



FOR IMMEDIATE RELEASE
February 28, 2014

Community Alcohol Policy (CAP) for the Village of Pemberton, Mount Currie Band and SLRD Area C - Have Your Say!

PEMBERTON, BC - The Winds of Change, a collaborative partnership formed by the Village of Pemberton, Mount Currie Band and SLRD Area C, is working to reduce the harm associated with drug and alcohol misuse and promoting healthy lifestyle choices as an alternative. The Committee was recently awarded funds from BC Healthy Communities to develop a Community Alcohol Policy (CAP) for the three jurisdictions. The CAP is being developed through a community consultation process now underway that includes: an online survey and interviews with key community stakeholders.

The purpose of the CAP is to promote the responsible use of alcohol in a consistent manner in Pemberton, Mount Currie and SLRD Area C, and to provide clarity around the serving of alcohol in public venues and community run events. The CAP is based on a harm reduction model that was developed by BC Healthy Communities with support from the Ministry of Health and the Centre for Addictions Research of BC.

The goals of the CAP are to:

- Maximize the enjoyment for all
- Increase community safety
- Contribute to the health of the community

While:

- Reducing under age drinking
- Reducing organization liability
- Preventing crime and vandalism
- Minimize the negative impact of risky drinking.

Pilot projects for the development of a municipal alcohol policy have already been conducted in Whistler and Maple Ridge and are currently underway in Kitimat, Prince George, Fort St. James, Prince Rupert and West Kelowna and the Comox Valley.

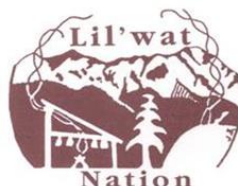
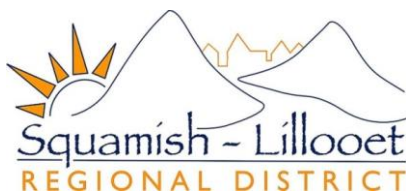
Community members can contribute to the development of the CAP in their community through an online survey at: fluidsurveys.com/s/CAPSurvey Paper versions of the survey are also available at the front desks of the Village of Pemberton Municipal office, Mount Currie Band office and SLRD Regional office.

A draft policy will be available for review in April 2014 at which time the community will have an opportunity to provide comments. Additionally, more information will be made available through updates to the Winds of Change Wellness Almanac website, and Village of Pemberton, Mount Currie Band and the SLRD Area C website and through local media. The policy will be finalized in June 2014 before being presented to the three jurisdictions.

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About Winds of Change

Winds of Change is a collaborative initiative of the Village of Pemberton, Lil'wat Nation, Area C of the SLRD to address the harms associated with addictions in our communities. We share this vision: We are neighbors, friends and relatives working together to reduce the harmful effects of drugs and alcohol in our communities. We respect our differences and find strength in the common goal of a healthy and safe environment for our children and families. Visit us at www.thewellnessalmanac.com, on Facebook 'Winds of Change', or on Twitter @Winds4Change.

