



Awareness and Prevention: a survey of alcohol related activities of the European Cancer Leagues.



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The Association of European Cancer Leagues

- Pan-European umbrella organisation created in 1980 (= **30 years anniversary!**)
- Members are cancer organisations at mainly national level across wider Europe e.g., Dutch Cancer Society, Italian Cancer League, Swiss Cancer League, etc.
- Our member leagues have a combined income of over 700 million Euro (US\$1,209,000,000), over 6,000 staff members and more than half a million volunteers in their fight against cancer.
- We serve as a source of information on cancer, on initiatives set up at the European level, on EU decisions and legislations related to cancer, on the status of various European on-going projects that all seek to fight cancer.
- We also serve as a platform of exchange of best practices, where our members learn from each others' experiences.



Association of European Cancer Leagues

Strategic Goals

- promote a **healthy lifestyle** for all European citizens;
- enhance access to **cancer screening** programmes;
- ensure greater and **cross-border access** to diagnostics, treatment and support;
- advocate for the establishment and implementation of **national cancer control programmes**

Thematic Areas for information exchange and lobbying

- Tobacco Control
- HPV Vaccine / Cervical Cancer
- National Cancer Control Plans
- Skin Cancer / Melanoma Issues
- Patient Support Working Group
- Pharmaceutical Issues e.g., access to innovative medicines
- Fundraising

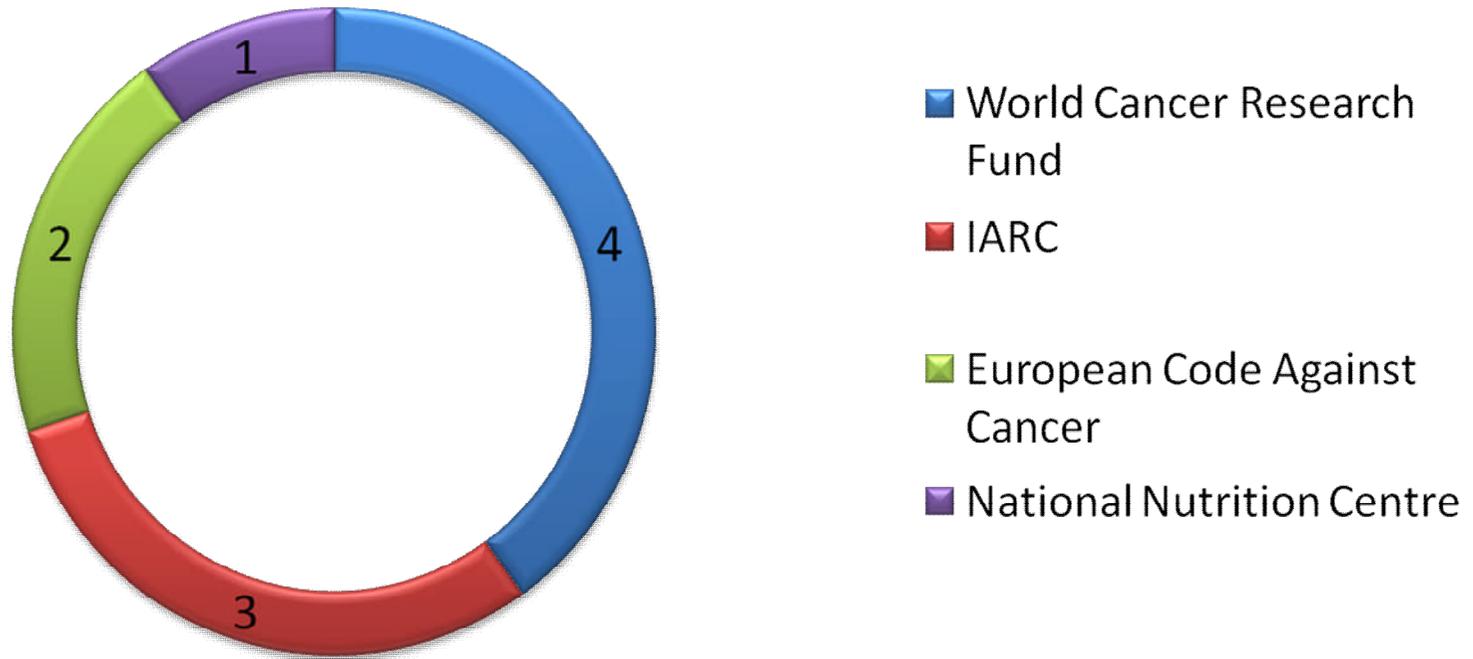


To date, alcohol control is not a core thematic area of ECL, although we do have representation on the EU's Open Forum on Alcohol and Health

ECL SURVEY ON ACTIVITIES IN CANCER AND ALCOHOL



Sources of scientific information for advice/campaigns



ACTIVITIES within



Most leagues include advice about the risks of alcohol and cancer in their general prevention campaigns via:

- Helplines; advice on request over the phone,
- Actions on national cancer days, e.g. The Czech Republic
- Training for health in institutions; schools and companies e.g. Switzerland and,
- Training doctors on the dangers of immoderate alcohol consumption



Specific Campaigns: targeting different demographics

Alcohol for the general population
Picture: Swiss Cancer League



Healthy@school
Foundation Against Cancer, Belgium



Coming soon to Finland....

Guerilla anti-alcohol marketing

“ an unconventional system of promotions that relies on time, energy and imagination rather than a big marketing budget. Typically, guerrilla marketing campaigns are unexpected and unconventional; potentially;^[1] and consumers are targeted in unexpected places.^[2] The objective of guerrilla marketing is to create a unique, engaging and thought-provoking concept to generate buzz, and consequently turn viral. “

The Irish Cancer Society and the Swiss Cancer League campaign around the link between obesity, alcohol and cancer

Alcohol

- Intake at any level is linked with a large increase in cancers of mouth, pharynx, larynx, oesophagus & (for heavy drinkers), liver.
- Alcohol also has a high calorie content
- Binge drinking
- 2 standard alcohol drinks per day (ICS Website)



**:: If you drink alcohol, whether beer,
wine or spirits, moderate your
consumption to two drinks per day if
you are a man and one drink per day
if you are a woman**

(European Code Against Cancer, 2003)

**Message used specifically by leagues in Ireland, the
Netherlands, Slovakia and Slovenia, and as a
reference document in Denmark.**

Political Lobbying on alcohol and cancer

Danish Cancer Society:

Political lobbying; and lobbying at National board of Health for proper recommendations

Finnish Cancer Society:

Providing expert opinions, giving statements and interviews. Lobbying for an advertising ban for alcohol beverages.

Swiss Cancer League:

This year, the League gave an expert statement in a political consultation process for the alcohol law.

The Dutch Cancer Society:

Lobbies on increasing alcohol taxation with partners

Reasons given for NOT engaging with alcohol related activities:

- 1. Lack of Resources (3)**
- 2. Not a government priority (1)**
- 3. A side issue therefore only mentioned to emphasise the importance of moderation (1)**
- 4. Alcohol consumption not perceived as a problem (1)**



Areas of Common Ground:



- Drinking alcohol contributes to the risk of cancers of the pharynx, larynx, oesophageal, colorectal and breast
- 2 Units of alcohol per day for men and 1 for women
- There is a strong link between alcohol and obesity that also increases the risk of cancer



Thank you

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