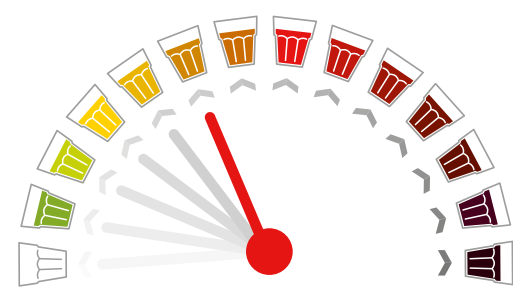


Alcohol increases your risk of premature death

Drinking alcohol increases the risk of developing cancer, heart disease, stroke, liver disease and other health problems.

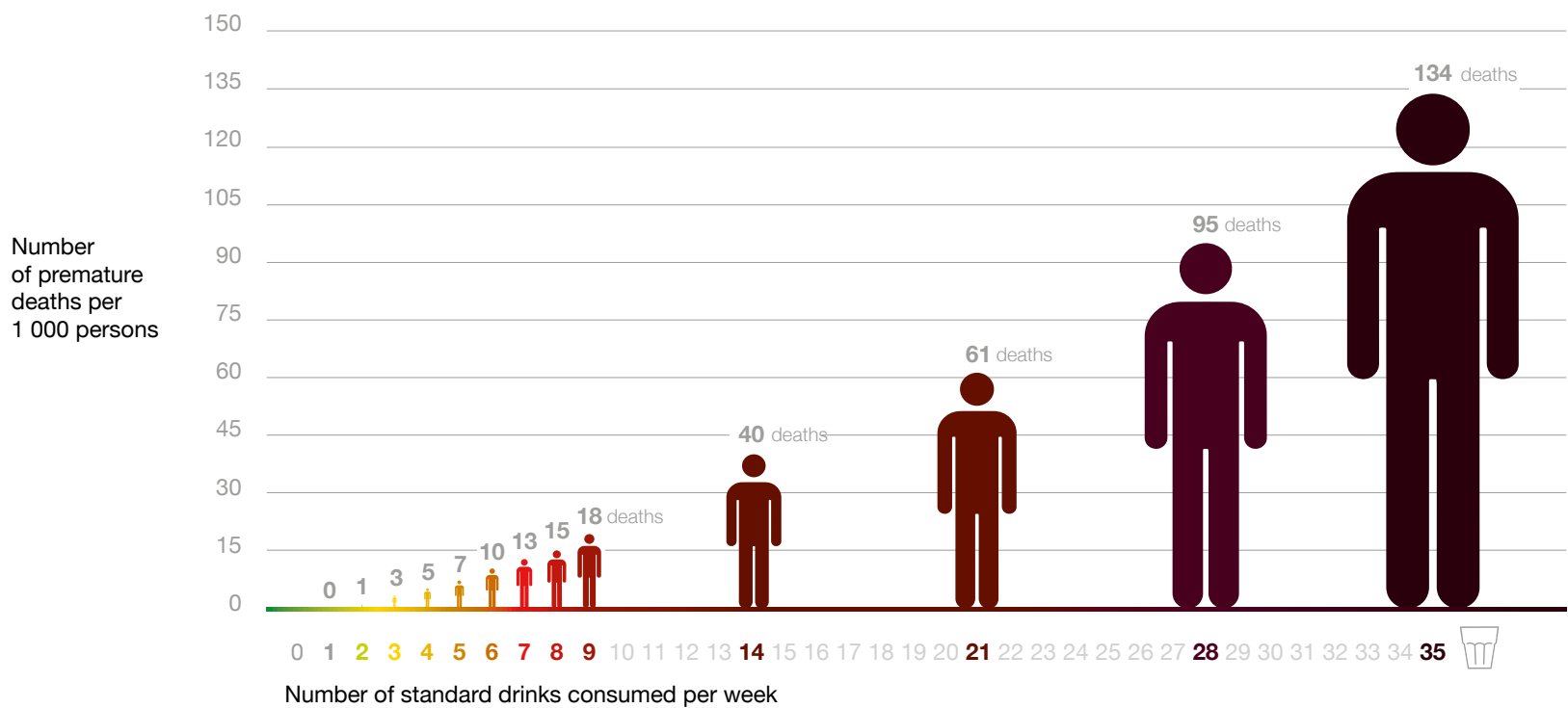
But that's not all!

Drinking alcohol also increases the risk of dying before the age of 75. This is what is called dying prematurely.



We have calculated the increased risk of dying prematurely

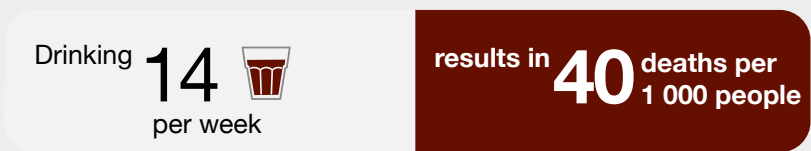
Imagine looking at different groups of 1 000 people, like a crowd at an event or a small community, who all drink the same amount of alcohol per week. Let's see how many premature deaths we will have in each of these groups.



Let's illustrate the risk

Imagine someone you know drinking 14 standard drinks of alcohol per week or 2 standard drinks per day.

This person could be one of the 40 people out of 1 000 who will die prematurely as a result of drinking this much alcohol.



Now, let's take a closer look at these numbers

Let's take a closer look at these numbers to better grasp their magnitude.

There are about 33 million Canadian adults. If every Canadian adult drank 14 drinks per week, then about 1.3 million people would die prematurely.

This is roughly equivalent to the population of a city like Calgary or the Ottawa-Gatineau metropolitan area.

Benefits of reducing the risk

Going back to the person you know, if they cut down from 14 to 6 drinks per week, their risk of dying prematurely from an alcohol-related problem will be 4 times lower!

And if this person reduces from 6 to 2 drinks per week, the risk will be 10 times lower!

40 deaths out of a thousand is a very high risk.



That's why drinking less means living longer!