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Consumption of processed meat linked with pancreatic cancer

“The most fatal of all cancers is linked today for the first time with the consumption of processed meat” reports the Independent. Similar stories have run on BBC News service and World Cancer Research Fund. This has come from research conducted by Swedish Cancer Foundation and Karolinska Institute in Sweden and published in *British Journal of Cancer*. The study looked at people with pancreatic cancer and their consumption of red and processed meat. The results found that there was an increased risk of 19% for every extra 50g of processed meat consumed daily but concluded that further studies would be needed to confirm the findings.

Currently the link between the consumption of red and processed meat remains unclear, therefore a meta-analysis was performed to search for evidence from past studies. Prospective studies were found through PubMed and EMBASE databases and 11 studies were used in the meta-analysis. 6,643 cases of pancreatic cancer were included. The results found that for every extra 50 grams of processed meat consumed daily (equal to one sausage or two rashers of bacon), risk of pancreatic cancer increased by 19%, with 38% increased risk for every extra 100 grams and 57% for every extra 150 grams. The analysis also found that consumption of red meat increased the risk of developing pancreatic cancer by 29% for each 120 gram daily portion, but these results were only significant in men and appeared to have no effect for women. Their conclusion was that although the findings indicate a positive relationship between processed meat consumption and risk of pancreatic cancer, further larger studies should be carried out to confirm the findings.

As the results only showed a positive relationship for red meat consumption and pancreatic cancer risk for men it does suggests further studies should be done. The research also suggested that there was strong evidence of overweight and obesity increasing the risk of pancreatic cancer. World Cancer Research fund recommend limiting your intake of red meat to 500 grams weekly and to avoid processed meat altogether. Cancer Research UK believes that if diet does affect pancreatic cancer then it could be really effective for use in public health campaigns.

Pancreatic cancer has poor survival rates, 8,090 people were diagnosed with it in 2008 and of those 7,780 people died from it. Professor Susanna Larssoon (conductor of the study at Karolinska Institute) says, “Pancreatic cancer has poor survival rates, so as well as diagnosing it early, it’s important to understand what can increase the risk of disease”. The risk of getting pancreatic cancer is 1 in 7 for men and 1 in 79 for women.

However, smoking is still the bigger risk factor of developing pancreatic cancer. Sara Hoim, director of Cancer Research UK says, “Stopping smoking is the best way to reduce your chances of developing many types of cancer and other diseases as well”.

The stories:
**BBC News**- Processed meat ‘linked to pancreatic cancer’
**The Independent** - Bacon roll a day linked to most lethal of cancers
**Cancer Research UK** - Processed meat may increase pancreatic cancer risk

The research:
**British Journal of Cancer** - Red and processed meat consumption and risk of pancreatic cancer: meta-analysis of prospective studies
Mass media improving diet

Findings of an Italian study have been reported in Medical News Today. The study is the first of its kind to look at people’s exposure to mass media and their diet. The results found that the more informed people are from newspapers, television and the internet the more they stick to a Mediterranean style diet (thought to be the healthiest diet).

The participants for this study had already been randomly recruited from the general population of Molise, Italy to be part of Moli-sani project, a study looking at health patterns of Molise population. 1,132 of those participants (average age 53 almost equal men and women) were used for the mass media study too. As part of the general study participants were asked general information about their health including medical information, lifestyle and dietary habits. On top of this participants were given a further questionnaire regarding their mass media usage from TV viewing to newspaper reading to time spent searching the internet.

Results showed that participants who were the most exposed to information from mass media sources also reported a higher adherence to Mediterranean-style eating patterns. They reported higher consumption of key foods within the Mediterranean diet, for example fresh fruit and fresh fish with a lower consumption of unhealthy foods, including animal fats.

The researchers concluded that the findings show mass media information is significantly associated with greater adherence to Mediterranean diet and eating pattern and this is something that public health policy and strategy makers should be paying attention too. Research such as this has not really been conducted before as generally mass media is seen as something that promotes a sedentary lifestyle, but the results from this study suggest it can also be used to encourage a healthy, active lifestyle. The authors of this study suggest that single sources of media should be studied next, particularly the internet and the way people (especially young people) use it to access information about health.

The stories:
Medical News Today - Well-Informed People Eat Better

The research:
International Journal of Public Health - Mass media information and adherence to Mediterranean diet: results from the Moli-sani study
“Briton’s are near the bottom of the class in the European Union when it comes to fruit and vegetable intake” reports an article in the Grocer and a similar story published on BBC News website. This comes from the latest report from the European Food Information Council where data was collected on individual fruit and vegetable consumption from 19 European countries - Britain came 14th out of 19. The report found that on average Britons eat 258 grams of fruit and vegetables per day whilst the average intake for the rest of Europe was 386 grams. The World Health Organization recommends a daily intake of 400 grams or more of fruit and vegetables per day and only four out of the nineteen countries consumed above the recommended guidelines, those countries were Poland, Italy, Germany and Austria (557 g, 452g, 442g and 413g respectively). It was also found that northern Europeans tended to consume far less fruit and vegetables daily than southern Europe.

The data was provided by Food and Agriculture Organization, they gather data on food consumption based on agricultural data (looking at supply patterns at a national level). The data showed that although supply of fruit and vegetables in Europe has increased over the last four decades recommended intake is not being met in most countries. High intake of fruit and vegetables is associated with lower risk of chronic diseases, especially cardiovascular disease, type 2 diabetes and some cancers so the more people are encouraged to consume 400 grams or more a day the better for global health.

European Food Information Council identified some determinants to people’s fruit and vegetable consumption:

- Income and education
- Gender and age
- Accessibility and availability
- Family factors and social support
- Personal food preferences
- Knowledge
- Attitudes, beliefs and perceived barriers (people may actually believe their diet is healthy and do not need to include more fruit and vegetables).

There were some variables that may have affected the outcome of the data:

The definition of fruit and vegetables vary from country to country. World Health Organization excludes potatoes and other starchy items but includes pulses and nuts when defining fruit and vegetables, however some countries included potatoes. In some countries fruit juice also counted as a fruit – some countries included it in limitations i.e. one fruit juice a day, whilst others allowed any amount. This made the data across countries difficult to compare.

Also, although it was found that southern European countries consumed more fruit and vegetables, it is worth noting that the only southern country data was collected from was Italy.

A new survey beginning this year called EU Menu will be a pan-European dietary survey conducted by the European Food Safety Authority and will use standardised data collection methods to help get round some of the difficulties experienced in collecting data for this report.
The stories:
The Grocer - Brits lagging in fruit & veg consumption
BBC News - Fruit and vegetables 'lacking' in UK diets

The report:
EUFIC - Fruit and vegetable consumption in Europe – do Europeans get enough?
Junk food marketed to children online

Companies such as Nestle, Cadburys and Cheesestrings are ‘shamelessly’ promoting their unhealthy food products to children through their websites and social network sites, says story published on the BBC News website. Similar stories also ran in the Telegraph and The Independent. This has come from a report published by the British Heart Foundation (BHF) entitled, “The 21st century gingerbread house: How companies are marketing junk food to children online”. The report targets food companies that have been banned from promoting their products through television advertising due to them failing to pass the Food Standard Agency’s nutrient profiling test. Instead the BHF claims that these companies are being the ‘wolves in sheep’s clothing’, encouraging kids to visit their websites with fun games, apps and prizes and linking websites to companies’ social media pages.

The report, carried out by the British Heart Foundation and Children’s Food Company reviewed 100 websites, looking at how companies were promoting their products to children. Promotional marketing included games, app, prizes and links to social media websites. Out of 100 websites reviewed, only 9 had age verification’s in order to enter the site and these were easily by-passed by entering incorrect birthdates. Linking company pages to their social media pages encouraging children to ‘follow them’ therefore allows direct marketing to children’s own social media pages. For example, Nesquick had posted the following message on their Facebook page, “Brr, it’s cold outside, has anyone tried drinking chocolate flavored Nesquick with warm milk?”, this message will appear on every child’s Facebook page if they are following Nesquick therefore encouraging purchase.

In response to the report the Advertising Standards Agency (ASA) has said, “we rigorously administer strict advertising food rules that apply across media, including online…adverts must not condone or encourage poor nutritional habits or unhealthy lifestyles in children.” The reality is, as stated in the BHF report, general broadcast advertising regulations identify food and drink products high in sugar, fat and salt and ban them from being advertised during children’s programs and on children’s channels if they fail to meet the ASA’s nutritional criteria. Although this remit has been extended this year to include online media, it does not distinguish between ‘healthy’ and ‘unhealthy’ products and instead only requests that advertising is ‘legal, decent, honest and truthful’ making the regulations vague and therefore open to exploitation. However, ASA did conclude that should it become apparent that further steps needed to be taken, they would look into it. Characters created by the companies, for example ‘Mr Cheese’ for Cheesestrings, do not have any regulations.

BHF are requesting that the government introduce more consistent advertising regulations but the Advertising Association has fought back, claiming that the BHF report is ‘hyperbole’ and that it should be noted most brands are doing more than the advertising regulations require. Cadbury’s buttons confirmed that they were aware their website failed to meet parent company, Kraft Food’s marketing policies and are closing down the website at the end of this year.

The stories:
The Telegraph - Junk food companies use loopholes to advertise to children
The Independent - Junk food firms 'use web to get round advertising ban'
BBC News - Food firms 'market to children online'

The report:
British Heart Foundation - The 21st century gingerbread house
Voluntary guidelines to target childhood obesity

New voluntary guidelines published today by the School Food Trust are aimed at helping childcare providers and parents at getting children under five to eat healthily.

The guidelines follow an independent report from 2010 which showed a need for clearer guidelines from childcare providers and parents on healthy food for children. At the moment more than a fifth of children start school already overweight or obese and the report showed that although nurseries are good at providing healthy meals, they are often meals that are more suitable for adults, i.e. the meals contain too much salt and sugar and not enough energy giving foods such as carbohydrates and good fats and minerals such as zinc and iron. More children under five are developing type 2 diabetes and dental health is deteriorating, indicating a need to encourage healthy eating from a young age.

The guidelines are a nationally recognised source of information supported by organisations including National Day Nurseries Association, National Childminding Association and Pre-School Learning Alliance. The guidelines advise on food that should be offered to children, portion sizes and sample menus with helpful advice about fussy eaters helping early year’s providers to meet nutritional standards consistently. The resources will also help families develop cooking skills and for parents to have confidence in their cooking but providing menus and recipes for spring/summer and autumn/winter. Training will be offered in the form of two different courses. One course will be for early years health professionals in local authorities and primary care trusts and the other for early years practitioners to provide an understanding of the guidelines and help and support families. The guidelines and training are initially being piloted in five Local Authorities before joining more later in the year.

The stories:
BBC News - Guidelines on preschool food from School Food Trust
BHF - Voluntary guidelines useful in fight against childhood obesity

The resource:
School Food Trust- New guidelines launched on food and drink in early years
Effect of exercise and sedentary objects on the risk of heart attack

Medical News Today reported on a global study looking at the role of sedentary work and leisure time and ownership of sedentary-promoting goods in relationship to the risk of having a heart attack. The results showed that mild to moderate exercise at work reduced the risk of a heart attack, but heavy labour did not and that the ownership of both a television and car led to high risk of heart attack.

The studying was conducted by INTERHEART and published in European Heart Journal. The aim of the study was to find a relationship between work and leisure time physical activity, ownership of sedentary-promoting goods (i.e. cars, computers and televisions) and the risk of a heart attack in different socio-economic populations. Over 29,000 participants from all over the world including Asia, Europe, Africa and North and South America were given a questionnaire regarding the above. 10,043 of those participants had had one heart attack and the control group of 14,217 control-study participants had never reported angina.

The results, once adjusted for age, sex, income, education etc., found that those who had reported that their work involved mild to moderate exercise were at lower risk of having a heart attack than those in sedentary jobs. Those whose jobs involved heavy labour were not low risk. A greater proportion of people in low income countries had sedentary job roles and often had low levels of physical activity in leisure time. Participants who reported to owning a car and a television, regardless of socio-economic status and country living in, had an increased risk of having a heart attack compared to those who owned neither object. Interestingly the risk of having a heart attack was reduced even if the amount of physical activity performed daily was less than currently recommended.

This study has given us a global perspective on the physical activity and risk of heart attack to general population. However, this may be other explanations for the results, for example, differences in socio-economic status or difference in climates: - participants living in a warmer, more tropical climates are probably less likely to participate in physical activity in their leisure time. Cultural differences may also have an effect.

The authors of this study believe the results are encouraging – the fact that results have shown even the smallest amount of physical activity can be protective against the risk of a heart attack should be a motivational factor for everyone to get moving where possible. It could also be a money saving device for those in low income countries by means of encouraging less use of public transport.

The stories:
Medical News Today - The Role Of Exercise, Cars And Televisions On The Risk Of Heart Attacks

The research:
European Heart Journal - Physical activity levels, ownership of goods promoting sedentary behaviour and risk of myocardial infarction: results of the INTERHEART study
Physical activity improving academic performance at school

New research has found evidence of a “strong link between exercise and academic performance” in children, reported stories on BBC News and Reuters. The Dutch research was a systematic review of past literature and published in the *Archives of Paediatrics and Adolescent Medicine*. 14 pieces of literature were reviewed and measured for quality and found a strong link between physical activity and academic performance, although it was concluded that further high quality studies needed to be carried out in order to confirm findings. The study arose as the researchers were concerned that the pressure on schools to produce better student grades would lead to less time spent being physically active and more time in the classroom, therefore proof physical activity was beneficial to academic performance was required.

The research looked at 14 past studies, including 10 observational studies and 4 intervention studies (from America, Canada and South America). In total over 12,000 students between ages of 6-18 were involved. The observational studies requested parents/students/teachers to rate how much physical activity occurs and then student’s academic performances over the next few months to years were followed. In the 4 intervention studies a group of students were given more time in physical activity classes and their academic grades were compared over time to students that had no physical activity time. 3 out of the 4 intervention studies showed a link between high physical activity and high academic performance. The quality of each study was rated and overall only two were rated as ‘high-quality’. Studies mainly scored low on reliability and validity measures as in all the studies no objective measures were used for physical activity i.e. activity time was rated by parent/student/teacher.

The result of this systematic review showed evidence of a strong relationship between physical activity and academic performance. Explanations for the findings could be that exercise increases blood and oxygen flow to the brain and can reduce stress therefore having better behaviour in the classroom. Another explanation could be that sport requires discipline, and that may be carried over into the classroom. However, as researchers concluded that as only 2 studies reviewed were rated as ‘high quality’ and reliable and valid measures of physical activity not being used, further high quality studies will be required to explain these findings further.

Although this study is limited in the literature it reviewed it does support the belief that children should be getting at least 1 hour of exercise a day, suggesting more should be done to incorporate physical activity into a child’s day for example, walking or biking to school or having short activity breaks during classes.

The stories:
* Reuters - Want your kids to do better in school? Try exercise
* BBC News - Academic performance at school linked to exercise

The research:
* Archives of Pediatric & Adolescent Medicine - Physical Activity and Performance at School
New guidelines on nutrition and physical activity for cancer prevention –
American Cancer Society

Medical News Today reported on the updated guidelines on nutrition and physical activity for cancer prevention. The guidelines were last updated by the American Cancer Society in 2006 and have been developed by a panel of experts in cancer research, prevention, epidemiology, public health and policy for 2012. This year the guidelines have laid a heavy emphasis on the community and built environment in adopting healthy behaviours. The guidelines are based on a summary of existing scientific information about nutrition, weight control and physical activity in relation to cancer – the major recommendations of the guideline include:

- Achieve and maintain healthy weight throughout life
- Accept a physically active lifestyle
- Consume a healthy diet – more plant foods, less red and processed meat
- Limit your consumption of alcohol
- Increase access to affordable, healthy foods in communities, workplace and schools
- Provide safe, enjoyable and accessible environments for physical activity at school, workplace and in transportation and recreation communities

Colleen Doyle, co-author of the report, said the following to Medical News Today regarding the report, “The environment in which we live, work, learn and play have a tremendous impact on our ability to make and sustain healthy lifestyle choices. So if we’re not working to change those environments so that the healthier choice is the easiest choice, we’re missing the boat”. The environment in which people live strongly influence their behaviour, many may wish to adopt a healthy lifestyle but are confronted by many barriers. Institute of Medicine believes, “it is unreasonable to expect that people will change their behaviour easily when so many forces in the social, cultural and physical environment conspire against such a change”. Environments can affect physical activity in the following ways: proximity of work, gym, schools can encourage walking rather than driving or using public transport. Reduction of heavy traffic, high-crime rates and locality of supermarkets could also encourage physical activity in the community.

The extensive marketing of low-nutritional value, low priced food in relation to affordability of healthy foods means many on a low income end up with an unhealthy diet. This and the above have all contributed to the growing obesity trend in America and has led the authors of this report to conclude that the unhealthy weight gain of an individual is not just their responsibility. However, ensuring that all American’s have opportunities for safe physical activity and access to affordable, healthy food will require multiple strategies including participation from community, work, school, food advertising and other health programs to make the policies effective.

The renewed guidelines emphasise the importance of public, private and community organizations working together at national, state and local level to implement new public health policies and environmental changes.

The stories:
Medical News Today - New Guidelines For Cancer Prevention From The American Cancer Society Stress Need For Supportive Environment
The resource:
American Cancer Society guidelines on nutrition and physical activity for cancer prevention
Red wine reduces breast cancer risk (or not!)

Articles in Medical News Today, Daily Mail and Cancer Research UK have been reporting on a study recently published in Journal of Women’s Health reporting findings that suggest consumption of red wine would reduce the risk of breast cancer.

It is widely known that regular consumption of alcohol can raise breast cancer risk, but this new study suggests that, in moderation, red wine can be the exception to this rule and in fact be beneficial. The authors of the report suggest this is due to chemicals in the seed and skin of red grapes slightly reducing oestrogen levels and raising testosterone levels in premenopausal women.

Researchers took a sample of 36 premenopausal women and separated them into two groups. One group was asked to drink 237 ml of red wine every evening for one month, the other asked to drink white wine for the same period of time. For the second month groups swapped drink (red wine swapped to white wine and vice versa). Blood samples were taken twice each month to measure hormone levels. The results showed the premenopausal women who consumed red wine everyday for one month had lower oestrogen levels and higher testosterone levels in their blood. White wine did not have an effect.

Generally alcohol has been found to increase oestrogen levels, which encourages the growth of cancer cells. The results of the study were only slightly significant, and given the very small sample size, it would require a much larger study to confirm the reliability of these findings. The research looked at hormone levels rather than actual breast cancer rates, making it very difficult to prove the suggested significance of the study.

Although the authors, as a result of the findings, suggest that when choosing an alcoholic beverage, you opt for red wine, they are also keen to stress that it is in fact the red grapes that have beneficial effects rather than red wine itself, which is something the Daily Mail did not include in their account of the study.

Cancer Research UK included in their report a list of papers which prove the opposite to the findings of this current study, including reports from World Health Organization and Cancer Research itself suggesting that although red wine can be enjoyed in moderation, it is better to cut back on all alcohol consumption to reduce risk of all cancers and other related diseases.

The stories:
Medical News Today - Red Wine Reduces Breast Cancer Risk
Cancer Research UK - Red wine research DOESN’T show it can ‘reduce breast cancer risk’
Daily Mail - A regular glass of red wine ‘can help women ward off breast cancer’

The research:
Journal of Women’s Health - Red Versus White Wine as a Nutritional Aromatase Inhibitor in Premenopausal Women
Minimum pricing on alcohol – the effects

A report from British Columbia, Canada has measured the effects of the government applying minimum prices to alcohol sales as reported in Reuters. For over twenty years the Canadian province of British Columbia has a set minimum price on alcohol and data on alcohol sales has been kept. Data for this study was collected from 1989-2010. Results found that for every 10% hike in pricing, 3.4% less alcohol was drunk and when looking at individual alcohol group’s consumption the consumption dropped further. This has strong implications for current public health campaigns for the minimum pricing of alcohol in this country.

The research was analysed in a time series and longitudinal model of alcohol consumption. Price and economic data were the independent variables. 10% increase in minimum pricing on one alcoholic drink reduced its consumption (in relation to other alcoholic drinks) by 16%. When looking at individual alcohol types the results varied—in a 10% price increase sales dropped by 6.8% for spirits and liquors, 8.8% drop for wine and 1.5% for beer—therefore concluding that minimum pricing alcoholic drinks substantially reduces alcohol consumption.

This supports current discussion about benefits of minimum pricing of alcohol in England. It is also something already in place in Scotland and so far findings are showing that purchases of alcohol are declining. It is suggested that minimum alcohol pricing would have the added benefits of reduced road accidents, health ailments such as liver disease and reduction in crime.

Although the research seems to prove a significant impact on the minimum pricing of alcohol and consumption, the price increases may not be entirely responsible. It could also be down to a reduction in demand due to recessional times and British Columbia could not provide data for the sale of illegal alcohol.

In England David Cameron recently told of his plans to instigate minimum pricing on alcohol (The Telegraph, 27/12/2011), potentially setting a 40-50p minimum price per unit. It is estimated that this would prevent 1,000 deaths if set at 40p and 2,000 at 50p. This is due to the fact that a voluntary approach with drink companies has not worked and a more ‘aggressive’ approach needs to be taken.

The stories:
Reuters - Higher alcohol prices may curb drinking: study
The Telegraph - David Cameron plans minimum alcohol price in England

The research:
Addiction - Does minimum pricing reduce alcohol consumption? The experience of a Canadian province
Government recommends two ‘alcohol free’ days per week

Stories in the Guardian, BBC News service and more are today reporting on the government’s new review of alcohol guidelines. The review comes from the response to a Government consultation of the Science and Technology Committee. Results from the response suggested that set alcohol limits do not necessarily need to be changed, but an understanding of unit measurements and drinking guidelines should be made clearer and are emphasising the need for ‘drink free’ days. Reasons for the consultation came from the findings of an Office for National Statistics (ONS) survey from 2009 – Drinking: adult’s behaviour and knowledge 2009 report.

The first ‘sensible limits’ guidance was brought in by the UK Health Department in 1987 recommending 21 units of alcohol and week for men and 14 for women. The guidelines were adjusted in the 1990s to daily unit limits due to scientific findings that suggested a small amount of alcohol per day could help reduce the risk of chronic heart disease. The guidelines currently are 3-4 units per day for men and 2-3 for women. However, this now means that the weekly allowance is higher than the original suggestion in 1987. It is also now widely believed that any protective benefits of alcohol are only likely to have benefit for men over the age of 40 and post-menopausal women. Results from the ONS survey found that 26% of people consumed alcohol at least 3 days a week and 9% almost everyday. ONS found that the more people drank, the more likely they were to be aware of units – 95% of people with highest average alcohol consumption had heard of units, although they were unaware of what a unit looked like. ONS found that although people are aware of guidelines there is little evidence to prove that the current guidelines have been effective in changing behaviour.

Last summer the Government called for written evidence regarding the following questions:

- What evidence are Government’s guidelines on alcohol intake based on and how regularly is the evidence base reviewed?
- Could the evidence base and sources of scientific advice to Government of alcohol be improved?
- How well does the Government communicate its guidelines and the risks of alcohol intake to the public?
- How do UK Government’s guidelines compare to those provided in other countries?

After going through the responses received the Government suggested that a review should be conducted by an expert group, including medical and scientific experts, and they should review the following:

- Evidence-base for health effects of alcohol including risk and benefits.
- Behavioural and social science evidence on the effectiveness of alcohol guidelines on (i) informing the public and (ii) changing behaviour.
- How useful it would be to introduce guidance on individual drinking episodes.
- What terminology works well in public communication of risks and guidelines?
• Whether further research is needed, particularly for the alcohol related risks to specific demographic groups, for example, other people.

The expert group should recommend whether the current guidance is evidence-based or whether they need to be changed and to advise whether further research on the effects of alcohol should to be carried out.

BBC News reported of a young man who was diagnosed with liver cirrhosis as a result of alcohol abuse, reinforcing the fact that people should be discourage from drinking alcohol daily or ‘binge’ drinking claiming that people need “simple and consistent advice”. The Guardian reported that the Royal College of Physicians believe that in addition to quantity of alcohol being consumed, there needs to be focus and guidance on the frequency of alcohol consumption, adding that the guideline weekly allowance should not be taken in one ‘binge session’.

Whilst the review is being carried out the Government are working to ensure drink companies place alcohol unit labels and unit guidelines on 80% of their products by 2013 and a new Change4 Life campaign released next month will advise on the damage alcohol can cause and recommending people have ‘drink free’ days all helping to prevent deaths, disease, crime and more resulting from alcohol abuse.

The stories:
The Guardian - MPs call for two alcohol-free days each week and clearer guidelines on drinking
BBC News - Two drink-free days a week needed, MPs' report says
Medical News Today - Britons Urged To Take At Least Two Alcohol-Free Days A Week

The report:
Science and Technology Committee - Eleventh Report : Alcohol Guidelines