

Website for at-risk alcohol use: how to make it visible and for whom?

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Background:

Websites providing information and tailored feedback for at-risk alcohol use are increasingly used

These websites can reach a large population that does not necessarily access primary care practices

Web-based brief intervention are effective in reducing alcohol use among individuals with at-risk alcohol use

But such websites need to target individuals with at-risk alcohol use and to be visited

Methods:

www.alcooquizz.ch is a website offering general information on alcohol use, screening, and brief intervention with tailored feedback (in French)

The feedback consists of:

Normative feedback

Feedback on reported consequences

Caloric value of the reported consumption

Computed BAC based on the maximum reported alcohol consumption, and potential consequences

Indication of risk category (i.e. presence or absence of episodic risky drinking and/or weekly risky drinking, and probability of alcohol-related problems) with recommendations

At-risk alcohol use was defined as: presence of episodic risky drinking (6 or more drinks on one occasion, at least once a month) or weekly risky drinking (>14 drinks per week for men <65, >7 drinks per week for women (all ages) and men ≥65)

To increase the website visibility, we conducted a media campaign in the French sector of Switzerland. We assessed the geographical provenance of the users and the day-to-day website traffic to assess its impact.

We studied the characteristics of the users in order to determine:

- If the website was accessed by the target population (i.e. individuals with at-risk alcohol use)

- If the users were satisfied with the website content

Results:

Between July 15 (official release date) and January 31st 2011, 15'633 new visitors accessed the website

84% (n=13'160) completed the screening and received a tailored feedback.

General information pages represented 25% of the 28'986 visited pages.

Of the 56% people with at-risk alcohol use, 66% envisioned change after receiving the feedback.

1001 users completed the satisfaction survey

83% of visitors came from Switzerland

Traffic sources:

- 45% Direct traffic

- 38% Referring sites (newspaper websites during the media campaign, main source September 2010-January 2011: Facebook)

- 17% Search engines (main source: Google)

Users characteristics

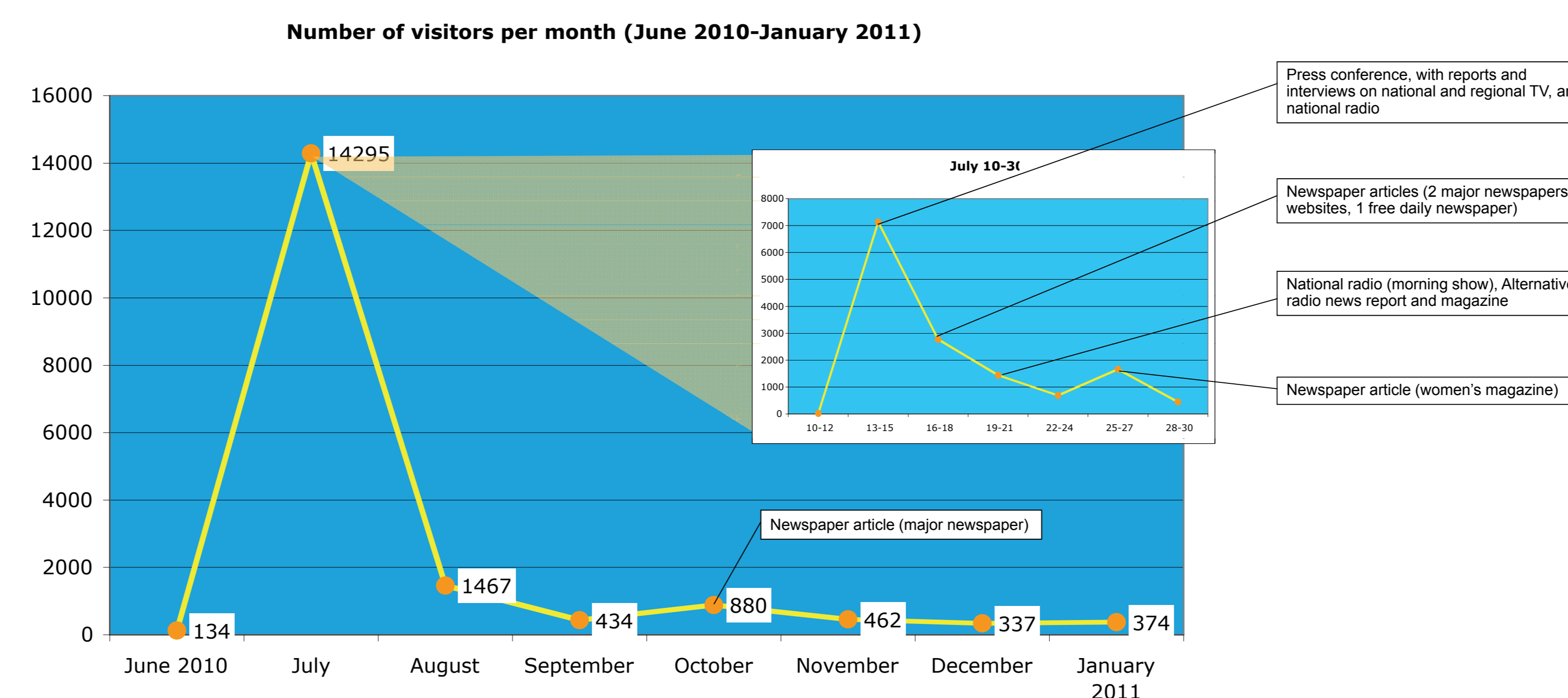
	Total (n=13'160)	Men (n=8821)	Women (n=4339)
Age, median (Q1, Q3)	33 (26, 45)	33 (27, 45)	32 (26, 45)
Number of drinks/week, median (Q1, Q3)	8 (3, 15)	9 (4, 18)	5 (2, 10)
AUDIT Score, median (Q1, Q3)	8 (5, 12)	9 (5, 13)	6 (4, 10)
Weekly risky drinking, % (n)*	35.1% (4621)	34.0% (2995)	37.5 (1626)
Episodic risky drinking, n (%)**	46.2% (5980)	54.1% (4696)	30.1% (1284)
At least 1 risky pattern	55.7% (7266)	60.1% (5250)	46.9% (2016)

* : >14 drinks per week for men <65, >7 drinks per week for women (all ages) and men ≥65

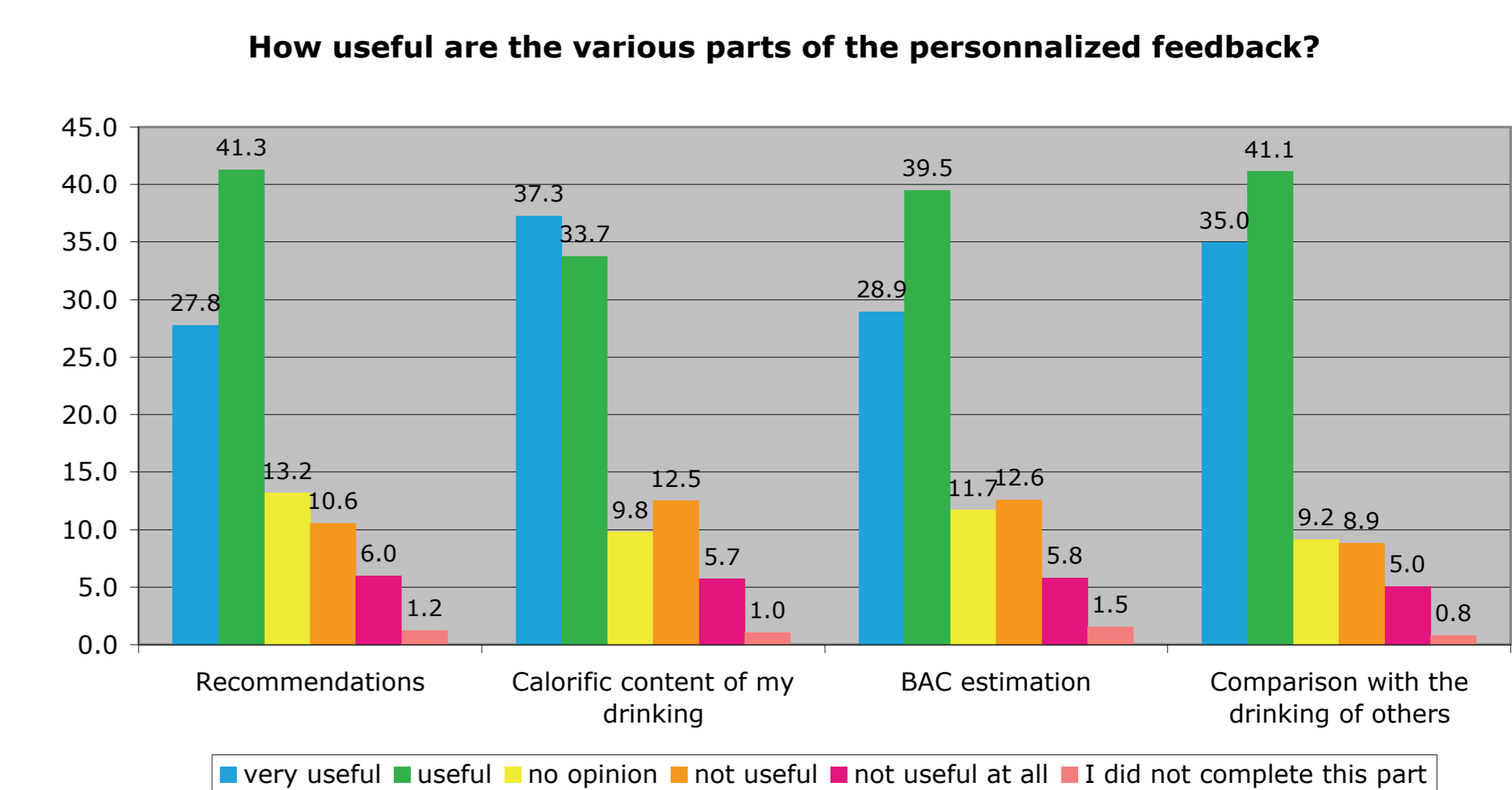
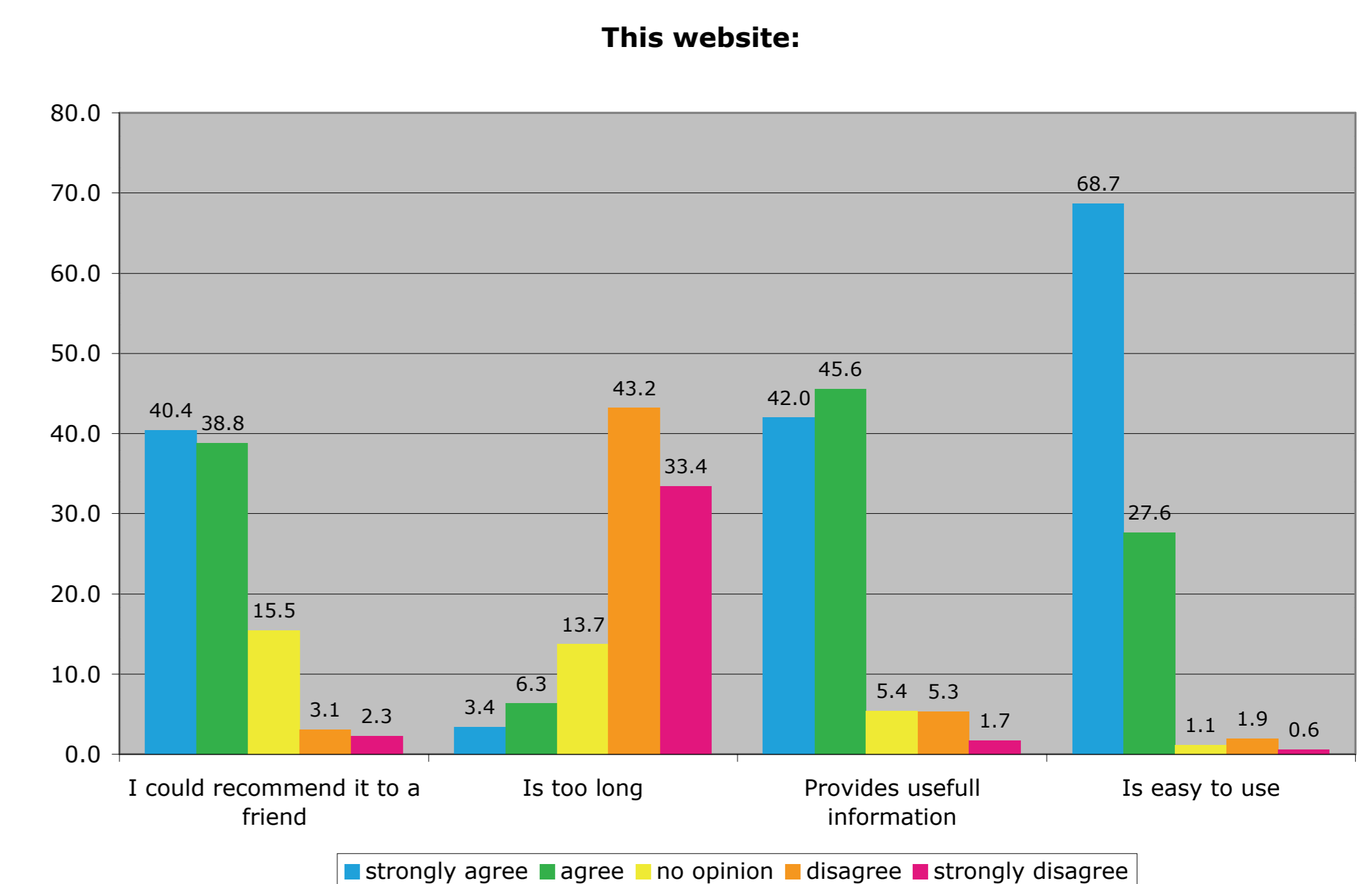
** : 6 or more drinks on one occasion, at least once a month

1 drink= 10g ethanol

Number of visitors over time and media coverage



Results of the satisfaction survey



Conclusions:

www.alcooquizz.ch seems to target the appropriate users since at-risk alcohol use was overrepresented among website users compared to the general population

Satisfaction was high

Most at-risk drinkers envisioned change after their visit

People may visit websites providing information and personalized feedback on alcohol use on their own, but a media campaign appear to increase largely the number of visitors. Nevertheless, this effect does not last long. Therefore, sustained efforts are necessary to promote the access to brief intervention websites. Social networks (facebook, twitter) may represent a valuable option.