

Pioneering digital public health solution from the São Paulo City Hall, that encourages conscious alcohol consumption, will be presented at Web Summit

Modera SP, developed in partnership between a scientific committee from USP, the São Paulo City Hall, and Auíri, is available on the e-saúde app and can be replicated in other locations.

The World Health Organization (WHO) considers the harmful use of alcohol as a significant risk factor for non-communicable chronic diseases (NCDs), including cardiovascular diseases, cancer, and diabetes.

“These data reinforce the relevance of a public health policy that acts in the prevention of this excessive alcohol consumption, and it is with this objective that we developed Modera SP,” explains Bettina Grajcer, CEO of Auíri Inovação para Impacto and the creator of Modera SP.

Modera SP seeks to promote the conscious consumption of alcoholic beverages through screening (which indicates the individual consumption profile) and personalized guidance, adapted to each individual's risk profile. It is based on the screening and brief intervention methodology, recommended by the World Health Organization (WHO) as one of the most cost-effective public policies for the prevention of harmful alcohol consumption.

Available through a digital health solution integrated into the e-saúde app, Modera SP offers free and confidential access to a self-care journey. “It is a pioneering and innovative digital health solution because it puts prevention in people's hands in a simple, accessible, evidence-based, and high-impact way,” reinforces Bettina.

How it works

The user answers the AUDIT (Alcohol Use Disorders Identification Test) questionnaire, a standardized instrument, and receives a risk classification based on five categories — ranging from low risk to signs of possible dependence. Specific cases, such as individuals under 18 and pregnant women, receive specific guidance.

Based on the results, the system provides a series of educational content and tools: a behavioral change plan, informative videos about the impacts of alcohol on health and family finances, breathing exercises, suggestions for alternative activities, and mechanisms for monitoring weekly consumption.

The platform also includes features for healthcare professionals, offering resources for clinical follow-up, data management, and referral of patients to the primary care network when necessary.

“Modera SP is a significant advance in the integration between digital health and public prevention policies. Investing in programs to prevent the harmful use of alcohol is an effective strategy, as every US\$ 1 invested generates US\$ 27 in economic benefits, such as reduced healthcare costs and increased productivity, according to the WHO's ‘Global Alcohol Action Plan 2022-2030’,” reinforces Sandra Sabino, Executive Secretary of Primary Care, Specialties, and Health Surveillance of São Paulo Municipal Health Department.

Background

Under development since 2023, the app is a partnership between a scientific committee from USP, São Paulo Health Department, and Auíri. A pilot project was implemented in 17 Primary Health Units (UBS) and 2 Psychosocial Care Centers (CAPS), and after validation, the program was opened to the entire city of São Paulo in 480 UBS and 102 CAPS. The application already has over 57,000 users, and more than 2,500 health professionals have been trained.

The digital solution was developed by a multidisciplinary team with specialists in behavioral change and usability to ensure it was effective, welcoming, and easily accessible. Its application does not depend on a healthcare professional, which guarantees privacy and scalability.

Service

The Modera SP case will be presented during a Masterclass at Web Summit Rio de Janeiro, on April 29th at 3:30 PM. The following professionals will present the case study:

- Dr. Bettina Grajcer, CEO of Auíri Inovação para Impacto (Moderator);
- Dr. Martino Martinelli Filho, director of the Clinical Unit of the Heart Institute of the Hospital das Clínicas, from FMUSP;
- Dr. Sandra Sabino, Executive Secretary of Primary Care, Specialties, and Health Surveillance of São Paulo Municipal Health Department;
- Armando Júnior, Deputy Secretary of Economic Development and Labor of the São Paulo City Hall.

Press Information

Rose Guirro

contato@wpcoms.com.br

+55 11 98317-1117

Tais Bahov

tais@wpcoms.com.br

+55 11 996134246