



**Wisconsin
Cancer
Collaborative**
REDUCING THE BURDEN TOGETHER



COVID-19 & Cancer Risk Reduction

July 9, 2020

Before we get started...

The **Wisconsin Cancer Collaborative** is a statewide coalition of **140 organizations** working together to reduce the burden of cancer **for everyone** in Wisconsin.

We connect our members with the **tools**, **support**, and **knowledge** they need to create healthier communities.

Wisconsin Cancer Plan 2015-2020



www.wicancer.org



Agenda

- *Wisconsin COVID-19 Update – DHS*
- *Cancer Risk Factors Overview*
- *Cancer Risk Factors and COVID-19*
- *Alcohol & Cancer Risk*
- *COVID-19 & Alcohol: Wisconsin’s Changing Landscape – Julia Sherman, Wisconsin Alcohol Policy Project*

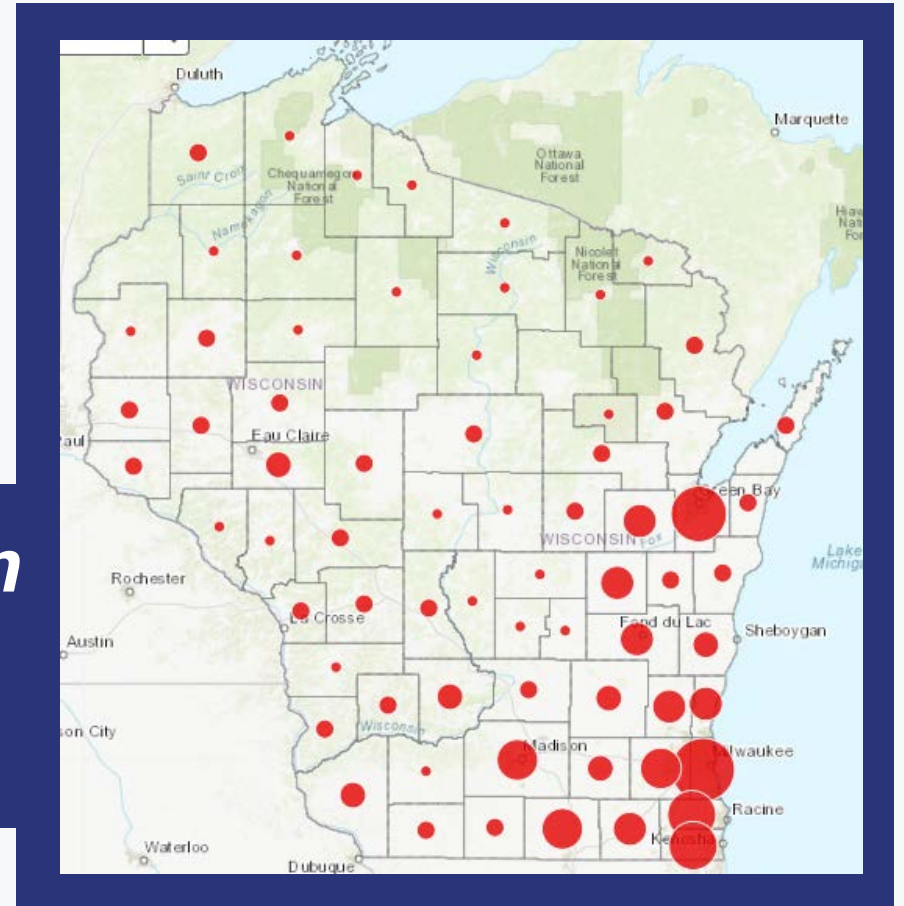
Wisconsin Update

Dr. Mark Wegner, Chronic Disease Medical Advisor, Division of Public Health

As of July 8th, Wisconsin has:

- 611,150 negative test results
- 33,154 positive test results
- 3,683 hospitalizations
- 807 deaths

All 72 Wisconsin counties have positive cases



www.dhs.wisconsin.gov/covid-19/

Wisconsin Update

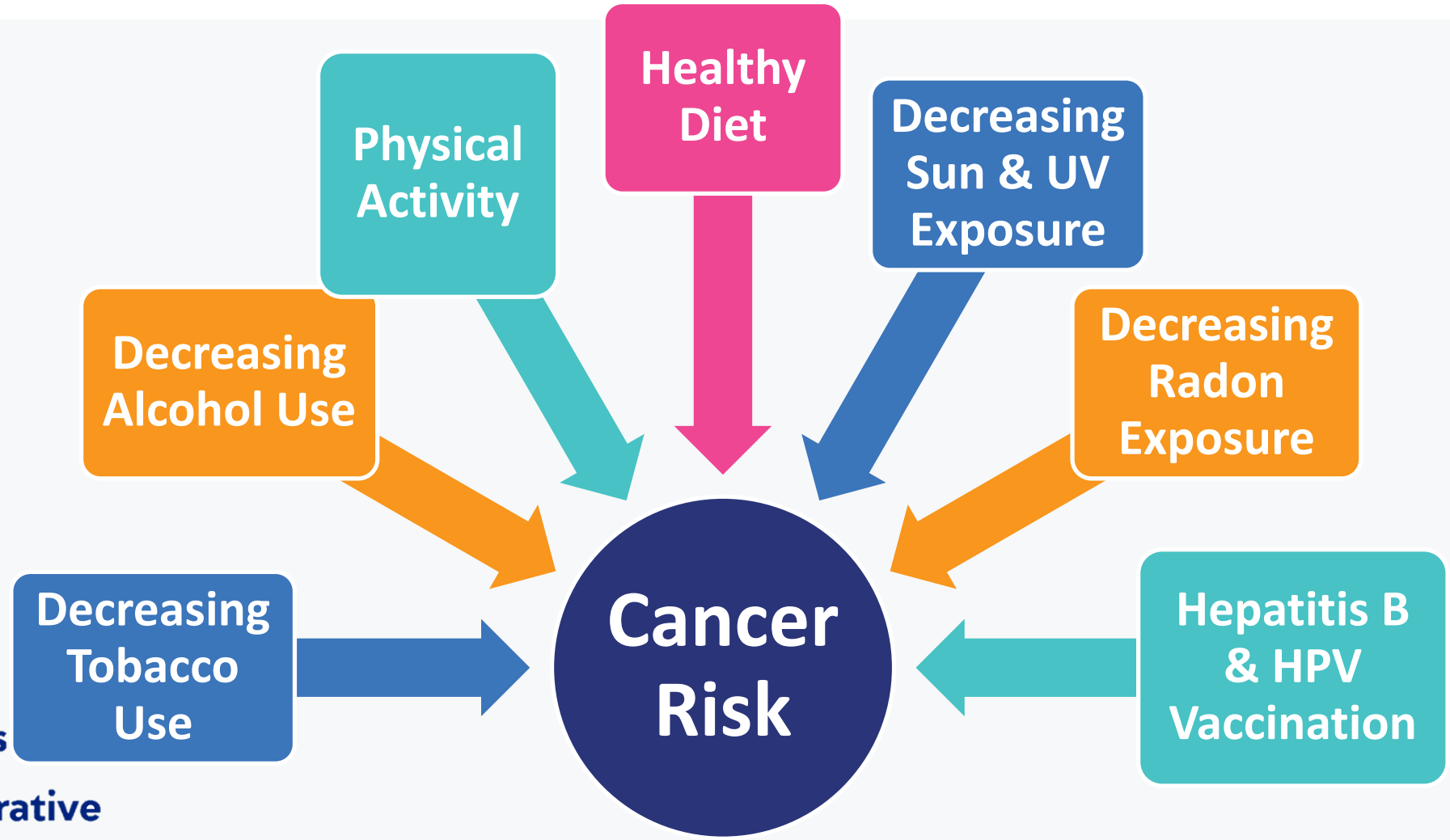
Dr. Mark Wegner, Chronic Disease Medical Advisor, Division of Public Health

COVID-19
disproportionately
impacts certain
communities in
Wisconsin



<https://www.dhs.wisconsin.gov/covid-19/data.htm>

What are some behaviors that lower cancer risk?



COVID-19 and Cancer Risk Factors

Many of the same factors that impact cancer risk, also impact one's risk for serious illness from COVID-19.

Tobacco Use

- Smoking is associated with an **increased risk for severe illness** from COVID-19
- 1-800-QUIT-NOW

Sun & UV Exposure

- Exposure to the sun and high temperatures **does not protect** against COVID-19
- If opting outside for exercise instead of the gym, remember sunscreen

Physical Activity & Diet

- Important to **stay active** and have a **healthy diet** during quarantine
- Obesity is associated with **greater risk** for severe illness from COVID-19

Radon Exposure

- With more people **spending more time** at home, getting homes tested for radon can protect you

Alcohol and COVID-19

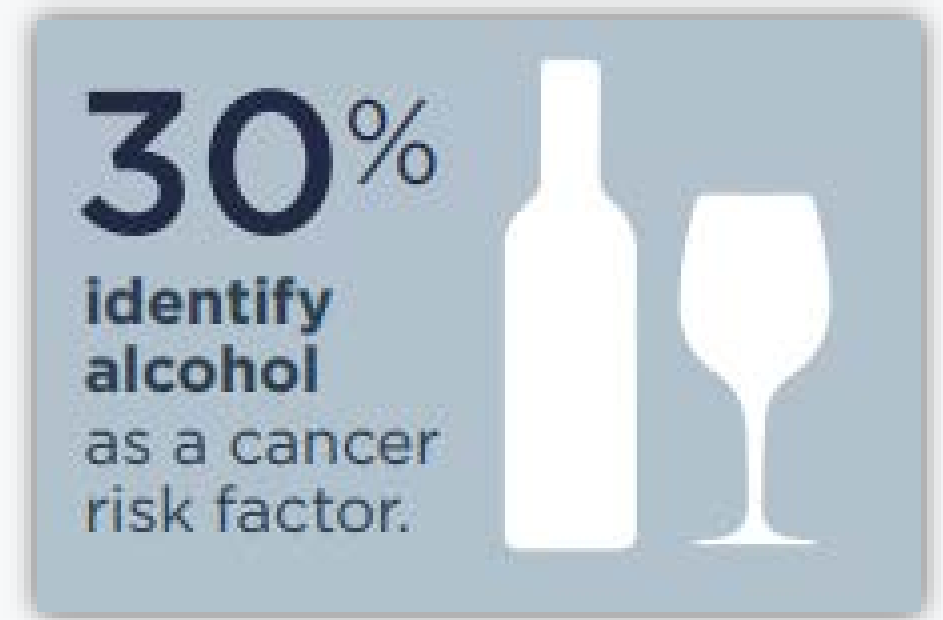
Why should
cancer
organizations
care?



Why should we discuss alcohol and cancer?

- ▶ Awareness of the connection is low
- ▶ 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

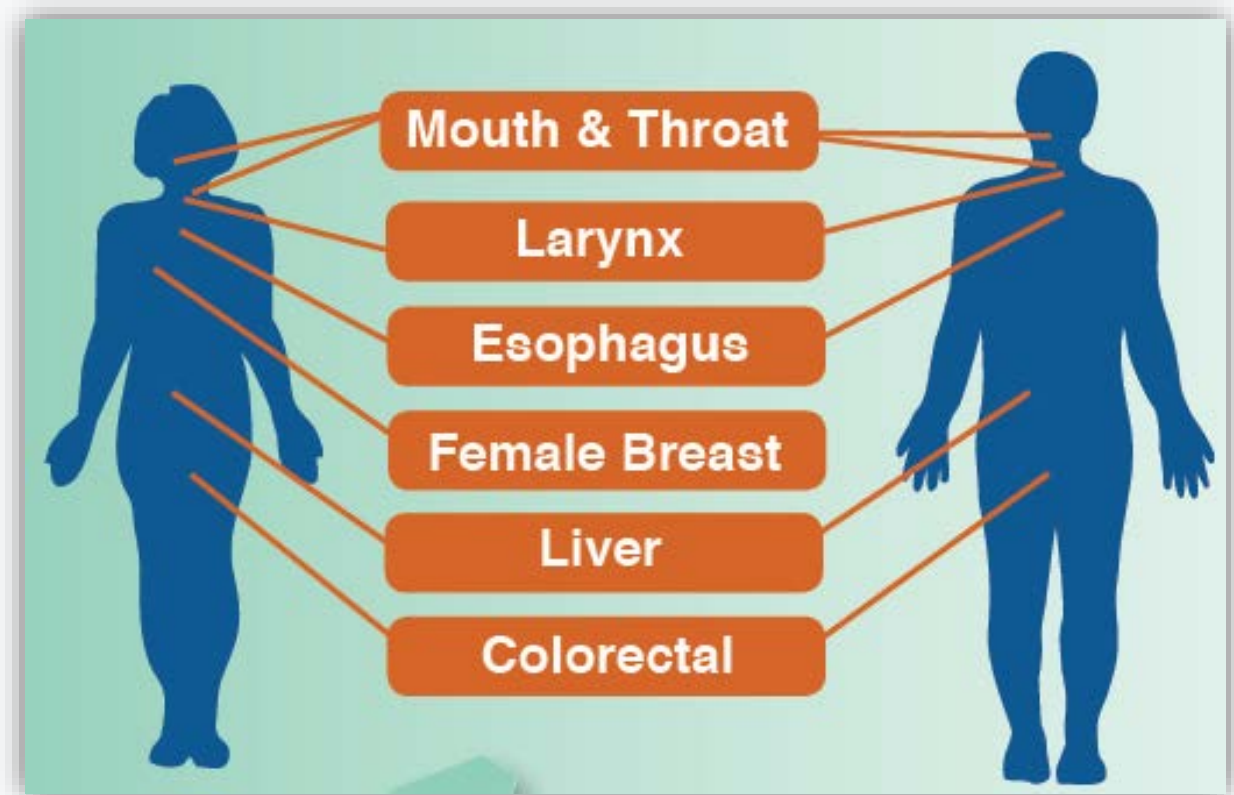


Sources: ASCO National Cancer Opinion Survey 2017; Hawkins et al., Health Educ Behav. 2010; 37(4): 490-503; Buykx et al., BMC Public Health, 2018, 18(688).

Alcohol Use and Cancer Risk

Alcohol increases the risk of at least 7 different cancers:

- Mouth & Throat
- Larynx
- Esophagus
- Breast
- Liver
- Colorectal



Alcohol Use and Cancer Risk

Alcohol increases cancer risk by many potential pathways, including:

Ethanol →
Acetaldehyde

Blocking the
absorption of
certain
nutrients

Increasing
estrogen
levels

Cirrhosis of
the liver

Weight gain

How much is too much?

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



So, what is “high risk”?

High risk drinking includes:

Heavy Drinking
(Women: 8+ drinks/week)
(Men: 15+ drinks/week)

Binge Drinking
(Women: 4+ drinks in 2-3 hours)
(Men: 5+ drinks in 2-3 hours)

Underage Drinking

Excessive drinking refers to heavy & binge drinking

What is “A Drink”?

	OR		OR		OR	
12 ounces of beer (5% alcohol)		8 ounces of malt liquor (7% alcohol)		5 ounces of wine (12% alcohol)		1.5 ounces of hard liquor (40% alcohol)

Alcohol Policy in Wisconsin

How has Wisconsin's alcohol landscaped evolved in the wake of COVID-19?

Julia Sherman

Wisconsin Alcohol Policy Project

Project Coordinator

<https://law.wisc.edu/wapp>

Thank you!

QUESTIONS?

August Networking Webinar - Registration Open!

“Introducing the Wisconsin Cancer Plan 2020-2030”

Join us as we unveil the Wisconsin Cancer Plan 2020-2030! Learn what's new in the latest Plan and how it can help you increase your impact. Fellow members will share how they use the Wisconsin Cancer Plan as a blueprint for action to guide their work.



10:00-11:00



Register here: <https://wicancer.org/events/webinars/>

Resources

Check out our alcohol and resources!

Addressing High-Risk Drinking to Reduce Cancer Burden in Wisconsin

Alcohol has been shown to cause **7 different cancers:**

- Mouth & Throat
- Larynx
- Esophagus
- Female Breast
- Liver
- Colorectal

The **MORE** alcohol a person drinks, the **HIGHER** their risk for cancer.

in WISCONSIN

High-risk drinking is a **PROBLEM**.

Wisconsin ranks **3rd** nationally in rates of heavy and binge drinking.

Heavy Drinking for Women = 8+ Men = 15+ drinks per week

Binge Drinking for Women = 4+ Men = 5+ drinks on one occasion

WE can decrease alcohol-related cancers in Wisconsin.

- DECREASE alcohol consumption.
- DISCOURAGE underage drinking.
- SUPPORT policies that discourage high-risk alcohol use.
- ENCOURAGE healthcare providers to discuss the health risks of alcohol use with patients.

Together...Reducing the burden of **CANCER** in Wisconsin. wicancer.org

Alcohol & Cancer
You asked. We've answered.

Does alcohol use really cause cancer?
Yes. Alcohol increases your risk for at least seven types of cancer:
 > mouth > throat > voice box > esophagus
 > liver > colorectal > female breast

Alcohol may be a risk factor for other cancers, as well, such as pancreatic, gastric, and lung cancer, but more research is needed.

How much do I need to drink to raise my cancer risk?
Any amount of alcohol—even low levels of drinking—increases your risk for cancer. But the more you drink and the longer you drink, the higher your risk. This is especially true for head and neck cancers.

Is alcohol as important as other cancer risk factors?
Yes. Alcohol use has a greater effect on your cancer risk than occupational hazards, UV radiation, or protective behaviors like physical exercise and breastfeeding (while tobacco use, diet, and obesity are greater risk factors).

Does the type of alcohol I drink matter?
No. The type of alcohol you drink—wine, beer, or liquor—does not matter when it comes to cancer risk.

How exactly does alcohol cause cancer?
Researchers have identified many ways alcohol can cause cancer.

FOR EXAMPLE:

- When alcohol breaks down in your body, the process produces something called acetaldehyde, which is a carcinogen.
- Alcohol can impair your body's ability to break down and absorb certain nutrients associated with cancer risk.
- For women, alcohol can increase your body's levels of estrogen, which has links to breast cancer.

NOTE: If you smoke and drink, your cancer risk is greater than for people who only smoke or drink.

Only 30% of Americans know alcohol use can cause cancer, according to a recent study. The damaging effects of drinking can get obscured in Wisconsin's alcohol-friendly environment, and the facts can be hard to parse—what does “heavy drinking” mean? How much is a “drink” anyway?

Here we offer straightforward answers to your questions.

For more information: Wisconsin Cancer Collaborative info@wicancer.org wicancer.org [Facebook.com/WisconsinCancer](https://www.facebook.com/WisconsinCancer) [Twitter.com/WisconsinCancer](https://www.twitter.com/WisconsinCancer)

Together we will reduce the burden of cancer for everyone in Wisconsin.

“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

Alcoholic beverages can be packaged or sold in larger sizes or with higher alcohol content, and may be considered more than one drink.

1 ounce of 80 proof (40% alcohol) liquor = 1 drink

sk return to that of a non-drinker?
Cancers returns to that of a non-drinker after about 20 years.

cancers in my community?

a positive example by always giving guests a non-alcoholic beverage at gatherings in the home. **tips** planning social events can use smaller place limits on the number of beverages that can be served at a time.

ns can limit the number of locations that sell alcohol (density)? A support Wisconsin's geographical legislation to provide a location for underage drinking, **ns** can increase the price of alcohol and keep the drinking age at 21.

Cut back or quit. Start a conversation with your community to change its alcohol environment. **laborative online** to learn more: [Twitter.com/WisconsinCancer](https://www.twitter.com/WisconsinCancer)

Alcohol and Cancer Slide Bank

PowerPoint slides to raise awareness about the alcohol-cancer connection in your community and when presenting to key stakeholders



<https://wicancer.org/resources/cancer-control-resources/>

Resources

Cancer Risk Factors and COVID-19 Resources

- <https://www.who.int/news-room/commentaries/detail/smoking-and-covid-19>
- https://www.euro.who.int/_data/assets/pdf_file/0010/437608/Alcohol-and-COVID-19-what-you-need-to-know.pdf?ua=1
- <https://www.mayoclinic.org/diseases-conditions/coronavirus/in-depth/coronavirus-myths/art-20485720>

Alcohol and Cancer

- <https://ascopubs.org/doi/full/10.1200/JCO.2017.76.1155>
- <https://alcoholthinkagain.com.au/>
- https://law.wisc.edu/wapp/images/2020_apha.pdf