"HOW MUCH IS TOO MUCH"?

A think aloud study to explore the feasibility and acceptability of a digital intervention for the prevention of alcohol related harm in adolescents

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Adolescents and alcohol

- The UK has a high prevalence of adolescent alcohol consumption compared to other European countries

- Adolescents are a risk of harmful short term outcomes, and early drinking is associated with later problems

- School is an important place to deliver early universal prevention. But there is lack of evidence base for school based prevention programmes

Intervention development

- Theory based interventions are more effective than those not based on theory

- Theory based intervention components can be defined and named using a common language

- Digital interventions or 'eHealth' offers promise to be engaging and enhance intervention fidelity

The Alcohol Smart Quiz

- Theory based online quiz with additional materials for class discussion aimed at young adolescents (11-14)

- Based on Prototype Willingness Model, it targets perceptions of the 'drunk' and 'non-drinker' prototype

- Provides practical action planning skills (implementation intentions) and harm reduction focus

LifeGuide Community Website

- Free open source software for health intervention designers

- Programming for non experts with step by step guides and blocks of code

- Useful for testing interventions in pilot trials and getting end user feedback

LifeGuide Online

ASQ

The Alcohol Smart Quiz

ASQ

Question | ASQ

Question 1

Teenage drinking is often reported in the news.

Every year the results of a large study are published and it often hits the headlines.

What do you think this study has found in the last ten years about the number of young people aged 11-15 who have tried alcohol?

The Daily
Monday 24th November 2014

Teenage drinking
Teenage drinking in the United Kingdom

○ it has increased
○ it has decreased
○ it has stayed about the same

Please answer the question. You can guess if you don't know

back | submit answer

Answer | ASQ

Well done, that's correct!

The number of young people aged 11-15 who have tried alcohol has **decreased** in the last ten years.

This information comes from the annual Smoking, Drinking and Drug Use Survey, which is carried out by the Health and Social Care Information Centre.

Your score is now <score> /1

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Answer

No more points this time

The most **common** was being sick (vomiting)

The most **serious** was being taken to hospital

The most **embarrassing** was having an unwanted photo posted on social media

Fact: 11,306 young people aged 17 and under were taken to hospital after drinking alcohol in 2011/2012.

Source of the fact: NHS Hospital Episode Statistics

Your score is now <score> /12

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Question | ASQ

Question 7

Sometimes we all do things that we have not planned to do.

What do you think is the most common reason that young people give for getting drunk when they had not intended to?

Pressure from friends ○
Not remembering how much they had already had to drink ○
Not knowing how strong their drinks were ○

Please answer the question. You can guess if you don't know

back | submit answer

Activity | **ASQ**

Here are some examples of the plans that Pete and Lucy made to help them to deal with social situations where they were offered alcohol or felt under pressure to drink,

Pete said "I'm really into football so if someone is telling me to drink at a party, then I tell them that I need to be fit and healthy to stay on the team"

Lucy said "Alcohol is so full of calories! If someone pressures me to drink then I tell them that fact, they might laugh, but it is true"

What do you think of their plans? After the quiz you will think about making your own plans

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Activity | **ASQ**

Activity

In questions 8 and 9 you saw how some young people had made plans in advance to help them to deal with situations where they might encounter alcohol

Use your worksheet now to think about making plans of your own

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Information | **ASQ**

You have reached the end of the quiz!

Your final score is <score> /20

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Information | **ASQ**

What is your quiz score?

0-5 – Need smartening up! Take a look at the factsheet as this might help you avoid some harm in the future

6-10 – Half smart. One day a friend may need you to be smart so make sure you look at the factsheet

11-15 – Getting smarter. This is an good score but hopefully this quiz has helped increase your knowledge

16-20 – You are alcohol smart!. Your score shows that you have good alcohol knowledge.

Use the factsheet to help you remember the information from the quiz

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Methods

- Semi-structured and think aloud interviews

- Nine teachers (all female) and17 adolescents aged 11-14 (9 female)

- Analysed using thematic analysis using deductive (intervention specific) and inductive (participant experiences) approach

Results

Main theme	Subthemes
Moderation	Prototype perceptions Drinking norms Physical and social consequences
Motivations	Pressure Willingness Planning
Facilitators and challenges	Format and classroom implementation Harm minimisation message Credibility Social media and social image

Moderation

[Non-drinkers are] maybe a little um too careful cause it's alright to drink a little bit as long as you don't drink too much and it's kind of like a little less fun to not have a drink cause then you can meet people and like have fun (Aaron, M, 11)

You are not completely in control when you have alcohol so you may do things that can impact your life. Then if it's only a little bit of alcohol and it's not like every week then I guess it's kind of okay (Martha, F, 14).

Some would be absolutely disgusted because they knew their friend was in that state and the others would think 'oh that was cool, I wish I'd had the nerve to do it (Mrs Jones)

There's a status like 'yeah I'm 13 now perhaps I should try it' even though they're under-age they want to feel grown…. because also there's a higher degree of independence….kind of better to think of it like kind of a looser chain

(Will, M, 12)

Motivations

If you just wait until it happens then you probably, it's, you probably get really flustered and if you already are drunk, it's a bit late. If you plan beforehand then you have more time to think about it and actually clear headedly think about something what you could say, what implications it might actually have (Anna, F, 14).

You get pressured and that kind of makes you a bit nervous and makes you really want to do it cause they're encouraging you to do it (Max, M, 12).

- *[Alcohol] is like really interesting, it's like what could happen to you…. and how it could affect you kind of thing.. it could affect people massively but some other people not at all and it could be like pretty nice (Aaron, M, 11).*

I think that trouble with planning when you're talking about alcohol is that often your friends are drunk as well and you've just no idea how they're going to respond or be during their drunkenness [laughs]. So you might well all agree that nobody is leaving on their own or that you know that that you're not going to get in anybody's car on the way home or whatever but you know those become, plans can become shattered (Ms Smith)

Facilitators and challenges

It's good cause it hasn't said anything about not doing it but it's kind of like hinted in a way like bad things will happen if you overly drink but it hasn't said anything about like 'one glass of wine is going to make you do all this, or kill you' (Kate, F, 13)

They need to know "How much is too much?" Like "what would you think is ok at a party?" You know like couple of beers to take. Yeah and those kinds of degrees of drunkenness that are acceptable. I wonder about that. Ah also the difference between binge drinking and regular drinking (Miss Day)

My friend had something put on Snap Chat that he really didn't want and it was against his will but he was drunk and so he didn't really know what he was doing! So everyone saw it for 24 hours and he was so embarrassed… at school he couldn't look at anyone for like two weeks…it was a picture of him with no clothes on (James, M, 14).

Because of the access to mobile phones and things we've had young girls sending photographs of themselves to boys it's then been uploaded and gone viral and it's just horrific (Mrs Rowe)

Implications

- Intervention content and format appeared to be acceptable to adolescents and teachers

- A 'moderate' prototype could be added as well as or instead of non-drinker or drunk prototype

- Delivering ASQ in the classroom would be feasible but perceived flexibility of intervention has implications for a trial

Challenges

Why add to the 'internet jungle'?

Challenge in framing an acceptable moderate drinking message to adolescents

How does action planning work in classroom/ real world? This needs to be tested.

Conclusion

It appears feasible to deliver a digital intervention with a harm reduction focus in a school setting

Specific changes to the ASQ:

- Moderate drinker prototypes to be added
- Short term positive and negative effects/ reasons for drinking will be discussed
- Focus on the avoidance range of harms through action planning
- Discussion of social media and alcohol use

Thank you for listening

- **Thank you to everyone who helped me to complete this project….**

The adolescents and teachers who gave up their time to be interviewed

The parents of the adolescent participants

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