

BURIJJI SOFTWARE



CHANGES THE COMPLIANCE EQUATION

Pilot Results from a Commercially Implemented Internet-
Based Brief Intervention (IBI) for Canadian Students
Living in Residence



9th Conference of INEBRIA



Trevor van Mierlo^{1,2} MScCH, MBA, GEMBA, DBA (c)

Matthew George¹, MA

Stephanie Muehlethaler³, MA, PhD (c)

¹Evolution Health Systems Inc.

²Research Associate, Henley Business School, University of Reading

³Campus Living Centres

Conflict of Interest

- Evolution Health owns the Check Your Drinking University (CYD-U) platform
- Campus Living Centres (CLS) has licensed and the CYD-U Platform

<http://www.CheckYourDrinkingU.net>

Introduction

- Campus Living Centres (CLC)
 - Manages student residences at over 20 Canadian Colleges
- Evolution Health Systems Inc.
 - Developed the original brief intervention and tailored it for CLC
- The original Check Your Drinking BI reduced alcohol intake by 6-7 drinks per week in problem drinkers at 3 and 6 month follow-up

Objectives

- To analyze usage patterns of the IBI
 - This will enable CLC to design strategies to increase usage among its population
- To better understand the drinking culture that exists within CLC residences
 - Questions about perceptions added

Methods

- Check Your Drinking- Residence Life (CYD-RL) was made available to new students
- 225 college students who lived in campus residences (60% Male) completed CYD-RL
- All participants consented to the use of their anonymized data for research purposes
- Analyses of mean differences were completed

Own Drinking Behaviours vs. Perceptions

Means	1. # of Pre-drinking occasions in last month	2. How often do you have a drink containing alcohol?	3. How often do you have 5 or more drinks on one occasion?	4. How often in last year have you acted inappropriately due to drinking?
Student's Self Report (N=225)	3.20	2.36	2.71	0.53
Student's Perception of Peer (N=225)	7.78	2.80	3.47	1.83

All mean differences are significant at $p < .01$

*Question 1: Raw numbers

*Question 2: 0=never, 1= monthly or less, 2= 2-4 a month, 3= 2-3 a week, 4= 4 or more a week

*Question 3: 0=never, 1= less than monthly, 2= once per month, 3= 2-3 times per month, 4= weekly, 5= 2-4 times per week, 6= daily or almost daily

*Question 4: 0=never, 1= less than monthly, 2=monthly, 3 =weekly, 4= daily or almost daily

Gender Differences in Perceptions

Means	A. How often did the average college student fail to stop drinking once they started in the last year	B. How often did the average college student act inappropriately due to drinking in the last year
Male (N=135)	1.59	1.73
Female (n=90)	1.92	1.99

Both mean differences are significant at $p < .01$

*No significant gender differences found among the means of self –reported drinking behaviours (e.g., how often one has a drink containing alcohol, how often one has 5 or more drinks, amount of drinks per occasion)

*Question A: 0=never, 1= less than monthly, 2= monthly, 3= weekly, 4= daily or almost daily

* Question B: 0=never, 1= less than monthly, 2= monthly, 3= weekly, 4= daily or almost daily

Residence Living

	1. # of Pre-drinking occasions in last month	2. How often do you have a drink containing alcohol?	3. How often do you have 5 or more drinks on one occasion?	4. How often in last year have you acted inappropriately due to drinking?
Less than one academic year of residence living experience (n=142) (62% male)	2.60	2.21	2.52	0.34
At least one full academic year of residence experience (n=83) (53% male)	4.23	2.61	3.04	0.86

All mean differences are significant at $p < .05$

*Question 1: Raw numbers

*Question 2: 0=never, 1= monthly or less, 2= 2-4 a month, 3= 2-3 a week, 4= 4 or more a week

*Question 3: 0=never, 1= less than monthly, 2= once per month, 3= 2-3 times per month, 4= weekly, 5= 2-4 times per week, 6= daily or almost daily

*Question 4: 0=never, 1= less than monthly, 2=monthly, 3 =weekly, 4= daily or almost daily

Dissemination and Evaluation Strategy

- Increase proactive and reactive usage
 - All residence staff, including resident assistants were educated on tool
- The Residence Life Management Team will discuss CYD-RL data during regularly scheduled meetings
 - Working groups will be assigned to examine marketing strategies
 - Undergo a random sampling study with student population
 - Provides a control group for potential follow-up study

Conclusions

- Our college population perceived their peers to engage in multiple drinking behaviours at a greater rate than themselves
- Experiencing residence life appears to be related to higher rates of drinking
- Next Steps:
 - Increase usage through promotion
 - Use CYD-RL to further evaluate the perception of social norms on college campuses
 - Move towards requiring all students (over 8000) to take CYD-RL upon moving into residence

Contact Information



Thank You

tvanmierlo@evolutionhs.com