

## POLICY ON INTERACTIONS WITH ALCOHOLIC BEVERAGES INDUSTRY

Version	Approval by	Approval date	Effective Date	Next review
1.0	President, National Cancer Society of Malaysia	10 June 2020	10 June 2020	1 December 2022
<b>Policy Statement</b>				
Purpose	This policy sets out an explicit and clear public statement on NCSM's position on interactions with the alcoholic beverages industry.			
Scope	This policy covers all the activities organised or carried out by NCSM as well as activities in which NCSM is collaborating together with other external stakeholders.			
<b>Policy Provisions</b>				
<b>1. Background</b>				
<p>Harmful use of alcohol has been comprehensively documented to cause different serious public health problems. The harmful use of alcoholic substances is a major global contributory factor to death, disease and injury. The impact of alcohol is not only limited to its users but also to others through the dangerous actions of users after using alcohol.</p> <p>On individual users, alcohol is linked causally to diseases such as alcoholic addiction, liver cirrhosis and cancers. Globally, alcohol is the world's third largest risk factor for disease and disability. Alcohol is a causal factor in 60 different types of injuries and diseases as well as being a component cause for 200 others.</p> <p>On a societal level, evidence clearly illustrates the various problems caused by harmful alcohol use. Alcohol directly impacts others through its role as one of the major causes of preventable harms globally through drink-driving and the subsequent road-traffic accidents and deaths caused by it. Harmful alcohol use is also associated with a myriad of social issues including communal violence, violent abuse of women and children, neglect; and the generational impact of women drinking on the development of foetuses they carry; as well as the child's subsequent development.</p> <p>In accordance with these international research findings, guidance from multiple eminent global organisations and NCSM's own stand as an organisation working in all aspects of cancer control, including in reduction of risk to cancer and all non-communicable diseases (NCDs), this institution makes a commitment to adhere to the following policy.</p>				
<b>2. Policy</b>				
<p>i) NCSM will not accept, support or endorse the alcoholic beverages industry in organising or promoting youth or public education, or any initiatives that are directly or indirectly related to the products of these industries.</p> <p>ii) NCSM will not accept, support or endorse any products of the alcoholic beverages</p>				

industry in return for sponsorship/donations i.e. cause-related marketing.

iii) NCSM will not knowingly accept funding or other forms of support from the alcoholic beverages industry that will enable them to have any form of direct involvement or influence in the structural operations and functioning of NCSM.

iv) NCSM will not knowingly engage with the alcoholic beverages industry in a manner that will allow for direct involvement or influence in the structural operations and functioning of the industry.

### Accountability

Contact Person(s)	Head, Marketing Dept Head, PR & Communications Dept
Compliance Officer	Medical Director

### Revision History

Version	Approval by	Approval date	Effective Date	Sections modified
1.0	Dr Saunthari Somasundaram President, National Cancer Society of Malaysia	10 June 2020	10 June 2020	New document

### Authored by:

#### Version 1.0

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