

# Drug addictions: Marketing and brain activity.

No registrations found.

<b>Ethical review</b>	Not applicable
<b>Status</b>	Pending
<b>Health condition type</b>	-
<b>Study type</b>	Interventional

## Summary

### ID

NL-OMON27869

### Source

NTR

### Brief title

marketing and brain activity

### Health condition

Cognitive functioning

## Sponsors and support

**Primary sponsor:** Maastricht University

**Source(s) of monetary or material Support:** FP7 EU

## Intervention

## Outcome measures

### Primary outcome

Implicit associations of cannabis and alcohol users.

### Secondary outcome

Activation of the reward neurocircuitry in the brain and aggressive behavior.

# Study description

## Background summary

First, drug-related cognitions have been implicated in the aetiology and maintenance of drug abuse. Second, research has shown that marketing has a significant effect on the consuming patterns of alcohol and tobacco users. Third, a relation between drug use and aggressive behaviour is often suggested.

### Aim:

This research will look at the implicit and explicit drug-related cognitions, at the effect of marketing cues on brain activity, and at the effect on aggressive behaviour, in alcohol users, cannabis users, and a control group. These effects will be investigated during abstinence as well as during intoxication in the alcohol and cannabis group. Subjects from the control group will not receive a treatment.

## Study objective

The present study will investigate:

1. Whether drug-related cues activate the same neural networks as does the administration of the drug itself;
2. The implicit and explicit associations of alcohol and cannabis users;
3. The effect of acute doses of alcohol and cannabis on aggressive behaviour in alcohol and cannabis users.

This will be investigated in an alcohol and a cannabis users group while they are intoxicated and compared with a placebo condition and with a control group.

## Study design

Measurements will take place around T<sub>max</sub> of cannabis and alcohol.

## Intervention

Cannabis users will receive 300 µg/kg THC and placebo. Cannabis and placebo will be administered using a Volcano vaporizer, which will also ensure blinding.

Alcohol users will receive alcohol and placebo. Alcohol (ethyl alcohol 96%) will be mixed with orange juice and will be adjusted for each subject in order to reach a BAC of 0,8 g/L. The

placebo drink will consist of orange juice only. To ensure blinding, a couple of drops of alcohol will be put on the edge of the glass, so that subject smell the alcohol while drinking.

The control group will receive no treatment.

## Contacts

### **Public**

E.L. Theunissen  
Maastricht  
The Netherlands

### **Scientific**

E.L. Theunissen  
Maastricht  
The Netherlands

## Eligibility criteria

### **Inclusion criteria**

For alcohol users:

1. As using on average 21 to 50 alcoholic drinks/week for males or 15 to 35 alcoholic drinks/week for females during the last year, drinking alcohol both during the week as during the weekend;
2. Not currently using cannabis, experimental use of cannabis is allowed if it is more than a year ago.

Cannabis users:

1. Used between 3 and 10 times a week during the previous year;
2. Uses between 1 and 14 units of alcohol/week.

Control group:

1. Not currently using cannabis, experimental use of cannabis is allowed if it is more than a year ago;
2. Incidental use of alcohol (between 1 and 14 units of alcohol/week).

All groups:

1. Age between 18 and 40 years;
2. Free from psychotropic medication;
3. Good physical health as determined by medical examination and laboratory analysis;
4. Absence of any major medical, endocrine and neurological condition;
5. Normal weight, body mass index (weight/height<sup>2</sup>) between 18.5 and 28 kg/m<sup>2</sup>;
6. Written Informed Consent.

## **Exclusion criteria**

1. History of drug abuse (other than the use of cannabis for the cannabis group and alcohol for the alcohol group) or addiction (determined by the medical questionnaire, drug questionnaire and medical examination);
2. Pregnancy or lactation;
3. Hypertension (diastolic > 90; systolic > 140);
4. Current or history of psychiatric disorder (determined by the medical questionnaire and medical examination);
5. Liver dysfunctioning;
6. (Serious) side effects to previous cannabis or alcohol use;
7. History of cardiac dysfunctions (arrhythmia, ischemic heart disease,...);
8. For women: No use of a reliable contraceptive.

## Study design

### Design

Study type:	Interventional
Intervention model:	Crossover
Allocation:	Randomized controlled trial
Masking:	Double blinded (masking used)
Control:	Placebo

### Recruitment

NL	
Recruitment status:	Pending
Start date (anticipated):	01-06-2012
Enrollment:	60
Type:	Anticipated

## Ethics review

Not applicable	
Application type:	Not applicable

## Study registrations

### Followed up by the following (possibly more current) registration

No registrations found.

### Other (possibly less up-to-date) registrations in this register

No registrations found.

## In other registers

Register	ID
NTR-new	NL3275
NTR-old	NTR3428
Other	:
ISRCTN	ISRCTN wordt niet meer aangevraagd.

## Study results

### Summary results

N/A