

Action Plan: Increase awareness between alcohol and cancer

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Welcome



Agenda

- ▶ Implementation Action Plan Development Process
- ▶ Proposed Major Tasks/Activities
- ▶ Feedback/Discussion
- ▶ Regional Meeting Reminder



Implementation Action Plans: Development Process



4 Priorities Emerged

- ▶ Increase awareness of the connection between alcohol and cancer risk
- ▶ Increase HPV vaccine completion
- ▶ Increase cancer screening rates
- ▶ Increase access to quality cancer care and services



Alcohol and Cancer: the data

- ▶ Alcohol use increases the risk of at least 7 different cancers¹. Even low levels of drinking can increase cancer risk, but the greatest risk is with heavy, long-term use².
- ▶ High-risk drinking is a problem in Wisconsin. We rank 3rd nationally in rates of heavy and binge drinking among adults³, and 1/3 of WI high school students report drinking alcohol in the last 30 days⁴.
- ▶ Increasing awareness of the connection between alcohol and cancer risk has been shown to influence support for policy changes and individual behavior change^{5,6}.



Sources: 1. International Agency on Research on Cancer. IARC Monograph. Volume 96. 2010. 2. American Society for Clinical Oncology. Alcohol and Cancer: A Statement of the American Society of Clinical Oncology. 2017. 3. Center for Disease Control. BRFSS. 2015. 4. WI Department of Health Services. WI Epidemiological Profile on Alcohol and Other Drugs. 2016. 5. Buyck P, et al. Int J Drug Policy. 2015; 26(4): 371-9. 6. Hawkins et al. Health Educ Behav. 2010; 37(4): 490-503.

Proposed Major Tasks

- ▶ Gather background data:
 - ▶ 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.
- ▶ Develop alcohol and cancer toolkit for WI Cancer Council members. Toolkit may include:
 - ▶ ["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 - e.g. examples of successful community policy changes
 - ▶ Letter to the Editor Template



Proposed Major Tasks

- ▶ Tailor toolkit resources for some specific audiences - based on results of data analysis and member feedback/requests.
- ▶ Develop alcohol fundraising best practices/guidelines and pinkwashing education for WI Cancer Council members.
- ▶ Collaborate with other groups working on alcohol issues to incorporate alcohol connection and align goals.
- ▶ Pursue provider specific education opportunities - e.g. CME, webinar for clinic staff, conversation guide, etc.
- ▶ Pursue decision maker specific education opportunities - e.g. legislative drop, presentation, etc.
- ▶ Work with schools to integrate cancer prevention into wellness and other health or substance use curriculum on alcohol.



Discussion Questions

- ▶ Are you aware of data or resources we've included in the action plan/toolkit that already exist and could be shared or repurposed?
- ▶ Is there a major task missing that you feel should be included? Is anything included that may be unnecessary?
- ▶ Is there a specific resource that you feel would be helpful that is not currently included in the toolkit? Is something included that may be unnecessary?
- ▶ Are there individuals or organizations that may/may not be current WI Cancer Council members that you feel would be good partners to help develop or disseminate this information?
- ▶ Are there items in the action plan that you do not feel are feasible within the next 2-3 years?



How can members get involved?

- ▶ Serve as a reviewer of toolkit resources.
- ▶ Disseminate materials via your local and social media networks.
- ▶ Attend a Regional Meeting to learn more!



Regional Meetings - Join Us



2018 MEETING SCHEDULE

April 10
Kimberly: 8-11 am, Liberty Hall
Wausau: 1:30-4:30 pm, Jefferson Street Inn

April 11
Eau Claire: 8-11 am, Florian Gardens
La Crosse: 1:30-4:30 pm, Waterfront

April 18
Madison: 8-11 am, Sheraton Hotel
West Allis: 1:30-4:30 pm, Hampton Inn & Suites

Taking Action Together.
Registration opens February 2018.



Thank you!

