

**Outcomes, cost and utilisation of a web-based intervention for reducing alcohol consumption in hazardous/harmful drinkers:
Early findings from an evaluation**

Dr Ciara Close
Centre of Public Health, QUB

Alcohol misuse in NI

Alcohol misuse generates overall economic costs around £900m per annum in Northern Ireland

- The cost to the health service is £250m annually
- Employers-absenteeism is £47 million
- Fire and Police Services £223.6m
- Courts and Prisons £83.8m
- The wider economy £201.7m

Alcohol misuse in NI & the health service

- 217,000 adults exceed daily alcohol recommendations
- 4000 admissions to hospital with an alcohol related diagnosis each year
- 8 out of 10 attendees to A&E at the weekend are alcohol related

The importance of early intervention

- Treatment rates for alcohol-related disorders may be as low as 15% (Cohen, 2007)
- Often, treatment is accessed only after alcohol dependence has developed or after many years of alcohol abuse (Chapman et al. 2015)
- Behaviour change is more likely to occur when tackled early (NICE, 2010)
- NICE (2010) recommends the use of interventions that lead people to become aware at an early stage about the potential risks of drinking and about the harm that may be caused by misusing alcohol

Web interventions for alcohol misuse

Common barriers / issues with face to face treatment	How web interventions can overcome these?
Embarrassment/ fear of stigma	Offers anonymity
Time of appointments usually during work hours 9-5am	Comfort of access at a desired time
Restriction on number of sessions due to high costs of face to face appointments	Cheap to administer and no restriction on the amount of help

What is Alcohol and You?



Aim: “ To reduce alcohol related harm by helping hazardous/ harmful drinkers and their family members”

Partners: The South Eastern Trust, ASCERT, Addiction NI and FASA working together to reduce alcohol related harm

Funder: Big Lottery 2012-2016, with possible extension to 2017



Alcohol and You NI

The screenshot shows a web browser window with the URL www.alcoholandyouni.com. The browser's address bar and tabs are visible at the top. The website's navigation menu includes: HOME, ALCOHOL, ALCOHOL & YOUR HEALTH, ALCOHOL & YOUR FAMILY, RESOURCES, NEWS, and MY ALCOHOL & YOU - HELP YOURSELF. There are links for "Login" and "Register".

The main content area features the logo "ALCOHOL and you" with the tagline "LET'S OVERCOME ALCOHOL TOGETHER." Below the logo is a large banner for the "Family Intervention Service". The banner includes the phone number "Call us on: 0800 245 123" and a "Click for more info" button. The banner image shows a man in a dark shirt looking towards the camera.

At the bottom of the page, there are four service tiles, each with a glass icon:

- Alcohol And Youth
- Alcohol And Your Baby
- Alcohol And Your Health
- Alcohol And You - self help

The browser's taskbar at the bottom shows various application icons and the system clock displaying 13:10 on 13/05/2016.

Methods to evaluate -AAYNI

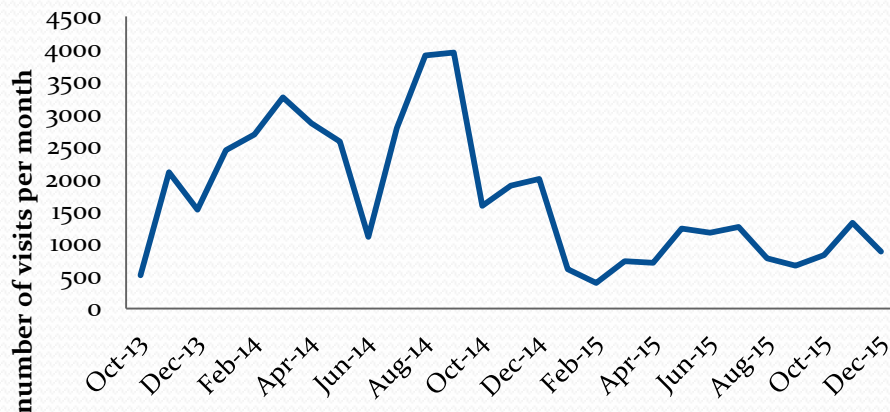
Data gathered on:

- Utilisation
- Cost
- Demographic and alcohol consumption(where available)
- Impact (questionnaire appeared on exit of website)

Findings: Utilisation

- 36,833 visitors (2013-present)
- Most (71%) were from UK
- Most visited webpages “What is a Unit?”
- Least visited webpages “Alcohol and pregnancy”
- Approx. 2000 visitors per month

Line chart showing changes in monthly visits to AAYNI



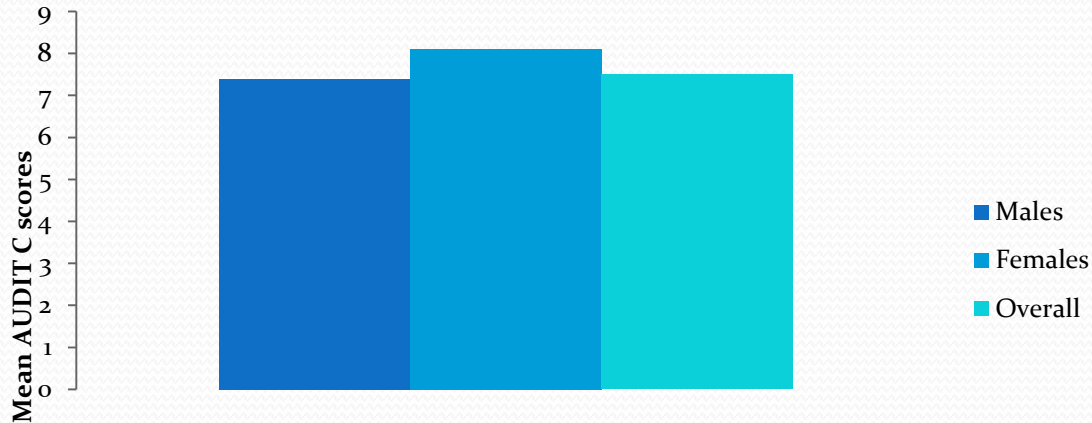
Findings: cost

- £8 k to plan, develop, design and maintain in year 1
- £1200 maintenance fee per year to update and change elements of the site.
- Total AAYNI=£0.35 per person visit
- Counselling= £54 per appointment
- 6 counselling appointments=£324 versus 6 visits
AAYNI=£2.10

Findings: AUDIT C

- 1108 completed entries
- 54% female; average age 35

Mean AUDIT C scores for Alcohol and You Screening Users (n=1108)



Findings: Self-help users

- Lifetime total accounts: **5567**
- Lifetime average age: **36**
- Lifetime Male %: **46**
- Lifetime Female %: **54**

Findings: Outcomes (n=40)

- Usefulness of the website= 69% found it useful
- Reduce drinking=44% felt the website would reduce their drinking
- Think more about their drinking=57%
- Use the website again=71%
- Would recommend the website to a friend if I was concerned about their drinking= 77%

What do the findings mean?

- Web-interventions may engage harmful drinkers earlier than face to face counselling
- AAYNI is being used by the target audience
- Alcohol web-interventions are popular
- Ability to target the whole population
- May be more cost effective than face-to face treatment

The future

- Gain more feedback
- Possible cost effective analysis
- Publish findings in academic journals

Thanks for listening

Questions?