

# DOES KNOWING ALCOHOL CAUSES CANCER IMPROVE SUPPORT FOR ALCOHOL POLICIES?

IN THIS STUDY, WE PLACED WARNING LABELS ON ALCOHOL CONTAINERS IN YUKON, CANADA...



...INCLUDING A LABEL STATING THAT ALCOHOL CAUSES CANCER.

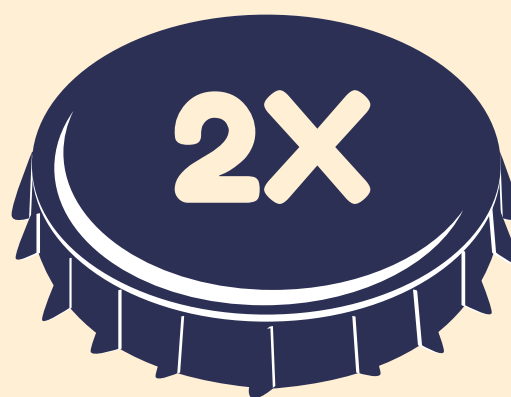
Then we asked liquor store patrons about alcohol, cancer and alcohol policies.

After seeing the warning labels,



more people knew alcohol causes cancer.

People who learned alcohol causes cancer were



more likely to support a minimum price policy for alcohol.

(People who knew alcohol causes cancer were more likely to support other policies, like controlling the marketing, sale, and pricing of alcohol.)



These findings show us that by raising awareness of alcohol's health risks, we can increase public support for **effective policies**, such as minimum pricing, that can reduce harm from alcohol.



Source: Weerasinghe A, Schoueri-Mychasiw N, Vallance K, Stockwell T, Hammond D, McGavock J, Greenfield TK, Paradis C, Hobin E. (2020). Improving knowledge that alcohol can cause cancer is associated with consumer support for alcohol policies: findings from a real-world alcohol labelling study. IJERPH.