

**Improved online
personalized assessment
and feedback for problem
drinkers?**

The Issue



- ⌘ Most problem drinkers will never seek help
 - ☑ Estimates of treated to untreated range from 1:3 to 1:10
- ⌘ Can treatment tools be taken to problem drinkers rather than making problem drinkers come to treatment?
- ⌘ The Internet as one option

Why the Internet?



⌘ Brief self-help interventions well suited to the Internet

⌘ Problem drinkers (AUDIT 8 or more):

☑ 86% accessed the Internet

☑ 75% had home access to the Internet

☒ Adult population, Ontario, Canada, 2004

Original intervention – personalized feedback

<http://notes.camh.net/efeed.nsf/newform>



Your Personalized Drinking Profile

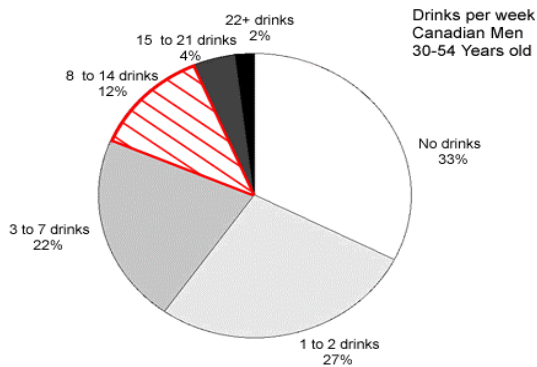
Focusing on Alcohol and You

This summary gives you the results of your assessment and provides information about alcohol and how it affects you. The feedback will help you create a clear picture of your drinking - information you will need to make realistic choices. You might want to print out a copy of this feedback to keep and look at later.

Where Does Your Drinking Fit In?

The average number of drinks you reported consuming per week was 14 drinks. How do you compare to Canadian men of your age? You can use the following graph to see how much you drink as compared to Canadian men 30 to 54 years old. The striped segment is where your drinking falls on the chart.

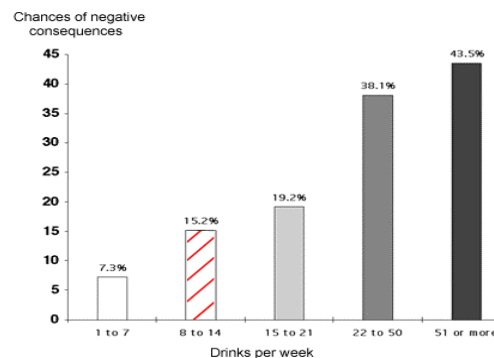
Canadian general population data derived from the 1994 Canada's Alcohol and Other Drugs Survey.



Risky Drinking

A national survey conducted in 1994 looked at how much people drink in a week and how their drinking might be affecting different areas of their lives. People were asked about their physical health, outlook on life, friends/social life, relationships with spouse/partner and children, home life, financial position and work or studies. Not surprisingly, the results showed that the more people drank in a week, the greater the chance that the drinking was affecting more and more areas of their lives.

How likely are you to have problems as a result of your drinking? The striped bar on the chart below shows where you fit.



Heavy Drinking Days

Drinking more than five drinks on one occasion is heavy drinking. This type of drinking places you at increased risk of experiencing negative consequences because of your drinking. If you got rid of these heavy drinking days, you would reduce your chance of experiencing problems by about 50%.

New Intervention – The Alcohol Help Center



- ⌘ Updated population data
- ⌘ Comparison data from more countries
 - ☑ U.K. data
 - ☑ 2001 General Household Survey
 - ☑ 2000 Survey of Psychiatric Morbidity among Adults Living in Private Households
- ⌘ Improved feedback modules
- ⌘ Other tools

Check Your Drinking



⌘ 18 Item Survey Contains:

- ☑ AUDIT

- ☑ Drinking on each day of a typical week

- ☑ Greatest amount on a typical occasion

- ☑ Experience of psychosocial consequences

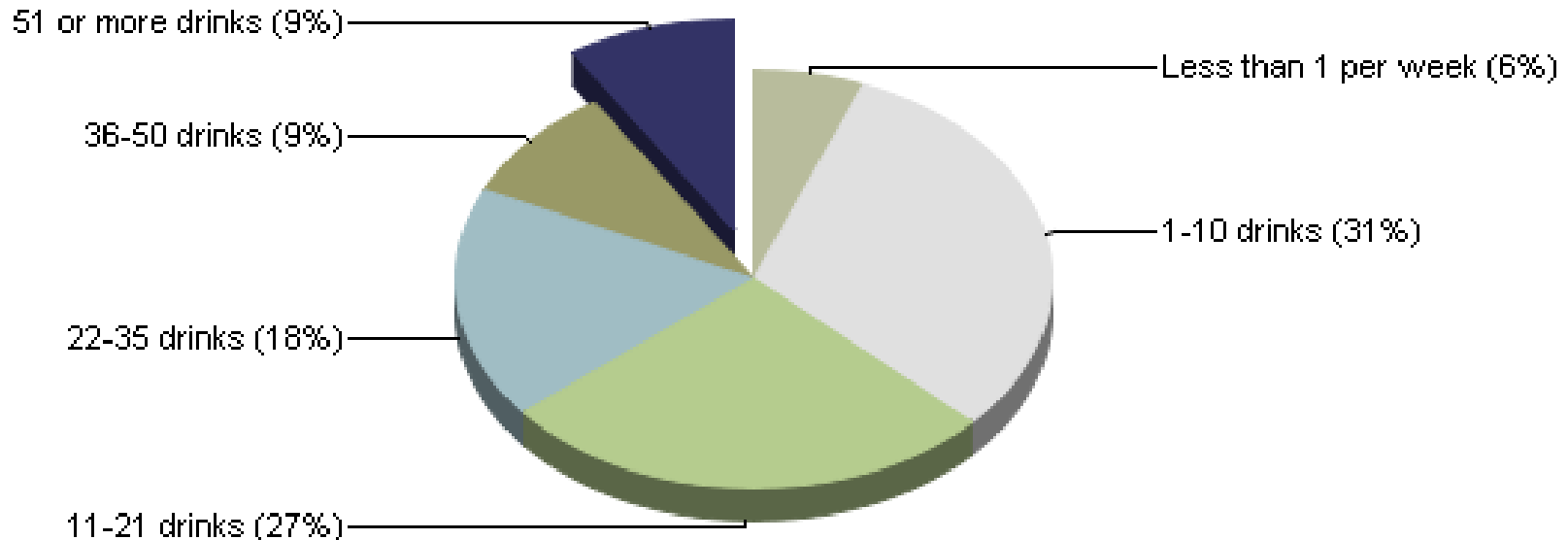
⌘ Demographics

www.alcoholhelpcenter.net

Final Report For Jim

How do you compare to males your age from the United Kingdom?
The highlighted slice of the pie chart below is where your drinking fits compared to other males in your age range from the United Kingdom.

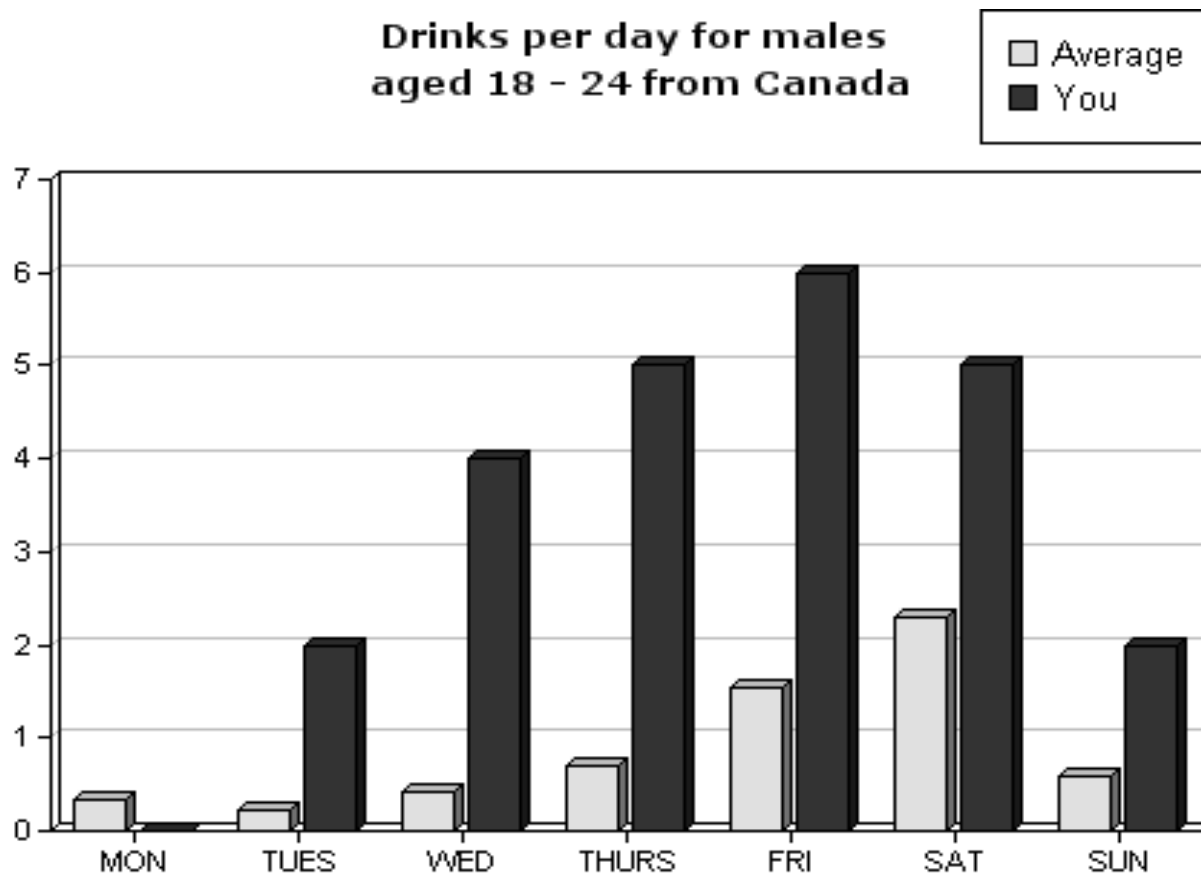
Average drinks per week for males aged 25 - 34 from the United Kingdom. This chart just contains people who drank in the last year.



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Your Drinking Patterns

The following graph outlines how your weekly alcohol consumption rates compare to other males in your age range from Canada.

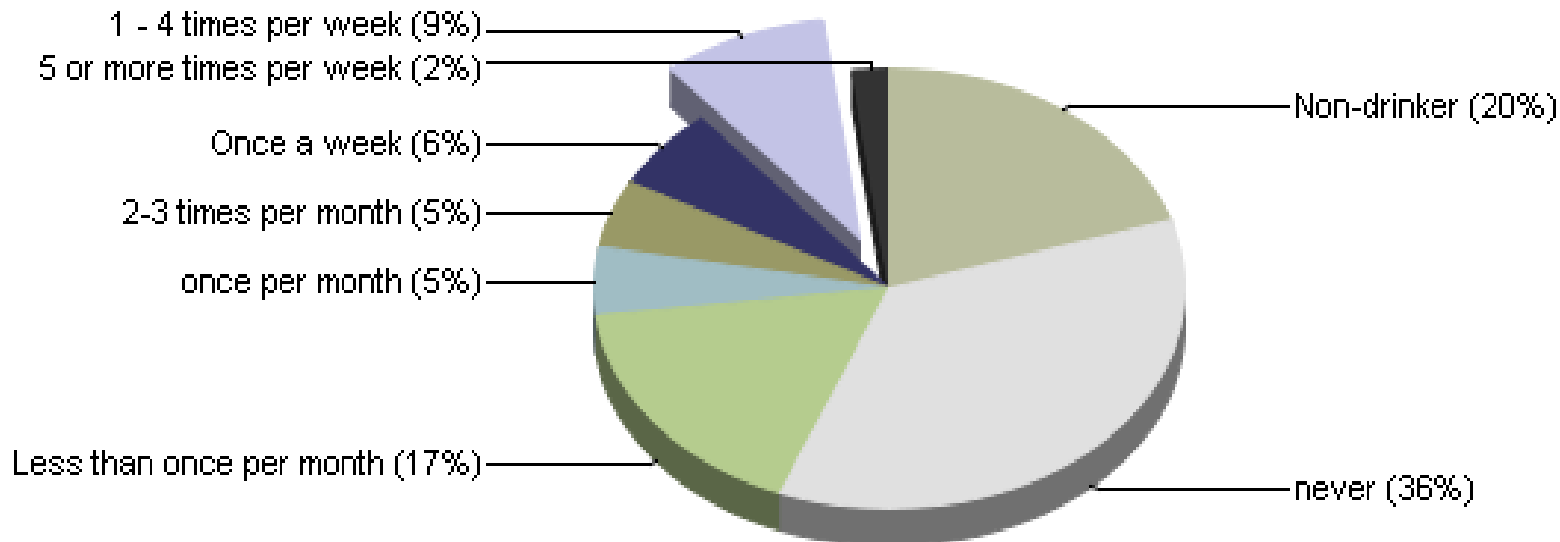


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Heavy Drinking Days

How often do males from the United States in your age range drink five or more drinks on one occasion? The highlighted slice shows where your drinking fits into the chart:

5+ drinking days for males aged 25 - 34 from United States



Initial Evaluation



⌘ Periodic heavy drinkers still not satisfied

☑ Use modified assessment and feedback report rather than the same for everyone?

⌘ U.K. data

☑ Not all of the United Kingdom

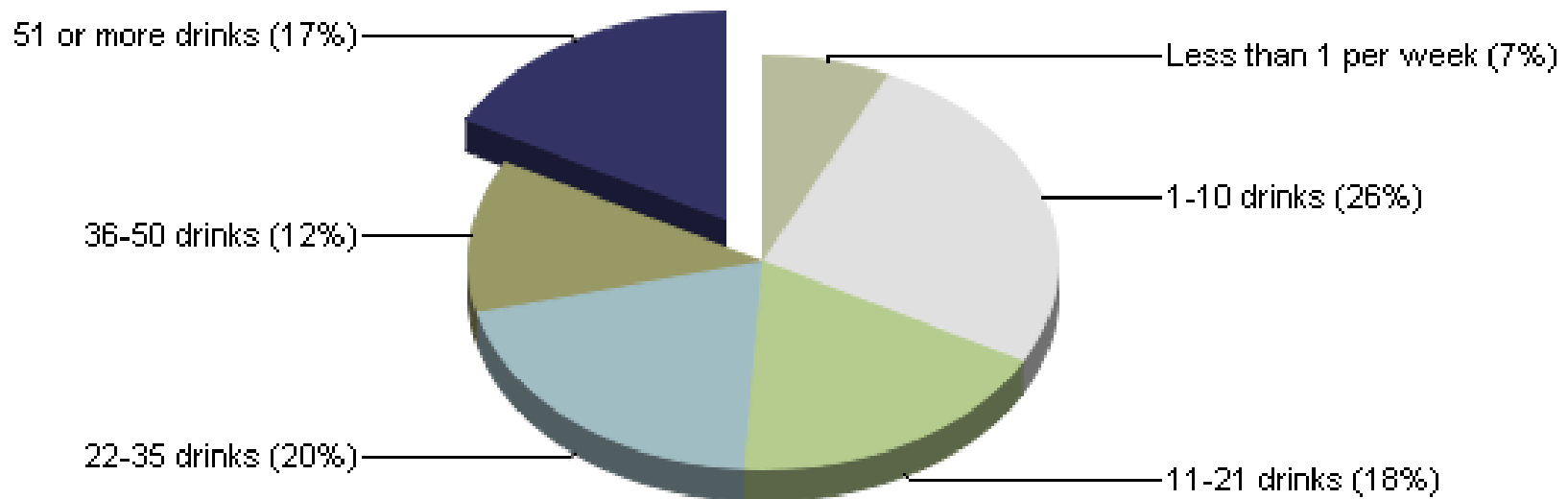
☑ There are some really heavy drinkers

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Final Report For Jim

How do you compare to males your age from the United Kingdom?
The highlighted slice of the pie chart below is where your drinking fits compared to other males in your age range from the United Kingdom.

Average drinks per week for males aged 20-24 from the United Kingdom. This chart just contains people who drank in the last year.



What's next?



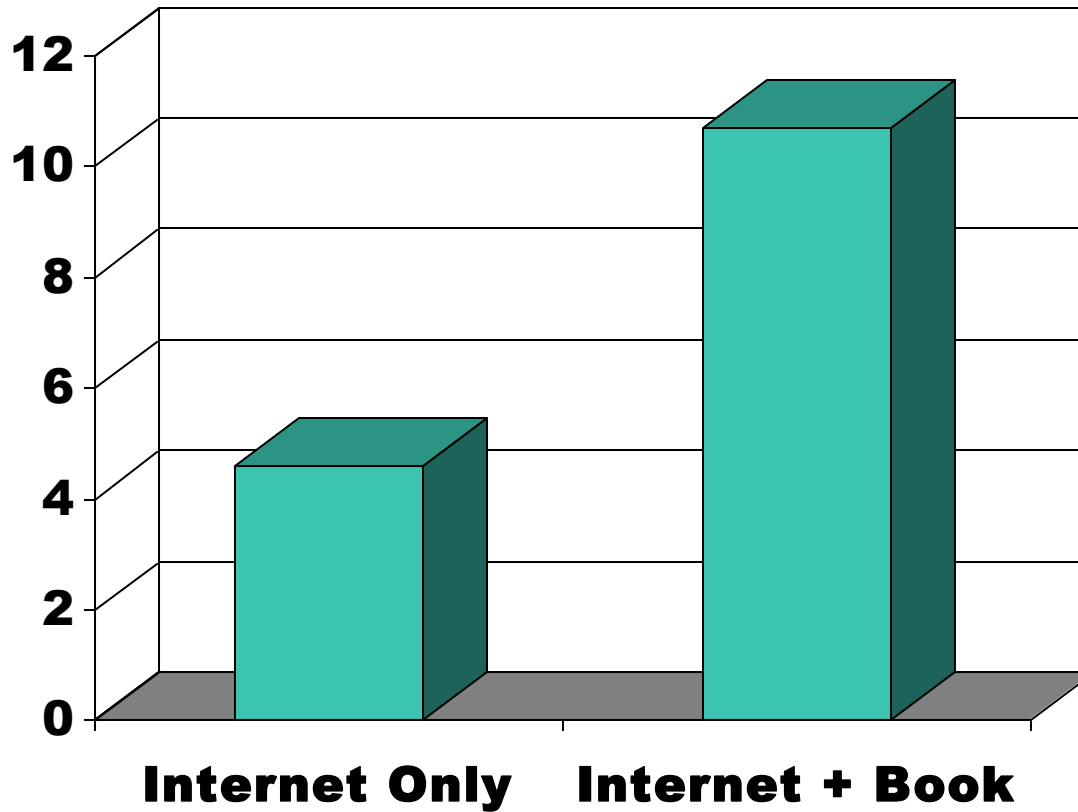
⌘ More research

- ☑ Study comparing Internet program to no intervention control

- ☑ Understanding why these interventions work

⌘ What other tools might be helpful?

Reduction in number of drinks per week





Logout

Go To Toolbox

Community

- Home
- View Support Group
- Check Your Drinking

John's Toolbox

Today's Date: Monday, November 14, 2005

Quote of the Day

It's lack of faith that makes people afraid of meeting challenges, and I believe in myself.
- **Muhammad Ali**

Click Here to Start Your Next Session

- [Change Your Personal Profile](#)
- [Download the Instant Messenger \(IM\)](#)
- [Post in the Support Group](#)
- [Read the Support Group User Agreement](#)

Program Tools

- Toolbox
- Buddies Instant Messenger
- Support Group
- Inspirational Emails
- Text Messaging Tips
- Program Bibliography

[Check Your Drinking](#)

[My Diary](#)

[Costs and Benefits](#)

[Your Goal](#)

[Dealing with Urges](#)

Education

- How Much is Too Much?
- Setting Your Goals
- Dealing with Urges

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Health Care Professionals

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The Alcohol Help Center



⌘ Toolbox contains:

- ☑ Drinking Diary
- ☑ Costs and Benefits of Changing
- ☑ Setting a Goal
- ☑ Dealing with Urges

⌘ Moderated Support Group

⌘ E-mail and Text Messaging tips

⌘ Buddies Instant Messenger

Collaborators, Funding, and Conflict of Interest



⌘ Collaborators:

Keith Humphreys, Kypros Kypri, Trevor van Mierlo

⌘ Sources of Funding:

Centre for Addiction and Mental Health

Canadian Institutes of Health Research

National Institute on Alcohol Abuse and Alcoholism

Van Mierlo Communications Consulting Inc.

⌘ Conflict of Interest

Dr. Cunningham has acted as a paid consultant to Van Mierlo Communications Consulting Inc., the owner of the Alcohol Help Center software.