

INEBRIA

International Network on
Brief Interventions for
Alcohol & Other Drugs



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Use of SMS texts for facilitating access to online alcohol interventions – a feasibility study

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Why use SMS messaging to promote online IBA?

- Implementation of face to face IBA is problematic – online IBA has potential to greatly increase reach
- Online IBA appears to have similar effectiveness to face to face, at least in short term
- Three trials on feasibility of GP facilitated access to online IBA with varying success (ODHIN, EFAR-FVG and EFAR Spain)
- Use of sms messaging offers low cost (~ 5 cents per sms), and potentially high reach.



Objective

Assess the feasibility and utility of using NHS text messages as a vehicle to drive patient traffic to a digital alcohol IBA intervention



The online alcohol IBA

drinkKchecker

Think you know your dr...nk?

Kingston's e-drink-check helps you find out how much alcohol you drink, what this means for your health and how to get help if you need it.

I live in Kingston

Work out how much you're drinking and whether this is affecting your health.

Start

I am a student in Kingston

Information and advice for students on alcohol and staying safe while at University or College.

Start

Healthcare Professionals' Guide

Resources, guidance and further links for Kingston GPs, health, social care and substance misuse professionals.

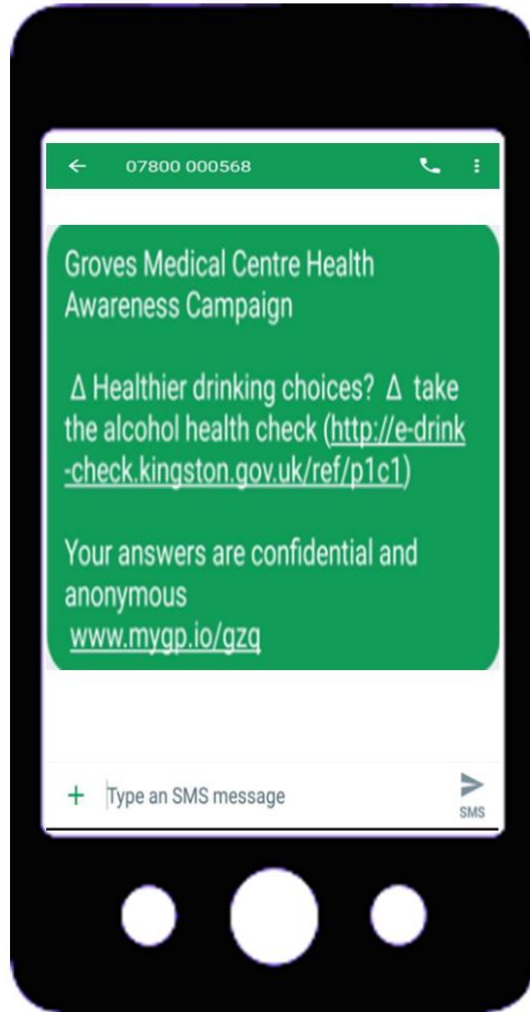
more

- Alcohol Use Disorder Identification Test
 - AUDIT-C = first 3 questions
- Screen positives (5+) complete full AUDIT and are scored:
 - Lower risk (0-7)
 - Increasing risk (8-15)
 - High risk (16-19)
 - Possibly dependent (20+)
- Brief advice offered online to increase awareness & motivate to reduce consumption
- Can sign up to site, and signposted to local support

The initial pilot study (n= 406)

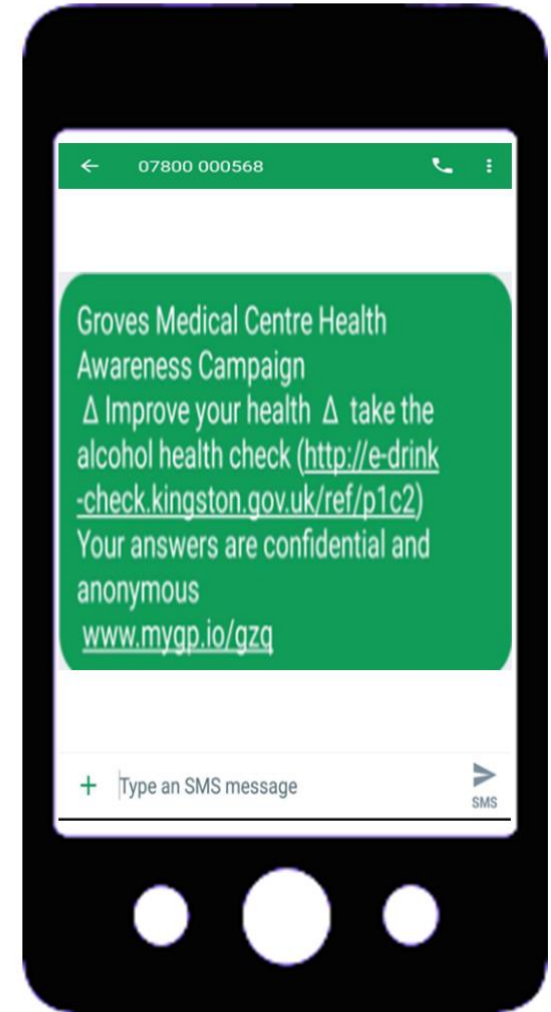
- GP practice in Kingston – mainly white professional
- Text sent to eligible patients via sms messaging system (iPlato x2 versions)
- Criteria for inclusion:
 - Completed AUDIT in last 3 years
 - Scored 5+
 - Registered for sms messaging from practice

Methods



Two messages sent, 203 patients in each group.

Wed & Thurs
8pm



Results



In total **45 (11%)** accessed website

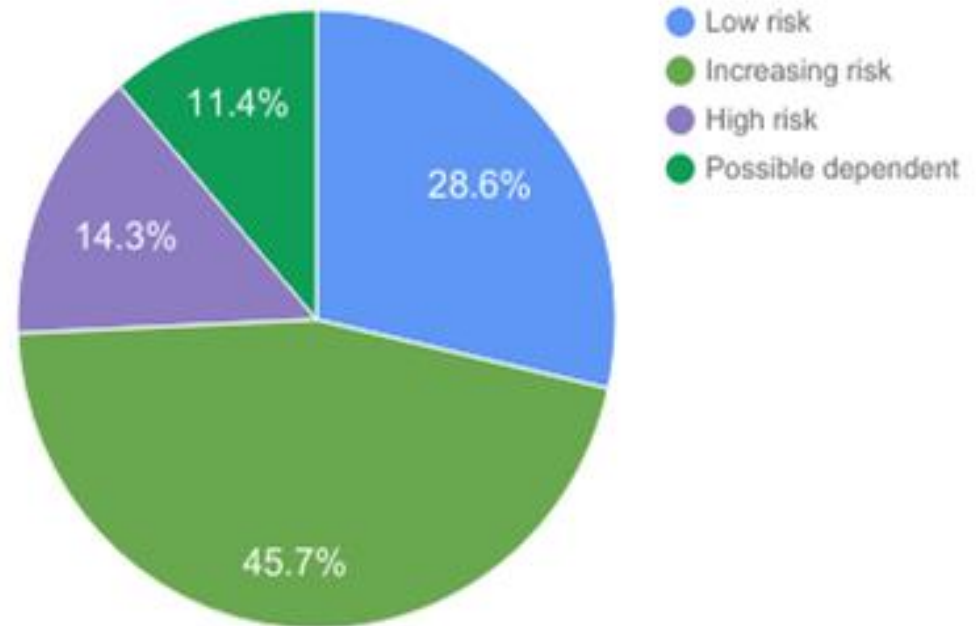
20/43 (47%) female 23/43 (53%) male

38/38 (100%) white

25/38 (66%) managers/professionals

Results

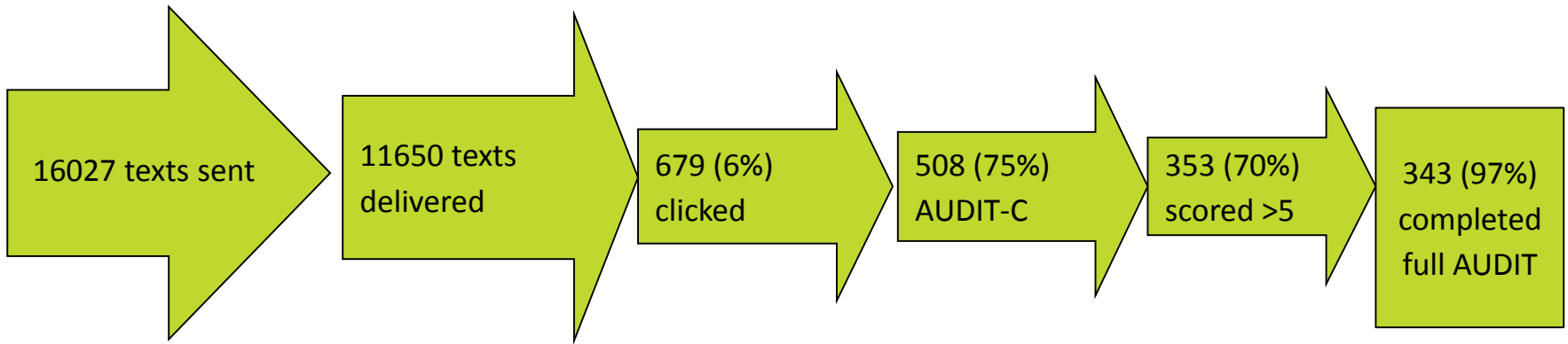
Of the 35 who completed the full AUDIT, 25/35 (71%) reported drinking at increasing/ high risk or possibly dependent levels



The second pilot study (n = 16,027)

- 3 linked GP practices in Kingston
- Campaign text via sms messaging system (iPlato x2 versions) sent to 16,027 patients
- Criteria for inclusion:
 - Aged 18+
 - Registered for sms messaging from practice

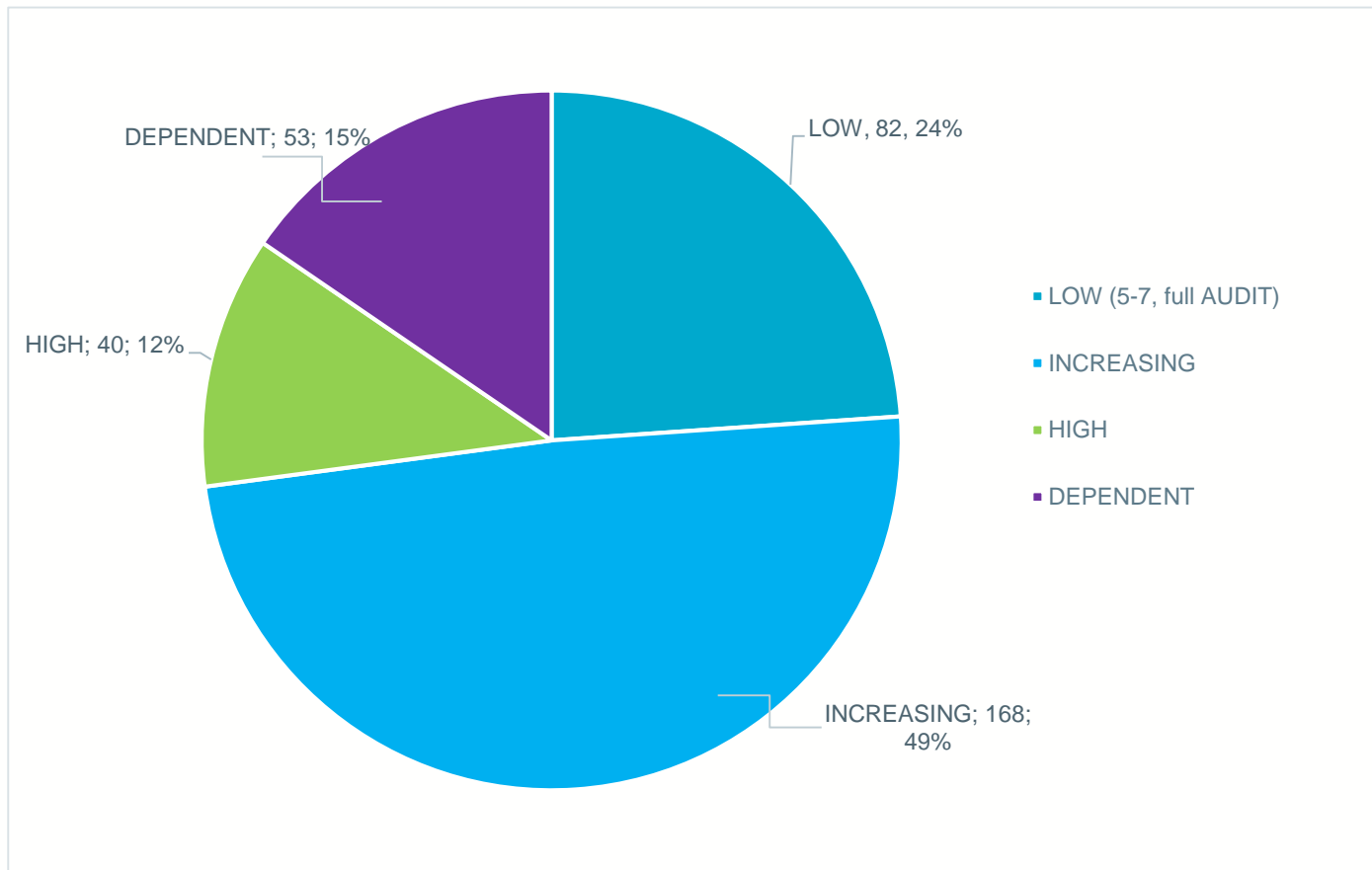
Results



- Total of 16027 text messages sent, 11650 successfully delivered
- 679 (6%) clicked to take the AUDIT-C
- Of these, 508 (75%) completed the test
- 353 (70%) scored 5+ and 343 (97%) completed full AUDIT

Results

- 261 (76%) of 343 patients completing the full AUDIT had scores indicative of risky or dependent drinking



Conclusions

- SMS messaging appears to have been effective in facilitating access to online alcohol IBA, albeit by a small minority of patients
- Levels of drinking at risky levels higher than would be expected for general population
- Low cost and ease of use suggest that this approach is potentially highly scalable
- Further research needed to determine views of patients and healthcare professionals, as well as nature of engagement and cost effectiveness
- Feasibility and pilot study proposal developed and submitted to the NIHR Research for Patient Benefit (RfPB) programme



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