

The effect of alcohol strength on alcohol consumption: a randomised controlled cross-over pilot trial

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Aims

To establish the feasibility of a randomised controlled cross-over trial, which would assess the effect of lager strength on lager consumption in a single drinking occasion within licensed premises.

Methods

Three stages of study:

1. A taste experiment - to match regular strength lager (4.8% ABV) to a reduced strength lager (3.5% ABV).
2. A double-blind randomised controlled cross-over pilot trial - to assess the effect of alcohol strength on alcohol consumption.
3. Semi-structured qualitative telephone interviews - to ascertain the acceptability of the intervention.

Stage two details:

Where: A makeshift bar area set up within licensed premises in the South East and London regions of the UK.

Who: 52 regular consumers of lager within licensed premises.

What: Participants will consume 4.8% lager during one study session and 3.5% lager during another study session.

Participants will be briefed to act as they normally would whilst in the licensed premises, including:

- paying for the lager
- drinking *ad libitum*
- socialising with other participants and non-participants

Primary outcome data will be the number of UK units of alcohol consumed. These will inform a sample size calculation for a definitive study.



Results (pending)

Data collection (taste experiment): complete

Data analysis (taste experiment): November 2017

Data collection (pilot trial and interviews): April 2018 to October 2018

Data analysis (pilot trial and interviews) and write up: November 2018 to July 2019

Conclusion

The authors will seek funding for a randomised controlled cross-over trial if the pilot trial meets a pre-specified nine-point criteria. This can be found in the discussion section of the study protocol. Read the study protocol on the Open Science Framework by scanning here:

The authors declare no competing interests



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