ALCOHOL IS CARCINOGENIC. ALCOHOL CAUSES CANCER
Ethinol, 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

Drink Less, Reduce Cancer
CANCERS DUE TO ALCOHOL CONSUMPTION

Proportion of new cases of cancer related to alcohol

- 29% Breast (female)
- 22% Mouth and upper throat
- 21% Colon and rectal bowel
- 11% Esophagus
- 10% Liver
- 7% Larynx
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.

The Primary Factors fuelling consumption are:
1. Price and affordability
2. Availability
3. Marketing

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

- 7.5% Belize
- 10.4% Grenada
- 8.2% St. Lucia
CANCER IN THE CARIBBEAN

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

Breast cancer is the leading cancer among Caribbean women representing 23% of all new cancer cases in 2012.

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

Drink Less, Reduce Cancer
ALCOHOL CONSUMPTION AND CANCER IN THE CARIBBEAN

NEW CANCER CASES caused by alcohol consumption

Mouth and upper throat
Esophagus
Colon and rectal
Liver
Larynx
Larynx
Breast

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

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.

- 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
- Increase excise TAXES on alcoholic beverages

SUSTAINABLE DEVELOPMENT GOAL 3.5
Strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and HARMFUL USE OF 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.

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**Progress**:
- **No response or not tracked**
- **Fully implemented**
- **Partially implemented**
- **Not implemented**
HCC SECOND ANNUAL CARIBBEAN ALCOHOL REDUCTION DAY | FRIDAY NOVEMBER 17, 2017

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’.

**BEST BUYS**

**INDIVIDUALS**
Drink Less. If you don’t drink, don’t start.

**NOT DRINKING IS THE BEST PREVENTION.**

Drink Less, Reduce Cancer
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

Drink Less, Reduce Cancer