

“NOTHING GOOD HAPPENS AFTER 2AM” – PERSONAL MESSAGES IN A SELF-DESIGNED TEXT-BASED ALCOHOL INTERVENTION

Karen Renner

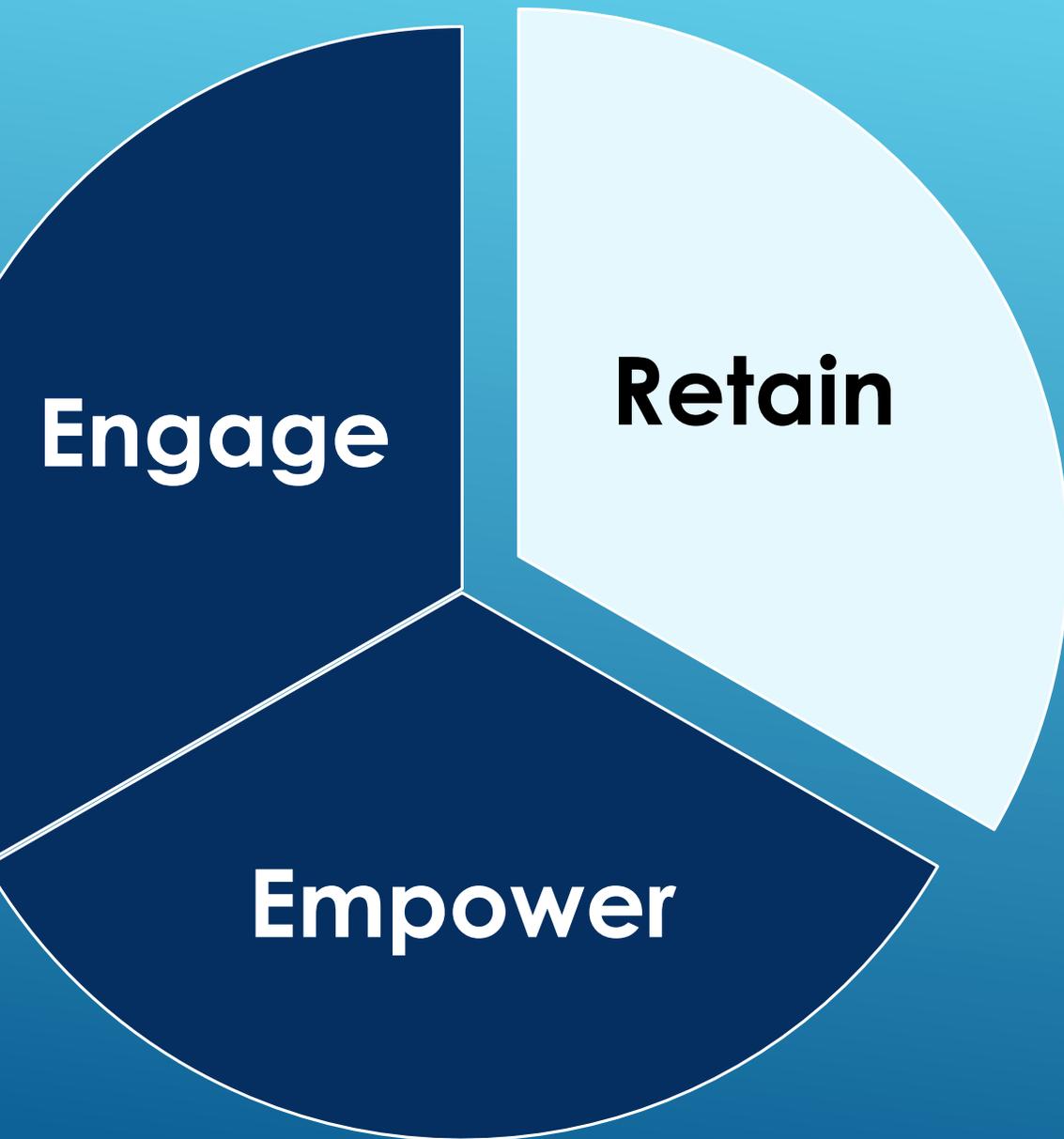
Ross McCormick

Natalie Walker



THE UNIVERSITY
OF AUCKLAND

FACULTY OF MEDICAL
AND HEALTH SCIENCES



Gaps in the alcohol brief intervention literature:

(1) delivery of a brief intervention by non-health professionals

(2) use of text messages as a prompt to implement intentions to keep safe

(3) Intervening **during** alcohol consumption;

(4) And engaging participants in designing and controlling the intervention

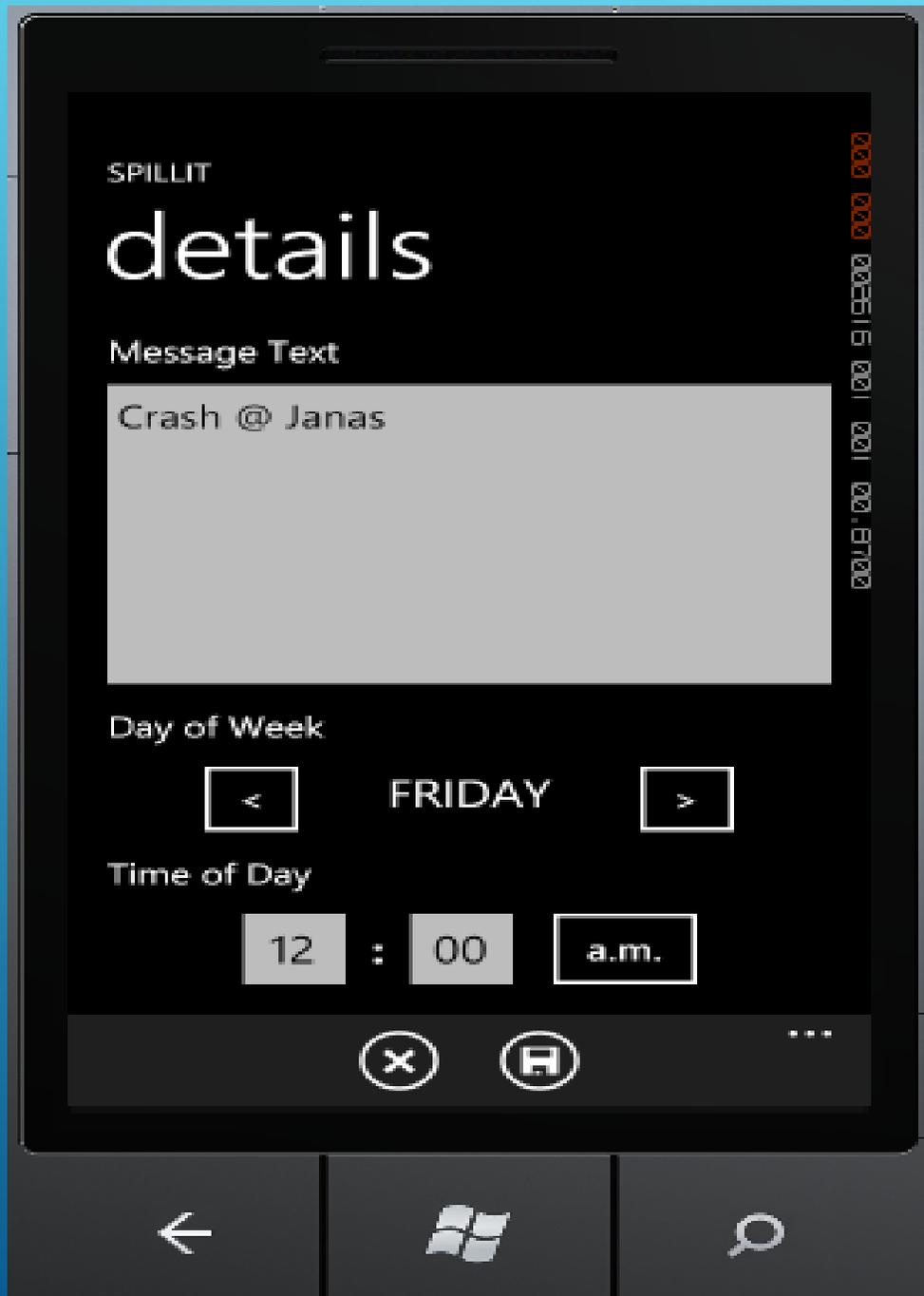
And finally, an insight into the self-motivation talk of drinkers

ALCOHOL INTERVENTIONS - THE CHALLENGE

- ▶ Participants would take the opportunity to create their messages
- ▶ Self designed messages would be different from non-self designed messages

Our aim was to assess whether drinkers were able to fulfill their intentions of drinking safely and/or consuming less alcohol - if they received self-generated text messages.

**TEXT BASED MESSAGES
- KEY HYPOTHESES**



www.spillitnz.co.nz

This intervention is essentially a free text message service. As such, it had to be as dynamic as possible to meet changing needs and unexpected social events ! The smart phone apps enabled messages to be generated.

**WE DESIGNED SPILLIT
- & SMART PHONE APPS**

We said:

This study is about keeping safe while out socialising with friends. We want to see if text messages, sent to your phone while you are out drinking, will help you keep safe. These messages will be ones that you have come up with and will be sent at times when you know you will be out drinking.”

PERSONALISED INTERVENTION

Did they take the Opportunity?

Readiness to change	Created text messages n=24	No text messages n = 53
	0=Never think about my drinking	0
1=Sometimes I think about drinking less	13 (54%)	25 (24%)
2=I have decided to drink less	2 (8%)	7 (13%)
3=I am already trying to cut back	9 (38%)	18 (34%)
4= I now drink less than before	0	0

CONTEMPLATORS

Enter your personal message

<< message here >>

What day of the week should this message be sent?

Friday

What time do you want the message sent?

10:23 ()
am (*) pm

This is a one-off message

(*) No () Yes

Turn on Message?

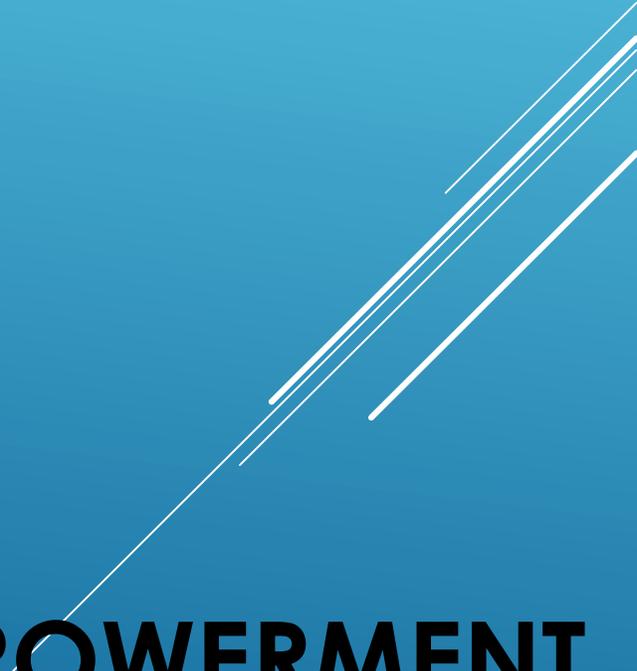
() No (*) Yes

WEB SITE INSTRUCTIONS

We found:

- ▶ Practical Directives
- ▶ Aspirational Messages
- ▶ Instructional Notes

PARTICIPANT EMPOWERMENT



- “STOP DRINKING CLAIRE AND EITHER GO TO BED OR IF YOU ARE OUT GO HOME! LOVE FROM YOURSELF”
- “Time for a feed and shitload of water”
- “Leave on a high, nothing good happens after midnight. You'll feel great about it tomorrow.”
- “Do not punch Jamie”
- “JUST ONE”

PRACTICAL DIRECTIVES

- “For i am the Lord your God who takes hold of your right hand and says to you, do not fear, i will help you.”
- “Be Still, Stay Positive, One day at a time. You are becoming who you want to be”
- “Remember your the boss, act that way”
- “You are better than this sluz”

ASPIRATIONAL MESSAGES

- “Do you need any more?”
- “make safe decisions when going owt”
- “STUDY-GOT EXAMS SOON! DONT EVEN THINK ABOUT IT!”
- “Don't get too rowdy ya silly gurl. also don't get with a guy no matter how hot he is. actually take that back, if he's lakyn heperi, POUNCE.”
- “ease the f### up sluzz”

INSTRUCTIONAL NOTES

“Actions can be planned, but reactions are spontaneous. They give us a glimpse of what's really in our heart.”

Female, age 33

The dissimilarity of these texts **from commonly accepted brief alcohol intervention messages** suggest that messages designed by researchers in the field or resulting from focus groups of peers - may not necessarily be what the **participant** would consider pertinent.

RAMIFICATIONS

What is new and novel?

- ▶ Participants (31%) are willing to create their own alcohol messages
- ▶ No pre-contemplators created messages in this study
- ▶ Personal messages appear to be different to traditional BI

Possibilities for future research?

- ▶ Are personal messages more effective than standardised?
- ▶ What will appeal to pre-contemplators?

CONCLUSIONS & MORE QUESTIONS

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Conflicts of Interest

Professor McCormick is an advisor to the Australasian Brewers Association

Mrs Renner is a director of Starsoft Ltd

THANK YOU!