

Alcohol and Cancer – Community Response

17th June, 2014

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research
prevention
support

Key Points

- **Role of cancer organisations**
- **Power of community partnerships**
- **Tips for effective partnerships**
- **What else can cancer organisations do?**

Role of cancer organisations

Understand the role of evidence and research to underpin practice

Experienced in developing and advocating for policy reform in other areas

Respected by the community and in political circles

- however not seen as a key player in the alcohol policy arena



Alcohol Policy Coalition

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The Alcohol Policy Coalition is a collaboration of health and allied agencies concerned with alcohol related harm in the community.

**Read
more**



Victorian Alcohol Policy Roadmap

In 2014 the Alcohol Policy Coalition commenced work



Why the Alcohol Policy Coalition exists

The impetus for the Alcohol Policy Coalition is the need

Latest tweets



AMA Media
@ama_media

5 May

Calorie labels for alcoholic drinks? Alcohol is a contributor to obesity and many other serious health problems
mx.net.au/heavy-drinker-...

Retweeted by Alcohol Policy Vic

Show Summary



**Council
Victoria**

Current members



ROYAL AUSTRALASIAN
COLLEGE OF SURGEONS



Uniting Church in Australia
SYNOD OF VICTORIA AND TASMANIA



National Alliance for Action on Alcohol

NATIONAL ALLIANCE FOR
ACTION ON ALCOHOL

HOME

ABOUT NAAA

OUR WORK

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National Alliance for Action on Alcohol is a national coalition of over 70 health and community organisations from across Australia that has been formed with the goal of reducing alcohol-related harm.

JOIN ACTION ON ALCOHOL!

More and more organisation are joining NAAA every week to get involved in Action on Alcohol. [Read more.](#)



NEWS

Time to put the brakes on harmful booze consumption

2 February 2015: Regardless of political colour, our governments are... [Read more.](#)

NSW Government's alcohol policy 'most

EVENTS

FARE Annual Alcohol Poll 2015

30 April 2015, East Melbourne VIC

Australian & New Zealand Addiction Conference

20–22 May 2015, Gold Coast QLD

LATEST TWEETS



Sam Menezes
@Sammenez

11 Jun

ACT secondary supply (reduce the supply of alcohol to youth via adults) Media release
#alcohol #kids @ACTIONonALCOHOL
cmd.act.gov.au/open_governmen...

Retweeted by ACTIONonALCOHOL

Power of Partnerships

- Win Win

Breaks down silos

Presents a united front to politicians, bureaucrats, media

Simplifies the 'ask'

Spreads the risk

Ensures groups are not captured by opposition

Attractive to media

Builds support with within partner organisations

Preparation for Partnerships - Building the Coalition

Start with who you know and trust

Show goodwill by providing resources

Ensure a shared agenda

Develop a governance structure

Develop a brand

Enable proactive and reactive responses

Consider partners who can counter opposition

Develop protocols for communication

Platform for Partnerships

- Building your Positions

Take the time to create an evidence based platform
Don't be too ambitious – short, medium, long term goals

Understand partners' positions & constraints

Be flexible – P value vs PR value

Need a filter around priorities, take into account the political realities

Balance between democracy and dictatorship

Top Tips

Under promise and over deliver

Ensure resources in the long-term – develop a funding model

Communicate your value and influence

With partners and funders to demonstrate value and influence

Externally to build influence

Be persistent, change takes time

Top Tips

Start small

Model with high level engagement

Pick three targets – short, medium, long term

Start with low hanging fruit

Don't get distracted

Foster robust debate within the group

Prepare to pull in others for various campaigns

What can cancer organisations do?

Research

Awareness raising

Alcohol and Risk of Cancer – online poll

Only one in eight (13%) had an accurate understanding of the number of standard drinks in a bottle of wine, with the majority estimating 3-4 drinks per bottle.

Nearly half the respondents (46%) felt alcohol made no difference or were not sure if it had any effect on their risk of cancer.

What can Cancer organisations do?



Further information



Alcohol Policy Coalition

www.alcoholpolicycoalition.org.au

NATIONAL ALLIANCE FOR
ACTION ON ALCOHOL

www.actiononalcohol.org.au

www.cancervic.org.au



Acknowledgements

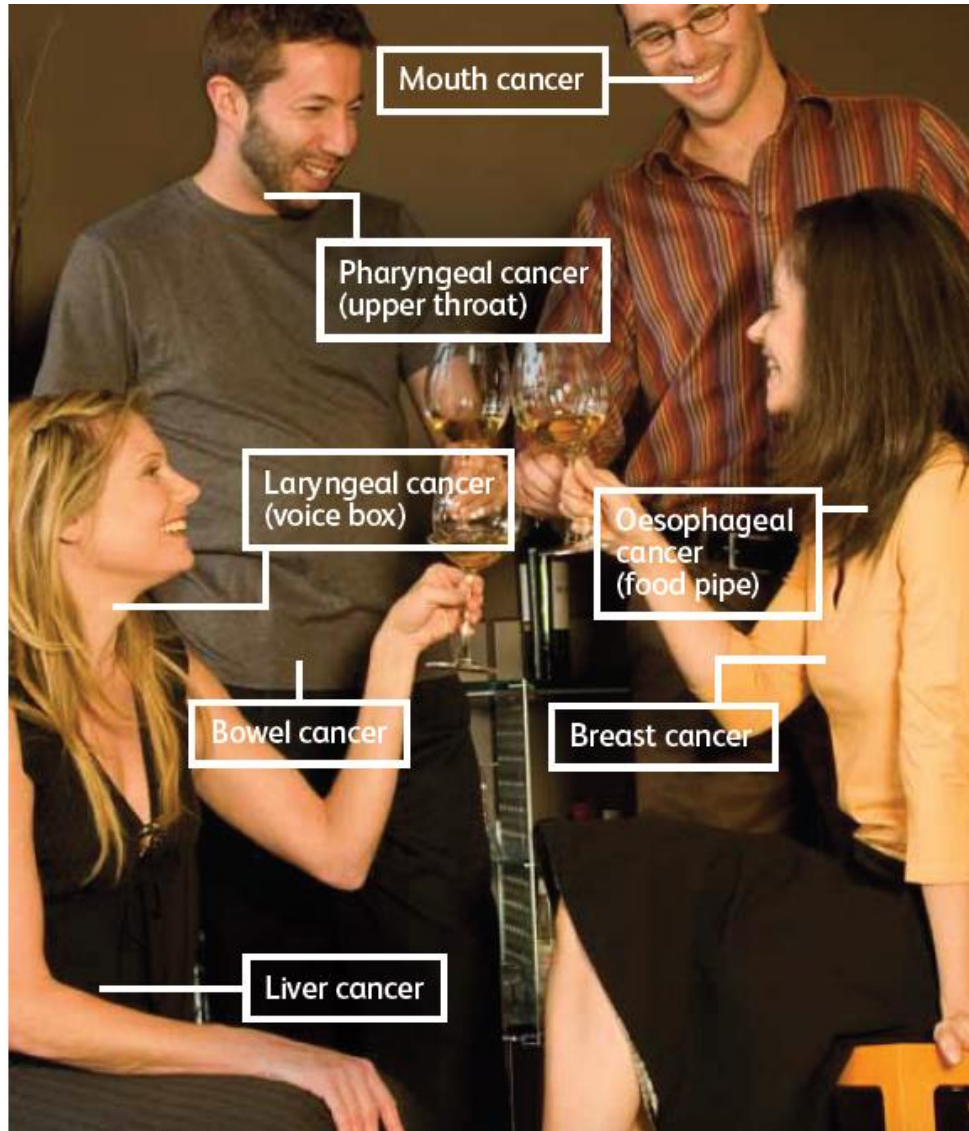
Sondra Davoren
Elizabeth Holzer
Brian Vandenberg

Jane Martin
Email: Jane.Martin@cancervic.org.au

The link between alcohol and cancer



Alcohol can cause 7 types of cancer



Who is affected

LIQUORLAND

MIX & MATCH

Any 2 for

\$25



Pictured products only

SAVE \$10

Any 2 for

\$82



Carlton Draught Bottles or Cans 24x375ml, or Tooheys Extra Dry Bottles 24x345ml

SAVE \$5

Any 2 for

\$52

EACH



James Squire 50 Lashes Pale Ale Bottles or The Chancer Golden Ale Bottles 24x345ml

\$38
EACH



Jack Daniel's & Cola Cans 10x375ml

SAVE \$12

\$68
EACH



Bundaberg UP & Cola Cans or Johnnie Walker Red & Cola Cans 24x375ml

SAVE \$3
Any 2 for
\$15



The Emerald Sauvignon Blanc Semillon, Cradle Bay Marlborough Sauvignon Blanc or Zilzie Estate Shiraz



SAVE \$10
\$47
EACH

EQUATES TO \$32.90 PER 700ML

1 Litre Spirits as pictured

SAVE \$8
Any 2 for
\$40



Croser NV or Peter Lehmann Futures Shiraz

SAVE \$5
\$25
EACH



700ml Spirits as pictured

THANK MUM
this Mother's Day
SUNDAY 1 MAY

What are the obstacles



% OF POPULATION SMOKING

