

The most frequent industry strategy was to deny or downplay the link between alcohol and cancer in media coverage. They also claimed the Yukon government could be held liable for claiming that alcohol use can cause cancer.

The alcohol industry questioned the government's legal authority to place the warning labels on containers in both the media and correspondence, ultimately led to the study being halted for three months and the removal of the cancer label.

Given that alcohol has been categorized by the WHO as a Class 1 carcinogen since the 1980s, governments that sell alcohol should be warning consumers about the potential risk associated with consuming it, as is done on tobacco labels.

A previous legal analysis had established provincial rights to affix aftermarket warning labels to alcohol containers, and the *Yukon Act* gives the territorial government additional powers regarding "in toxicants".

The small study became a national and international media story, resulting in millions of people seeing the labels. 68% of media articles about the Yukon study were supportive of alcohol warning labels with a cancer message.