

Exploring the 'Teachable Moment': Logic Model for an Alcohol Brief Intervention in Breast Screening and Symptomatic Breast Clinics

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Context

Annually, mammography screening and breast cancer clinics are attended by approximately 2.3 million women in England. These stressful health events have for the wide majority no further medical implications, but they are a missed opportunity to address women's concerns and to promote healthy lifestyles. Our recent pilot study¹ conducted in Southampton showed that under 20% of women attending symptomatic breast clinics identify alcohol as a risk factor for breast cancer.

Breast cancer and alcohol use are both widespread in the UK population, so that the overall avoidable burden of disease is very large compared to rarer forms of cancer with higher alcohol dose-responses. In England, the most recent review estimates that between 11 and 15% of all breast cancers are attributable to alcohol,² updating a more conservative UK estimate of 6.4%.³

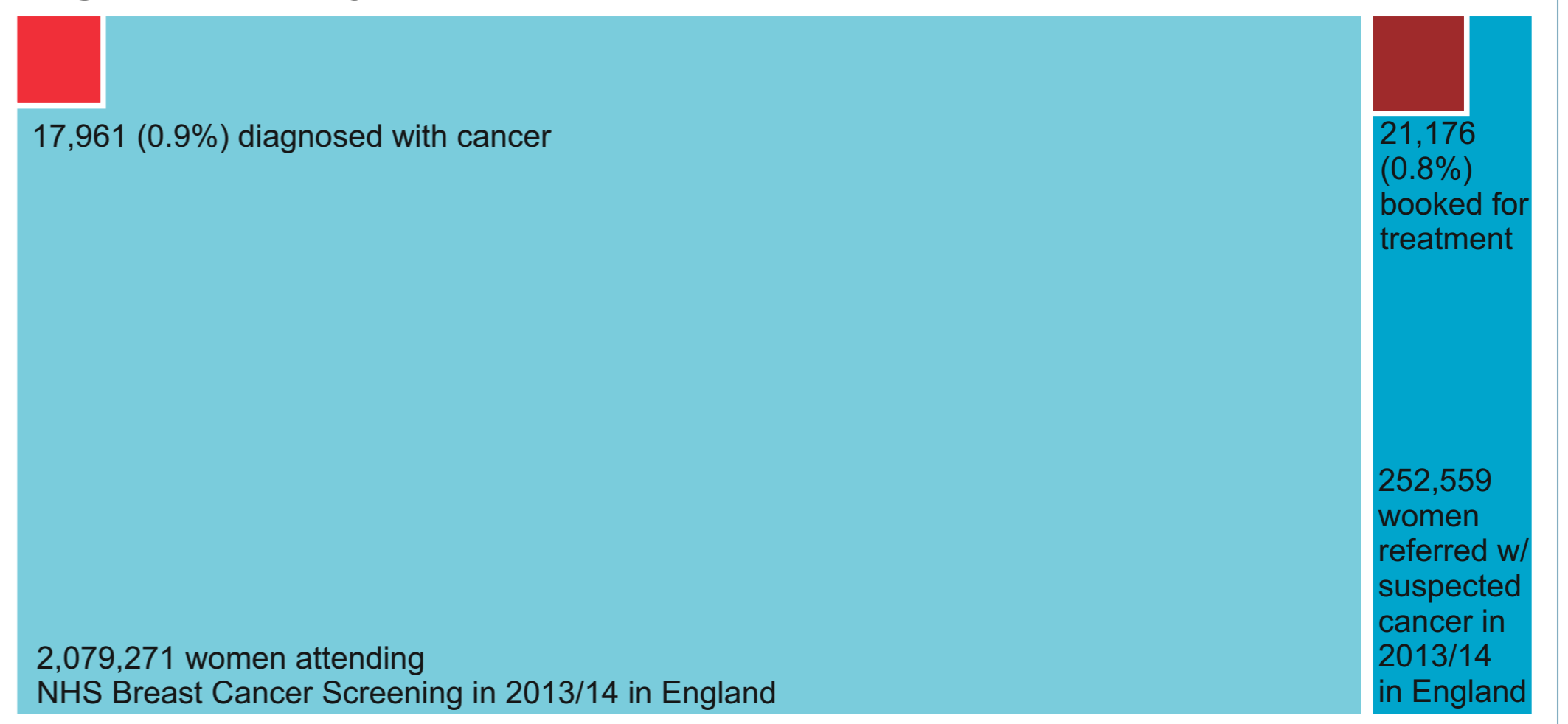
Digital alcohol brief interventions

A previous pilot study¹ concluded that a digital mode of delivery was acceptable to both staff and patients. Current evidence suggests that alcohol digital interventions are no less effective than face-to-face interventions. Trials point to an average reduction by 24 g [CI: -31; -16 g] in weekly alcohol consumption.⁴

Affiliations

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Figure 1. Target population: health care contacts in 2013/14



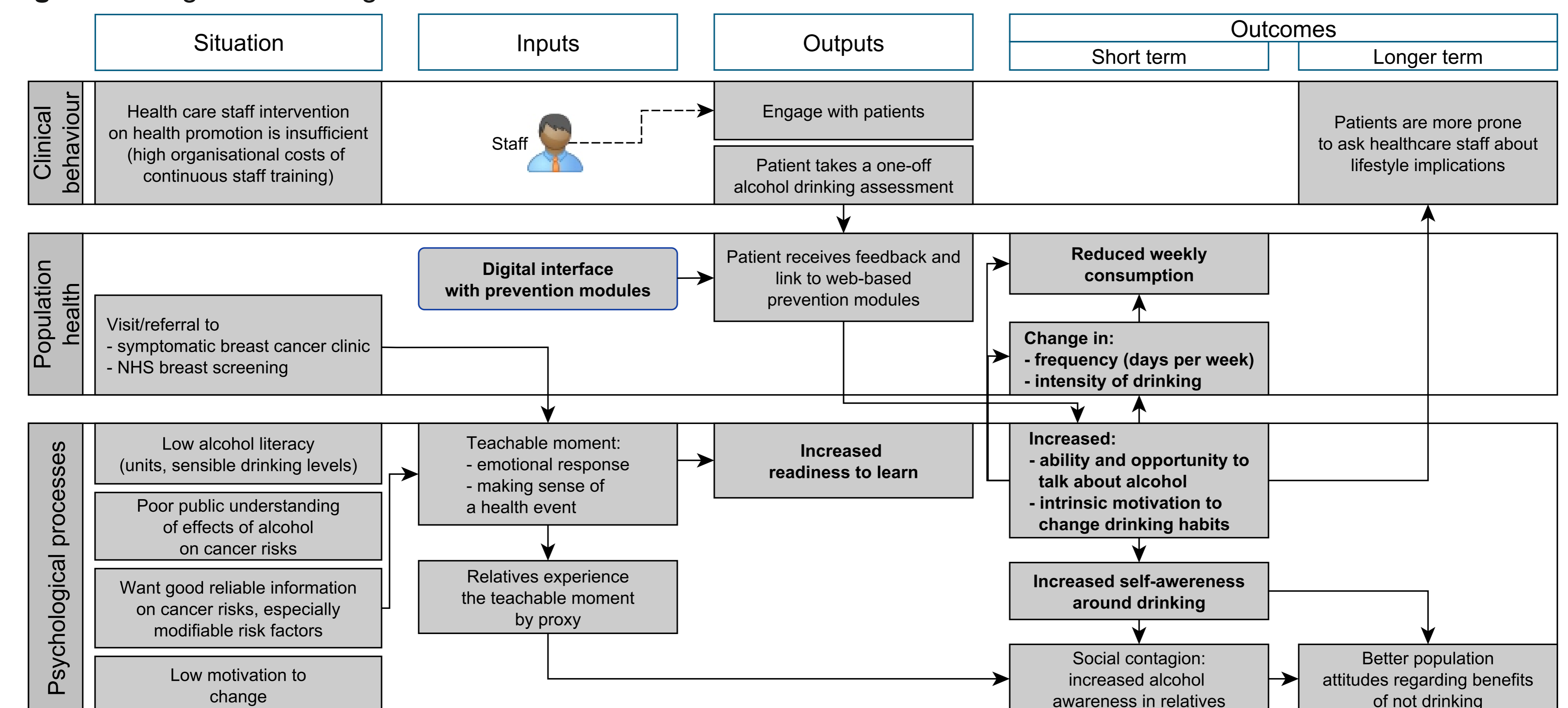
Goals

Research has yet to examine the potential of breast health encounters to be used as a 'teachable moment' for alcohol prevention. An early phase study set in breast cancer clinics at University Hospital Southampton will assess women's information needs regarding effects of alcohol on cancer risk, requirements in terms of personalised feedback, and the potential to turn alcohol awareness into a long-term intrinsic motivation to reduce alcohol consumption.

Acknowledgments

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Figure 2. Diagram of the logic model



1 Copson E, Sheldon E, Brieley-Jones L, et al. Knowledge of Modifiable Risk Factors for Breast Cancer in Women Attending NHS Breast Cancer Symptomatic Clinics and Breast Screening Mammography. 2015. URL: <http://abstracts.ncrj.org.uk/abstract/knowledge-of-modifiable-risk-factors-for-breast-cancer-in-women-attending-nhs-breast-symptomatic-clinics-and-breast-screening-mammography-2/>
 2 Jones, L., & Bellis, M. A. (2013). Updating England-Specific Alcohol-Attributable Fractions. University of Liverpool: CPH.
 3 Parkin, D. M. (2011). Cancers attributable to consumption of alcohol in the UK in 2010. British Journal of Cancer, 105(S2), S14-S18. doi:10.1038/bjc.2011.476
 4 Kaner, E. F., Beyer, F. R., Brown, J., Crane, D., Garnett, C., Hickman, M., Muirhead, C., Redmore, J., Michie, S., de Vocht, F. (2015). 'Personalised digital interventions for reducing hazardous and harmful alcohol consumption in community-dwelling populations', Cochrane Database of Systematic Reviews 2015, Issue 1, Art. No. CD011479. doi: 10.1002/14651858.CD011479