



World
Cancer
Research
Fund

CANCER PREVENTION ACTION WEEK

23–29 June 2025

Campaign toolkit

**ALCOHOL
AND CANCER:
LET'S TALK**

#CPAW25

wcrf.org/CPAW25

Preventing cancer. Saving lives



DID YOU KNOW

alcohol increases
the risk of 7
different cancers

ABOUT CANCER PREVENTION ACTION WEEK

World Cancer Research Fund's Cancer Prevention Action Week (#CPAW25) runs from 23–29 June 2025. This year's theme is on alcohol and cancer.

**ALCOHOL
AND CANCER:
LET'S TALK**

In the UK, alcohol is a major part of how many of us socialise, relax, and celebrate. But very few people are aware that drinking alcohol increases the risk of 7 different cancers and every year there are around 17,000 cancer cases due to alcohol. We want to change this so more people are aware of the risks.

That's why this Cancer Prevention Action Week 2025 we are sparking a national conversation on alcohol and cancer – among friends, family and within government.

We are also calling on the UK government to play their vital role and act now by introducing a National Alcohol Strategy in England. The UK government must also work with the devolved administrations in Northern Ireland, Scotland and Wales to collectively take bolder action to reduce alcohol consumption.



For #CPAW25 [sign and share our petition](#) and ask the government to act now to introduce a bold new National Alcohol Strategy.

This campaign toolkit has everything you need to help amplify Cancer Prevention Action Week's message.

ALCOHOL AND CANCER

Most people don't know the shocking truth: alcohol is a cause of 7 different cancers. Yet in the UK, it accounts for around 17,000 cancer diagnoses every year, that's 46 a day.

Evidence shows that drinking alcohol increases the risk of developing 7 different cancers:

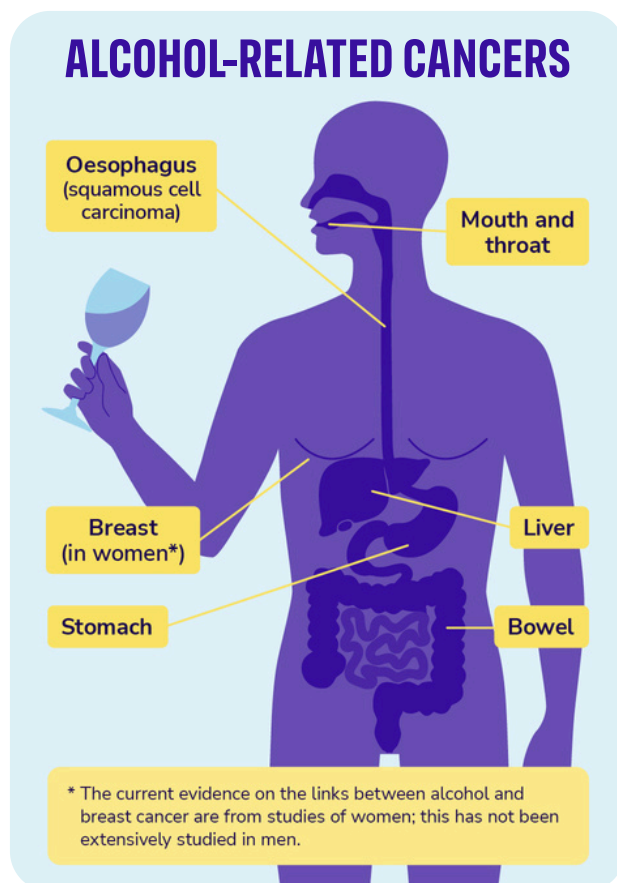
- Breast
- Bowel
- Mouth and throat
- Oesophageal
- Liver
- Stomach

This is because when alcohol is broken down in the body, compounds are formed that can directly damage the DNA, which can lead to cancer.

Alcohol can also cause liver cirrhosis (scarring), which is a known cause of liver cancer.

In addition to this, alcohol may also make it easier for other dietary or environmental cancer-causing compounds, such as tobacco smoke, to get into the cells and cause DNA damage.

Limiting alcohol is one of our [Cancer Prevention Recommendations](#). Read more on our evidence-based Recommendation on alcohol [here](#).



OUR CALLS TO ACTION

Here's how you can help support and take action:



Take action and sign our petition
calling on the government to
introduce a National Alcohol Strategy



**Re-share our posts, use our assets and resources,
and encourage others to sign the petition**



**Start talking about alcohol to raise awareness of
its link to cancer and other health issues**



**If you're a health professional
use and share our resources,
and sign up to our webinar
on 26 June**



**Follow World Cancer Research Fund on Instagram,
LinkedIn, Bluesky, Facebook, X and TikTok**
Use our hashtag **#CPAW25**



SIGN OUR PETITION

Awareness of alcohol and cancer is low and alcohol deaths are at an all-time high after increasing by 42% since 2019 in England. It's time for action.

That's why we're calling on the UK government to introduce a long-overdue National Alcohol Strategy for England – one that tackles alcohol harm head-on through mandatory health warnings highlighting cancer risk, Minimum Unit Pricing, and marketing restrictions to reduce consumption, lower cancer risk, and protect lives.

These measures must address prevention, harm reduction, treatment, rehabilitation, and public education – especially on alcohol's direct link to cancer.

No family should have to suffer the devastating trauma of alcohol-related cancer.

We urge the Prime Minister Keir Starmer on behalf of the UK government to act now to save lives.

The UK government must also work with the devolved administrations in Northern Ireland, Scotland and Wales to collectively take bolder action to reduce alcohol consumption.

[Take action now and sign our petition](#)



Ask the government
to act now to introduce
a bold new **National
Alcohol Strategy**



RESOURCES

**ALCOHOL
AND CANCER:
LET'S TALK**

For Parliamentarians and policymakers

- Support the campaign on social media
- [Share our information and resources](#) with your constituents
- [Sign and share our petition](#)
- Write to the Prime Minister and Health Ministers



[Alcohol and cancer
risk policy position
statement](#)



[Parliamentary
briefing](#)



[Alcohol and
cancer policy
factsheet](#)



[Policy Blueprint
for Cancer
Prevention](#)

For healthcare professionals

- Sign up and join our [FREE webinar](#) on Thursday 26 June at 12pm
- Download our new [Alcohol and cancer: let's talk](#) guide – a tool to having conversations about cancer prevention and alcohol
- Use and share our resources with your networks



[Alcohol and
cancer guide
for health
professionals](#)



[The facts
about alcohol
factsheet](#)

[Sign up for our
FREE webinar:](#)
**Alcohol and cancer:
what every health
professional needs
to know**

RESOURCES

For supporting organisations

- Use our [resources and campaign assets](#) and share the campaign across your different channels
- Sign our letter to the PM
- [Sign and share our petition](#)
- [Get in touch with us](#) if you need any support

Use our [ready-made social media image shares and campaign assets](#)



Visit our [website](#) to keep up to date. Assets will continue to be added as they are developed.

SOCIAL MEDIA MESSAGING

Here are some ready-made messages that you can copy and post (be sure to change the handle for each platform so we can reshare). Accompany your message with one of our [ready-made social media image shares](#).

Long versions

Alcohol is a cause of 7 cancers, yet awareness is worryingly low.

Everyone must have the information they need to make informed decisions about their health.

@GOVUK must act and implement a National Alcohol Strategy for England. Sign @WCRF_UK petition [🔗](#) #CPAW25

Alcohol is a cause of 7 cancers and is attributed to around 17,000 cancer cases in the UK every year, yet awareness is worryingly low.

Everyone must be empowered to make informed decisions about their health and that's why it is now time for @GOVUK to act and implement a National Alcohol Strategy for England. This should include mandatory health warnings highlighting cancer risk, minimum unit pricing and marketing restrictions.

Join me and sign @WCRF's petition. [🔗 https://chnng.it/wKtydJcXsv](https://chnng.it/wKtydJcXsv)

[🔗](#) #CPAW25

Today I am sharing a petition organised by the @World Cancer Research Fund calling on the UK government to act on the cancer risks associated with alcohol by introducing a National Alcohol Strategy for England.

Most people are unaware that alcohol is a cause of 7 different cancers: breast, bowel, mouth and throat, oesophageal, liver and stomach. In addition, deaths caused solely from alcohol consumption are at an all-time high in England, having increased by 42% since 2019.

This is unacceptable. The government has a duty to ensure that everyone is empowered to make informed decisions about their health and they must act and heed the petition's calls to implement a National Alcohol Strategy without delay.

Our voices are stronger together. Please sign the petition today and share it with your friends and family.

Sign the petition at: <https://chnng.it/wKtydJcXsv>

#CPAW25 wcrf.org/CPAW25

Short versions

🔍 @WCRF_UK has strong evidence that drinking alcohol increases the risk of 7 cancers such as #breastcancer & #bowelcancer. Join me and sign the petition calling for a National Alcohol Strategy #CPAW25 wcrf.org/CPAW25

In the UK, alcohol is a cause of around 17,000 cancer diagnoses every year. This needs to change wcrf.org/CPAW25

Alcohol is a cause of 7 cancers, yet there is no National Alcohol Strategy. This needs to change wcrf.org/CPAW25

Alcohol-related deaths have reached an all-time high in England – up 42% since 2019. This needs to change.

Join me and sign @WCRF_UK petition: 🔍 World Cancer Research Fund has strong evidence that drinking alcohol increases the risk of 7 cancers such as #breastcancer & #bowelcancer. Join me and sign the petition calling for a National Alcohol Strategy #CPAW25 wcrf.org/CPAW25

We can't keep ignoring the link between alcohol and cancer.

In the UK, alcohol is a cause of around 17,000 cancer diagnoses each year.

Sign the @WCRF_UK petition calling for a National Alcohol Strategy to save lives.
🔗 #CPAW25

Did you know alcohol is a cause of 7 different types of cancer? We need to talk honestly about our health: join the conversation this #CPAW25
🔗 wcrf.org/CPAW25

f @WoCRF 🦋 @wcrf.org ✕ @WCRF_UK 📷 @WCRFUK
in linkedin.com/company/wcrf 🎵 @worldcancerresearchfund

CANCER PREVENTION ACTION WEEK

23–29 June 2025

Stay connected



Check out more resources from
World Cancer Research Fund to
inspire you to take part in Cancer
Prevention Action Week 2025!

wcrf.org/CPAW25

Media enquiries: pr@wcrf.org

Policy enquiries: policy@wcrf.org

Health professional enquiries: publichealth@wcrf.org

Social media enquiries: web@wcrf.org

Sign up to our eNewsletter: wcrf.org/newsletter

[f @WoCRF](https://www.facebook.com/WoCRF) [🦋 @wcrf.org](https://www.butterflysocial.com/@wcrf.org) [X @WCRF_UK](https://twitter.com/WCRF_UK) [📷 @WCRFUK](https://www.instagram.com/WCRFUK)
[in linkedin.com/company/wcrf](https://www.linkedin.com/company/wcrf) [🎵 @worldcancerresearchfund](https://www.tiktok.com/@worldcancerresearchfund)

Preventing cancer. Saving lives

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