

SWPSWG Campaign Summary Report Rethink Your Drinking



March 31, 2025

For information, please contact
Melissa Knowler, Public Health Nurse
Linda Stobo, Manager
Social Marketing and Health System
Partnerships

Middlesex-London Health Unit
110-355 Wellington St.
London, Ontario
N6A 3N7
519-663-5317

email: Melissa.Knowler@mlhu.on.ca
Linda.Stobo@mlhu.on.ca

© Copyright information
Middlesex-London Health Unit
110-355 Wellington St.
London, Ontario
N6A 3N7

Cite reference as: Middlesex-London Health Unit (2025). SWPSWG Campaign Summary Report
Rethink Your Drinking.

The Middlesex-London Health Unit
London, Ontario

Author: Melissa Knowler, Public Health Nurse

All rights reserved.

Table of Contents

Executive Summary	2
Background.....	3
Campaign Objectives and Goals.....	3
Target Audience	3
Campaign Assets.....	4
Implementation Strategy	5
Paid Strategy	5
Organic Strategy.....	6
Timeline	6
Campaign Outcomes	7
Paid Media Metrics (Google and Meta Advertisements).....	7
Organic Media Metrics (RYD Facebook Page)	9
Lessons Learned	10
Strengths and Limitations	10
Conclusion and Next Steps.....	11
References	13

Executive Summary

The Southwest Polysubstance Working Group (SWPSWG) ran the Rethink Your Drinking (RYD) campaign between December 1, 2024 and February 24, 2025. The aim of the campaign was to increase exposure to RYD alcohol messaging, to increase awareness of the link between alcohol and cancer, to motivate individuals to consider reducing their alcohol use, and to increase awareness of the RYD website (www.RethinkYourDrinking.ca). The target audience selected included women aged 30 to 60 years (and their families) who live in Southwestern Ontario and consisted of 12 different advertisements that fell into three themes: Alcohol and Cancer, Exploring Alcohol Consumption, and Understanding the Effects of Alcohol. Each advertisement contained a specific link to the RYD website that related to the content of the particular ad.

The SWPSWG contracted JWA Group, a sales and marketing communications company, to coordinate the paid and organic advertisement strategy. An advertising spend of \$5,310 took place using Google (Google Display Ads and Google AdWords) and Meta (Facebook/Instagram) advertising platforms was implemented across the southwest region of Ontario. The organic (unpaid) social media posts were added to the [RYD Facebook page](#) during the same timeframe as the paid campaign.

Overall, the paid social marketing strategy yielded strong results garnering nearly 3.8 million impressions (combined Google and Meta) and a reach (unique users) of nearly 1 million (Meta only). The campaign also accumulated over 11,000 clicks (including link clicks, reactions, comments, or shares) and an excellent engagement rate of 27% (Google Ads), substantiating the ads' interest to the audience. When comparing the SWPSWG's RYD campaign to another regional campaign with a similar geographic area, budget, duration, and ad platform utilization, the RYD campaign matched or exceeded in almost all measurements. The organic (unpaid) strategy resulted in more modest results with the highlight being the acquisition of 126 new RYD Facebook account followers.

Based on the campaign's metrics, the advertisements from the "Exploring Alcohol Consumption" theme and the "Alcohol and Cancer" theme were the highest performing assets and should be considered for future campaigns. Additionally, given two of the top searched terms for the google search ads included "How alcohol causes cancer" and "Alcohol and cancer risks", further exploration into messaging around alcohol and cancer should be a priority.

Background

The Southwest Polysubstance Working Group (SWPSWG) is comprised of the seven health units in Southwestern Ontario (Chatham-Kent Public Health, Grey Bruce Public Health, Huron Perth Public Health, Lambton Public Health, Middlesex-London Health Unit, Southwestern Public Health, and Windsor-Essex County Health Unit) with the goal of preventing and reducing alcohol and other substance-related harms.

The website www.RethinkYourDrinking.ca was created by the group in 2012 to summarize Canada's Low-Risk Alcohol Drinking Guidelines which were released in 2011. When these guidelines (now referred to as Canada's Guidance on Alcohol and Health (CGAH)) were updated in 2023, the group worked to update the website to reflect the new guidance, to improve website functionality for mobile device access, and to provide a refreshed look. The SWPSWG subsequently created a Rethink Your Drinking campaign to promote the website and the updated CGAH, and to raise awareness about alcohol-related harms.

Part of the campaign included the creation of the RYD [microsite](http://www.campaign.rethinkyourdrinking.ca) (www.campaign.rethinkyourdrinking.ca) that was used to house the RYD campaign assets for free download and use by other health organizations. The microsite allows the SWPSWG to track downloads to assess utilization of the assets by Ontario Public Health Units and other partner agencies. Brand guidelines, housed on the microsite, were established to help organizations successfully utilize the RYD communications and marketing content while maintaining the integrity of the RYD brand.

A separate summary report for the larger RYD campaign strategy, including the impact of the campaign across Ontario, is planned for late 2025/early 2026. This summary report will focus on the SWPSWG's three-month paid and organic social media campaign exclusively. The primary goal of the report is to document the collaborative effort of the SWPSWG to help inform future collaborative projects. Secondly, the report will be shared with other Ontario public health unit regions to profile campaign logistics and outcomes to help inform their potential implementation of similar campaigns under the RYD brand.

Campaign Objectives and Goals

The goal for the Rethink Your Drinking (RYD) social media campaign is to empower women aged 30-60 (and their families) within Southwestern Ontario to explore their relationship with alcohol.

The objectives for the RYD social media campaign are to:

1. Increase target audience exposure to RYD alcohol harm reduction and prevention messaging across Southwestern Ontario to help increase awareness.
2. Increase awareness of the link between alcohol and cancer.
3. Utilize social media assets to motivate the target audience within Southwestern Ontario to think about their alcohol consumption and consider reducing use.
4. Increase awareness of the www.RethinkYourDrinking.ca website as a resource for the target audience within Southwestern Ontario.

Target Audience

The target audience selected for the RYD social media campaign includes women aged 30 to 60 years (and their families) who live in Southwestern Ontario. This demographic was selected based on the following factors:

- Women are the gatekeepers of health for families. Women make approximately 80% of the health care decisions for their families and are more likely than men to be caregivers to family members ([Matoff-Stepp et al., 2014](#)).
- Women historically have had lower rates of alcohol consumption, but recent trends indicate that their consumption levels are now more on par with males ([Nigatu & Hamilton, 2023](#)).
- Women are a main target of alcohol industry marketing, with the goal of increasing sales to this historically untapped market proving successful in recent years, as women have begun to drink as much as men. There is proof of marketing that targets women through the development of female- oriented beverages, packages, and campaigns ([Babor et al., 2022](#)).
- The percentage of women reporting hazardous or harmful drinking in the last year increased from 7.5% in 2003 to 15.9% in 2023 ([Nigatu & Hamilton, 2023](#)).
- Sex-related factors augment the impact of alcohol on female bodies, causing more harm from lesser amounts of alcohol. Gender-related factors related to alcohol impact women more, such as violence and intimate partner violence ([Greaves et al., 2022](#)).
- When individuals become aware of the link between cancer and alcohol, their support of alcohol policy increases ([Stockwell et al., 2020](#); [Weerasinghe et al., 2020](#)).
- Public perception, both internationally and within Canada, consistently reveals the lack of understanding that alcohol causes cancer ([Hobin et al., 2020](#); [Weerasinghe et al., 2020](#)).
- Alcohol is classified as a Group 1 carcinogen and increases the risk of developing at least nine different types of cancer including breast, colorectal, esophageal, laryngeal, liver, mouth, pharyngeal, stomach and pancreatic cancers. Research shows that consistent alcohol consumption over time, even at low levels, increases the risk of developing an alcohol-associated cancer ([Canadian Cancer Society, n.d.](#)).

Campaign Assets

The campaign consisted of a series of assets that are compatible for use on various social media and online platforms (Facebook, LinkedIn, Instagram, X, Pinterest, Google), and fall into three key themes:

- Alcohol and Cancer (five ads)
- Exploring Alcohol Consumption (four ads)
- Understanding the Effects of Alcohol (three ads)

Following the “Framing Alcohol – Tips in Action” ([Victorian Health Promotion Foundation, 2022](#)) tool, our advertisements aimed to have positive imagery where women are enjoying life and connecting with others without alcohol or (where relevant and more sparingly) imagery depicting the harms of alcohol. The 12 advertisements featured a diverse variety of people (age, race, etc.) in various settings to help avoid fatigue associated with the audience seeing the same ads too many times. The availability of sufficient content provided flexibility if a platform rejected the creative in one ad. The advertisements presented messaging that if viewed alone with no further inquiry (e.g., clicking the link to review information on the RYD website) could still provide valuable and thought-provoking information.

Each advertisement had a specific link that sent interested users to a corresponding page on the RYD website, providing further information connected to the advertisement content (e.g., the alcohol and cancer advertisements lead users to the RYD cancer page). Of note, only English assets were created for the campaign due to budgeting constraints. The RYD website is an English-language site with google translation applications available on the site.

SOUTHWEST POLYSUBSTANCE WORKING GROUP – Rethink Your Drinking Social Media Campaign

The advertisements are housed on the [RYD microsite](#), embedded within the larger RYD website. Below are the 12 campaign assets that were used in both the paid and organic SWPSWG's RYD three-month campaign:

Alcohol and Cancer



Exploring Alcohol Consumption



Understanding the Effects of Alcohol



Implementation Strategy

Paid Strategy

The SWPSWG contracted [JWA Group](#), a sales and marketing communications company, to coordinate the paid and organic advertisement strategy. JWA Group successfully worked with SWPSWG previously to complete the RYD website relaunch, the creation of the 12 RYD assets, and the development of the microsite and brand guidelines.

The working group had an approved budget of \$4,500 (plus 30% management fee) for the three-month campaign (\$1,500/month) to amplify the RYD messaging in the southwest Ontario region. As an important note, the total amount spent was \$5,310 (approximately \$800 over budget) due to an unexpected error during campaign implementation; JWA Group absorbed this additional cost.

Given the budget and target audience, JWA proposed paid advertisements through Google and Meta (Facebook/Instagram) as the most effective approach. Paid Google Display Ads and Google AdWords were utilized to reach the audience via keywords and audience segmentation targeting based on things like shopping behaviours, interests, and products/services people are searching for by leveraging the data collected from users' search histories. Meta advertising offered advanced targeting options as well based on location, age, gender, and interests. By utilizing these advanced targeting options such as demographics, interests, and behaviours, the RYD ad reach was situated to target the most relevant users, increasing the likelihood of exposure, reflection, and possible action (clicking through to the RYD website to learn more). Each advertisement had a corresponding link that directed users to specific pages within the RYD website depending on the content of the advertisement.

The campaign geographically targeted Southwestern Ontario by utilizing postal codes for the region within each of the platforms to ensure our ads were served to the working group's specific communities. The working group, including JWA, met almost every week to track the campaign's progress and correspondingly complete ad bid adjustments based on how the assets were performing with the audience. After monitoring campaign progress, it was noted that the "Health Effects" theme ads were the least performing ads after the first month. The working group adjusted the buy to amplify the "Alcohol and Cancer" and "Exploring Alcohol Consumption" advertisements for January/February accordingly. In addition, the "Alcohol is NOT part of a Healthy Heart" was amplified over Valentine's Day given the advertisement's "heart" visual and the connection with February being known as "Heart Health Month".

Organic Strategy

All 12 advertisements were added to the RYD Facebook page (facebook.com/RethinkYourDrinkingRYD) over the course of the three-month campaign to provide content to any RYD Facebook followers in addition to facilitating easy access to our SWPSWG health units (and other organizations) to share the posts to their own Facebook accounts.

Timeline

The paid RYD campaign was in market for three months from December 1, 2024 – February 24, 2025. This timeline was followed for several reasons:

- The holiday season (December/early January) is a time when individuals are more likely to attend group gatherings with alcohol
- Individuals are more likely to be on vacation during this holiday season and theoretically have more time to look at social media and online content
- Dry January participants are likely more receptive to the RYD messages, which may contribute to message engagement
- New Years resolutions by individuals may increase receptivity of RYD messages
- Timing of the campaign complemented CCSA's "Drink Less Live More" campaign that took place nationwide just prior to the RYD campaign

Organic posts on the RYD Facebook page were gradually introduced over the three-month campaign.

Campaign Outcomes

Paid Media Metrics (Google and Meta Advertisements)






Overall, the paid social marketing strategy yielded strong results. The following metrics were provided by the JWA Group. The full data breakdown is available by request.

Rethink Your Drinking Campaign December 1, 2024 – February 24, 2025	Google Display Advertisements	Social Media Meta Platforms (Facebook & Instagram)	Total
Impressions: Total number of times the ads were shown	1,617,414	2,149,986	3,767,400
Reach (available for social only): Total number of accounts that were exposed to the message during an ad campaign (unique users)	-	988,023	988,023
Engagement Rate (available for google ads only): The percentage of users who interact with the ads	27.23%	-	27.23%
Clicks: Total number of clicks, taps, or swipes on the ad including link clicks, reactions, comments, or shares, etc.	8,259	2,810	11,069
Click-through rate (CTR): Percentage of people who clicked on the ads after seeing it	0.51%	0.13%	0.29%
Cost per click (CPC): The cost for each click on an ad	\$0.30	\$1.01	\$0.66
Budget	\$2,475	\$2,835	\$5,310

Top Search Terms for Google Search Advertisements

1. "How alcohol causes cancer"
2. "Rethinking Drinking"
3. "Alcohol and cancer risks"

Top 5 Social Media (Meta) Ads

Top Ads	Reach	Impressions	Clicks
 Which Drink Contains the Most Alcohol	363,442	580,603	591
 Enjoy the Benefits of Reducing Your Alcohol	316,751	448,528	441
 Knowledge is Power	223,315	304,134	310
 Alcohol and Cancer (tell a friend about the risks)	147,299	198,628	128
 Connect With Friends	117,345	143,385	138

Top RYD Website Landing Pages based on Google Advertisements

Top Landing Pages from Google Ads	Clicks	Impressions	CTR
Cancer www.rethinkyourdrinking.ca/cancer	6,256	1,469,370	0.43%
Health www.rethinkyourdrinking.ca/health	1,911	15,817	1.22%
Guidance www.rethinkyourdrinking.ca/guidance	22	2,714	0.81%
Drink Size www.rethinkyourdrinking.ca/drink-size	23	2,118	1.08%

Most Active User Days for Google Advertisements

Days During Campaign with most Active Users	Active Users
February 17th	454
January 13th	404
January 2nd	384
February 21st	373
January 5th	372
January 1st	368

Organic Media Metrics (RYD Facebook Page)

While the organic strategy for the RYD Campaign was smaller in scale, the following metrics from the RYD Facebook Page were captured during the campaign, which are encouraging:

- 126 NEW RYD FB followers during the campaign
- 858 visits to the RYD Page or profile
- 4,876 Impressions
- 4,547 Reach
- 28 Reactions
- 6 Comments
- 26 Shares
- 51 Clicks

Discussion

The SWPSWG's three-month RYD campaign successfully ran via Meta and Google Advertisements between December 1, 2024 – February 24, 2025. With a modest advertising spend of just over \$5,000, the campaign was able to garner nearly 3.8 million impressions (combined Google and Meta) and a reach of nearly 990,000 (Meta only). These metrics (impressions and reach) are important measures in an education/awareness campaign like RYD as the goal is to maximize the number of people who see the message. With over 11,000 clicks (including link clicks, reactions, comments, or shares), the ads proved to generate enough interest to prompt the audience to initiate action.

While the overall click through rate (CTR) was only 0.29% for Meta and Google advertising combined, the Google Advertisement CTR was much higher at 0.51%. According to JWA Group, industry standards for education/awareness campaigns like RYD, have an average CTR range from 0.2% - 0.5% while a good CTR is between 0.5% - 1%. Education/awareness campaigns often have a lower CTR because the primary goal is exposure to the message compared to conversion-focused campaigns.

The RYD campaign's engagement rate was 27.23% for the Google Ads. This rate is based on the number of active users, the number of engaged sessions, and average engagement time per session. According to JWA Group's analysis, when looking at the engagement rate, typically anything over 10% for an engagement rate is considered excellent for most campaigns, but 24% to 36% is especially high and suggests that users are not only viewing the content but actively interacting with it. Based on this information, the RYD campaign had excellent engagement for the Google Ads.

Four of the top five performing Meta advertisements were from the "Exploring Alcohol Consumption" theme and one was from the "Alcohol and Cancer" theme. These advertisements should be considered for future campaigns given their traction with the audience.

The top two landing pages on the RYD website for the Google advertisements were the Cancer and Health pages indicating that the advertisements that were clicked on included "Alcohol and Cancer" ads, the "Enjoying the Benefits of Reducing Alcohol" ad, and the "Alcohol is NOT part of a Healthy Heart" ad which was highlighted over Valentine's Day/Family Day weekend. Additionally, the top searched terms for the google search ads included "How alcohol causes cancer", "Rethinking Drinking", and "Alcohol and cancer risks". Given these results, advertisements based on alcohol and cancer appear to capture the audience's attention and should be explored for further promotion.

The timing of the campaign found significant traction over the months of January and February. The working group discussed with JWA Group the possibility of too many competing messages in December

with Christmas, traveling, and gatherings with alcohol. Of note, the US Surgeon General's Report regarding alcohol and cancer was released in January 2025 and gained significant public reaction. The release of this report may have had a positive effect on the uptake of the RYD "Alcohol and Cancer" advertisements as the audience was primed for the information.

Overall, both platforms performed well but in different ways. Meta provided the best impressions to get the RYD message on screens in front of the audience, but Google Ads delivered the most engagement and better click through rate/cost per click. Both platforms could be considered for potential future advertising although in discussions with JWA group, shifting more money to the Google Ads over Meta may yield better results. Based on discussions with JWA Group, the budget provided a good return on investment although a higher budget could significantly increase results.

In terms of metrics for the paid and organic portions of this social marketing campaign, it is difficult to assess performance without comparing it to metrics from a previous RYD campaign. This report will provide a useful baseline to compare similar future RYD campaigns. To compare the SWPSWG's RYD campaign results to a comparable campaign, the working group accessed a summary report from the Southwest Tobacco Control Area Network's (SWTCAN) 2024 Smoke Free Housing Ontario social marketing campaign. This campaign covered the same geographical area (Southwestern Ontario), used the same platforms of Meta and Google Ads, and had similar goals of promoting a revised website and increasing awareness. The SWTCAN's duration was only eight weeks October-November 2024 (versus the RYD 12-week campaign) and had a more narrowed target audience (tenants in multi-unit dwellings and landlords/property managers). Although the budget for the SWTCAN's campaign was \$9,000, it was broken down into a landlord campaign and a tenant campaign, each for \$4,500 which was comparable to the \$5,310 spend on RYD. When comparing the SWPSWG's RYD campaign to the SWTCAN's tenant campaign, the RYD metrics exceeded the results for impressions (over double) and reach (10 times). While the RYD campaign yielded slightly higher clicks, it had a lower click through rate given the number of impressions and click results. Although this comparison was not exact, it provided a legitimate benchmark for success, and will help to inform future RYD campaigns.

Lessons Learned

The JWA Group confirmed that some of our advertisements that had the words "alcohol and cancer" in the messaging were flagged by Meta as possibly being disreputable. The Meta appeals process was utilized, and the ads were approved relatively quickly, but extra time to allow for social media platform content approval challenges is prudent for future campaigns.

Another lesson learned was campaign performance in December; shifting future campaigns to avoid December should be explored given that there are so many other competing messages and priorities. January and February proved to be a much more productive and effective time to advertise alcohol education messages, in congruence with New Years resolutions and Dry January and February. Another recommendation for consideration in future social media paid campaigns included shifting the budget allocation to more Google advertising over Meta to increase overall results – possibly a 60/40 or even 70/30 split.

Strengths and Limitations

One of the RYD campaign's best strengths was the performance of the working group. With representatives from both the SWPSWG and the JWA Group, the project team was engaged and actively participated in all aspects of campaign planning, implementation, and evaluation. Regular meetings and responsive communication made the process of campaign implementation and evaluation

extremely smooth. JWA Group's previous involvement with the RYD website relaunch, asset creation, and established relationship with the working group was extremely helpful. The structure of the SWPSWG also enabled the seven public health units in Southwestern ON to decrease duplication of efforts, shared public health staff capacity and expertise, and contributed to consistent messaging under a unified brand.

Another strength of the RYD promotional campaign was approachable imaging and messaging. Research has confirmed that individuals prefer health organizations to provide recommendations as advice rather than strict rules or patronizing messages ([Paradis et al., 2022](#)). This approach was verified in the campaign with anecdotal feedback from community partners indicating that the RYD ads were eye-catching and provided thoughtful messaging without being "preachy".

One of the most impactful limitations to the RYD campaign is the influence of the alcohol industry. Alcohol advertising and marketing is heavily funded, situated in an extremely outdated regulatory environment, and extremely influential given that it is associated with increased drinking intentions, consumption, and harmful drinking ([Giesbrecht, 2024](#)).

Limitations were also identified related to funding. The campaign intended to cover a vast geographic area using a relatively modest budget. For future campaigns, an increase to budget should be considered to ensure ample coverage of the messaging to the target population.

Conclusion and Next Steps

The SWPSWG's three-month awareness and education campaign ran from December 2024 to February 2025, targeting women aged 30-60 (and their families) in southwestern Ontario. In total, 12 advertisements were created, and a microsite was embedded within the main RYD website to store the ads and make them downloadable by other organizations. Delivered via Meta and Google Ads, overall, the campaign was a success, with nearly 3.8 million impressions and a reach of almost 990,000. The campaign is new and, therefore, cannot be compared to previous RYD campaigns, but these results will serve as a useful baseline for comparison when implementing future RYD campaigns.

Next steps for the campaign are being explored by the SWPSWG and could involve some of the following activities:

Adjusted Messaging

In February, there was an increase in action-oriented Google searches regarding alcohol, such as "how to decrease alcohol" and "how to quit drinking wine". Recognizing that one of the objectives of the social media campaign was to help increase awareness, the messaging for social media ads could be expanded and/or modified to encourage the audience to make changes in their behaviour. Using the Transtheoretical (or Stages of Change) Model, the campaign has already addressed individuals who are in the precontemplation stage, as they are now aware that a problem exists and that there are consequences of their alcohol consumption. The campaign could target and support individuals who have moved into the contemplation stage (thinking about changing their behaviour), then those that are in the preparation stage (making a commitment to change their behaviour and developing an action plan) to the action stage (actually changing their behaviour) ([Prochaska, 1997](#)), and so on. Messaging could focus more on a "call to action" rather than informational advertisements that are meant to increase awareness.

Alcohol and Cancer

The top RYD website landing page for the Google Ads was the Cancer page, with a significantly higher number of clicks and impressions. Given this and the fact that two of the top three search terms mentioned cancer, this topic seemed to gain the most interest from users. Additional ads that bring attention to the causal link between alcohol and cancer could be a focal point for the campaign moving forward. The group could potentially explore the use of polls or surveys to gauge local levels of awareness of the topic and monitor how awareness has changed over time.

Use of Personal Stories

As seen in the past with tobacco health campaigns, such as the Centers for Disease Control and Prevention's *Tips From Former Smokers* ([Centers for Disease Control and Prevention, 2025](#)), using individuals' personal stories is impactful and helps the public to see themselves within the data and health messages being promoted. The SWPSWG can explore the creation of something similar related to alcohol use. The personal story could be presented as a video and focus on the detrimental effects of moderate drinking (drinking within the "moderate risk" level as defined by Canada's Guidance on Alcohol and Health), as opposed to someone who has or had Alcohol Use Disorder, as this will be applicable to a much larger segment of the population.

Other Audiences

Another opportunity is to expand the health-based campaign messages about alcohol to include ads directed at another key demographic. The group could create and promote messages that speak to men, since this is another important demographic who are greatly impacted by alcohol use. Men tend to drink more alcohol than women and are more likely to drink heavily, which increases the likelihood of alcohol-impaired driving collisions, being treated in hospital, being hospitalized for alcohol-related medical emergencies and health problems, being diagnosed with an alcohol use disorder, and dying from alcohol-related causes. In addition, with excessive alcohol use, men are more likely to perpetuate violence. More injuries, deaths, and violence are caused by men's alcohol consumption, especially when it comes to excessive drinks per occasion ([Paradis et al., 2022](#)). There is an opportunity to expand campaign messaging to help decrease harmful use among men.

Further Evaluation

Finally, the SWPSWG plans to release a summary report for the larger RYD campaign strategy based on information gathered through a participant consultation survey that will be distributed to organizations that have used the RYD materials to conduct their own regional campaigns. The survey plans to assess the perceived need for such a campaign, perceived value as a resource, ease of implementation (barriers and facilitators), uptake/reach metrics, and suggested improvements to the campaign regarding both process and content.

There are many opportunities to continue the successful promotion of the RethinkYourDrinking.ca website and health-focused messaging through future campaign expansion. The opportunities taken will depend on the constraints of the budget provided and the goals of each health unit involved.

References

- Babor, T.F., Casswell, S., Graham, K., Huckle, T., Livingston, M., Österberg, E., Rehm, J., Room, R., Rossow, I., Sornpaisarn, B. (2022). *Alcohol: No Ordinary Commodity: Research and public policy*, 3rd ed. Oxford Academic. <https://academic.oup.com/book/45328?login=false>
- Canadian Cancer Society. (n.d.). *Alcohol Policy*. <https://cancer.ca/en/get-involved/advocacy/what-we-are-doing/alcohol-policy>
- Centers for Disease Control and Prevention (CDC). (2025). *Tips From Former Smokers: Real Stories*. <https://www.cdc.gov/tobacco/campaign/tips/stories/index.html>
- Giesbrecht, N., Reisdorfer, E., Shield, K. (2024). The impacts of alcohol marketing and advertising, and the alcohol industry's views on marketing regulations: Systematic reviews of systematic reviews. *Drug Alcohol Review*. 43; 1402–1425. <https://onlinelibrary.wiley.com/doi/10.1111/dar.13881>
- Greaves, L., Poole, N., Brabete, A. C., & Wolfson, L. (2022). Sex, gender and alcohol: What matters for women in low-risk drinking guidelines? Canadian Centre on Substance Use and Addiction. <https://www.ccsa.ca/sites/default/files/2022-08/CCSA-LRDG-Sex-Gender-and-Alcohol-what-matters-for-Women-in-LRDGs-en.pdf>
- Hobin, E., Weerasinghe, A., Vallance, K., Hammond, D., McGavock, J., Greenfield, T.K., Schoueri-Mychasiw, N., Paradis, C., Stockwell, T. (2020). Testing Alcohol Labels as a Tool to Communicate Cancer Risk to Drinkers: A Real-World Quasi-Experimental Study. *Journal of Studies on Alcohol and Drugs*, 81(2); 249-261. <https://www.jsad.com/doi/10.15288/jsad.2020.81.249>
- Matoff-Stepp, S., Applebaum, B., Pooler, J., Kavanagh, E. (2014). Women as Health Care Decision-Makers: Implications for Health Care Coverage in the United States. *Journal of Health Care for the Poor and Underserved*, 25(4). <https://muse.jhu.edu/article/561554>
- Nigatu, Y., Hamilton, H. (2023). CAMH Monitor e-Report: Substance Use, Mental Health and Well-Being Among Ontario Adults, 1977-2023. Centre for Addiction and Mental Health. https://www.camh.ca/-/media/research-files/camh-monitor-2023-full-report_final-pdf.pdf
- Paradis, C., Butt, P., Shield, K., Poole, N., Wells, S., Naimi, T., Sherk, A., & the Low-Risk Alcohol Drinking Guidelines Scientific Expert Panels. (2022). Update of Canada's Low-Risk Alcohol Drinking Guidelines: Final Report for Public Consultation. Canadian Centre on Substance Use and Addiction. <https://www.ccsa.ca/sites/default/files/2022-08/CCSA-LRDG-Update-of-Canada%27s-LRDG-Final-report-for-public-consultation-en.pdf>
- Prochaska, J., Velicer, W. (1997). The Transtheoretical Model of Health Behavior Change. *American Journal of Health Promotion*, 12(1); 38-48. <https://pubmed.ncbi.nlm.nih.gov/10170434/>
- Stockwell, T., Solomon, R., O'Brien, P., Vallance, K., Hobin, E. (2020). Cancer Warning Labels on Alcohol Containers: A Consumer's Right to Know, a Government's Responsibility to Inform,

and an Industry's Power to Thwart. *Journal of Studies on Alcohol and Drugs*, 81(2); 284-292.
<https://www.jsad.com/doi/full/10.15288/jsad.2020.81.284>

Victorian Health Promotion Foundation. (2022). Framing Alcohol Tips in Action.
https://www.vichealth.vic.gov.au/sites/default/files/VBM---FramingAlcohol_TipsInAction.pdf

Weerasinghe, A., Schoueri-Mychasiw, N., Vallance, K., Stockwell, T., Hammond, D., McGavock, J., Greenfield, T.K., Paradis, C., Hobin, E. (2020). Improving Knowledge that Alcohol Can Cause Cancer is Associated with Consumer Support for Alcohol Policies: Findings from a Real-World Alcohol Labelling Study. *International Journal of Environmental Research and Public Health*, 17(2);398. <https://pmc.ncbi.nlm.nih.gov/articles/PMC7014334/>