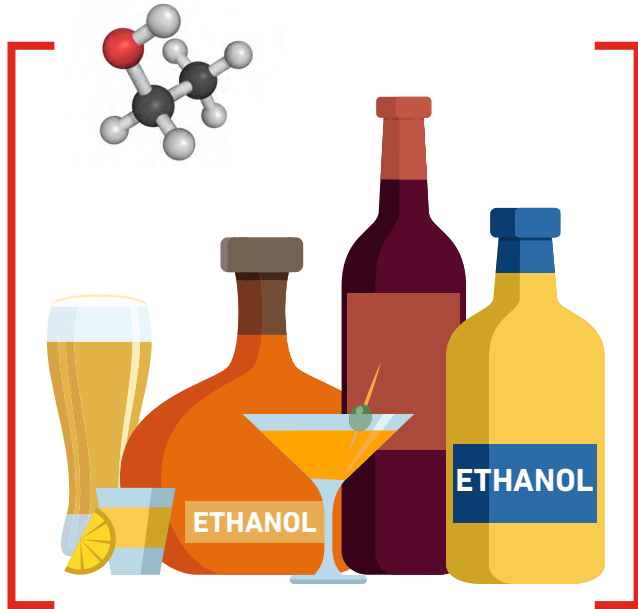




ALCOHOL IS CARCINOGENIC. ALCOHOL CAUSES CANCER

Ethanol, which is the main component of all alcoholic beverages, is carcinogenic.



EVIDENCE OF THE CANCER ALCOHOL LINK IS OVERWHELMING from various sources including:

International Agency for Research on Cancer

World Cancer Research Fund International / American Institute for Cancer Research

Cancer Research UK

American Society of Clinical Oncology

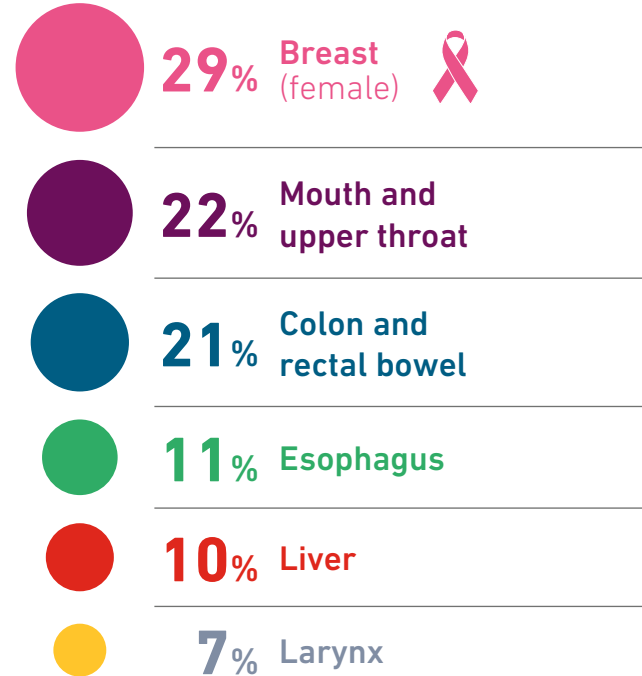
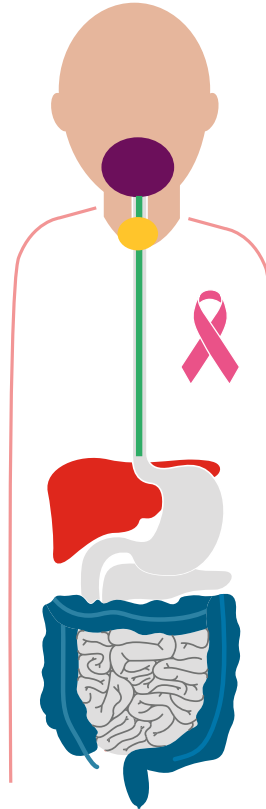
National Toxicology Program of the US Department of Health and Human Services

American Cancer Society



CANCERS DUE TO ALCOHOL CONSUMPTION

Proportion of new cases of cancer related to alcohol





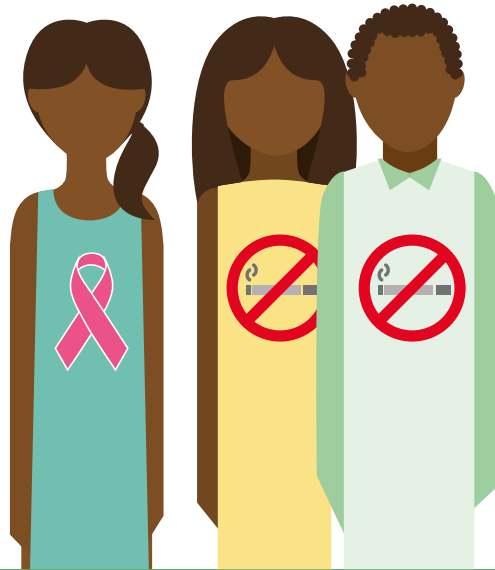
ALCOHOL CONSUMPTION AND CANCER

Alcohol use increases the number of new cancer cases and cancer deaths.

CERTAIN GROUPS ARE VULNERABLE

WOMEN

Although women consume less alcohol than men, women have a higher alcohol-related risk of developing cancer per gram of alcohol consumed due to the added risk of developing breast cancer. Relatively low levels of alcohol consumption (2 drinks of alcohol or less a day) lead to an increased risk of breast cancer



SMOKERS

Tobacco use in combination with alcohol carries a higher risk particularly with respect to oral cavity, oropharyngeal, hypopharyngeal and esophageal cancers.





ALCOHOL CONSUMPTION IN THE CARIBBEAN

Approximately 1 in 5 men across most CARICOM countries report binge drinking.

Overall alcohol consumption has not changed since 2002.

St. Vincent and the Grenadines experienced a **52.8%** and **43.5%** respective increase in the volume of alcohol consumed in 2014 as compared to 2002.

Belize, Grenada and St. Lucia have some of the **HIGHEST RATES OF HEAVY ALCOHOL CONSUMPTION** in the Caribbean.



HEAVY ALCOHOL CONSUMPTION IS



The Primary Factors fuelling consumption are:

1. Price and affordability
2. Availability
3. Marketing

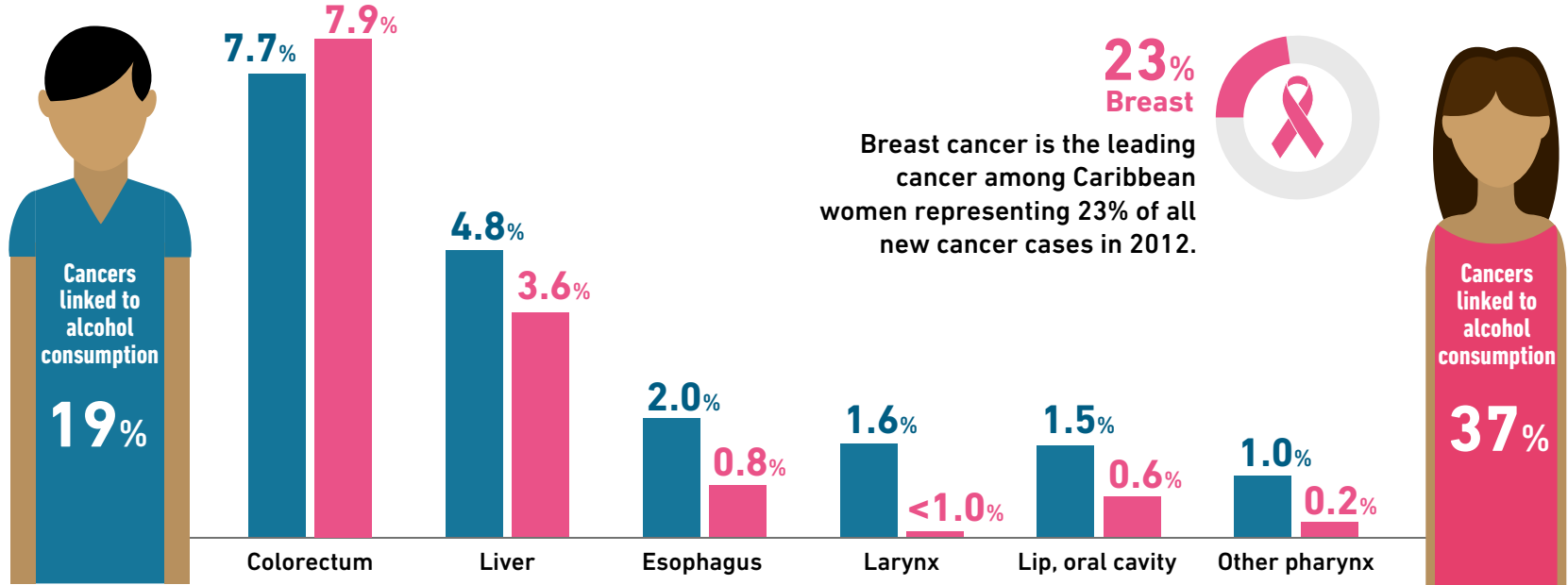


Drink Less, Reduce Cancer



CANCER IN THE CARIBBEAN

Top cancers in the region by sex highlighting those cancers linked to alcohol consumption.

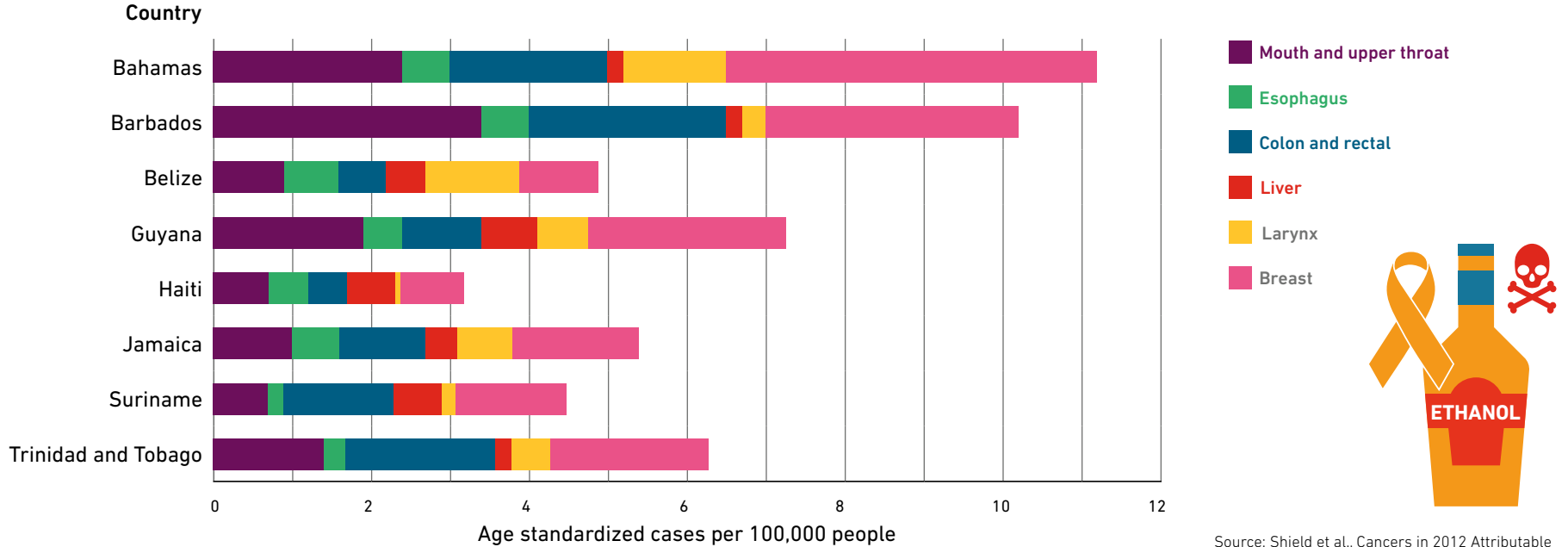


Source: International Agency for Research on Cancer. Global Cancer Observatory. International Agency for Research on Cancer; Lyon France



ALCOHOL CONSUMPTION AND CANCER IN THE CARIBBEAN

NEW CANCER CASES caused by alcohol consumption

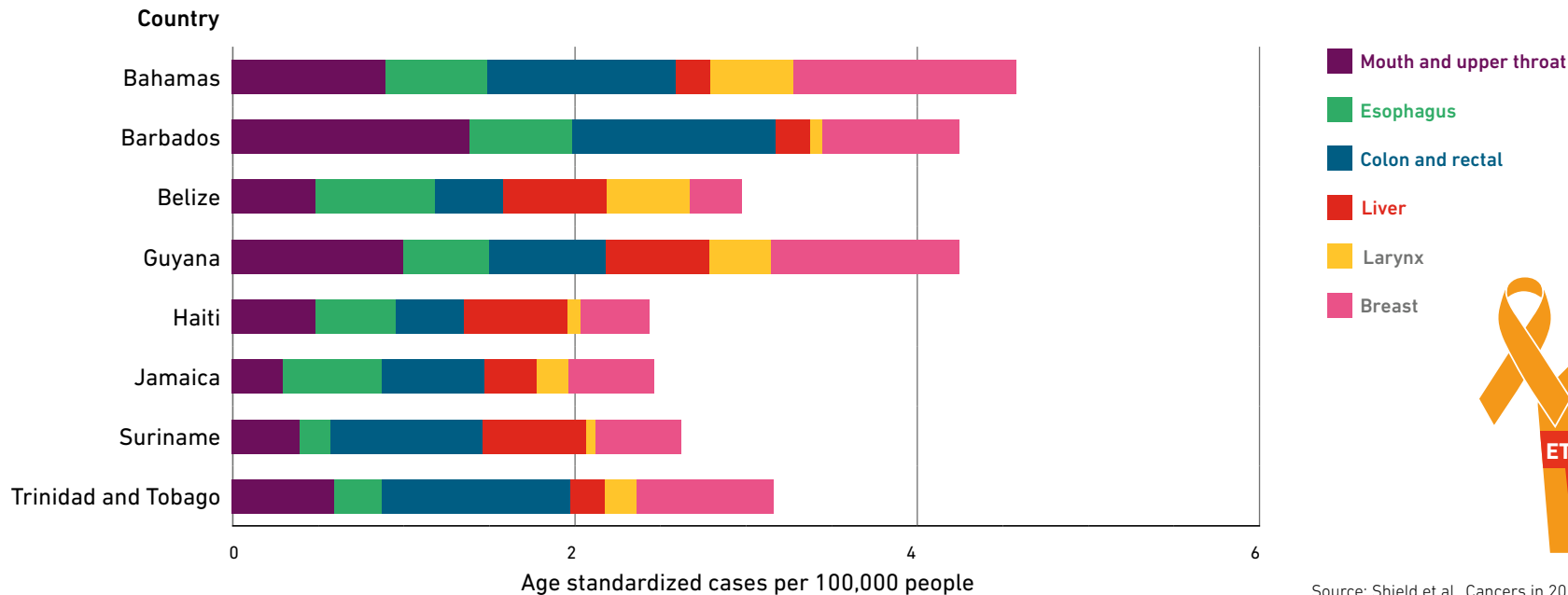


Source: Shield et al., Cancers in 2012 Attributable to Alcohol Consumption. In preparation.



ALCOHOL CONSUMPTION AND CANCER IN THE CARIBBEAN

CANCER DEATHS caused by alcohol consumption



Source: Shield et al., Cancers in 2012 Attributable to Alcohol Consumption. In preparation.



GLOBAL POLICY ENVIRONMENT

3 GOOD HEALTH AND WELL-BEING



3.5 SUBSTANCE ABUSE



SUSTAINABLE DEVELOPMENT GOAL 3.5

Strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and HARMFUL USE OF ALCOHOL.

WHO's Global strategy to reduce the harmful use of alcohol.

2025 Global Target of 10% reduction in the harmful use of alcohol.

WHO 'BEST BUYS'* to Reduce the Harmful Use of Alcohol – Most effective policy options to reduce alcohol consumption and associated cancer risk.

INCREASE
excise **TAXES**
on alcoholic
beverages



Enact and enforce bans
or comprehensive
RESTRICTIONS on exposure
to **ALCOHOL ADVERTISING,**
PROMOTION and
SPONSORSHIP



Enact and enforce
RESTRICTIONS on the
physical **AVAILABILITY OF**
RETAILED ALCOHOL



*www.who.int/nmh/publications/best_buys_summary/en

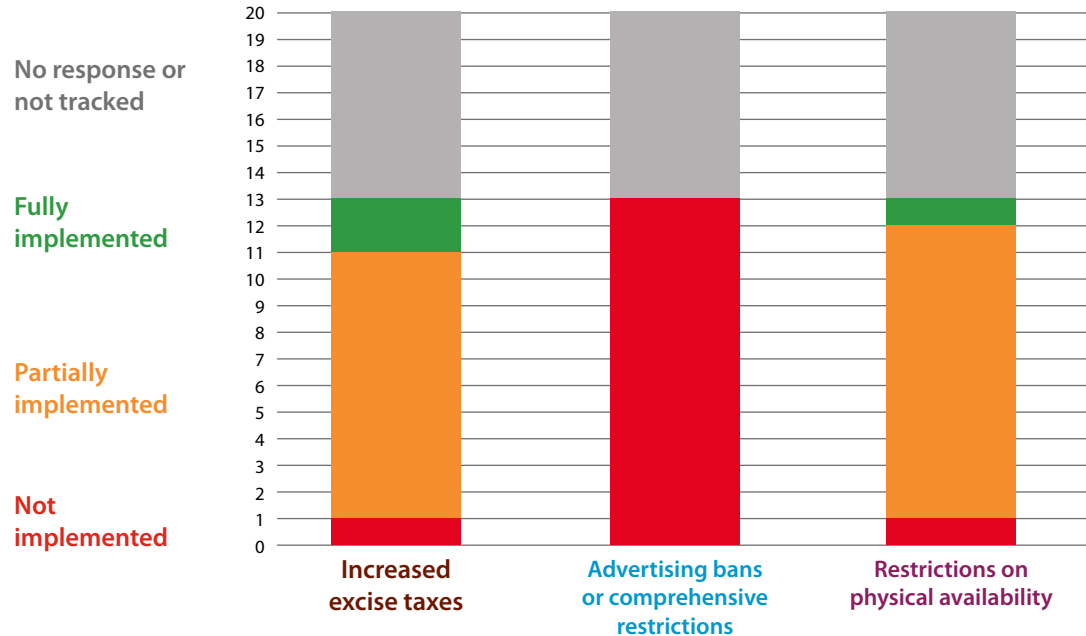


CARICOM POLICY ENVIRONMENT

Progress in implementation of harmful use of alcohol reduction measures

These policies have the greatest:

- ➔ ECONOMIC EFFICIENCY and COST-EFFECTIVENESS
- ➔ FEASIBILITY for IMPLEMENTATION: low cost and appropriate to implement within the constraints of the local resources





WHAT CAN BE DONE?

GOVERNMENTS

Implement and enforce recommended WHO 'BEST BUYS' policies to create environments which help people to make the healthier choices.



PRIVATE SECTOR

Cease predatory marketing and promotion of alcoholic products.



HEALTH CARE PROVIDERS

Regularly ask patients about their drinking and encourage all to **DRINK LESS TO PREVENT CANCER.**



CIVIL SOCIETY

Advocate for proven policies such as those recommended in the WHO 'BEST BUYS'.



INDIVIDUALS

Drink Less.
If you don't drink, don't start.



NOT DRINKING IS THE BEST PREVENTION.



KEY MESSAGES

IT'S THE ALCOHOL ITSELF, not the type of alcoholic beverage, WHICH CAUSES CANCER



The MORE YOU DRINK the HIGHER YOUR RISK OF CANCER

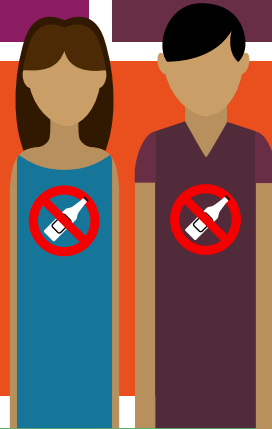


Overall alcohol consumption has not changed highlighting the NEED FOR EFFECTIVE POLICIES TO REDUCE THE HARMFUL USE OF ALCOHOL.

- Restrictions on physical availability
- Advertising bans or comprehensive restrictions
- Increased excise taxes

Women are disproportionately affected by marketing practices and by the strong links between alcohol and breast cancer. Men are more likely to binge drink.

BOTH MEN AND WOMEN NEED TO DRINK LESS.



REDUCE YOUR CANCER RISK:
REDUCE YOUR DRINKING

IF YOU DON'T DRINK,
DON'T START

