

# Alcohol and Cancer : The work of The Cancer Society

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Cancer Society Canterbury West Coast Division  
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# **Our mission | Tāhuhu**

**Reducing the incidence and impact of cancer in  
Aotearoa, New Zealand**

**Our promise -Ngā Pou**

**Every person every cancer**

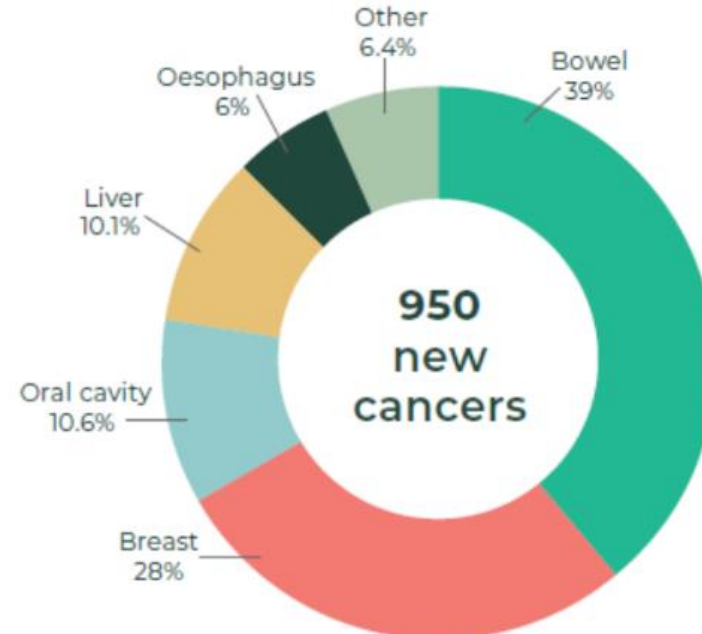
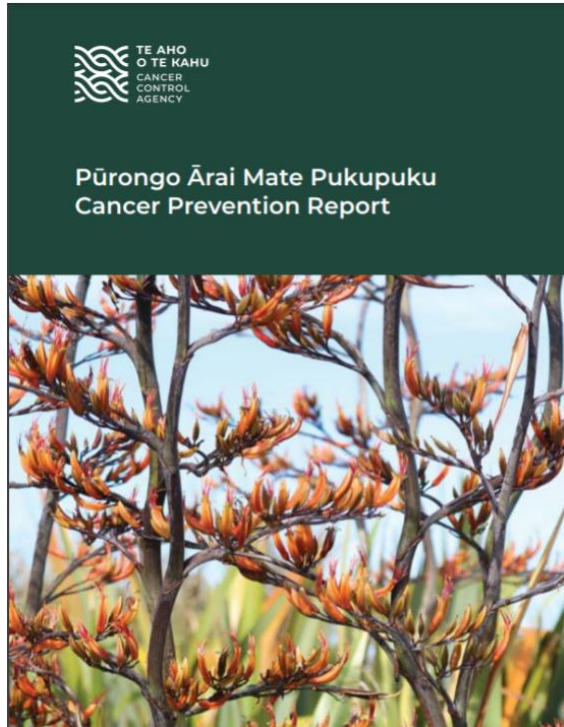
**Our Foundation | Tūāpapa**

**We are Te Tiriti o Waitangi led and equity-focused**



# Cancer Prevention Report

- 25,000 people diagnosed with cancer every year.
- 2019 - Alcohol caused about 6 percent of all cancer deaths (over 640 deaths)



Estimated proportion of new cases in 2020 attributable to alcohol drinking, Aotearoa, both sexes.



# Cancer Prevention



- Alcohol causes 7 types of cancer
- All types of alcohol increase cancer risk
- No safe minimum level of alcohol use
- Not just an issue for heavy drinkers.
- Māori experience higher burden of alcohol related cancer.

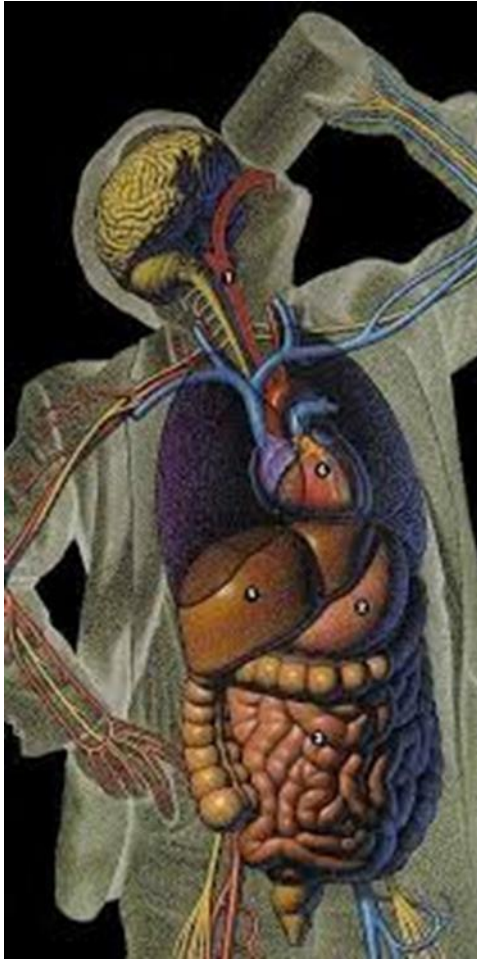


# Equity Charter : Goals

1. Te Tiriti o Waitangi: Commitment and application of Te Tiriti o Waitangi is evident throughout the organisation
2. Kotahitanga: Everyone is aware of and enabled to address inequities
3. Mana Taurite: Equity is embedded in all policies, structures, systems and services
4. Mātauranga: CSNZ funded research improves equitable cancer outcomes across the continuum for all New Zealanders
5. Whaitaua: CSNZ advocacy improves equity outcomes across the continuum for all New Zealanders
6. Haepapatanga ki te hapori: Accountability mechanisms are embedded throughout the organisation
7. Mahi Arataki: Our equity strategies are sustained and responsive to changing equity needs
8. Kaitiakitanga: Sustainable and eco-friendly processes are embedded throughout the organisation



# How Alcohol causes cancer...



- Alcohol is broken down in the body to produce acetaldehyde.
- Acetaldehyde bonds to DNA and increases the risk of mutations and impaired cell replication.
- Alcohol increases serum oestrogen levels-carcinogenic effect on breast tissue.
- The high energy content of alcohol can also cause weight gain and weight-related-cancers.



## **Alcohol Priorities - Advocate to:**

1. Raise public awareness of the alcohol-related cancer risks.
2. Raise the price of alcoholic beverages through taxation and minimum pricing.
3. Restrict all forms of alcohol promotion (including digital media)
4. Reduce the availability of alcohol inc greater community control to constrain the right of appeal by vested interests
5. Ensure Cancer Society policies are consistent with alcohol being a Group 1 carcinogen.

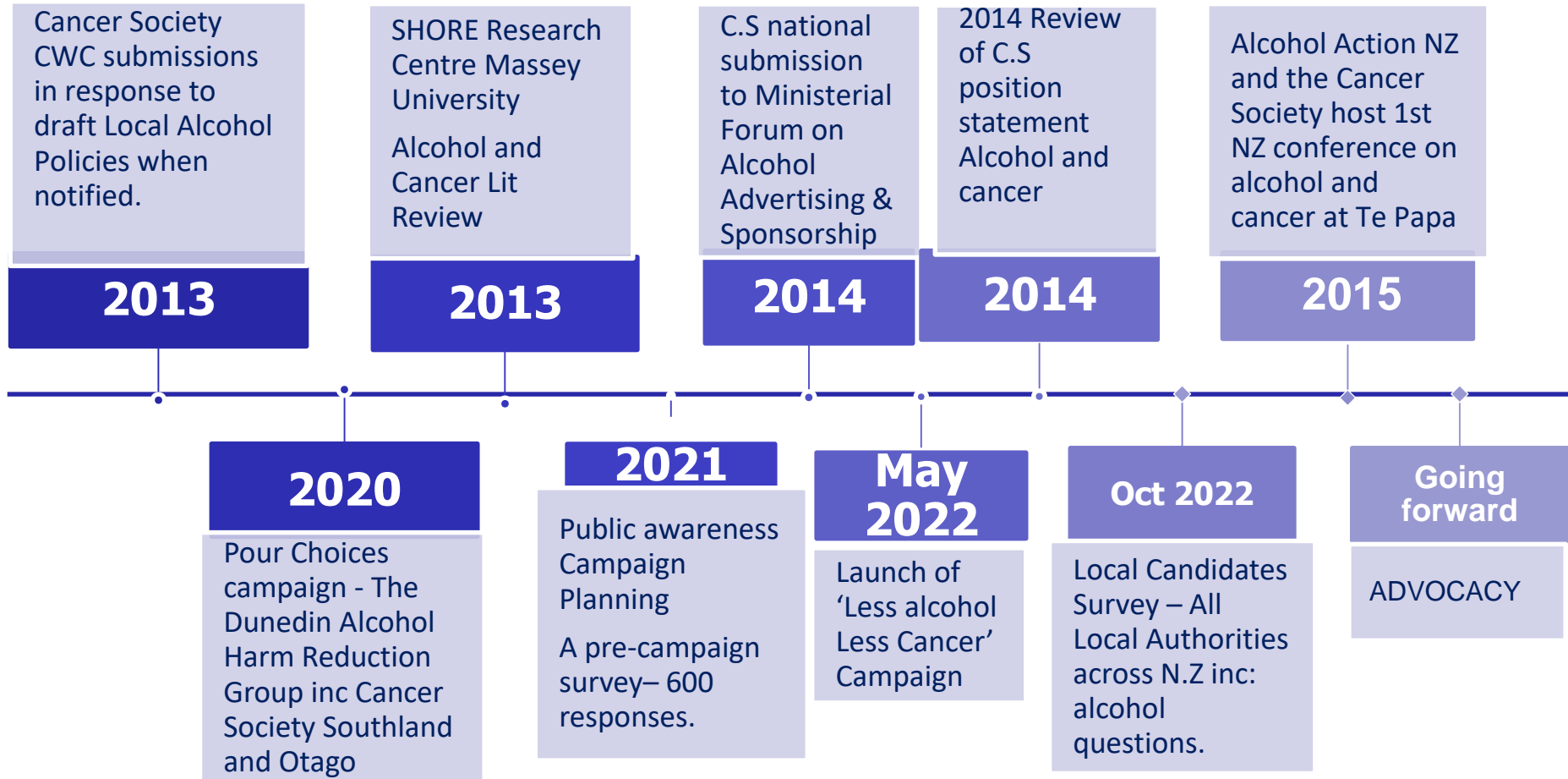


# We're building a new home.





# Cancer Society of New Zealand Alcohol Milestones...



# Alcohol and Cancer Campaign

May 2022



# Awareness Campaign

**Many NZers are not aware of alcohol and cancer risk...and so**

## **Social media campaign**

**Part 1:** Alcohol and cancer risk.

Campaign target: Women, 25-45, priority populations.

**Part 2:** Alcohol environment (easy access, availability, affordability) and cancer risk.

Help gain public support for our policy asks.



## Part 1: Key messages

1. Alcohol causes cancer.
2. Not drinking or less alcohol reduces the risk of seven types of cancer, including mouth, throat, voice box, oesophagus (food pipe), liver, bowel and breast (in women).
3. Less alcohol = less cancer



# Alcohol and Cancer Campaign

What do these have in common?



Tobacco



Alcohol



Asbestos

They all cause cancer.

Did you know?

Alcohol causes  
cancer.



Alcohol causes at least seven types of cancer. Take a look at our video below to see which cancers share alcohol as a risk factor.



# Campaign response

“Many people are aware that tobacco causes lung cancer. However, there is still a huge stigma around the link between alcohol and cancer. There is really no safe level of alcohol consumption in relation to cancer. Essentially we are in the same place with alcohol that we were with tobacco 20 years ago.”

Dr George Laking. Cancer Society of New Zealand  
Medical Director

Cancer Society: The more booze the more cancer

ON AIR WELLINGTON

Thu, 19 May 2022, 1:17pm

**New Cancer Society Campaign  
Sheds Light On Link Between  
Cancer And Alcohol**

Tuesday, 17 May 2022, 12:10 pm

Press Release: [Cancer Society](#)



# Alcohol environment

## Pass The Bill...



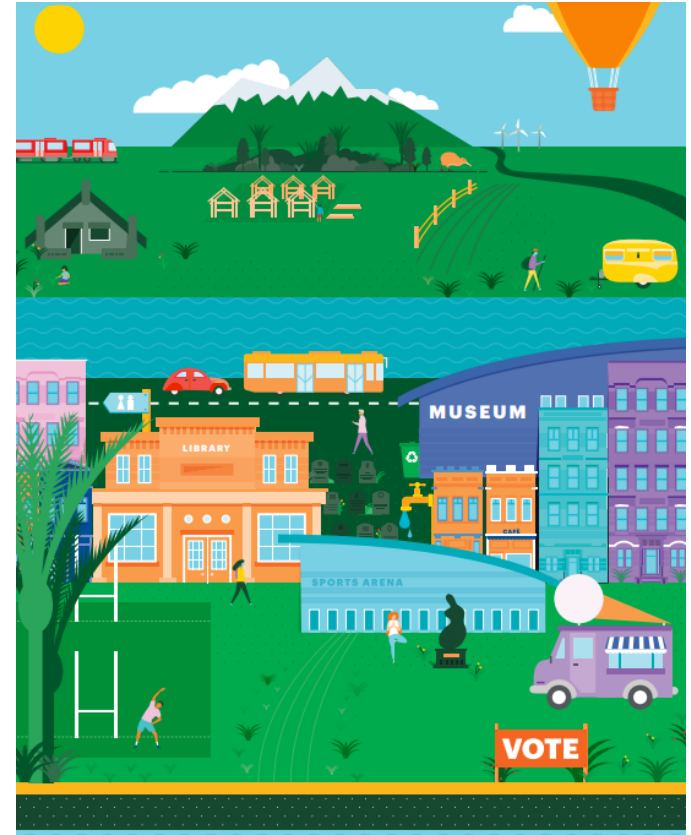
MPs and advocates gather at Parliament for the delivery of the petition, which urges support for Chlöe Swarbrick's member's bill to reduce alcohol harm in communities. Photo: RNZ / Anneke Smith





CS survey conducted with LG  
candidates September 2022

*Gauge levels of support around health  
public policy including role of LG in  
alcohol*



***I support Council taking effective actions to minimise harm from alcohol.***

**Strongly support average score = 90**

***I support the Private Members' Bill ' The Sale and Supply of Alcohol (Harm Minimisation) Amendment Bill***

**Average score = 82**

***Average of I support a wide review of the Sale and Supply of Alcohol Act 2012***

**Average score = 82**



# Next steps?

**Legislation opportunities- public consultation**



**Build on partnerships with local councils**



**Opportunities for community networks**





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# Questions?

