjoyment can be more rewarding without drinking. Allow the people to compare Clyde River atmosphere with and without booze.

## XII

1. Community: Frobisher Bay, N.W.T.
2. Name of Project: Idlujuak, Half-Way House
3. Name of Agency: Idlujuak Association
4. Date Approved: February 26, 1975.
5. Total Amount Approved: \$16,003.60
6. Time Span of Project: April 1, 1975 to March 31, 1976.
7. Objectives and Description of Project:

To provide living accommodations and day-to-day counselling for those former inmates of the Correctional Institute (Ikajorktauvik) who need long term personal attention in order to resolve their drinking problems.

Provide a meeting place for people who have resolved their drinking problems but who need encouragement and within the Inuit culture.

## XIII and XIV

1. Community: Yellowknife, N.W.T.
2. Name of Project: Yellowknife Detoxication-  
Rehabilitation Centre.
3. Name of Agency: Northern Addiction Services
4. Date Approved:
  - a) 22 May 1974
  - b) 26 February 1975
5. Total Amount Approved:
  - a) \$95,000.00 for 1974-1975
  - b) \$75,000.00 for 1975-1976
6. Time Span of Project:
  - a) June 1, 1974 - February 28, 1975.
  - b) March 1, 1975 - February 28, 1976.
7. Objectives and Description of Program:

To provide a shelter for detoxication of individuals who would either be placed in hospital or police cells to recover from severe intoxication. To provide the opportunity and staff assistance to individuals and families seeking treatment resources in the Northwest Territories.

APPENDIX V

STATISTICS RELEVANT TO ALCOHOL PROBLEMS

TABLE I

TOTAL SALES (GALLONS)  
FISCAL PERIOD ENDING NOVEMBER 13, 1974

	<u>SPIRITS</u>	<u>WINE</u>	<u>BEER</u>
TOTAL —	99,888	65,886	708,500

Reference: N.W.T. Liquor Control System

TABLE II

PERSONAL DISPOSABLE INCOME  
PER CAPITA, 14 YEARS AND OVER (DOLLARS)

<u>PROVINCE</u>	<u>1973</u>
Newfoundland	\$ 3,689.82
Prince Edward Island	3,686.16
Nova Scotia	3,850.06
New Brunswick	3,706.23
Quebec	4,253.54
Ontario	5,308.52
Manitoba	4,727.05
Saskatchewan	4,608.27
Alberta	5,065.85
British Columbia	5,063.49
Yukon Northwest Territories )*	4,767.14

\*Yukon and N.W.T. combined

Reference: Addiction Research Foundation Publication

TABLE IIICIRRHOSIS OF THE LIVER  
DEATH RATE IN THE N.W.T.

<u>1972</u>	<u>1973</u>
2	6

Rough Calculations indicate this figure is twice the rate per 100,000 of British Columbia in 1972, which is the highest of all the provinces.

Reference: Territorial Health Reports

TABLE IV PER CAPITA CONSUMPTION OF BEVERAGE ALCOHOL, CANADA  
(Population 15 and over)

Provinces	GALLONS OF ABSOLUTE ALCOHOL*		
	<u>1970-71</u>	<u>1971-72</u>	<u>1972-73</u>
Newfoundland	1.40	1.66	1.92
Prince Edward Island	1.67	2.31	1.89
Nova Scotia	1.78	1.93	2.06
New Brunswick	1.49	1.64	1.78
Quebec	1.87	2.03	2.15
Ontario	2.19	2.38	2.43
Manitoba	2.09	2.23	2.36
Saskatchewan	1.75	1.92	2.07
Alberta	2.18	2.39	2.53
British Columbia	2.47	2.65	2.72
Yukon	4.77	4.32	4.55
Northwest Territories	2.93	3.23	3.92

\* Absolute Alcohol = Pure Alcohol

Reference: Courtesy of Non-Medical Use of Drugs Directorate,  
Ottawa.



## APPENDIX VI.

### ADVERTISING

"While there is little in the scientific literature regarding the impact on alcohol consumption of various types and magnitudes of advertising it is difficult to assume that the alcoholic beverage industry would continue to allocate large sums of money to advertising without evidence from its marketing studies that such expenditures were justified. That the pattern and sometimes the volume of sales of many consumer products may be favourably affected by advertising is well established, and there seems little reason to suppose that alcoholic beverages might differ in this regard. However, it is recognized that a particular company within the industry may consider advertising "justified" as a means of helping it maintain or increase its own share of the market, without feeling any need to show that its advertising efforts contribute to an overall increase in the total consumption of the industry's products. There obviously are forces more powerful than paid advertising that contribute to the use of alcohol. There is no industry-sponsored advertising in a number of countries where the production of beverage alcohol is a State monopoly, yet some of these countries, like those that allow advertising, have very substantial alcohol-related problems. If paid advertising were eliminated in countries where it now exists, in all probability this measure would have no significant effect on the drinking patterns of persons already dependent on beverage alcohol or those highly accustomed to using it in a casual manner with no related problems. However, there can be little doubt that advertising in many countries may well contribute to and reinforce the

overall interest in and level of acceptance of drinking in general. Such reinforcement can hardly be expected to assist the efforts made by agencies (e.g. Health and Traffic Control) to reduce the amount of problem drinking. In so far as possible, paid advertising should be restricted or discontinued.<sup>1</sup>

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<sup>1</sup>The 1974 Report of the World Health Organization Expert Committee on Drug Dependence, Geneva.