

# **Phase IV in France**

**Results of a regional programme for  
implementing EIBI in general practice**

**Region Île-de-France, 2000-2003**

- **Philippe Michaud, MD**
- **On behalf of programme 'Boire moins c'est mieux'**
- **National Association for Prevention of Alcoholism, France**

# Objectives

- 1. To customize the WHO Phase IV protocol to conditions of general practice in France**
- 2. To find the ways to achieve a widespread alliance mobilizing doctors in favour of EIBI**
- 3. To evaluate the effectiveness of incentives to carry out EIBI**
- 4. To create a new framework for understanding alcohol-related problems and a new global response**

# Results 1 : customization

- **An efficient and acceptable screening tool:**  
‘FACE’ questionnaire (5 questions asked by the doctors)
- **A short one-shot session for brief intervention**  
based upon Australian example and Sanchez and Miller’s FRAMES  
10 mins counselling to reduce patient’s alcohol consumption
- **Two booklets for patients**  
One for information,  
the other for motivation for change and methods to reduce one’s  
consumption  
Distributed free on doctors’ request
- **A one-evening teaching session**  
traditional format for continuous medical education

# **Results 2 : strategic alliance**

- **The main public health authorities contribute to funding**

**‘Social security’ (public health insurance fund), Ministry of Health, Prime Minister’s office against drugs and drug use, Regional Council**

- **The main prevention organizations collaborate in the programme**

**National Association for Prevention of Alcoholism, National Institute for Health Education, League against Cancer**

- **Medical associations contribute on local, regional and national levels**

- **The main French medical journal ( ‘la Revue du praticien’) regularly publishes our results**

- **The French Scientific Society of Alcoholology has validated EIBI as necessary for at-risk drinkers**

# Results 3 : (a) incentives

- **Four sites for testing incentives and mobilization**

**Four suburban cities ('villes nouvelles') near Paris, where our programme organised training sessions for GPs**

- **Two 3-month phases (first and second term 2003)**

- **in the second phase an additional fee proposed to the trained GPs for each screening test (2 €) and each BI (10 €)**

- **Other incentives tested :**

- **Telephone marketing**

- **Community action (media campaign, decision makers and non-profit organisations awareness, telephone pool, etc.)**

# Results 3 : (b) sites

	<b>Evry</b>	<b>Cergy-Pontoise</b>	<b>Marne-la-Vallée</b>	<b>Saint-Quentin en Yvelines</b>	<b>TOTAL</b>
<b>Population (census 1999)</b>	<b>79 726</b>	<b>178 656</b>	<b>246 607</b>	<b>142 737</b>	<b>647 726</b>
<b>Distance from Paris</b>	<b>28 km (S)</b>	<b>30 km (NW)</b>	<b>13 km (E)</b>	<b>25 Km (SW)</b>	
<b>Number of GPs</b>	<b>60</b>	<b>138</b>	<b>203</b>	<b>115</b>	<b>516</b>
<b>Specificity of dissemination strategy</b>	<b>None</b>	<b>None</b>	<b>One phase only (2<sup>nd</sup>)</b>	<b>Community action</b>	

# Results 3 : (c) conclusions

- **GPs' participation in training is 6 times more important with telephone marketing ( $p < 0.001$ )**
- **GPs' screening and BI activity after training is 7 times greater with economic incentives ( $p < 0.001$ )**
- **No evidence for increased medical activity after community mobilization (differences not significant) though a high level of public receptivity**
- **High level of satisfaction among trained GPs (qualitative evaluation) but little changes in perceptions**

# Results (4) and conclusions: changing social perceptions

The results of a regional programme giving answers to the practical problems in

- Detection of at-risk and problem drinkers
- Intervention strategy and tools
- Training
- Mobilisation

leads public health and academic authorities to endorse the objectives and the means of dissemination of EIBI among French GPs

But :

- It is not the case for many GPs, who are still not ready to deal with their patients' alcohol consumption

The general public say (telephone survey) GPs are legitimate: media campaigns should say 'ask your doctor about your drinking'

- What could be the cost of a general training plan ?

The efficacy of EIBI and the cost-efficacy will be strongly examined in the next few years