

Evaluation of two phases of an alcohol and cancer education campaign: A partnership between Cancer Council Western Australia and The Western Australian Drug and Alcohol Office



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Alcohol and cancer (BMJ 1903)

DEC. 12, 1903.]

ALCOHOL AND CANCER.

[THE BRITISH
MEDICAL JOURNAL 1529]

THE POSSIBLE ASSOCIATION OF THE CONSUMPTION OF ALCOHOL WITH EXCESSIVE MORTALITY FROM CANCER.

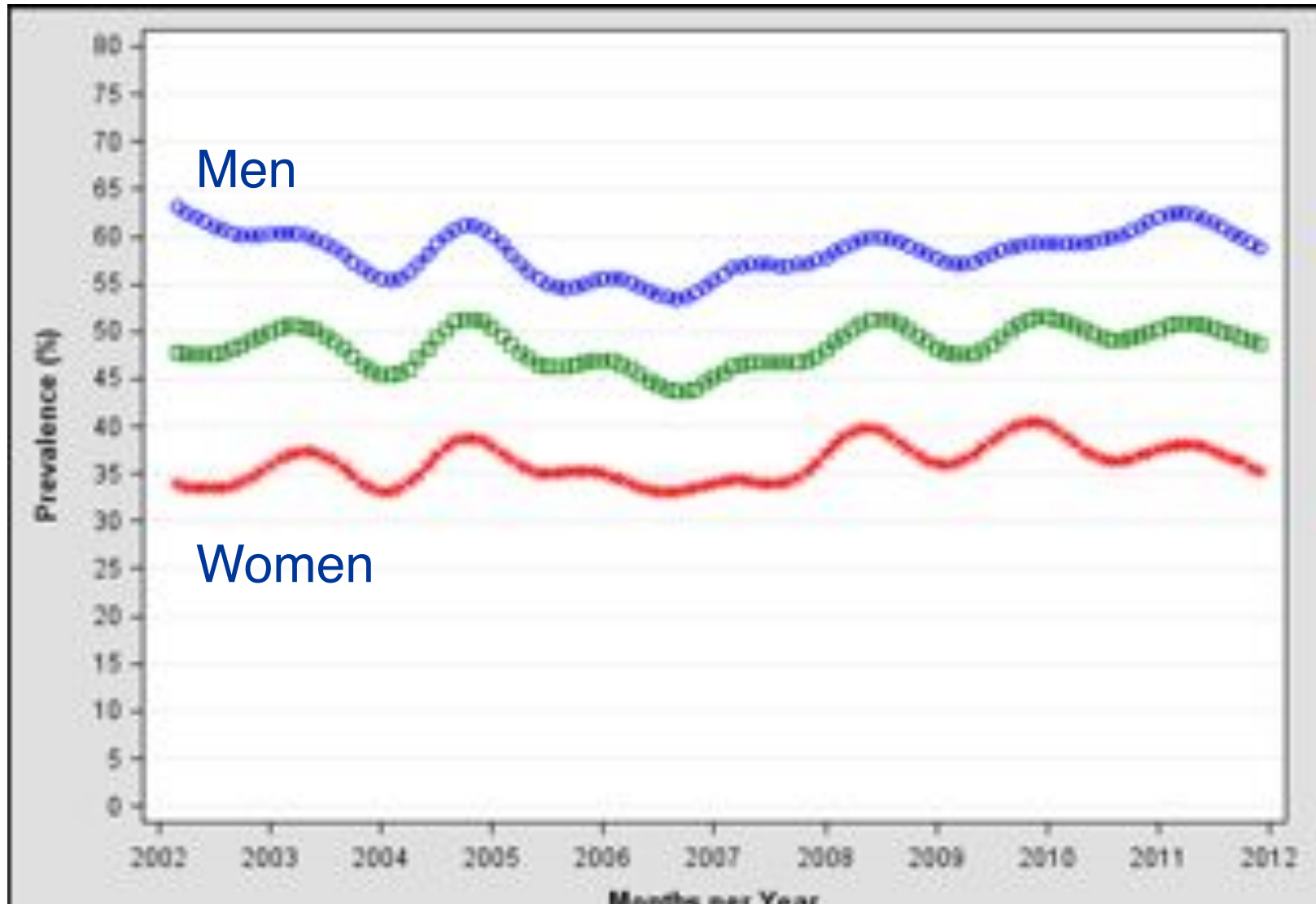
BY ARTHUR NEWSHOLME, M.D., F.R.C.P.LOND.,
Medical Officer of Health of Brighton.

PART II of Dr. Tatham's decennial supplement to the 55th report of the Registrar-General, published in 1897, contained extremely valuable statistics relating to the relative death-rates and what are known as the "comparative mortality figures" of men engaged in different occupations. These statistics dealt not only with deaths from all causes in conjunction, but also from certain diseases; and the latter figures throw important light upon the influence of occupation on the mortality, for instance, from tuberculosis and cancer.

The death-rate from all causes in the three years 1891, 1896, and 1901 was 17.13 among the abstainers and 23.52 per 1,000 lives at risk among the non-abstainers; while the death-rate from malignant disease was 0.95 among the former and 1.32 per 1,000 among the latter. In other words, if the death-rate among non-abstainers in each instance be stated as 100, that of abstainers from all causes was 72.8, and from cancer was 72.0.

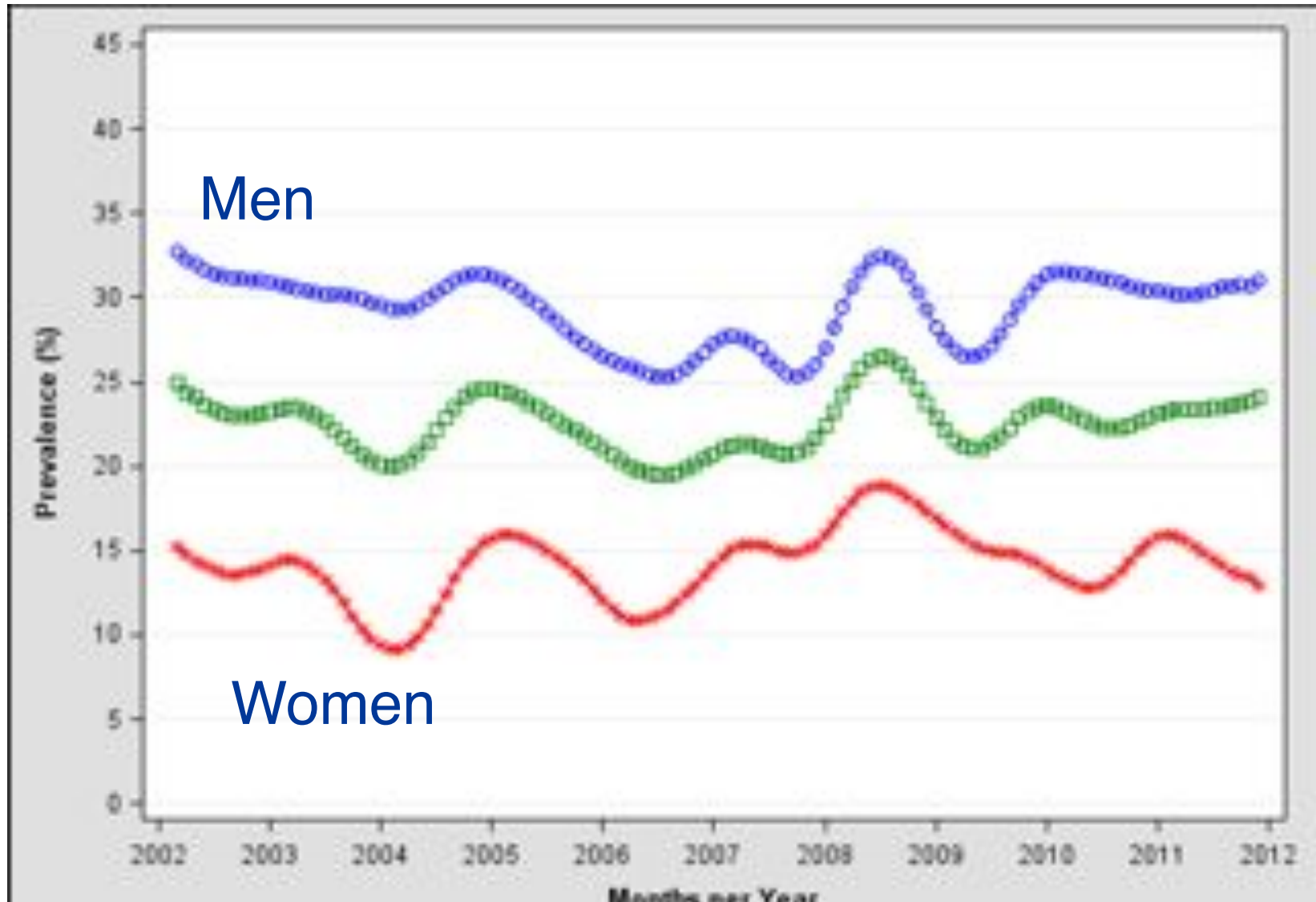


Trends for alcohol consumption leading to risk of long term harm* in Western Australia 2002 - 2011



* 2+ standard drinks on any one day) (a) by month, 16 years & over, HWSS 2002 to 2011

Trends for alcohol consumption leading to risk of short term harm* in Western Australia 2002 - 2011



*4+ standard drinks on any one day) (a) by month, 16 years & over, HWSS 2002 to 2011

BY WAY OF CONTRAST - Trends for SMOKING in Western Australia 2002 - 2011

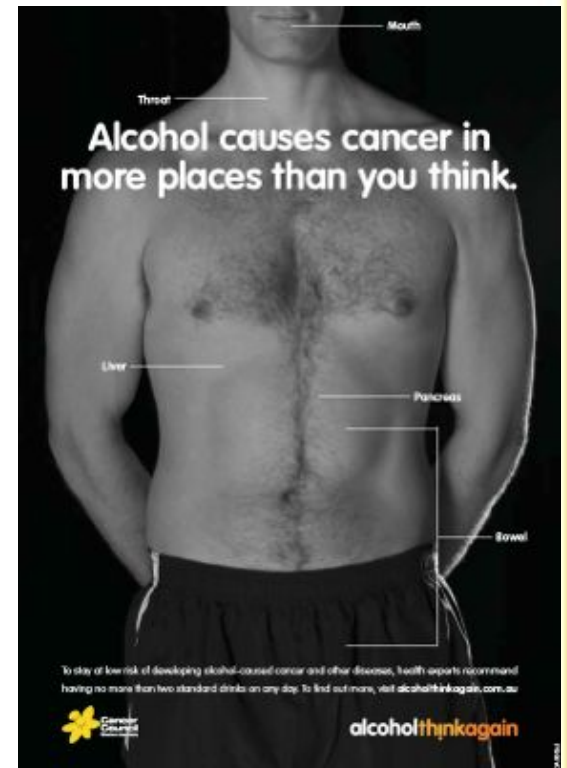


* by month, 16 years & over, HWSS 2002 to 2011

Starting point

Evidence, policy and education – and get our house in order

- Evidence, policy and education – and get our house in order Establish internal policies on how CCWA “deals” with alcohol (eg HR, catering, sponsorship)
- Community education on link between alcohol and cancer
- Initiate and contribute to the research and policy development (MJA paper 2011)



Campaign Chronology

- Alcohol and Cancer campaign was launched in 2010, and has focussed on raising awareness of the negative health impacts of alcohol consumption, specifically the link between alcohol and cancer.
- The first wave of the campaign, airing from May - July 2010 consisted of two TVCs ('Spread' and 'Stains') as well as supporting print advertisements.
- 2011 campaign activity focused on the use of a single TVC ('Spread') with the campaign airing from April to May 2011.





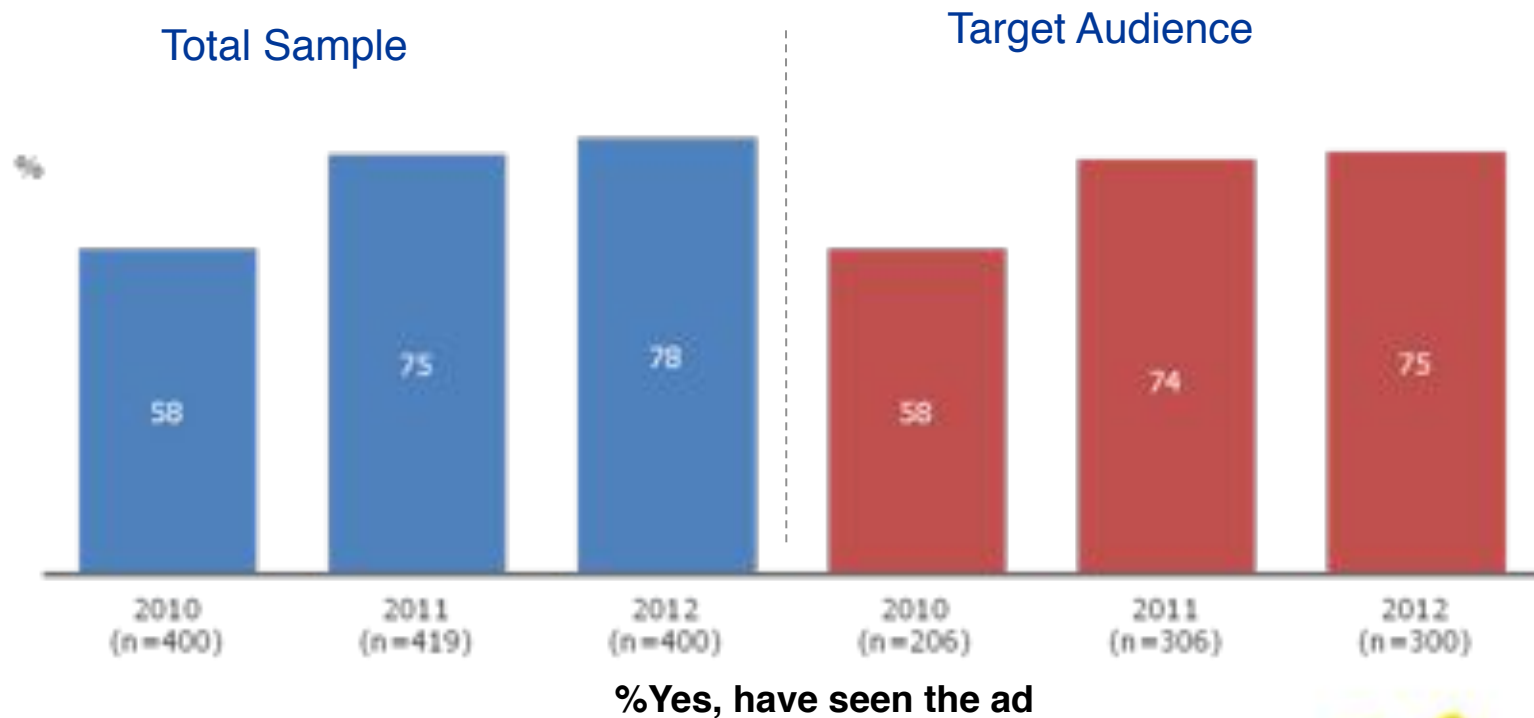
Phase 2 – From understanding to embracing..

- Concerns from phase one evaluation was a lack of perceived personal relevance. “It doesn’t apply to me”
- The latest wave of the campaign featured Professor Ian Olver from Cancer Council Australia and was launched on the 26th March 2012. Imagery from the original ‘spread’ campaign was also used in the executions.



How does prompted awareness of the campaign compare to previous years?

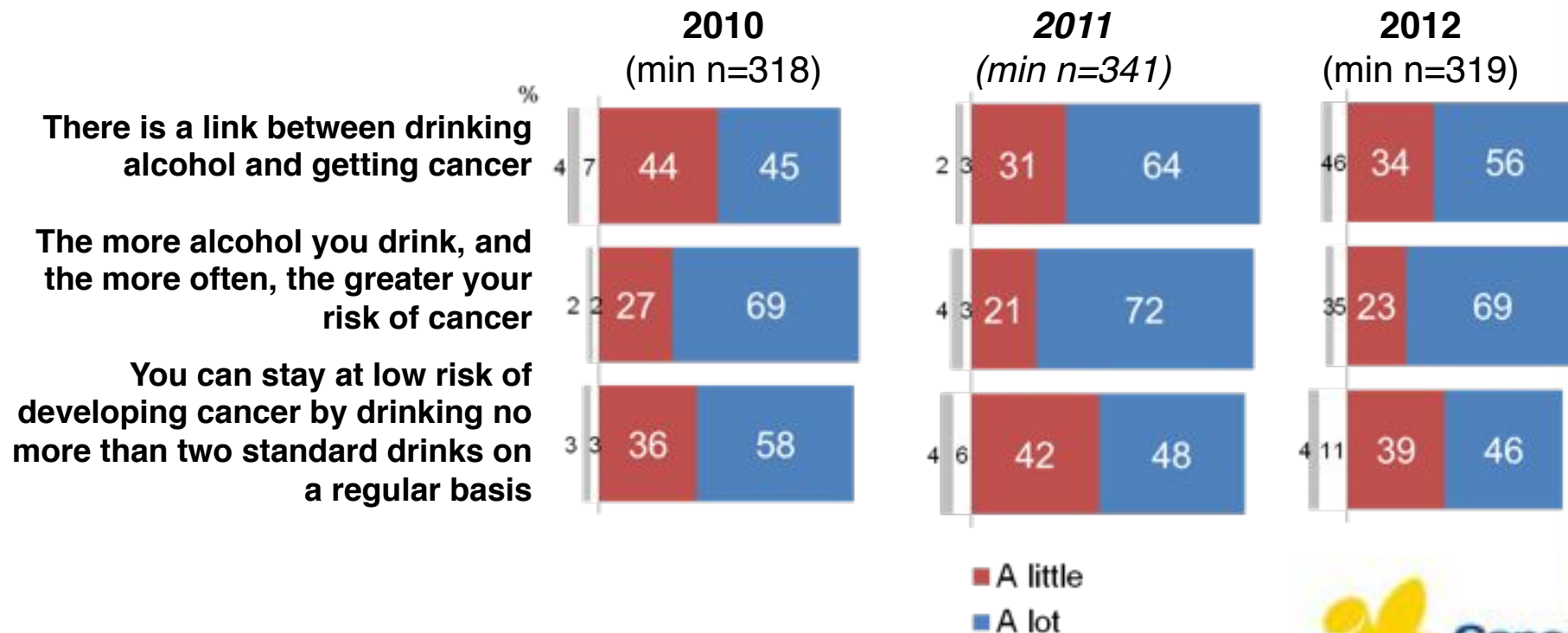
- Prompted awareness results have remained at consistently high levels in 2012, both amongst the core target audience of 25-54 year olds, and amongst the total sample of adults aged 18+.



Q15. Have you seen this ad before today over the past few months or so?..... Base: Total sample

Do people **believe** the key messages shown in the ad?

- The proportion of people who strongly believe that “there is a link between drinking alcohol and getting cancer” has decreased significantly from 2011 levels.
- Whilst the vast majority of the community believes each message to some extent, these slight shifts over time may indicate a degree of ‘pushback’ within the community in relation to the messages portrayed in the ad.



Q17b. To what extent do you believe each message? Base:

Respondents who recalled each message being mentioned in the ad.

Are people aware of the **link between alcohol and cancer** without being prompted?

- A significantly higher proportion of the total sample identified red wine as increasing cancer risk (52%) compared to 2011 (42%). This increase was driven by higher mention amongst females.
- Significant increases have been noted across all categories in comparison to baseline results.

% answering 'Increases Cancer Risk'				
Total	Baseline	Post-Campaign 2010	Post-Campaign 2011	Post-Campaign 2012
	(n=400)	(n=400)	(n=419)	(n=400)
Alcohol	61	75	80	82
Beer	46	64	71	68
Red Wine	19	33	42	52

NOTE: 24% Still report red wine reduces risk of cancer !!!

Is Cancer Council a credible source?*

”Cancer Council would be better because people already have a relationship with them, they give money to them as an example, so they already have this credible thing in the back of their mind and they trust them”.

“And it’s from the Cancer Council so they must know what they’re talking about, they’re experts.”

Council right at the start, that automatically gets you believing it and then whatever comes after is just yeah you’ve already got me convinced and that’s just the next part.”

“Cancer Council I would believe, department of health I probably wouldn’t because it’s a government department and they just tell you what they like.”

***Source: Prof Simone Pettigrew Qualitative research project on alcohol labeling Perth 2012**



Conclusion

- Considerable progress has been made in two years to alert the Western Australian community to the link between alcohol and cancer risk.
- This has not always been a welcome or popular message.

Credits

Western Australian Drug and Alcohol Office

Gary Kirby

Eleanor Costello

Carla Vitale

Holly Wood

Cancer Council WA

Steve Pratt

Cancer Council Australia

Ian Olver

Terry Slevin
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DID YOU KNOW?

Alcohol advertising in Australia is currently self-regulated by the alcohol and advertising industries – the system is voluntary, there are no penalties for breaching the Code and it excludes major forms of advertising, such as event sponsorship.

[FIND OUT MORE](#)[MAKE YOUR COMPLAINT](#)

WELCOME

Fed up with the way alcohol is being promoted? Concerned about the content or placement of an alcohol ad you've seen?

The Alcohol Advertising Review Board considers and adjudicates complaints from the community about alcohol advertising.

We recognise the need for responsible regulation of alcohol advertising and promotion in Australia, and aim to make it easier for the community to engage in the complaints process and voice their concerns.

DETERMINATION REPORTS

There are no articles available yet.