



Addictions and Lifestyles in Contemporary Europe

Reframing Addictions Project

Responds to a 2009 call in the socioeconomic sciences and the humanities to study addictions and lifestyles in contemporary European societies in five research dimensions:

- 1.Social, economic and individual determinants of addiction
- 2.Comparative definitions of addictions
- 3.Comparative legal and regulatory frameworks for various new substances
- 4.The trade and profits around addiction development
- 5.Who defines addiction and addictive behaviours?



ALICE RAP responded with a Europe wide project of 43 partner research institutions involving 107 researchers from 25 European countries providing 1000 months of a plurality of scientific endeavour to analyse the place and challenges of addictions and lifestyles to the cohesion, organization and functioning of contemporary European society.



With a total cost of €10million ALICE RAP will run for five years from 1st April 2011, with its kick-off meeting in Barcelona, 23-27 May.



By addictions, we mean those substances (alcohol, tobacco, psychoactive and illegal drugs) and behaviours (gambling and internet gaming) whose use can lead to dependence.



The geographic scope includes EU Member States, Iceland, Israel, Norway and Switzerland, informed by a global science group, covering other regions of the world.



The interdisciplinary scope is wide-ranging across some 28 distinct scientific disciplines, ranging anthropology to toxicology.

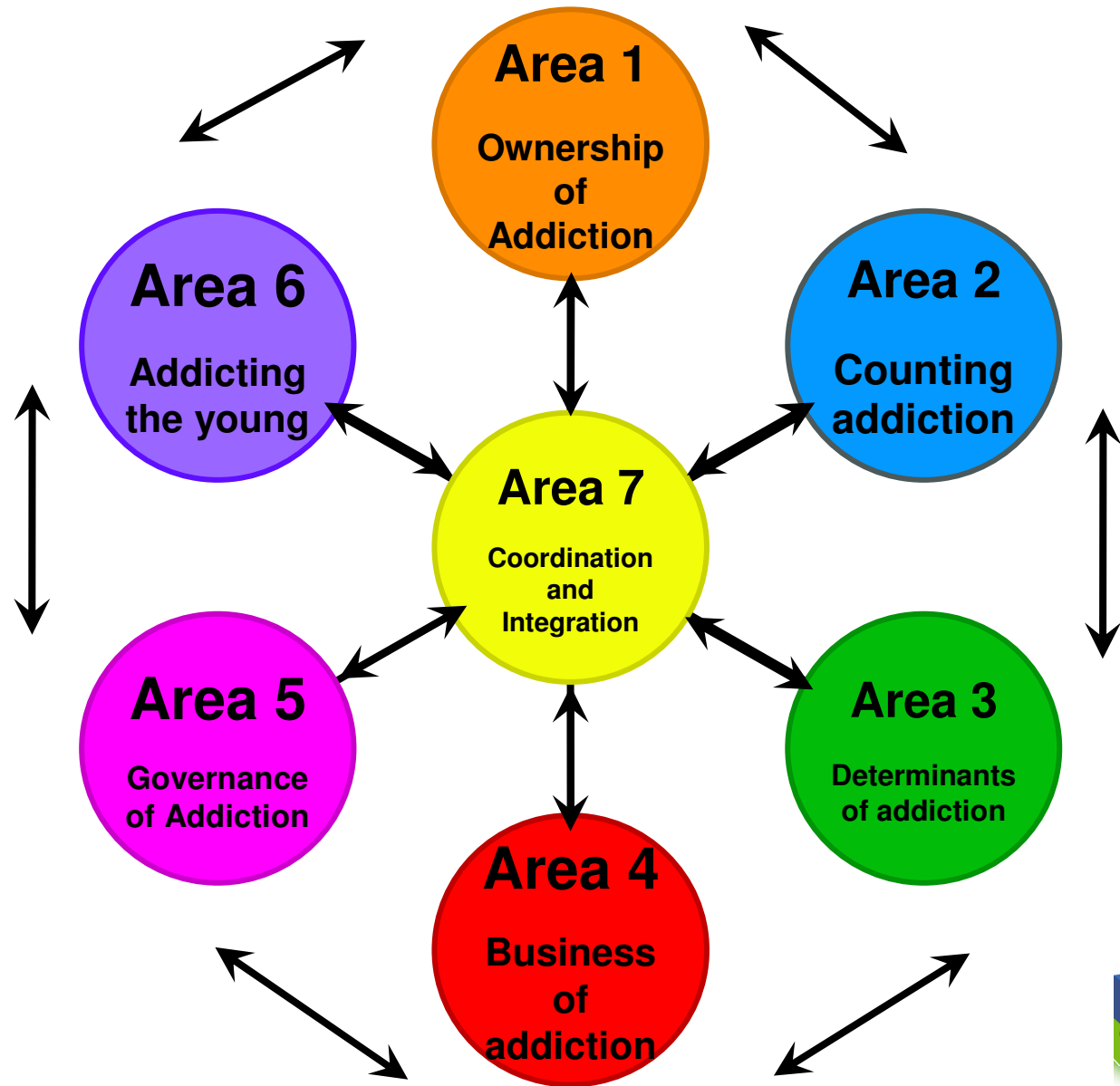


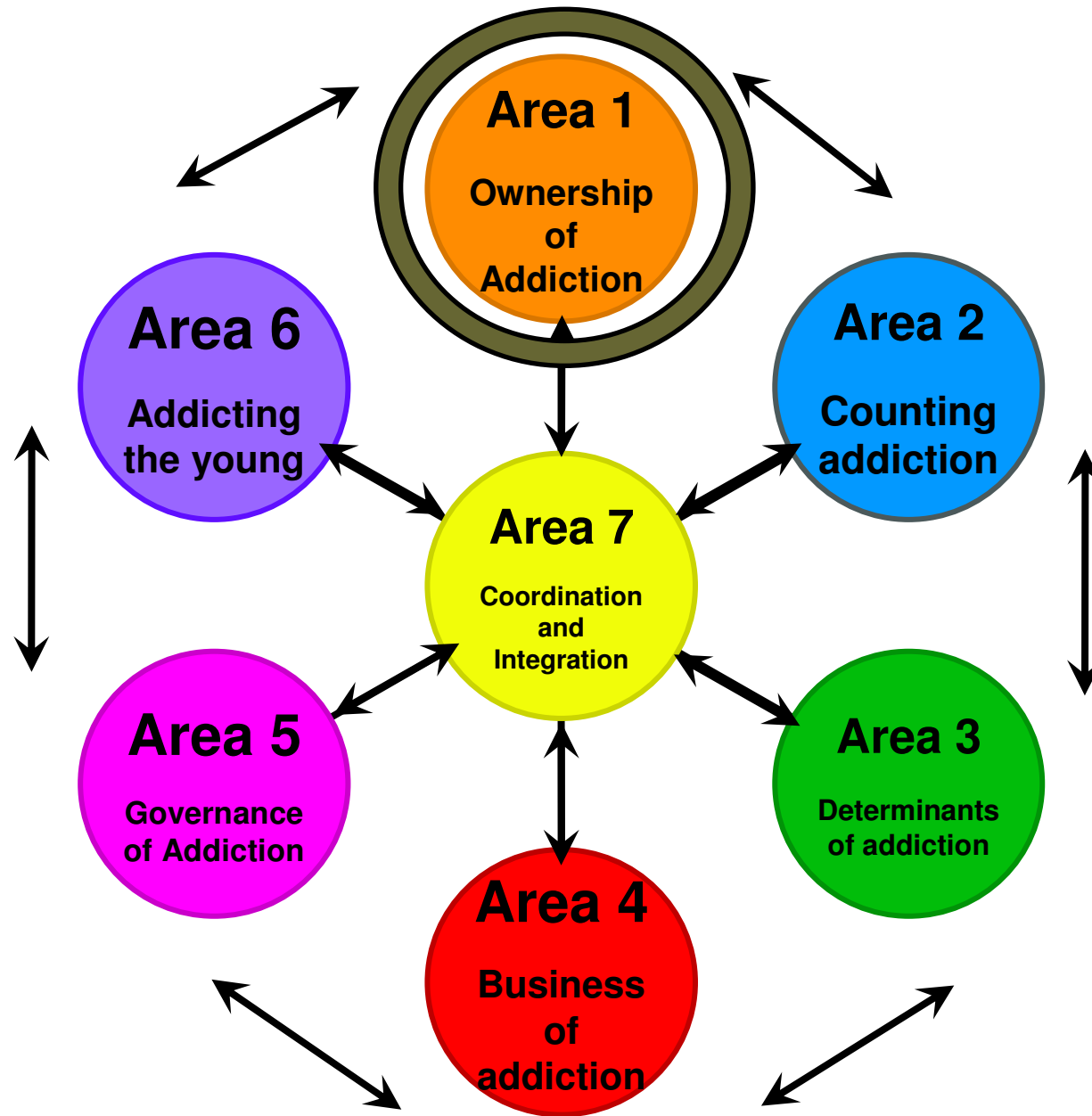
The approach is science based, but growing out of a public health frame that promotes human health and well-being and views behaviours and disorders as existing within continua rather than as being dichotomous.



The work areas and work packages are structured around themes and approaches, and not around particular substances or behaviours.



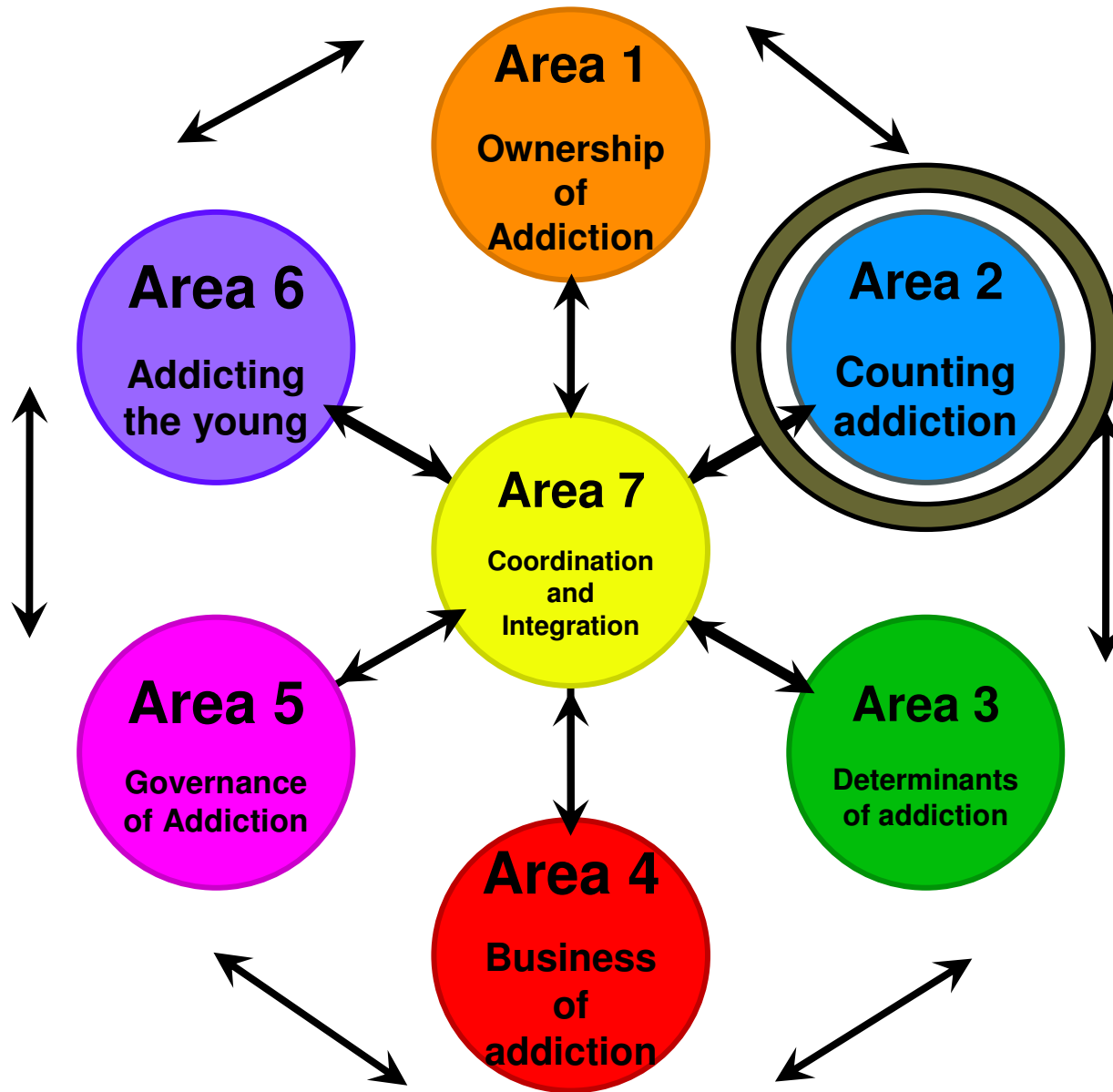




Ownership of addictions will be described by

1. an historical study of addiction through the ages,
2. an analysis of public and private stakeholder views of what addictions are, and
3. through image analyses of addictions, and of professional and citizenship views of addictions.





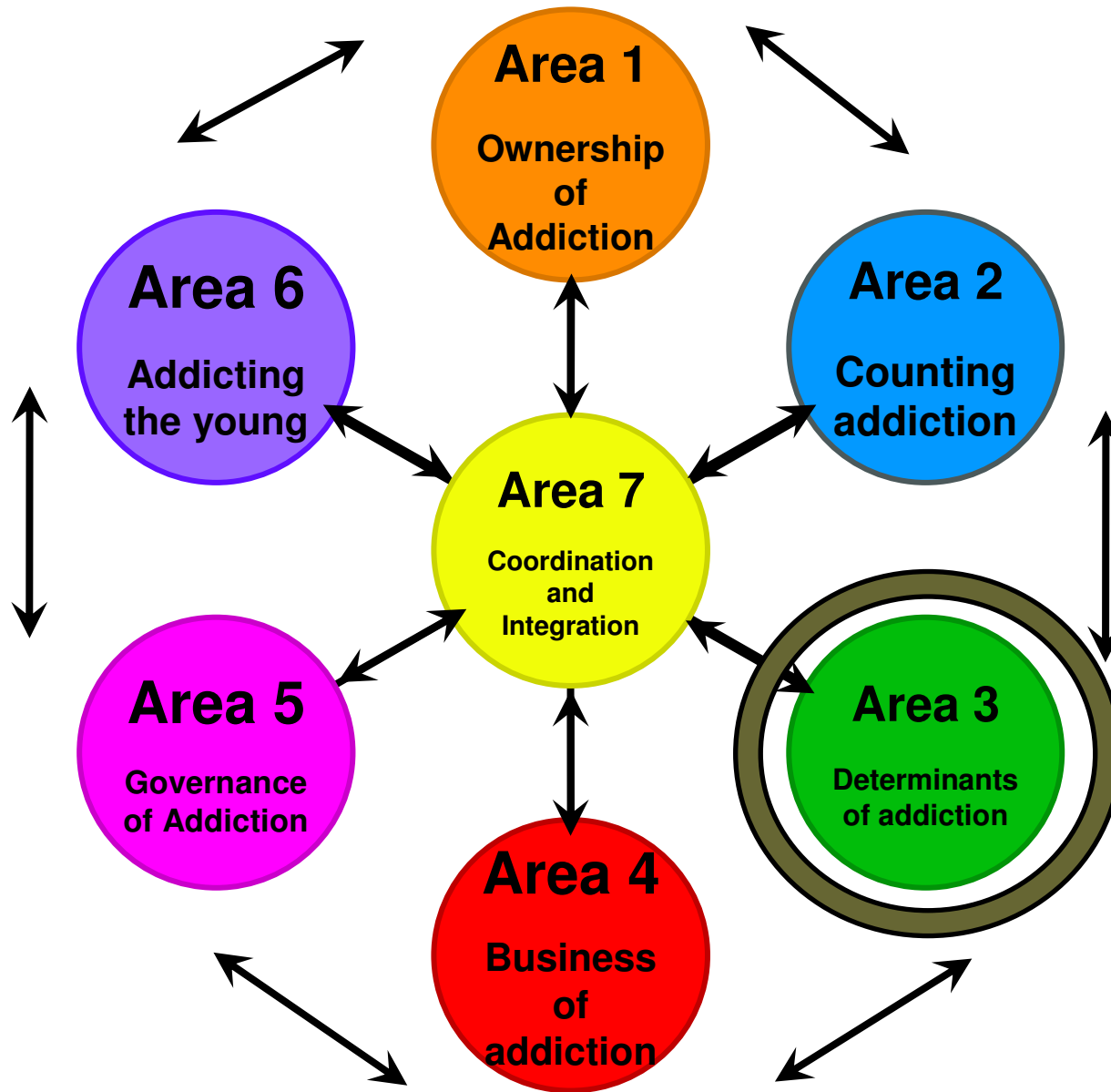
A study of

1. how addictions are classified and defined will be followed by

2. estimates of their health and social impact, and

3. estimates of their economic impact.

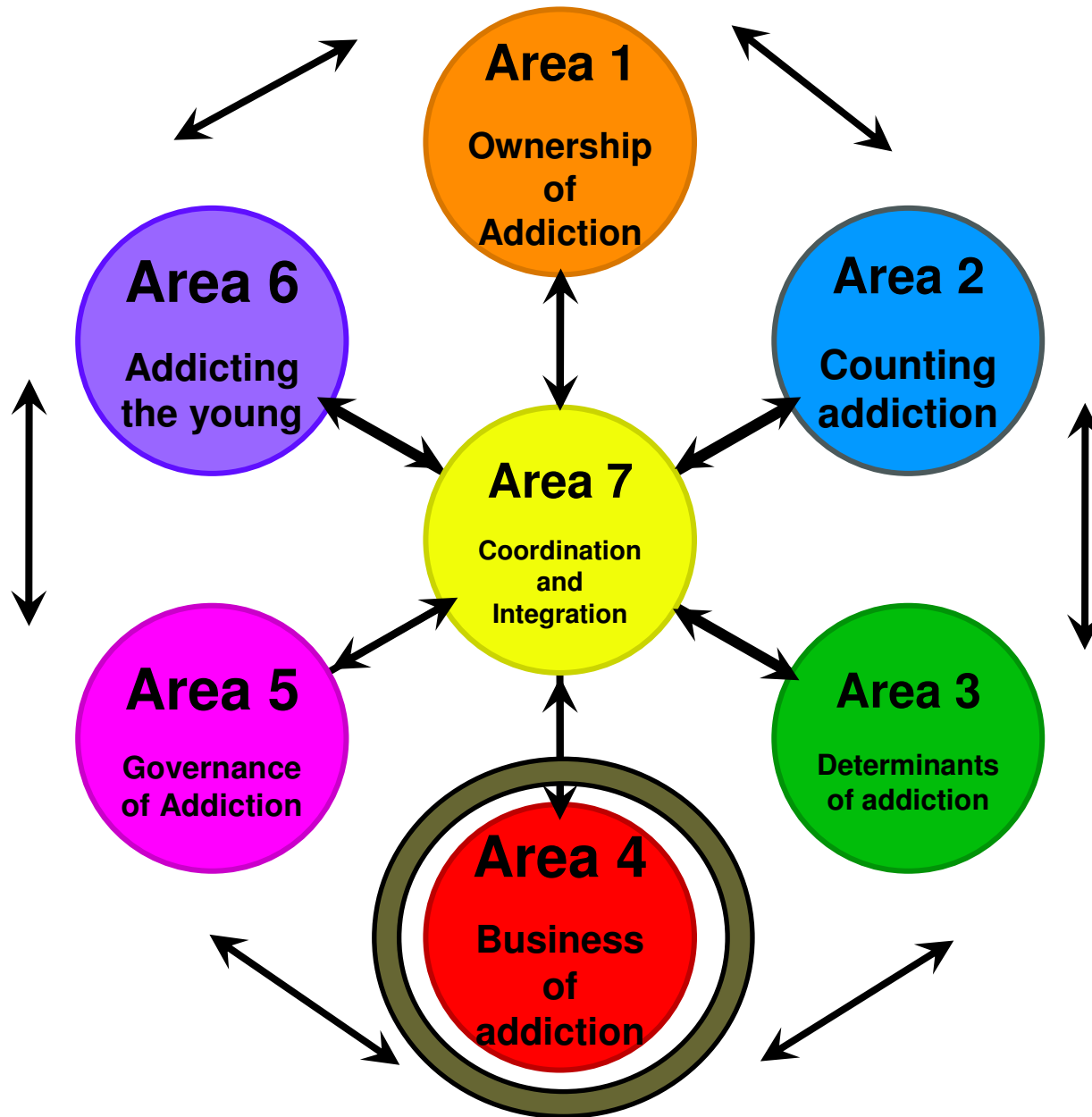




Determinants of addiction will be investigated through a coordinated and cohesive social, economic and biological analysis of

1. initiation of use and behaviour,
2. transition into problematic use, and
3. transition into and out of dependence.





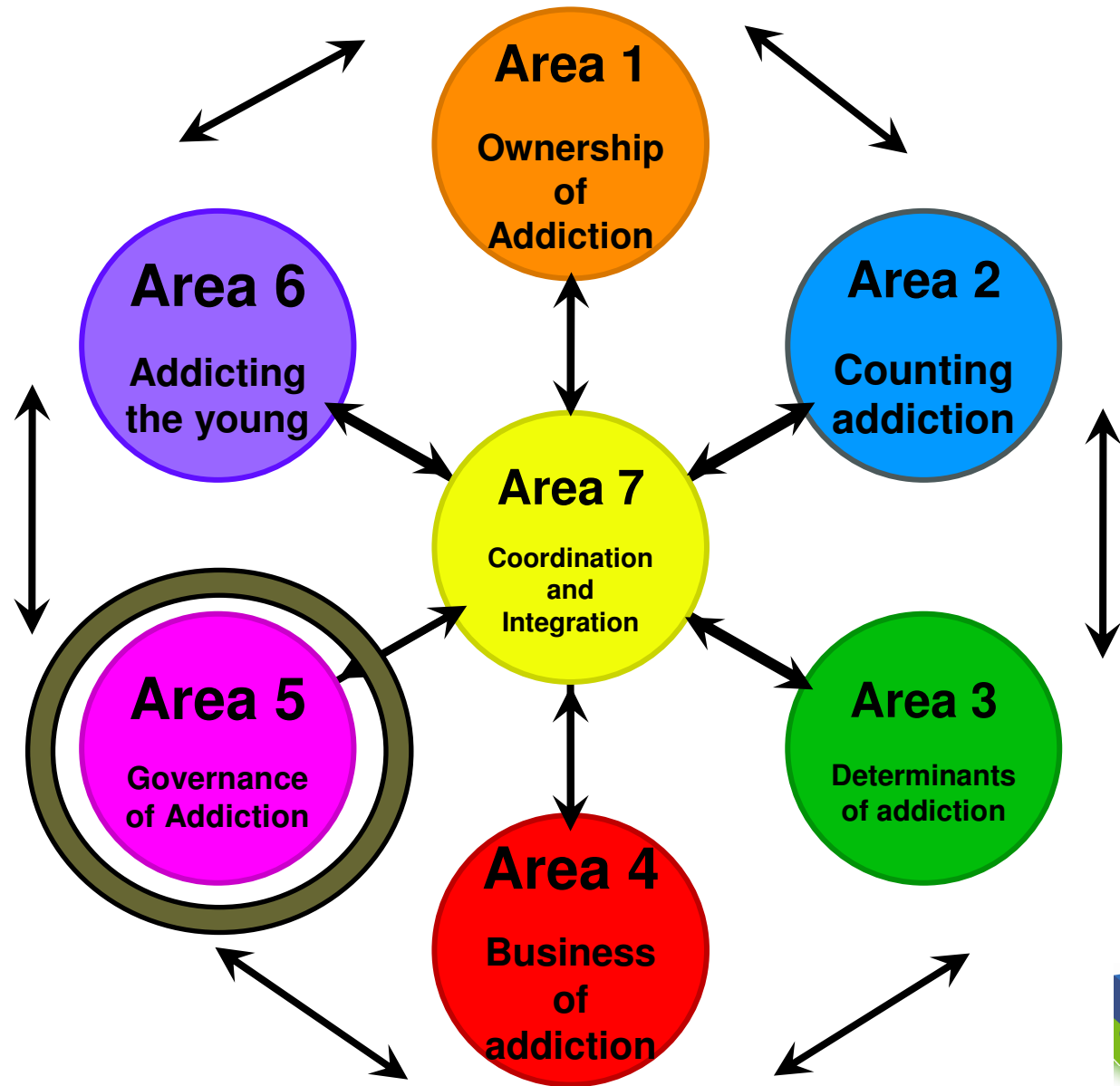
The business of addiction will be analyzed through

1. studies of revenues, profits and participants in legal and illegal trade (cocaine and heroin), including interviews of drug-related prisoners

2. the impact of suppliers on addictive substance use and behaviours, including a study of the impact of cues and marketing of alcohol and cannabis on brain activity; and

3. analyses of webs of influence on policy responses.





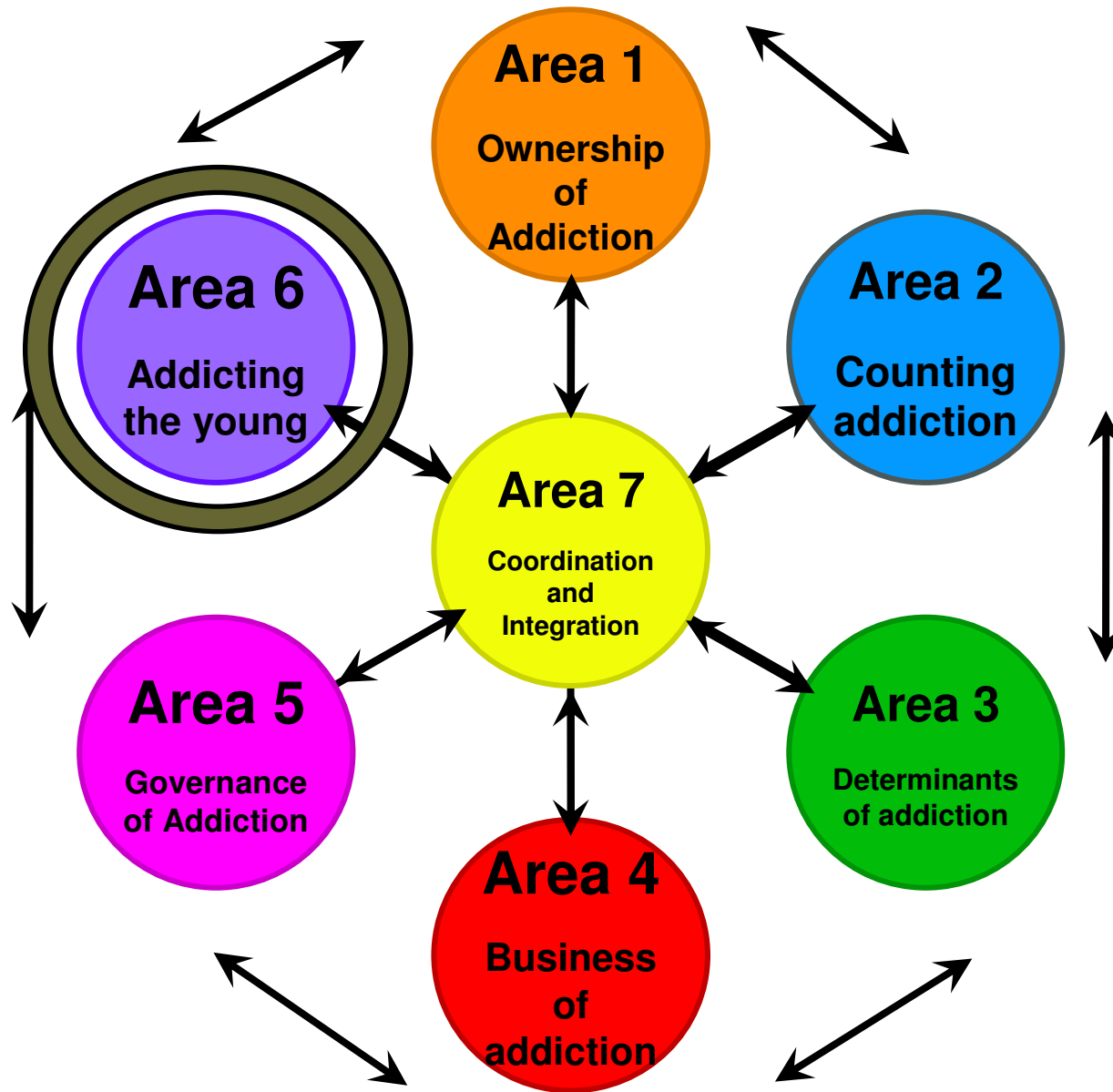
Addictions governance will be studied by

1. describing the views and forces that determine the ways societies steer themselves

2. stock taking of present governance practices to old and emerging addictions

3. considering if and how addictions governance could be strengthened





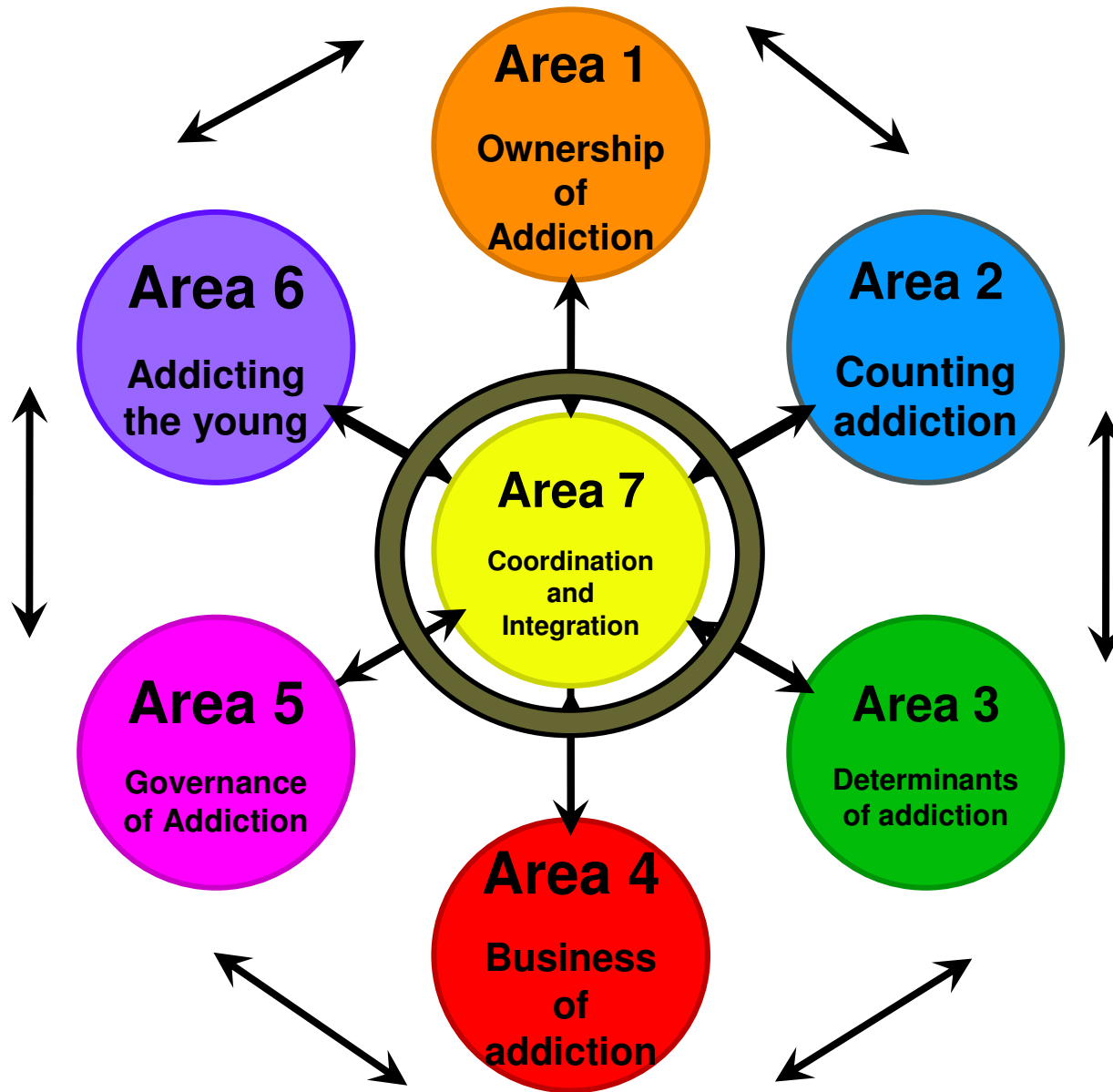
Youth as customers will be analyzed through

1.creating a searchable database of evidence based policy responses

2.by studying the relative impact of biological and cultural determinants of motivations of engagement in substances and behaviours

3.determining features that promote resilience and nudge young people to reduce problematic use.





The programme itself will promote and analyze trans-disciplinary scientific research and practice across the disciplines and substances and behaviours included in ALICE RAP



And, finally,

Results will start to become available towards the end of 2012.

