

# Alcohol education in licensed premises using brief intervention strategies

Author(s)

Reilly E.

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## **Abstract**

**AIMS:** The aim of this feasibility study is to present a description of a new approach based on alcohol brief intervention strategies to intervene with at-risk drinkers in licensed premises.<br/>**DESIGN:** The data presented are from a convenience sample of tavern patrons.<br/>**SETTING:** The intervention called Operation Drinksafe was conducted on 75 occasions in 67 licensed premises in an Australian rural area. <br/>**PARTICIPANTS:** There were 2761 voluntary participants who were provided with a personal risk assessment of their alcohol use.<br/>**MEASUREMENTS:** The main measurements were the Alcohol Use Disorders Identification Test (AUDIT) combined with a blood alcohol concentration (BAC) reading.<br/>**FINDINGS:** The median AUDIT score was 11.0, with 53% scoring in the hazardous range and 25% in the harmful range. For binge drinking, almost two-thirds (62%) of males drank six or more drinks once a week or more compared to 29% of females. Median BAC was 0.03 mg/100 ml with 11% of males above 0.10. Regression analysis revealed that significant predictors of alcohol-related injury were being aged less than 30 years, forgetting the previous night, having had another person express concern about your drinking, and binge drinking weekly or more.<br/>**CONCLUSIONS:** The program had high acceptance among licensees and their patrons. Patrons who are ready to

change their at-risk drinking behaviour may benefit from this type of minimal intervention when presented in an interesting way in their drinking environments.

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