



Down Your Drink

An on-line intervention for heavy drinkers

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National Prevention Research Initiative



Llywodraeth Cynulliad Cymru
Welsh Assembly Government



History

- Developed by Stuart Linke et al
- AERC funding
- Hosted by Alcohol Concern
- Launched in 2000
- Initially a 6 week structured programme, based on a paper manual.

History (2)

Naturalistic cohort study:

- 10,000 registrants from Sept 03 – Jan 06
- High attrition – only 16.5% completed 6 weeks
- But those that did complete, improved on:
 - SADD
 - APQ
 - CORE-OM

DYD-RCT

- Funded by the NPRI (1.7.06 – 31.12.09)
- Formal complex intervention methods, with stop-go criteria between Phases 2 & 3.
- Phase 2 work:
 - Optimise Intervention and Comparator
 - Optimise Trial Parameters.

DYD Intervention

- Led by Stuart Linke and Jim McCambridge
- Completely overhauled:
 - User feedback on old site
 - New findings on alcohol treatments
 - User criteria for Internet Interventions*
- New site subjected to iterative user feedback

*Kerr C, Murray E, Stevenson F, Gore C, Nazareth I. JMIR 2006;8(3):e13

DYD Intervention

3 Phases:

- It's Up To You (Motivational Interviewing)
- Making the Change (Behavioural Self Control + CCBT)
- Keeping on Track (for those who have made a change)

USER NAME:

[FORGOTTEN
PASSWORD?](#)

PASSWORD:

LOG IN

[HOME](#) | [ABOUT US](#)



▶ Are you drinking too much?

Most of us drink. Some of us drink more regularly than others. But how often is too often? And how much is too much?

The fact is, alcohol affects all of us differently. What is manageable for some can be a problem for others. Remember, drinking regularly may not mean you have a serious problem. It may only take a small change to make a big difference.

This site is designed to help you work out whether you're drinking too much, and if so, what you can do about it.

Find out if you are drinking too much ▶▶▶

Deciding to change your drinking?



- This phase is designed to help you make up your mind about whether there is anything you might want to change about your drinking?
- You could use this material to think through whether things are OK for you as they are now, to see how your drinking compares to other people, or to identify aspects of your drinking that need more attention.

NEXT >>

Level 1

- ▶ [Deciding to change your drinking?](#)
- ▶ [Is this program for me?](#)
- ▶ [Thinking Drinking Record](#)
- ▶ [What is an alcohol problem?](#)
- ▶ [Good News](#)
- ▶ [What you think about all this](#)
- ▶ [What is good and what is not-so-good about my drinking?](#)
- ▶ [What really matters to me?](#)

Level 2

Level 3

Level 4

Using DYD "e-tools" to help you reach your personal targets

★ Down Your Drink provides a number of "e-tools" to help you keep to your drinking target. We suggest you try these tools out and use them to help you achieve your goals.

★ **Drinking Episode Diary:** Allows you to assess the impact of your drinking in terms of units consumed, calories and cost. It also allows you to analyse patterns in your drinking. [go to drinking diary](#)

★ **Thinking Drinking Record:** Records your answers to the exercises throughout the programme, for you to review. It stores all your answers so that you can repeat the exercises as many times as you like. [Go to thinking drinking record](#)

★ **Tips from the DYD team:** These are daily emails from the Down Your Drink team. [Sign up for tips](#)

★ **Blood Alcohol Level calculator:** Allows you to estimate your Blood Alcohol Concentration based on the amount you have drunk in a given time period. [Go to the blood alcohol calculator](#)

★ **Unit Counter:** Converts your drinks into units of alcohol. [Go to unit counter](#)

★ **Alcohol and Relationships:** Enables you to visually display how your drinking might be influenced by the people around you. [Go to alcohol](#)



Level 1 : Making the Change

Level 2: Tools & Techniques

▶ [Using DYD "e-tools"](#)

Skills you might need to keep to your goals

▶ [Refusing Drinks & Assertiveness](#)

▶ [Stimulus Control Strategies](#)

▶ [Controlled Drinking](#)

The way you think

▶ [Attitudes and Beliefs \(identifying attitudes and beliefs, continuums etc\)](#)

▶ [Self Efficacy](#)

▶ [Being Determined](#)

▶ [Thinking About Problems](#)

▶ [Treating Yourself Well](#)

Keeping on Track

★ The “keeping on track” phase is about learning skills to help you stick to your goals and make changes to your lifestyle. This is called Relapse Prevention.

★ Relapse prevention is based on a significant amount of research which shows that people do better if they work at keeping their drinking at safe levels. This is much better than hoping for the best and trusting to luck.

The information in Phase 3 is divided into two levels; (Level 2 is only accessible after completing at least some of Level 1)

Level 1

- Here you will find material and exercises to help you decide whether now is the right time for you to be working on relapse prevention.
- After doing at least one of the parts of Level 1 you will be invited to think about what you have achieved so far through “Down Your Drink” and to review your goals.

Level 2

- The materials and exercises in Level 2 are designed to give you the information and skills to actually help you prevent relapses. Like the other phases in Down



Phase 3 - Level 1

- ▶ [Keeping on Track](#)
- ▶ [Who is in control, your or the drink?](#)
- ▶ [Why bother?](#)
- ▶ [Time to Reflect](#)

Phase 3 - Level 2

Drinking Diary

This drinking episode diary will enable you to record how much you drink each day and will also help you record the information you need to understand the pattern of your drinking. Please use this diary after each time you have had a drink. It is best to fill it in as soon as you can after drinking.

Click on the day of the week for which you are entering data

week: 15 October - 21 October

◀ PREVIOUS WEEK

NEXT WEEK ▶

RECENT WEEKS ▶

ANALYSE YOUR DRINKING ▶

MON
15 OCT
UNITS: 47.5
COST: £27.00

VIEW ▶

TUE
16 OCT
UNITS: 2.3
COST: £5.00

VIEW ▶

WED
17 OCT
UNITS: 79
COST: £121.00

VIEW ▶

THU
18 OCT
UNITS: 49
COST: £89.00

VIEW ▶

FRI
19 OCT
UNITS: 5.2
COST: £8.00

VIEW ▶

SAT
20 OCT
UNITS: 0
COST: £0.00

VIEW ▶

SUN
21 OCT
UNITS: 0
COST: £0.00

VIEW ▶

Weekly unit total: 183

Drinking Diary



[Click here to return to the drinking diary home »](#)

Drinking Episodes

Time of day	Who with?	Where?	Activity	What I drank	Units	Cost	Calories (wwp) [†]	Thoughts & feelings	Actions
Morning				Lager (2.8)	2.8	£5.00	164 (2.0)	click here	edit remove
Morning	cou	pot	talking	Vodka (76.1)	76.1	£116.00	4205 (87.0)	click here	edit remove
Lunchtime	xs	dsadsa	dsadsa		0.0	£0.00	0 (0.0)	click here	edit remove

[†] WWP = Weight Watcher points

Thoughts & Feelings

Feelings before drinking

Feelings after drinking

Thoughts before drinking

Thoughts after

Anything to add

[Edit these thoughts and feelings »](#)
[Close thoughts and feelings »](#)


My Thinking Drinking Record for Phase 1


Level 1: Is this program for me?

 How I feel about the program:

 It's a load of nonsense

[VIEW ARCHIVE »](#)

 My first thoughts about the programme are...

 1. not answered
2. not answered
3. not answered

[VIEW ARCHIVE »](#)

What is good and what is not-so-good about my drinking?

This exercise is designed to help you understand more about what you think of your drinking.

 The positive sides of my drinking are:
(scores 0 = unimportant, 3 = very important)

[▶ My record for Phase 1](#)

[▶ My record for Phase 2](#)

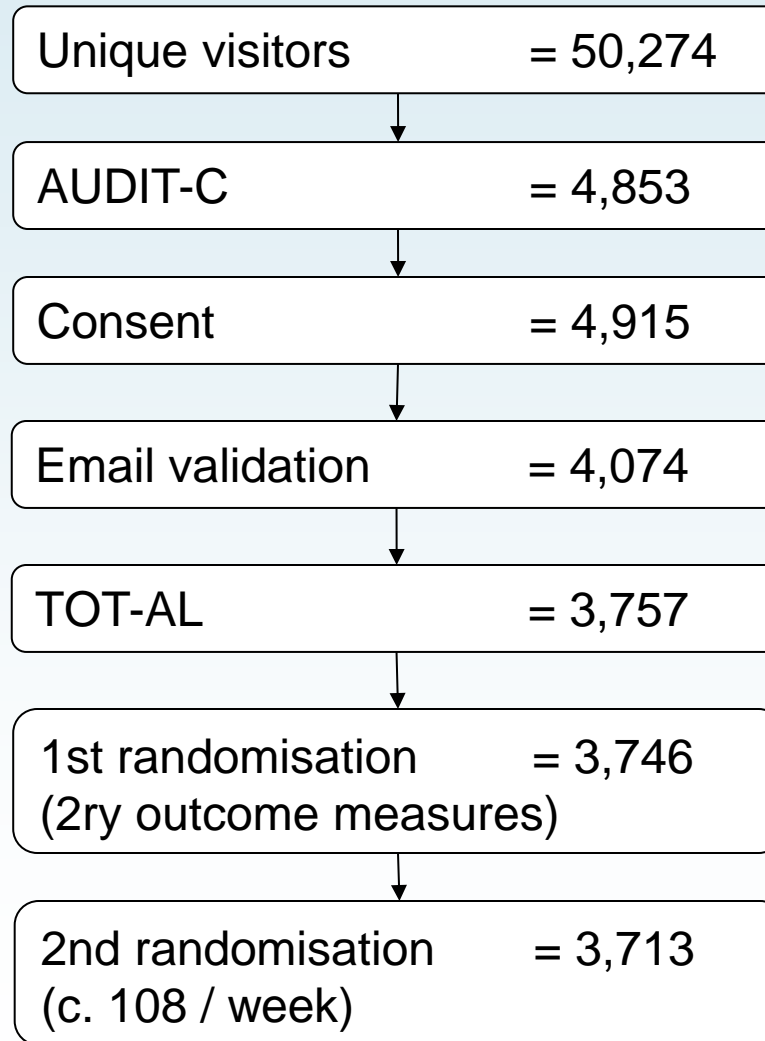
[▶ My record for Phase 3](#)

DYD-RCT: Optimising Trial Parameters

Multiple methodological challenges of on-line trials:

- Recruitment
- Randomisation
- Retention
- Data Quality

Recruitment: 16.2. – 16.10.07



Baseline characteristics: Demographic (n = 3,713)

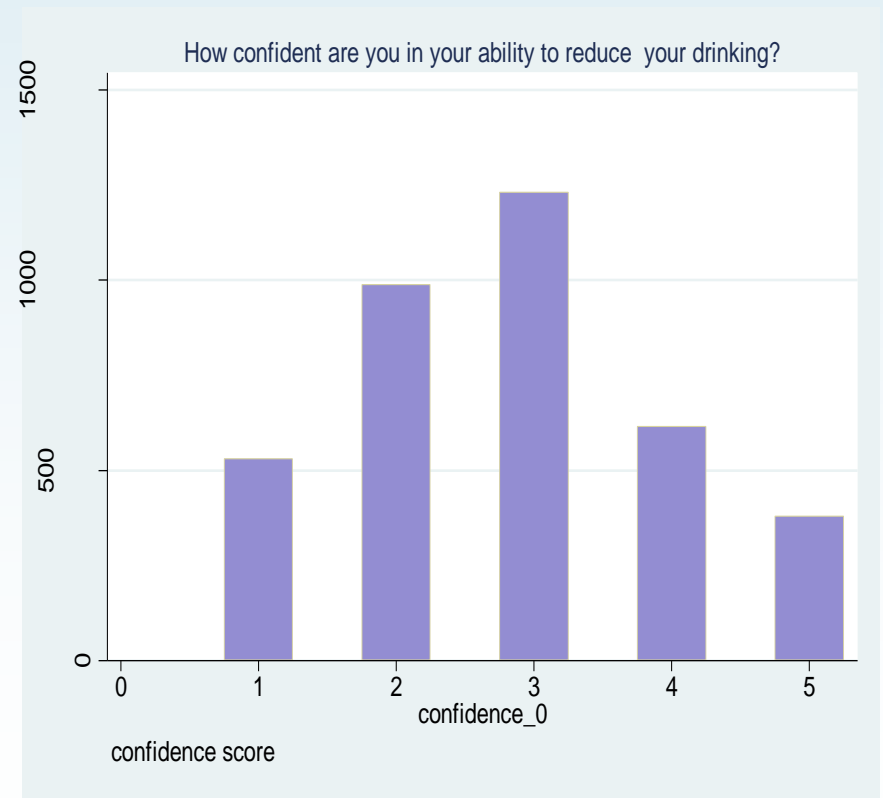
Age	Mean 38, median 37 (18 – 80+)
Gender	55% female
Education	49% University degree or above
Marital status	61% married or long term relationship
Children	52% 1 or more children
Ethnicity / country	82% White British / 87% UK residents

Baseline characteristics: Clinical

AUDIT-C (n = 4,853)	Mean 8.4, Median 9, Range 0 - 12
TOT-AL* (n = 3,757)	Women: mean 48 u, median 43 u Men: mean 64 u, median 56 u
AUDIT (n = 942)	Mean 18, median 19, range 1 - 37
APQ (n = 936)	Mean 6.5, median 6, range 0 - 20
LDQ (n = 931)	Mean 8.7, median 8, range 0 - 30
CORE-OM (n = 937)	Mean 44, median 42, range 0 - 114

*TOT-AL: On-line measure of past week alcohol consumption.

Intention and Confidence



Follow-up: % completing TOT-AL

	Overall	Intervention	Control
1 month	50%	45%	54%
3 months	38%	35%	41%

Discussion

- DYD is used by heavy drinkers
- Prepared to jump through multiple hoops
- Reaches a different demographic to traditional interventions
- Does it work?
- If so, how? And for whom?
- Methodological challenges of on-line trials