



2024 Alcohol Awareness Toolkit: #ProofsInTheNumbers

[GUIDANCE] Customize the social media posts with your own data. In the toolkit, you will find several social media graphics in GIF and PNG file formats with a corresponding link to modify the template at Canva.com for FREE! You will be prompted to create a user account if you do not have one.

APRIL IS ALCOHOL AWARENESS MONTH

General Information on National Alcohol Awareness Month



Sample Posts

1) APRIL IS NATIONAL ALCOHOL AWARENESS MONTH

Join us as we: Raise awareness about alcohol-related harms and the importance of strong alcohol policies using social media memes, based on data. Educate decision makers about effective alcohol policies by providing easy-to-personalize, templated opinion editorials, letters to legislators and proclamations

2024 WEEKLY THEMES

WEEK 1 (April 01-06): Alcohol-Related Harms

WEEK 2 (April 07-13): Policies to Prevent Excessive Alcohol Use

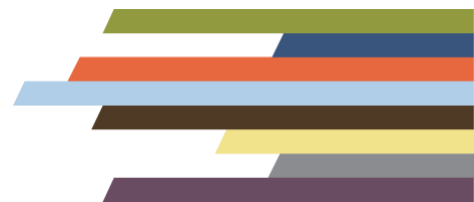
WEEK 3 (April 14-20): Alcohol's Role in the Opioid Epidemic

WEEK 4 (April 21-30): Alcohol and Cancer Risk

2) APRIL IS NATIONAL ALCOHOL AWARENESS MONTH

(Your Community Group or Organization) is excited to participate in Alcohol Awareness Month.

We encourage our prevention partners to use the 2024 Alcohol Awareness Toolkit: #ProofsInTheNumbers materials to raise awareness during National Alcohol Awareness Month.



(Add Your Call to Action Here)

#ProofsInTheNumbers #AlcoholAwarenessMonth

Add Your Logo!

Link to Template to Modify the Graphic in Canva (It's FREE!):

[Click to edit the "Alcohol Awareness Month" template.](#)

WEEK 1: ALCOHOL-RELATED HARMS (APRIL 1-6)

Impaired Driving



Sample Posts

- 1) One American dies every 39 minutes because of alcohol-impaired driving. You're less likely to be in a crash involving a drunk driver if you live in a state with more alcohol policy safeguards.

(Add Your Call to Action Here)

#ProofsInTheNumbers #AlcoholAwarenessMonth

Add Your Logo!

Link to Template to Modify the Graphic in Canva (It's FREE!):

[Click to edit the "Impaired Driving" template.](#)

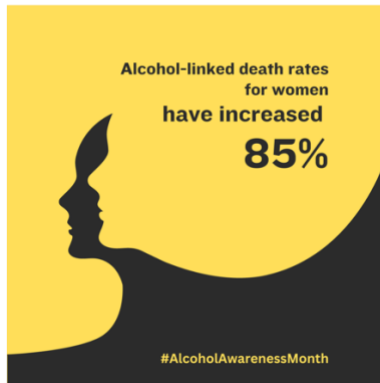
Sources

National Highway Traffic Safety Administration. "Traffic Safety Facts 2021: Alcohol-Impaired Driving." Washington DC: National Highway Traffic Safety Administration, October 2023
crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/813515

Naimi TS, Xuan Z, Sarda V, Hadland SE, Lira MC, Swahn MH, Voas RB, Heeren TC. Association of State Alcohol Policies With Alcohol-Related Motor Vehicle Crash Fatalities Among US Adults. JAMA Intern Med. 2018 Jul 1;178(7):894-901. doi: 10.1001/jamainternmed.2018.1406. PMID: 29813162; PMCID: PMC6145714.



Alcohol-Related Harms to Women



Sample Posts

- 1) Alcohol-related harms are increasingly impacting women. Alcohol-linked death rates for women increased 85% between 1999 and 2017.
- 2) Alcohol-linked death rates for women increased 85% between 1999 and 2017. The director of the National Institute on Alcohol Abuse and Alcoholism has called alcohol "[a growing women's health issue.](#)"

(Add Your Call to Action Here)

#ProofsInTheNumbers #AlcoholAwarenessMonth.

March 2, 2020

[Alcohol Is Increasingly a Women's Health Issue](#)
[Experts are seeing surges in alcohol-related problems for women, with the end result too often fatal.](#)

Add Your Logo!

Link to Template to Modify the Graphic in Canva (It's FREE!):
[Click to edit the "Increased Female Death Rate" template.](#)

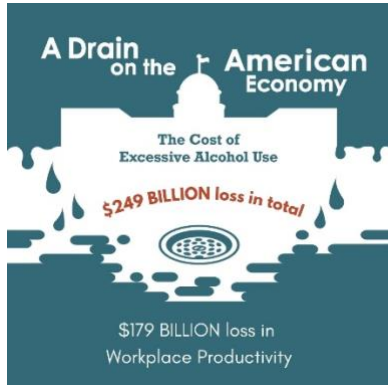
Source

Kanny D, Naimi TS, Liu Y, Brewer RD. Trends in Total Binge Drinks per Adult Who Reported Binge Drinking - United States, 2011-2017. MMWR Morb Mortal Wkly Rep. 2020 Jan 17;69(2):30-34. doi: 10.15585/mmwr.mm6902a2. PMID: 31945030; PMCID: PMC69733

White AM, Castle IP, Hingson RW, Powell PA. Using Death Certificates to Explore Changes in Alcohol-Related Mortality in the United States, 1999 to 2017. Alcohol Clin Exp Res. 2020 Jan;44(1):178-187. doi: 10.1111/acer.14239. Epub 2020 Jan 7. PMID: 31912524



Excessive Alcohol is a Drain on the American Economy



Sample Posts

- 1) The costs of increasing alcohol-related ER visits skyrocketed 272% from 2006 to 2014, costing taxpayers BILLIONS. Health experts recommend that more alcohol safeguards are needed to prevent dangerous drinking and its consequences.
- 2) Government pays 40% of the \$249 billion excessive drinking tab in the U.S. That means \$2 of every \$5 of these costs are paid by federal, state, and local governments.
- 3) Excessive alcohol use costs everyone. Of the total costs, **72%** are from losses in workplace productivity, **11%** from health care expenses, **10%** from law enforcement and other criminal justice expenses, and **5%** from motor vehicle crashes related to excessive alcohol use. For more information on costs in your state, visit the [CDC's estimated cost of excessive alcohol use by state](#).

(Add Your Call to Action Here)

#ProofIsInTheNumbers #AlcoholAwarenessMonth
#AlcSafeguardsSaveLives

Add Your Logo!

Link to Template to Modify the Graphic in Canva (It's FREE!):
[Click to edit the "A Drain on the American Economy" template.](#)

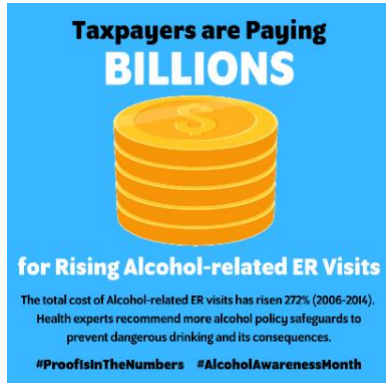
Source

Sacks JJ, Gonzales KR, Bouchery EE, Tomedi LE, Brewer RD. 2010 national and state costs of excessive alcohol consumption. *Am J Prev Med* 2015; 49(5):e73–e79.

White AM, Slater ME, Ng G, Hingson R, Breslow R. Trends in Alcohol-Related Emergency Department Visits in the United States: Results from the Nationwide Emergency Department Sample, 2006 to 2014. *Alcohol Clin Exp Res*. 2018 Feb;42(2):352-359. doi: 10.1111/acer.13559. Epub 2018 Jan 2. PMID: 29293274



Taxpayers are Paying Billions for Rising Alcohol-Related ER Visits



Sample Post

- 1) The costs from increasing alcohol-related ER visits skyrocketed 272% from 2006 to 2014, costing taxpayers BILLIONS. Health experts recommend that more alcohol safeguards are needed to prevent dangerous drinking and its consequences.

(Add Your Call to Action Here)

#ProofsInTheNumbers #AlcoholAwarenessMonth
#AlcSafeguardsSaveLives

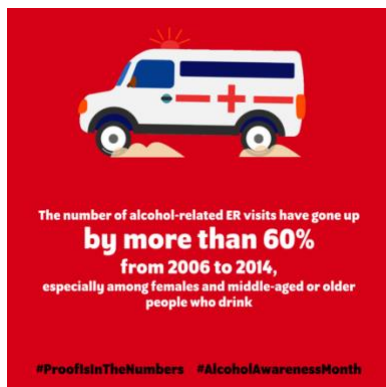
Add Your Logo!

Link to Template to Modify the Graphic in Canva (It's FREE!):
[Click to edit the "Taxpayers Paying Billions" template.](#)

Source

White, A.M.; Slater, M.E.; Ng, G.; Hingson, R.; and Breslow, R. Trends in alcohol-related emergency department visits in the United States: Results from the Nationwide Emergency Department Sample, 2006 to 2014. *Alcoholism: Clinical and Experimental Research* 42(2):352–359, 2018. PMID: [29293274](#)

Alcohol-Related ER Visits



Sample Post

- 1) The number of alcohol-related ER visits have gone up by more than 60% from 2006 to 2014, especially among females and middle-aged or older people who drink. Protect yourself and your loved ones by supporting evidence-based policy safeguards.

(Add Your Call to Action Here)

#ProofsInTheNumbers #AlcoholAwarenessMonth

Add Your Logo!

Link to Template to Modify the Graphic in Canva (It's FREE!):
[Click to edit the "Alcohol-Related ER Visits" template.](#)

Source

White, A.M.; Slater, M.E.; Ng, G.; Hingson, R.; and Breslow, R. Trends in alcohol-related emergency department visits in the United States: Results from the Nationwide Emergency Department Sample, 2006 to 2014. *Alcoholism: Clinical and Experimental Research* 42(2):352–359, 2018. PMID: [29293274](#)



Deaths from Excessive Alcohol Use Each Year



Sample Posts

- 1) About 178,000 people die from excessive drinking each year. That's 488 deaths per day, making alcohol a leading cause of preventable death in the United States. To save lives, communities can use effective strategies like regulating the number of stores that sell alcohol, updating alcohol taxes, and limiting the number of hours alcohol is sold.
- 2) States that implement policies to reduce alcohol availability, affordability, and advertising can reduce the number of people who die from excessive alcohol use.

(Add Your Call to Action Here)

#ProofsInTheNumbers #AlcoholAwarenessMonth
#AlcoholAwarenessMonth #AlcSafeguardsSavesLives
#AlcoholLinkedToCancer

Add Your Logo!

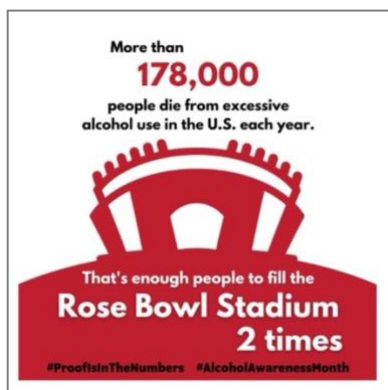
Link to Template to Modify the Graphic in Canva (It's FREE!):
[Click to edit the "488 Deaths" template.](#)

Sources

Esser MB, Sherk A, Liu Y, Naimi TS. Deaths from Excessive Alcohol Use — United States, 2016–2021. *MMWR Morb Mortal Wkly Rep* 2024;73:154–161. DOI: <http://dx.doi.org/10.15585/mmwr.mm7308a1>

Guide to Community Preventive Services. Excessive Alcohol Consumption, 2022. Available at <https://www.thecommunityguide.org/topics/excessive-alcohol-consumption.html>.

178,000 Deaths: Enough to Fill a Stadium!



Sample Post

- 1) About 178,000 people die from excessive drinking each year. That's enough people to fill the Rose Bowl Stadium nearly 2 times. To save lives, communities can use effective strategies like regulating the number of stores that sell alcohol, updating alcohol taxes, and limiting the number of hours alcohol is sold.

(Add Your Call to Action Here)



#ProofIsInTheNumbers #AlcoholAwarenessMonth
#AlcoholAwarenessMonth #AlcSafeguardsSavesLives
#AlcoholLinkedToCancer

Add Your Logo!

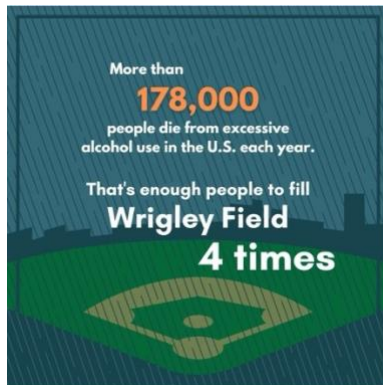
Link to Template to Modify the Graphic in Canva (It's FREE!):
[Click to edit the "Rose Bowl Stadium" template.](#)

Sources

Esser MB, Sherk A, Liu Y, Naimi TS. Deaths from Excessive Alcohol Use — United States, 2016–2021. MMWR Morb Mortal Wkly Rep 2024;73:154–161. DOI:
<http://dx.doi.org/10.15585/mmwr.mm7308a1>

Guide to Community Preventive Services. Excessive Alcohol Consumption, 2022. Available at
<https://www.thecommunityguide.org/topics/excessive-alcohol-consumption.html>

178,000 Deaths: Enough to Fill a Baseball Field!



Sample Post

- 1) About 178,000 people die from excessive drinking each year. That's enough people to fill Wrigley Stadium 4 times. Support [effective community strategies](#) to prevent excessive alcohol use, such as those recommended by the Community Preventive Services Task Force.

(Add Your Call to Action Here)

#ProofIsInTheNumbers #AlcoholAwarenessMonth
#AlcoholAwarenessMonth #AlcSafeguardsSavesLives
#AlcoholLinkedToCancer

Add Your Logo!

Link to Template to Modify the Graphic in Canva (It's FREE!):
[Click to edit the "Wrigley Field" template.](#)

Sources

Esser MB, Sherk A, Liu Y, Naimi TS. Deaths from Excessive Alcohol Use — United States, 2016–2021. MMWR Morb Mortal Wkly Rep 2024;73:154–161. DOI:
<http://dx.doi.org/10.15585/mmwr.mm7308a1>

Guide to Community Preventive Services. Excessive Alcohol Consumption, 2022. Available at
<https://www.thecommunityguide.org/topics/excessive-alcohol-consumption.html>



WEEK 2: POLICIES TO PREVENT EXCESSIVE ALCOHOL USE (APRIL 7-13)

Policy Safeguards and Second-hand Harms



Sample Post

- 1) Rest easier. If you live in a state with more alcohol safeguards – like strong policies limiting where, when and how alcohol is sold - you are less likely to experience aggression-related harms from someone else's drinking. Second-hand harms from alcohol are real.

(Add Your Call to Action Here)

#ProofsInTheNumbers #AlcoholAwarenessMonth
#AlcAndSecondHandHarms

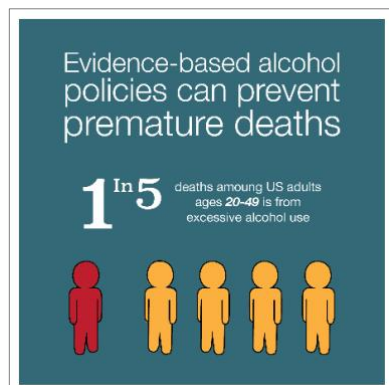
Add Your Logo!

Link to Template to Modify the Graphic in Canva (It's FREE!):
[Click to edit the "Policy Safeguards/Second-hand Harms" template.](#)

Source

Greenfield, T.K., Cook, W.K., Karriker-Jaffe, K.J., Patterson, D., Kerr, W.C., Xuan, Z., Naimi, T.S. (2019). The relationship between the US state alcohol policy environment and individuals' experience of secondhand effects: alcohol harms due to others' drinking. *Alcoholism: Clinical & Experimental Research*: <https://onlinelibrary.wiley.com/doi/full/10.1111/acer.14054>.

Policy Safeguards and Premature Death



Sample Posts

- 1) One in 5 deaths among U.S. adults ages 20-49 is from excessive alcohol use. Evidence-based alcohol policies can prevent these premature deaths and the impacts on family and friends of those who die.
- 2) One in 5 deaths among U.S. adults ages 20-49 is from excessive alcohol use. Each year, the lives lost are shortened by an average of 26 years. Evidence-based alcohol policies can prevent premature deaths.
- 3) Implement [effective strategies for preventing excessive alcohol use](#) to reduce the availability and accessibility of alcohol. To prevent alcohol-related harms, update alcohol taxes, regulate the number and concentration of alcohol outlets, limit days and hours of alcohol sales, and avoid further privatization of alcohol sales. [Check out CDC's resources on alcohol outlet density measurement.](#)

(Add Your Call to Action Here)

#ProofIsInTheNumbers #AlcoholAwarenessMonth
#AlcAndSecondHandHarms

Add Your Logo!

Link to Template to Modify the Graphic in Canva (It's FREE!):
[Click to edit the "Policy Safeguards/Premature Death" template.](#)

Source

Esser MB, Leung G, Sherk A, et al. Estimated Deaths Attributable to Excessive Alcohol Use Among US Adults Aged 20 to 64 Years, 2015 to 2019. JAMA Netw Open. 2022;5(11):e2239485. doi:10.1001/jamanetworkopen.2022.39485

Government Control of Alcohol Sales and Physical Harms



Sample Post

- 1) Being harmed by other people's drinking #secondhandharms is real. Health experts found people living where government oversight of alcohol sales exists have 41% lower odds of experiencing physical harms from other people's drinking.

(Add Your Call to Action Here)

#ProofIsInTheNumbers #AlcoholAwarenessMonth
#AlcSafegurdsSaveLives



Add Your Logo!

Link to Template to Modify the Graphic in Canva (It's FREE!):

[Click to edit the "ABC Store" template.](#)

[Click to edit the "County Store" template.](#)

[Click to edit the "State Store" template.](#)

Use the social media template (ABC Store, County Store, State Store), most relevant to your community.

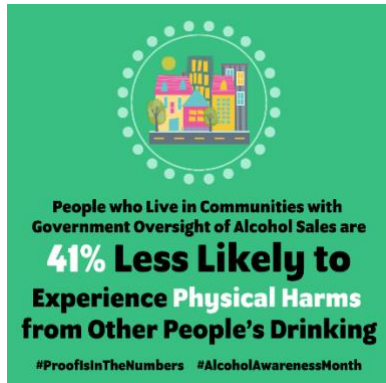


Source

Trangenstein PJ, Subbaraman MS, Greenfield TK, Mulia N, Kerr WC, Karriker-Jaffe KJ. Association between state-level alcohol availability and taxation policies on the prevalence of alcohol-related harms to persons other than the drinker in the USA, 2000-2015. Drug Alcohol Rev. 2020 Mar;39(3):255-266. doi: 10.1111/dar.13041. PMID: 32202007



Government Control of Alcohol Sales and Physical Harms



Sample Post

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(Add Your Call to Action Here)

#ProofsInTheNumbers #AlcoholAwarenessMonth
#AlcSafeguardsSaveLives

Add Your Logo!

Link to Template to Modify the Graphic in Canva (It's FREE!):
[Click to edit the "Government Control/Physical Harms" template.](#)

Source

Trangenstein PJ, Subbaraman MS, Greenfield TK, Mulia N, Kerr WC, Karriker-Jaffe KJ. Association between state-level alcohol availability and taxation policies on the prevalence of alcohol-related harms to persons other than the drinker in the USA, 2000-2015. *Drug Alcohol Rev.* 2020 Mar;39(3):255-266. doi: 10.1111/dar.13041. PMID: 32202007.

Policy Safeguards and Violent Crime



Sample Post

- 1) Alcohol is not just harmful to the individual; it hurts communities. In states with strong alcohol policy safeguards, there are fewer incidents of violent crime such as homicides.

(Add Your Call to Action Here)

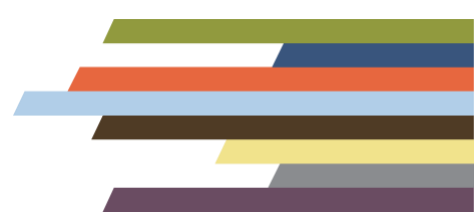
#ProofsInTheNumbers #AlcoholAwarenessMonth
#AlcSafeguardsSaveLives

Add Your Logo!

Link to Template to Modify the Graphic in Canva (It's FREE!):
[Click to edit the "Policy Safeguards/Violent Crime" template.](#)

Source

Lira MC, Xuan Z, Coleman SM, Swahn MH, Heeren TC, Naimi TS. Alcohol Policies and Alcohol Involvement in Intimate Partner Homicide in the U.S. *Am J Prev Med.* 2019 Aug;57(2):172-179. doi: 10.1016/j.amepre.2019.02.027. Epub 2019 Jun 22. PMID: 31239088; PMCID: PMC6642831



Updating Alcohol Taxes



Sample Posts

- 1) The last time the federal tax on alcohol was updated in 1991, we were still using VHS tapes and floppy disks. Updating alcohol taxes could provide much-needed revenue to support communities.
- 2) The last time the federal tax on alcohol was updated in 1991, the world's first website was being launched on the Internet. Updating alcohol taxes could provide much-needed revenue to support communities.
- 3) Effective taxes on alcohol could provide much-needed revenue to support communities. Learn more about the [health and safety impacts of updating alcohol taxes](#).

(Add Your Call to Action Here)

#AlcoholAwarenessMonth #PriceMatters

Add Your Logo!

Link to Template to Modify the Graphic in Canva (It's FREE!):
[Click to edit the "Updating Alcohol Taxes" template.](#)

Source

Elder RW, Lawrence B, Ferguson A, Naimi TS, Brewer RD, Chattopadhyay SK, et al. The effectiveness of tax policy interventions for reducing excessive alcohol consumption and related harms [PDF-665KB]. Am J Prev Med 2010; 38(2):217–29

FrameWorks Institute. (2023). Sweetland, Julie and Clara Blustein Lindholm. Framing Alcohol Policy Issues Effectively. Washington, DC: FrameWorks Institute

Preventing Underage Drinking and Excessive Alcohol Use Among Adults



Sample Posts

- 1) Underage drinking is associated with adult drinking. Alcohol safeguards – like strong policies limiting where, when and how alcohol is sold – are effective in reducing both underage drinking and excessive alcohol use among adults in states and communities.

(Add Your Call to Action Here)

#AlcoholAwarenessMonth #AlcSafeguardsSaveLives

Add Your Logo!

Link to Template to Modify the Graphic in Canva (It's FREE!):
[Click to edit the "Preventing Excessive Alcohol Use" template.](#)

Source



Nelson DE, Naimi TS, Brewer RD, Nelson HA. State alcohol-use estimates among youth and adults, 1993–2005. *Am J Prev Med* 2009; 36:218–224

Xuan Z, Nelson TF, Heeren T, et al. Tax policy, adult binge drinking, and youth alcohol consumption in the United States. *Alcohol Clin Exp Res* 2013; 37:1713–1719

Paschall MJ, Lipperman-Kreda S, Grube JW. Effects of the local alcohol environment on adolescents' drinking behaviors and beliefs. *Addiction* 2014; 109:407–416

WEEK 3: ALCOHOL'S ROLE IN THE OPIOID EPIDEMIC (APRIL 14-20)

A Lethal Mix: Alcohol and Opioids



Sample Post

- 1) Mixing alcohol and opioids can be lethal. People who binge drink are 2x as likely to misuse prescription opioids. Health experts recommend strong alcohol safeguards to prevent excessive alcohol consumption and encourage physicians to screen patients for alcohol use.

(Add Your Call to Action Here)

#ProofsInTheNumbers #AlcoholAwarenessMonth
#AlcoholandOpioidsADangerousMix

Add Your Logo!

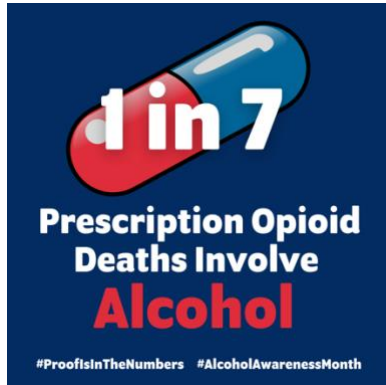
Link to Template to Modify the Graphic in Canva (It's FREE!):
[Click to edit the "Lethal Mix" template.](#)

Source

Esser MB, Guy GP Jr, Zhang K, Brewer RD. Binge Drinking and Prescription Opioid Misuse in the U.S., 2012-2014. *Am J Prev Med*. 2019 Aug;57(2):197-208. doi: 10.1016/j.amepre.2019.02.025. Epub 2019 Jun 11. PMID: 31200998; PMCID: PMC6642832.



1 in 7 Prescription Opioid Deaths Involve Alcohol



Sample Post

- 1) More than half of people who misuse prescription opioids also binge drink, and 1 in 7 prescription opioid deaths involve alcohol. States with more alcohol policy safeguards have lower binge drinking rates.

(Add Your Call to Action Here)

#ProofsInTheNumbers #AlcoholAwarenessMonth
#AlcoholandOpioidsADangerousMix #AlcSafeguardsSaveLives

Add Your Logo!

Link to Template to Modify the Graphic in Canva (It's FREE!):
[Click to edit the "1 in 7" template.](#)

Source

Esser MB, Guy GP Jr, Zhang K, Brewer RD. Binge Drinking and Prescription Opioid Misuse in the U.S., 2012-2014. Am J Prev Med. 2019 Aug;57(2):197-208. doi: 10.1016/j.amepre.2019.02.025. Epub 2019 Jun 11. PMID: 31200998; PMCID: PMC6642832.

WEEK 4: ALCOHOL AND CANCER RISK (APRIL 21-30)

Nearly 15% of Breast Cancer Deaths Among Women Linked to Alcohol Consumption



Sample Post

- 1) Just 1 or 2 drinks a day increases a woman's risk of breast cancer, and nearly 15% of all female breast cancer deaths are linked to alcohol. That's why the American Society of Clinical Oncologists is calling for states to strengthen their alcohol policy safeguards to address this preventable risk factor. Strengthen alcohol policies to prevent alcohol-related cancer.

(Add Your Call to Action Here)

#ProofsInTheNumbers #AlcoholAwarenessMonth
#AlcoholLinkedToCancer

Add Your Logo!

Link to Template to Modify the Graphic in Canva (It's FREE!):
[Click to edit the "Breast Cancer Deaths" template.](#)



Sources

Cao Y, Willett WC, Rimm EB, Stampfer MJ, Giovannucci EL. Light to moderate intake of alcohol, drinking patterns, and risk of cancer: results from two prospective US cohort studies. *BMJ*. 2015 Aug 18;351:h4238. doi: 10.1136/bmj.h4238. PMID: 26286216; PMCID: PMC4540790.

Nelson DE, Jarman DW, Rehm J, Greenfield TK, Rey G, Kerr WC, Miller P, Shield KD, Ye Y, Naimi TS. Alcohol-attributable cancer deaths and years of potential life lost in the United States. *Am J Public Health*. 2013 Apr;103(4):641-8. doi: 10.2105/AJPH.2012.301199. Epub 2013 Feb 14. PMID: 23409916; PMCID: PMC3673233.

Andrew B. Seidenberg, Kara P. Wiseman, Raimee H. Eck, Kelly D. Blake, Heather N. Platter, William M.P. Klein, Awareness of Alcohol as a Carcinogen and Support for Alcohol Control Policies, *American Journal of Preventive Medicine*, Volume 62, Issue 2, 2022, Pages 174-182, ISSN 0749-3797, <https://doi.org/10.1016/j.amepre.2021.07.005>.<https://www.sciencedirect.com/science/article/pii/S074937972100430X>

Maha Alattas, Craig S. Ross, Elizabeth R. Henehan, Timothy S. Naimi, Alcohol policies and alcohol-attributable cancer mortality in U.S. States, *Chemico-Biological Interactions*, Volume 315, 2020,108885,ISSN 00092797, <https://doi.org/10.1016/j.cbi.2019.108885>.<https://www.sciencedirect.com/science/article/pii/S0009279719313158>

Alcohol Is Linked to 7 Types of Cancer



Sample Post

- 1) Drinking alcohol is linked to 7 types of cancer. Alcohol consumption led to nearly 19,000 cancer deaths annually in the U.S. between 2013-2016. That's why the American Society of Clinical Oncologists is calling for states to strengthen their alcohol policy safeguards to address this preventable risk factor. Strengthen alcohol policies to prevent alcohol-related cancer.

(Add Your Call to Action Here)

#ProofsInTheNumbers #AlcoholAwarenessMonth
#AlcSafeguardsSavesLives #AlcoholLinkedToCancer

Add Your Logo!

Link to Template to Modify the Graphic in Canva (It's FREE!):
[Click to edit the "Types of Cancer" template.](#)



Sources

Goding Sauer A, Fedewa SA, Bandi P, Minihan AK, Stoklosa M, Drope J, Gapstur SM, Jemal A, Islami F. Proportion of cancer cases and deaths attributable to alcohol consumption by US state, 2013-2016. *Cancer Epidemiol.* 2021 Apr;71(Pt A):101893. doi: 10.1016/j.canep.2021.101893. Epub 2021 Jan 19. PMID: 33477084

Nelson DE, Jarman DW, Rehm J, Greenfield TK, Rey G, Kerr WC, Miller P, Shield KD, Ye Y, Naimi TS. Alcohol-attributable cancer deaths and years of potential life lost in the United States. *Am J Public Health.* 2013 Apr;103(4):641-8. doi: 10.2105/AJPH.2012.301199. Epub 2013 Feb 14. PMID: 23409916; PMCID: PMC3673233.

Andrew B. Seidenberg, Kara P. Wiseman, Raimee H. Eck, Kelly D. Blake, Heather N. Platter, William M.P. Klein, Awareness of Alcohol as a Carcinogen and Support for Alcohol Control Policies, *American Journal of Preventive Medicine*, Volume 62, Issue 2, 2022, Pages 174-182, ISSN 0749-3797, <https://doi.org/10.1016/j.amepre.2021.07.005>

Maha Alattas, Craig S. Ross, Elizabeth R. Henehan, Timothy S. Naimi, Alcohol policies and alcohol-attributable cancer mortality in U.S. States, *Chemico-Biological Interactions*, Volume 315, 2020, 108885, ISSN 00092797, <https://doi.org/10.1016/j.cbi.2019.108885>. (<https://www.sciencedirect.com/science/article/pii/S0009279719313158>)

All Types of Alcoholic Beverages Increase Cancer Risk

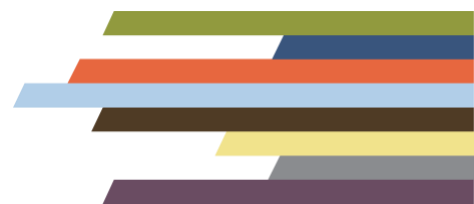


Sample Post

- 1) Did you know that all types of alcohol (including beer, wine, and liquor) are a major risk factor for cancer? Because the body breaks alcohol down into a compound that damages cells and slows cell repair, alcohol use can allow cancerous cells to grow and spread. Learn more about the [link between all types of alcohol and cancer](#).
- 2) Did you know that all types of alcoholic drinks contain ethanol, a known carcinogen? The breakdown of ethanol in the body can damage DNA and cause certain types of cancers. Learn more about the [link between alcohol and cancer](#).
- 3) Did you know that alcohol is a major risk factor for cancer? To promote health and well-being, we can ensure that communities are protected by effective alcohol policies. Learn more about [evidence-based approaches for your community](#).

(Add Your Call to Action Here)

#AlcoholAwarenessMonth #AlcSafeguardsSavesLives
#AlcoholLinkedToCancer



Add Your Logo!

Link to Template to Modify the Graphic in Canva (It's FREE!):
[Click to edit the " Alcohol and Cancer Risk " template.](#)

Source

FrameWorks Institute. (2023). Sweetland, Julie and Clara Blustein Lindholm. Framing Alcohol Policy Issues Effectively. Washington, DC: FrameWorks Institute

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