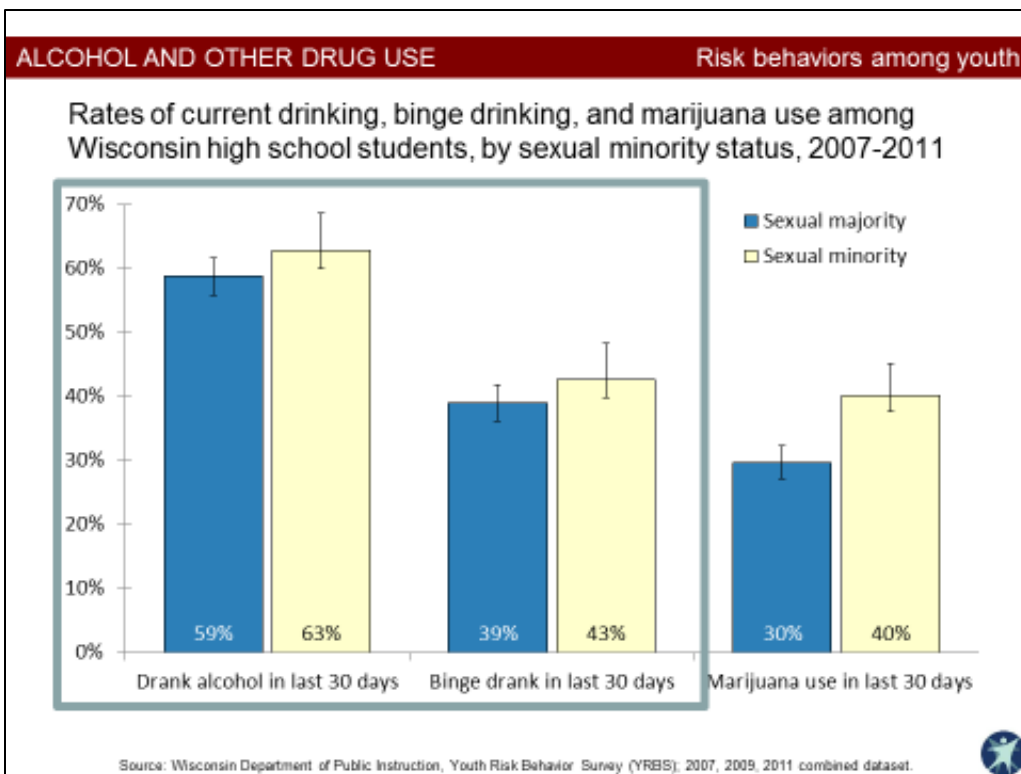
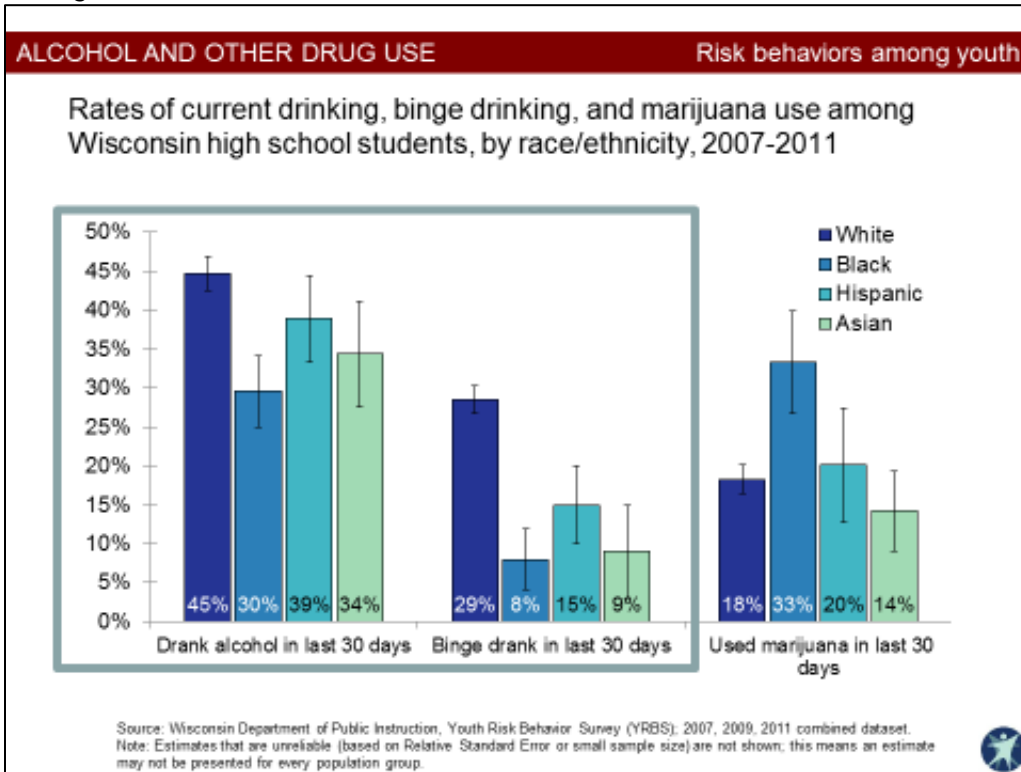
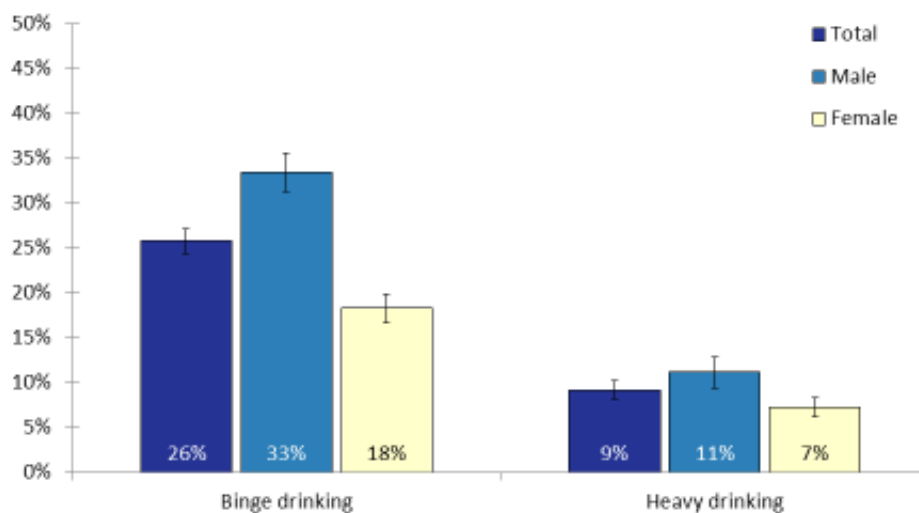


Increase awareness of the connection between alcohol consumption and cancer risk

Background Data



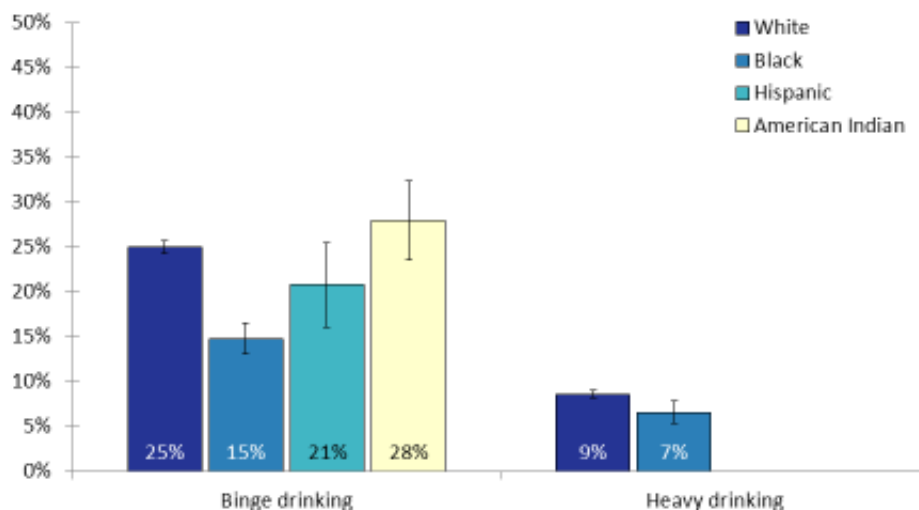
Rates of binge drinking and heavy drinking among Wisconsin adults, by sex, 2009-2011



Source: Wisconsin Department of Health Services, Behavioral Risk Factor Survey (BRFS); 2009-2011 landline-cellphone combined dataset. 24



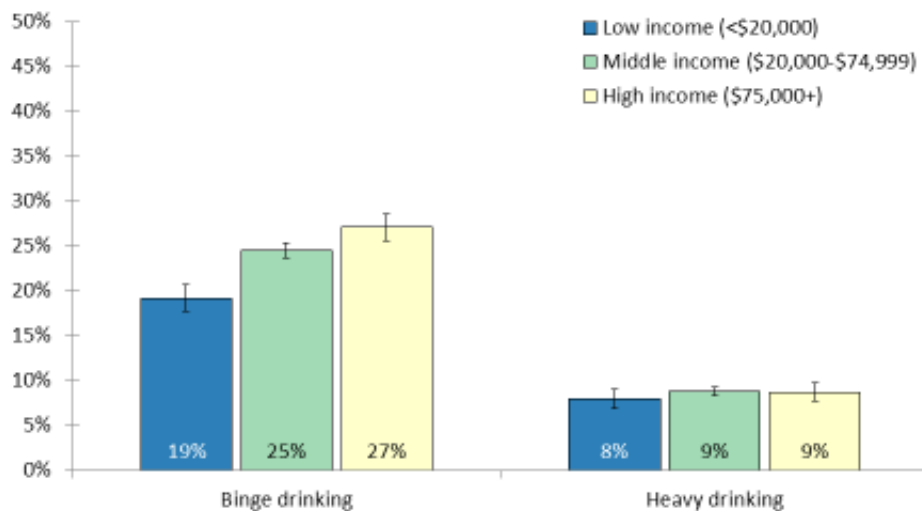
Age-adjusted rates of binge drinking and heavy drinking among Wisconsin adults, by race/ethnicity, 2008-2011



Source: Wisconsin Department of Health Services, Behavioral Risk Factor Survey (BRFS); 2008-2011 landline-only dataset. Note: Estimates that are unreliable (based on Relative Standard Error or small sample size) are not shown; this means an estimate may not be presented for every population group. 25



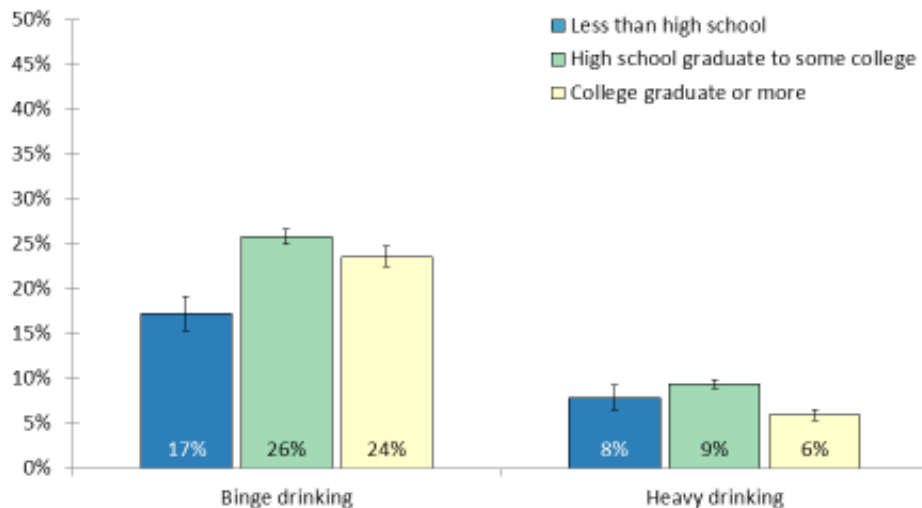
Age-adjusted rates of binge drinking and heavy drinking among Wisconsin adults, by household income level, 2008-2011



Source: Wisconsin Department of Health Services, Behavioral Risk Factor Survey (BRFS); 2008-2011 landline-only dataset.

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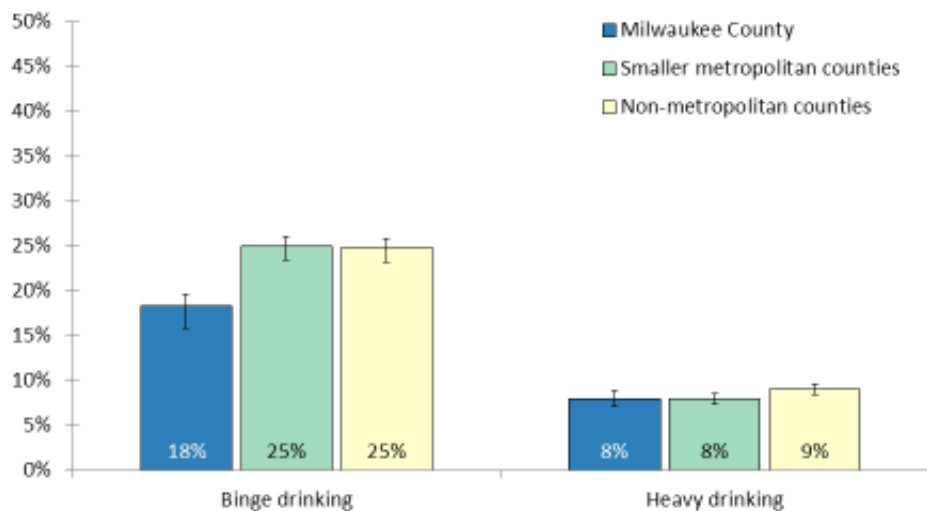
Age-adjusted rates of binge drinking and heavy drinking among Wisconsin adults, by education level, 2008-2011



Source: Wisconsin Department of Health Services, Behavioral Risk Factor Survey (BRFS); 2008-2011 landline-only dataset.

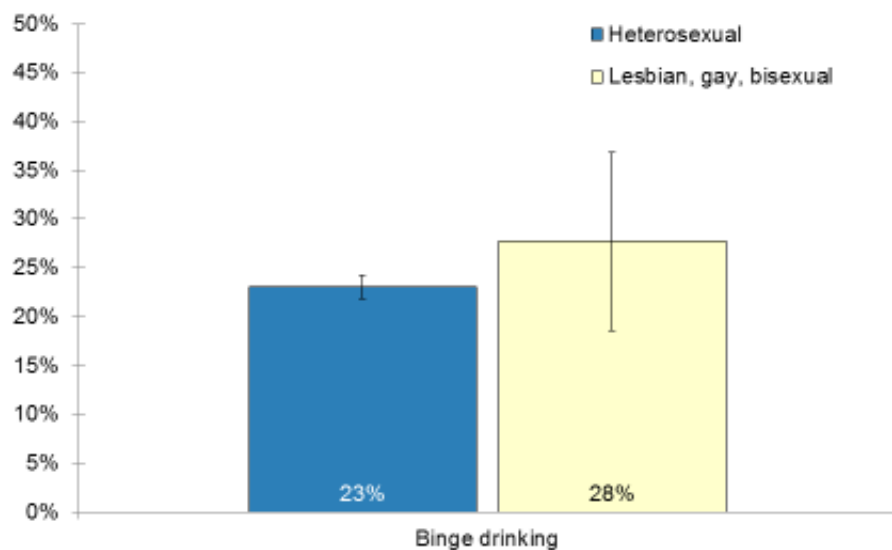
27 

Age-adjusted rates of binge drinking and heavy drinking among Wisconsin adults, by level of urbanization, 2008-2011



Source: Wisconsin Department of Health Services, Behavioral Risk Factor Survey (BRFS); 2008-2011 landline-only dataset.

Binge drinking among Wisconsin adults, by sexual orientation, 2008-2011



Source: Wisconsin Department of Health Services, Behavioral Risk Factor Survey (BRFS); 2008-2011 landline-only dataset.

WI CCC Plan Action Steps Related to Alcohol & Cancer Awareness

- 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