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Building *Nunavut* Together  
*Nunavut* liuqatigiingniq  
Bâtir le *Nunavut* ensemble

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Department of Health  
Munaqhiliqiyitkut  
Ministère de la Santé

# De-normalizing Excessive Alcohol Consumption in Nunavut Using Digital Storytelling

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# Nunavut

- One of 3 Territories – located in the Canadian Arctic
- 21% of landmass & freshwater area of Canada
- Highest population growth rate
- Estimated population -Q1 2016: 37,174
- 25 communities across three regions
- Approx. 84% identify as Inuit
- 48% are below 25 years of age



# Alcohol consumption in Nunavut

- Alcohol consumption is 3x the national average
- 61%, 23% and 9% of alcohol-related suicides took place in unrestricted, restricted, and prohibited communities, respectfully.



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## Talk

to someone you trust: a family member, elder, or a friend.

## Call or visit

your local health centre to book an appointment.

## Parlez-en

à une personne de confiance: un membre de la famille, un aîné ou un ami.

## Appelez ou visitez

voire centre de santé local pour prendre un rendez-vous.

## Uqaqatigilugu

Kinami uppiriyat: ilagiyat, inimighaq, ilannaluunnit.

## Hivayaqlugit upakluguluunnit

nunallaami munarihitkut takuyumalugit naunaiaqlugu.



# Social Impacts

- Key risk factor of violence and injuries
- 23% of premature deaths involved excessive drinking
- 30 % of all homicides were linked to alcohol & drugs
- >90% of RCMP call-outs are drinking-related
- >90% of offenders at the BCC had been taken into custody in the past year due to intoxication

# Social Impacts

- “Addictions” is a Social Determinant of Health
- 16% of respondents to the IHS 2007-2008 admitted to losing a close personal relationship (spouse, friend) to drinking
- Excessive drinking leads to emotional, physical and sexual abuse - poor adult outcomes
- FASD leads to poor adult outcomes

# Specific Objectives

- Significantly reduce alcohol abuse in Nunavut
- De-normalize alcohol consumption amongst youth, pregnant women, & adults
- Motivate those struggling with alcohol addiction to seek help
- Reduce rates of binge drinking

# Digital Storytelling

- An innovative approach for creating locally-relevant messages; effective platform for com. engagement
- Provides an excellent medium for promoting health and communicating health messages (Wyatt & Hauenstein, 2008; Drew et al, 2010)
- Aligns well with the Inuit tradition of knowledge sharing through storytelling

# Production Process





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I am 100% Inuit

# Dissemination of Videos

- Dissemination
  - ✓ Across settings where Nunavummiut live, work, learn, and play
  - ✓ Across the lifespan – pregnant mothers, preschoolers, school –age, young adults, adults and elders
- Development of supplementary resources
- Social, print and electronic media
- Video launch
- Local capacity building
- Social Responsibility Campaign

**Thank you!**  
**Qujanniik!**

