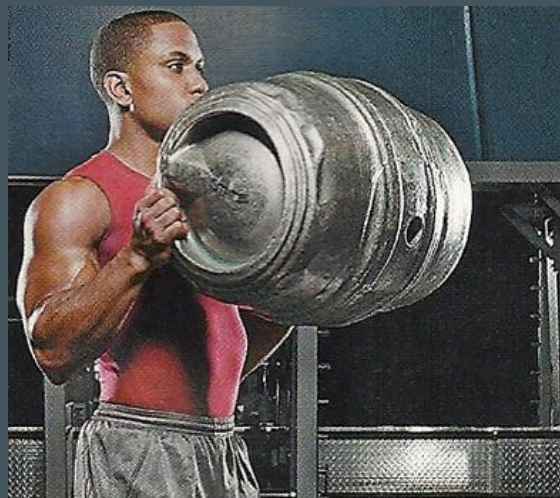


# THE EFFECT OF ALCOHOL STRENGTH ON ALCOHOL CONSUMPTION



Miss Parvati  
Perman-Howe

Prof David Foxcroft

Dr Emma Davies



@parvati\_howe

# ED'S STORY



# THE RESEARCH QUESTION

Is it feasible to carry out a RCT to assess the effect of alcohol strength on alcohol consumption in a single drinking occasion within licensed premises in the UK?

# STAGES OF STUDY

---

1 A taste experiment.

---

2 A double-blind randomised controlled crossover pilot trial.

---

3 Qualitative telephone interviews.

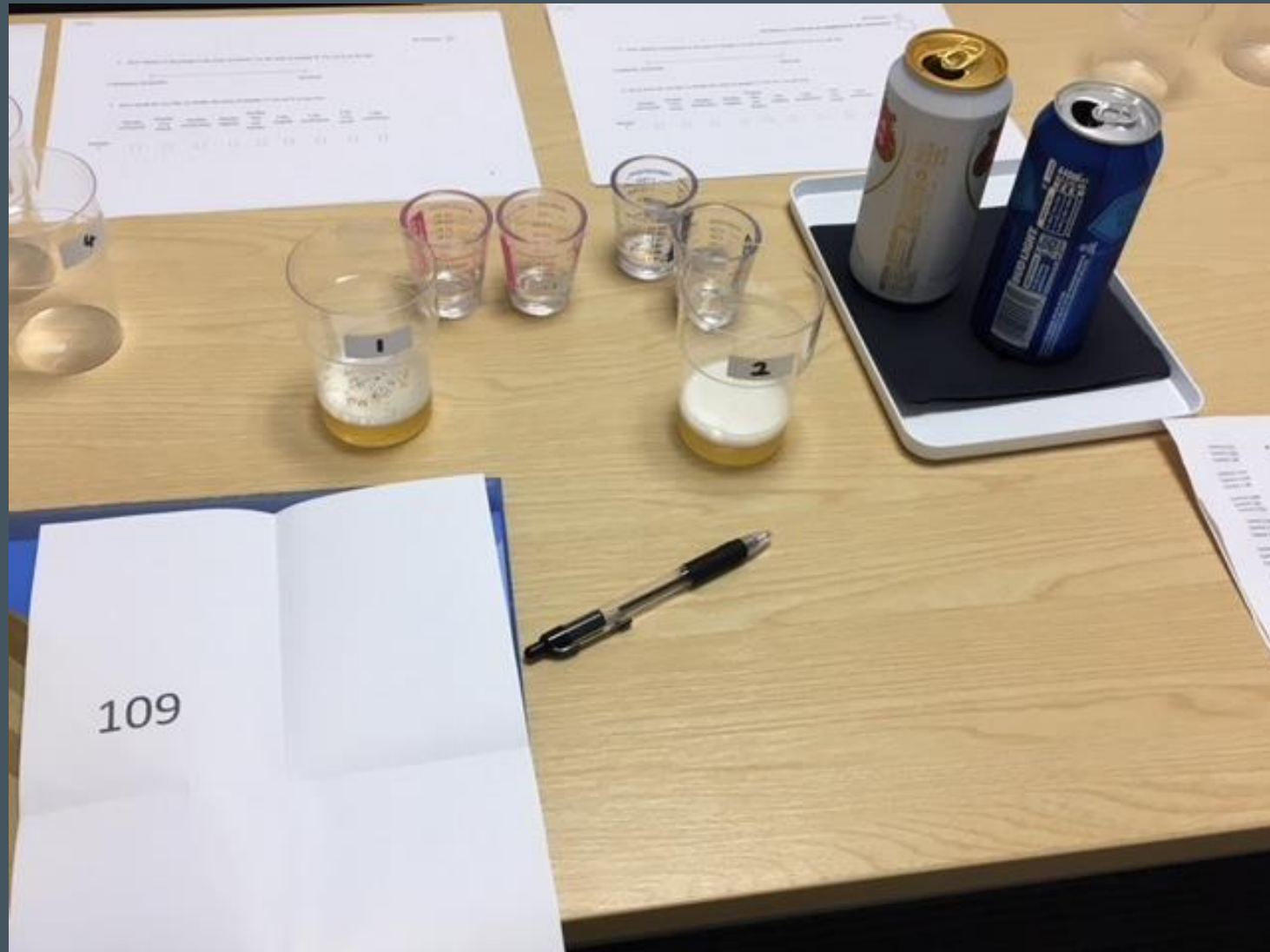
---



# THE TASTE EXPERIMENT



# THE TASTE EXPERIMENT



# TASTE EXPERIMENT RESULTS

Participants (n=19)

Most similar to Bud Light: **Becks** (58%)

Median score for similarity: 70%

Ability to identify stronger product: 68%

Mode: Like

# THE PILOT TRIAL





# THE PILOT TRIAL

Licensed premises (n=4)

Participants (n=36)

Study sessions (n=16)

Total hours in the pub(!) (n=74)

# PILOT TRIAL RESULTS

Venue recruitment rate: 1 per 3.5 months

Participant recruitment rate: 5.9 per session

Attrition rate: 23%

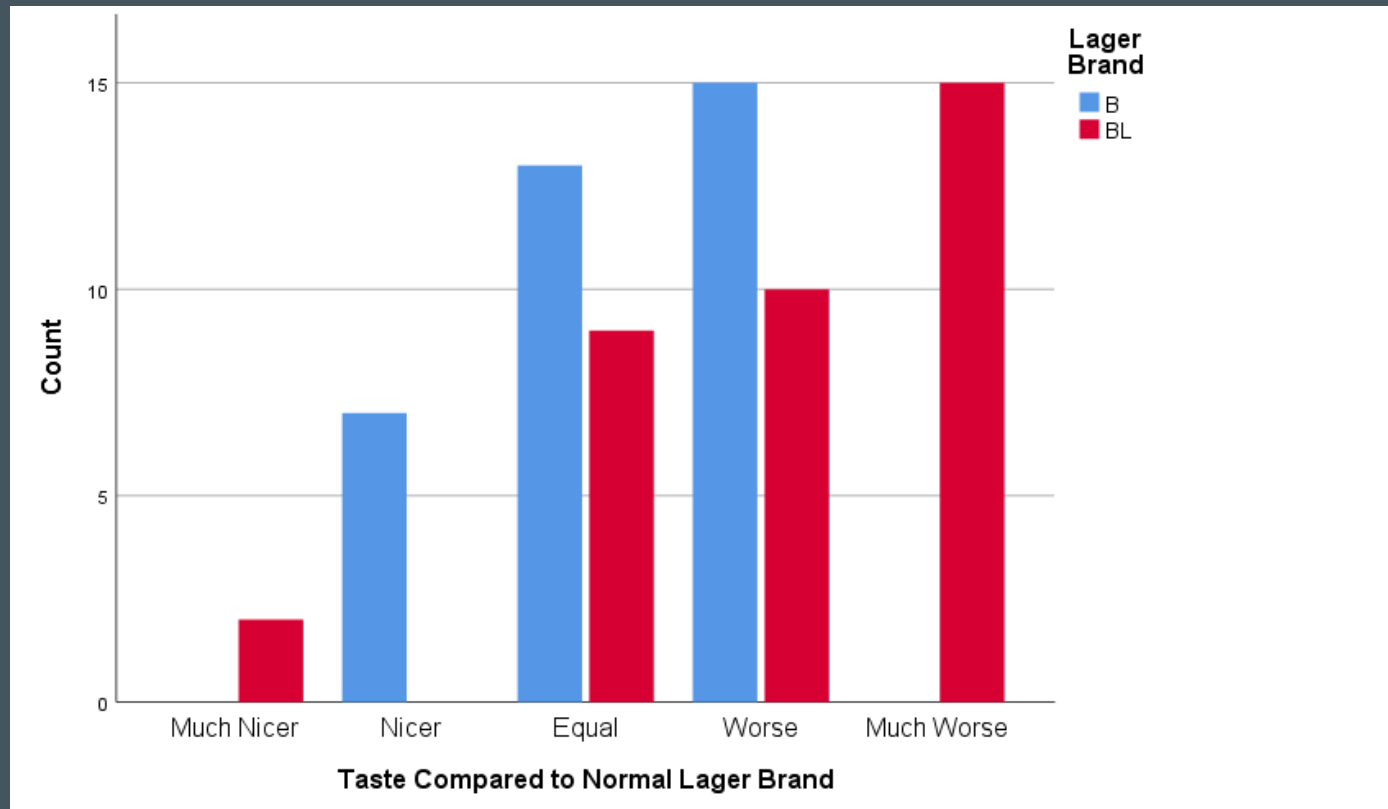
Attrition rate varied by <1% according to the trial arm

# PILOT TRIAL RESULTS

Variable	Intervention vs control (mean difference / SD / 95% CIs)
Alcohol consumption (g)	-30.56 / SD=29.83 / (-40.65 to -20.46)
Alcohol consumption (pints/568ml)	-0.31 / SD=1.51 / (-0.82 to 0.20)
Study session duration (hh:mm)	-00:06 / SD=00:41 / (-00:23 to 00:10)
Pleasantness of taste (1-10)	-0.95 / SD=3.43 / (-2.11 to 0.21)
Enjoyment (1-10)	-1.44 / SD=3.54 / (-2.64 to -0.24)
Perceived intoxication (1-10)	-1.00 / SD=1.79 / (-1.61 to -0.40)

# PILOT TRIAL RESULTS

How did the lager taste compared with the brand of lager you normally drink?



# CONCLUSION

Exploratory work is needed to establish more favourable intervention and control products

If this is achieved...

A definitive RCT is feasible with protocol moderations



## NEXT STEPS



Seek collaborative funding for further exploratory work

Complete and submit thesis

Submit article to journal(s)

**THANK YOU FOR LISTENING**

**DO YOU HAVE ANY QUESTIONS?**



**@parvati\_howe**

**16016348@brookes.ac.uk**