

# RESULTS OF LOBBYING AGAINST SEARCH ENGINES IN THE AREA OF HARM AND RISK REDUCTION STRATEGY.

Proposition: Advocacy to Engage Search Engines in Online Prevention of Drug-Related Risks

Denis Trauchessec<sup>1-3</sup>, Cyriac Bouchet-Mayer<sup>2-4</sup>, Solène Bost<sup>2</sup>, Marc Shelly<sup>2-5</sup>, Michel Mau<sup>1</sup>, Xavier Héraud<sup>1</sup>

**1:** E-prevention / PlaySafe Association / Paris / France - **2:** Hospital "Outside the Walls" / AREMEDIA Association / Paris / France - **3:** Sexology / CeGID Ambroise Paré / Boulogne / France

**4:** SantéSih, Research center in Sociology / Univ. Montpellier / Montpellier / France - **5:** Fernand Widal Hospital / Assistance Publique-Hôpitaux de Paris (AP-HP) / Paris / France



**KEY WORDS:** DRUGS - EUROPEAN HEALTH POLICY - ADDICTION MARKETING VS. SOCIAL MARKETING

## ISSUE / PROBLEM

THE PURCHASE OF PSYCHOACTIVE PRODUCTS, PARTICULARLY GBL AND NEW PSYCHOACTIVE SUBSTANCES (NPS), HAS MOVED ONLINE. THIS IS PROMPTING PREVENTION AGENCIES SUCH AS PLAYSAFE TO RETHINK THE WAY THEY PROVIDE INFORMATION AND SUPPORT TO CONSUMERS.

## DESCRIPTION OF THE PROBLEM

IN ITS HARM REDUCTION ACTIVITY VIA FAKE ONLINE SALES SITES (SEE ABSTRACT 2022), PLAYSAFE FOUND THAT THE SEARCH ENGINE OPTIMISATION (SEO) AND ADVERTISING (SEA) SYSTEMS OF THE MAIN SEARCH ENGINES FAVOURED COMMERCIAL SITES SELLING GBL AND NPS OVER PREVENTION SITES. AFTER APPROACHING GOOGLE AND MICROSOFT DIRECTLY, THE ASSOCIATION IS NOW INVOLVED IN A WHISTLEBLOWING APPROACH TO THE FRENCH PUBLIC AUTHORITIES (PREFECTURE, NATIONAL ASSEMBLY), HIGHLIGHTING THE IMPORTANCE OF CORPORATE SOCIAL RESPONSIBILITY (CSR).

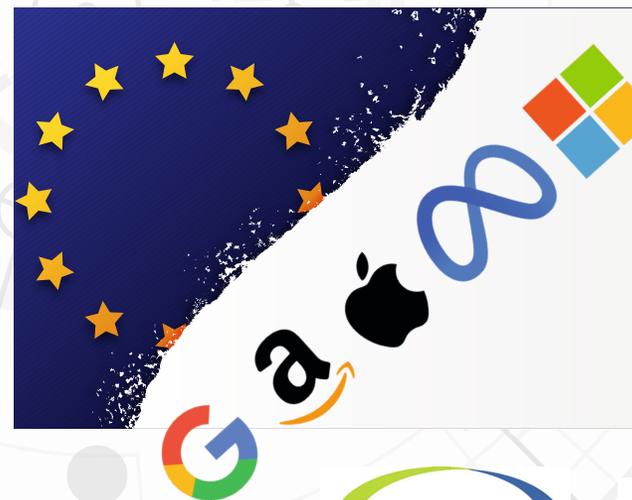
## RESULTS (EFFECTS / CHANGES)

THESE ACTIONS HAVE LED TO THE RECENT CREATION OF A PARLIAMENTARY COMMITTEE, AS WELL AS A CHANGE IN THE GENERAL CONDITIONS FOR THE MARKETING OF KEYWORDS (GHB, 3MMC, ETC.) AND A MODIFICATION OF THE ALGORITHMS TO DISPLAY PREVENTION SITES BEFORE SALES SITES. SINCE THEN, 14.30% OF THE 67K VISITORS HAVE REACHED THE PREVENTION PAGES. 85% OF RESPONDENTS TO THE SURVEY AT THE BOTTOM OF THE PAGE FOUND THE CONTENT USEFUL, AND 75% WOULD RECOMMEND THE SITE TO FRIENDS.



## LESSONS

BY RELYING ON LEGISLATIVE PRINCIPLES TO GAIN THE SUPPORT OF COMPANIES IN THEIR ACTIONS, E-PREVENTION BECOMES MORE EFFECTIVE WITH THE SUPPORT OF THE MAJOR SEARCH ENGINES. IT IS ONLY WITH THEIR HELP THAT CONSUMERS OUTSIDE THE TRADITIONAL LOCAL PREVENTION NETWORKS CAN BE REACHED ON A LARGE SCALE. BY MOBILISING THE TOOLS AND TECHNIQUES OF SOCIAL MARKETING, DIGITAL OUTREACH INITIATIVES ARE REDUCING TERRITORIAL INEQUALITIES IN ACCESS TO HEALTHCARE AND PREVENTION.



## MAIN MESSAGES

E-PREVENTION CAN HELP REACH ISOLATED PEOPLE WHO HAVE MOVED THEIR ACTIVITIES ONLINE. IT IS READILY DEPLOYABLE WORLDWIDE AND DESERVES SPECIAL ATTENTION. CSR IS A LEVER FOR MOBILISING THE DIGITAL SECTOR.

