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# Discover the Effective Strategy to Cut Alcohol Consumption

## Description

Researchers have uncovered a compelling strategy to encourage individuals to moderate their alcohol consumption: this involves emphasizing the heightened cancer risk associated with drinking while simultaneously advocating for the practice of meticulously tracking each drink consumed.

The researchers' conclusions, derived from a 2021 study, suggest that this dual approach—combining a rationale for reducing intake with actionable advice—can effectively bolster public health.

Excessive alcohol intake is not solely linked to cancer; it is also correlated with numerous adverse health outcomes, such as premature mortality, cardiovascular disease, gastrointestinal problems, and an elevated risk of dementia.

“Our findings indicate that merging information about the carcinogenic properties of alcohol with a concrete, practical action—namely, counting one’s drinks—encourages drinkers to decrease their alcohol intake,” remarked [Simone Pettigrew](#), an economist and psychologist from The George Institute for Global Health, upon the release of the findings.

Two young women eating pizza and drinking wine

Researchers have identified an effective means of urging individuals to reduce their alcohol consumption. (Adrienn/Pexels)

The study involved three surveys: the initial survey was completed by 7,995 participants, followed by a second survey completed by 4,588 individuals three weeks later, and the final survey, conducted three weeks thereafter, involved 2,687 respondents.

Participants were segmented into various groups, each exposed to distinct advertisements and messaging regarding alcohol consumption.

One particular combination emerged as notably effective, particularly when compared to a control group: a television advertisement linking alcohol with cancer, coupled with the suggestion to monitor drink intake, proved to be one of the most successful methods for encouraging participants to curtail their alcohol consumption.

Remarkably, this approach was the sole method that resulted in a significant decrease in alcohol intake over



the subsequent six-week period.

Other interventions, such as advising participants to establish a limit on their drinks and adhere to it, did inspire some individuals to attempt reduction; however, the aforementioned combination yielded the most profound results among those involved in the study.

“Many individuals are unaware that alcohol is classified as a carcinogen,” noted [Pettigrew](#). “Providing this crucial information to drinkers is essential. However, merely informing them about the risks is insufficient; we must also offer practical strategies to mitigate their risk.”

According to the World Health Organization, alcohol consumption is implicated in approximately 7 percent of premature deaths globally, and enhancing awareness about the associated health risks represents a viable method for addressing this issue.

While health organizations have explored methods to restrict alcohol availability and increase its cost, ultimately, it is the individual's choices that will dictate any lasting changes in alcohol-related behavior over time.

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## Different hands holding drinks

Image not found or type unknown

Excessive alcohol consumption is linked to a multitude of health challenges. (Ketut Subiyanto/Pexels)

This study was designed to reflect a population broadly representative of the Australian demographic, suggesting that while this approach may not universally apply elsewhere, the practice of counting one's drinks could serve as a viable method for those seeking to reduce their alcohol intake.

“With limited resources available for alcohol harm-reduction initiatives, identifying the most resonant messages is critical for maximizing their impact,” emphasized [Pettigrew](#).

The findings of this research were published in [Addictive Behaviors](#).

*An earlier version of this article originally appeared in June 2021.*

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## Vocabulary List:

1. **Compelling** /kəm'pɛl.ɪŋ/ (adjective): Evoking interest attention or admiration in a powerfully irresistible way.
2. **Carcinogenic** /,kɑːr.sɪ.nə'dʒɛn.ɪk/ (adjective): Having the potential to cause cancer.
3. **Adverse** /'æd.vɜːrs/ (adjective): Preventing success or development; harmful.



4. **Correlate** /'kɔːr.ə.leɪt/ (verb): To show that there is a connection between two or more things.
5. **Mitigate** /'mɪt.i.geɪt/ (verb): To make less severe serious or painful.
6. **Prominent** /'prɔː.mə.nənt/ (adjective): Important; famous; standing out so as to be easily seen.

## Comprehension Questions

### Multiple Choice

1. What strategy did researchers uncover to encourage individuals to moderate their alcohol consumption?  
Option: Emphasizing the cancer risk of alcohol and tracking drink intake  
Option: Promoting the benefits of alcohol consumption  
Option: Encouraging binge drinking  
Option: Ignoring health risks related to alcohol
2. According to the text, what adverse health outcomes are correlated with excessive alcohol intake?  
Option: Premature mortality, cardiovascular disease, gastrointestinal problems  
Option: Cancer only  
Option: Improvement in cognitive function  
Option: Increased life expectancy
3. How many surveys were conducted in the study mentioned?  
Option: Two  
Option: Four  
Option: Three  
Option: Five
4. Which intervention method was most successful in reducing alcohol intake?  
Option: Monitoring drink intake and linking alcohol with cancer in a television advertisement  
Option: Encouraging unlimited alcohol consumption  
Option: Restricting individuals from drinking alcohol  
Option: Providing discounts on alcoholic beverages
5. What percentage of premature deaths globally is alcohol consumption implicated in, according to the World Health Organization?  
Option: 7%  
Option: 20%  
Option: 50%



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Option: 2%

6. Where were the findings of this research published?

Option: Addictive Behaviors

Option: New England Journal of Medicine

Option: The Lancet

Option: Journal of Clinical Oncology

### True-False

7. Excessive alcohol intake is only linked to cancer.

8. The study involved two surveys.

9. Health organizations have focused on restricting alcohol availability and lowering its cost.

10. Providing information about the risks of alcohol is sufficient to encourage individuals to reduce consumption.

11. The text mentions that the findings of the research were published in the Journal of Clinical Oncology.

12. Ultimately, individuals have no control over lasting changes in alcohol-related behavior.

### Gap-Fill

14. The final survey involved \_\_\_\_\_ respondents.

15. Alcohol consumption is implicated in approximately \_\_\_\_\_ of premature deaths globally.

17. According to Simone Pettigrew, individuals need practical strategies \_\_\_\_\_ their risk.

18. Ratan Naval Tata was the interim chairman of Tata Group from 2014 to \_\_\_\_\_.

### Answer

**Multiple Choice:** 1. Emphasizing the cancer risk of alcohol and tracking drink intake 2. Premature mortality, cardiovascular disease, gastrointestinal problems 3. Three 4. Monitoring drink intake and linking alcohol with cancer in a television advertisement



5. 7% 6. Addictive Behaviors

**True-False:** 7. False 8. False 9. False 10. False 11. False 12. False

**Gap-Fill:** 14. 2687 15. 7 17. to mitigate 18. 2017

## Vocabulary quizzes

### Multiple Choice ( Select the Correct answer for each question. )

1. Which term relates to the atmosphere or mood of a place?

Option: Regrowth

Option: Ambiance

Option: Hazards

Option: Coping

2. Which term describes the value of food in providing nourishment?

Option: Biodegradable

Option: Mitigate

Option: Nutritional

Option: Exacerbate

3. Which term refers to traits or conditions passed down from ancestors?

Option: Sulforaphane

Option: Hereditary

Option: Proliferation

Option: Compelling

4. Which term is used to describe the ability to produce a desired effect?

Option: Efficacy

Option: Governance

Option: Augment

Option: Cognitive

5. Which term means to have a mutual relationship or connection?

Option: Correlate

Option: Proliferate

Option: Indulgence

Option: Prominent

6. Which term is an enzyme responsible for the breakdown of glucosinolates into bioactive compounds?

Option: Adverse

Option: Myrosinase



- Option: Diminish
- Option: Meticulous

7. Which term describes the act of enjoying pleasure or luxury?

- Option: Mitigate
- Option: Indulgence
- Option: Compelling
- Option: Hazards

8. Which term means important famous or noticeable?

- Option: Prominent
- Option: Contend
- Option: Regrowth
- Option: Hazards

9. Which term means to make less severe serious or painful?

- Option: Mitigate
- Option: Biodegradable
- Option: Coping
- Option: Compelling

10. Which term refers to dangers or risks?

- Option: Hereditary
- Option: Hazards
- Option: Sulforaphane
- Option: Correlate

**Gap-Fill ( Fill in the blanks with the correct word from the vocabulary list. )**

- 11. \_\_\_\_\_ of misinformation on social media is a growing concern.
- 12. The speaker made a \_\_\_\_\_ argument for implementing the new policy.
- 13. Proper care and nutrition can help promote the \_\_\_\_\_ of damaged hair.
- 14. Regular exercise has been shown to improve \_\_\_\_\_ functions.
- 15. Using \_\_\_\_\_ materials can reduce environmental impact.
- 16. Broccoli contains \_\_\_\_\_ a compound with potential health benefits.



17. Effective \_\_\_\_\_ is crucial for maintaining organizational structure.
18. The effects of the medication are expected to \_\_\_\_\_ over time.
19. Adding fresh herbs can \_\_\_\_\_ the flavor of the dish.
20. Businesses need to \_\_\_\_\_ with challenges to stay competitive.

**Matching Sentences ( Match each definition to the correct word from the vocabulary list. )**

21. Ignoring the issue could potentially worsen the situation.
22. Finding healthy ways to deal with stress is essential for mental well-being.
23. The medication may cause unintended negative effects.
24. She approached the task with great attention to detail.
25. The species began to rapidly increase in number.
26. The evidence presented was convincing and engaging.
27. A group of companies collaborated to fund the research project.
28. The disease is widespread in the region.
29. The study aimed to measure the effectiveness of the new treatment.
30. Workers were trained to identify and avoid potential dangers.

**Answer**

**Multiple Choice:** 1. Ambiance 2. Nutritional 3. Hereditary 4. Efficacy 5. Correlate 6. Myrosinase 7. Indulgence 8. Prominent 9. Mitigate 10. Hazards

**Gap-Fill:** 11. Proliferation 12. Compelling 13. Regrowth 14. Cognitive 15. Biodegradable 16. Sulforaphane 17. Governance 18. Diminish 19. Augment 20. Contend

**Matching sentence:** 1. Exacerbate 2. Coping 3. Adverse 4. Meticulous 5. Proliferate 6. Compelling 7. Consortium 8. Prevalent 9. Efficacy 10. Hazards

**CATEGORY**

1. Sci/Tech - LEVEL5



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