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**[Alternative rewards may reduce addiction](#)**

Nondrug rewards could be a viable alternative to addictive drugs according to a study published in *Neuropsychopharmacology*. This finding could have important implications for those seeking treatment for drug addiction.

Serge Ahmed and colleagues found that rats with the hallmarks of heroin addiction used the substance less when a nondrug reward in the form of food was available. They also found that more dependant rats responded more to this alternative reward. This research indicates that the addicted brain remains reactive to nondrug rewards, and challenges the belief that the transition to addiction is associated with an individual valuing a drug more and nondrug rewards less. While studies in humans are needed, this finding suggests that heroin addiction could potentially be alleviated by increasing the availability of nondrug rewards to those with an addiction.

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