

**Titre : How do patients seeking treatment for alcohol use disorders perceive alcohol marketing ? a mixed study**

**Authors :** Morgane Guillou Landreat<sup>1,2</sup>, Delphine Le Goff<sup>2</sup>, Jean Yves Le Reste<sup>2</sup>, Delphine Lever<sup>1</sup>, Antoine Dany<sup>2</sup>, Loic Lemain,<sup>1,2</sup> Karine Gallopel Morvan<sup>3</sup>

1. Service universitaire d'addictologie, CHU Brest 2. ER 7479 SPURBO, Faculté de médecine de Brest 3. EHESP, Rennes

Coordonnées auteur principal : addictologie de liaison hospital de la cavale blanche pole 3 , 1 er etage  
Bd tanguy prigent 29200 Brest [morgane.guillou@chu-brest.fr](mailto:morgane.guillou@chu-brest.fr)

**Background:** Alcohol Use Disorders (AUD) are among the most prevalent mental disorders in the world. They are the leading risk factor for premature mortality and disability among 15 to 49-year-olds. Links between alcohol marketing and patterns of alcohol consumption are well defined in young consumers but there is few data on the impact of alcohol marketing on a population of drinkers with an AUD and seeking treatment. This study was designed in collaboration among researchers specializing in addictive disorders, in social marketing and primary care.

**Methods:** This was a monocentric study in two steps in a population of patients with alcohol use disorders seeking treatment : 1/ a cross-sectional, descriptive study, and 2/ a qualitative study. The main objective of the descriptive study was to define the type of marketing identified by drinkers with an AUD who were seeking treatment and their beverage preferences. The qualitative study aimed to explore in depth perceptions of selected marketing stimuli. Drinkers aged 18+ with an AUD and seeking treatment were included. A descriptive analysis and a logistic regression were carried out in the first step and a content analysis was led for the qualitative part.

**Results:** N = 91 patients were included in the first step : 73.6% were male, the average age was 46.2 years. 72% said they were not influenced by alcohol marketing, but 76% recalled an alcohol advertisement in the last 6 months. The most frequently reported beverage preferences were wine (39.6%), standard beers (29.6%), spirits (27.5%) and strong beers (16.5%). In the second step, 24 patients were included (aged between 24 and 60 years old).

**Conclusions:** Patients with AUD, defined as vulnerable, reported exposure to alcohol marketing but did not seem to identify it consciously in the descriptive step of the study. Marketing influences differed according to beverage preferences and in the qualitative step of this study we identified location or contents variables identified as at risk for patients with an AUD seeking treatment. These results need to be confirmed in a larger study.

**Keywords:** Advertising; Alcohol; Alcohol use disorders; Marketing, mixed method

**Funding :** this study was granted by Inca ( DEPREV 2018)

liens d'intérêt : aucun lien d'intérêt à déclarer