

RESULTS FROM THE MOBILE INTERVENTION FOR DRINKING IN YOUNG PEOPLE STUDY: A RANDOMISED CONTROLLED TRIAL

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Introduction and Aims: Smartphones offer new opportunities for health interventions, however, limited studies have attempted delivery during drinking events. This study aimed to evaluate a brief intervention delivered by mobile phone during drinking events for young Australian adults.

Method / Approach: We used a three-armed Randomised Controlled Trial design. On six nights across a 12 week study period, Group A and B participants filled in hourly surveys on their smartphone, prompted by SMS. Group A received tailored feedback SMS corresponding to their survey responses. Group B did not receive feedback SMS. Group C had no contact. All groups were contacted for follow-up telephone interviews. Descriptive analyses and T-tests were undertaken on the preliminary post-intervention data, to measure difference in mean peak drinking between groups and evaluate acceptability.

Key Findings: The final sample included 103 participants, with 79 followed up to date. Of Group A and B 71%(n=29) completed surveys on ≥ 6 nights. There were no significant differences between groups in mean peak drinking at follow-up. Evaluation showed that Group A and B participants mostly agreed that filling in the surveys was quick (79%), easy (88%) and even enjoyable (62%). Of Group A, most agreed that feedback messages were appropriate (90%), useful (70%), and helped them to keep track of drinking and spending (60%).

Discussions and Conclusions: This study is novel in that, unlike previous work, it is designed to intervene during drinking events and applies complex personalised message-tailoring. Further analyses are required to understand the efficacy of this intervention.

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