



ALCOHOL AND CANCER

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2 main points

- Alcohol policies not enough
- Awareness is not enough

"the term alcohol policy entered the English vocabulary fairly recently, in the late 1970s, more or less as an import from the Nordic languages."

PROFESSOR ROBIN ROOM,
1999

NORDIC COUNTRIES

The awareness problem

DANISH CANCER SOCIETY STUDY - 2020

Unprompted, 22.2% of respondents were aware of the link between alcohol and cancer, whereas prompted 44.8% were aware of this.

NORWAY

In Norway, a representative survey conducted by Sentio for Actis found in 2016 that 7 out of 10 women were not aware of the association between alcohol and cancer.

The awareness problem

“NÄIN SUOMI JUO” REPORT

According to the Finnish Institute for Health and Welfare report (2018) “Näin Suomi juo” 37% of survey respondents fully agreed that alcohol use increases cancer risk.

SWEDEN

In a Eurobarometer study (2010), only 23% of Swedes agreed completely that there was an association between alcohol and cancer and an additional 33% tended to agree, which was the lowest proportion observed across all EU countries.