



MEDIA ALERT - REDUCE ALCOHOL INTAKE AND CUT CANCER

FOR IMMEDIATE RELEASE

Interviews available with Dr Vinod Joshi, founder of the Mouth Cancer Foundation

To set up an interview please call Media Ambitions on 020 8940 2222.

The **Mouth Cancer Foundation** is calling for a reduction in the current daily alcohol intake safety guidelines following a study from the National Cancer Institute in Paris* which found one unit of alcohol, the equivalent of half a small 175ml glass of wine per day increases the risk of developing mouth cancer by 168%.

The UK's leading mouth cancer charity initially took their stance after a world wide report - Alcohol as a Cause of Cancer** from the Cancer Institute of New South Wales, Australia, cast doubt on current drinking guidelines in May 2008. The report concluded that men and women who drink just two glasses of alcohol a day increase the risk of developing Mouth Cancer by 75%. The latest report from France supports the previous report from Australia and reinforces what the **Mouth Cancer Foundation** is campaigning for.

The Department of Health's current advice is that men should not regularly drink more than 3 - 4 units of alcohol per day, and women should not regularly drink more than 2 - 3 units of alcohol per day.

Founder of the **Mouth Cancer Foundation**, Dr Vinod Joshi says *"In view of this latest report the current alcohol guidelines that we've got are actually very high. To reduce the risk of mouth cancer risk, the Mouth Cancer Foundation recommends that people should limit or avoid their alcohol altogether"*.

For men the **Mouth Cancer Foundation** recommends no more than two standard drinks a day and for women no more than one standard drink a day. The evidence about alcohol and the link to cancer is growing and people should be more aware of the risks and reduce their alcohol consumption.

-ENDS-

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NOTES TO EDITORS

* National Cancer Institute in Paris - <http://www.e-cancer.fr/>

** The Cancer Institute of New South Wales, Australia published its findings in a report titled *Alcohol as a Cause of Cancer*. The report reviewed 600 pieces of international research. www.cancerinstitute.org.au/cancer_inst/publications/pdfs/pm-2008-03_alcohol-as-a-cause-of-cancer.pdf -

The Mouth Cancer Foundation is a registered charity no. 1109298.

Cancer can occur in any part of the mouth, tongue, lips, throat, salivary glands, pharynx, larynx, sinus, and other sites located in the head and neck area. In its very early stages, Mouth Cancer can be almost invisible making it easy to ignore.

Symptoms include:

1. A sore or ulcer in the mouth that does not heal within 3 weeks
2. A lump or overgrowth of tissue anywhere in the mouth
3. A white or red patch on the gums, tongue, or lining of the mouth
4. Difficulty in swallowing, chewing or moving the jaw or tongue
5. Numbness of the tongue or other area of the mouth
6. A feeling that something is caught in the throat
7. A chronic sore throat or hoarseness that persists more than 6 weeks
8. Swelling of the jaw that causes dentures to fit poorly or become uncomfortable
9. Neck swelling present for more than 3 weeks
10. Unexplained tooth mobility persisting for more than 3 weeks

More information about Mouth Cancer is available at the Mouth Cancer Foundation website www.mouthcancerfoundation.org or by emailing info@mouthcancerfoundation.org