

Alcohol Brief Intervention (BI) Delivered in UK Community Pharmacies: Customers' Experiences

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Community pharmacy BI surveys

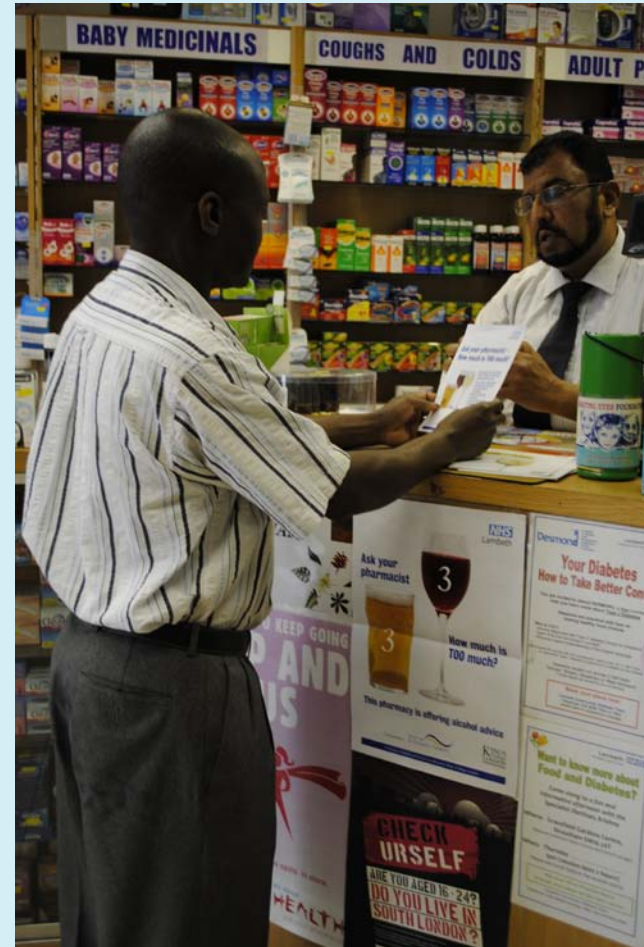
- Views of potential BI community pharmacy based service - UK and New Zealand
 - Customers in both surveys were positive about:
 - Using potential service
 - Discussing alcohol use with pharmacists in community pharmacy
 - Receiving written literature on alcohol use
 - Dhital et al 2010
 - Sheridan et al 2010

Customer feedback, recruitment rate & referral to specialist services not reported

Watson & Blenkinsopp 2009

Aims of service evaluation

- Feasibility of BI in community pharmacy settings
- Views of pharmacists involved in BI
- **Pharmacy customers: perceptions and acceptability of BI**



Customer Approached by Pharmacist or Support Staff

Pharmacist conducts BI

- AUDIT-C
- Drink Diary
- Readiness to change

Researcher baseline follow up

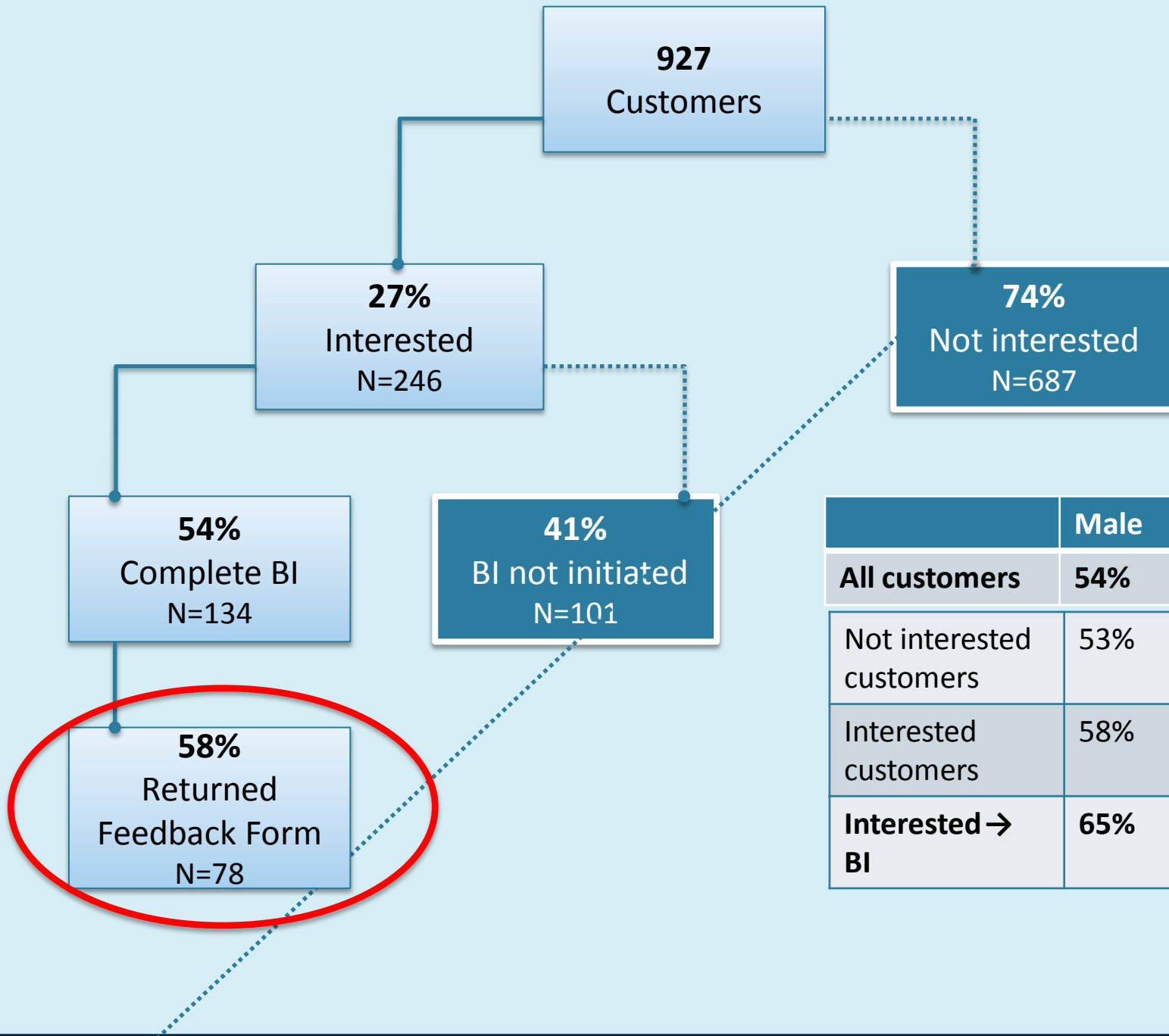
- Service use and employment inventory

Customer feedback form

- Semi-structured questionnaire
- Issued by pharmacists at BI
Posted by client to evaluation team

Researcher follow up (after 3 months)

- AUDIT-C
- Drink Diary
- Service use and employment inventory



	Male	Female
All customers	54%	46%
Not interested customers	53%	47%
Interested customers	58%	42%
Interested → BI	65%	35%

Reasons for undertaking BI

59%: Wanted to find out about drinking

46%: Concerned about health

29%: Concern following TV/article

21%: Concern shown by family/friends



Customer Feedback

Consulting Room N=77 (from 78, 99% completed this section)	Good		Fair		Poor	
	N	(%)	N	(%)	N	(%)
Privacy	57	(74)	16	(21)	4	(5)
Confidentiality	59	(77)	16	(21)	2	(3)
Quietness	54	(70)	18	(23)	5	(7)
Comfort	41	(53)	29	(38)	7	(9)

Customer Feedback: Likes & Dislikes

Response N = 78	N	(%)
LIKES	N	(%)
Increased alcohol-related awareness	18	(23)
Informative written information	14	(18)
Opportunity to ask questions	12	(15)
Personable pharmacy staff	12	(15)
Clarity of expression	11	(14)

Response N = 78	N	(%)
DISLIKES	N	(%)
Inaccurate or ineffective service	7	(9)
Too much paperwork	4	(5)
Pharmacist not knowledgeable	4	(5)
Embarrassment	3	(4)
Inadequate information	3	(4)

Customer Feedback: Future Use of Community Pharmacy Alcohol BI

Future use	Yes		Not Sure		No	
	N	(%)	N	(%)	N	(%)
Recommend BI to others?	60	(77)	9	(12)	6	(8)
Use the service again?	45	(58)	17	(22)	12	(15)

Customer Feedback

“This is a good thing...because it makes people more aware of how much alcohol you are drinking and what you are supposed to drink...I found it really helpful.” *(Customer, 19th March 2010)*

“Not something I would normally discuss with my pharmacist.”
(Customer, 3rd July 2010)



Summary & Conclusions

- Customers who participated in the BI service were positive about their experience
 - Pharmacy environment was identified as private and confidential to discuss drinking
 - Increased their knowledge and awareness of alcohol
 - Over 75% would recommend the service to friends and family



Any Questions?

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