



www.cancer.eu



EUROPEAN CODE AGAINST CANCER

COMMUNICATING TO THE PUBLIC ON ALCOHOL RISK

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ABOUT US



ABOUT ASSOCIATION OF EUROPEAN CANCER LEAGUES (ECL)



- Founded in 1980
- 29 members in 24 countries in WHO European region
- Cancer leagues are charities operating across the whole cancer continuum & patient pathway – prevention, access, research, treatment, patient support etc.
- Are main resources for the public for cancer control information & services
- Vision: “Europe free of cancer”

MAIN AREAS
OF
ACTIVITIES

12

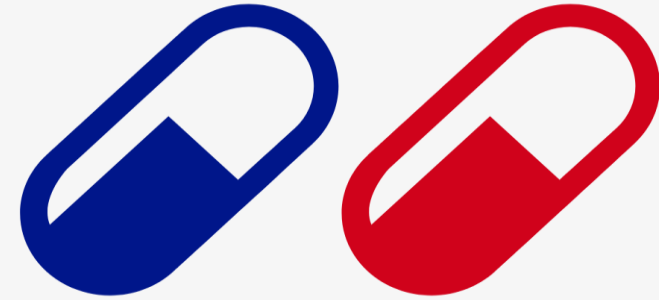
European Code
Against Cancer

WAYS TO REDUCE
YOUR CANCER RISK

CANCER PREVENTION



TOBACCO CONTROL

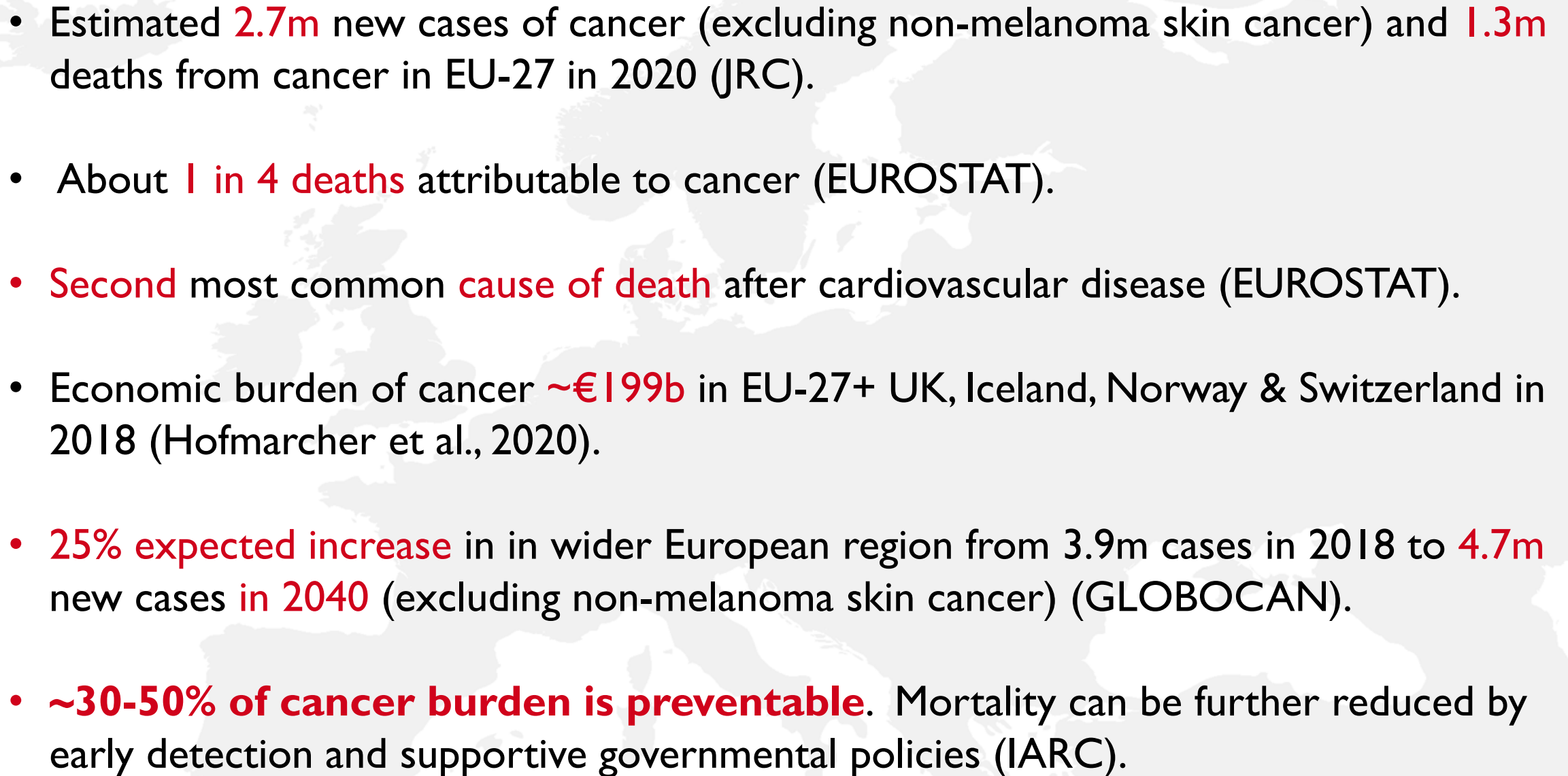


ACCESS TO MEDICINES

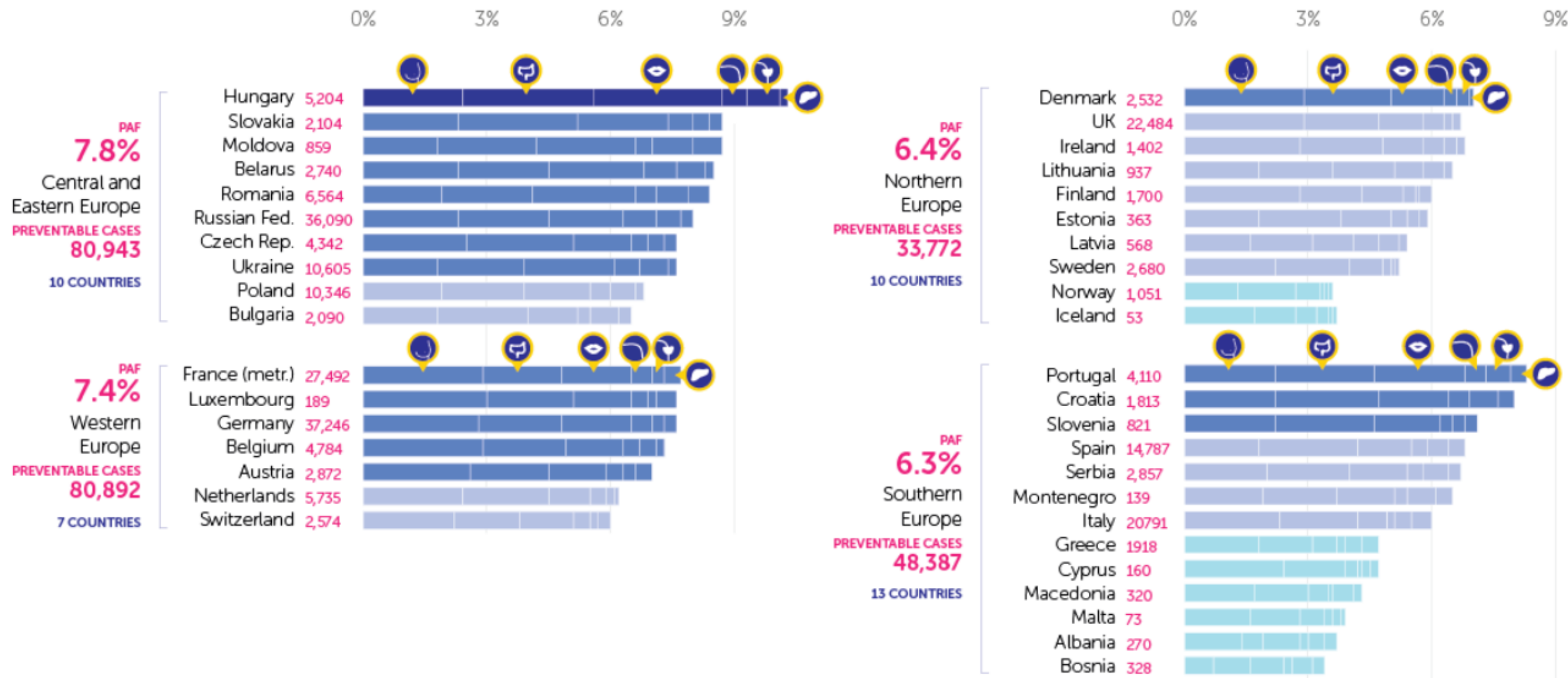


PATIENT SUPPORT

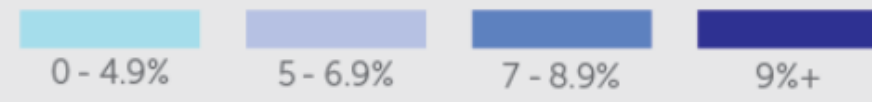
CANCER BURDEN & ALCOHOL

- 
- Estimated **2.7m** new cases of cancer (excluding non-melanoma skin cancer) and **1.3m** deaths from cancer in EU-27 in 2020 (JRC).
 - About **1 in 4 deaths** attributable to cancer (EUROSTAT).
 - **Second** most common **cause of death** after cardiovascular disease (EUROSTAT).
 - Economic burden of cancer **~€199b** in EU-27+ UK, Iceland, Norway & Switzerland in 2018 (Hofmarcher et al., 2020).
 - **25% expected increase** in in wider European region from 3.9m cases in 2018 to **4.7m** new cases **in 2040** (excluding non-melanoma skin cancer) (GLOBOCAN).
 - **~30-50% of cancer burden is preventable**. Mortality can be further reduced by early detection and supportive governmental policies (IARC).

COUNTRY SUMMARIES



PAF range: Proportion of all cancers attributable to alcohol consumption



THE EUROPEAN CODE AGAINST CANCER





12 WAYS TO REDUCE YOUR CANCER RISK

<http://www.cancercode.eu>, <http://cancer-code-europe.iarc.fr>

ALCOHOL-CANCER LINK

- **1 in 5** Europeans do not believe there's a connection between alcohol and cancer & **1 in 10** are not aware of the such a connection (Special Eurobarometer 331)
- **9 in 10** Brits don't associate drinking alcohol with an increased risk of cancer (Buykx et al., 2015)
- European Code Against Cancer = simple and clear tool to talk about cancer prevention with citizens and governments
- Challenges = behaviour change at individual level + EU & national public policy which serves people's well-being





*If you drink alcohol of any type, limit your intake. **Not drinking alcohol is better for cancer prevention.***



ALCOHOL AND CANCER

WHAT'S AT STAKE IN EUROPE'S BEATING CANCER PLAN?

Hosted by Jytte Guteland MEP & Mairead McGuinness MEP



TIMING

09.45 Zoom lobby opens
10.00 Webinar starts

SPEAKERS

- Mairead McGuinness, First Vice-President of the European Parliament, Ireland
- Jytte Guteland, Member of the European Parliament, Sweden
- Hana Horakova, DG SANTE, European Commission
- Gerald Nash, Member of the Irish Chamber of Deputies Dáil Éireann
- Maria Danielsson M.D., Riddargatan 1: Clinic for Alcohol and Health
- Stephan Haas M.D., United European Gastroenterology
- Dr. Wendy Yared, The Association of European Cancer Leagues

MEPs AGAINST CANCER ROUNDTABLE ALCOHOL & CANCER

23 NOVEMBER 2017



5th Awareness Week on Alcohol Related Harm

20 - 24 November 2017

By the time people realize the harmful effect of alcohol on their digestive system, it is often too late.

- Professor Matthias Lohr, UEG Delegate to the EU Alcohol and Health Forum



iPAAC INNOVATIVE PARTNERSHIP FOR ACTION AGAINST CANCER

#AlcoholAndCancer

Evidence

Policy

Country actions

Videos

NEWS

Contact

TAKE ACTION

About us

Alcohol and CANCER

WEBINAR:

ALCOHOL AND CANCER – WHAT EVERYONE NEEDS TO KNOW

Organised by: Association of European Cancer Leagues (EACL), European Association of Gastroenterology and Hepatology (EAGAH), European Association of Hepato-Gastroenterologists (EAHG), European Association of Public Health (EAPH), European Association of Public Health (EAPH), European Association of Public Health (EAPH), European Association of Public Health (EAPH), European Association of Public Health (EAPH)

www.alcoholandcancer.eu

ECL'S WORK ON ALCOHOL

European Code Against Cancer

12 Ways to reduce your cancer risk

The European Code Against Cancer includes 12 ways to reduce your cancer risk. Use the interactive map below to explore national efforts of all European Union member states against each message.



Tobacco



Second-hand
smoke



Healthy body
weight



Physical
activity



Diet



Alcohol



Sun/UV
exposure



Pollutants



Radiation



Breastfeeding

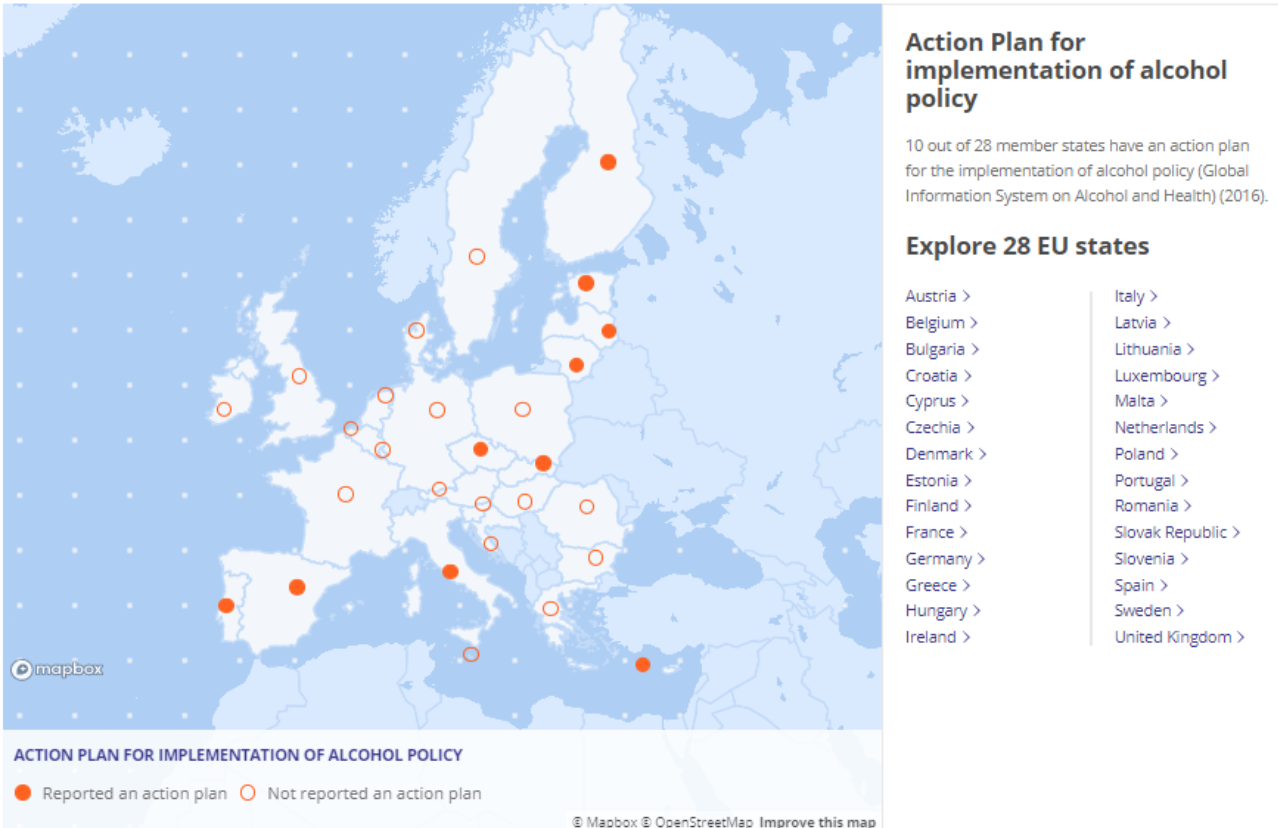


Vaccination



Screening

Member state policies on Alcohol



<https://www.europeancancerleagues.org/cancer-prevention-ecac-map/>

Cancer Society of Finland

<https://www.ilmansyopaa.fi/tunne-syopariskit/alkoholi/>



ALKOHOLI

Mitä enemmän alkoholia käytämme, sitä suurempi on riskimme sairastua syöpään. Myös kohtuullinen alkoholinkäyttö kasvattaa syöpäriskiä.



Alkoholi aiheuttaa Suomessa vuosittain arviolta jopa 1200 syöpää. Alkoholin aiheuttamat syövät ovat yleistyneet. Alkoholi onkin yksi merkittävimmistä elintapoihin liittyvistä syöpäriskeistä.

Kaikki alkoholijuomat lisäävät syöpäriskiä. Syövän kannalta sillä ei ole mitään merkitystä, juoko ihminen viiniä, olutta, siideriä vai viinaa. Ratkaisevaa on alkoholin määrä.



Cancer
information and
support

Ways to help

Cancer research

About us

Home > Cancer information and support > Cancer prevention > Alcohol and cancer

Alcohol and cancer

You can reduce your chance of getting cancer if you avoid alcohol or only drink a little. Even a small amount of alcohol can increase your risk of cancer.

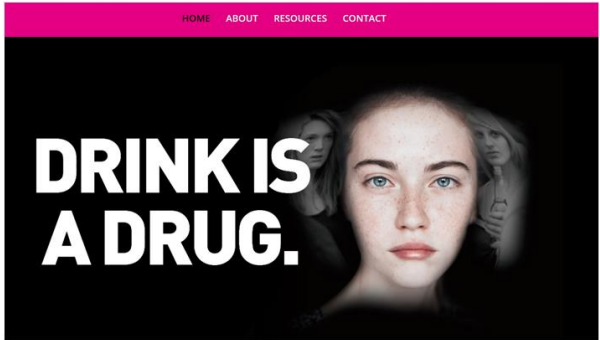
Alcohol is a known cause of cancers of the mouth, throat (pharynx), voice box (larynx), oesophagus (foodpipe), breast, liver and bowel.

Alcohol, Cancer and Your Health



Alcohol, Cancer and Your Health booklet

In this booklet find out the real facts about the link between alcohol and cancer, what is in a measure and get tips to help you tackle your drinking.



DRYATHLON®

One month.
No alcohol.
This October.



Sign up to Dryathlon

Go booze-free this October and raise money for Cancer Research UK.

We remain dedicated to beating cancer, and your support will make a huge difference to our life-saving work.

Sign up

PUBLIC SUPPORTS GOVERNMENT TO ACT NOW



74% AGREE THAT THE GOVERNMENT HAS TO INTERVENE TO REDUCE CONSUMPTION AND PROTECT INDIVIDUALS FROM ALCOHOL-RELATED HARM



MAKE YOUR VOICE HEARD

EMAIL YOUR LOCAL REPRESENTATIVE IN THREE EASY STEPS VISIT: www.alcoholireland.ie/campaigns/bill/

#phabsaveslives

IT'S NOW OVER 900 DAYS

SINCE THE PUBLIC HEALTH (ALCOHOL) BILL BEGAN ITS LEGISLATIVE PROCESS



Since then ...

2,700 DEATHS WERE ALCOHOL RELATED that is 3 per day



What's possible:

A HEALTHIER SOCIETY FOR ALL



What's next...

STRONGEST ALCOHOL IS NOT THE CHEAPEST ALCOHOL



MAKE YOUR VOICE HEARD

#phabsaveslives

EMAIL YOUR LOCAL REPRESENTATIVE IN THREE EASY STEPS. Visit: www.alcoholireland.ie/campaigns/bill/

IT'S NOW OVER 650 DAYS



SINCE THE PUBLIC HEALTH ALCOHOL BILL BEGAN ITS LEGISLATIVE PROCESS

ALCOHOL IN EUROPE'S BEATING CANCER PLAN



The Cancer Leagues present
**EUROPE'S BEATING
CANCER PLAN**

Towards providing better cancer control, improved cancer care and tackling inequalities throughout the EU



POSITION PAPER

■ <https://bit.ly/ecl-bcp>



**European Code against Cancer
Policy Framework**

Outlining the supportive policy actions needed for the implementation of the European Code against Cancer



March 2020

v16.03.20



■ <https://bit.ly/33xT97T>

CANCER LEAGUES' PRIORITIES

Tackle Europe's alcohol problem

1. Better inform consumers by improving the labelling of alcoholic beverages to include prominent warning labels and nutritional information;
2. Support Member States by facilitating the adoption of comprehensive national alcohol control legislation, such as the Republic of Ireland's Alcohol Bill;
3. Prohibit advertising on sports grounds for events where the majority of competitors or participants are children;
4. Prohibit alcohol sponsorship of sport;
5. Protect children and young people by restricting advertising and exposure to marketing of alcohol in the digital environment, especially on social media and video-sharing platforms as well as near schools.



KEY PRINCIPLES

- Participatory decision-making
- Social justice and rights-based approach
- Health-in-all-policies
- Systemic thinking
- Cross-sector collaboration

Europe's BEATING CANCER PLAN

https://ec.europa.eu/health/sites/default/files/non_communicable_diseases/docs/eu_cancer-plan_en.pdf



3.3. Reducing harmful alcohol consumption

Alcohol-related harm is a major public health concern in the EU. In 2016, cancer was the leading cause of alcohol-attributable deaths with a share of 29%, followed by liver cirrhosis (20%), cardiovascular diseases (19%) and injuries (18%)²⁸. The Commission will increase support for Member States and stakeholders to implement **best practices** and **capacity-building** activities to reduce harmful alcohol consumption in line with the targets of the UN Sustainable Development Goals. This includes a target to achieve a relative reduction of at least 10% in the harmful use of alcohol by 2025²⁹. In addition, the Commission will **review EU legislation on the taxation of alcohol** and on cross-border purchases of alcohol by private individuals³⁰, ensuring that it remains fit for purpose to balance the objectives of public revenue and health protection.

To reduce the exposure of young people to alcohol marketing, the Commission will closely monitor the implementation of the Audiovisual Media Service Directive provisions on commercial communications for alcoholic beverages, including on online video-sharing platforms. This will involve work with Member States and the European Regulators Group for Audiovisual Media Services (ERGA) and stakeholders to encourage self and co-regulatory initiatives. Furthermore, the Commission will review its promotion policy on alcoholic beverages and in addition propose a **mandatory indication** of the list of ingredients and the nutrition declaration on alcoholic beverage labels before the end of 2022 and of **health warnings on labels** before the end 2023. Support will also be provided to Member States to implement evidence-based brief interventions³¹ on alcohol in primary healthcare, the workplace and social services.

Europe's BEATING CANCER PLAN

Implementation: Leagues' perspectives



- Language may be confusing to communicate the proposed actions on alcohol consumption (i.e. “reducing harmful alcohol consumption”). This implies that there is a healthy level of alcohol use even though it is known that no level of alcohol consumption can be considered safe
- The phrasing may lead to some confusion in regards to the ongoing communication of the recommendation on alcohol consumption in the European Code against Cancer (ECAC), which reinforces the public health message of no safe level of consumption.
- The present language for implementation may lead to focus specifically on excessive consumption, which would overlook the considerable impact (on a population basis) on cancer of moderate intake.

THANK YOU!



ANY QUESTIONS?

ECL@europeancancerleagues.org



WEBSITE

www.cancer.eu



TWITTER

[@CancerLeagues](https://twitter.com/CancerLeagues)
[#EUCancerPlan](https://twitter.com/EUCancerPlan)



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ECL Association of
European Cancer Leagues

