

Use and costs of an on-line intervention for alcohol: DYD-RCT

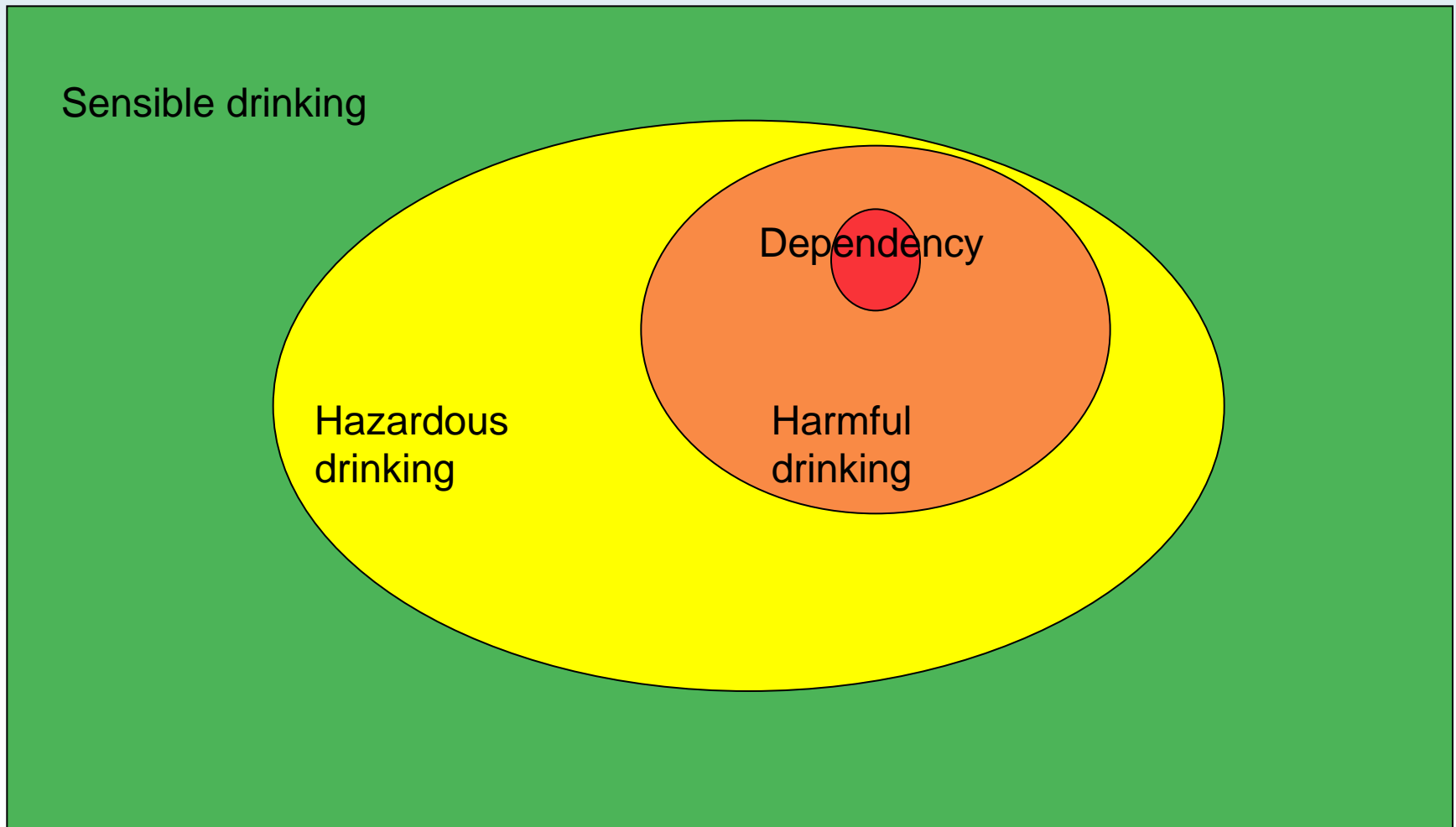
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Alcohol is a public health problem

- EU = heaviest drinking region in the world;
- 58 million adults in EU drinking unsafely;
- Tangible costs to EU in 2003 = Euro 125bn;
- Intangible costs (pain, suffering, loss of life) approx Euro 270bn (range E150 – 760bn).

Patterns of Alcohol Consumption



Traditional Alcohol Interventions: What works?

Motivational Interviewing	Enhance intrinsic motivation by exploring ambivalence
Cognitive Behavioural Therapy	Identify and modify maladaptive cognitions, behaviours
Behavioural Self-control Training	Setting limits, self-monitoring, control rate of drinking, reward success.

Raistrick D, Heather N, Godfrey C. 2006. Review of the effectiveness of treatment for alcohol problems. National Treatment Agency for Substance Misuse.

DYD-RCT

Aim: To determine the effectiveness and cost-effectiveness of a psychologically enhanced interactive website compared to a flat, text-based website in reducing alcohol consumption in hazardous and harmful drinkers.

Methods

- 2 arm individually randomised RCT
- Conducted entirely on-line
- Participants: Adults scoring 5 or more on the AUDIT-C;
- Intervention: DownYourDrink (DYD)
- Comparator: Text based website
- 1ry outcome: Past week alcohol consumption
- Follow-up: 3 and 12 months.

DYD Intervention

3 Phases:

- It's Up To You (Motivational Interviewing)
- Making the Change (Behavioural Self Control + CCBT)
- Keeping on Track (relapse prevention)

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▶ 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

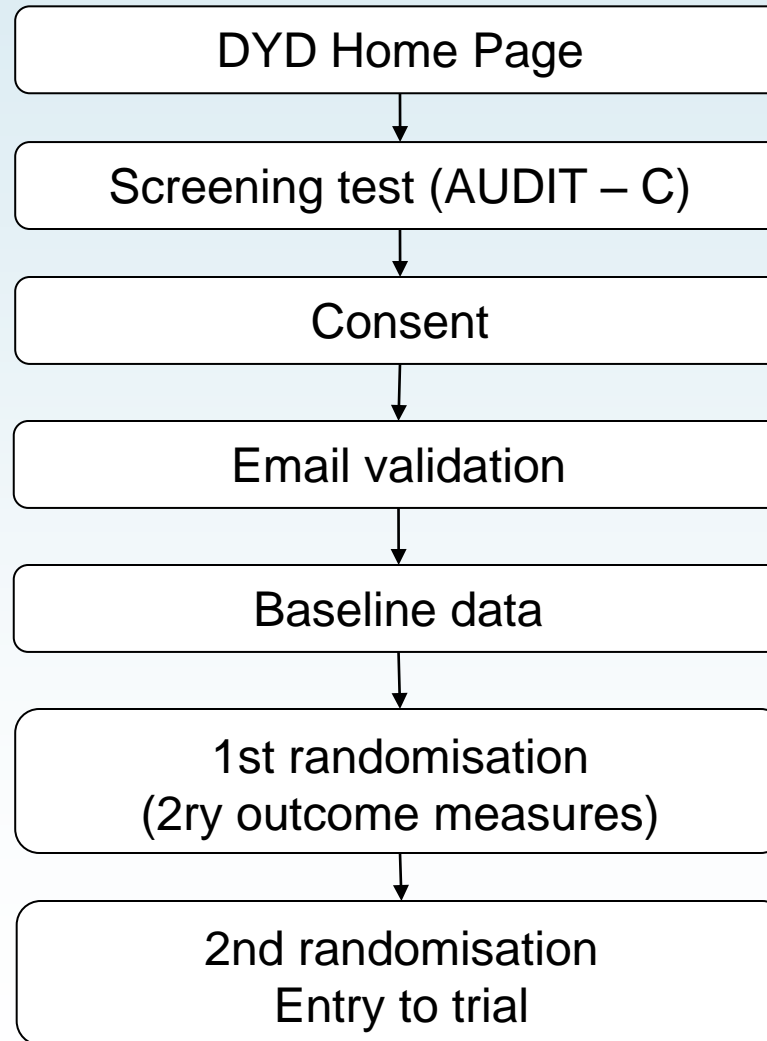


Phase 3 - Level 1

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

Phase 3 - Level 2

Trial Recruitment Procedures



Data Collection

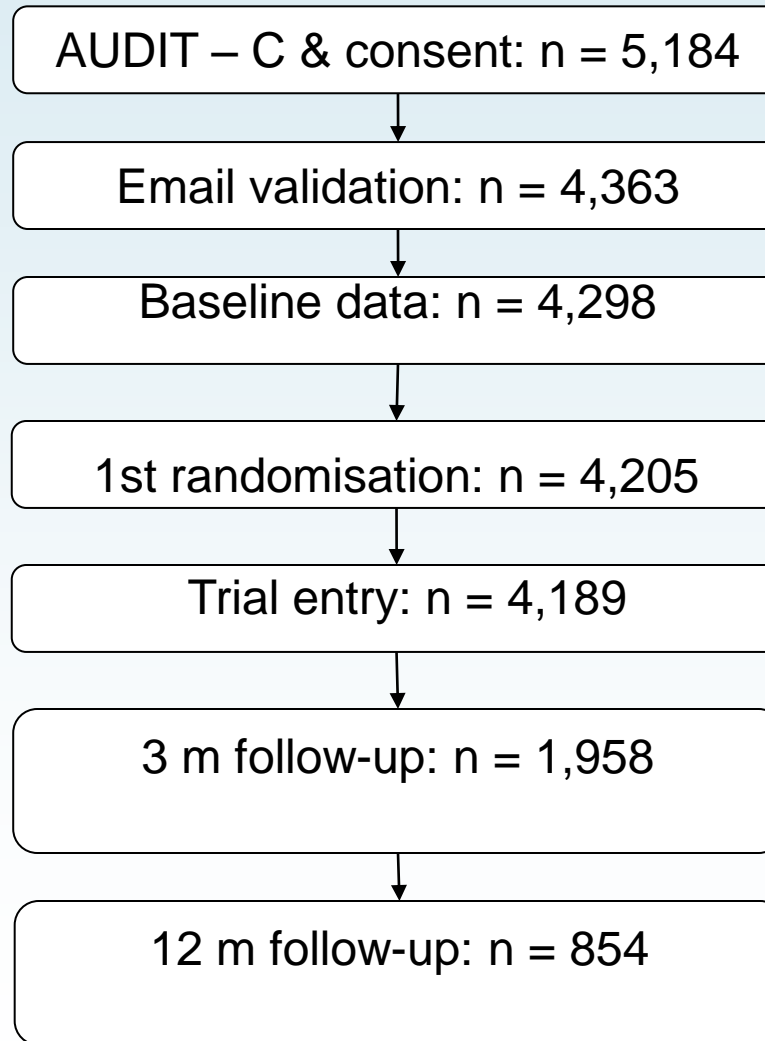
- Baseline
 - Demographics
 - Past week alcohol consumption (TOT-AL) (Primary outcome)
 - EQ-5D
 - Intention and Self-efficacy for reducing alcohol
- 1ST Randomisation (2ry outcome measures)
 - AUDIT
 - LDQ
 - CORE-10
 - APQ

Follow-up

3m and 12m in main trial (3m = primary outcome)

- TOT-AL
- EQ-5D
- Intention
- Self-efficacy
- Same 2ry outcome as at baseline
 - AUDIT, LDQ, CORE-10, APQ.

Recruitment and follow-up



Overall recruitment rate

Target 2600 in 45 weeks or 57.777 per week



Baseline characteristics: Demographic n = 5,113

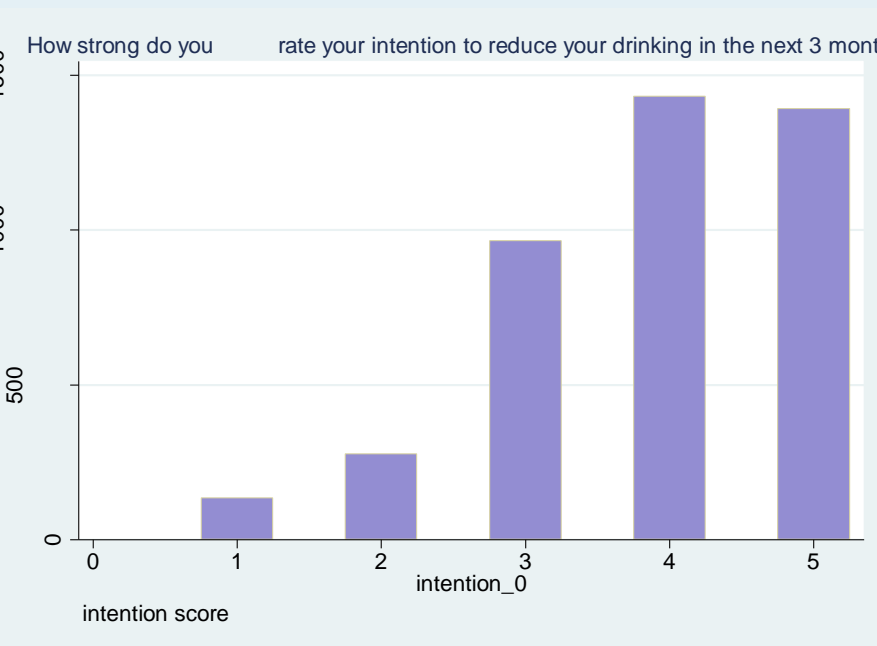
Age	Mean 39, median 38 (18 – 93)
Gender	59% female
Education	51% University degree or above
Marital status	62% married or long term relationship
Children	53% 1 or more children
Ethnicity / country	83% White British / 87% UK residents

Baseline characteristics: Clinical

TOT-AL* (n = 4,298)	Women: mean 50 u, median 43 u Men: mean 71 u, median 63 u
AUDIT (n = 1,047)	Mean 19, median 19, range 2 - 40
APQ (n = 1,050)	Mean 7, median 6, range 0 - 23
LDQ (n = 1,043)	Mean 9, median 8, range 0 - 30
CORE-10 (n = 1,050)	Mean 16, median 16, range 4 - 35

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

Intention and Confidence (to reduce drinking in next 3m)



Intention



Confidence

Follow up

	Overall	Intervention	Control
3 months	47%	42%	52%
12 months	32%	31%	34%

(Rough) Costs of DYD intervention

Original DYD (web development)	£25,700
Updating DYD (web development)	£28,500
Updating DYD (40d of Psychologist time)	£20,000
Updating DYD (4m of RA time)	£16,000
Updating DYD (user fees)	£1,100
Total	£91,300
Approx Eur 99,500, US\$ 147,000	

Preliminary Conclusions

- DYD appears to fulfil a need – users keep on registering at a steady rate;
- DYD appears to appeal to a very different demographic to that addressed by NHS services in the UK;
- If effective, DYD will be highly cost-effective.

Thank you!

<http://www.downyourdrink.org.uk/>