

BRIEF INTERVENTIONS AND NEW TECHNOLOGY

INEBRIA

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This work supported by

- ▶ Alcohol Education and Research Council
- ▶ North Central Thames Primary Care Research Network
- ▶ Alcohol Concern

What I shall be covering today

- 📁 Advantages Of Using New Technology
- 📁 Our Experience Of A Web Based Intervention
- 📁 Methodological Challenges For Research
- 📁 Future Developments
- 📁 The Primary Care Context

Advantages Of The New Technology

Improved Access

Interventions can be further
developed

Low Cost

Improved Access

- Large numbers of people can use them
- Available 24hrs a day & 7 days a week
- Can be used at home, work, cafes or “on the move”
- Completely anonymous and confidential
- New groups of drinkers may be attracted

World Wide Web

In the UK

 More than 42% of homes have Internet access

 More than 55% of adults have used the Internet

 This is equivalent to 25.2 million adults

Interventions can be further developed:

- ❑ Interactive
- ❑ Engaging & fun
- ❑ Easily changed and updated
- ❑ Personalised for the user
- ❑ Instant feedback to the user



Linke, Brown and Wallace, (2004), "Down Your Drink: a web-based intervention for people with excessive alcohol consumption, *Alcohol & Alcoholism*, 39:1 29-32

Web site: Key Features

- ◆ Home Page
- ◆ Links
- ◆ Personal Settings
- ◆ Drinking Diary
- ◆ Alcohol Consumption Calculator
- ◆ BAC calculator
- ◆ Personal “thinking drinking” log
- ◆ FAST Questionnaire (on screen feedback)
- ◆ Intelligent email

Recruitment Strategy

- 👤 50,000 leaflets distributed to GPs
- 👤 Launch event and press releases
- 👤 Listings in Health Publications
- 👤 Registration with Search Engines
- 👤 Links from NHS Direct Online



Down Your Drink - Microsoft Internet Explorer - [Working Offline]

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print

Address <http://ws-uk.theinternetone.net/hinke/draft/dydnew/> Go Links >>

You decide when and where.....You are in contro



Should your drinking worry you?

If you think you may be drinking more than is good for you [click here](#) to find out

NHS Health Promotion England — **aerc** Alcohol Education and Research Council

Start | Paint Shop Pro | Down Your Drink - Mi... | Internet | 1:56 PM


Down Your Drink - Microsoft Internet Explorer

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Address http://ws-uk.theinternetone.net/hlinke/draft/dydnew/w2_think6.php Go Links

Favorites Add...
Microsof...
Alta Vist...
Channels
Compaq ...
Links
Media
MSN
Radio St...
Web Ev...
My Doc...
Google
Down Y...
DYD_lo...



Drinking Diary Thinking Drinking Record Start Program
Preferences Cyber Saloon Log Out

Sensible Drinking

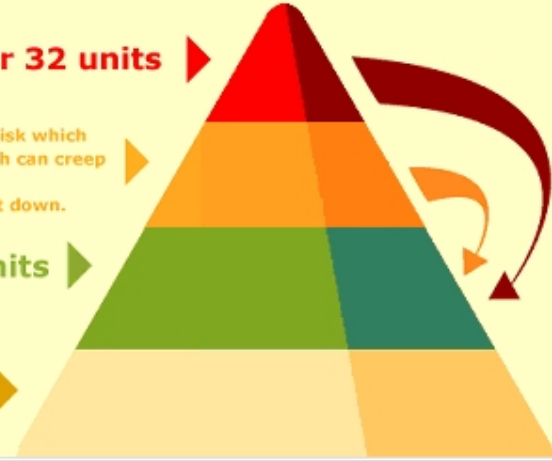
★ Place your mouseover the text to find out more....

X Over 32 units ▶

You are putting yourself at risk which come from drinking too much can creep quickly up on you.
You really should try and cut down.

✓ Up to 23 units ▶

Up to 13 units ▶



http://ws-uk.theinternetone.net/hlinke/draft/dydnew/w2_think6.php# Internet

Start Down Your ... Paint Shop Pro ... Microsoft Powe... 4:05 PM

Measures

All measures were self-report

 FAST

 Drinking Diary (quantity, number of days,binges)

 SADD

 HARM

 CORE-OM

Costs of DYD

- ▶ Development Costs = £40,000
(including evaluation & promotion costs)
- ▶ Maintenance Cost <£1,000 pa
- ▶ Costs to User (equipment, web access, mobile connection)

RESULTS

How registrants found the site

Search Engine	35.5%
Link from another site/banner ad	18.7%
Newspaper/magazine	25%
TV/Radio	4%
Health professional/counsellor	2.3%

Mean Age (n=2891)

Men 38.02 (9.84)

Women 37.55 (9.21)

Marital Status (n=2891)

	Single	Married
Men	37.3%	62.7%
Women	36.6%	63.4%

Family Status (n=1715)

	With Children	Without Children
Men	49.2%	50.8%
Women	47.5%	52.5%

Occupation of Registrants (N=2891)

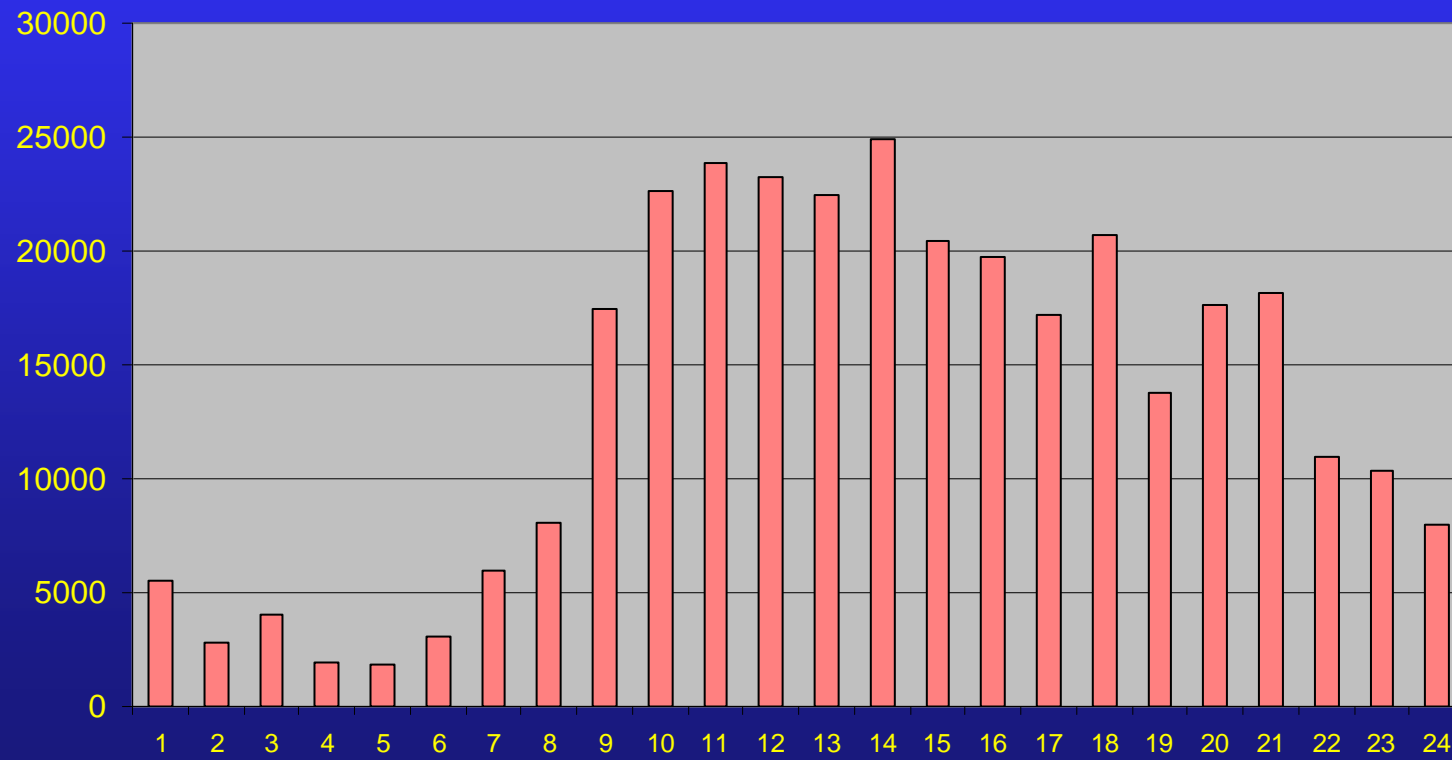
Managerial/Professional	27.6%
Other	12.5%
Self-employed	8.8%
Admin/Secretarial	8.0%
IT	7.4%
Medical/Nursing	4.8%
Media/Journalism/Writing	4.2%
Academic	4.1%
Civil Service/Government	4.0%
Housewife/Househusband	3.8%
Unemployed	3.4%
Sales	3.4%
Social Work/Care Work	3.1%
Accountancy/Finance	3.0%
Retired	2.1%

Ethnicity of registrants (N=2891)

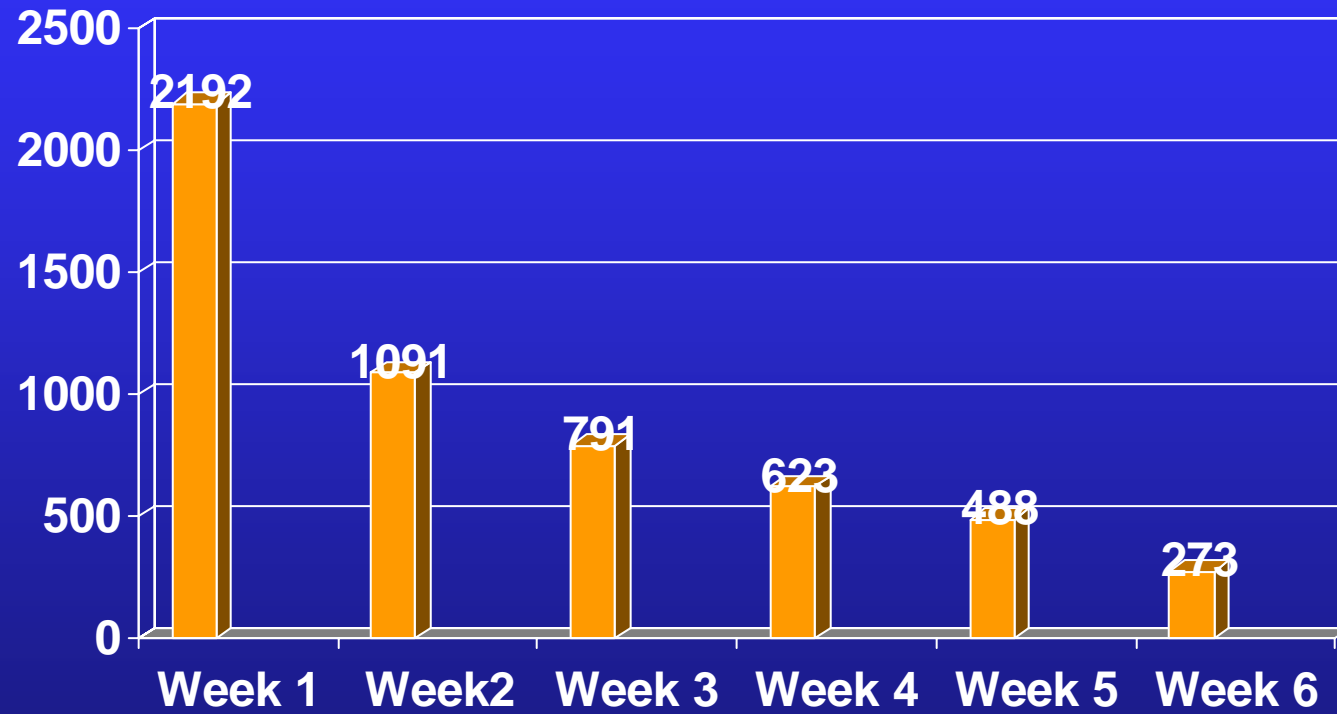
White British	78.52%
Other White	12.52%
White Irish	5.57%
Indian	0.90%
Mixed	0.73%
Any Other	0.66%
Other Black	0.42%
Other Asian	0.21%
Black Caribbean	0.17%
Chinese	0.14%
Black African	0.10%
Pakistani	0.07%

Time of Day

(mean number of hits per hour)



Participation over six weeks



Activity Levels

- Registrations

- 2001 = 1551

- 2004 = 3461

(no advertising or promotion since Oct 2001)

- Attrition

- 15% of those who register complete

- Compared to:

- 45% Alcohol Counselling complete (Australia)

Questionnaire Results

	Week 1	Week 6
SADD	29.7	19.7
Health	25.2	12.6
Family	8.4	2.6
Partner	23.3	9.4
Work	21.0	10.3

Questionnaire Results CORE-OM (total scores)

Functioning	36.6	25.1
Problems	42.5	27.7
Subjective Wellbeing	42.5	26.7
Risk	10.2	4.7

Average Costs

(first 3 years)

- ▶ Cost per User = £5.24 (8.6 EUR)
- ▶ Cost per Completed Treatment Episode = £35.00
(40.7 EUR)
- ▶ Compare to 6 sessions of GP counselling = £150.00
- ▶ Compare to specialist alcohol Counselling = £300.00

Marginal Costs

(at current activity levels)

- ▶ Marginal Cost for each new registration
= £0.26
- ▶ Marginal Cost for each completed episode
= £1.24

Methodological Problems For Researchers

- ◆ High Rates Of Attrition
- ◆ Following Up Drop-Outs
- ◆ Developing Appropriate Controls
- ◆ Reactivity of Measurement
- ◆ Validity of Measures Used In A Web Environment
- ◆ Achieving Statistical Power

Future Possibilities

- 🔍 Controlled Trial
- 🔍 Make Use Of Internet Marketing
- 🔍 Develop and study on line support
- 🔍 Exploit the new generation of mobile phone technology

Development of Mobile Phone

 Mobile FAST test 

 Tips Texts To Your Phone 

 Pre-programmed Alerts

 Mobile Drinking Diary

 Responsible Drinking Games

 Down Your Drink Adventure

The Primary Care Context

- Active Management of Heavy Drinking is low
- DYD users did not find the site via Health Professionals
- Some doctors/professionals are reluctant to use Motivational Interventions in General Practice

Focus Groups

(10 GPs in 2 groups)

- Excessive Drinking Not A High Priority
- Existing Alcohol Services Are Problematic
- DYD offers advantages of:
 - greater flexibility
 - privacy
 - use not recorded in patient's records
- GPs Are Happy To Recommend To Patients

Conclusions

- Enormous Potential
- Effectiveness not demonstrated but there are encouraging signs
- Cheap to deliver so probably cost effective
- Applicable in Primary Care

New Technologies

“reach the parts that other interventions cannot reach”

www.downyourdrink.org.uk