

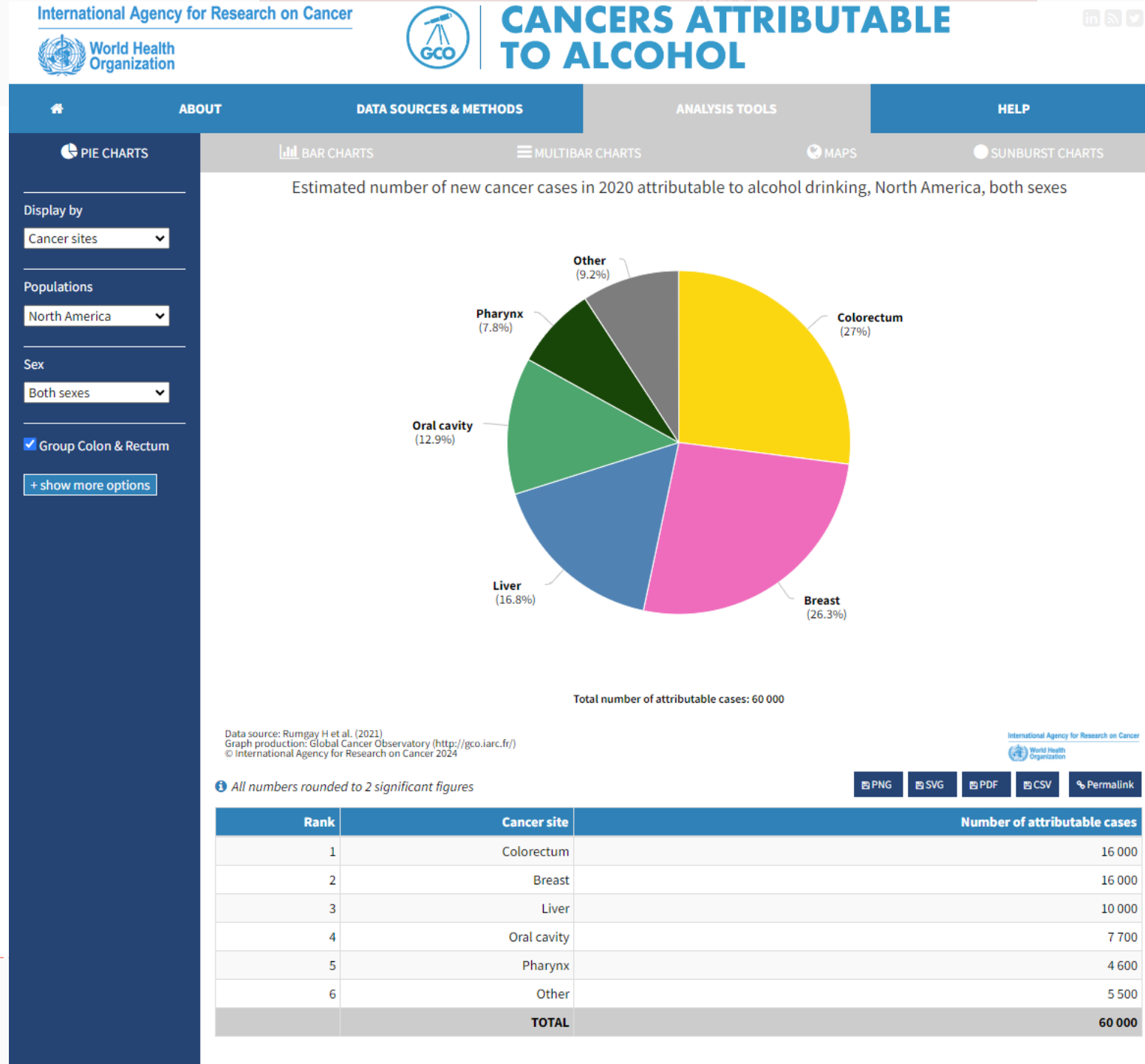
HB 298:
Alcoholic Beverages and
Cancer Act

Office of Rep. Andrew Gray

Background Information

- The causal link between alcohol consumption and cancers has been well established for decades.
 - This applies to ALL types of alcohol, including red wine.
- Tens of thousands of cases of cancer annually can be attributed to alcohol consumption in North America.
- Alcohol is the third-highest modifiable cancer risk factor.
- A 2017 Surgeon General's report noted that for breast cancer studies have shown that even moderate drinking increases risk.
 - Moderate drinking is defined as having up to 1.5 drinks per day.

- 60,000 new cases of cancer in 2020 attributable to alcohol in North America
- 26.3% Breast cancer
- 27% Colorectal cancer
- 16.8% Liver cancer



Information Gap

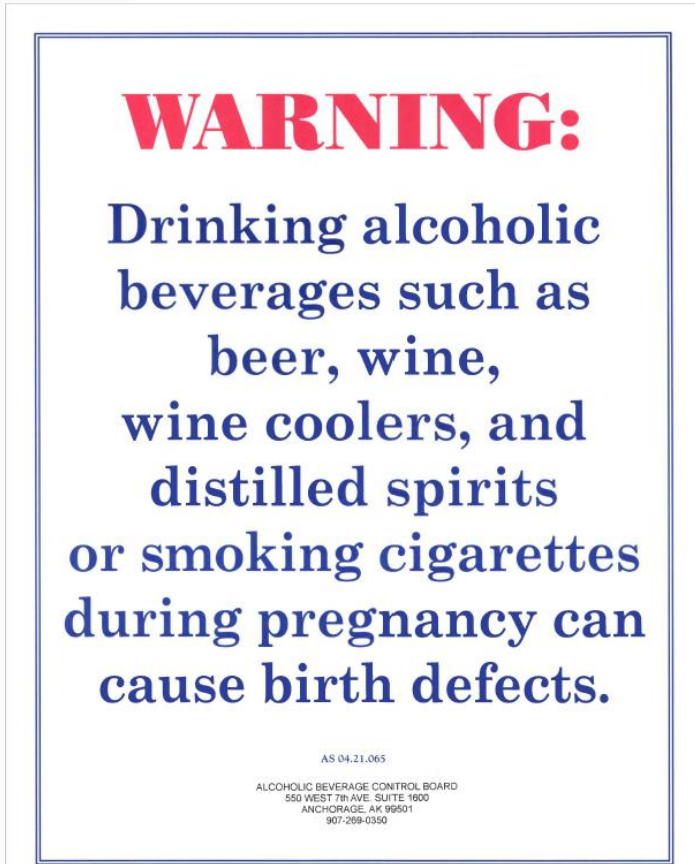
- American consumers are not aware of the relationship between alcohol consumption and cancer risk*.
 - 31.2% of US adults aware of cancer risk for liquor consumption
 - 24.9% of US adults aware of cancer risk for beer consumption
 - 20.3% of US adults aware of cancer risk for wine consumption
 - 10% of US adults falsely believe wine consumption decreases cancer risk – it does not.
- American consumers **ARE** aware of the relationship between tobacco use and cancer risk (89%).
 - In other words: warning labels work.

*Data from 2020 Health Information National Trends Survey (NIH)

What does HB 298 do?

- Would change current alcohol warning signage:

from:



to:



International Examples

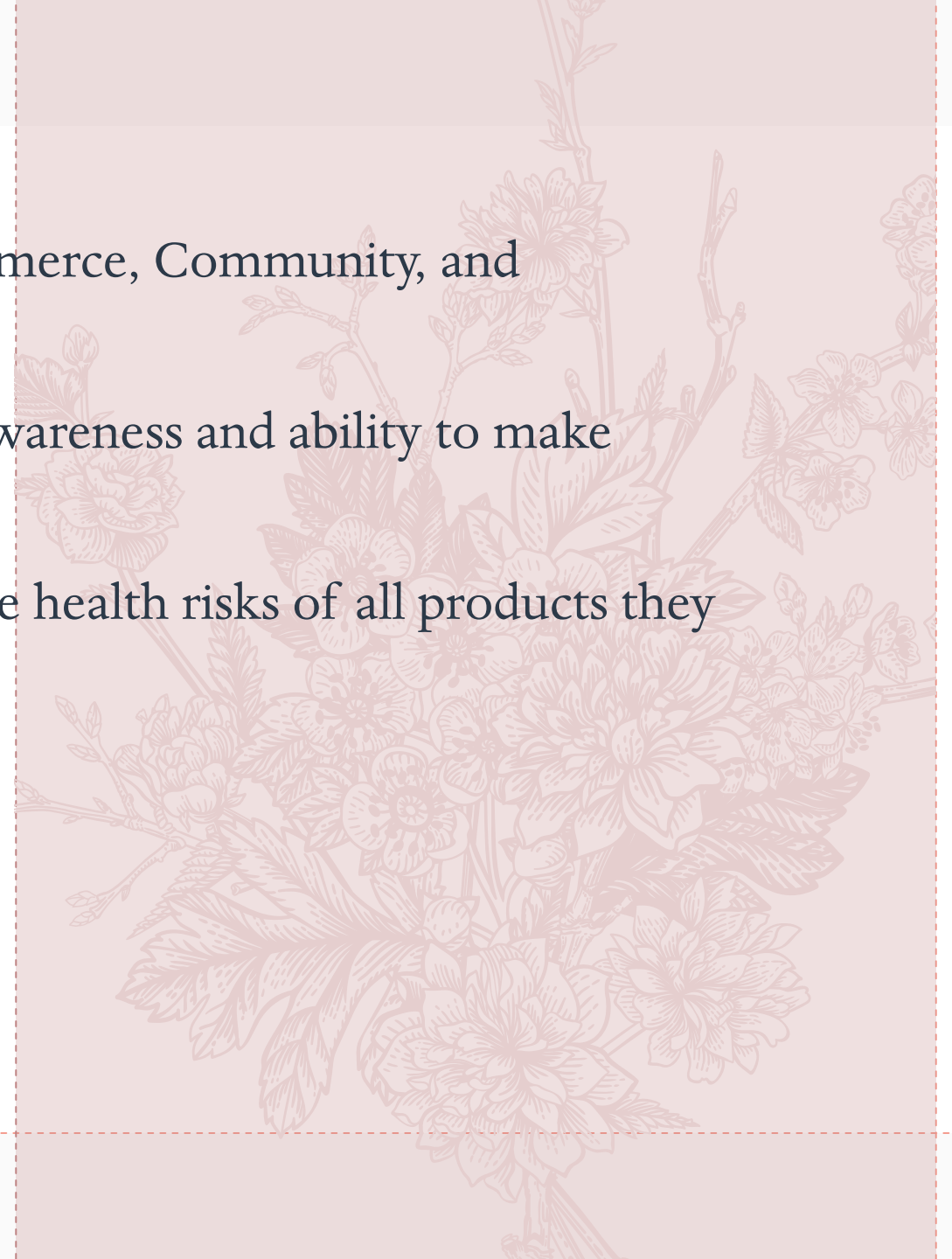
- Ireland and South Korea have required labeling on alcohol containers that state the cancer risk of alcohol consumption:

Irish example label:

XX grams XX kJ/ XX kcal	DRINKING ALCOHOL CAUSES LIVER DISEASE
	THERE IS A DIRECT LINK BETWEEN ALCOHOL AND FATAL CANCERS
	Visit askaboutalcohol.ie

Concluding Remarks

- Zero fiscal note from the Department of Commerce, Community, and Economic Development.
- Low-cost and easy way to improve Alaskans' awareness and ability to make informed decisions.
- Alaskans deserve to be fully informed about the health risks of all products they consume including alcoholic beverages.



Thank You

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