

LETTER TO THE EDITOR

Web-Based Intervention and Alcohol: Who is Upside Down?

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(Received 21 October 2009; in revised form 26 October 2009; accepted 3 November 2009)

In 2003, the Journal published the first web-based approach for screening and delivering brief intervention to obtain a reduction of hazardous drinking among young people (Kypri *et al.* 2003). Further research from these Australian authors confirmed that this promising approach was valid and efficient (Kypri *et al.* 2009).

France has just begun a web-based intervention concerning alcohol. In France in 1991, Evin's law limited alcohol (drinks >1.2% alcohol by volume) advertising on media and banned advertising during cultural or sport events. However, in June 2009, representatives of both French legislative Chambers allowed advertising for alcoholic beverages on the Internet when they voted the law 'hospital, patients, health and territories', a reform of the healthcare system (Braillon and Dubois 2009).

There is no excuse for policy makers to ignore that exposure to media and commercial communications on alcohol is associated with the likelihood that adolescents will start to drink alcohol and will increase drinking among baseline drinkers (Anderson *et al.* 2009). Indeed, the alcohol industry annually spends billions of dollars on marketing because it in-

fluences how much people drink. The problem is not just about drunk adolescents but also about the many millions of people in France who are quietly over-consuming.

We wonder if France is still on the same planet as Australia. If so, one can guess which one is sadly upside down with respect to the other!

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