

Welcome!

2019 Monthly Webinar Series

Network without
leaving your desk.



This month's topic:

All About Alcohol & Cancer



Agenda:

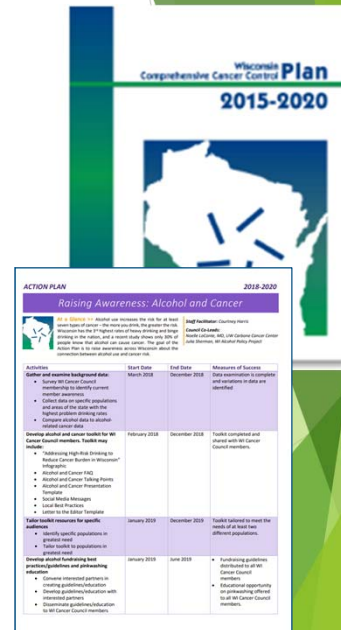
- ▶ Review the science
- ▶ Alcohol & cancer resources
- ▶ Discussion

Poll Questions:

- ▶ **Is decreasing excessive drinking a priority for you/your organization?**
 - Yes, absolutely!
 - We're thinking about it...
 - Not at this time
- ▶ **Have you made the alcohol and cancer connection in your work?**
 - Yes!
 - We haven't but I'm intrigued
 - Not at this time

Priority 3: Decrease high risk alcohol consumption

- ▶ **Strategy A:** Increase awareness of the connection between alcohol consumption and cancer risk
- ▶ **Strategy B:** Create environments that discourage excessive use of alcohol
- ▶ **Strategy C:** Increase screening and treatment for high risk alcohol consumption



Alcohol and Cancer

- ▶ Alcohol use increases the risk of at least 7 different cancers:
 - ▶ Mouth & Throat
 - ▶ Larynx
 - ▶ Esophagus
 - ▶ Breast
 - ▶ Liver
 - ▶ Colorectal

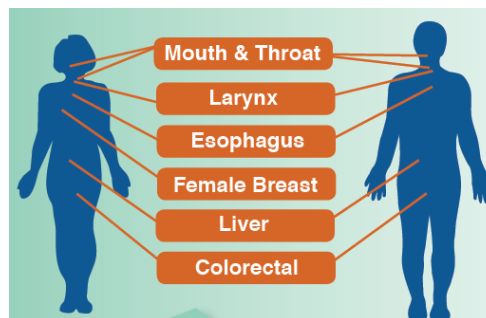


Image: https://wicancer.org/wp-content/uploads/InfoGraphic_Alcohol_Final.pdf

Source: International Agency on Research on Cancer. IARC Monograph. Volume 96. 2010.

How much is too much?

- ▶ Even light drinking can increase your cancer risk for some cancers, including breast.
- ▶ But, drinking heavily, especially over a longer period of time, has the greatest impact on risk. Especially for head and neck cancers.



Image: https://wicancer.org/wp-content/uploads/InfoGraphics_Alcohol_Final.pdf

Source: LoConte N, et al, Journal of Clinical Oncology 36, no. 1, 83-93.

So, what is “high risk?”

High-risk drinking includes:

- ▶ **Heavy drinking** – 8+ per week for women, 15+ per week for men
- ▶ **Binge drinking** – 4+ on one occasion for women, 5+ on one occasion for men
- ▶ **Underage drinking**

“Excessive drinking” includes **heavy drinking** & **binge drinking**.

For WOMEN:
 Heavy drinking is 8+ drinks per week
 Binge drinking is 4+ drinks in 2-3 hours

For MEN:
 Heavy drinking is 15+ drinks per week
 Binge drinking is 5+ drinks in 2-3 hours

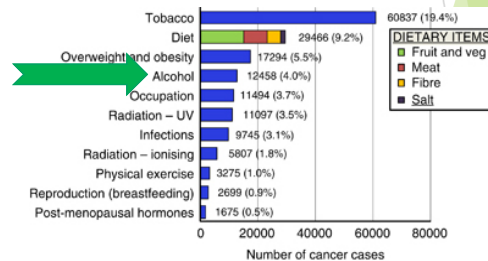


Image: [https://wicancer.org/wp-content/uploads/Alcohol and Cancer FAQ_design_FINAL.pdf](https://wicancer.org/wp-content/uploads/Alcohol%20and%20Cancer%20FAQ_design_FINAL.pdf)

Source: Centers for Disease Control and Prevention

Why is alcohol use an important risk factor?

- ▶ Approximately **3.5% of all cancer deaths in the U.S. (~20,000 deaths per year)** are attributed to alcohol use.
- ▶ Alcohol use is a **common avoidable risk factor**, especially in Wisconsin!
 - ▶ 68% drink alcohol
 - ▶ 17% smoke cigarettes
 - ▶ 19% no physical activity
 - ▶ 24% veggies <1x/day



Sources: Nelson et al, Am J Public Health. 2013; 103(4): 641-648; Parkin DM et al, Br J Cancer. 2011;105:S77-81; Centers for Disease Control and Prevention. BRFSS. 2014/2016.

Burden of alcohol-related cancers in Wisconsin

Cancer Type	Average Annual Cases	Average Annual Deaths
Mouth & Throat	790*	164*
Larynx	234*	55
Esophagus	352*	321*
Breast	4,312	767
Liver	428	355
Colorectal	2,570	950

* Rate is above the national average

Source: American Cancer Society. Facts and Figures: Cancer in Wisconsin. 2016.

Why should we discuss alcohol and cancer?

- ▶ Awareness of the connection is low
 - ▶ Only 30% of adults in US know that alcohol is a cancer risk factor
 - ▶ Compared to 78% for tobacco and 66% for sun exposure
- ▶ Until recently, many cancer organizations were not discussing
- ▶ Increased awareness of the connection is shown to:
 - ▶ Encourage behavior change
 - ▶ Increase support for policies that prevent and reduce excessive drinking



Sources: ASCO National Cancer Opinion Survey 2017; Hawkins et al., Health Educ Behav. 2010; 37(4): 490-503; Buykx et al., BMC Public Health, 2018, 18(688)

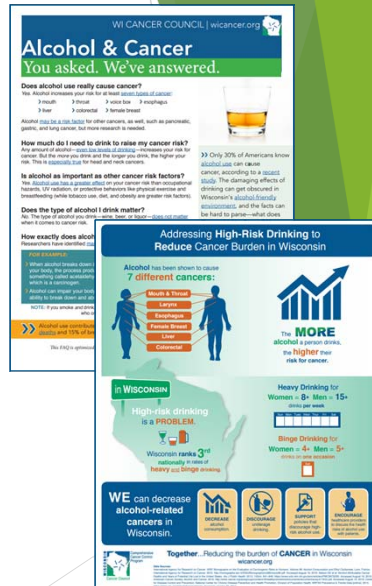
American Society of Clinical Oncology (ASCO) Alcohol and Cancer Statement

- ▶ ASCO statement in November 2017 discussed:
 - ▶ Evidence of alcohol and cancer link
 - ▶ Areas of needed research
 - ▶ Public health strategies to reduce excessive drinking
 - ▶ Role of the oncologist in addressing this issue

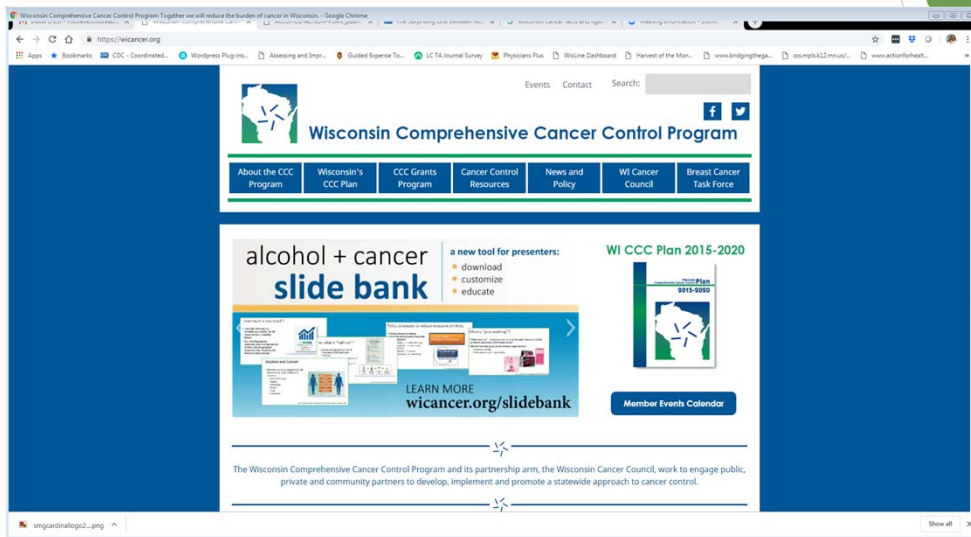


Alcohol & Cancer Resources

- ▶ Alcohol & Cancer FAQ
- ▶ Alcohol & Cancer Infographic
- ▶ Alcohol & Cancer Slidebank
- ▶ 2019 County Cancer Profiles



Alcohol & Cancer Resources



Poll Question

► **Which of the following resources have you utilized in your work?**

- Alcohol & Cancer FAQ
- Alcohol & Cancer Infographic
- Alcohol & Cancer Slide Bank
- WI CCC Plan – Priority 3: Decrease high risk alcohol consumption
- None, I wasn't aware of these resources
- None yet, but I plan to
- None, I'm aware of them but it's not a priority at this time
- Other

Questions



Back to the plan...

Priority 3: Decrease high risk alcohol consumption

Strategy A: Increase awareness of the connection between alcohol and cancer

- Develop educational materials that define high risk alcohol consumption and its link to cancer
- Support the implementation of media campaigns to increase public awareness of the link between alcohol use and cancer
- Promote healthcare provider education and training on alcohol use as a risk factor for cancer

Podcast: Did you know drinking alcohol increases cancer risk?

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Home » Blog » Did You Know Drinking Alcohol Increases Cancer Risk?

BLOG Did You Know Drinking Alcohol Increases Cancer Risk?

Category: Any

Archives by Month: All Entries

Tags: breast cancer, clinical trials, communication, coping, decision making, emotions, expert information, meetings, podcast, side effects, survivorship tips

Cancer.Net Podcasts

November 7, 2017 | Greg Gattine, ASCO staff

Today, the American Society of Clinical Oncology (ASCO) released a statement about alcohol and cancer risk. Research has proven that alcohol is connected to more than 5% of cancer diagnoses around the world, including several types of head and neck cancers, esophageal cancer, liver cancer, breast cancer, and colon cancer.^{1,2} Because alcohol use is a lifestyle choice that people can change, ASCO's statement aims to raise awareness of the risk alcohol poses to the development of cancer.

In this podcast, Noelle LoConte, MD, describes some of the key points of the ASCO statement. Dr. LoConte is the lead author of the statement and is an associate professor of medicine at the University of Wisconsin.

- The connection between alcohol and cancer [1:40]
- Which cancers are linked to alcohol use [2:02]
- What amount of alcohol increases cancer risk? [2:30]
- How alcohol causes cancer [4:52]
- ASCO's recommendations for lowering alcohol consumption [5:50]
- Drinking alcohol while in cancer treatment [7:27]

This is a prerecorded audio podcast. It can be listened to online or downloaded to your computer. A transcript of this podcast is also available. For more information, visit the [Cancer.Net podcast page](#).

<https://www.cancer.net/blog/2017-11/did-you-know-drinking-alcohol-increases-cancer-risk>

Back to the plan...

Priority 3: Decrease high risk alcohol consumption

Strategy B: Create environments that discourage excessive use of alcohol

- Increase alcohol tax
- Explore state and local policies that limit availability of alcohol in public places
- Explore state and local policies that discourage high risk alcohol consumption

Back to the plan...

Priority 3: Decrease high risk alcohol consumption

Strategy C: Increase screening and treatment for high risk alcohol consumption

- Train healthcare providers on how to screen and treat patients for high risk alcohol consumption
- Promote existing community resources that address high risk alcohol consumption
- Promote reimbursement for high risk alcohol consumption screening & treatment
- Educate consumers about the availability of alcohol treatment insurance benefits

Let's Discuss....

- ▶ What are you currently working on or planning to do to decrease excessive alcohol consumption?
- ▶ If you're already working on decreasing excessive alcohol consumption in your community, how have you or how could you add in the cancer connection?
- ▶ What's been most impactful in this work?
- ▶ What didn't go as planned and what adjustments did you make or would you suggest to others?
- ▶ Are there tools or resources that are still needed?
- ▶ Does your organization have a policy about alcohol at events?
- ▶ Beware of "pink washing" in October (pink alcohol to support breast cancer prevention)



Thank you!

- ▶ The recording, slides and links to resources will be distributed after the call

Upcoming Webinars & Topics

- ▶ May 9 – 2019 WI Cancer Summit
- ▶ June 13 – TBD
- ▶ July 11 – 2018/2019
Implementation Grantees



Have a topic that you'd like to learn more about or something you feel passionate about that you'd like to share with others? Let us know!