

Raising Awareness: Alcohol and Cancer



At a Glance >> Alcohol use increases the risk for at least seven types of cancer – the more you drink, the greater the risk. Wisconsin has the 3rd highest rates of heavy drinking and binge drinking in the nation, and a recent study shows only 30% of people know that alcohol can cause cancer. The goal of the Action Plan is to raise awareness across Wisconsin about the connection between alcohol use and cancer risk.

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Council Co-Leads:

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Activities	Start Date	End Date	Measures of Success
<p>Gather and examine background data:</p> <ul style="list-style-type: none"> Survey WI Cancer Council membership to identify current member awareness Collect data on specific populations and areas of the state with the highest problem drinking rates Compare alcohol data to alcohol-related cancer data 	March 2018	December 2018	Data examination is complete and variations in data are identified
<p>Develop alcohol and cancer toolkit for WI Cancer Council members. Toolkit may include:</p> <ul style="list-style-type: none"> “Addressing High-Risk Drinking to Reduce Cancer Burden in Wisconsin” Infographic Alcohol and Cancer FAQ Alcohol and Cancer Talking Points Alcohol and Cancer Presentation Template Social Media Messages Local Best Practices Letter to the Editor Template 	February 2018	December 2018	Toolkit completed and shared with WI Cancer Council members.
<p>Tailor toolkit resources for specific audiences</p> <ul style="list-style-type: none"> Identify specific populations in greatest need Tailor toolkit to populations in greatest need 	January 2019	December 2019	Toolkit tailored to meet the needs of at least two different populations.
<p>Develop alcohol fundraising best practices/guidelines and pinkwashing education</p> <ul style="list-style-type: none"> Convene interested partners in creating guidelines/education Develop guidelines/education with interested partners Disseminate guidelines/education to WI Cancer Council members 	January 2019	June 2019	<ul style="list-style-type: none"> Fundraising guidelines distributed to all WI Cancer Council members Educational opportunity on pinkwashing offered to all WI Cancer Council members.

Activities	Start Date	End Date	Measures of Success
<p>Collaborate with other groups working on alcohol issues to incorporate cancer connection and align goals:</p> <ul style="list-style-type: none"> Identify and establish relationships other groups working on alcohol issues Convene to identify mutually beneficial goals and opportunities to align 	Ongoing	Ongoing	When alcohol is discussed, especially as a health issue, cancer risk is included.
<p>Pursue provider specific education opportunities</p> <ul style="list-style-type: none"> Identify needs for education opportunities Develop education opportunities based on identified needs Create follow up material to support participants' efforts after the educational opportunities 	January 2019	December 2019	<ul style="list-style-type: none"> Education opportunity is provided. Follow up material is created and provided to participants.
<p>Pursue decision maker specific education opportunities</p> <ul style="list-style-type: none"> Assess education opportunities with WI Cancer Council members, targeting areas in greatest need Convene Policy Committee to review assessment and identify education opportunities Create education material and tools to support local efforts Promote and provide educational opportunities at the state and local levels 	January 2019	May 2020	Education opportunities are provided at the state and local levels by WI Cancer Council members
<p>Work with schools to integrate cancer prevention into wellness and other health or substance use curriculum on alcohol:</p> <ul style="list-style-type: none"> Identify WI Cancer Council members and partners with strong relationships with schools Develop and provide material to justify the importance of integrating cancer prevention into alcohol curriculum Create solutions for schools to integrate cancer prevention into alcohol curriculum 	January 2019	December 2019	At least 3 school systems incorporate cancer connection into health education related to alcohol.

Additional policy-specific activities pertaining to this Action Plan are included in the WI Cancer Council Policy Agenda 2018-2020