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 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

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