



**LISBON
ADDICTIONS
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**“GOOD HEALTH HAS NOTHING TO DO
WITH ALCOHOL”: PERCEPTIONS AND
IMPACTS OF A FRENCH ALCOHOL
PREVENTION CAMPAIGN**

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CONTEXT: ALCOHOL CONSUMPTION IN FRANCE : A NORMALIZED PRACTICE

- **Alcohol consumption is widespread in France :**
 - France is among the highest-consuming OECD countries in terms of volume of pure alcohol consumed per capita
 - 85% of 18-75 year old reported they had drunk alcohol in the past 12 months; 39% had drunk alcohol at least once a week in 2021
 - 22% had reported consuming beyond the French low-risk drinking guidelines in 2021
- **The burden of alcohol in France:**
 - 41 000 deaths a year in France related to alcohol
 - one of the first causes of hospitalization
 - social cost estimated at 102 billions for the year 2019
- **A very positive image of the product:** in France, alcohol consumption is generally associated with festive and convivial settings, culture and tradition.
- **People do not perceive the alcohol related risks when they drink occasionally:** only 11% of 18-75 year old declared that alcohol consumption is hazardous when drinking occasionally (EROPP study)

CONTEXT: 2019-2022 – A CAMPAIGN ON THE LONG-TERM HARMS IN FRANCE

- **Objectives:**

- To raise awareness of the long-term alcohol-related harms (LTH) : *cancer, hypertension, hemorrhagic stroke*
- To raise knowledge of the new French drinking guidelines : *“no more than two alcohol drinks per day. And not every day”*

- **Effectiveness¹ of the campaign at short-term:**

- Improvement of the knowledge of the long-term harms and drinking guidelines
- A decrease in the proportion of at-risk drinkers (especially among women)



⇒ **6 broadcasts in 4 years:** a need for campaign renewal

¹ Quatremère G, Guignard R, Cogordan C, Andler R, Gallopel-Morvan K, Nguyen-Thanh V. Effectiveness of a French mass media campaign in raising knowledge of both long-term alcohol-related harms and low-risk drinking guidelines, and in lowering alcohol consumption. *Addiction*. 2022

A NEW CAMPAIGN TO DENORMALIZE ALCOHOL CONSUMPTION

- **Objective:** to denormalize alcohol consumption and to draw people's attention to its toxicity
- **How?**
 - By changing the positive perception of alcohol among our target group (18-55 years old) using a lighter tone;
 - By questioning French people about the incongruity of wishing "*santé*" [health] while toasting: the equivalent of "cheers" means "health" in French.
 - Broadcast on TV, cinema, radio, digital platforms and social media in January 2023, the "new year's greetings" period ("*bonne santé*" wishes) and few days after the beginning of the French Dry January.

TV SPOT



<https://www.youtube.com/watch?v=ApJowiaSYgA>

1/ Qualitative pre-test:

- Objective: to explore the campaign's perception, understanding and potential of impact
- Method: 10 focus groups (n=77), sample: diversity in age (18-55 year-olds), gender, socio-professional category, geographic places of life, alcohol consumption
- Results:
 - **A good perception of the campaign and potential impact** to make people think about the incongruity of the association between health/cheers and a harmful product
« This is the first time I've realized that alcohol and health [cheers] do not match » (36-55 year-old, SES Medium/+)
 - **Modifications to improve the understanding**:
 - The initial TV spot presented situations during the New Year'Eve: perceived as an exceptional event when excessive alcohol consumption is acceptable and not problematic => **new spot with a diversity of convivial moments when we toast**
 - The spots ends on risks rather than on the low-risk drinking guidelines : **the need of "why"**
 - The slogan has been clarified to avoid any ambivalence of the prevention message: « good health has nothing to do with alcohol »

2/ Quantitative post-test:

- Objective : to measure the campaign visibility, perceptions and perceived effectiveness
- Method : 1 012 people surveyed face-to-face, quotas method, in February 2023.
- Comparison with post-tests of other national alcohol campaigns since 2003, when they were first broadcast and evaluated with a similar method

3/ Media assessment

4/ Evolution of the use of the remote devices: alcool-info-service (number of visits on the website, number of calls on the helpline...)

RESULTS OF THE POST-TEST (1/2)

- 61% recognized the campaign: a high exposition and memory, mainly regarding TV (52%)

This campaign...	Strongly agree or somewhat agree	Average of other alcohol campaigns (first broadcast)	
...shows people or situations I can identify with	74%	48%	> drinkers exceeding guidelines
... encourages me to have a more negative image of alcohol	44%	n.a.	> women
... encourages me to think about my alcohol consumption	31%	24%	
... encourages me to reduce my alcohol consumption	25%	17%	< drinkers exceeding guidelines
I feel concerned by the campaign (for myself or relatives)	45%	40%	

💡 *Parties are great, but they don't have to involve alcohol. You can have parties and good times with family and friends without necessarily drinking. You can separate the word party from the word alcohol.*

💡 *The campaign is nice, light-hearted and yet the information is very important.*

RESULTS OF THE POST-TEST (2/2)

This campaign...	Strongly agree or somewhat agree	Average of other alcohol campaigns (first broadcast)	
... is useful	76%	91%	< drinkers exceeding guidelines >women
I like this campaign	72%	83%	
... gives a positive image of alcohol	28%	n.a	
... makes me want to drink	19%	n.a	>drinkers exceeding < women

💡 *This campaign is a killjoy and wants to break an old tradition that brings people together.*

💡 *We see happy people and it lacks impact*

💡 *Toasting doesn't mean abusing, and family meals and get-togethers don't necessarily end with too much alcohol.*

30% declared that the campaign does not go far enough to show the harms of alcohol (vs. 15% that it goes too far).

LIMITS

- Data collected according to a quota method: limited representativeness
- Cross-sectional study: self-efficacy but not direct impact on behaviours and perceptions

DISCUSSION

Several interesting results for this campaign challenging our cultural habits and focusing on convivial moments:

- Promising effects, at least for a part of the population
 - Self-efficacy scores comparable to those of the last French alcohol prevention campaign, proved effective at short-term
- More difficult to accept by a part of the population: for the drinkers strongly concerned, probably for whom the risks associated with low doses of alcohol are little known or dismissed = risk of rejection?
- Positive tone, showing moments of conviviality with alcohol: risk of counter-productive effects?
 - Pursuing efforts to provide information on this issue with direct messages on alcohol-related risks and guidelines, negative emotional tone

Reaction from the alcohol industry: a signal of effectiveness?

“The members of the wine sector [...] would like to express their astonishment at the broadcast of the Santé publique France campaign [...]. Through this inept slogan, it is the moments of conviviality of the French that are directly targeted [...]. It is a clear rejection of the notion of moderation.”



Monsieur Emmanuel MACRON
Président de la République
Palais de l'Élysée
55 rue du Faubourg-Saint-Honoré
75008 Paris

Paris, le 13 janvier 2023

Objet : Lancement de la campagne de Santé Publique France « La bonne santé n'a rien à voir avec l'alcool »

Monsieur le Président de la République,

Les acteurs de la filière vitivinicole, représentés par l'association Vin & Société et le Comité National des Interprofessions des Vins à appellation d'origine et à indication géographique, que nous avons l'honneur de présider, tiennent à vous faire part de leur stupeur suite à la diffusion de la campagne de Santé Publique France, soutenue par le ministère de la Santé et de la Prévention, lancée le 9 janvier et intitulée « La bonne santé n'a rien à voir avec l'alcool ».

Cette campagne met en scène une série d'instantanés de convivialité, dans des scènes de la vie quotidienne ou des vœux de la nouvelle année, pendant lesquelles des personnes trinquent en se souhaitant « bonne santé » ou « santé », et interpelle les Français en leur disant « C'est pas un peu absurde de se souhaiter une bonne santé avec de l'alcool ? ».

Cette initiative vise ainsi à « débanaliser la consommation d'alcool en interpellant sur le caractère absurde de se souhaiter une bonne santé en trinquant avec des verres d'alcool ».

A travers ce slogan inepte, ce sont les moments de convivialité des Français qui sont directement ciblés. Cette campagne ne montre aucune scène de consommation excessive d'alcool, simplement des familles et des amis, qui se retrouvent, des moments de partage qui unissent plusieurs générations. C'est un rejet clair de la notion de modération, pourtant au cœur des politiques de prévention et de lutte contre les consommations excessives menées par le Gouvernement depuis 2017.

Nous nous alarmons également de constater que le communiqué de presse de Santé Publique France invite par ailleurs solennellement les Français à participer au « Dry January » ou mois sans alcool. Ce soutien à un mouvement que vous avez pourtant à juste titre qualifié d'« inadapté » nous interpelle. Nous ne pouvons croire que sous votre mandat, la France, puisse être le seul pays de l'Union européenne où les pouvoirs publics appellent eux-mêmes leurs citoyens à l'abstinence.

Nos professionnels ne peuvent que déplorer ce tournant prohibitionniste, à rebours de l'attitude responsable des Français. Alors que la prochaine stratégie nationale de santé est en cours d'élaboration, cette campagne est un signal alarmant et dramatique adressé à une filière pourtant engagée dans la « révolution de la prévention » appelée de vos vœux et attachée à lutter contre les consommations excessives et les pratiques à risque.

THANK YOU FOR YOUR ATTENTION

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