

Avec Moderation! website



Avec Modération!
France
1999 > 2018
#AwarenessRaising



Objective

To provide information on responsible drinking.

Description

The **website** had:

- Information in 5 sections relating to alcohol consumption: Alcohol related risks, an issue that concerns us all; Alcohol and driving; Alcohol and work; Alcohol and pregnancy and Alcohol and parents.
- Information on campaigns as well as the possibility to order various materials relating to them including T-shirts, educational kits, posters and booklets.
- An online "breathalyser test" and links to other websites created by Avec Moderation! to target specific issues (such as the "**2340**" website).

Results

Online orders in 2015: 295,000 chemical breathalysers and 270,000 prevention kits. The website had an average of 18,881 visits every month before it closed.

Website

<https://www.avecmoderation.org/>

