



ASHLEY SCARLETT

DRAUGHT-DODGING Molson gives students something to ponder while grabbing their next pint.

Molson promotes safe swigging

BILL LUTHI
News Writer

Molson Canada, in partnership with the Student Life Education Company (SLEC), is aiming to promote responsible drinking through a national on-campus program.

SLEC is a registered charity and not-for-profit organization with a mandate to save student lives through its three divisions: Student Life NOW, The Canadian Centre for Social Norms Research and BACCHUS Canada—a name which reflects the group's attitude towards alcohol, explained Frances Wdowczyk, Executive Director of SLEC.

"Bacchus, I believe is the Roman god of wine, and reflects the fact that we're not prohibitionists, that we're in fact supporters of responsible use, as alcohol is a legal substance in the country of Canada," Frances said.

Molson's Vice-President of Government and Public Affairs, Ferg Devins, elaborated on why the company chose to be involved with BACCHUS.

"Molson Canada ... has been actively engaged in responsible-use campaigns since 1989, and over the past 20 years, BACCHUS, Student Life and

Molson have been involved in a number of programs to promote responsible use," Devins said.

However, Omar Yusuf, Students' Union Vice-President (Student Life) indicated he wasn't very familiar with BACCHUS.

"We don't really do too much with BACCHUS in terms of what their mandate is and what their goals are, like alcohol awareness, safety on campus. What might be the reason we are not so affiliated with them is because we [already] do a lot of these events and a lot of our training sessions more in-house," Yusuf said.

With sponsorship from Spirits Canada, Molson Canada and Smart Serve Ontario, BACCHUS will have held three different regional conferences this year. Recently the Western Regional Conference was held on 29 and 30 September at Olds College. Billi Jo Cox, a director of BACCHUS Canada spoke about the conference.

"[The conference] helped to facilitate a lot of programming ideas, marketing strategies and also how to effectively start [and] run a peer education program on campus," Cox said, noting the keynote, Shelley Timms, is a lawyer who specializes in alcohol liability and risk management.

Old is new once more with Master's program in aging

ROBIN COLLUM
News Staff

The Canadian population is getting older, and with that shift comes a whole new range of issues and challenges for society. A new graduate program at the University of Alberta aims to study and address these challenges.

Graduate students in the faculties of nursing, human ecology, and rehabilitation medicine are now offered the opportunity to obtain a Master's degree in their departments with a specialization in aging. The program, which has attracted graduate students from a wide variety of backgrounds to the U of A, is meant to help the health care and research community deal with the complications of the impending demographic shift.

"The population of aging people in our communities is really increasing," Dr Anne Neufeld of the Faculty of Nursing said. "Much of the service we already do is with people who are older, but their unique needs have not necessarily been addressed."

She emphasized the importance of having a program like this one, specifically focused on the needs of an aging community, which she said will be a boon to Edmonton's Capital Health region and to Canada as a whole.

"What it does is establish the capacity of professionals to identify the specific needs and characteristics of an aging population, and to take that into account in their program planning and practice," Neufeld said. "Being able to do that can prevent some mistakes that we often make, because we often assume that adults all are alike, and they're not."

Caring for an aging population is a challenge, Neufeld said, and is unique from other groups.

"This is a complex population that is more challenging to work with than many other age groups, because they have a very long life

experience," she said. "There is a great deal of heterogeneity in this population, and a great chance of stereotyping if you don't take the trouble to identify all the different subgroups."

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DR ANNE NEUFELD,
FACULTY OF NURSING

The most noteworthy part of the program, according to Neufeld, is the multidisciplinary Fundamentals in Aging course, which is required of students in all three departments. Bringing students from different faculties in a seminar class gives students the chance to balance knowledge of their own discipline with the concerns and perspectives of other faculties, which is particularly important in a field as broad as gerontology.

"It broadens the perspective of every student to be exposed to the point of view of other disciplines," Neufeld said. "It builds a good foundation for these professionals to work together in practice, after their education is complete."

"The program is late in coming in a lot of respects. There have always been interested students, but we haven't until now had a specialization to offer them," Neufeld said, noting that, while there'd been a commitment to see this program on campus for a long time, it had taken a few years to get started.

"It's taken some time to find a workable model for the program, but I think we've found one that fits our situation and should work out well."

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