**Reduce Your Risk |** Stakeholder Social Media Kit

[www.reduceyourrisk.com.au](http://www.reduceyourrisk.com.au)

[Reduce Your Risk Campaign Video](https://www.youtube.com/watch?v=eoCXabLJF80)



FARE Social Channels:

<https://www.facebook.com/FAREAustralia/> - @FAREAustralia

<https://twitter.com/FAREAustralia> - @FAREAustralia

<https://www.instagram.com/fare.australia/> - @fare.australia

Key Messages:

* Alcohol causes cancer. Every drink increases your risk of developing cancer in the mouth, throat, breast, liver and bowel.
* By reducing your drinking, you can reduce your risk of alcohol-caused cancer.
* Australia’s new Alcohol Guidelines recommend that, if you drink alcohol, have no more than four standard drinks on any day and no more than 10 standard drinks in a week.
* Alcohol is responsible for around 3,500 new cancer cases in Australia each year.
* Alcohol can cause 7 cancers across the body – 4 in the head and neck (mouth, larynx, pharynx and oesophagus), and in the breast, liver and bowel.
* When it comes to substances that can cause cancer, alcohol is in the same category as tobacco and asbestos.
* Speak with your doctor about the benefits of cutting back on alcohol, and the link between alcohol and cancer.
* To learn more about reducing your risk, the project or finding your local GP visit: [www.reduceyourrisk.com.au](http://www.reduceyourrisk.com.au)

Suggested Social Media Copy and Tiles:

Reduce Your Risk

Alcohol causes around 3,500 cancer cases in Australia each year. Every alcoholic drink increases your risk of developing cancer in the mouth, throat, breast, liver and bowel.

You can reduce your risk of developing alcohol-caused cancers by reducing the amount of alcohol you drink.

Reducing the amount of alcohol you drink can deliver significant short- and long-term health improvements.

Learn more at: <https://reduceyourrisk.org.au/>

Talk to Your GP

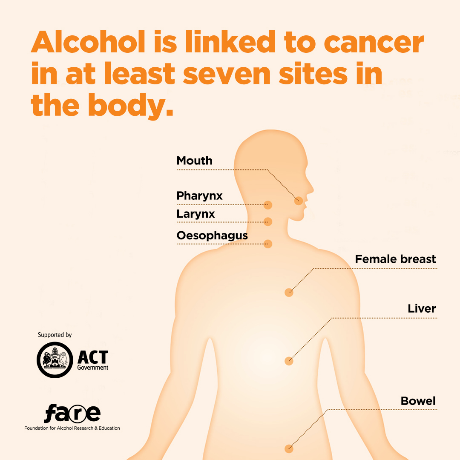


Alcohol causes cancer.

You can reduce your risk of developing alcohol-related cancers by reducing the amount of alcohol you drink.

Talk to your doctor today about reducing your risk.   
  
For more info visit: <https://reduceyourrisk.org.au/>

Alcohol and Cancer Link



The link between alcohol and cancer is well established. Alcohol causes around 3,500 of all new cancer cases in Australia each year.

When it comes to substances that can cause cancer, alcohol is in the same category as tobacco and asbestos.

By reducing your alcohol use, you can reduce your risk.

Find out more: <https://reduceyourrisk.org.au/>

Guidelines



Reduce your drinking to reduce your risk of alcohol-caused cancer.

Australia’s new Alcohol Guidelines recommend that, if you drink alcohol, have no more than 10 standard drinks in a week and no more than four standard drinks on any day to reduce your risk of alcohol harm, including cancer.

Learn more: <https://reduceyourrisk.org.au/>