

Alcohol Action in Humber and North Yorkshire

What is it?

The Humber and North Yorkshire Integrated Care Board's (ICB) Centre for Excellence is launching an initiative in June 2025 to highlight the link between alcohol consumption and cancer. This campaign, part of the Cancer Prevention Action Week organised by the World Cancer Research Fund (WCRF), aims to raise awareness about the harmful effects of alcohol and its association with cancer. The campaign targets stakeholders and the general public across the Humber and North Yorkshire region. The goal is to educate individuals on the risks of alcohol consumption and encourage preventive measures to reduce cancer incidence.

How did it happen?

The campaign is scheduled to run from 23-29 June 2025, coinciding with the Cancer Prevention Action Week. Preparations for the campaign began in early 2025, with key activities and engagements planned throughout the months leading up to the launch.

The development of the campaign involved several steps:

- 1) Initial Planning: The Centre for Excellence identified the need to address the link between alcohol and cancer as part of their broader prevention strategy and cancer prevention strategy.
- 2) Collaboration: The campaign was developed in collaboration with the World Cancer Research Fund (WCRF), leveraging their expertise and resources.
- 3) Approval and Support: The campaign received support from local authorities and community organisations and the Cancer Alliance. Key stakeholders were engaged to ensure broad support and participation.
- 4) Formal Agreements: Formal agreements were established with WCRF and other partners to outline roles, responsibilities, and deliverables for the campaign.

Who was involved?

The following were all key stakeholders in the development of the campaign:

- HNY Cancer Alliance
- Local Authorities: NHS Humber and North Yorkshire Integrated Care Partnership (ICP), local councils, and public health departments.
- Community Organisations: Local community groups and non-profits focused on health and wellness.
- Health Professionals: Doctors, nurses, and other healthcare providers who can help disseminate information and support the campaign.

- **Media Partners:** Local newspapers, radio stations, and social media influencers to help spread the campaign message.

How did you involve the community?

The campaign actively involved community members by:

- **Hosting Events:** Organising community events and activities to engage the public and provide information in an interactive format.
- **Harnessing community voice:** Encouraging community members to lived experience to be our ambassadors.
- **Promoting through unpaid media channels.**

What were the challenges and how were they overcome?

The main challenge was a lack of awareness of the links between alcohol use and cancer from stakeholders. To overcome this we worked with the Cancer Alliance to develop a bitesized online learning course and offered this out to all stakeholders across the partnership.

What next?

The campaign's effectiveness will be evaluated through:

- **Surveys and Polls:** Conducting annual surveys to measure changes in awareness and attitudes towards alcohol consumption and cancer.
- **Political Engagement:** Elected member support, parliamentary, LA scrutiny and local support for the action.
- **Media Engagement:** Including polling for awareness of the cancer/alcohol link, dissemination of social media assets, and a radio day of interviews with health professionals and members of the public.
- **Health Professionals Support:** Including a guide for conversations with patients and a webinar providing insights on the topic.