

# Brief Interventions in Canada: Increasing Reach and Promoting Access via the Internet

Trevor van Mierlo, BA  
CEO, V-CC Systems Inc. and V-CC Systems USA Inc.

Regional Consultation on the Implementation of  
Brief Interventions in the Americas

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V-CC

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# Disclosures

## **Trevor van Mierlo**

- CEO: V-CC Systems Inc. (Canada) & V-CC Systems USA Inc.
- Co-Author of Peer-Reviewed Journal Articles
- Present at both Scientific and Business Conferences

## **V-CC Systems Inc.**

- Research-based organization
- Build and license Internet-based behavior modification / CBT programs / brief interventions / healthcare social networks
- Work with Canadian Government, Public Health Agencies, Researchers, Insurance Companies, EAPs, etc.
- Seeking research partners and collaborators in developing countries

# Canadian Healthcare Professionals Are Trained to Give Brief Interventions



- Universal Healthcare in theory standardizes care
  - Motivational Interviewing
  - Brief Interventions

- Health Care Professionals receive training in Brief Interventions
  - Physicians
  - Nurses and Nurse Practitioners
  - Some Social Workers

# Canada: Vast, Diverse, Disproportionate



## Canada

- Population: 30 million (10% of US Population)
- Population Density: 3.2 per square kilometer
- 25% of Population live in the “Golden Horseshoe” (are around Toronto)

# Ontario



- Population of 13 million (13.93 people / sq kilometer)
- Francophone population of 4.3%
- Ethnically Diverse: 34% of population have a “first language” other than English or French

# What about the Internet?



A recent general population survey found that 81% of problem drinkers in Ontario had home access to the Internet.

# Internet-Based Interventions (IBIs)

- Accessible 24/7
- Anonymous
- Standardized Treatment
- Brief (about 5-7 minutes to complete)
- Customized for special populations
- Tailored feedback
- Can easily be translated

**PublicHealth**

English(CA)

### The Check Your Drinking (CYD) Survey

The 18 question CYD survey is anonymous and has been designed to help you, your loved ones or your health care professional answer some questions about drinking. When you have finished the test you can print your [Final Report](#) or email your Final Report directly to yourself or your health care professional.

Please begin the survey by filling in the following anonymous information.

Your First name:  (to protect your privacy please only use your first name or a nickname)

You are:  male  female

Your date of birth: Year  | Month  | Day

What country do you live in?

How much do you weigh?

You are taking this test:

For yourself

For someone you know

You are just checking out the CYD test to see what the results look like

How much would you say that each drink costs you?  (example: 3.75)

**Please Note:** By clicking "Start the Survey" you acknowledge that this test is for educational purposes only and is not to be used as a substitute for a consultation or visit with your family physician or other healthcare provider.

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# Internet-Based Interventions (IBIs)

## IBI Opportunities

- High Reach
- Low Cost
- Standardized

## Delivery Mechanisms

- Facebook
- MySpace
- Mobile Phones
- Support Groups / Social Networks

## Delivery Locations

- Home / Work PC
- University Health Center
- Doctor's Office
- Emergency Room...

Welcome to the new Facebook

facebook Home Profile Friends Inbox Trevor van Merlo Settings Logout Search

alcohol Search Profile Search | Friend Finder

All Results Applications

Displaying 1 - 10 out of 17 application results for: alcohol 1 2 Next

	<p><b>Beer Mail</b> Developer: Bea Pestano and Tom Pestano Description: Love beer? Share some beers with your friends. Users: 90,746 monthly active users - 1 friend Matches: <a href="#">Application Description</a></p>	<a href="#">View Application</a>
	<p><b>Fine Wines</b> Developer: Bea Pestano and Tom Pestano Description: Love the wine? Share your love of wine to your friends. Users: 74,468 monthly active users Matches: <a href="#">Application Description</a></p>	<a href="#">View Application</a>
	<p><b>The BEER Personality Quiz</b> Developer: Shooters and Whiskey Description: Which beer are you? The quiz for those interested in beer, drinking, beer, beerpong, bars, clubs, alcohol, liquor, and you! Users: 4,056 monthly active users Matches: <a href="#">Application Description</a></p>	<a href="#">View Application</a>
	<p><b>chashica rakijce</b> Developer: Zoran Stamenovic and Ivanna Furula Description: ova se pije i' nogu i u selundi pa ka vol' izvol'! Users: 2,824 monthly active users Matches: <a href="#">Application Description</a></p>	<a href="#">View Application</a>
	<p><b>Are You a Beer or Wine Person?</b> Developer: Sandy's Quizzes Description: Take Sandy's Quizzes One of the great rivalries in history. Which team are you and beer? (Choose really versus vs challenge game love sexy quiz choose red white grape shoot shot shooter mixer drink liquor alcohol beers cocktail mixed bar drinking.) Users: 877 monthly active users Matches: <a href="#">Application Description</a></p>	<a href="#">View Application</a>
	<p><b>The Liquor Personality Quiz</b> Developer: Top Shelf Description: Which of the world's liquors are you? The quiz for those interested in drinking, bars, alcohol, liquor, beer, nightlife, fun, personality profiles, and clubs. Users: 1,032 monthly active users Matches: <a href="#">Application Description</a></p>	<a href="#">View Application</a>
	<p><b>Today's Reason To Drink</b> Developer: Brad Mills Description: Win FREE Beer, get drunk on us! Halloween Frights... Give us your best reason why you're drinking today and win! 855 monthly active users - 1 friend Matches: <a href="#">Application Description</a></p>	<a href="#">View Application</a>
	<p><b>FlyCup Challenge</b> Developer: Leung LLC Description: Yes, the drinking game. How good are you? Play against your friends in head2head or see how many times you can flip the cup as the effects of drinking try to mope you! (Sorry, alcohol not included but we wish we could have) Users: 333 monthly active users Matches: <a href="#">Application Description</a></p>	<a href="#">View Application</a>
	<p><b>St Patricks Day</b> Developer: Andrew Mills and Daniel Denning Description: Are you looking forward to the most epic, alcohol fuelled, Irish party event in the world? The St. Patricks day provides a countdown, video and photo gallery, and discussion board. Users: 301 monthly active users Matches: <a href="#">Application Description</a></p>	<a href="#">View Application</a>
	<p><b>Bad Habits</b> Developer: Socialima Description: Bad habits is a fun application that allows you to enjoy your bad habits like alcohol, coffee and ogarettes with friends without damaging your health Users: 263 monthly active users Matches: <a href="#">Application Description</a></p>	<a href="#">View Application</a>

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# Thank You

[trevor.vanmierlo@v-cc.com](mailto:trevor.vanmierlo@v-cc.com)