Action on alcohol to reduce global NCDs and cancer burden by 2025
What is the NCD Alliance?
What is the UICC?
What is IOGT International?
151 Member Organizations
60 countries
165+ years of experience
The premier global network for evidence-based policy solutions and community-based interventions to reduce and prevent alcohol harm
INTEGRATED AND COMPREHENSIVE ALCOHOL PREVENTION - THE IOGT WAY

POLICY
- Implement the 3 Best Buy
  - Reduce affordability
  - Alcohol Taxation
  - Reduce availability
  - Raise age limit
  - Decrease outlet Density
  - Limit opening hours for on- and off-premise
- Ban Advertising / restrict marketing
- Enstate retail monopolies

INDUSTRY
- Counteract economic forces promoting alcohol use
  - Stop monetization of harmful industry
  - Encourage divestment from alcohol producers
  - End government subsidies for the alcohol industry
  - Safeguard against conflicts of interest
  - Corporate and media literacy
  - Expose unethical business practices
  - Bust alcohol myths

NORMS
- Maintain abstinence rates
- Encourage quitting
- Promote alcohol-free environment
- Reduce attractiveness of the image of alcohol
- Reduce unfair privileges attached to alcohol use
- Prevent alcoholization of all social events

TREATMENT
- Enable treatmant
- Faster recovery
  - Ensure the provision of effective advice and brief interventions in healthcare settings
  - Make treatment available for all who need it
  - Provide support to all children of parents with alcohol problems
  - End stigma attached to alcohol use disorders

AWAERNESS
- Increase public awareness and recognition of real alcohol harm
  - Harm to others
  - Alcohol causes 7 types of cancer
  - There is no safe amount of alcohol use
  - Evidence for alcohol’s health benefits is evaporating
  - Road traffic
  - Children
  - Women
  - Workplace
A Unique Civil Society Network

Leading the way to a world free of preventable NCDs

Founded in 2009 - by UICC, IDF, and WHF

Now 7 global federations / organizations

With 15 supporters – NGOs and private sector

A network of 2,000+ member associations in 170 countries

50+ national / regional NCD alliances
Wait, what are NCDs?
Noncommunicable diseases (NCDs):

“4x4 plus”
- Cancer
- Cardiovascular disease
- Chronic respiratory diseases
- Diabetes
- Mental health

- 70% of all deaths
- More than 3 out of 4 years lived with a disability
4 by 4 plus....

- Cancer
- Cardiovascular disease
- Chronic respiratory diseases
- Diabetes
- Mental health

- Alcohol
- Tobacco
- Unhealthy diets
- Physical inactivity
“We unite the cancer community to reduce the global cancer burden, to promote greater equity, and to integrate cancer control into the world health and development agenda.”
Join us at the World Cancer Congress in Kuala Lumpur

- **Develop new skills and strengthen your capabilities** with tools and effective methods applicable to your own setting. The programme of Kuala Lumpur will include new features as well as novel topics and formats.

- **Share your knowledge and exchange best practices** with 3500 to 4000 cancer and health professionals from more than 140 countries.

- **Listen to leading experts in multidisciplinary areas of cancer control**.

- **Build strong and lasting connections** with participants from across the **whole spectrum of the cancer control and non-communicable diseases**.

Find out more at the [World Cancer Congress website](http://worldcancercongress.org)
Awareness of alcohol as cancer risk factor - an outlier globally

Awareness of cancer risk factors, %, by country income level

Hill and Wakefield, Lancet Oncology, 2008
Strategies to Increase Awareness

- **High visible health warnings**: Made compulsory on all alcohol containers. Couple with national campaign eg ‘Alcohol – Think Again’

- **Screening and consumption limits**: Medical practitioners routinely screen and advise patients on reducing cancer risks by limiting alcohol consumption.

- **Low risk guidelines and campaigns**: National low risk drinking guidelines to reflect cancer risks from even low volume consumption.
  - “Dry months” as fundraisers.
  - Coupled with well funded campaign aimed at health care providers and general population (with evaluation)

- **Annual public reports of cancer cases**: Rates of alcohol caused cancers regularly assessed and publicly reported each year
In a Canadian first, Yukon rolls out cancer warning labels on alcohol

Yukon to stop putting cancer warning on liquor labels after pressure from alcohol industry

The Yukon Liquor Corp. was the first in Canada to roll out new labels in the store in November as part of the federally funded Northern Territories Alcohol Study.
Big Alcohol Exposed

Tactics like Big Tobacco

Oppose, undermine, derail best buy policies
Ineffective policies, esp. Self-regulation

Attack, undermine independent science

Portray themselves as partners and change agents

Corporate Social Responsibility
Unethical marketing
Across NCD risk factors, we are seeing unhealthy commodities industries including tobacco, unhealthy food and beverages, and alcohol, employ similar strategies, for example:

- Advocating **soft policies** and voluntary and self regulation
- **Undermining science** and exploiting of the complexity of the science around NCD risk factors
- **Positioning themselves as change agents and partners** in the new era of Sustainable Development through **corporate social responsibility strategies**
- **Unethically marketing**, in particular strategic exposure of children and young people and uptake of unregulated new media **Lobbying against effective population level policies**, regulation and fiscal measures such as taxation and marketing restrictions
Alcohol and health

3.3 deaths million every year

Harmful use of alcohol causes

- 100% of fetal alcohol syndrome
- 100% of alcohol use disorders
- 22% of suicides
- 22% of interpersonal violence
- 15% of traffic injuries
- 50% of liver cirrhosis
- 30% of mouth and throat cancers
- 25% of pancreatitis
- 12% of tuberculosis
- 10% of colorectal cancer
- 8% of breast cancer
- 8% of heart disease

Reduce harmful use of alcohol

- Regulate availability
- Restrict advertising
- Use pricing policies

Best low interventions

- Regulate availability
- Restrict advertising
- Use pricing policies
- Prevent and treat alcohol use disorders
- Implement drink-driving policies
- Raise awareness of alcohol-attributable health burden
- Support community action to prevent and reduce the harmful use of alcohol
- Provide consumer information on alcohol containers
- Regulate informally produced alcohol
- Develop surveillance systems for alcohol consumption, health consequences and policy

10% reduction in the harmful use of alcohol by 2020

Given the extent of alcohol attributable NCDs, injuries and infectious diseases, no possible health benefits justify promoting alcohol use.

Lowering alcohol consumption across populations is critical to reducing NCD burden and achieving sustainable development goals.

Lucy Westerman
NCD Alliance
Global alcohol policy in the context of NCDs

Health
• Global Alcohol Strategy
• Global NCD Action Plan (with evidence based Best Buy interventions)
• Regional + National Action Plans
• 25x25 targets, Global Monitoring Framework, Progress Monitor

Development
• SDGs – mainly 3.4 and 3.5, but alcohol cuts across SDGs

A 25% relative reduction in risk of premature mortality from cardiovascular diseases, cancer, diabetes, or chronic respiratory diseases.

At least 10% relative reduction in the harmful use of alcohol, as appropriate, within the national context.
- Globally Off-track
- Target trajectory
- National plans and targets
- “best buys” implementation;

<table>
<thead>
<tr>
<th>Category</th>
<th>Met</th>
<th>Partially</th>
<th>Unmet</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. National NCD targets</td>
<td>93 (48%)</td>
<td>28 (14%)</td>
<td>70 (36%)</td>
</tr>
<tr>
<td>2. Mortality data</td>
<td>74 (38%)</td>
<td>47 (24%)</td>
<td>73 (38%)</td>
</tr>
<tr>
<td>3. Risk factor surveys</td>
<td>37 (19%)</td>
<td>135 (70%)</td>
<td>22 (11%)</td>
</tr>
<tr>
<td>6a. Alcohol availability regulations</td>
<td>27 (14%)</td>
<td>136 (70%)</td>
<td>11 (6%)</td>
</tr>
<tr>
<td>6b. Alcohol advertising or promotion bans</td>
<td>45 (23%)</td>
<td>30 (15%)</td>
<td>99 (51%)</td>
</tr>
<tr>
<td>6c. Alcohol pricing policies</td>
<td>33 (17%)</td>
<td>119 (61%)</td>
<td>22 (11%)</td>
</tr>
</tbody>
</table>
First High-level Meeting on NCDs (World Leaders)

Second High-level Meeting on NCDs (Ministers)

Third High-level Meeting on NCDs

2011 Political Declaration

2014 Outcome Document

2018
Combining actions on all levels
7 TYPES OF CANCER

Alcohol causes 7 types of cancers:

- Mouth
- Throat
- Food pipe
- Voice box
- Breast (women)
- Bowel
- Liver cancer

Cancer kills ca. 8 million people worldwide every year.

The International Agency for Research in Cancer (IARC), the WHO’s research body, classifies alcohol as class one carcinogen since 1988.

The IARC estimates that alcohol lies behind 8% of all cases of cancer. After tobacco (18%), alcohol is thus the second biggest cause of cancer. According to some studies, 10% of total cancer cases in men and 3% total cancer cases in women could be attributable to alcohol use.

Today a body of evidence exists and keeps growing, showing how strong the correlation between alcohol use and cancer risk is.
Thanks a lot for your attention!

Maik Dünnbier
Director of Strategy and Advocacy

LIFE SET FREE

Maik.duennbier@iogt.org
+46 722 11 3070
IOGT International
@IOGTInt #HeartDriven

www.iogt.org