



Building a
Better Health
Service

Seirbhís Sláinte
Níos Fearr
á Forbairt

Action on Alcohol Week 2017 20 – 24 November

ask|about
alcohol.ie

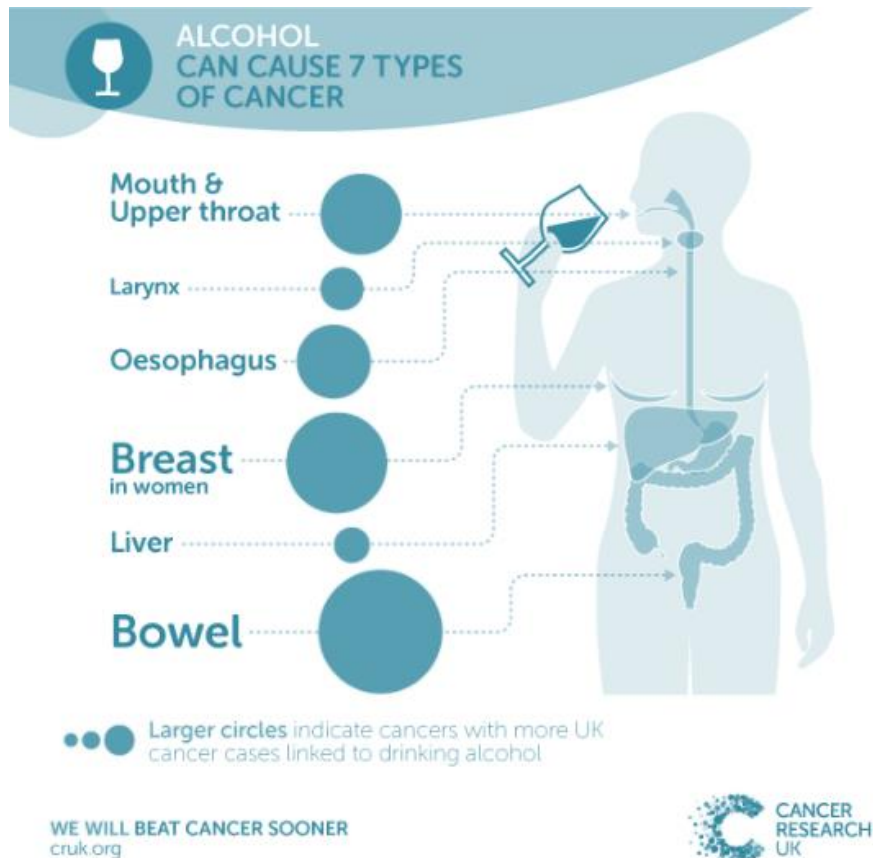
Alcohol and Cancer

- Alcohol is classified by the International Agency for Cancer Research as a human carcinogen.
- Increases risk for 7 different types of cancer: mouth and throat, larynx, oesophagus, colorectal, liver, female breast
- In Ireland: Every year approximately 1,000 new cancers attributed to alcohol – that's 3 people every day
- Any amount of alcohol increases risk of cancer. The more someone drinks, the higher their risk of cancer.
- Cancer risk increases, irrespective of the type of drink.
- Women who drink around two units of alcohol a day through their teens and early twenties are 34% more likely to develop breast cancer than those who do not drink during the same period
- More than 70% of cancers of the head and neck are due to alcohol or smoking

**In the UK just 1 in 10 people are aware of the link between alcohol and cancer.
In Ireland, just 1 in 5 people are aware of the link between alcohol and breast cancer.**

Key Message

Alcohol increases
your risk of
developing
cancer.
Drink less to
reduce the risk



Key Messages by Target Audience

Through PR, advertising, partner outreach and digital and social media, we will target four main audiences



Women

One in 8 breast cancers
are caused by alcohol.
Drink less to reduce the
risk



Youth

Drinking less in your teens
and 20's can reduce your
risk of developing cancer in
later life



Men

Drinking less can reduce
your risk of developing
Mouth head & neck cancer



LGBT

Drinking less can reduce
your risk of developing 7
types of cancer

Askaboutalcohol.ie Activities

1

Breast Cancer and Alcohol ad to air on local and national radio

2

Radio partnership with selected local radio stations including FM104, Live95FM WLR, Galway Bay FM

3

Social and Digital campaign

4

Press Office - press releases and pitched features and interviews with our experts

5

Partnership Activities – A partner pack will be provided to all relevant partners to help amplify the messages across key audiences

6

Follow up with printed resources

How partners can help

1

Offer spokespeople who are experts in the area – particularly in the area of one of the key messages

2

Use the provided partner pack to amplify the campaign messages across your own social and digital channels