

# Service evaluation of alcohol identification and brief advice (IBA) direct to the public in a novel setting

Rod Watson

James Morris

John Isitt

[www.hin-southlondon.org](http://www.hin-southlondon.org)  
[@HINSouthLondon](https://twitter.com/HINSouthLondon)



# The origins of 'IBA direct': how to reach more at-risk drinkers?



- Lambeth, a London borough with approximately 300k population and estimated 50k alcohol misusers
- Efforts to assess *quality* of local ABI in Primary Care settings had not succeeded
- Little was known about the profile of alcohol misusers in a local context – could a ‘social marketing’ approach help?
- Project phase 1 & 2 identified some geographic areas and population ‘segments’ who were more likely to drink at hazardous/harmful levels
- Development funds awarded to ‘Resonant’ social marketing agency to develop and deliver a targeted intervention for those not being reached
- HIN agreed to support through process evaluation

# Developing a locally targeted approach

- Initial phases identified a key population ‘segment’ who were likely to be:
  - Aged between 18-26
  - From both lower and mid socio-economic groups i.e. social deprivation and young professional groups
  - Unlikely to have received any alcohol interventions or be aware of their drinking as ‘hazardous / harmful’
- This matched with other data including key areas with high density of licensed premises and alcohol-related crime (Clapham High Street)



# Developing 'IBA direct'

- Focus groups then conducted to understand the motivations, beliefs and environmental context that drive drinking behaviours
- Participants said they required an intervention that was **'engaging'**, but was also **credible** and **non-judgemental**.
- Development of the intervention involved target group via a 'co-creation' workshop, which identified busy public places and workplaces as the best settings to reach people
- 'Brand ambassadors' were recruited from an agency to deliver the intervention over 3 days in key locations.
- Brand Ambassadors were provided with:
  - Adapted ABI training (3 hours)
  - Resources including branded clothing, ABI materials and incentives to attract participants
  - Protocol for offering 'IBA direct' to members of the public



# 'IBA direct'



## Take the quiz

London Challenge

Tick or circle one response per question

- How often do you have a drink containing alcohol?
- How many units of alcohol do you drink on a typical day when you are drinking?
- How often have you had a drink, such as if socially, or to relax if really tired, in a public house or bar in the last year?
- How often during the last year have you found that you were not able to stop drinking once you had started?
- How often during the last year have you felt the need to cut down on your drinking because of your drinking?
- How often during the last year have you needed to get yourself going the morning to get yourself going after a heavy drinking session?
- How often during the last year have you had a feeling of guilt or remorse after drinking?
- Have you or someone else been injured as a result of your drinking?
- Is a relative or friend, doctor or other health worker been concerned about your drinking or suggested that you cut down?

Scoring system	0	1	2	3	4
Never	Monthly or less	2-4 times per month	2-3 times per week	4 or more per week	10+
Never	Less than monthly	Monthly	Weekly	Daily or almost daily	
Never	Less than monthly	Monthly	Weekly	Daily or almost daily	
Never	Less than monthly	Monthly	Weekly	Daily or almost daily	
Never	Less than monthly	Monthly	Weekly	Daily or almost daily	
Never	Less than monthly	Monthly	Weekly	Daily or almost daily	
Never	Less than monthly	Monthly	Weekly	Daily or almost daily	
Never	Less than monthly	Monthly	Weekly	Daily or almost daily	
No	No	Yes, but not in the last year	Yes, but not in the last year	Yes, during the last year	Yes, during the last year
No	No	Yes, but not in the last year	Yes, but not in the last year	Yes, during the last year	Yes, during the last year

Your total score

NHS





IBA Direct Lambeth 2015



Resonant video channel

Subscribe 1

156 views

+ Add to   ➦ Share   ... More

👍 0   🗨️ 0

## Methodology

- Mixed methods approach: qualitative and quantitative data collected

## Results

- 402 participants completed AUDIT
- Of these, 379 participants left their AUDIT data
- Of these:
  - 41% were female
  - 42% were teens/20s
- AUDIT score risk categories (n=379):
  - Lower risk = 36%
  - Increasing risk = 42%
  - Higher risk = 12%
  - Possible dependence = 10%

# Take the challenge!



## Results continued

- 61 participants completed a service evaluation questionnaire:
- 93% rated the London Challenge as 'Excellent' or 'Good'.
- 95% rated the delivery by the Brand Ambassadors as 'Excellent' or 'Good'.
- All respondents felt the setting of the project was suitable.
- 88% rated the resources as 'Excellent' or 'Good'.
- 90% stated they would participate in this service in a public setting again.

**Take the  
challenge!**

# Qualitative analysis for success of 'IBA direct'

## Key themes:

- Reciprocation – passersby were offered a 'free gift' (in this case a mocktail) which gave them a reason to stop and engage; creating the opportunity to invite them to complete a 10-question health quiz
- 'No alcohol' – the outward promotion did not refer to alcohol, based on findings that reference to alcohol was likely to discourage people engaging with the intervention
- Look and feel – the brand and design of materials, including stand, uniforms, leaflets and AUDIT questionnaire, were considered attractive and consumer friendly
- Brand ambassadors – staff were friendly, knowledgeable and professional in their approach and delivery of the project

## Conclusions

- Findings from this project indicate that alcohol IBA can be delivered by newly trained, non-health workers in a public environment such as on a high street.
- Feedback from participants in the project was exceedingly positive; very little feedback of a negative nature and no complaints at all were received.
- Key facilitators included: ‘branding’ and ‘incentives’.
- The pilot has demonstrated IBA Direct to be feasible and acceptable.

**Take the  
challenge!**

**Take the  
challenge!**

A copy of the full report can be downloaded here:

[www.hin-southlondon.org/resources/IBA-direct-service-evaluation%20](http://www.hin-southlondon.org/resources/IBA-direct-service-evaluation%20)