

## Communications toolkit. Key messages.

### HIDDEN HARMS

- There are more consequences from drinking alcohol than hangovers and a strain on your liver; Did you know that alcohol causes over **200 diseases**, conditions and injuries?

### CANCER RISK

- Alcohol causes **7 types of cancer**, including breast and colon cancers, but less than 50% of Europeans know about the risk.

### BENEFITS OF LESS

- Reducing alcohol intake can improve sleep quality, memory, and mental clarity, and will lower your risk of chronic diseases.



**Redefining alcohol for a healthier, safer, and happier Europe.**

“Redefine alcohol” is a call to action inviting people to rethink their relationship with alcohol, learn more about health risks and harms from alcohol, and consider the benefits of drinking less alcohol.

**#RedefineAlcohol**  
**#LessAlcohol**  
**#EVIDAction**

[Learn more](#)



## How to get involved.

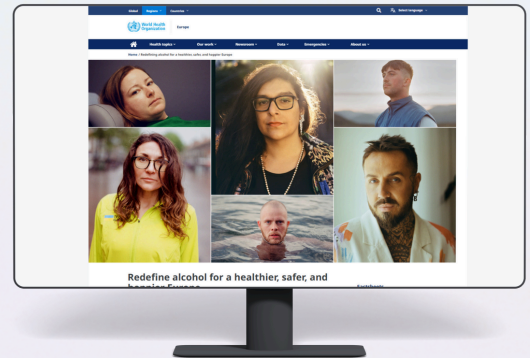
Check out the campaign materials and join us in redefining alcohol.

[Access the landing page](#)

### Follow us on social media:

-  **@whoeurope**
-  **@WHOEurope**
-  **@WHO\_Europe**
-  **WHO Regional Office for Europe**

Discover campaign materials:



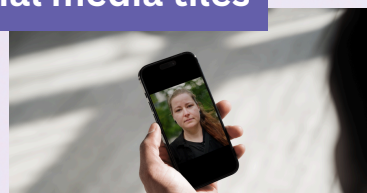
Watch the launch event on **2 October**  
**15:00 CET on Youtube**



Fact sheets



Social media tiles



Campaign videos



 **WHORegionalOfficeforEurope**