



REDUCING UNDERAGE DRINKING

A SUMMARY OF PROMISING MODELS

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INTRODUCTION

This literature review was initiated at the request of one of the Project Coordinators in one of the GASPS metropolitan communities. The request centered around finding a model school-based program that has effectively reduced alcohol use rates in affluent, educated communities. This specific request was generated in a community where 30-day use rates are more than double the rate of the state as a whole. Since this community is finally gaining traction in the school system, their goal is to provide expert guidance and high-quality information.

In response to this request, this review focuses on “promising models” that incorporate “emerging technologies” (computer-based, internet-enabled, or web-based). These would provide additional options other than Life Skills Training (LST) and the like. Because the initial request was very specific, this review also includes other interventions that might work in this type of situation. For example, the second program listed below “technology-based social norms campaign” was designed to meet a specific targeted population: university students. However, it was included in this list because it may work to support this type of prevention effort.

SUMMARY OF PROMISING MODELS

PROGRAM NAME:

SHADE Computer Delivered Treatment

Description: The Self-Help for Alcohol and Drug use and Depression (SHADE) is an online intervention that provides cognitive-behavioral therapy along with motivational interviewing to address co-occurring substance abuse disorders and mental health issues. SHADE is accessed online, and provides 10 modules about how substance use may exacerbate mental health challenges. The program includes topics such as: Improving Motivation to Change; Solving Problems; Managing Alcohol or Other Drugs; and others. Modules include video clips, homework, and in-class activities. Research found SHADE to be effective, leading to greater reductions in “hazardous drug use” than brief interventions alone.

Link: <http://www.c4tbh.org/technology-in-action/program-reviews/co-occurring-disorders/shade>

Additional Resources: Kay-Lambkin, F.J., Baker, A.L., Kelly, B., & Lewin, T.J. (2012). It's worth a try: The treatment experiences of rural and urban participants in a randomized controlled trial of computerized psychological treatment for comorbid depression and alcohol/other drug use. *Journal of Dual Diagnosis, 8*(4): 262–276.

PROGRAM NAME:

Technology-Based Social Norms Campaign

Description: Thombs et al (2007) conducted a study on how the use of an online application designed to reinforce prosocial norms around alcohol use (i.e., that the majority of students at a large, public university do not drink on a given night) faced challenges in achieving its intended outcome. For example, the authors found that the technological features of the application-- immediate feedback of participant blood alcohol content (BAC)-- may have served as an incentive to increase the drinking rate. In interviews, 29% of people reported knowing study participants who "drank excessively to receive a high BAC." This study suggests the challenges of creating prosocial, technology-enabled interventions, though the authors wonder if the study may have increased study participants' "self-monitoring" of their alcohol consumption (p. 331).

Link: <https://www.climateschools.com.au/>

Additional Resources: Thombs, D. L., Olds, R. S., Osborn, C. J., Casseday, S., Glavin, K., & Berkowitz, A. D. (2007). Outcomes of a technology-based social norms intervention to deter alcohol use in freshman residence halls. *Journal of American College Health, 55*(6), 325-332.

PROGRAM NAME:

eSBI

Description: Screening and Brief Intervention (SBI) has been shown to be effective in reducing hazardous drinking, but is under-utilized. Electronic SBI (eSBI) was found to reduce hazardous drinking by providing a one-time motivational intervention. In addition, use of the eSBI was further linked with fewer additional problems, including "consequences related to

academic role expectations" (p. 534). This study noted that alcohol consumption dropped 5-35%, and incidence of "problems" also decreased, by 13-25%, through eSBI; at the same time, eSBI is easy and quick for doctors to administer and patients seem not to mind, suggesting the potential to reach large numbers of people & reduce hazardous drinking.

Link: <http://www.thecommunityguide.org/alcohol/eSBI.html>

Additional Resources: Kypri, K., Langlely, J. D., Saunders, J. B., Cashell-Smith, M. L., & Herbison, P. (2008). Randomized controlled trial of web-based alcohol screening and brief intervention in primary care. *Archives of internal medicine*, 168(5), 530-536.

PROGRAM NAME:

Project SPORT

Description: Many adolescent health behaviors are linked, suggesting the need for interventions that address multiple risky behaviors. In addition, public health researchers are beginning to suggest a model of reducing substance use while at the same time adding physical exercise and activity. This study examined the effectiveness of using physical activity to reduce alcohol and drug use. The authors found that a 12 minute conversation about "integrating alcohol avoidance behaviors and promoting fitness" during a one-on-one consultation with study participants "holds promise" (p. 222).

Link: n/a

Additional Resources: Werch, C. C., Moore, M. J., DiClemente, C. C., Bledsoe, R., & Jobli, E. (2005). A multihealth behavior intervention integrating physical activity and substance use prevention for adolescents. *Prevention Science*, 6(3), 213-226.

AUTHOR INFORMATION

Benjamin Gleason is the Director of Applied Research for the Prospectus Group. He is a PhD candidate in Educational Psychology & Educational Technology at Michigan State University, researching how to best support communities of learners through educational technology. Before academia, Benjamin has worked in youth-serving learning spaces for almost fifteen years, from youth development and teaching high school in Richmond, California, to working as a university instructor in Guatemala. Benjamin is also a founder of the Prospectus Group.