

## Alcohol and cancer

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# Outline

What we know  
about alcohol  
and cancer

Consumption and  
prevalence

What Canadians  
know

Alcohol and  
COVID-19

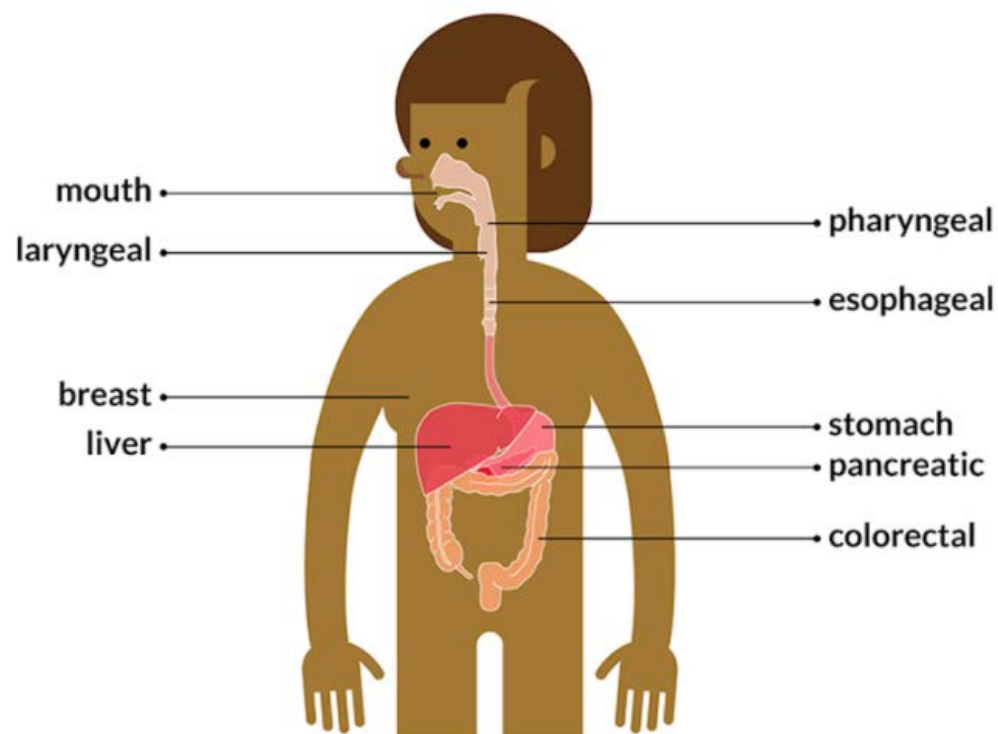
Policy actions

Overview of  
CPAC and CCS  
alcohol and  
cancer initiatives



# What we know about alcohol and cancer

Drinking alcohol raises your risk of developing these cancers



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- Alcohol has been classified as a Group 1 carcinogen since 1988
- Drinking any type of alcohol raises cancer risk
- Cancer risk increases when alcohol is combined with other risk factors, such as smoking tobacco

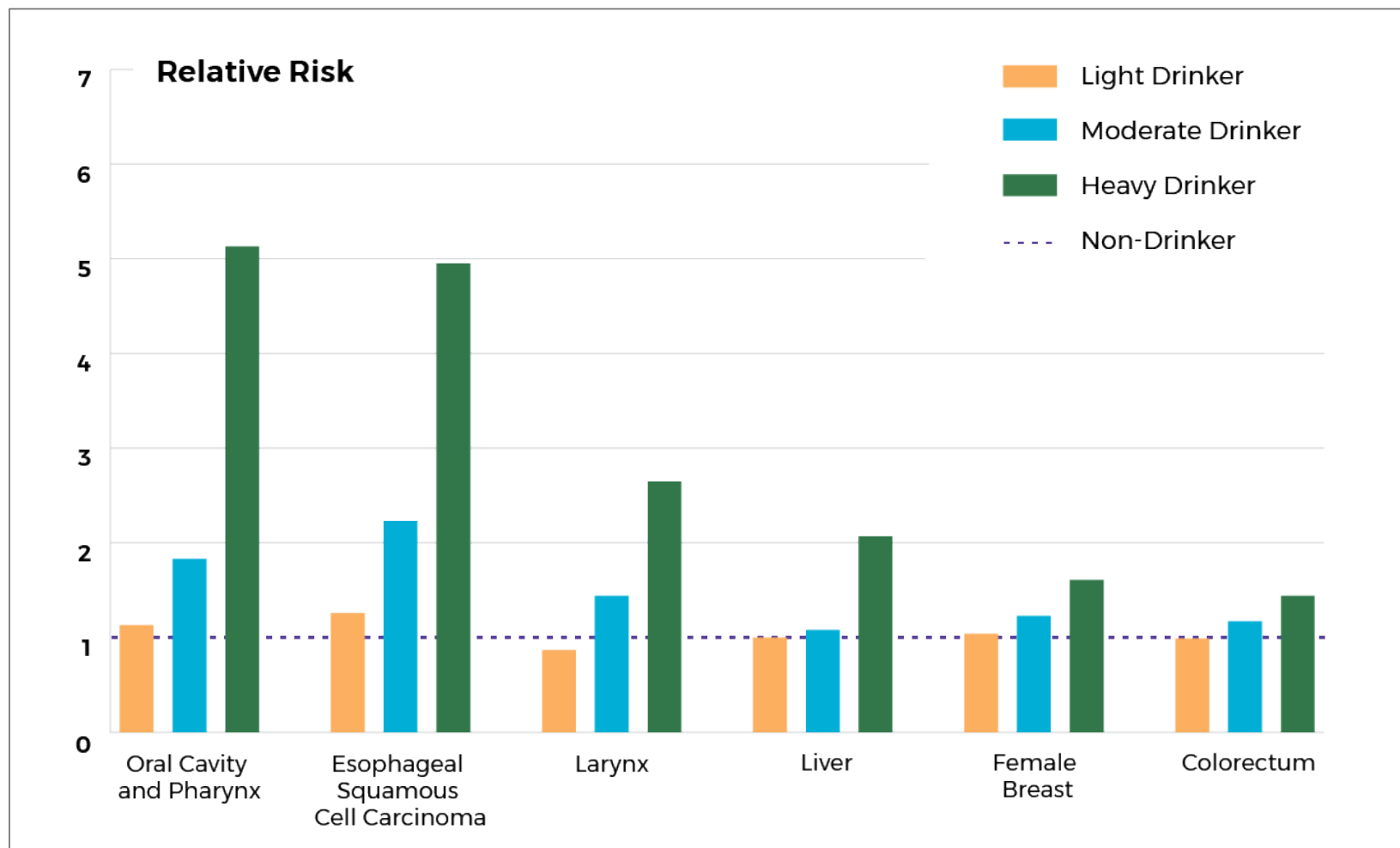


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# What we know about alcohol and cancer



# What we know about alcohol and cancer



**3,300** of new cancer cases  
are due to drinking alcohol

Drinking alcohol is defined as more than 1 drink a day.



[prevent.cancer.ca](http://prevent.cancer.ca)

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If the trend continues,  
the number of new cancer cases  
due to drinking alcohol will triple,  
increasing from 3,300 to **10,100** in 2042

Drinking alcohol is defined as more than 1 drink a day.



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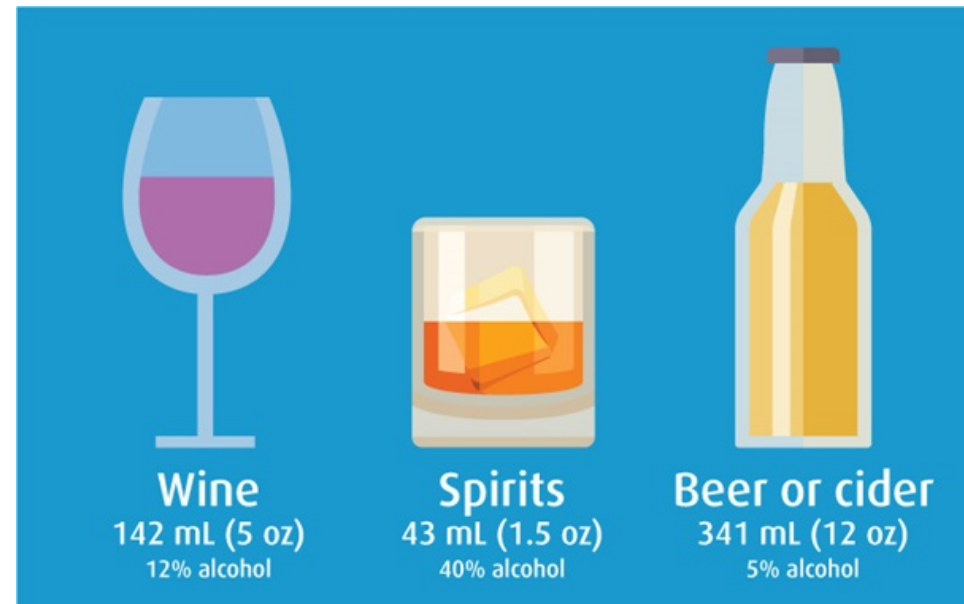


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# What we know about alcohol and cancer

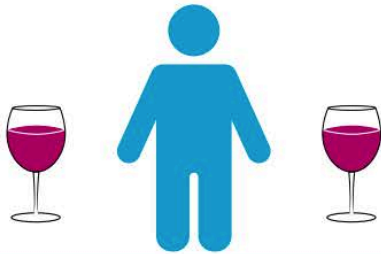
## Recommendation: Limit alcohol

The Canadian Cancer Society recommends that if you choose to drink, keep it to **less than 1 drink** a day for women and **less than 2 drinks** a day for men.



# What we know about alcohol and cancer

**Together, we could prevent about 44,300 cancer cases by 2042 if more Canadians limited their alcohol intake to**



less than 2 drinks a day for men



less than 1 drink a day for women



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# Consumption and prevalence



**2 out of 10**  
Canadian adults drink alcohol daily

Drinking alcohol is defined as more than 1 drink a day.



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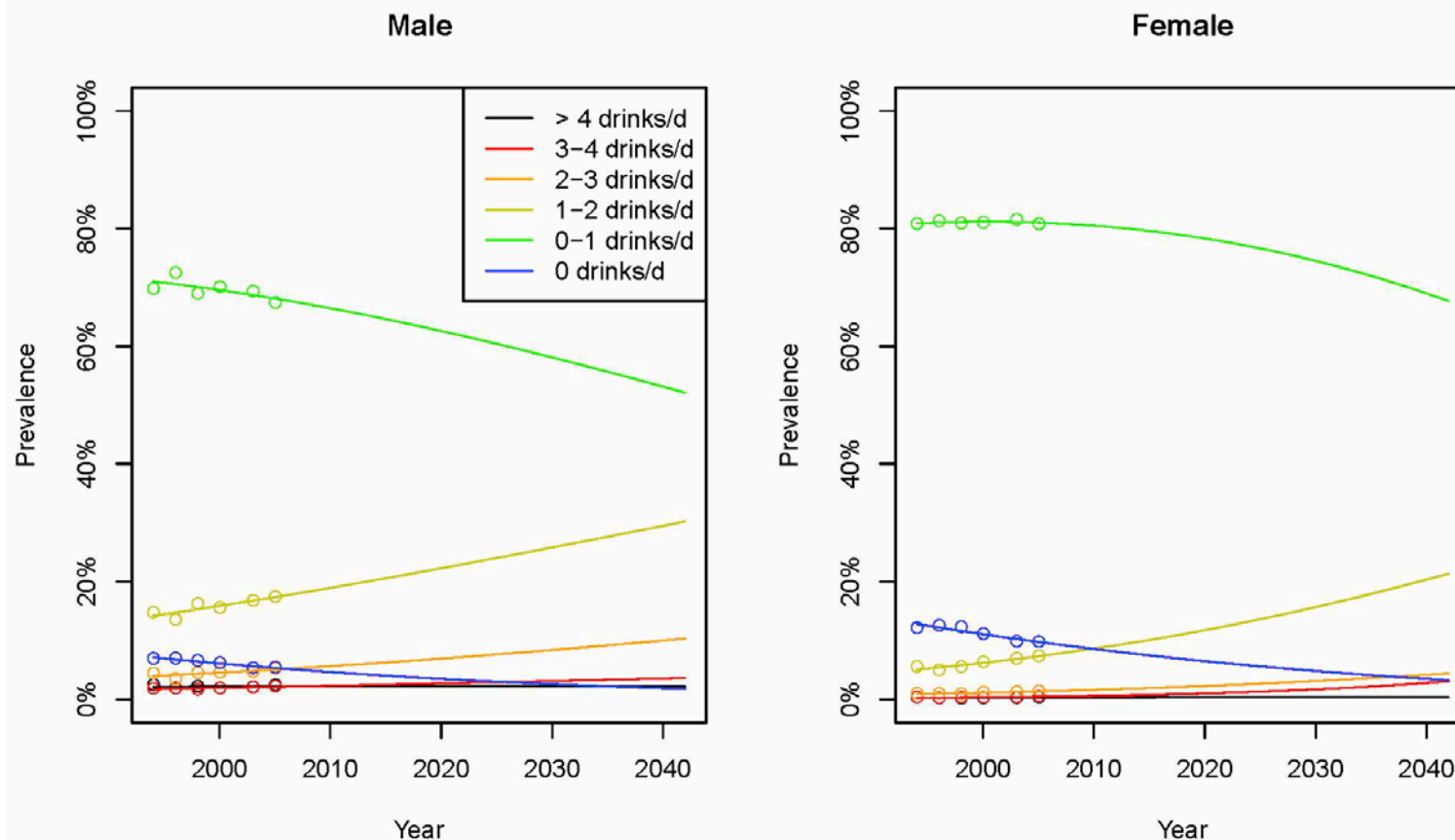
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# Consumption and prevalence



Cancer risk increases most among heavy and moderate drinkers, but even light drinkers are at risk

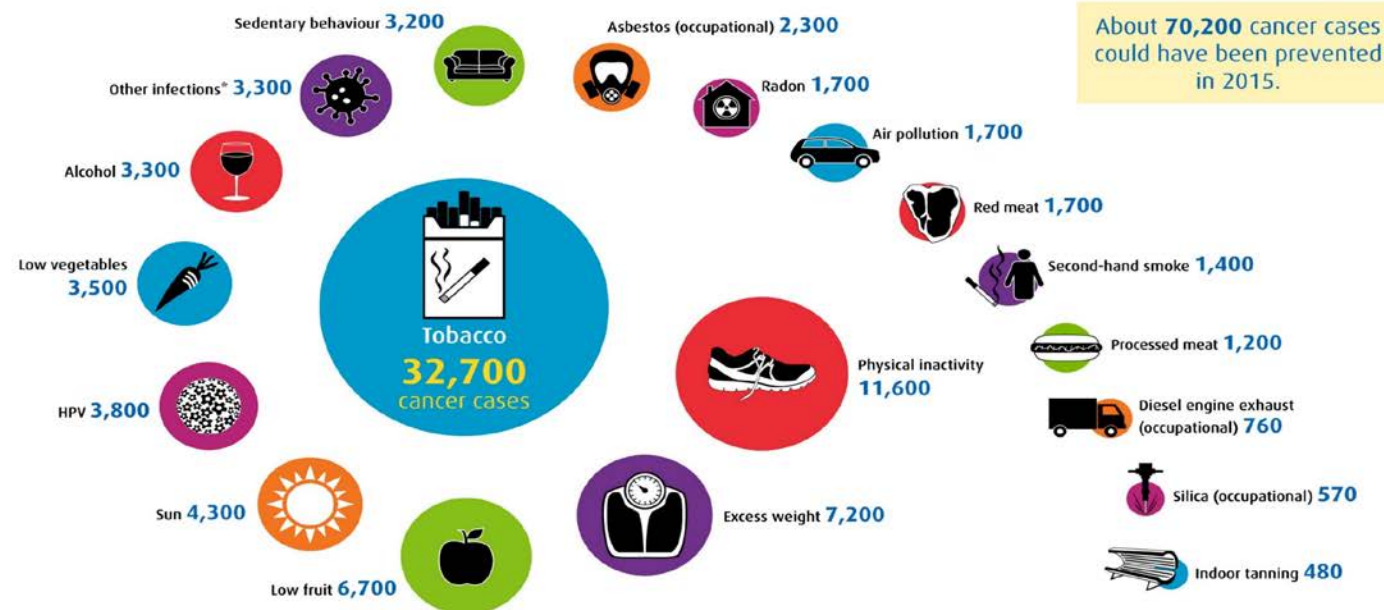


# Cancer prevention in Canada

- Tobacco is the leading modifiable risk factor for cancer
- Alcohol is in the top 10

## Number of cancer cases that could be prevented in Canada

About 4 in 10 cancer cases can be prevented through healthy living and policies that protect the health of Canadians.



Not all risk factors have the same impact on cancer risk. This image shows the number of cancer cases diagnosed in 2015 that are due to key modifiable risk factors.\*\*

\*Other infections category includes Epstein-Barr virus (EBV), hepatitis B virus (HBV), hepatitis C virus (HCV), *Helicobacter pylori* bacteria (*H. pylori*), human herpesvirus type 8 (HHV-8) and human T-cell leukemia/lymphoma virus type 1 (HTLV-1).  
 \*\*See website for details on data and risk factor definitions.



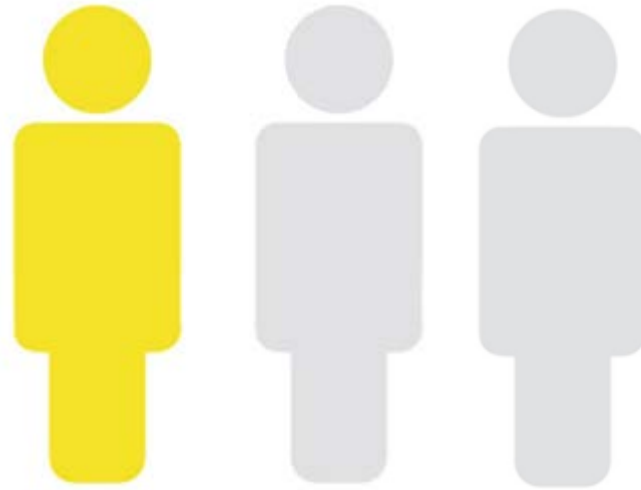
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## What Canadians know



Only about one-third of Canadians are aware of the link between alcohol and cancer risk



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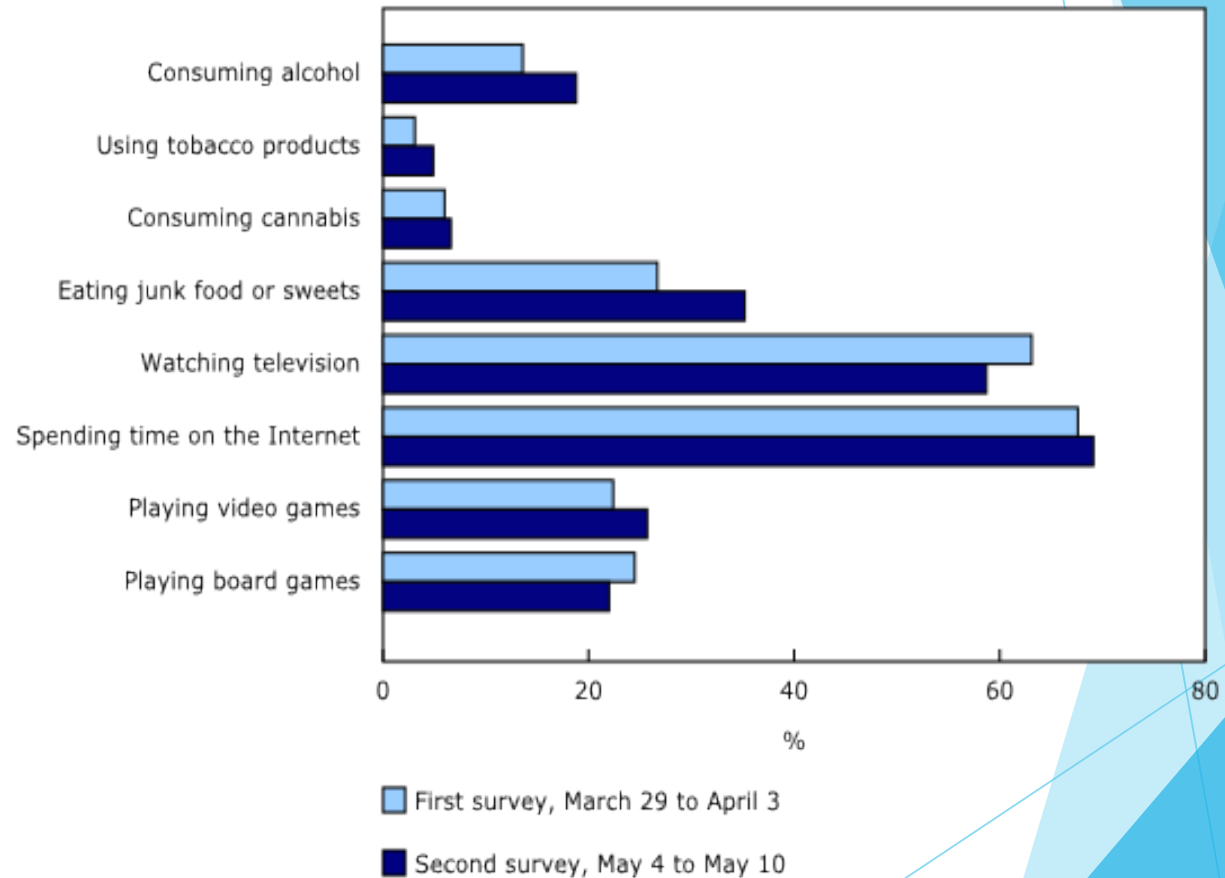
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# Alcohol and COVID-19

- Close to one in five Canadians (19%) said that their alcohol consumption increased because of the COVID-19 pandemic





## Alcohol and COVID-19

- Influence of alcohol availability through hours of sale.
- Introduction of curbside pick-up and expanded delivery options.
- Reduction in minimum pricing.
- Consumption in public spaces permitted.
- Introduction of capacity limits.

*\* Data is rapidly evolving in this area and time will dictate the true influence on long-term consumption and cancer risk*





## Evidence-Informed Alcohol Policy Actions

1. Pricing and taxation
2. Physical availability
3. Marketing and advertising
4. Minimum legal drinking age
5. Alcohol control system
6. National alcohol strategy
7. Monitoring and reporting
8. Health and safety messaging
9. Impaired driving countermeasures
10. Liquor law enforcement
11. Brief intervention

# Recommended alcohol policy actions for cancer prevention and other harms

- Tax alcohol at a high rate and index minimum pricing annually, based on alcohol content and strength.
- Limit outlet density and hours of operation.
- Permit recorking and place limits on number of drinks served.
- Restrict location, quantity, sponsorships, and medium of advertisements.
- Enhance advertising codes to include digital and social media.
- Monitor compliance, introduce prescreening, and enforce advertising regulations.
- Raise the drinking age to 21.
- Eliminate online ordering, delivery services, and brew-on-premise outlets.
- Return to public alcohol retail systems.
- Adopt an evidence-based national alcohol strategy.
- Establish standardized provincial/ territorial alcohol tracking and reporting systems.
- Mandate health and safety messages including links to cancer, standard drink sizes, and information about the LRADG.



# CPAC: alcohol and cancer initiatives

- Background and key statistics
- Health economic evidence
- Populations of interest
- Public perceptions
- Alcohol policy actions and legislative overview
- Commentary on the influence of COVID-19

[Alcohol policy and cancer in Canada – Canadian Partnership Against Cancer](#)



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# CCS: alcohol and cancer initiatives

## Print



## Online



## Prevention programs



## Fundraiser



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