

Are you drinking more **alcohol** since the pandemic started?



If so, you're not alone.

For example:

Weekend drinking in Wisconsin

↑ 114%

Alcohol sales nationwide

↑ 55%

Source: BACtrack; Nielsen



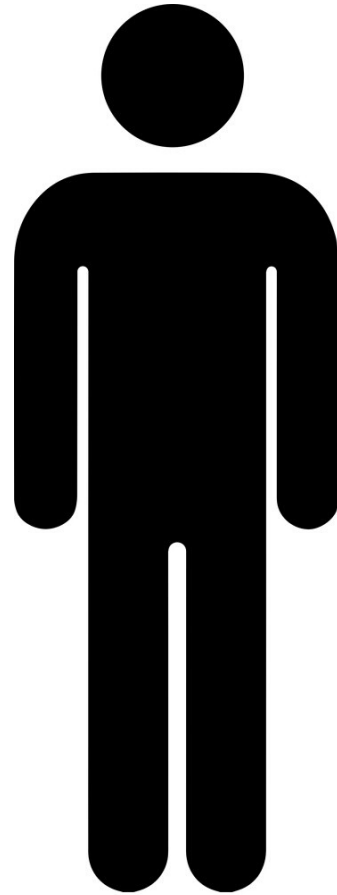
What is excessive drinking?

Excessive drinking includes **binge drinking** & **heavy drinking**

For MEN

Heavy drinking is 15+ drinks per week

Binge drinking is 5+ drinks in 2-3 hours



For WOMEN

Heavy drinking is 8+ drinks per week

Binge drinking is 4+ drinks in 2-3 hours



Learn more:

wicancer.org/programs/alcohol-and-cancer

The truth about drinking in a crisis

~~"This is temporary."~~

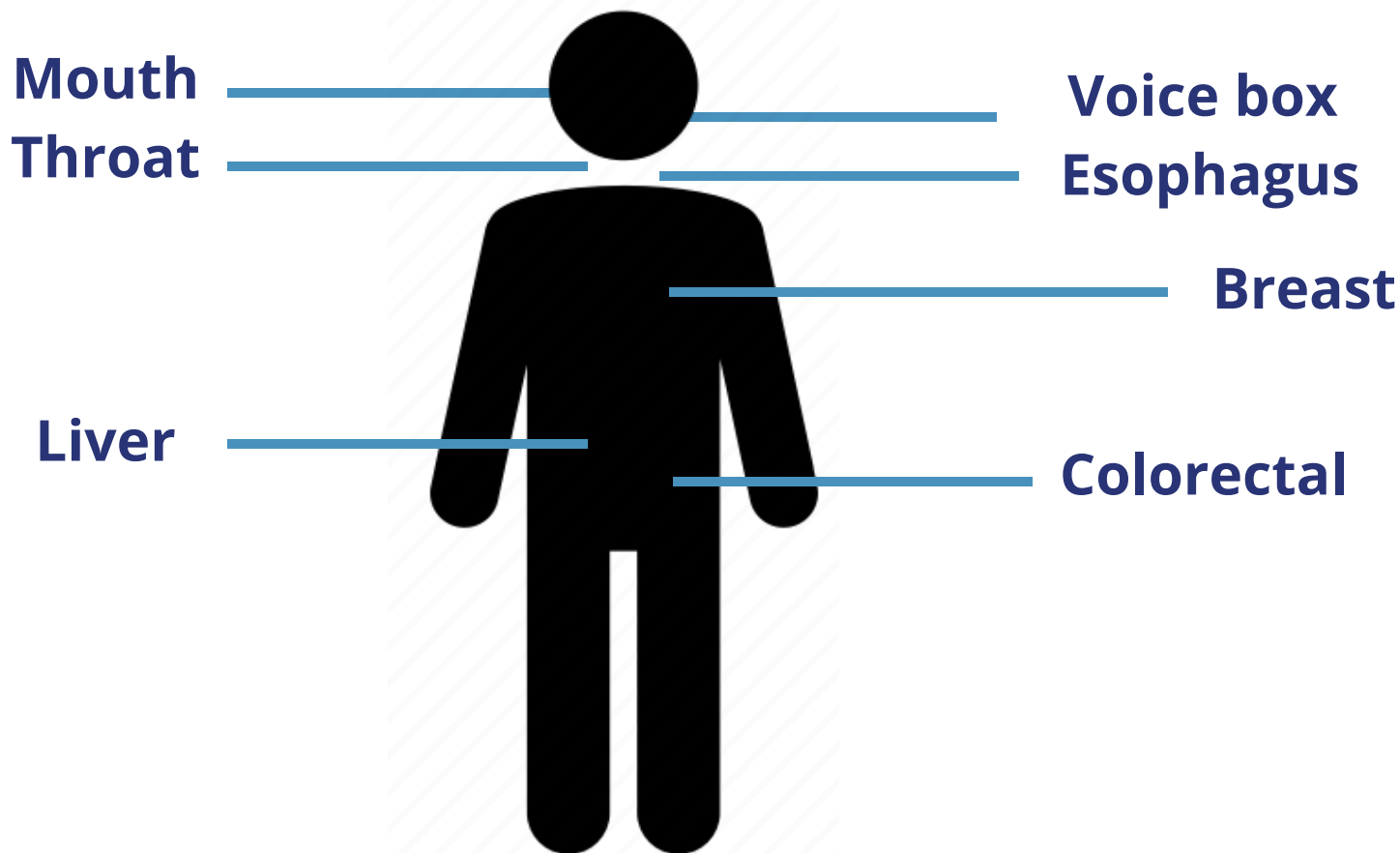
~~"I'll drink less when things go back to normal."~~

~~"It's just one extra glass."~~

People who drink more during a crisis usually maintain that level of drinking after the crisis is over.

Source: Beaudoin, *Public Health Rep.* 2011

Alcohol consumption can cause at least **seven kinds of cancer.**



When you increase how much you drink, **you increase your cancer risk.**

Learn more: wicancer.org/programs/alcohol-and-cancer

You can lower your risk

Drink less alcohol to create healthy habits and lower your risk of cancer.

For example:

- Designate "alcohol-free days" each week.
- Find a favorite non-alcoholic alternative, like sparkling water mixed with fruit juice.
- Explore healthier ways to de-stress - go for a walk, play a game, or cook a new meal.
- Ask a friend to commit to cutting back, and hold each other accountable.

Recognize the ways excessive alcohol consumption can be glorified - and challenge it when you see it.



Note: Excessive alcohol consumption can be a sign of [alcohol use disorder](#). To learn more, ask your doctor or visit [Rethinking Drinking](#) for help.

Cancer survivors & drinking

Fast facts about excessive drinking and cancer survivorship



More than **half** of all cancer survivors report being current drinkers.



About **one-fifth** of cancer survivors are binge drinkers.



Cancer patients who drink alcohol can have poor health outcomes, according to emerging research.



Cancer survivors who drink alcohol can be at greater risk of new cancers.

Source: Sanford, et al., *JNCCN*. 2020



**Wisconsin
Cancer
Collaborative**
REDUCING THE BURDEN TOGETHER