

# EFFECT EVALUATION OF THE ONE-MONTH- ABSTINENCE CAMPAIGN 'TOURNÉE MINÉRALE'

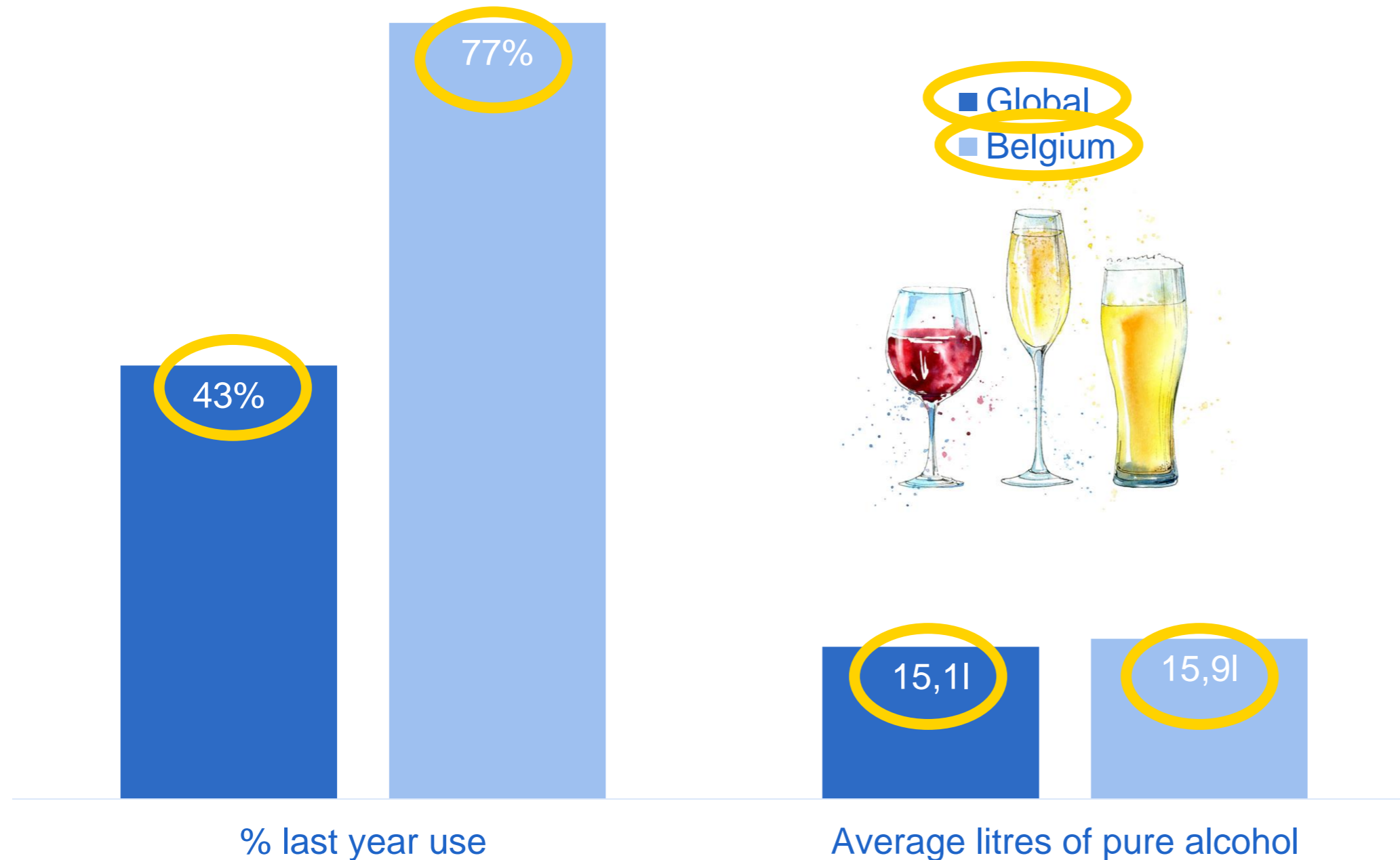
Annelies Thienpondt

Acknowledgments: Jelle Van Cauwenberg, Joris Van Damme, Gera Nagelhout & Benedicte Deforche

# BACKGROUND

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# ALCOHOL CONSUMPTION



14% >>10 glasses/week

32,2% binge drink monthly

# PUBLIC HEALTH INTERVENTIONS

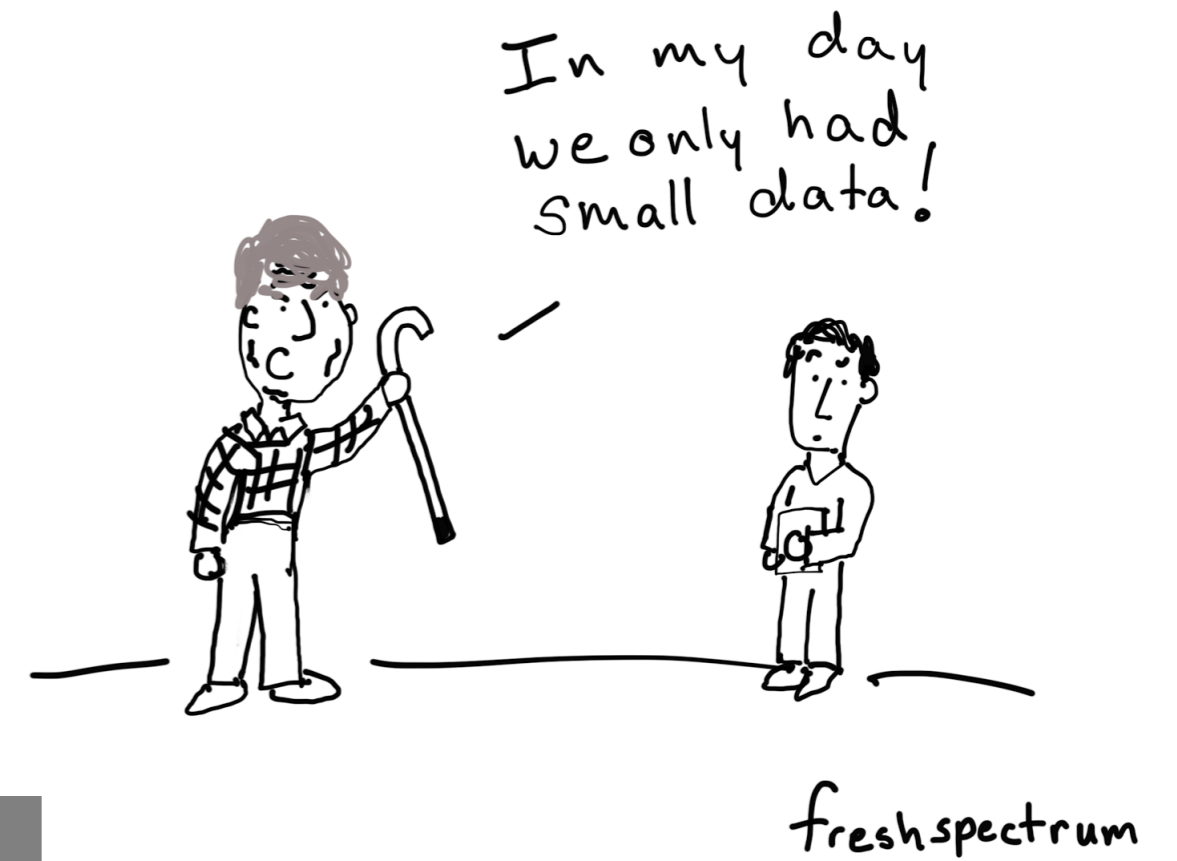


Temporary abstinence campaigns (TAC)



# EFFECT EVALUATIONS OF TAC

- Methodological shortcomings
  - Control group
  - Baseline measurements
  - Sample size
- Relevant determinants of alcohol consumption
- Moderating effects
  - Sex
  - Age
  - Education level
  - LTA



# AIMS





# AIMS

1. Effects of TMC on (excessive) alcohol consumption
2. Moderating effect of sex, age, education and LTA
3. Effects of TMC on determinants of alcohol consumption

[www.tourneeminerale.be](http://www.tourneeminerale.be)



EEN INITIATIEF VAN  
**dedruglijn**

MET DE STEUN VAN  
**Vlaanderen**

V.U. Paul Van Doorslaer, Vlaams expertisecentrum Alcohol en andere Drugs (VAD)  
Vlaanderenlaan 11, 1000 Brussel



# METHOD

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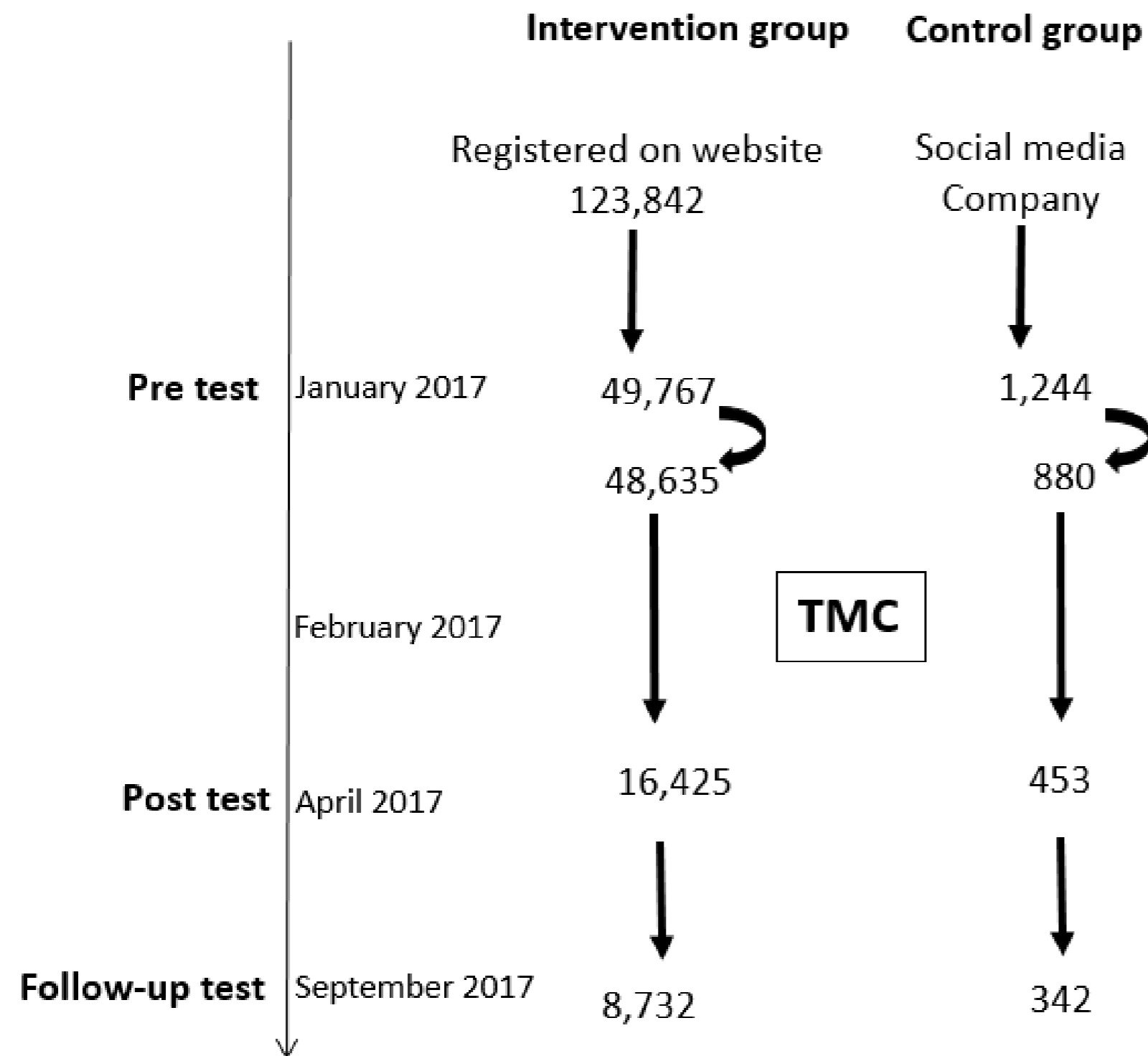
# TMC MATERIALS AND DETERMINANTS

Practical application	Targeted psychosocial determinant(s)
Participants were <b>challenged to abstain from alcohol</b> for one month	Habit Self-efficacy
Participants could <b>register on TMC website</b> (as individual or in group) and share the participation online	Habit Self-efficacy Social support
An overview of possible <b>health benefits</b> of not drinking alcohol were shared: feeling fitter, having a better skin, sleeping better, losing weight, saving money and not having a hangover.	Attitude Knowledge Perceived benefits
An overview of <b>alternatives for alcoholic beverages</b> (such as Mocktails) were shared	Attitude Knowledge Perceived benefits Perceived barriers Self-efficacy
Participants could calculate how much <b>weight</b> they could lose and <b>money</b> they could save with abstaining from alcohol with the ' <b>Alcohol calculator</b> '	Attitude Awareness Knowledge Perceived benefits Risk perception

# TMC MATERIALS AND DETERMINANTS

Practical application	Targeted psychosocial determinant(s)
<p><b>Good practice stories</b> (other persons telling how to break drinking habits) and information about habitual drinking were shared</p>	<p>Awareness Risk perception Self-efficacy Social support</p>
<p>Participants could weekly claim an <b>online sober 'badge'</b> for completing the abstinence challenge (four badges in total)</p>	<p>Attitude Self-efficacy</p>
<p>Social <b>events</b> (e.g. parties) could indicate that they <b>support TMC</b></p>	<p>Self-efficacy Social norm Social support</p>
<p><b>Wristband</b> and <b>pins</b> of TMC were</p>	<p>Self-efficacy Social influence Social support</p>
<p>Participants <b>weekly</b> received <b>motivational messages</b> to complete the abstinence challenge</p>	<p>Attitude Self-efficacy</p>

# METHOD



## Online questionnaire

- Personal characteristics
- Alcohol consumption
  - High risk use
- Binge drink behaviour
- Determinants of alcohol

Pre post nonrandomized control group design

Repeated measures Ancova's  
McNemar test

# RESULTS

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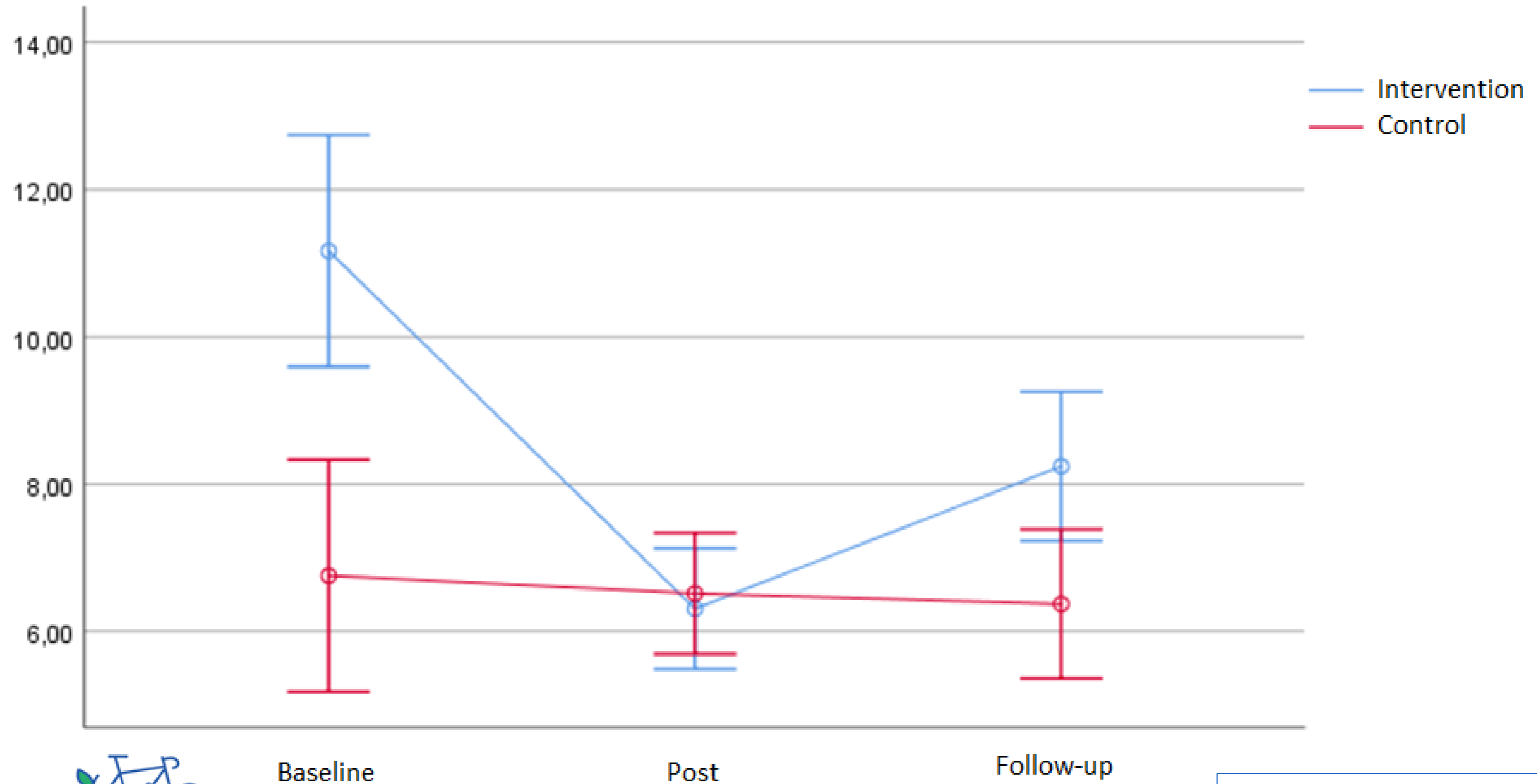
# RESULTS

Baseline characteristics	Intervention	Control	Comparison between groups	
			t / chi <sup>2</sup>	p
Age (M ± SD)	48.4 ± 12.7	42.9 ± 14.3	7.7	<0.001
% men	38.0%	37.7%	0.0	0.91
% high education level	70.3%	80.7%	17.1	<0.001
% working	76.8%	79.2%	1.1	0.29
% high general health	80.0%	86.8%	9.7	<0.01
% past membership	71.9%	80.1%	11.1	<0.01
% current membership	52.8%	62.9%	13.3	<0.001
Alcohol consumption/week (M ± SD)	11.0 ± 13.9	6.1 ± 12.7	6.4	<0.001
% high-risk alcohol users	35.5%	14.6%	63.6	<0.001
% binge drinkers	59.2%	42.5%	33.4	<0.001



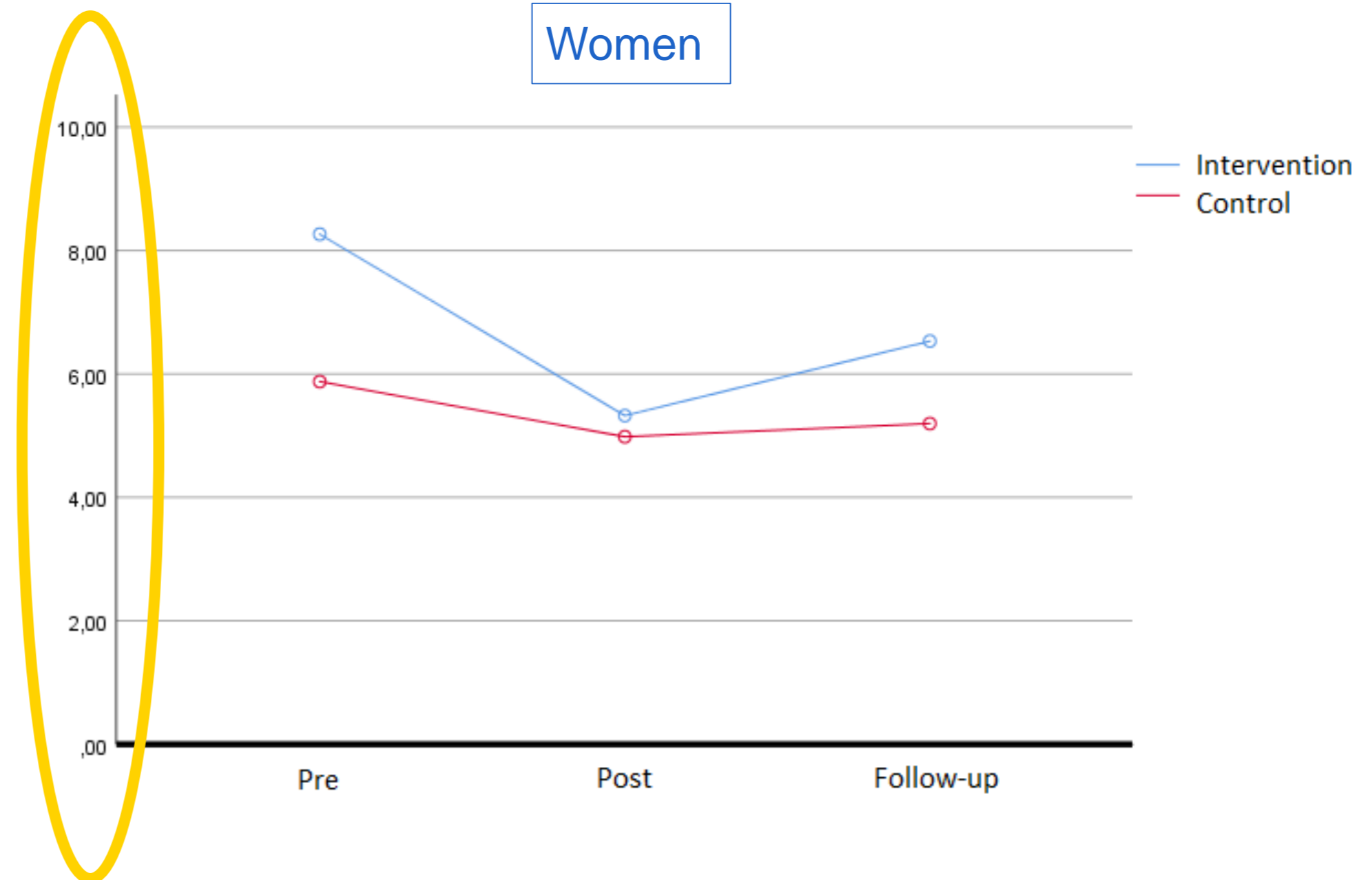
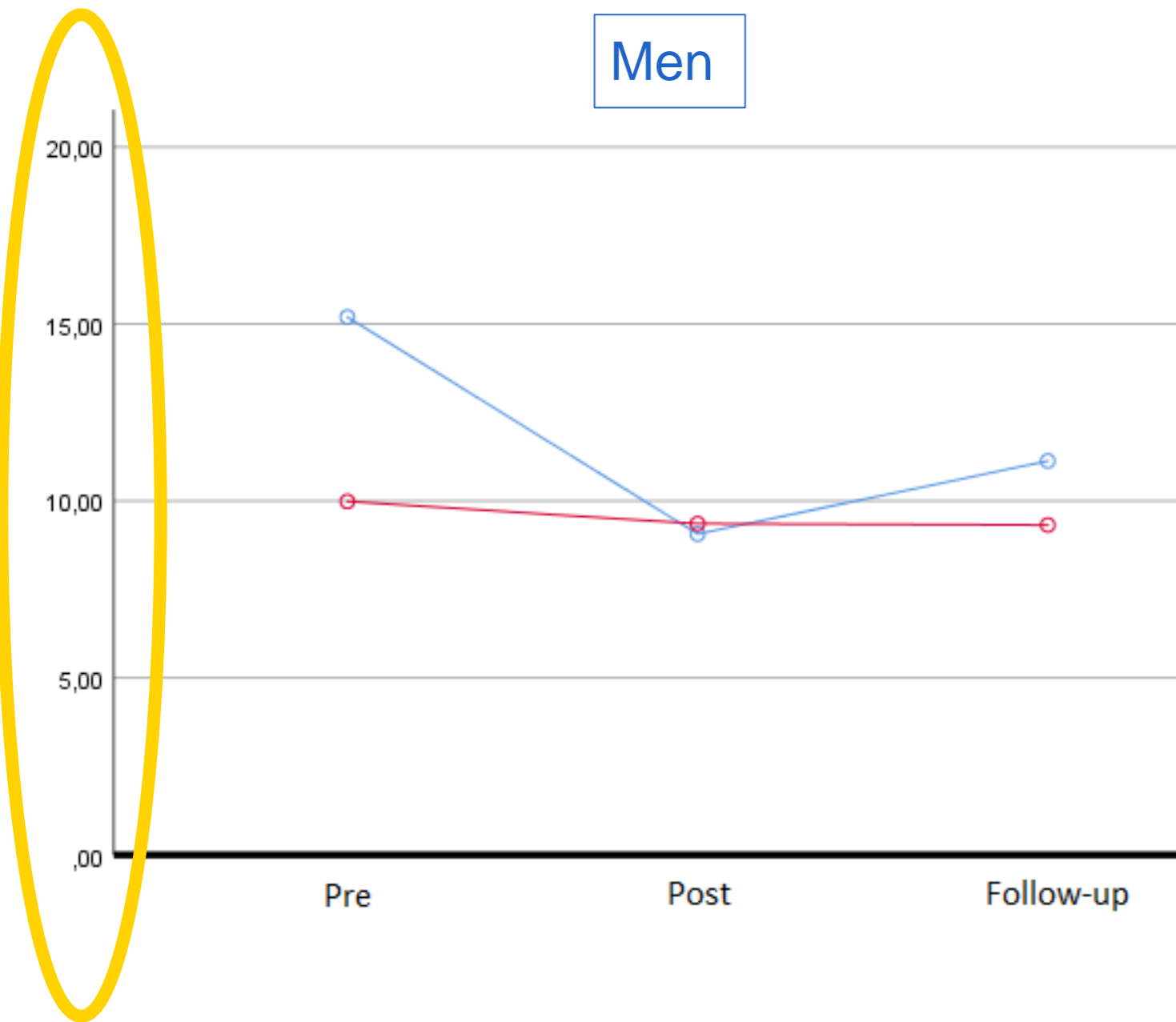
# EFFECT TMC ON ALCOHOL CONSUMPTION

Average glasses a week over time



F=15.9, p<0,001

# EFFECT TMC MODERATED BY SEX



Group\*time\*sex:  $F=5.5, p<0,01$

Group\*time for men:  $F=10.1, p<0,001$ ; for women:  $F=6.3, p<0,01$

# EFFECT ON HIGH RISK USE AND BINGE DRINKING

High risk use	Baseline	Follow-up
Intervention	37.1%	26.9%*
Control	14.6%	17.6%

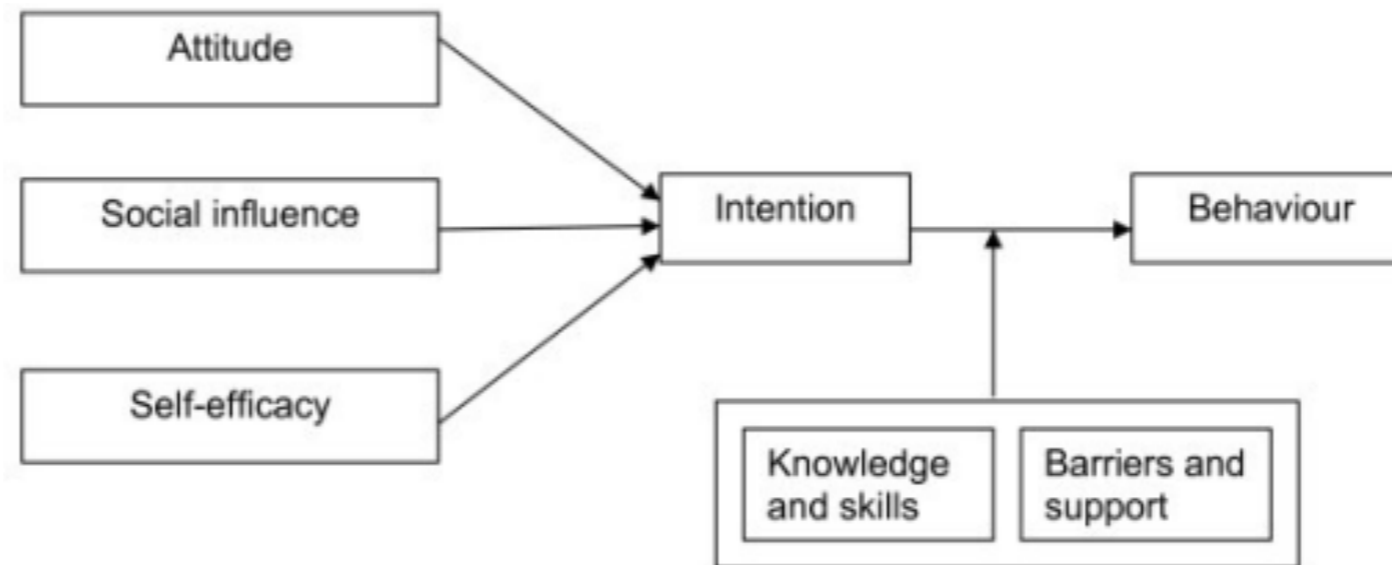
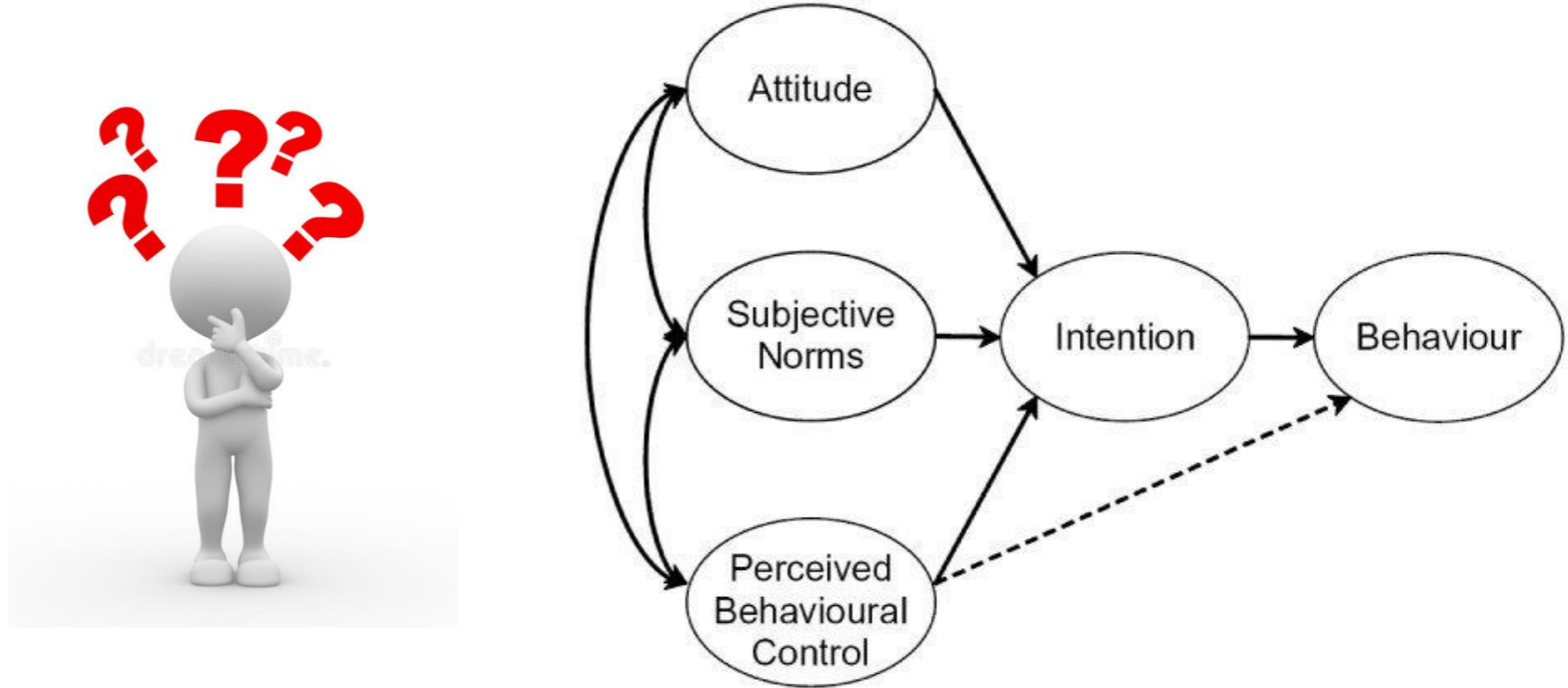
\* p<0,001

Binge drink	Baseline	Follow-up
Intervention	57,3%	45,0%*
Control	42,5%	41,3%

\* p<0,001

# EFFECT OF TMC ON DETERMINANTS

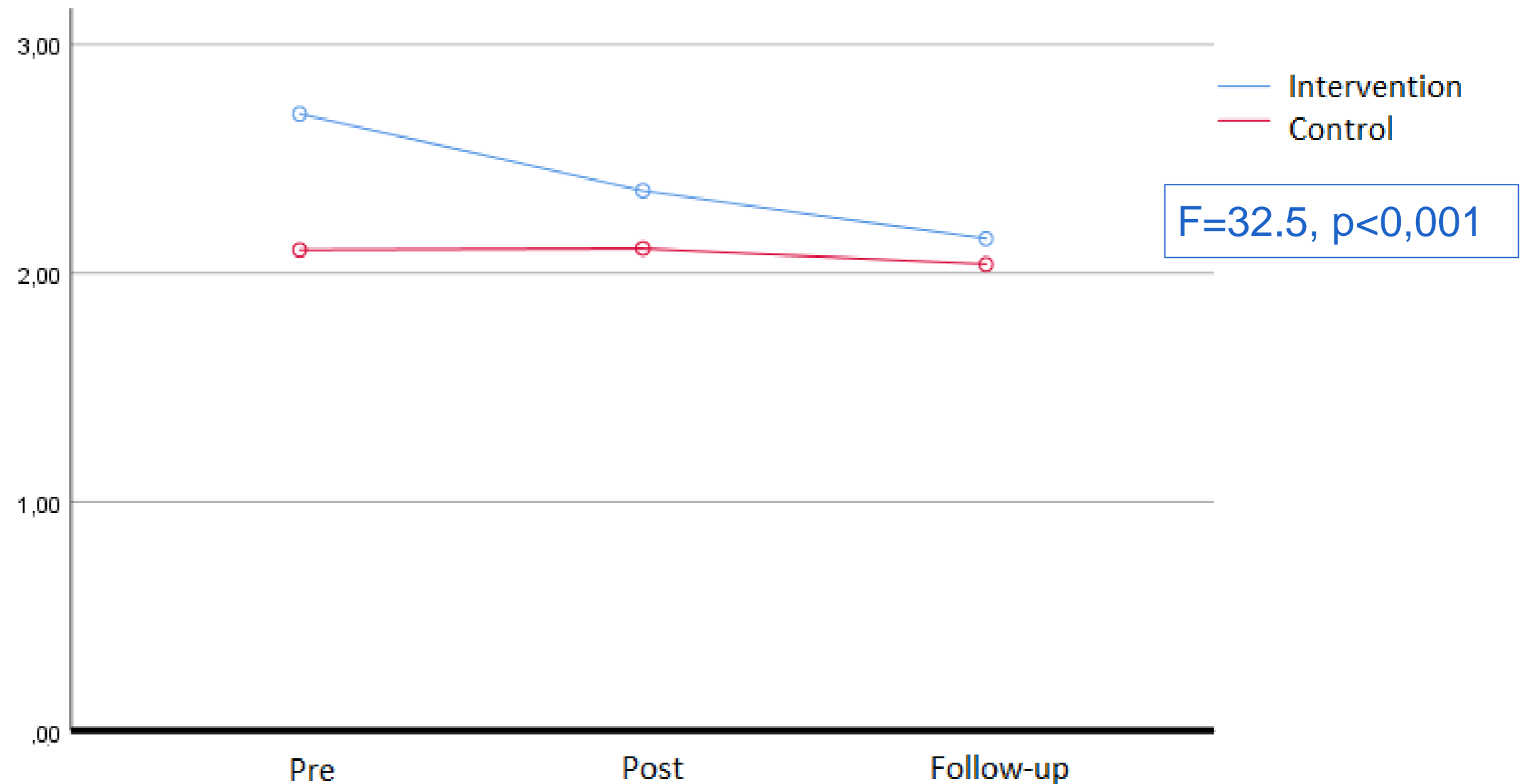
- Attitude
- Benefits of not drinking alcohol
- Subjective norm
  - To drink more
  - To drink less
- Social influence
  - Supportive
  - Non-supportive
- Self efficacy
  - Emotional
  - Usual
  - Social
- Habit



# EFFECT OF TMC ON DETERMINANTS

Drinking alcohol without thinking about it

- Attitude
- Benefits of not drinking alcohol
- Subjective norm
  - To drink more
  - To drink less
- Social influence
  - Supportive
  - Non-supportive
- Self efficacy
  - Emotional
  - Usual
  - Social
- **Habit**



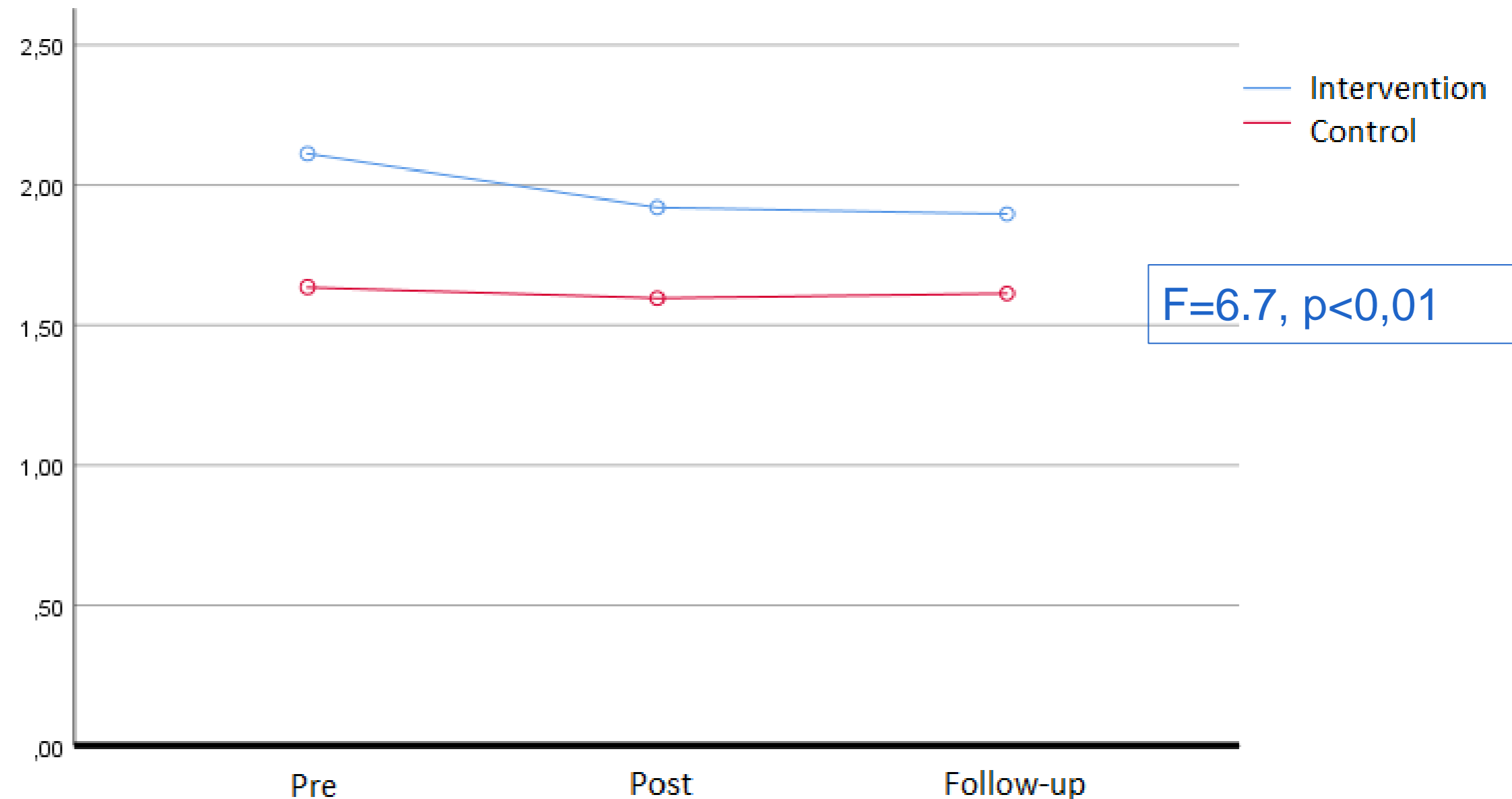
Scale from 1 'completely disagree' to 5 'completely agree'



# EFFECT ON DETERMINANTS

- Attitude
- Benefits of not drinking alcohol
- Subjective norm
  - To drink more
  - **To drink less**
- Social influence
  - Supportive
  - Non-supportive
- Self efficacy
  - Emotional
  - Usual
  - Social
- Habit

Belief that social environment wants you to drink less alcohol

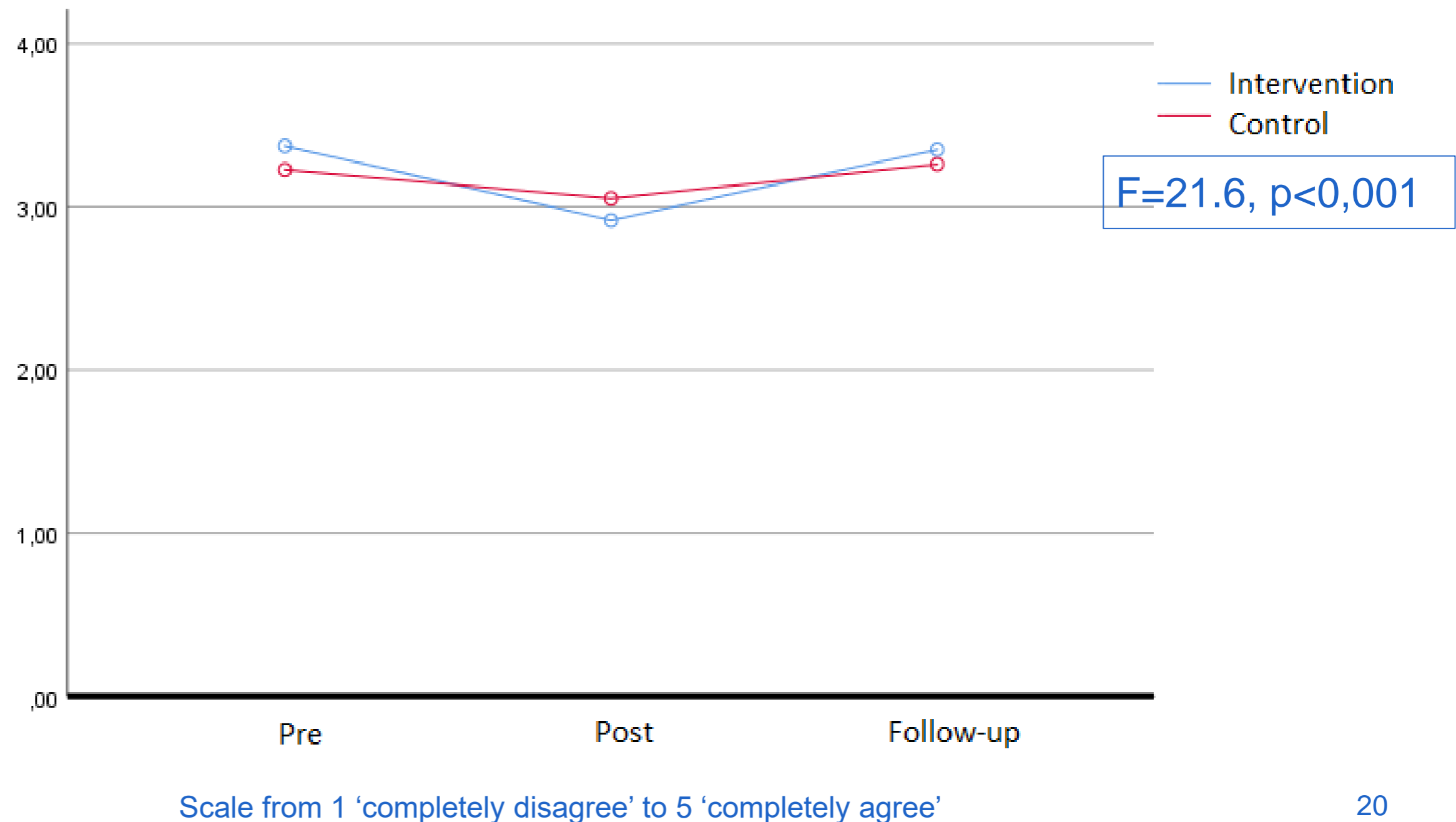


Scale from 1 'completely disagree' to 5 'completely agree'

# EFFECT OF TMC ON DETERMINANTS

- Attitude
- **Benefits of not drinking alcohol**
- Subjective norm
  - To drink more
  - To drink less
- Social influence
  - Supportive
  - Non-supportive
- Self efficacy
  - Emotional
  - Usual
  - Social
- Habit

Feeling fitter, having a better skin, sleeping better, losing weight, saving money and not having a hangover



# CONCLUSION

- Temporary abstinence campaign TMC
  - Short and mid-long intervention effects
  - Men
  - Determinants
- Effective strategy (heavier drinkers)
- Long term?
- Process evaluation



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## **Conflict of interest**

-There is no conflict of interest

## **Funding sources**

-There are no funding sources

 @HealthUGent