Alcohol and cancer: risk perception among the French population
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In 2015, in France, 41 000 deaths were estimated to be attributable to alcohol consumption including 16 000 deaths from cancer. 8% of all new cancer cases were attributable to alcohol. The French National Cancer Institute and Sante Public France have conducted a study on knowledge and opinions of the French population on the risks factors attributed to cancer, including alcohol consumption.

Data came from the 2015 Barometre Cancer survey, a random cross-sectional telephone survey of the French general population (n = 3771 individuals aged 15-85 years). About 88% of the respondents felt well informed about the risks of alcohol. Opinions show an important risk denial and risk relativization: e.g. 85% agreed that the principal risk with alcohol consumption are traffic accidents or violence and 75% agreed that soda and hamburgers are as bad as alcohol for the health. Those perception were higher among men, older respondents, daily drinking consumers and those of low socioeconomic status. Population’s beliefs to deny the cancer risks due to alcohol use are common in France.

These results can be used to redesign public information about the risks of alcohol.

Key messages:
- Population’s beliefs to deny the cancer risks due to alcohol use are common in France.
- It’s necessary to address public information about the risks of alcohol.