

Scripts for TV commercials:

Commercial Number 1: Has just words & music, no one is talking

"Alcohol & Health, It's a question of balance

"drink no more than 2 standard drinks per day

"drink slowly to avoid intoxication

"there are better ways to stay healthy & have fun than a drink of alcohol

"certain people shouldn't drink at all

"Low Risk Drinking Guidelines: Brought to you by Sudbury FOCUS Community Project; M'Chigeeng FOCUS Coalition' Sault Ste. Marie FOCUS Coalition; % Wawa Healthy Lifestyles Coalition

Commercial Number 2 has just the numbers & a fellow speaking. The first slide shows what a standard drink is from the LRDG brochure:

"Do you know the Low Risk Drinking Guidelines

"0 drinks equals the lowest risk of an alcohol related problem

"2 no more than 2 standard drinks on any one day

"9 or fewer standard drinks a week for women

"14 or fewer standard drinks a week for men

"For information on how to maximize life & minimize risk, call the SSM Alcohol Liability Committee (phone no.)

(at the bottom of the screen it states "copyright 2000 Centre for Addiction & Mental Health)