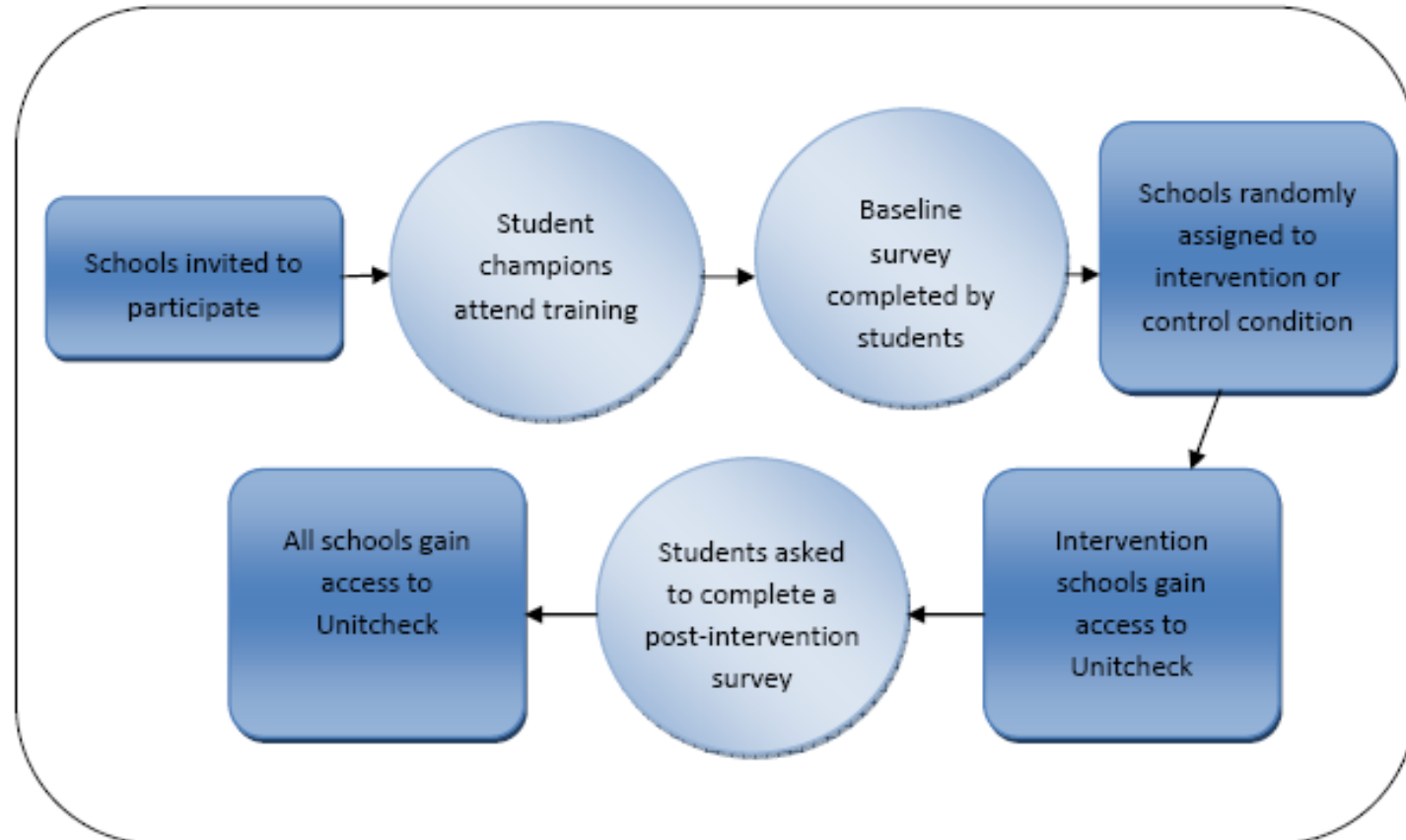


Can a web-based intervention moderate alcohol use?

Investigating the alcohol related behaviour of Sixth Form students

Bewick, B.M., Mulhern, B, and Hill, A.J.
SSA November 2009







Baseline survey

- ▶ 20 schools, n=870 students
- ▶ 50% female
- ▶ 82% White/White British
9% Asian/Asian British
- ▶ 68% Year 12
- ▶ Mean age 16.6 years

- ▶ Majority of students reported having their first drink in their early teens

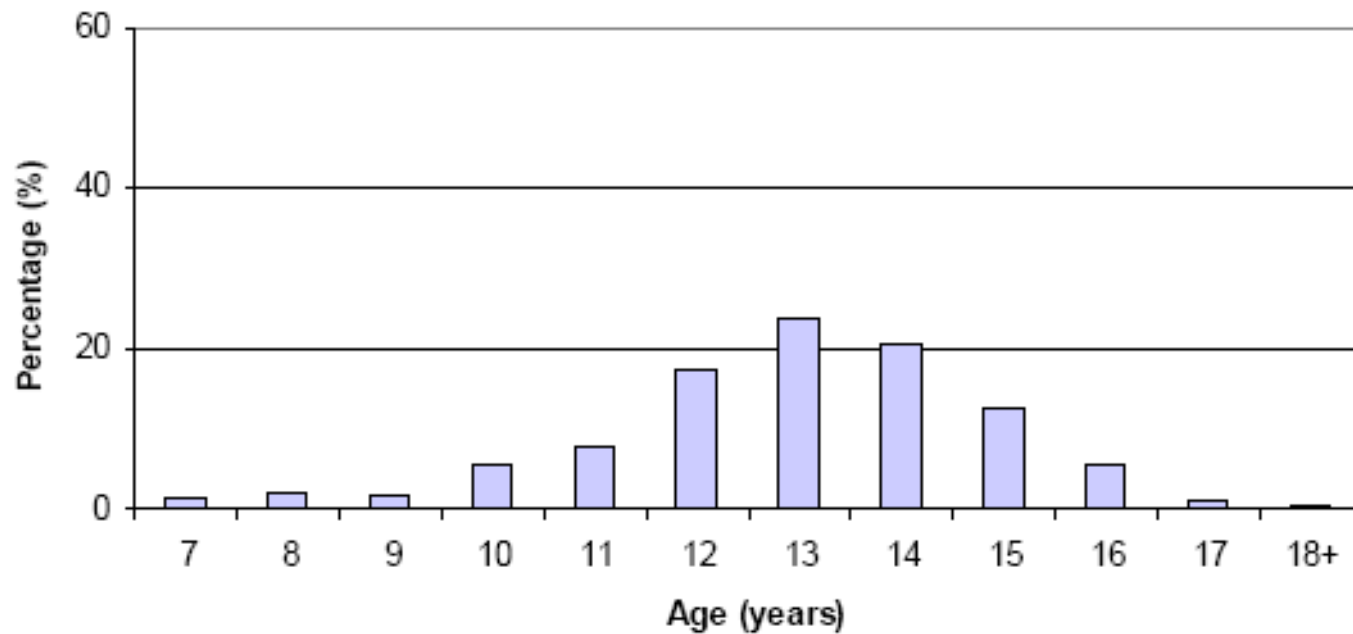


Figure 2: Age of first whole alcoholic drink

Table 2: Students' reported frequency of drinking alcohol

	Male n=340		Female n=501		Total n=841*		
	n	(%)	n	(%)	n	%	
Never consumed alcohol	43	(13)	51	(10)	94	(11)	14%
No longer consume alcohol	10	(3)	18	(4)	28	(3)	
Once a month or less	87	(26)	158	(32)	245	(29)	
About once a fortnight	51	(15)	108	(22)	159	(19)	
Once or twice a week	144	(42)	159	(32)	303	(36)	37%
Daily or almost daily	5	(1)	7	(1)	12	(1)	

* only includes those participants who gave their gender

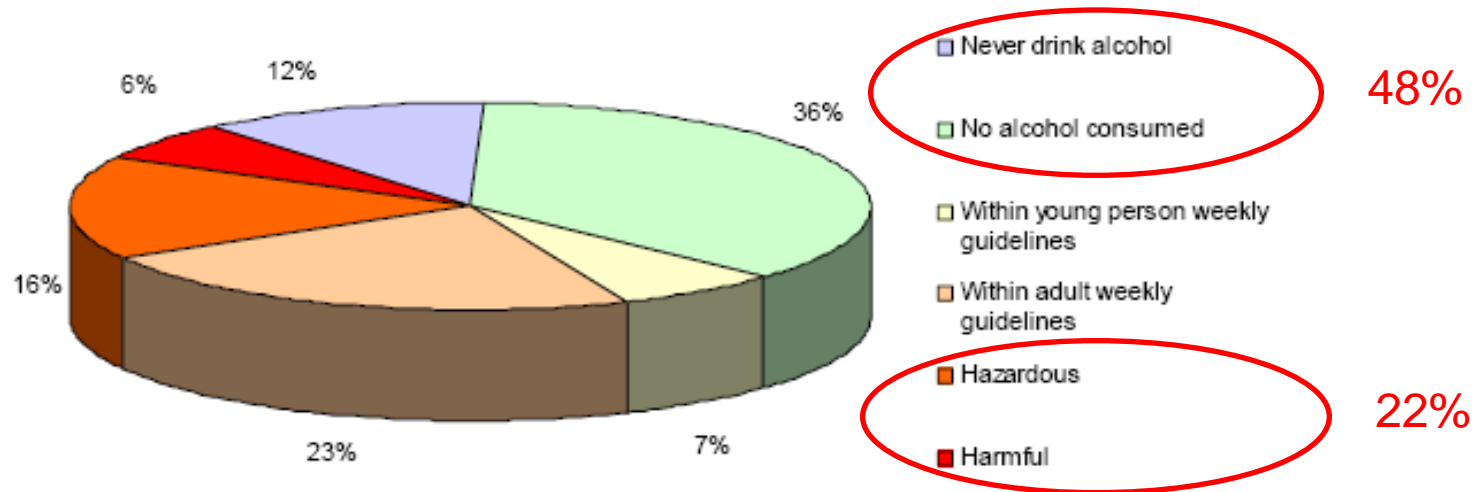


Figure 4: Level of alcohol consumption over the last week

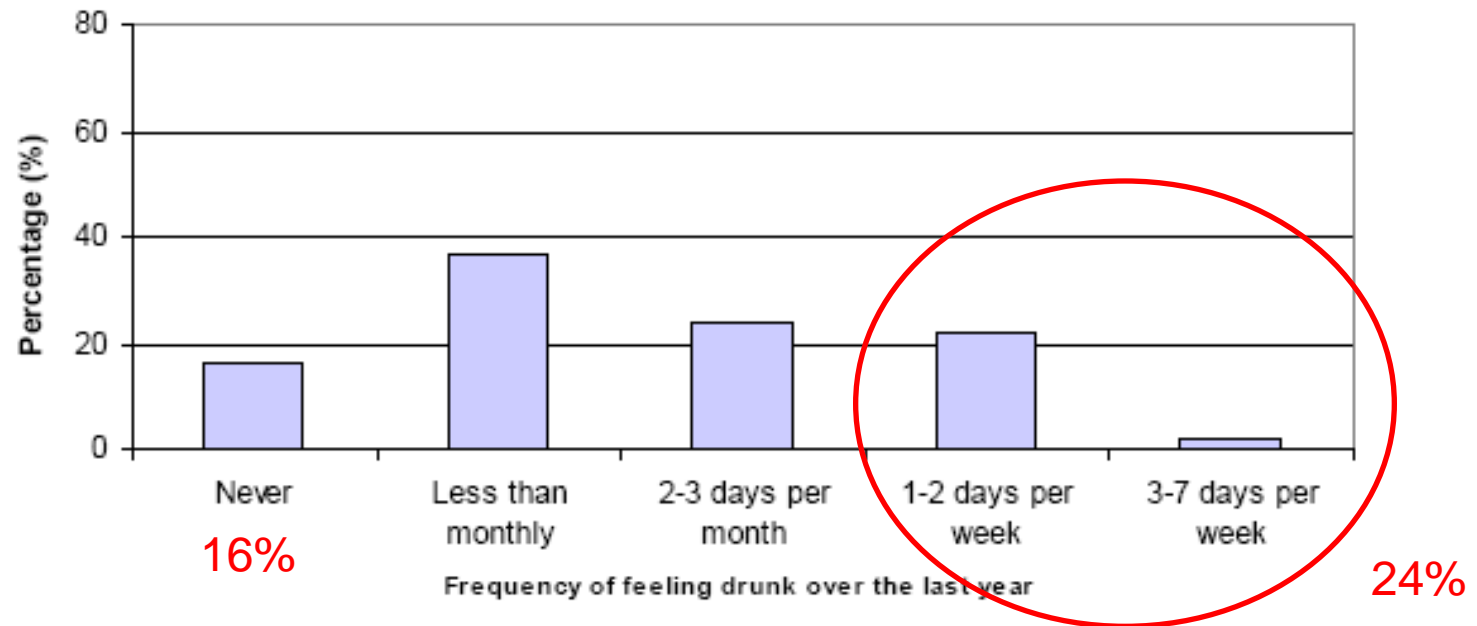


Figure 5: Reported frequency of feeling drunk during the last year for those students who are current consumers of alcohol

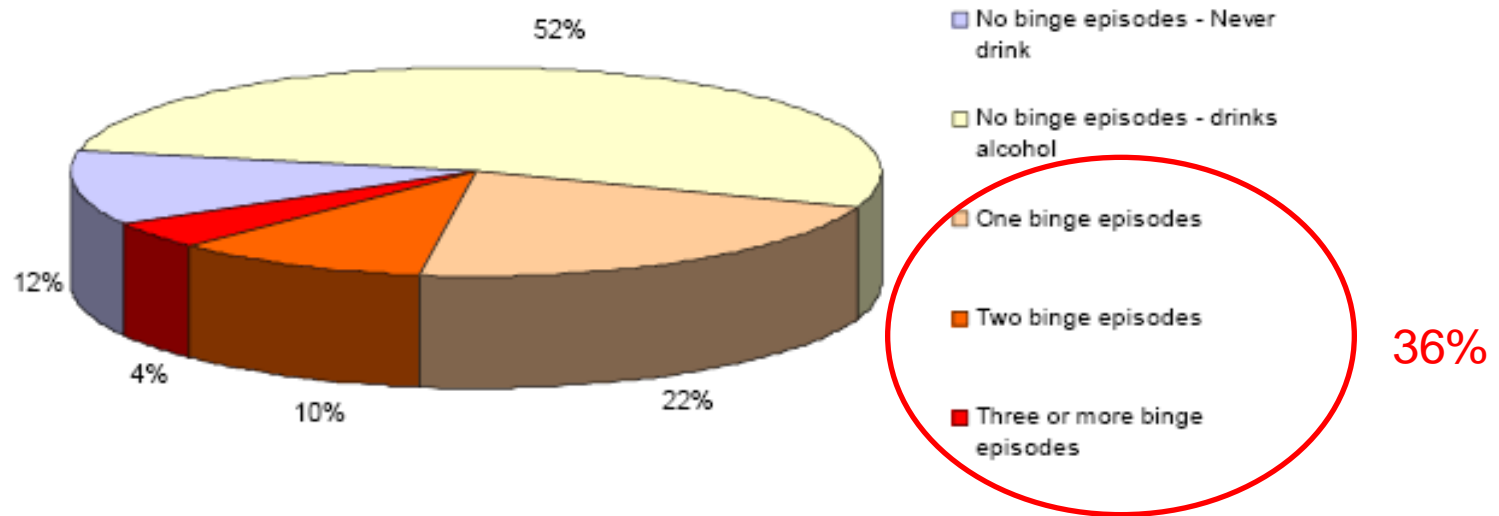


Figure 7: Number of adult binge drinking episodes (i.e. 6 or more units for females/ 8 or more units for males) reported in the last week

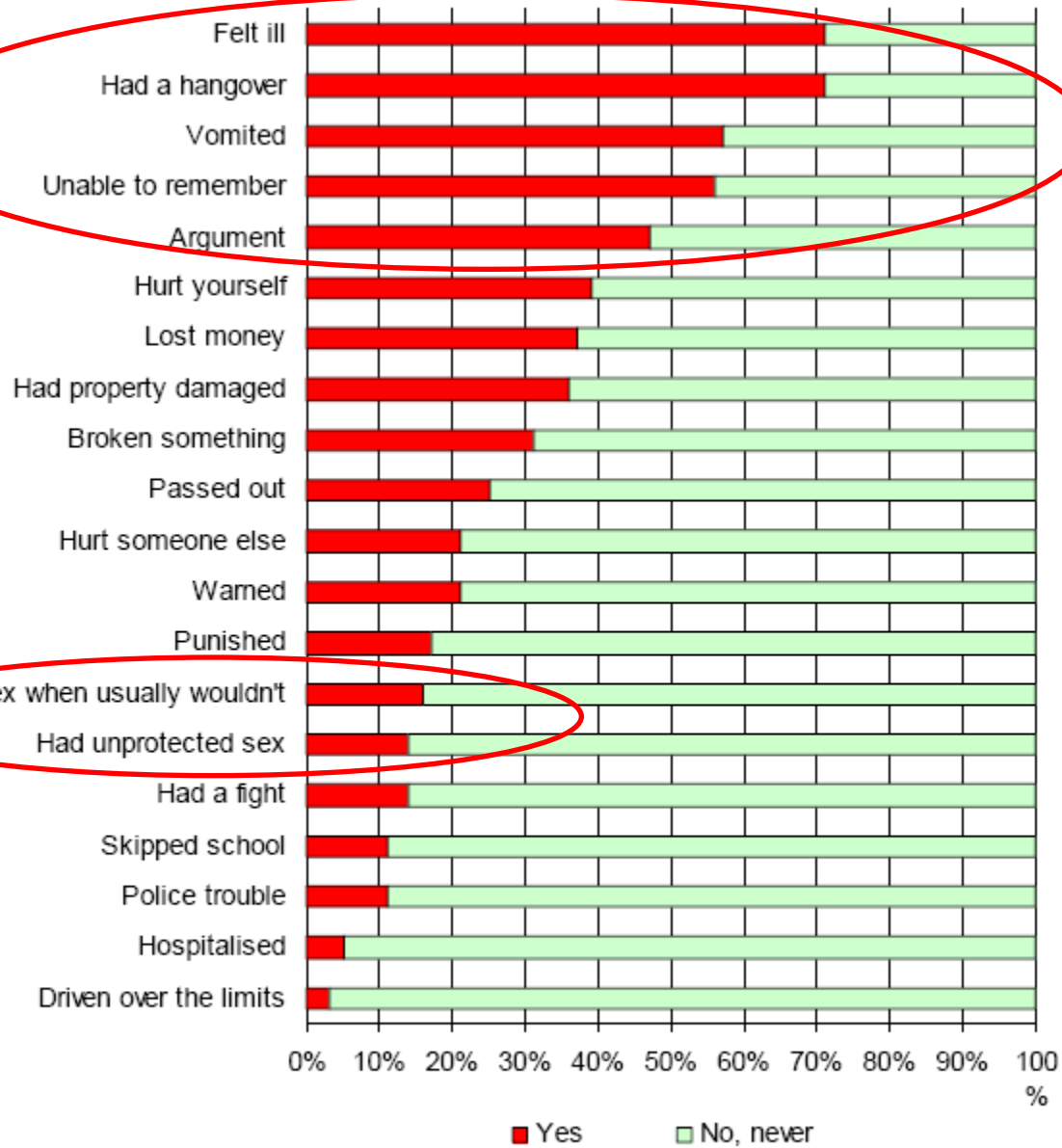


Figure 9: Reported lifetime experience of alcohol related consequences for students who currently drink alcohol

Drinking at hazardous/harmful weekly levels?



- ▶ Four times as likely to:
 - ▶ Had a fight
 - ▶ Skipped school

- ▶ Three times as likely to:
 - ▶ Driven over the limit
 - ▶ Been hospitalised because of their drinking
 - ▶ Been in trouble with the police
 - ▶ Had sex when ordinarily wouldn't

- ▶ Twice as likely to:
 - ▶ Have had unprotected sex

Could a web-based approach work?





Unitcheck: Personalised feedback

- ▶ Alcohol consumption
 - Units consumed per week
 - Number of alcohol free days
 - Binge drinking behaviour

- ▶ Social norms
 - The percentage of students who drink less than them
 - Perceived negative effects of alcohol perceived by other students who consume a similar amount of alcohol.

- ▶ Information on support services



Unitcheck - Microsoft Internet Explorer


File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites Media Print Copy Paste

Google G student drinking Go Bookmarks 712 blocked Check AutoLink AutoFill Send to Settings

Search the Web Search Address http://www.unitcheck.co.uk/

You are not logged in



HOME
ABOUT UNITCHECK
CONTACT US
FAQs

Already registered?

Email:

Password:

[Forgotten your password?](#)

login >

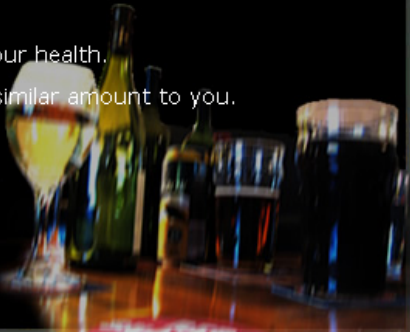
Do you know how much other students drink?

- ▶ See how many units are in the alcohol you drink.
- ▶ Check if the amount you're drinking is risky for your health.
- ▶ See how many other university students drink a similar amount to you.

Enter the email address you provided when you recently completed the Unitcheck student alcohol consumption questionnaire.

register >

[Forgotten which email address you used?](#)



What if I don't drink?

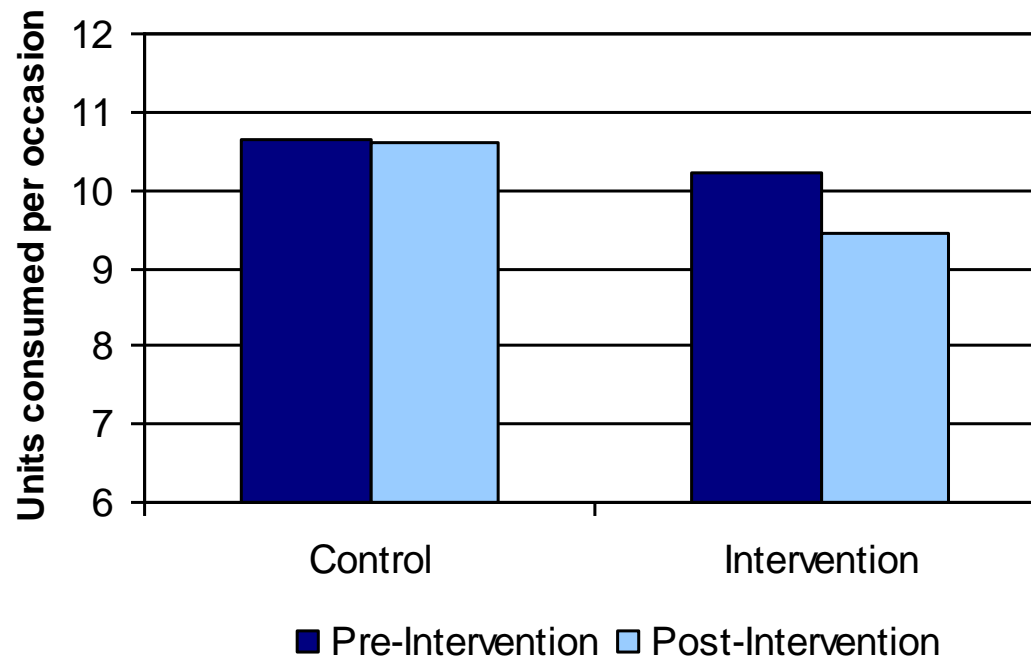
We know that not all students drink alcohol. Students who don't drink form an important part of the student body. This site also provides information to students who don't drink so even if you don't consume alcohol please log on.

How safe is my information?

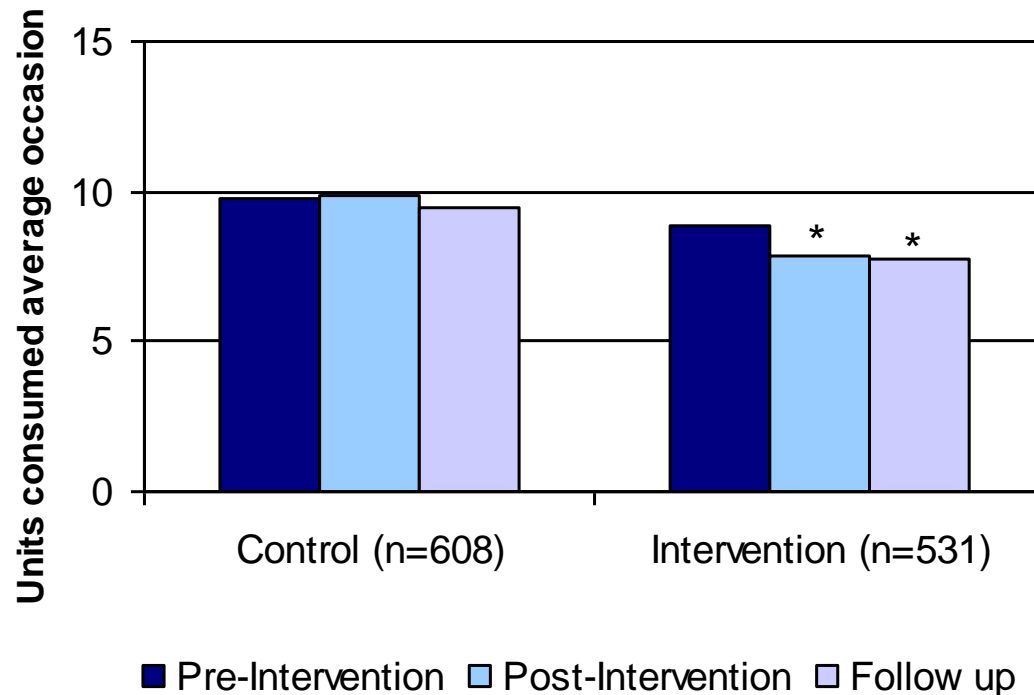
All information you provide is stored safely and securely. The questions do not take less to complete. The

Local intranet

Unitcheck: Trial 1 University of Leeds



Unitcheck: Trial 2 University of Leeds



Could a social norms approach work with Sixth Form students?



Most VHS students support their friends' healthy choices... and 3 out of 4 VHS students choose to be alcohol free!

THE CHOICE IS YOURS

© 2008 VHS
N01170 VHS Teen Norms Survey, Oct. 2008 - Funding provided by the Stroke Dept. of Human Services, VHS, DPH, and Digital Graphics. For more information email vhsnorms@msd.com

© Lake County Health Department

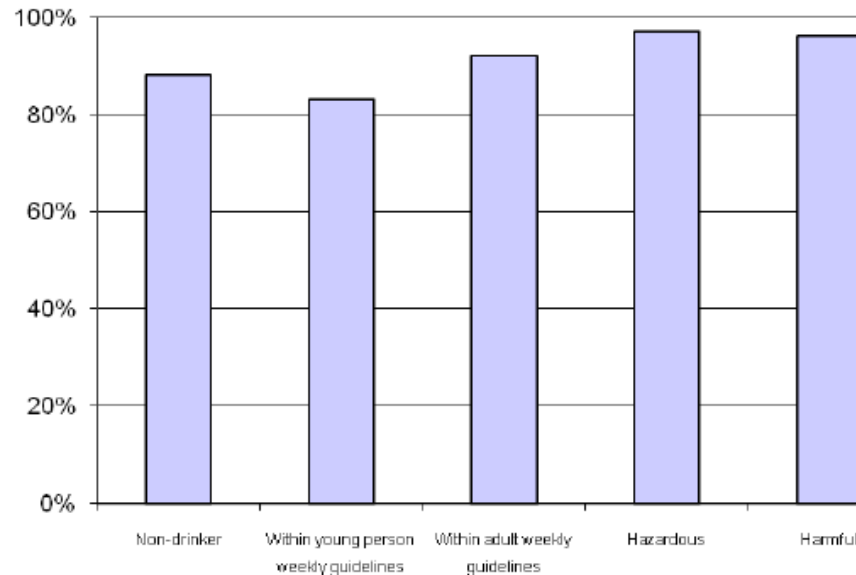


4 out of 5 Everglades students prefer not to drink alcohol when they hang out with friends.



Know what you stand for.

Survey results - 3258 Everglades High School students, May 20, 2005 ©



- ▶ 1 in 3 believe most students get drunk at least once a week
- ▶ 24% of students actually reported getting drunk at least weekly

Figure 15: Percentage of students who believe that 'most' or 'all' of their friends consume alcohol.

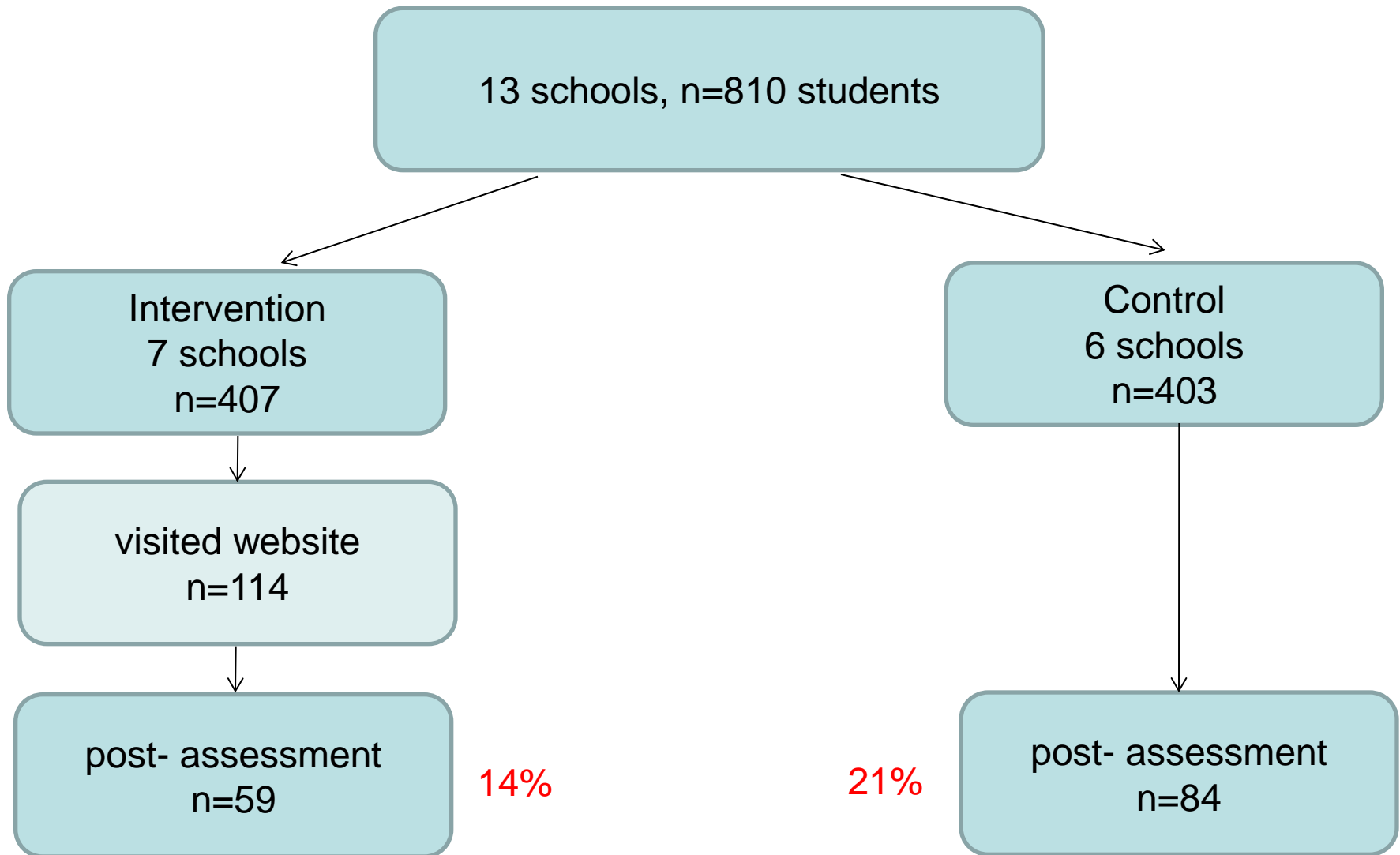


Table 5: Proportion of students using Unitcheck who score within each of the AUDIT categories category

AUDIT score	Definition and advice	n (%)
0 or non-drinker		50 (30%)
1-7	Normal range (adults)	54 (36%)
8-15	Medium range of alcohol problems: Simple advice focused on the reduction of hazardous drinking	35 (23%)
16-19	High level of alcohol problems: Brief counselling and continued monitoring	5 (3%)
20+	High level of alcohol problems: Further diagnostic evaluation for alcohol problems	8 (5%)

31%

Table 6: Units consumed and per occasion (previous week)

	Control		Intervention		Total	
	n=403		n=407		n=810	
	M	(SD)	M	(SD)	M	(SD)
<i>Units consumed</i>						
Initial survey	10.28	(17.71)	12.17	(23.94)	11.23	(21.08)
Post-intervention survey	10.04	(17.51)	10.61	(21.33)	10.32	(19.51)
	No sig diff		sig diff			
<i>Units consumed per occasion</i>						
Initial survey	4.90	(6.90)	5.97	(9.06)	5.44	(8.07)
Post-intervention survey	4.79	(6.71)	5.16	(8.40)	4.97	(7.61)

p<0.01

p=0.03
No sig effect of condition



Conclusions

- ▶ Students' overestimation of the peer's level of drinking offers one avenue to modify consumption.
- ▶ Web-based interventions may be effective in modifying behaviour of Sixth Form students.
- ▶ Further research is required to increase intervention engagement and counter the high attrition rate observed.

unitcheck

What does Unitcheck do?

See how many units are in the alcohol you drink.

Check if the amount you're drinking is risky for your health.

See how many people drink a similar amount to you.

[register](#)



- Log In
- About
- FAQ
- Contact

What if I don't drink?

We know that not all people drink alcohol. This site also provides information to those who don't drink so even if you don't consume alcohol please log on.

How safe is my information?

All information you provide is stored safely and securely. The questions do not take long to complete. The questionnaire is anonymous and confidentiality is assured.



Thanks for listening



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