



Instituts
thématiques

Inserm

Institut national
de la santé et de la recherche médicale

Paris, 5 December 2016

Press release

MAAD Digital: A new website on addiction developed for and by young people

Together with the Arbre des Connaissances (Tree of Knowledge) association, MILDECA and Inserm are launching www.maad-digital.fr, a website for scientific information on addiction created by young people.

Through assistance from renowned scientists, this new website offers an array of dynamic and reliable content that is adapted to the needs of those aged 13 to 19. The articles decipher scientific information on alcohol, tobacco, and illicit drug addictions using language and media that are tailored to multimedia tools used by young people.

A unique and innovative programme in France

Why can alcohol lead to violence? Does it impact sexual performance? Why is the adolescent brain more prone to cigarette addiction than adults?

To answer these questions (and many others) Inserm and MILDECA are supporting MAAD Digital — a unique and innovative programme in France.

While a lot of false information is presented online as scientific fact, especially on social networks, this programme aims to centralise and provide scientific information on drug addiction mechanisms that is both educational and reliable.

Become “science smugglers”

Using a resolutely modern approach — the editorial line was co-developed with young people — MAAD Digital offers multimedia content that is accessible on all devices used by young people (computers, tablets, smartphones). This site allows users to become “science smugglers” and gives them the opportunity to discuss these issues with one another, without taboos and from a knowledge perspective.

Far from the caricature of the old mad scientist often associated with researchers, MAAD Digital draws from the world of comics and hit series to broaden knowledge and to state the power of scientific methods. And since expectations are different at ages 13 and 19, articles have several reading levels. Social networks will also be widely used to relay and enhance site content.

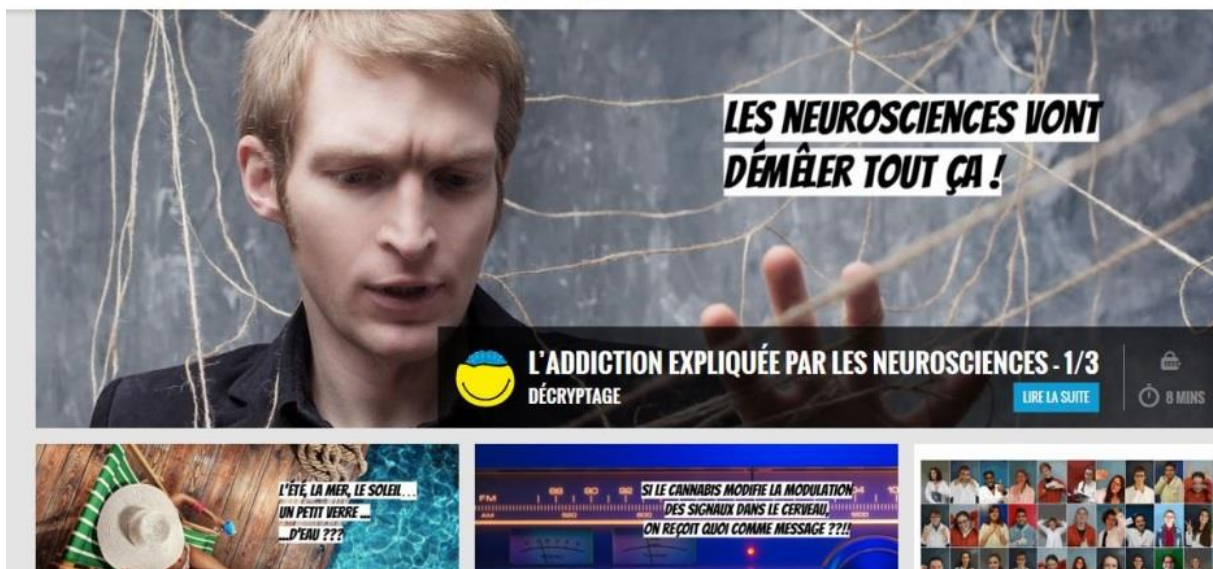
Lastly, the site encourages teachers to use articles that cover teaching units (Year 8 to A-Levels) to build their courses.

See the full press pack for further information about the MAAD Digital website.

MAAD Digital on social networks: Twitter [@MaadDigital](https://twitter.com/MaadDigital) and [Facebook](https://www.facebook.com/MaadDigital) page



EN BREF DÉCRYPTAGE VIDÉO LE LAB QUIZZ COURT CIRCUIT FACEBOOK



Inserm and MILDECA collaboration

MILDECA and Inserm are developing a partnership in recent years that is aimed at encouraging and enhancing scientific knowledge regarding the phenomena of consumption and dependence on licit and illicit psychoactive substances. This new cooperation is part of the shared desire to promote scientific education by researching the dangers of addictive behaviour and drugs, particularly in relation to alcohol, cannabis and tobacco.

The website maad-digital.fr will officially be launched at the **Journée de médiation scientifique sur les drogues et les conduites addictives** (Scientific Mediation on Drugs and Addictive Behaviour Day), which will be held on Monday 28 November 2016 at the initiative of MILDECA.

Contacts

Inserm

Bertrand Nalpas

Research Director, Inserm

Addiction Policy Officer

Tel.: +33 (0)1 44 23 61 09

Email: bertrand.nalpas@inserm.fr

MILDECA

Florence Lafay-Dufour

Research Policy Officer

Tel.: +33 (0)1 42 75 69 80

Email: florence.lafay-dufour@pm.gouv.fr

Press contacts

Inserm

Priscille Rivière

+33 (0)1 44 23 60 97

presse@inserm.fr

MILDECA

Murielle Fayolle

Communication and Press Relations Advisor

Tel.: +33 (0)6 48 52 81 90

Murielle.fayolle@pm.gouv.fr

@MILDECAgouv



Access the [Inserm press room](#)