

Preventing high risk behaviors among young adults in clubs: Using a peer group approach to reduce harm

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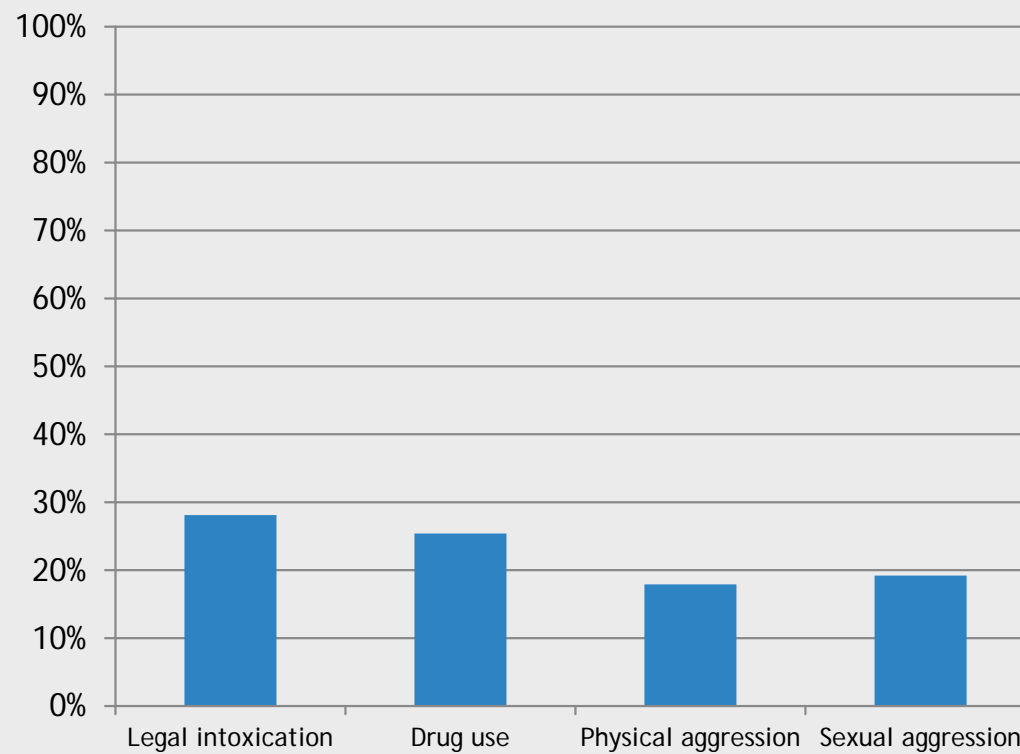
Purpose of the Study

- ▶ Develop a group-based approach for reducing high risk behaviors at the clubs
- ▶ Group is the social drinking group
- ▶ Focus on high risk evening
- ▶ Focus on young adults

Theoretical Rationale for Group-based Approach

- ▶ Social Cognitive Theory
 - ▶ Direct effects such as drink offers
 - ▶ Indirect effects such as social norms and modeling
- ▶ Resource Control Theory
 - ▶ Higher status individuals have more influence over group members
 - ▶ Alcohol consumption contributes to increases in status

Areas of High Risk in the Clubs for Young Adults Exiting Clubs



N = 2,099

Evidence of Group Influence in Clubs

- ▶ Greater percentage of women in a group predicted lower exit BACs for the men in those groups
- ▶ Groups with a member who is frequently drunk predicted higher exit BAC for individuals in those groups
- ▶ Higher group mean for expectation of drug use within the group predicted more individual drug use
- ▶ Greater discrepancy for drinking expectations predicted more aggression experiences for individuals within the group

Development of the Intervention: The 3 O's

- ▶ Based upon 3 O's tested among management and club staff
 - ▶ Assessment
 - ▶ Outreach
 - ▶ Options
 - ▶ Out
- ▶ Iterative development and design
- ▶ Focus groups regarding content with male and female patrons
- ▶ Usability tests with individuals to test the program

Intervention Content

- ▶ Overuse of alcohol/drugs
- ▶ Physical aggression
- ▶ Sexual aggression
- ▶ Driving drunk/riding with drunk driver
- ▶ Two of the above components were viewed depending upon group level of risk for these outcomes.

Intervention Delivery

- ▶ Algorithm calculates group risk scores as individual surveys are submitted
- ▶ Research staff enter unique group ID number into tablet application to initiate two interventions related to group's risk scores
- ▶ Group decides which person will hold tablet
- ▶ Group is instructed to:
 - ▶ Discuss strategies as a group
 - ▶ Make selections based on group input
- ▶ Group surrounds one large screen tablet to view intervention



Avoiding a "bad" night

49% 1:28 PM

AVOIDING Overuse Problems

You'll likely want to avoid these situations:



Sleeping or passed out



Sick/vomiting



Drawing the attention of security



Embarrassing the group

< >

Assessment

First step to decide if 3 O's are needed

Drugs



Physical behaviors



The Three O's



The screenshot shows a mobile application interface with a white background and a green status bar at the top. The status bar contains icons for signal strength, Wi-Fi, and battery, along with the text '50%' and '11:19 AM'. The main content area features a large, stylized graphic of three overlapping triangles in yellow, green, and orange. The text on the slide reads: 'Step 2: When you see signs that something is wrong, USE THE 3 O's'. Below this, the three O's are listed: 'Outreach', 'Options', and 'Out'. The slide is framed by a thin green border, and there are left and right navigation arrows at the bottom corners.

Step 2: When you see signs that something is wrong,

USE THE 3 O's

- Outreach
- Options
- Out

Outreach



Example of Outreach: approach the person



Example of Outreach: hand signals



Example of Outreach: send a text



Options

Options

After your **OUTREACH**,
if your friend indicates that things are **NOT** ok...

...offer her/him **OPTIONS** about what you can do...

...to **STOP** the situation from escalating

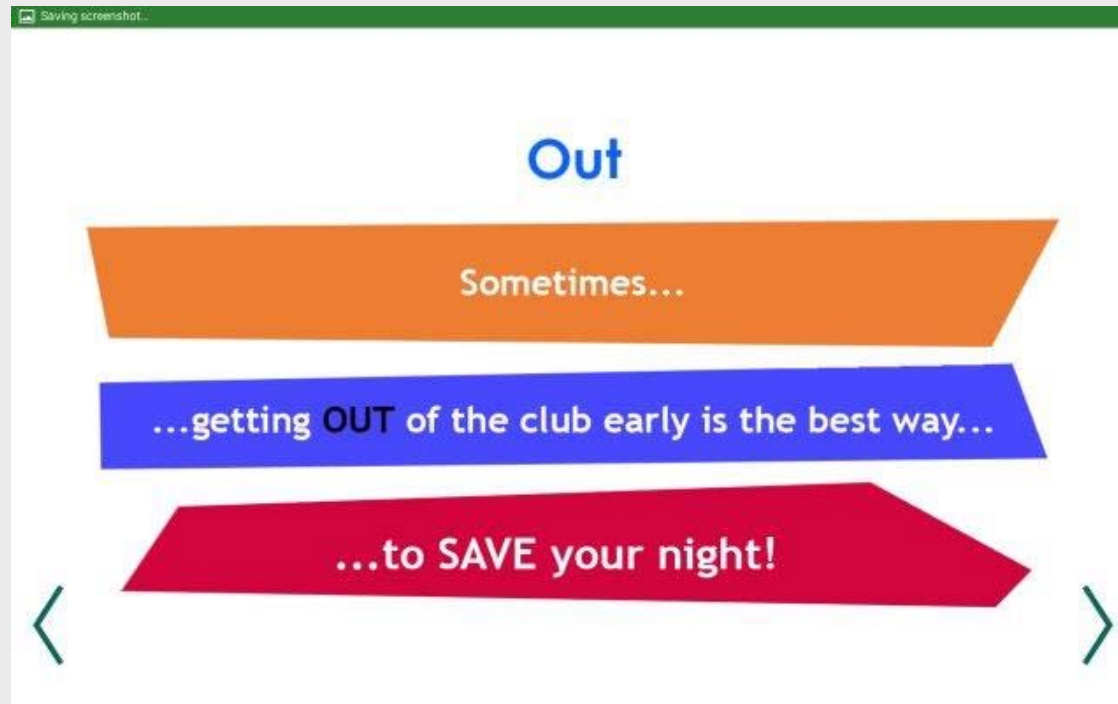
Example of Options: watching your buddy



Example of Options: seek staff assistance



Out

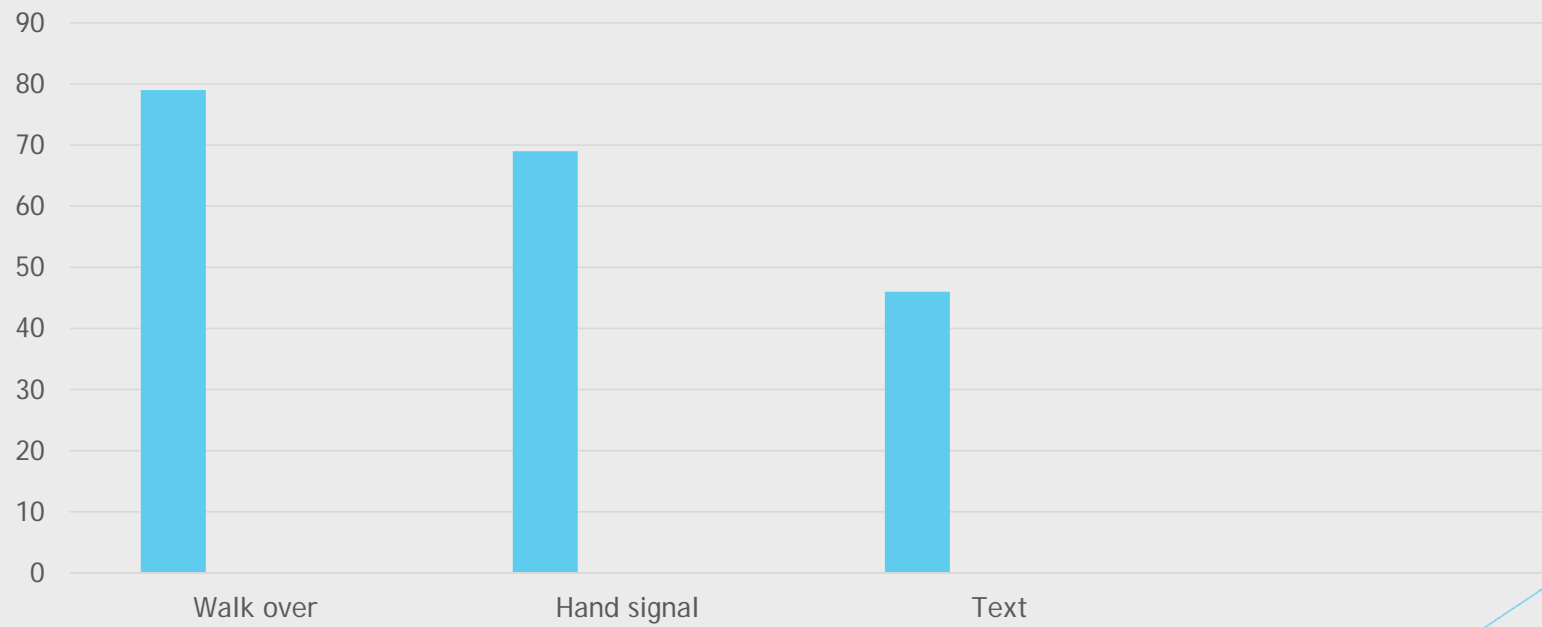


Demographics (N=478)

- ▶ Median age 26
- ▶ 46% female, 53% male
- ▶ Employed full or part time 88%
- ▶ Student 34%
- ▶ Ethnicity/Race:
 - ▶ Hispanic 23%
 - ▶ White 36%
 - ▶ Asian 26%
 - ▶ Black 9 %
 - ▶ Multi-racial 6.3%
 - ▶ Other 10.5%

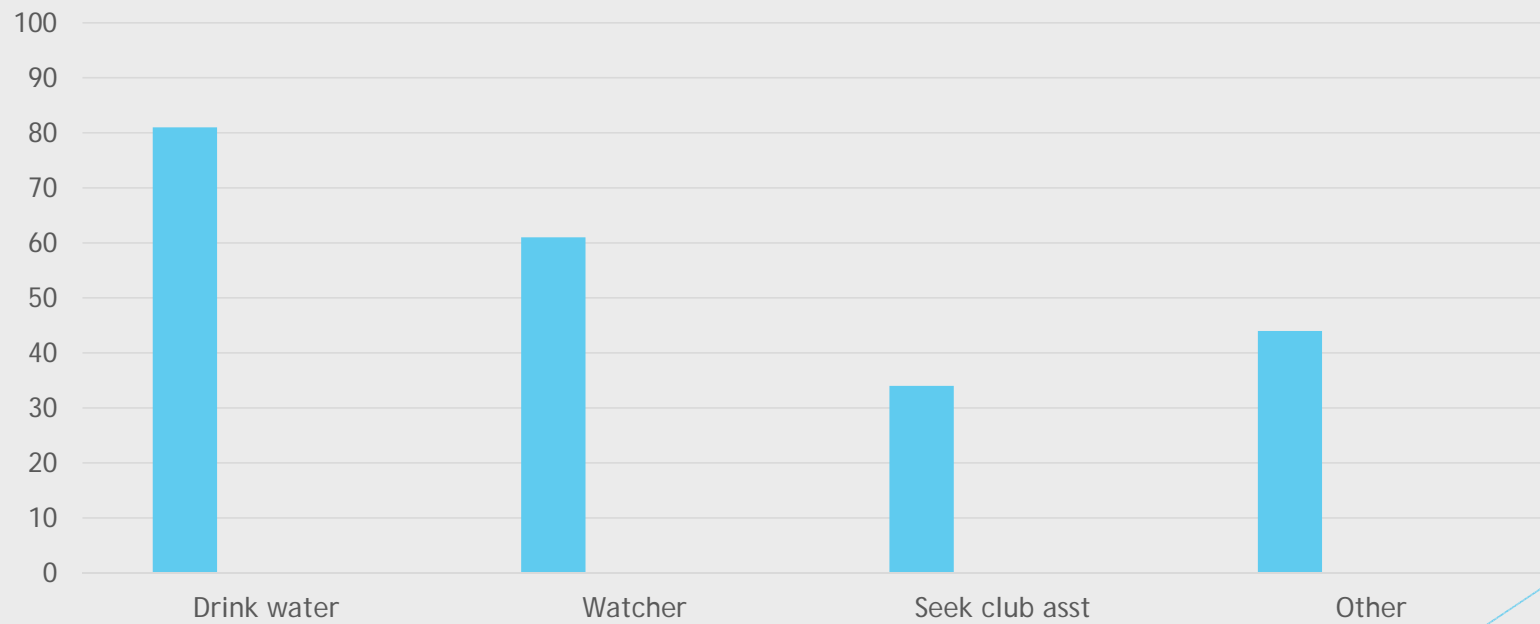
Overuse: Outreach

Group based response N=72



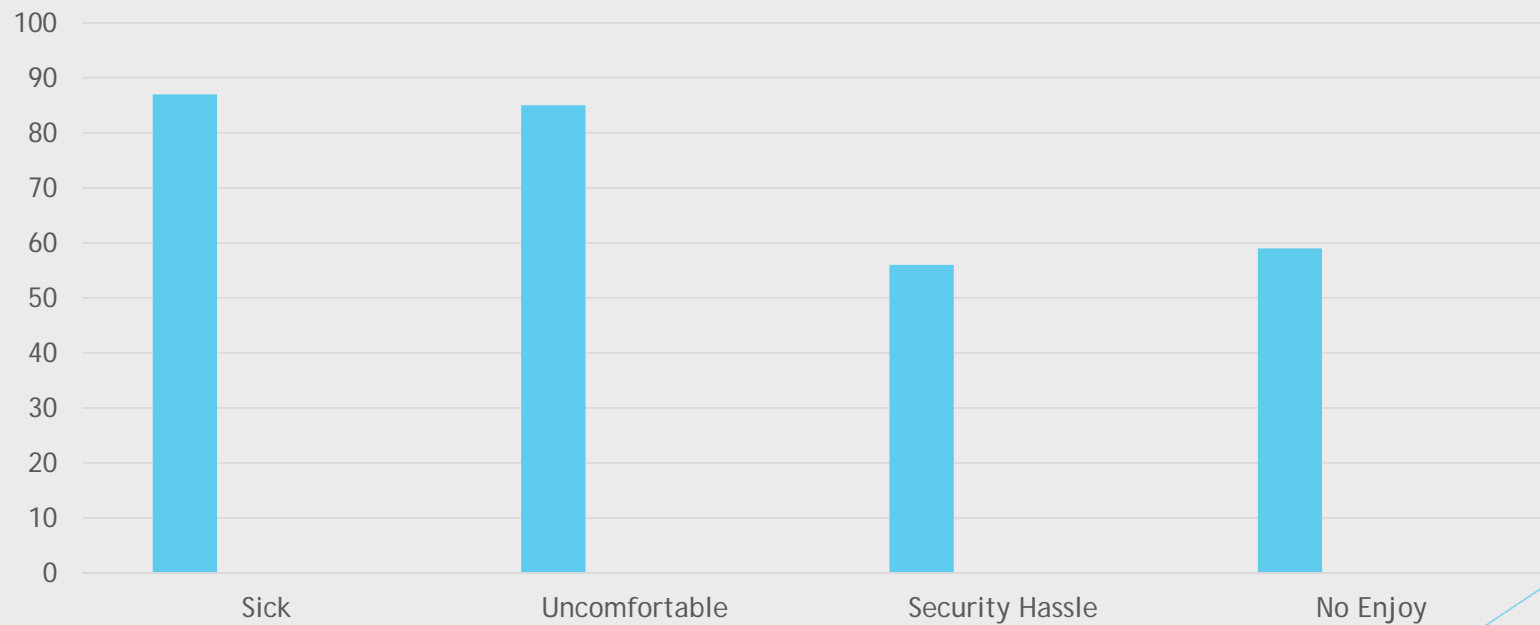
Overuse: Options

Group based response N=72



Out: Reasons for leaving the club

Group based response N=80



Discussion: Usability and Intent to Use

- ▶ 80 groups completed the intervention program
- ▶ 82.5% of groups intended to use the intervention skills
- ▶ Caveats
 - ▶ Half way through data collection
 - ▶ Additional analyses needed to determine whether composition of group (size, gender) influence willingness to use the intervention
- ▶ Next step, if effective, is to consider real world applications

Creating a Real World Delivery

- ▶ Cooperating clubs
- ▶ Involving insurance agency
- ▶ Determine when and where the intervention can be best delivered
 - Video streaming while waiting in lines
 - Bathrooms
 - Smartphone apps