

Campaign highlighting alcohol and cancer link launched in Canberra

Alcohol and cancer: Reduce your risk

6 July 2021

The Australian Capital Territory's (ACT's) first-ever campaign about the link between alcohol use and cancer is being launched today.

The Foundation for Alcohol Research Education (FARE), with funding from the ACT Government's Health Promotion Grants Program, will be delivering the health campaign, which will be aired on television, radio, social media, and outdoor advertisements from today and will run across the Territory until September.

People in the ACT have a low awareness of the link between alcohol and cancer with only 27 per cent aware of the link between alcohol and breast cancer, 46 per cent between alcohol and colon cancer, and 28 per cent between alcohol and cancers of the head and neck.*

FARE CEO, Ms Caterina Giorgi, said that the 'Reduce your Risk' campaign aims to increase awareness of the link between alcohol use and cancer, and the *Australian guidelines to reduce health risks from drinking alcohol (Alcohol Guidelines)*.

"There are a lot of mixed messages about the health impacts of alcohol, and this means that many of us are unaware that alcohol is a cause of a range of cancers," Ms Giorgi said.

"This campaign aims to increase awareness among the community and to provide information on how to reduce their risk of cancer, by reducing alcohol use.

"The less you drink, the lower the risk of developing cancer in the mouth, throat, breast, liver and bowel."

The Alcohol Guidelines advise that people who drink alcohol have no more than 10 standard drinks in a week, and no more than four standard drinks on any day.

ACT Health Minister Rachel Stephen-Smith said, "The ACT Government is committed to improving the health and wellbeing of our community. Reduce your risk aims to do exactly that by supporting Canberrans to cut back on alcohol.

"I encourage everyone to visit the *Reduce your risk* website for more information and support to make positive lifestyle changes for themselves, their families and the community."

The campaign aims to highlight that reducing the amount you drink will not only help to keep you healthy and safe now, it will also help you reduce your risk of cancer.

To find out more about the campaign please visit <https://reduceyourrisk.org.au/>

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* The ACT Health Promotion Study was administered via Computer Assisted Computer Interviewing (CATI) among a sample of 502 respondents 18-65 years of age who currently live in the ACT.

The **Foundation for Alcohol Research and Education (FARE)** is a not-for-profit organisation working towards an Australia free from alcohol harms. We do this through developing evidence-informed policy, enabling people-powered advocacy and delivering health promotion campaigns.

FARE has been working with communities across the country to improve the health and wellbeing of Australians for 20 years.