Alcohol - Acting on evidence: what we’ve learnt so far

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Alcohol consumption: where does the Region stand?

1 million deaths every year in WHO European Region
And what about the alcohol-attributable burden?

- Globally, the WHO European Region has the highest proportion all of deaths and disability-adjusted life years (DALYs) that are caused by alcohol.
- Around **2545 people died every day** from alcohol-attributable causes of deaths in 2016.
- Every 10th death within the Region was alcohol-attributable – in the age group of **20–24-year-olds this was nearly one in every fourth death**

![Proportion of deaths caused by alcohol use in the WHO European Region, by age and sex (2016)](image)

*a The orange area along each line represents confidence intervals.*
Key messages:

- 180,000 cancer cases and 92,000 cancer deaths caused by alcohol in 2018
- No safe level of consumption
- Public health responses must be matched to this complex vision of the dangers of alcohol and respond to population-level harms
Which cancers are caused by alcohol?

- Oral cavity
- Oropharynx
- Larynx
- Oesophagus
- Breast (in women)
- Liver
- Colorectum

People who use both alcohol and tobacco have a 5 times increased risk of developing cancers of the oral cavity, oropharynx, larynx and oesophagus, compared to people who use either alcohol or tobacco alone.

For heavy users, the risk is up to 30 times higher.
No safe level

Half of all alcohol-attributable cancers are NOT because of heavy drinking + so is the majority of breast cancers.

Every fourth alcohol-attributable breast cancer is because of “moderate drinking”
Policy options to reduce alcohol-attributable cancers

Alcohol-attributable cancers and deaths can be prevented by:

1) reducing alcohol consumption
2) using effective policies
   - increasing taxes
   - banning or restricting alcohol marketing
   - restricting availability
Launch of the #SAFEREuropeanRegion initiative

**Strengthen restrictions on alcohol availability;**

**Advance and enforce drink–driving countermeasures;**

**Facilitate access to screening, brief interventions and treatment;**

**Enforce bans or comprehensive restrictions on alcohol advertising, sponsorship and promotion;**

**Raise prices on alcohol through excise taxes and pricing policies.**

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**Environmental strategies**
- Education
- Registration of all alcohol, including industrial alcohol
- Informal controls

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Policy options to reduce alcohol-attributable cancers

Raising awareness and informing consumer choice through alcohol labelling
Reducing alcohol consumption is a public health imperative

Increased recognition of alcohol’s contributory role in cancer development and cancer death

There is a need for interconnected measures:

• a clear message that there is no safe level of drinking;
• concerted action at national and international level, including to combat the influence of vested interests opposed to alcohol control policies;
• increased levels of political commitment and implementation of a comprehensive policy approach, with emphasis on the WHO best-buys;
• appropriate and widespread engagement of public health-oriented nongovernmental organizations, professional associations and civil society groups.
Thank you!
Спасибо!