

BACKGROUND

Attrition is an important issue in web-based interventions for college drinkers. Previous studies showed that participants' characteristics are related with attrition, but there is a lack of studies evaluating the influence of different recruitment strategies.

OBJECTIVE

To analyze the influence of the participants' characteristics and different recruitment strategies in adherence (at least one follow-up assessment) on a web-based brief intervention for college drinkers.

METHODS

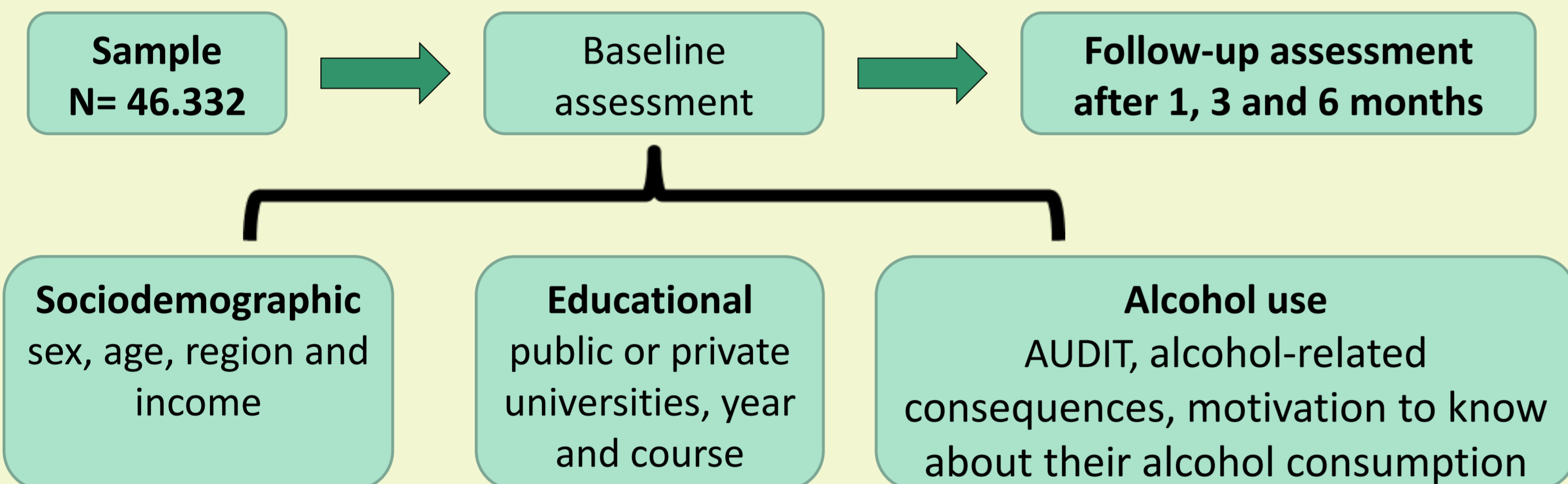
Design

- ✓ Longitudinal study – secondary analysis of the PUB intervention pragmatic trial, collected from September 2015 to December 2016.
- ✓ Follow-up: Participants were followed after 1, 3 and 6 months.

Participants

- ✓ Recruitment: Students were recruited through e-mail and social media using non-incentive (e-mail invitations and Facebook) or incentives strategies (academic credits).
- ✓ Inclusion Criteria: Brazilian college students; aged 18 to 30 years; alcohol use during the last 3 months.

Experimental Design



Data Analysis

Statistical analyzes considered logistic regression models adjusted for sex, age, income and region.

- ✓ **Sociodemographic and alcohol profile:** entire sample was considered (N= 46,332).
- ✓ **Recruitment strategies:** a drawn subsample considering different recruitment strategies (N = 1,200).

Table 1 – Baseline characteristics by intervention group

	Lost on follow-up n=30,100	Adhere n=8,232	Total n=46,332
Female - n(%)	19,106 (50.15)	4,276 (51.94)	23,382 (50.47)
Age- mean(SD)	21,94 (2.98)	21,83 (2.99)	21,92 (2.98)
Income(R\$) - n(%)			
1 to 3	21,344 (59.54)	4,218 (54.32)	25,562 (58.61)
3 to 5	7,020 (19.58)	1,646 (21.20)	8,666 (19.87)
5 to 10	4,851 (13.53)	1,211 (15.60)	6,062 (13.90)
10 or more	2,633 (7.34)	690 (8.89)	3,323 (7.62)
Region - n (%)			
North and Northeast	9,920 (26.04)	1,900 (23.08)	11,820 (25.51)
South and Southeast	21,065 (55.29)	4,733 (57.50)	25,798 (55.68)
Midwest	7,155 (18.67)	1,599 (19.42)	8,714 (18.81)
University - n(%)			
Private	31,600 (82.94)	6,561 (79.70)	38,161 (82.36)
Public	6,500 (17.06)	1,671 (20.30)	8,171 (17.64)
Year of the course - mean(SD)	2.9(1.5)	2.8(1.5)	2.9(1.5)
Recruitment - n (%)			
Passive (social media)	28,306 (74.78)	5,680 (69.18)	33,986 (73.78)
Active (e-mail invitations)	9,400 (24.83)	2,391 (29.12)	11,791 (25.60)
Incentive (academic credits)	145 (0.38)	139 (1.69)	284 (0.62)
Motivation - mean(SD)	5.66 (3.60)	6.20 (3.44)	5.76 (3.57)
AUDIT Score - mean(SD)	5.83 (5.04)	6.04 (4.95)	5.86 (5.03)
AUDIT (Risk Zone) - n (%)			
Low risk	27,503 (72.19)	5,809 (70.57)	33,312 (71.90)
Hazardous risk	8,436 (22.14)	1,985 (24.11)	10,421 (22.49)
Harmful use	1,233 (3.24)	262 (3.18)	1,495 (3.23)
Possible dependence	928 (2.44)	176 (2.14)	1,104 (2.38)
Maximum number of drinks - mean(SD)	6.82 (6.38)	6.95 (6.16)	6.84 (6.34)
Number of Consequences - mean(SD)	2.18 (1.87)	2.14 (1.77)	2.17 (1.85)
Binge (lifetime use) - n (%)			
Yes	26,776 (70.28)	6,158 (74.81)	32,934 (71.08)
Typical number of drinks - n(%)			
1 ou 2	13,349 (35.04)	2,643 (32.11)	15,992 (34.52)
3 or 4	11,521 (30.24)	2,638 (32.05)	14,159 (30.56)
5 or 6	7,469 (19.60)	1,646 (20.0)	9,115 (19.67)
7, 8 or 9	3,431 (9.01)	801 (9.73)	4,232 (9.13)
10 or mais	2,330 (6.12)	504 (6.12)	2,834 (6.12)

Accessed
(N= 46,332)

Data at 1 month (T1)
(N= 6,821; 14.7%)

Data at 3 months (T3)
(N= 3,308; 7.1%)

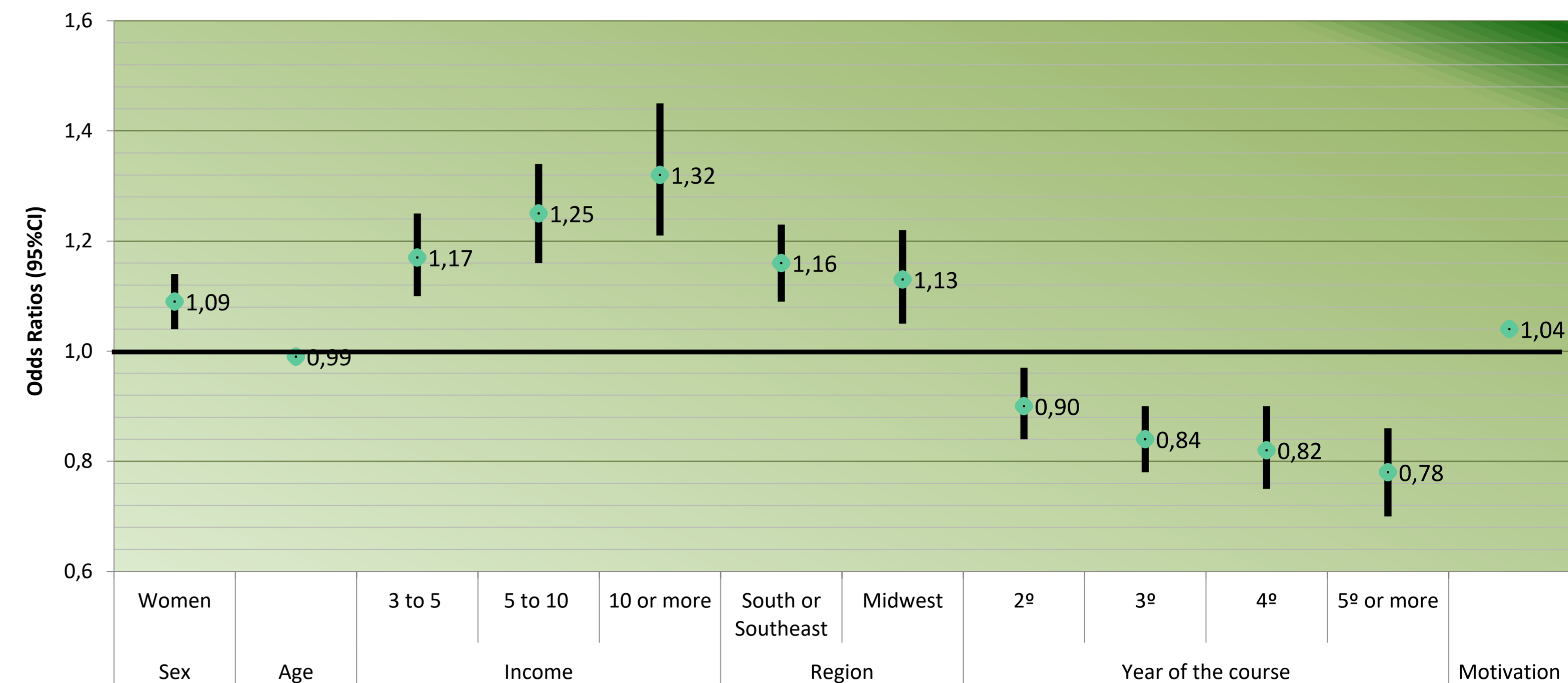
Data at 6 months (T6)
(N= 2,498; 5.4%)

Data at 1, 3 or 6 months (T1, T3 OR T6)
(N= 8,232; 17.8%)

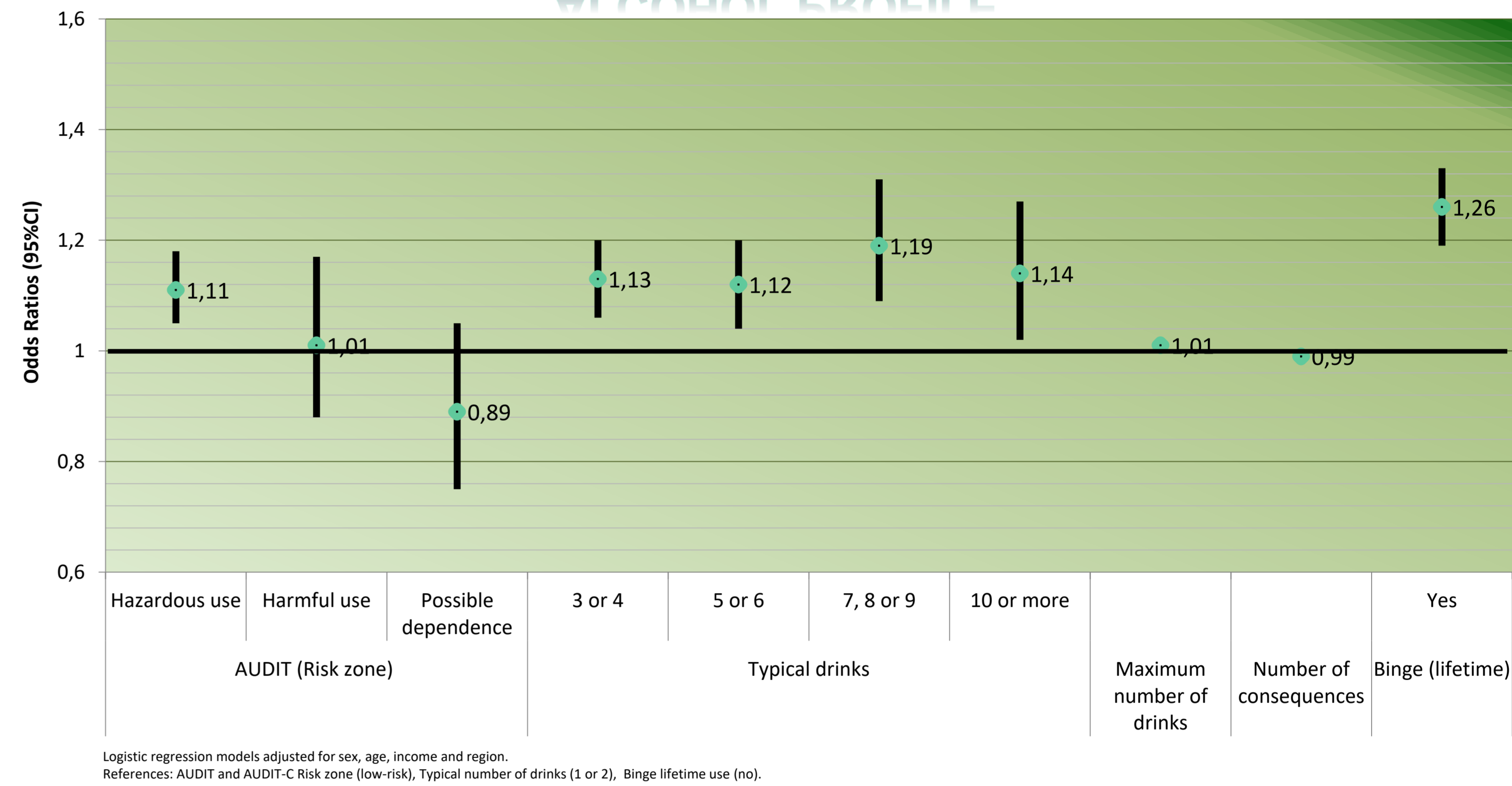
Data at all follow-ups (T1, T3 AND T6)
(N= 1,396; 3%)

RESULTS

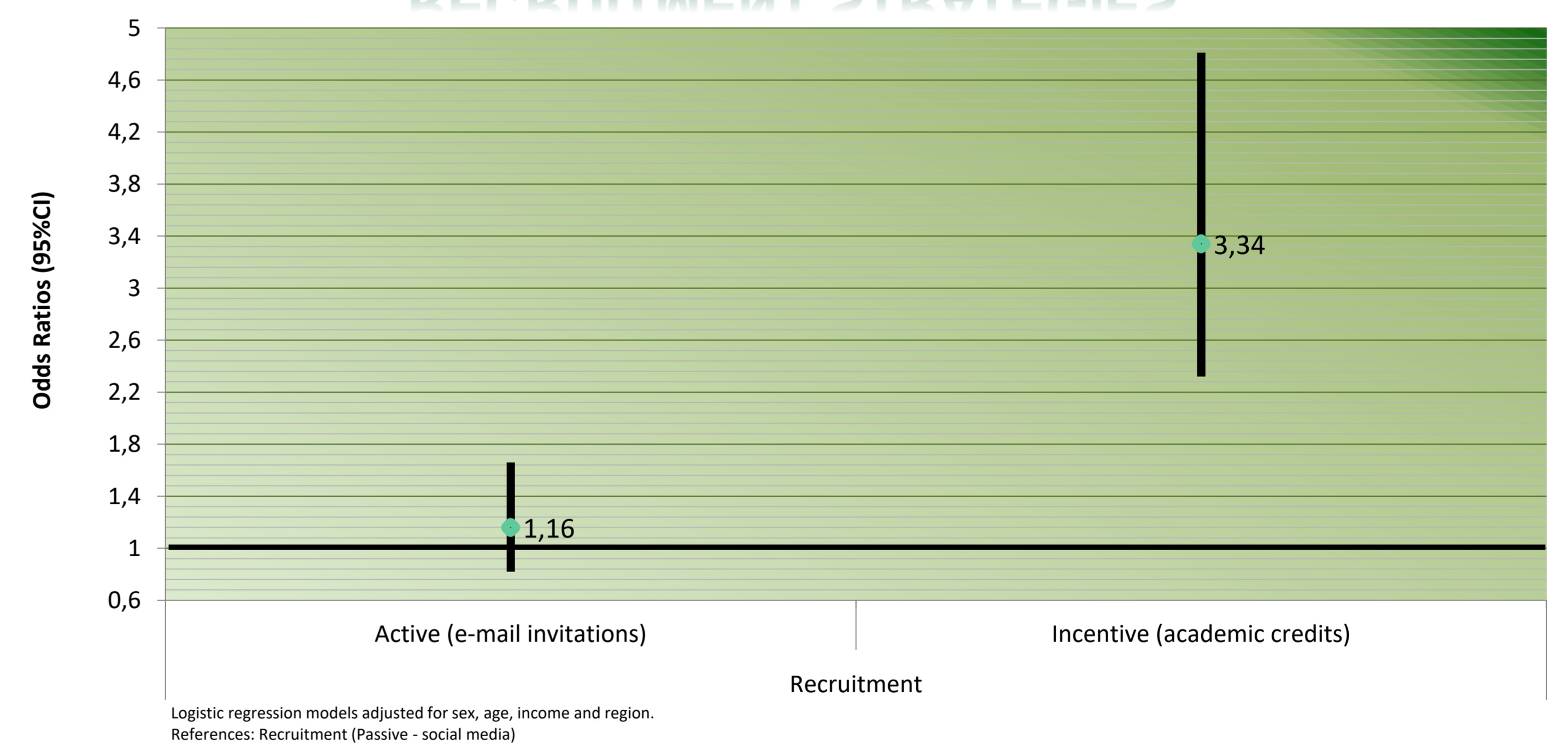
SOCIODEMOGRAPHIC DATA



ALCOHOL PROFILE



RECRUITMENT STRATEGIES



CONCLUSIONS

- Participants' characteristics:**
 - Women, higher familiar income and motivated students were more likely to adhere;
 - Higher the course year, higher the attrition.
- Alcohol profile**
 - Students reporting binge drinking, consuming more than 3 typical drinks, more maximum number of drinks, and with alcohol hazardous use were more likely to adhere;
 - The number of consequences did not affect adherence.
- Recruitment strategies:**
 - Academic incentives increased by 3 times the adherence.

SUPPORT AND ACKNOWLEDGEMENTS