

CANCER PREVENTION ACTION WEEK 23–29 June 2025

Each year our flagship campaign, [Cancer Prevention Action Week](#) ([#CPAW25](#)), spotlights a specific aspect of cancer prevention to empower the public and inspire change, helping more people live cancer free.

This year, Cancer Prevention Action Week will focus on the links between alcohol and cancer. We want to ensure that everyone is empowered to make informed choices about their alcohol consumption.

ALCOHOL AND CANCER: LET'S TALK



The facts on alcohol and cancer

Alcohol is a well-established risk factor for 7 cancers, including breast and bowel – 2 of the most common in the UK. [\[1\]](#)

4% of cancer cases diagnosed in the UK are attributable to alcohol, equating to around 17,000 every year – that's 46 people being diagnosed with an alcohol caused cancer every single day. [\[2\]](#)

- Despite this, many people remain unaware of the cancer risk of alcohol, and current government policy does not reflect that it is the 6th biggest cause of cancer in the UK. [\[3\]](#)
- Adding to the immeasurable human cost is the economic burden placed on society, with alcohol-related cancers costing the NHS alone an estimated £100 million annually. [\[4\]](#)
- The economic benefits of alcohol consumption are offset by the cost it has on society. In England, alcohol-related harms costs around £27.44 billion every year. [\[5\]](#)
- If alcohol consumption does not return to pre-pandemic levels, the UK could experience up to 18,785 extra cancer cases by 2035. [\[6\]](#)

How you can help

(subject to Parliamentary business and approval)

- ✓ [Sign our petition](#) calling on Prime Minister Keir Starmer to introduce a National Alcohol Strategy for England and **share it with your constituents**.
- ✓ [Use our template letter](#) (attached to our email) to write to the Prime Minister and Health Ministers outlining your support for a comprehensive National Alcohol Strategy for England.
- ✓ [Utilise our campaign toolkit](#) to support Cancer Prevention Action Week and raise awareness of the links between alcohol and cancer on social media and in your local press using our campaign hashtag [#CPAW25](#).
- ✓ [Sign the Early Day Motion on 23 June](#) in support of Cancer Prevention Action Week.
- ✓ [Speak in the Backbench Business Debate on 24 June](#) on alcohol and cancer risk – World Cancer Research Fund will provide you with a briefing.
- ✓ [Table our PQ's](#) (see next page) on alcohol and cancer risk for [health questions on 17 June](#) and [PMQs on 25 June](#).
- ✓ [Share our information and resources](#) with your constituents on how to reduce alcohol consumption.
- ✓ Support efforts to ensure alcohol policy development remains **free from alcohol industry interference**.

What we're calling for

The government has a duty to protect people from alcohol harms and we are calling for a comprehensive **National Alcohol Strategy for England**, without delay, which:

- 1 Introduces mandatory alcohol product labelling on health warnings, which highlight cancer risk and calories, providing consumers with clear information about the health risks associated with alcohol consumption, enabling informed decision-making.

Evidence suggest that such labelling could increase awareness of alcohol-related health risks and prompt behaviour change. [7]

- 2 Strengthens the marketing restrictions on alcohol by classifying it as an 'unhealthy product' under HFSS (high in fat, sugar, and salt) marketing restrictions to limit its promotion, particularly to vulnerable populations including children and adolescents.

Exposure to alcohol marketing has been linked to earlier initiation of drinking and increased consumption among young people. [8]

- 3 Implements and reviews Minimum Unit Pricing (MUP) for alcohol in England that is adjusted for inflation, to reduce excessive drinking by ensuring that the cheapest alcohol cannot be sold below a certain price.

Evidence from Scotland indicates that MUP can lead to reductions in alcohol-related harm, including a 13.4% decrease in alcohol-specific deaths within the first year of implementation [9], whilst not harming sales in pubs and restaurants.

We also urge the UK government to work in close collaboration with the devolved administrations, particularly on consistent approaches to labelling and advertising. All policy development processes must be protected from industry influence and vested interests to ensure public health is placed above profit.

Preventing cancer. Saving lives

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Registered with the Charity Commission in England and Wales (Registered Charity No. 1000739).

Petition – ACT NOW: Demand a National Alcohol Strategy to prevent cancer

World Cancer Research Fund launched a petition on 28 April to call for a National Alcohol Strategy for England and greater collaboration between Westminster and the devolved administrations to reduce alcohol consumption.

The petition is supported by alcohol control charities and cancer organisations alike. Our unified voice is clear – the cancer risk of alcohol can no longer be left unchecked.

Sign the petition [here](#) and share it with your constituents today.



Schedule of Parliamentary activities

(subject to Parliamentary business and approval)

- Monday 23 June: Early Day Motion
- Tuesday 24 June: Backbench Business Debate
- Wednesday 25 June: PMQs and presenting our petition to No.10

Parliamentary Questions on alcohol and cancer:

Tuesday 17 June: Health Questions

(submission deadline: 11 June, 12.30pm)

What steps his Department is taking to prevent cancer caused by alcohol consumption.

Wednesday 25 June: PMQs

(submission deadline: 19 June, 12.30pm)

Will the Prime Minister take urgent action to implement a National Alcohol Strategy for England, recognising that alcohol is directly linked to 7 types of cancers and is the 6th biggest cause of cancer in England.

Please contact us for alternative PQs or support with a supplementary question.



Please contact policy@wcrf.org if you would like to participate in the campaign, we would be happy to support your involvement as an MP in any way we can.

#CPAW25     

