POLICIES & ADVOCACY ON ALCOHOL CONTROL: GROWING INVOLVEMENT BY CANCER SOCIETIES GLOBALLY

C-9 Public Awareness of the Alcohol-Cancer Link: Perspectives on Women & Alcohol

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Donald Zeigler, Ph.D.
Adjunct Associate Professor
School of Public Health & Center for Global Health
University of Illinois at Chicago

“No personal financial relationships with commercial interests relevant to this presentation”
As required by the Alcohol Policy 18 Conference, I have signed a disclosure statement and note the following conflict(s) of interest:

None
Cancer Associations previously reviewed 2013, 2015 & 2016

- International associations
- Australia-New Zealand
- Asia
- Europe
- Africa
- Americas
Where were cancer societies on alcohol in 2016?

- Most only mentioned individual warning & emphasized personal choice
- Most fell short of international orgs & peers in Europe & Australia/New Zealand
- Some active in alcohol control orgs
- Encouraging signs of advocacy by others on policies to reduce alcohol as a risk factor for cancer
International Associations

- Union for International Cancer Control
- World Cancer Research Fund International
Union for International Cancer Control

- Still strong support for World Cancer Declaration (Target 3: reduce alcohol consumption) &
- Implementation of WHO’s Global Strategy to Reduce the Harmful Use of Alcohol
- Developed/promotes advocacy tool kit
- Formed CAN25by25 Advocacy Network including many CA associations
- Support for McCabe Centre
McCabe Centre for Law & Cancer

- Joint initiative of the UICC, Cancer Council Victoria, & Cancer Council Australia
  - Contributes to the effective use of the law for cancer prevention, treatment, supportive care & research
  - Collaborates with other NGOS, law schools & legal practitioners, & works with govts & intergovernmental organizations
  - McCabe 3wk intensive legal training including alcohol law & policy
World Cancer Research Fund

- Strong global report with good alcohol policies
- Supported NCD Global Action Plan & targets
- Strong caution about alcohol industry
- However different priorities regarding alcohol policy by its member organizations
  - WCRF UK
  - WCRF USA aka American Institute for Cancer Research
Australia-New Zealand

- Cancer Council Australia
- Cancer Council Victoria
- Cancer Society of New Zealand
Cancer Council Australia
Alcohol: policy priorities

- Strategy for reducing alcohol-related cancer burden
  - Reforming alcohol taxation policy
  - Protecting young people from alcohol marketing & promotion
  - Enhanced public education about alcohol harms
  - Expanding the evidence base
Cancer Council Victoria

Strong support for regulation of alcohol advertising to youth

Leadership role in Alcohol Policy Coalition
Cancer Society of New Zealand

- Actively supports Alcohol Action New Zealand’s 5+ solution:
  - Raise alcohol prices
  - Raise the purchase age
  - Reduce alcohol accessibility
  - Reduce marketing & advertising
  - Increase drink-driving counter-measures

Co-funds university-based Cancer Society Social & Behavioral Research Unit – evaluating current alcohol laws
Asian cancer societies

- Korean Cancer Association
- Chinese Anti-Cancer Association
- Singapore Cancer Society
- No mention of alcohol in cancer prevention or international collaboration
Europe

- Association of European Cancer Leagues
- Members of Euro Parliament: MEPS Against Cancer
- Cancer Research UK
- Cancer Focus Northern Ireland
- Irish Cancer Society
- Scottish Cancer Foundation
- Cancer Society of Finland
- World Cancer Research Fund UK
- Norwegian, Dutch & German Cancer Societies
Association of European Cancer Leagues (ECL) (25 associations)

A founding member of the European Alcohol & Health Forum to foster implementation of EU’s Alcohol Strategy

- Provides secretariat support for Members of European Parliament (MEPs Against Cancer) & European Commission on promotion of alcohol policy & SDG 3
MEPs Against Cancer

1. European Code Against Cancer “If you drink alcohol of any type, limit your intake. Not drinking alcohol is better for cancer prevention”

2. Implement WHO’s European action plan to reduce the harmful use of alcohol 2012-2020

3. Meet EU obligations of SDG #3 to strengthen the prevention and treatment of harmful use of alcohol.
Cancer Research UK

- Supports comprehensive alcohol strategy to reduce drinking in the UK to levels where the risks are minimal
- Commissioned research on alcohol policy by the Policy Research Centre for Cancer Prevention (PRCP)
- Part of Alcohol Health Alliance UK, alliance of 40+ NGOs promoting evidence-based policies to reduce the damage caused by alcohol misuse
Cancer Focus Northern Ireland

- Manifesto for the Assembly Elections 2017
- Top 10 recommendations from “Health First: An evidence-based alcohol strategy for the UK”
Scottish Cancer Foundation

Funds Scottish Cancer Prevention Network

Urges quick implementation of Minimum Alcohol Pricing in Scotland

End of alcohol marketing to youth
Cancer Society of Finland

- Wants to actively influence alcohol policy

- Supports Finnish NCD Alliance’s Network Government goals
Norwegian, German & Dutch Cancer Societies

- No mention of alcohol in cancer prevention or international collaboration
Joint open letter concern regarding Global Fund partnering with Heineken

Signed by
- Kristina Sperkova, International President, IOGT International
- Sally Casswell, Chair, Global Alcohol Policy Alliance
- Katie Dain, CEO, NCD Alliance

70 Orgs endorsed: 5 cancer associations:
- Norwegian Cancer Society
- The Cancer Association of South Africa
- Union for International Cancer Control (UICC)
- World Cancer Research Fund International (WCRF International)
- Women’s Coalition Against Cancer (WOCACA), Malawi
Americas

- Canadian Cancer Society
- Canadian Partnership Against Cancer
- Fundação do Câncer (Brazil)
- Susan G. Komen for the Cure
- American Institute for Cancer Research
- American Cancer Society
American Cancer Society on alcohol policy

- ACS does “not advocate for policies aimed at the reduction in consumption of alcohol because we try to apply our limited resources to our defined legislative priorities where we know we can have significant impact (tobacco control, access to care, etc).”

- Hasn’t changed much

- Email from ACS Action Network, March 26, 2013
American Cancer Society

No mention of policies to reduce alcohol-related harms in

- any Cancer Facts & Figures (2005 to 2018)
- Cancer Facts & Figures for African Americans 2016-2018 or
- ACS: “Global Fight against Cancer”

Only brief mention of policy in 2016-2018 Cancer Facts & Figures for Hispanics/Latinos

No involvement in alcohol control orgs
YET – Steps toward advocacy by ACS

- ACS VP promoted CDC Community Preventive Services Task Force strategies that state and local governments can use to create social and physical environments that reduce excess alcohol use.

"The role of government and regulation in cancer prevention" (2017 Lancet)
Alcohol Control as Cancer Control: A Policy & Practice Symposium
30 January 2018

- Featured speaker, UICC Board Member, Dr Heather Bryant
- CA associations present:
  - ACS VP attended/addressed on science
  - American Institute for Cancer Research
  - Canadian Partnership Against Cancer
Alcohol and Cancer: A Statement of the American Society of Clinical Oncology

- **Strong endorsement of alcohol control policies**
  - Clinical use of SBIRT
  - Regulate outlet density
  - Increase taxes & prices
  - Limit days/hours of sale
  - Enhance enforcement on sales to minors
  - Restrict youth exposure to ads
  - Resist further privatization of retail sales
  - Include alcohol policies in comprehensive state/tribal cancer control plans
  - Eliminate pink washing

JCO, November, 2107
So where are cancer societies on alcohol now?

- All endorse NCD policies
- Yet most still only mention individual warning & emphasize personal choice
- Most fall short of international orgs & peers in Europe & Australia/New Zealand
- Encouraging signs of advocacy by more
- Growing involvement in alcohol advocacy groups
Advocate/educate

- Enlist volunteer/patient leadership
- Contrast with international peer associations
- Provide concrete actions, e.g. USDGs, tax increase
- Alcohol control policies will reduce consumption & cancer
- Remove statements on alleged CVD benefits
- If alco not a high priority, at least join with/support domestic & global alcohol control efforts
- Specifically mention alcohol control policies in their documents, e.g. CA Facts and Figures
- Get Assocs to ask: does national/state have alcohol among its organized cancer prevention programs?
- Ban alcohol sponsorship – pink washing
Donald W. Zeigler, Ph.D.
Adjunct Associate Professor
School of Public Health & Center for Global Health
University of Illinois at Chicago
donaldz@uic.edu