



101 things the alcohol industry won't tell you about alcohol... let's start with this one - **Alcohol Causes Cancer**

Professor Jennie Connor
Department of Preventive and Social Medicine
Otago Medical School, Dunedin

Professor Doug Sellman
National Addiction Centre,
University of Otago, Christchurch



101 things the alcohol industry won't tell you about alcohol

- Alcohol use is causally related to over 60 different medical conditions
- Alcohol accounts for about as much death and disability as tobacco and high blood pressure



(2005)

Three key tactics of the alcohol industry to hide the truth about alcohol

- I. Silence about the harms

Have You Ever Seen These Words in a Beer Commercial?



Maybe the Alcohol Industry Isn't Giving Us
ALL the FACTS.
Get the Truth at www.DoverY2Y.org.



Youth group calling on alcohol companies to tell the truth about alcohol

“Hi. My name is Lizzy Edmonds, and I am Bella Britton”





HALF OF ME IS A STRICT VEGETARIAN

HALF OF ME CRAVES A BIG BACON SANDWICH.

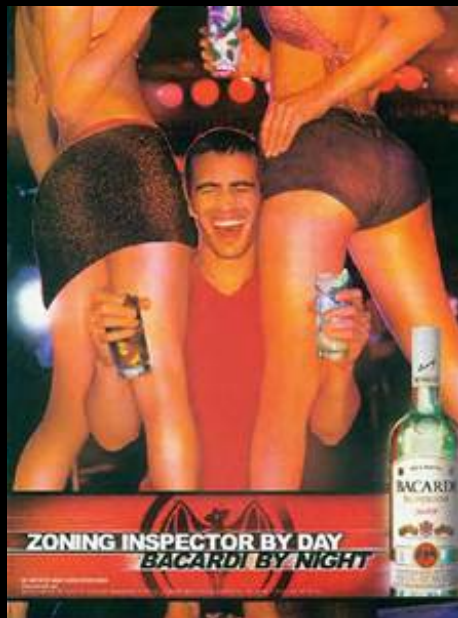


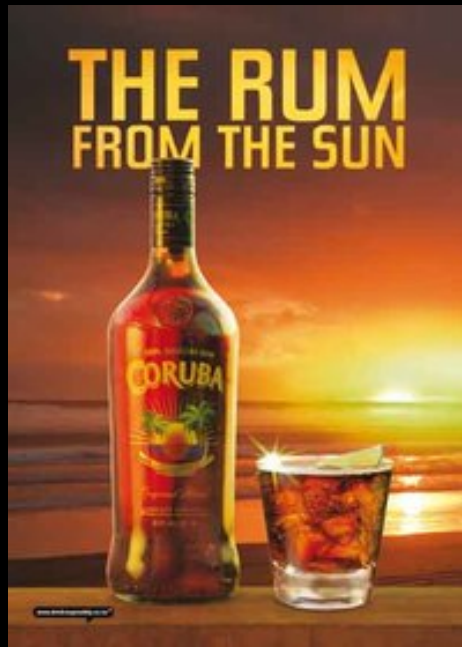
NEW HALF SUGAR FLAVOURS.

Enjoy Bacardi Breezer Responsibly.
www.drinkaware.co.uk
www.bacardi-breezer.co.uk
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BREEZER NOW IN 3 DELICIOUS HALF SUGAR FLAVOURS.
CRISP APPLE, ZESTY LEMON AND REFRESHING RASPBERRY.







Tobacco causes cancer



and alcohol causes dancer

“Just gimme some truth”

John Lennon 1971



Three key tactics of the alcohol industry to hide the truth about alcohol

1. Silence about the harms
2. \$100,000s into false promises – success and happiness

10 things the alcohol industry won't tell you about alcohol

1. Alcohol is a highly intoxicating drug with a relatively low safety index
2. Alcohol is a neurotoxin which can cause brain damage
3. Alcohol can directly cause aggression
4. Alcohol is fattening in moderate drinkers
5. Alcohol can cause cancer
6. Alcohol cardio-protection has been talked up
7. The alcohol industry actively markets alcohol to young people
8. Low risk drinking means drinking low amounts of alcohol
9. A lot of the alcohol industry's profit comes from heavy drinking
10. The "5+ Solution"

10 more things the alcohol industry won't tell you about alcohol

1. Alcohol is addictive
2. Alcohol directly causes depression
3. Alcohol is causally related to over 200 different medical conditions
4. Alcohol decreases sexual performance
5. Alcohol harms many people other than the drinker, especially partners and children
6. They were very unhappy about the drink driving limit being lowered from 0.08 to 0.05, and will be unhappier still when it is lowered further
7. Alcohol causes brain damage in unborn children
8. The social cost from alcohol misuse in NZ is in the billions of dollars
9. The alcohol industry lobbies government a lot more than the public knows about
10. Scientific evidence for the 5+ Solution is growing stronger, especially regarding the harm from alcohol marketing

**Two of the most important things the
alcohol industry won't tell you about
alcohol,
but which the Law Commission did**

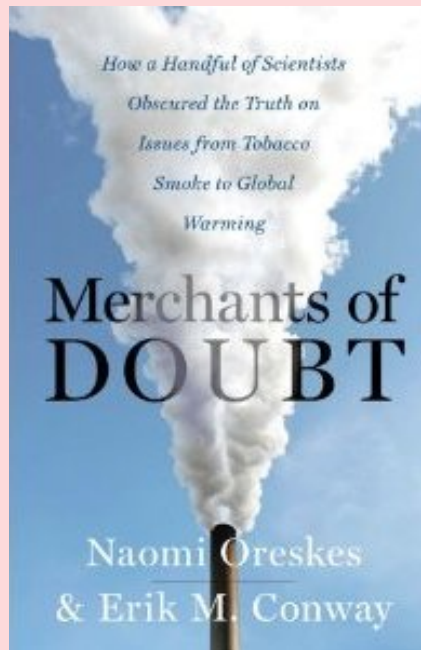
- Alcohol is a drug
- “Unbridled commercialisation” is at the heart of the problem

NZLC (2010)

Three key tactics of the alcohol industry

1. Silence about the harms
2. \$100,000s into the false promises – success and happiness
3. Obfuscate truth when presented, and denigrate the presenter

How a Handful of Scientists Obscured the Truth on Issues from Tobacco Smoke to Global Warming, Naomi Oreskes and Erik M. Conway, (2010)



Merchants of doubt

- Scientists - on the pay-roll of the alcohol industry
- “Independent” think tanks - such as the International Scientific Forum on Alcohol Research (ISFAR)
- Self-styled “experts” - with links to the industry who are mainly expert at undermininng genuine scientists and keeping doubt alive



Dr Samir Zakhari retires from NIAAA (September 2012)



- Dr Zakhari retires after 25+ years with the National Institute on Alcohol Abuse and Alcoholism (NIAAA)
- His expertise spans a wide range of “biomedical fields”



Dr Zakhari begins new job with the Distilled Spirits Council of the United States (DISCUS) (November 2012)

- DISCUS announces Dr Zakhari:
“Top US alcohol researcher” heading their
“Scientific Affairs Office” as part of the launch
of a major *“Enhanced Moderation Initiative”*



Dr Zakhari writes an opinion editorial in the Dominion Post soon after the “Alcohol & Cancer” conference (July 2015)

To Say Moderate Alcohol Use Causes Cancer Is Wrong

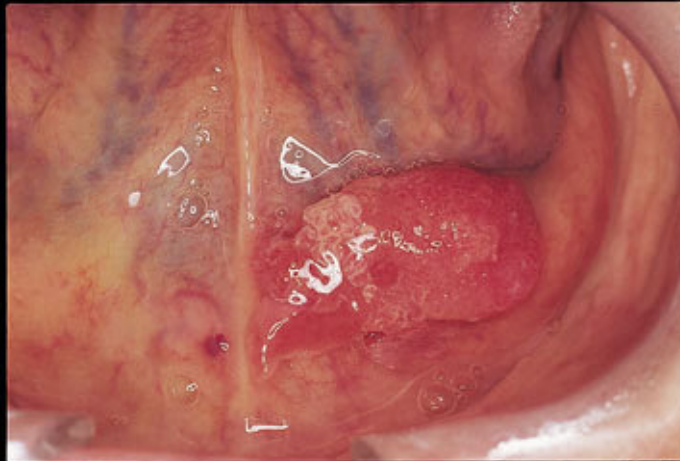
- *“Unfortunately last month in Wellington a group of well-intentioned researchers made a claim – and not for the first time. They said that moderate alcohol consumption causes cancer... is simply incorrect...”*
- *“As a scientist with a 25 year history with the American National Institute of Alcohol Abuse and Alcoholism (NIAAA) I follow these issues with close interest...”*



Dr Zakhari comments in a media release issued by Spirits New Zealand (July 2016)

- - Hiding alcohol as a direct causative agent in cancer - *“complex interactions between lifestyle, sociocultural and genetic issues”*
- - More circumspect - *“light to moderate drinking”* rather than *“moderate drinking”*
- - Criticizing Professor Connor’s work - *“lacking scientific credibility”, conclusions based on “cherry-picking epidemiological articles”*.

Cancer under the tongue



Photograph reproduced with permission from Health Scotland and Glasgow Dental Hospital

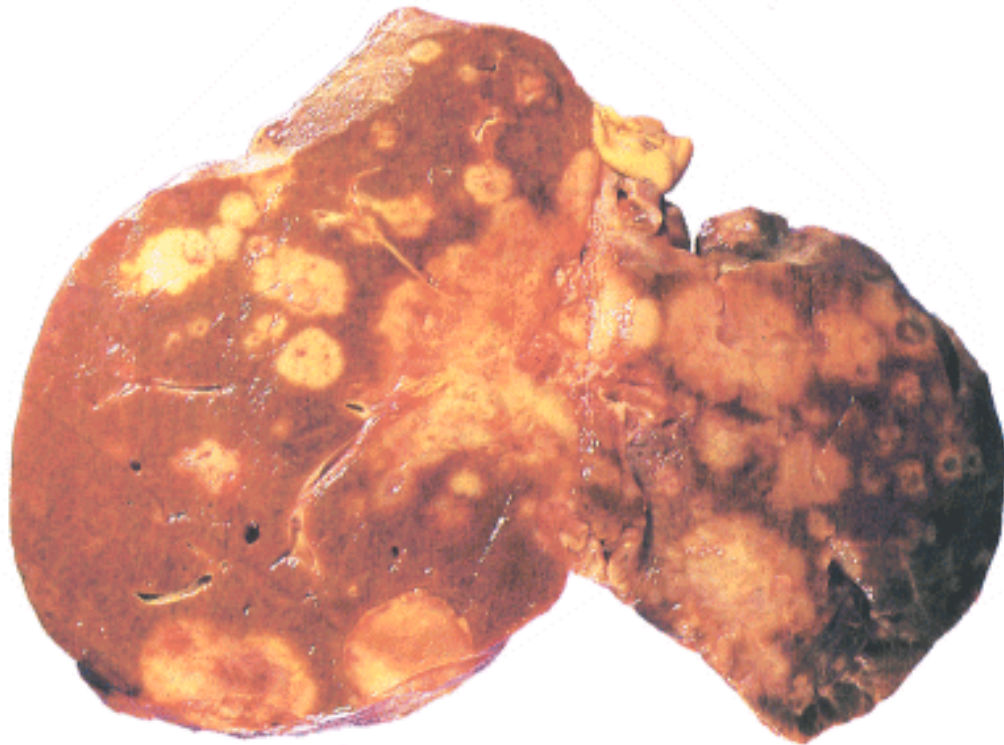
Throat cancer

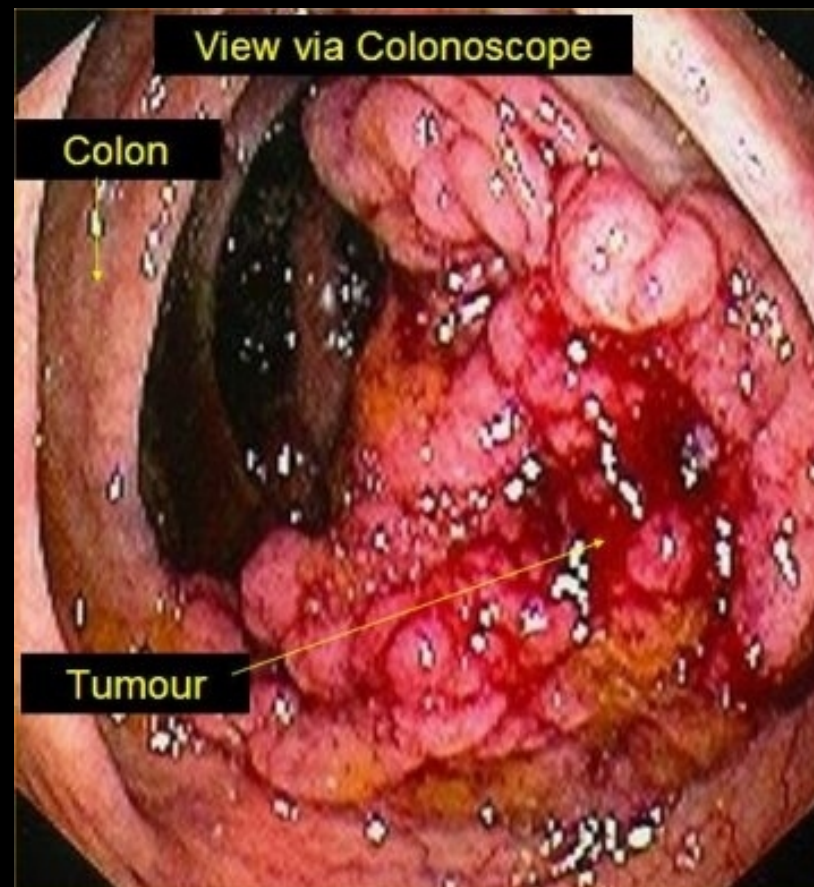




Cancer of the oesophagus

Liver Cancer







Breast cancer

Alcohol and cancer

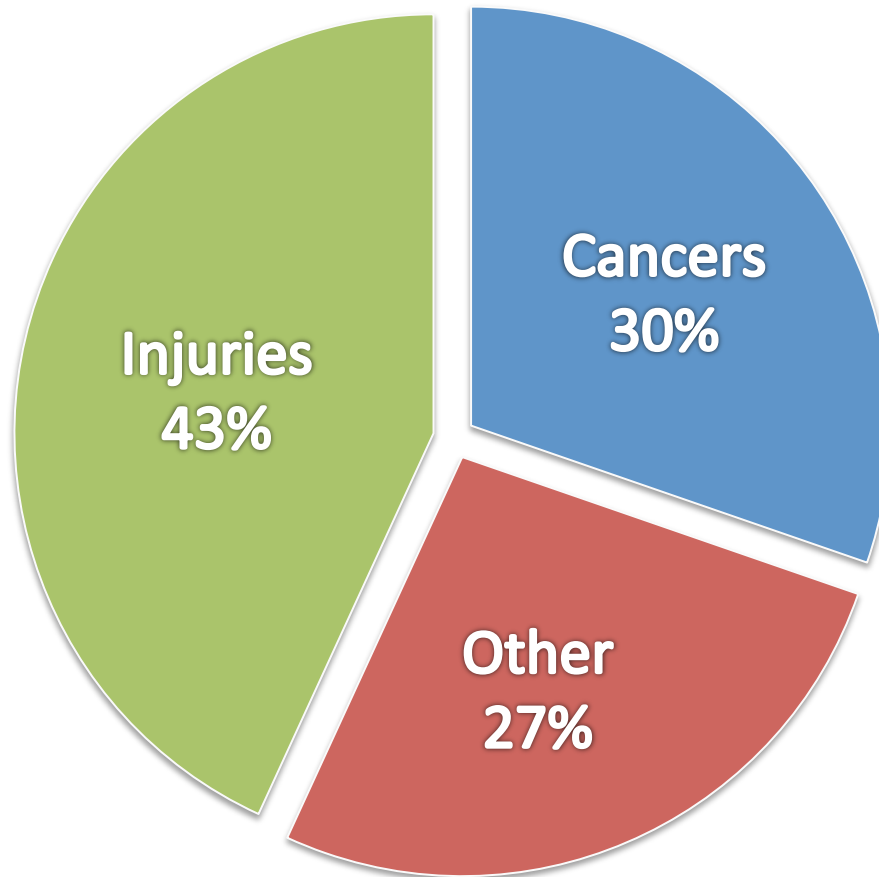
Professor Jennie Connor
Department of Preventive and Social Medicine
Otago Medical School, Dunedin

Otago : Unibersity



Alcohol Action New Zealand August 2016

Premature deaths due to alcohol in NZ in 2007 (n = 802)



What do we mean by cause?

International Agency for Research on Cancer (IARC)

Alcohol is a carcinogen for

- mouth/oropharynx, oesophagus, larynx, liver (1988)
- female breast, colon, rectum (2010)

“Group I: The agent is carcinogenic to humans.

This category is used when there is sufficient evidence of carcinogenicity in humans.”

“Sufficient evidence of carcinogenicity: The Working Group considers that a causal relationship has been established between exposure to the agent and human cancer.”



ALCOHOL CAN CAUSE 7 TYPES OF CANCER

Mouth &
Upper throat

Larynx

Oesophagus

Breast
in women

Liver

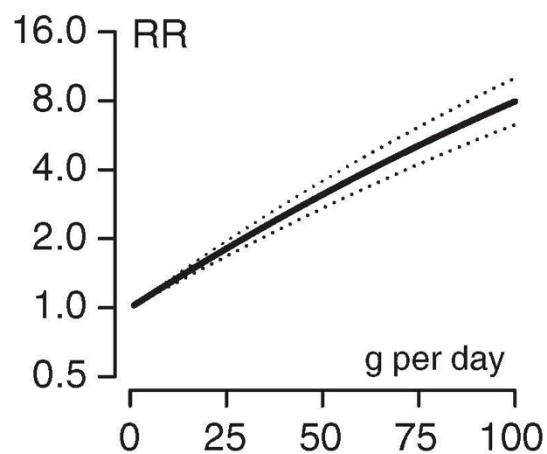
Bowel



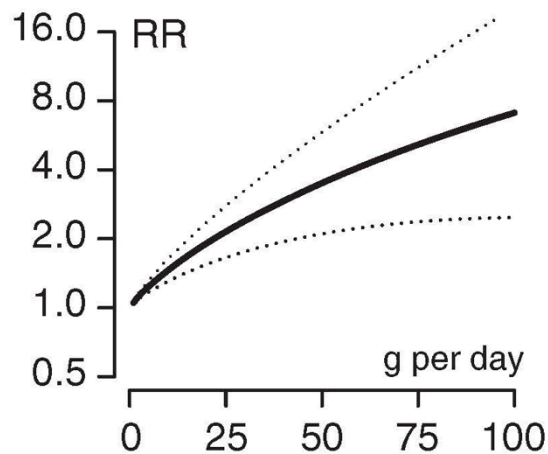
pancreas
prostate
skin (melanoma)
stomach

● ● ● Larger circles indicate cancers with more UK cancer cases linked to drinking alcohol

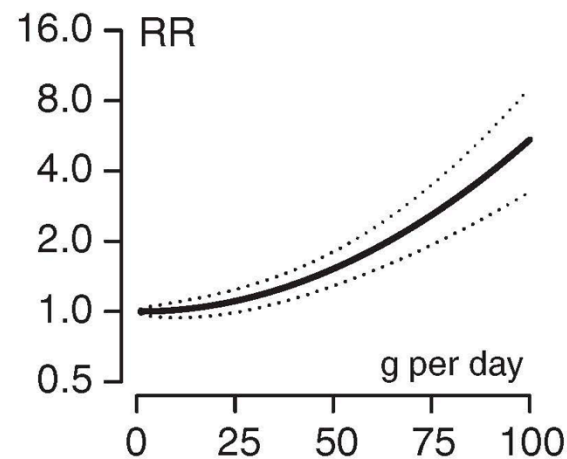
Oral cavity and pharynx



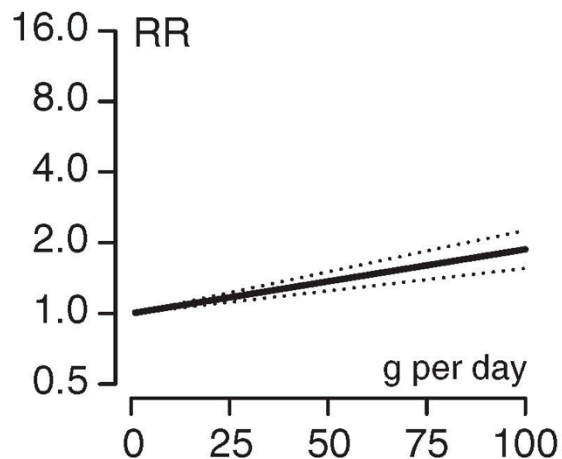
Oesophageal



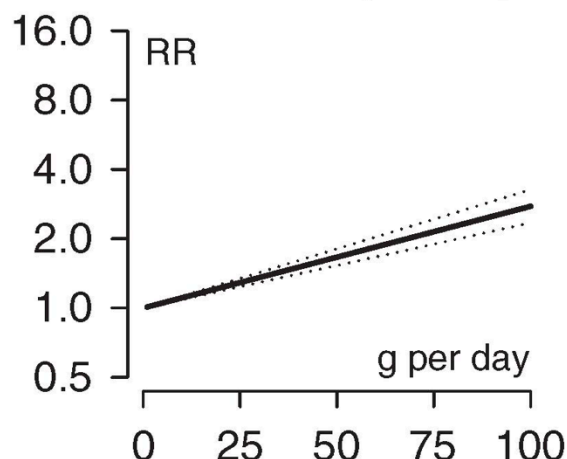
Liver



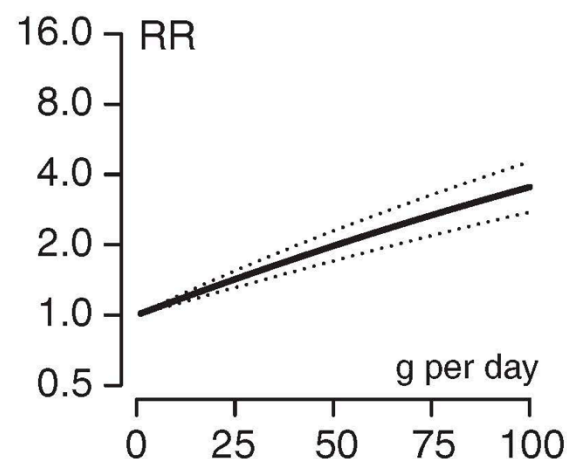
Colorectum



Breast (female)

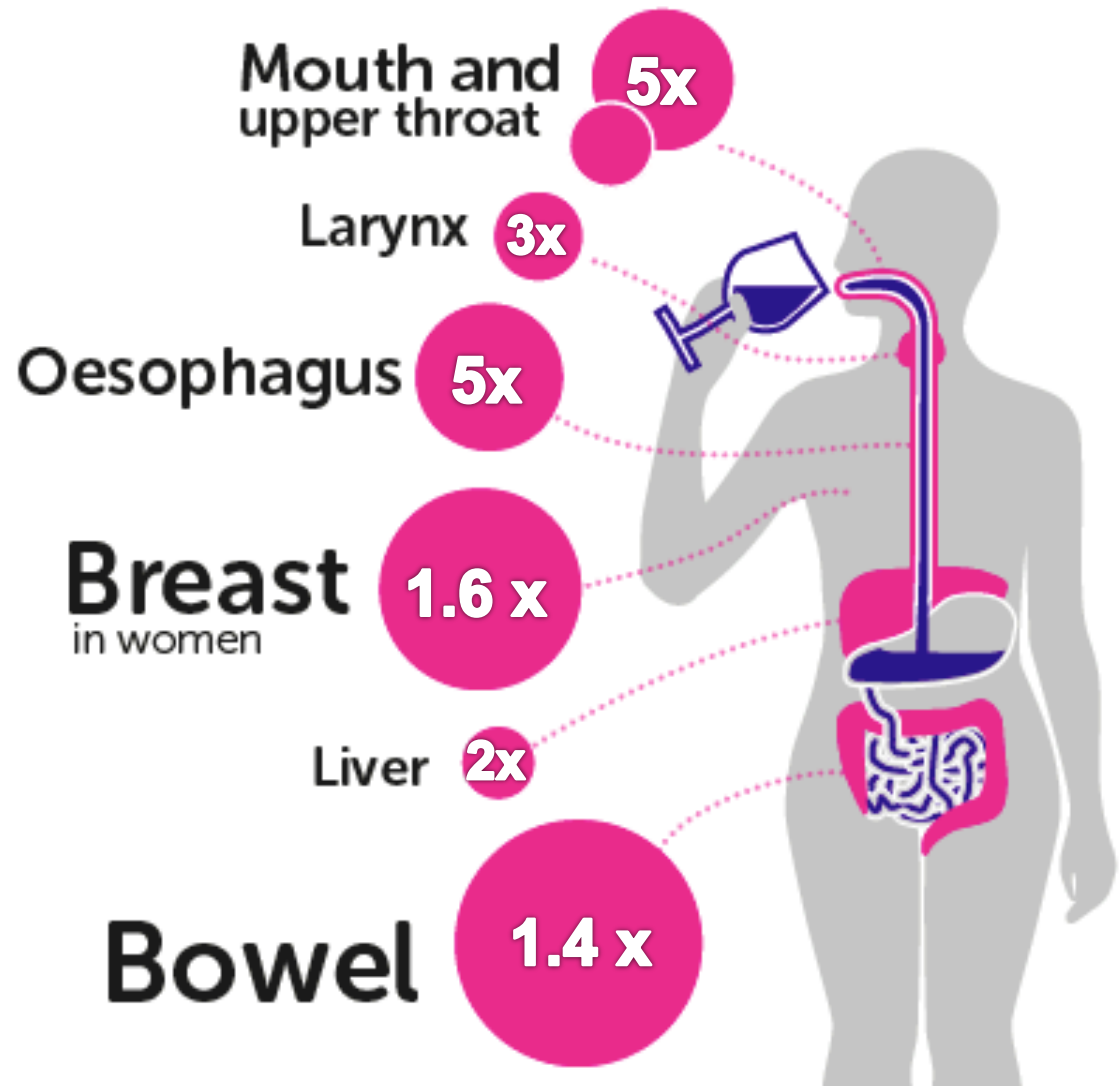


Larynx

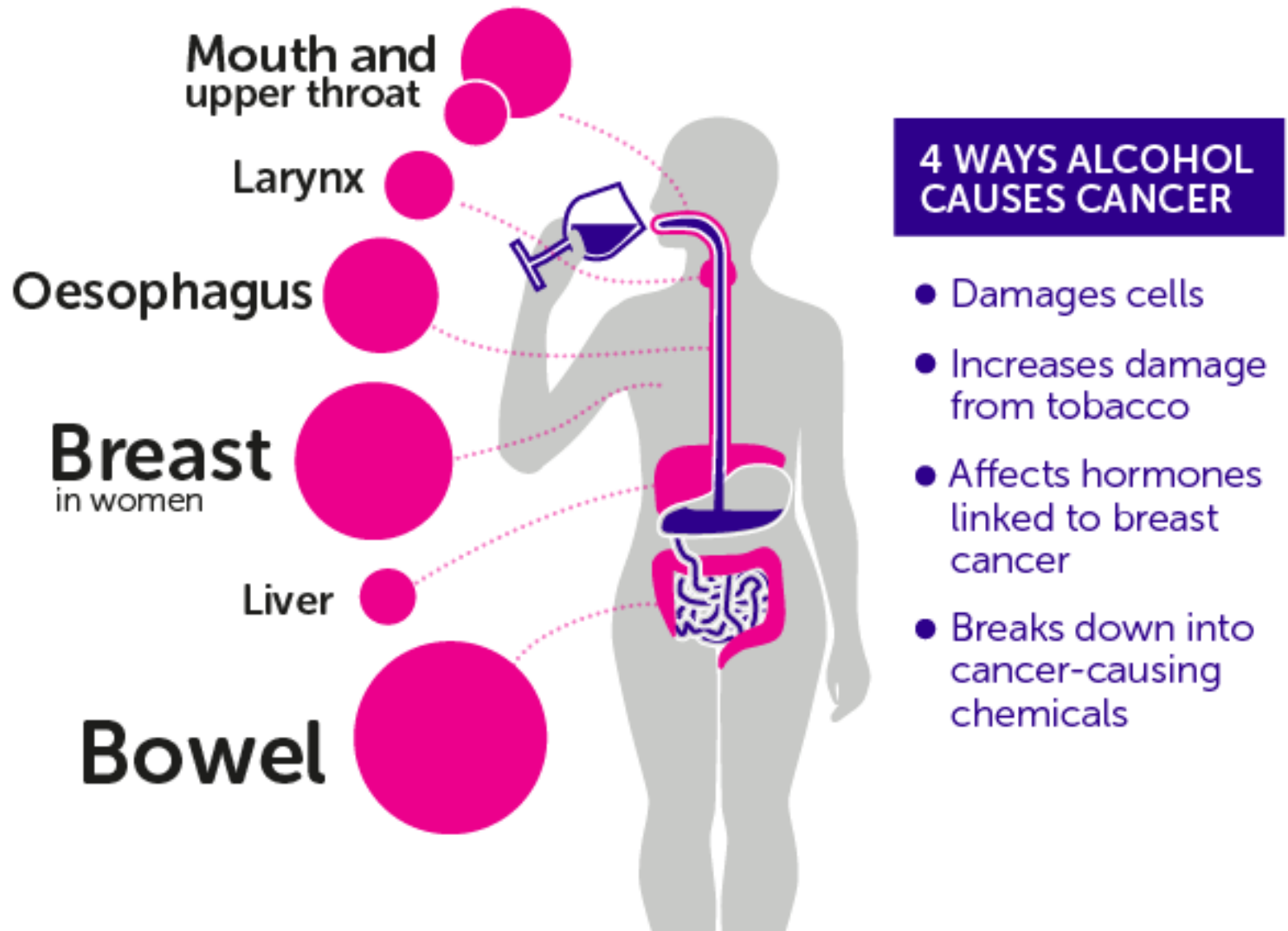


(Bagnardi et al 2015)

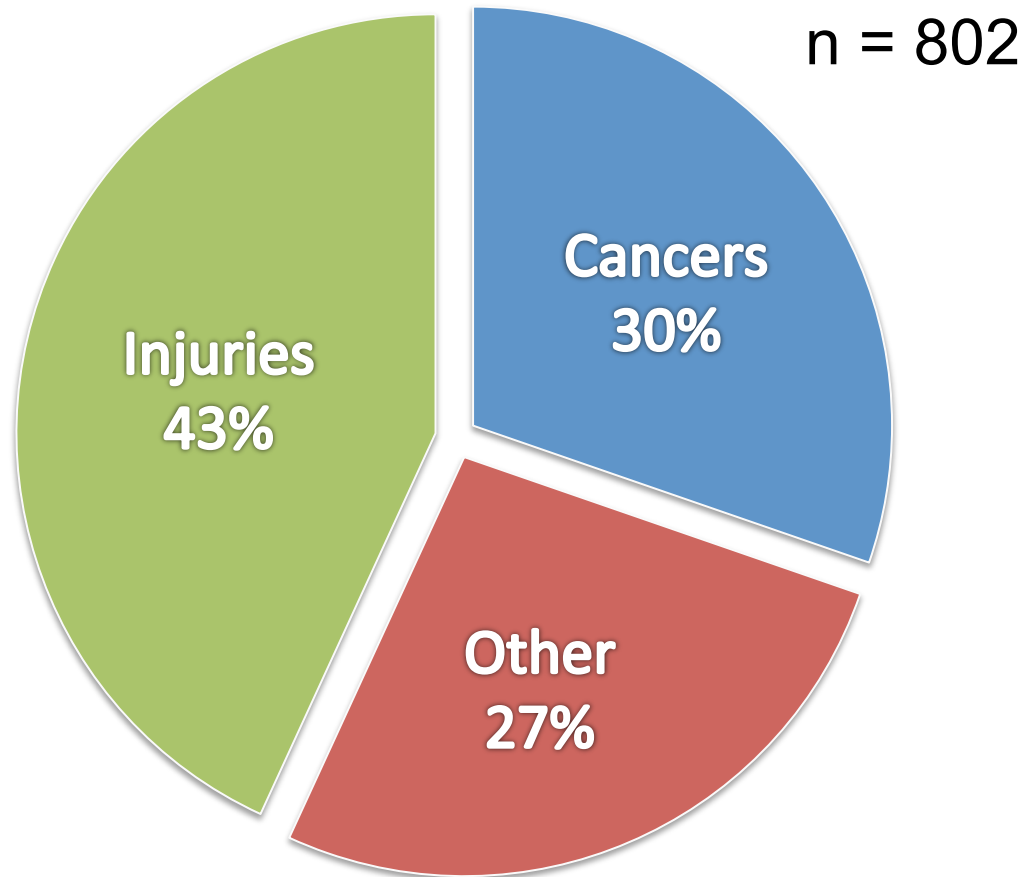
Risks for heavy drinkers (50g alcohol per day or more) compared with non-drinkers



Biological mechanisms

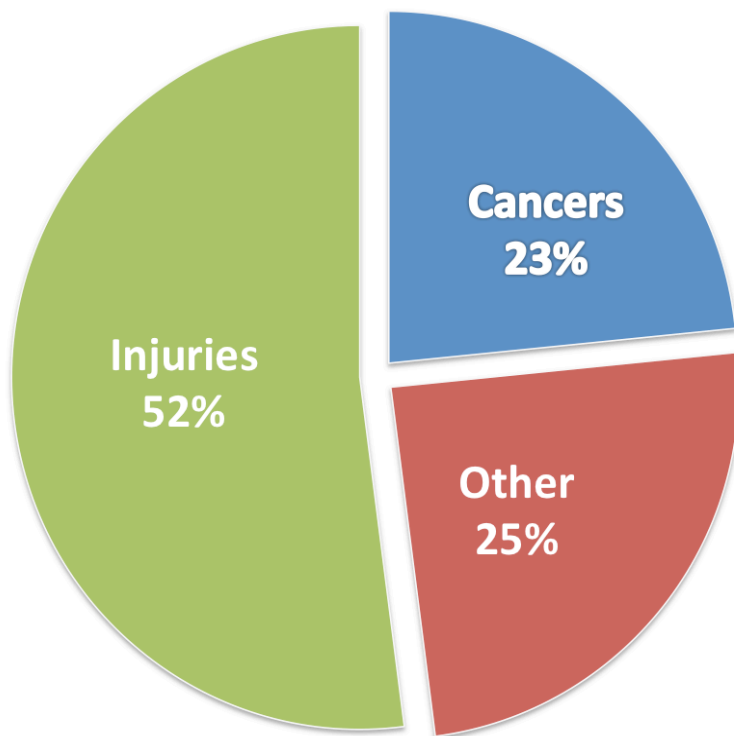


All alcohol-attributable deaths in NZ under 80 years of age, 2007

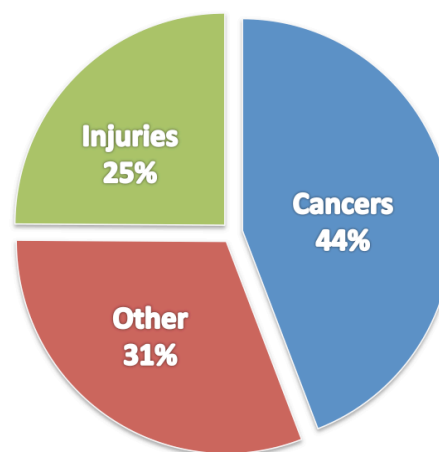


Alcohol-attributable premature deaths in NZ, 2007

Men (n= 537)



Women (n= 265)



Estimated alcohol-attributable cancer deaths under 80 years of age (by cancer site, sex, and ethnicity) 2007

Road traffic deaths

421 in 2007 → 319 in 2015

(100 lives per year saved by regulation and enforcement)

Alcohol-related cancer

243 in 2007 → no change

Estimated alcohol-attributable cancer deaths under 80 years of age (by cancer site, sex, and ethnicity) 2007

	Māori		Non-Māori		Total*
	Men	Women	Men	Women	
Mouth/oropharynx	4	0	27	6	38
Oesophagus	3	0	31	5	39
Colon	1	2	15	17	35
Rectum	2	0	16	8	26
Liver	5	1	15	4	25
Laryngeal	1	0	5	1	8
Female breast	-	12	-	60	71
All sites	17	15	109	101	243

*Totals may vary due to rounding of the disaggregated estimates

All New Zealanders under 80 years (2007)

243 cancer deaths attributable to alcohol in a year

126 in men; 117 in women

4.2% of all cancer deaths

1 in 25

Alcohol-related breast cancer in NZ women < 80

60% of all alcohol-related cancer deaths in women

14% of all breast cancer deaths

1 in 7

Years of life lost

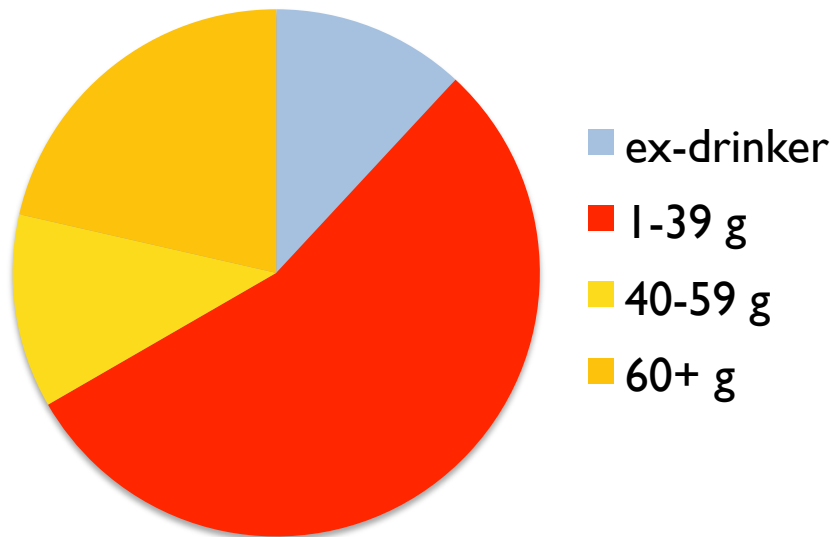
from alcohol-attributable cancer deaths under 80 years, 2007

	Total YLL	Average YLL
Mouth/oropharynx	366	9.7
Oesophagus	352	9.0
Colon	299	8.5
Rectum	247	9.4
Liver	271	10.7
Larynx	65	8.5
Female breast	935	13.1
All sites	2536	10.4

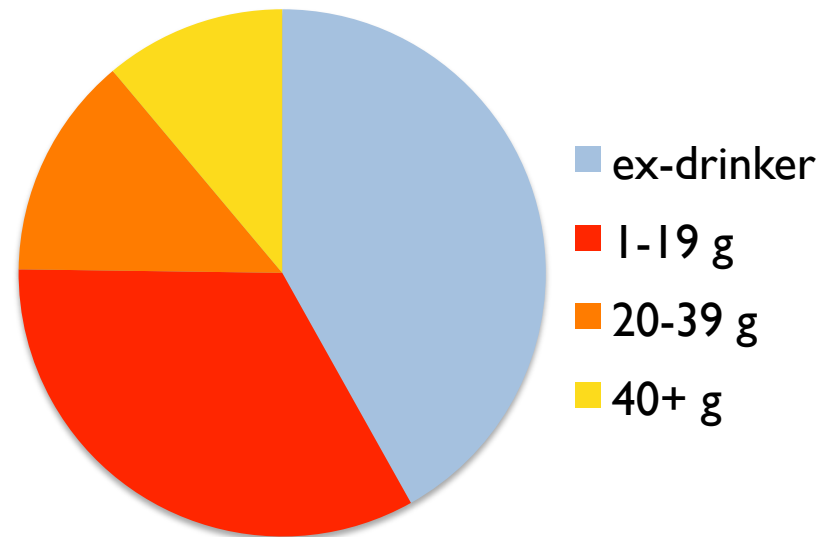
Average YLL for Māori 12.7; non-Māori 10.1 years

Cancer deaths attributable to different levels of average daily drinking

Men



Women



Population 10,000

```
graph LR; A[Population 10,000] --> B[9000 low risk  
1 in 50]; A --> C[1000 high risk  
1 in 10]; B --> D[180 cases]; C --> E[100 cases];
```

The diagram is a flowchart illustrating the distribution of a population of 10,000 into two risk categories and the resulting number of cases. It starts with a blue vertical bar on the left labeled 'Population 10,000'. A red line branches from this bar to two boxes: a large green box for 'low risk' and a smaller red box for 'high risk'. From the green box, a green line leads to a green box labeled '180 cases'. From the red box, a green line leads to a red box labeled '100 cases'.

9000 low risk
1 in 50

180 cases

1000 high risk
1 in 10

100 cases

What about the benefits for your heart?

Evidence is weak

If true, only in a small number of older people

If true, there are safer remedies with more benefit

This is an industry message

Options for prevention of alcohol-related cancer

Individual level

- Accessible treatment services for heavy and addicted drinkers
- Screening and brief interventions in primary care
- Education - effectiveness is poor

Population level

- Reduce affordability
- Reduce accessibility
- Abolish promotion
- Raise the purchase age
- Zero tolerance of drink-driving

Thanks to :

Robyn Kydd

Research Fellow, Department of Preventive and Social Medicine

Kevin Shield

Postdoctoral Researcher, International Agency for Research on Cancer, Lyon

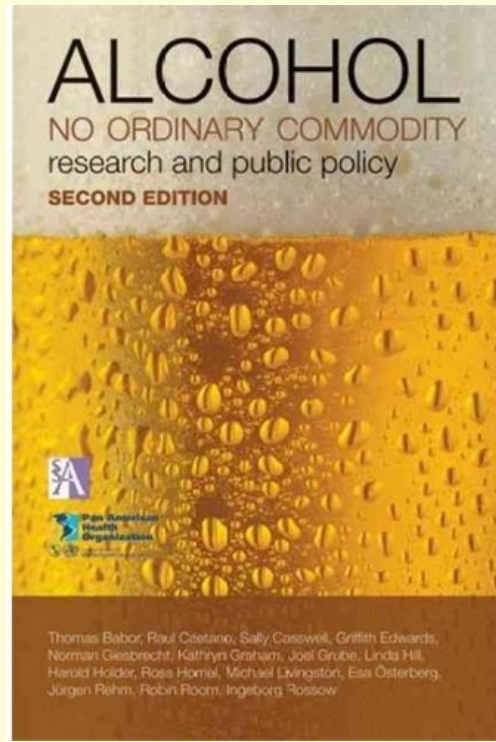
Jürgen Rehm

Director, Social and Epidemiological Research (SER) Department, CAMH

Head, PAHO/WHO Collaborating Centre for Mental Health & Addiction

The report on “The alcohol-attributable burden of disease and injury in New Zealand” was commissioned by the Alcohol Advisory Council on NZ : University

Alcohol: No Ordinary Commodity (2010)



The 5+ Solution

- Marketing
- Pricing
- Accessibility
- Age of purchase
- Drink-driving

PLUS: Increase treatment opportunities for heavy drinkers

Five main reforms

1. End alcohol advertising and sponsorship
2. End ultra cheap alcohol
3. End anytime-anywhere alcohol
4. End teenage purchase of alcohol
5. End legal drunk driving

Effectiveness and public support of these reforms

(ANOC 2010; HSC 2010)

	Effectiveness (0, +, ++, +++)	Public Support %
1. Dismantle marketing	+ / ++	77 - 96
2. Raise the price	+++	76
3. Reduce trading hours	++	84
4. Raise purchase age	+++	87
5. Lower drink driving limit	+++	65 – 75
Alcohol education programmes	0	

Five threats identified in industry internal documents

(Bond et al 2010)

1. Restrictions on alcohol advertising and marketing and enforced health warnings
2. Increases in alcohol taxes
3. Restrictions on alcohol sales
4. Increases in the legal drinking age
5. Lowering blood alcohol concentrations for driving

Industry advice to representatives on how to counter alcohol reforms

(Bond et al 2010)

“Stress alcohol education programs and messages so as to develop public policy from a framework of education and responsible drinking, as opposed to one of control”

Miller Brewing Company - Five-year plan 1992-1996

The Alcohol NON-Reform Bill

- | | |
|--|---|
| 1. Marketing
- <i>some limited restriction of advertising to minors only</i> | TINKERING |
| 2. Pricing | NOTHING |
| 3. Accessibility – <i>no alcohol from convenience stores & <u>voluntary local alcohol policies</u></i> | LAPS PROCESS
A BIG \$\$ MESS |
| 4. Age of purchase – <i>maintain 18 years for both on-licence and for off-licence</i> | NOTHING |
| 5. Drink driving limits | NOTHING |

ALCOHOL REFORM - NZ STYLE...





The government acted for political reasons

- **Iain-Lees Galloway's Private Member's Bill**
- **A lot of media interest**
- **Strong public support for change**
- **Labour was looking slightly threatening at the time**
- **The National-led government took over the Bill as its own and passed it**

The mind of a politician

1 person - a one-off, I can ignore it

2 people - that's a coincidence

3 people - now you've got my attention

10 people - help! the revolution has begun

How to advance the 5+ Solution

Public

- Increase public awareness of the truth* about alcohol
- Keep speaking up about it, write letters to the editor, comment whenever there is the opportunity

Politicians

- Make contact with politicians and respectfully provide them with truth* about alcohol

Personal

- *“Be the change you want to see in the world”* – eg run low alcohol/alcohol-free events, don't have money invested in the alcohol industry, become an alcohol activist

***Truth = (i) alcohol-related harm,
(ii) the 5+ Solution,
(iii) Merchants of Doubt**