

## INTRODUCTION

**Birthdate-focused brief alcohol interventions (BBAs)** delivered electronically or via mail are one option for curbing hazardous alcohol use among college students celebrating their 21<sup>st</sup> birthdays. BBAs often provide information about consequences of excessive drinking, harm reduction strategies, and/or personalized normative feedback. These interventions are often attractive to university administrators because they offer a potentially cost- and time-effective way of addressing a serious public health issue.

## OBJECTIVE

To synthesize evidence on the effectiveness of BBAs in reducing 21<sup>st</sup> birthday celebratory alcohol use among college students.

## ELIGIBILITY CRITERIA

- Randomized controlled trial or quasi-experimental research design comparing BBAI with no treatment or treatment as usual
- College student participants who receive BBAI immediately prior to their 21<sup>st</sup> birthday
- At least one post-intervention alcohol outcome
- All publication types, all languages

## LITERATURE SEARCH

Literature coverage 1/1/1980 – 12/31/2012

- 12 electronic bibliographic databases (e.g., DAI, IBSS, PsycINFO, PubMed)
- 19 grey literature sources/databases (e.g., Index to Theses, Clinical Trials Registry, conference proceedings)
- Reference harvesting, forward citation searching

Total Identified Reports:	7,593
Duplicate Reports:	2,467
Deemed Ineligible at Abstract Level:	2,641
Deemed Ineligible at Full Text Level:	2,474
Eligible and Analyzed:	11 Reports 9 Studies

## SYNTHESIS METHODS

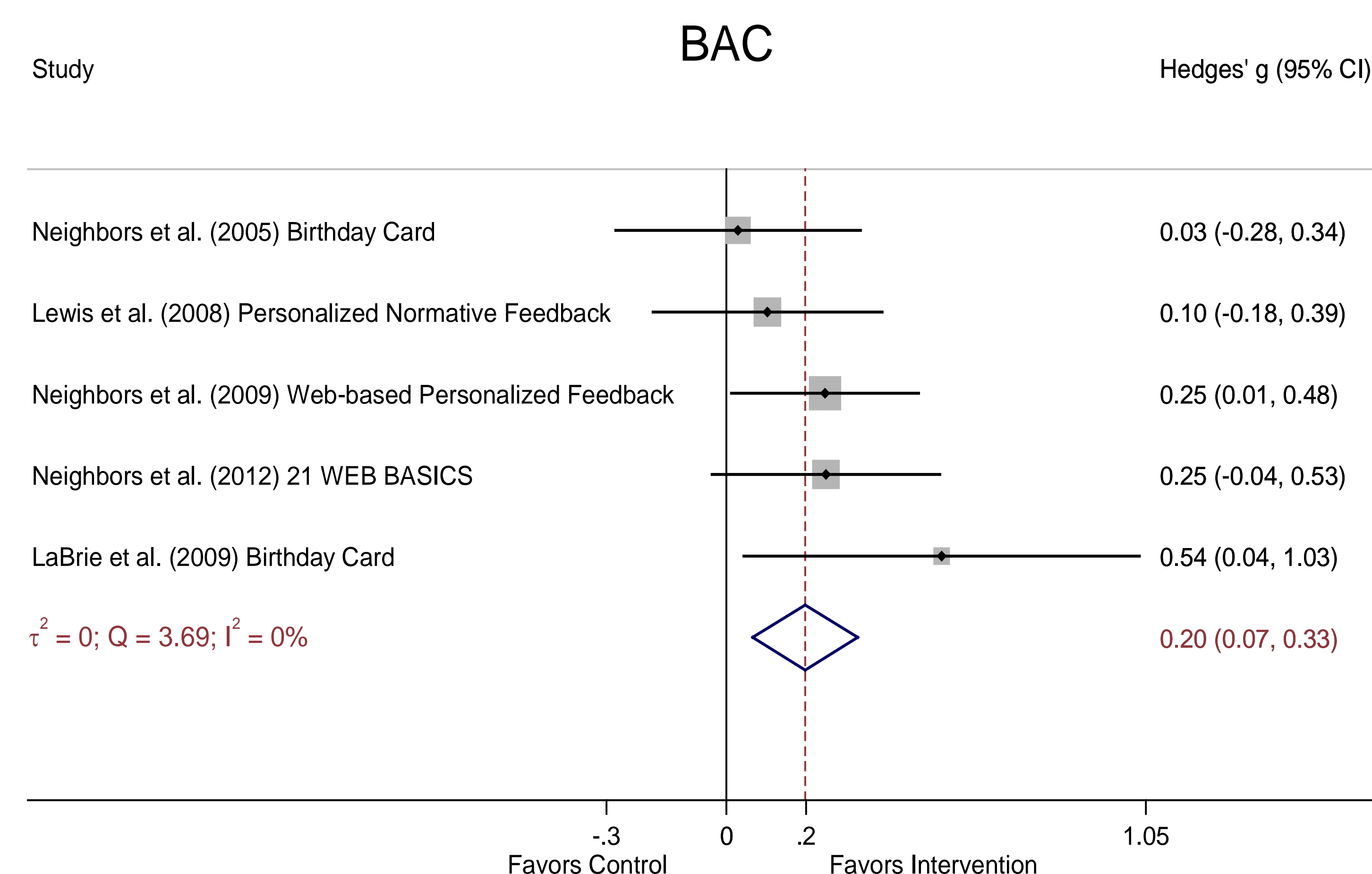
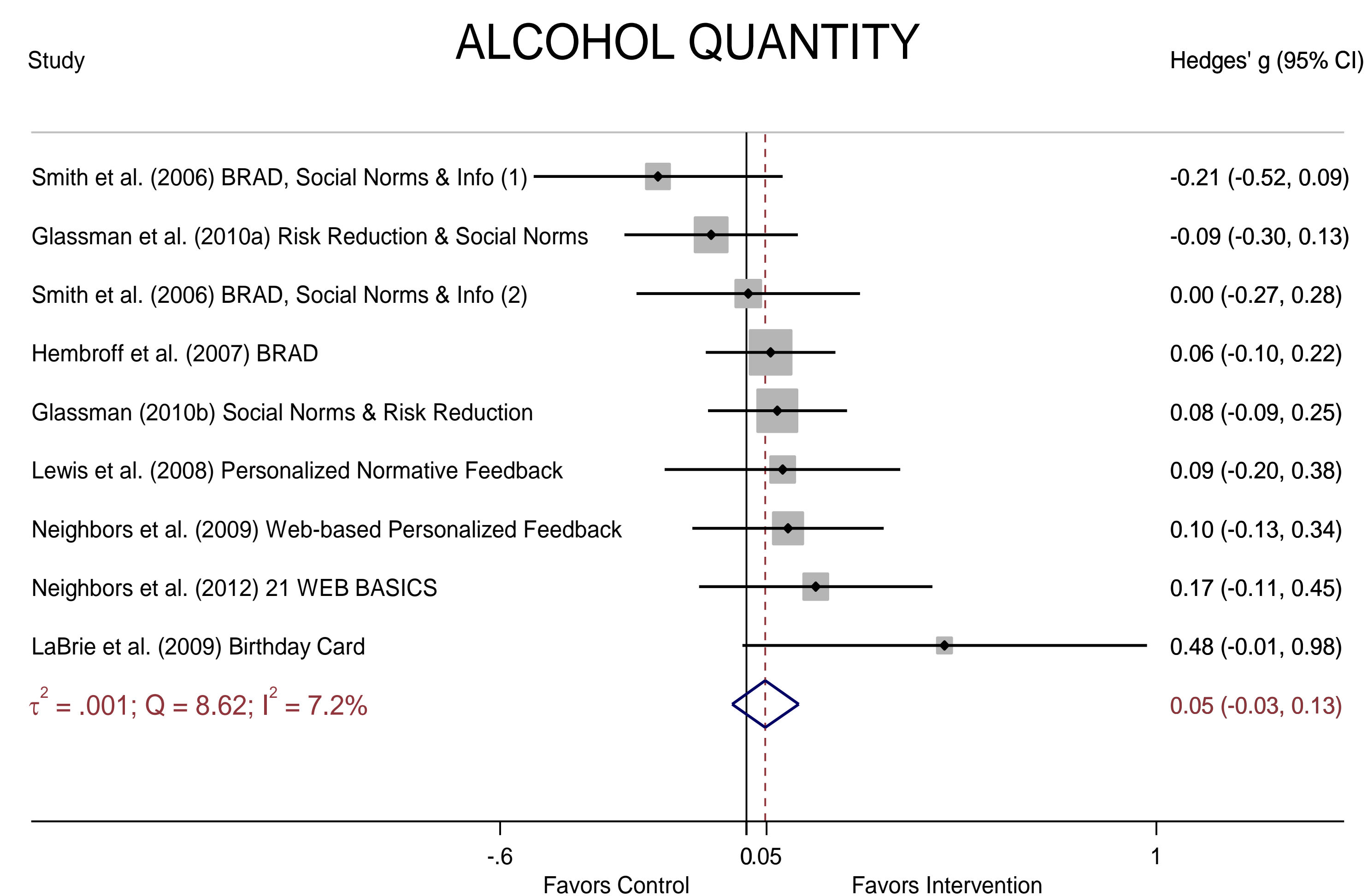
- Standardized mean difference effect size (Hedges' *g*) indexing post-BBAI alcohol use during 21<sup>st</sup> birthday celebration
  - Quantity of alcohol consumed
  - Blood alcohol concentration (BAC)
- Inverse-variance weighted random-effects meta-analyses

# A Meta-Analysis of 21<sup>st</sup> Birthday Brief Alcohol Interventions for College Students

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## RESULTS



## RESULTS

Study, Design, Sample, and Interventions	%	r
Randomized controlled trial	100	
Conducted in United States	100	
Male	41	0.03
White	75	-0.07
<b>Intervention components</b>		
Feedback	20	0.34
Norm referencing	80	-0.06
Education/information	50	-0.04
Campus/proximal feedback	40	0.04
Info. about negative consequences	40	-0.05
BAC information/feedback	10	0.17
Delivery via mail (vs. computerized)	80	-0.34

r = bivariate correlation between study characteristic and alcohol quantity effect size.

## CONCLUSIONS

There was no evidence that brief birthday-focused alcohol interventions reduced quantities of alcohol consumed during birthday celebrations.

The interventions were associated with significant reductions in BAC levels, but this effect was small in absolute terms.

## ACKNOWLEDGEMENTS

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