

Kia ora tatou and welcome to the October issue of the Alcohol Network Newsletter.

As always, please get in touch with us if you have any feedback or news you would like to share with the network. And a reminder that our team is available to support you with any community level alcohol-related concerns you may have. Just reply to this email.

Ngā mihi,

The DHB Alcohol and Communities Team

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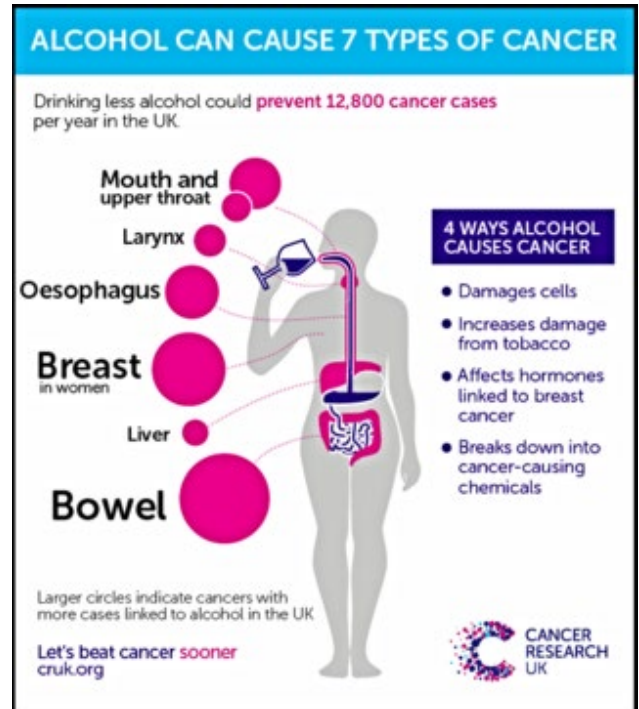
Communicating the link between alcohol and cancer

Despite strong evidence, the link between alcohol and cancer is not widely recognised. In fact, it is not unusual to see alcohol-related fundraisers for cancer research promoted in our region.

Recent data from Australia shows the [majority of Australians are uninformed and misled on the relationship between cancer and alcohol](#).

So what does the evidence tell us?

- The consumption of alcohol contributes to cancers of the head and neck, liver, colon, rectum and breast (Connor, 2015)
- Alcohol-attributable cancers make up 5.8% of all cancer deaths worldwide (Connor, 2015)
- The Global Burden of Disease study using data from 1990-2016 found that cancers accounted for a large proportion of alcohol-attributable deaths in those aged 50 years and over, 27.1% of alcohol-related deaths for women and 18.9% for men.
- The same study found the risk of all-cause mortality, and of cancers specifically, rises with increasing levels of consumption – the more you drink the higher the risk.



We would love to hear your thoughts on this topic. Are you aware of the link between alcohol and cancer? How can we spread this message? (For example; hold an information evening, share research, run a health promotion campaign, use infographics).

Central Hawke's Bay adopts Local Alcohol Policy

We are happy to report that Central Hawke's Bay has become the first area in our region to adopt a Local Alcohol Policy (LAP). The Policy will help to reduce alcohol-related harm by reducing the hours that alcohol can be sold and a number of other tools to discourage hazardous alcohol use.

The LAP will come into effect on 1 November 2018. However, the operative parts of the Policy – the clauses outlining hours and the discretionary conditions – will come into effect on 1 February 2019.

[You can read the adopted LAP here](#)

Auckland public transport free from alcohol advertising

You may have seen in the news recently that Auckland Transport (AT) has made the decision to remove all alcohol advertising from its infrastructure, facilities and public transport. This decision will help to create healthy public spaces and reduce the well-evidenced harm that alcohol marketing causes, particularly to young people, women and those who are alcohol dependent.

We would love to see Hawke's Bay follow suit and remove alcohol advertising from public transport. Do you agree? Let us know.



Hastings licence applications are available online

Just a reminder that all on, off and club licence applications to sell alcohol in the Hastings district are listed on the [Hastings District Council website](#).

Alcohol-free spaces at events in Hawke's Bay

We are pleased to see a growing number of event organisers in Hawke's Bay that are either fully alcohol-free or choosing to include a designated alcohol-free area or 'family zone' at their event.

Hawke's Bay is well known for its successful wine industry and we applaud event organisers who are choosing to provide fun alcohol-free options for our communities. We are also keen to help support these events.

Soundz over the Lake Music and Fireworks Festival

(Saturday 3 November, Backpaddock Lakes, Waipukurau) is one such event that will have a dedicated alcohol-free family zone.

If you know any alcohol-free events happening in the region, let us know so we can promote and share these with our networks.



Global Burden of Disease study: Latest research on alcohol harm

A new study published in The Lancet has found that—despite the widespread belief that alcohol has some positive health benefits—any level of alcohol consumption, regardless of the amount, leads to health loss.

The study also found that among those aged 15-49 years, alcohol use was the leading cause of death – we know that this is true for New Zealanders too and particularly for the Hawke’s Bay region, where rates of hazardous drinking for this age group are markedly higher than the New Zealand average.

Read the study in full [here](#)

New alcohol and pregnancy resource – ‘what you might not know’

The Health Promotion Agency has refreshed its alcohol and pregnancy pamphlet that gives information for pregnant and breastfeeding women and their partners. To view or order, visit

<https://www.healthed.govt.nz/resource/alcohol-and-pregnancy-what-you-might-not-know>

‘Pre-testie Bestie’ – HPA’s new alcohol and pregnancy campaign

‘Pre-Testie Bestie’ is the second phase of the Health Promotion Agency’s ‘Don’t Know? Don’t drink’ campaign encouraging women to stop drinking alcohol if there is any chance they could be pregnant. To find out more or to view the digital toolkit, visit <https://www.alcohol.org.nz/digital-toolkit-dont-know-dont-drink>



‘Healthy events and fundraising’: A guide for schools

Last month the DHB released a new resource for schools full of healthy fundraising ideas that don’t include alcohol. To view and download, visit our website:

<http://www.ourhealthhb.nz/healthy-communities/alcohol/alcohol-and-schools/>

