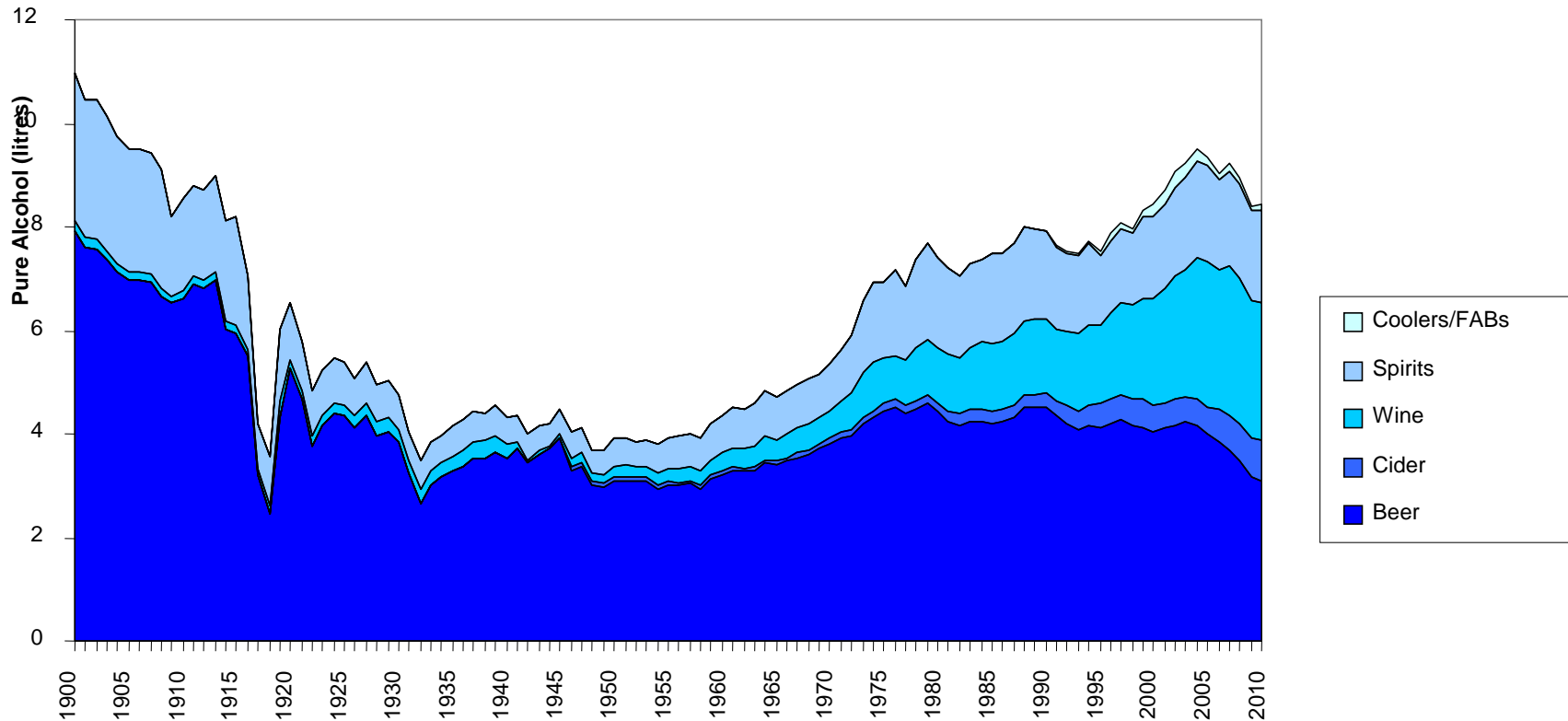


Alcohol Brief Interventions

A brief history

Alcohol consumption

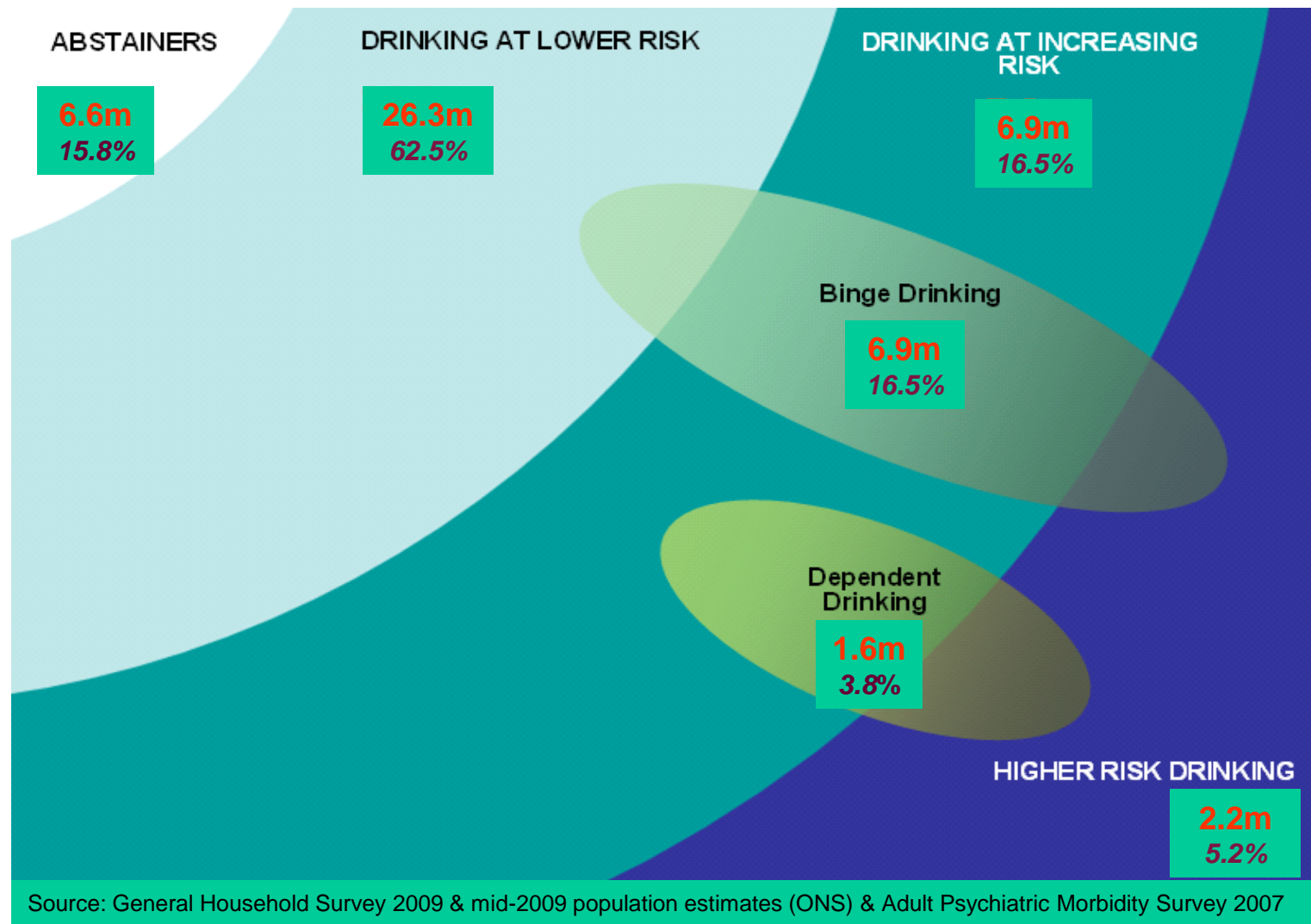
Annual Alcohol Consumption per UK Resident 1900-2010



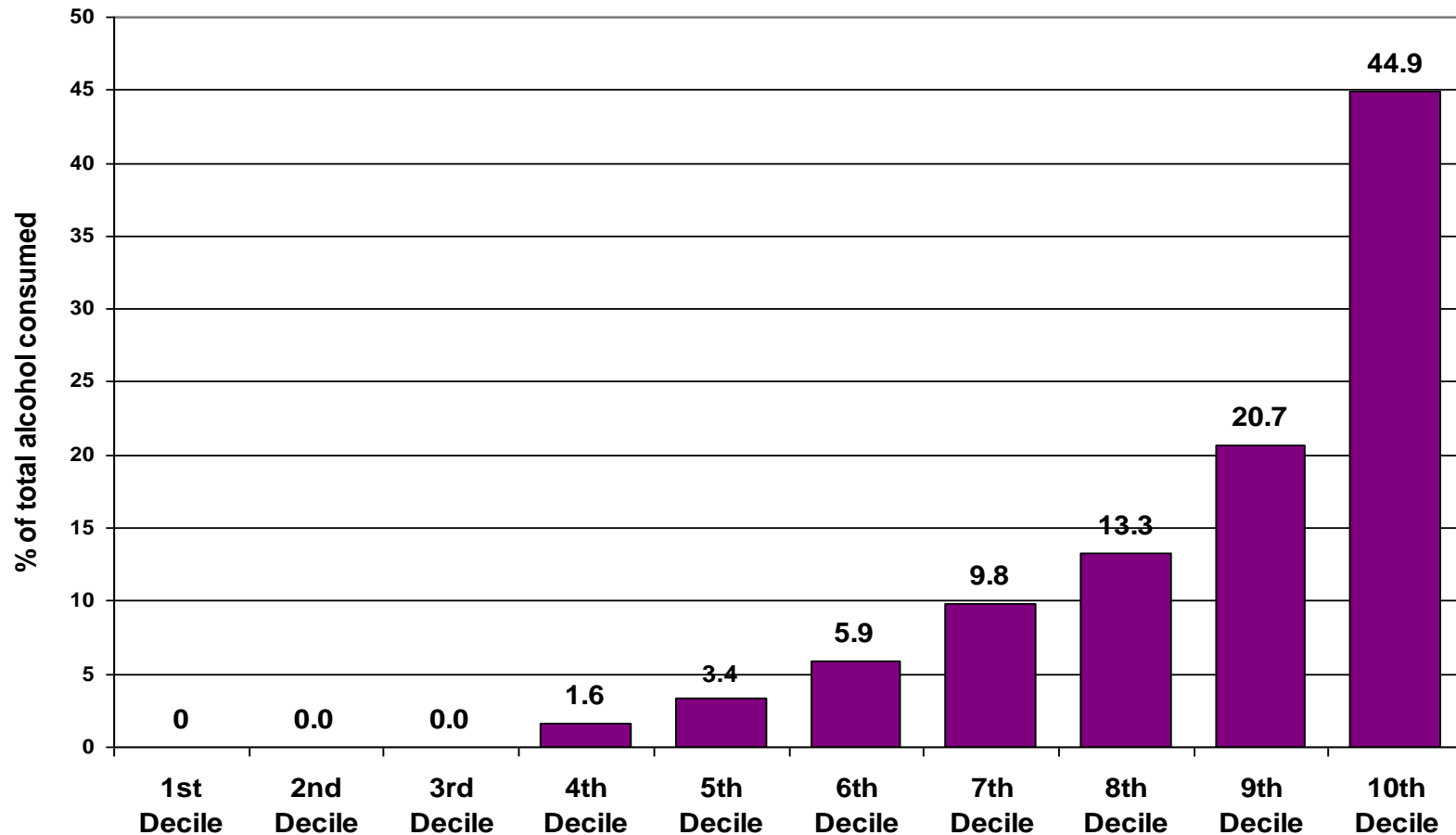
Sources:

1. HM Revenue and Customs clearance data
2. British Beer and Pub Association
3. Office for National Statistics mid-year population estimates

Drinking categories



40% of alcohol consumption is concentrated in 10% of the population



Alcohol harm

- Alcohol is the third biggest risk factor for illness and death in the UK (after smoking and obesity)
- **Nearly 5,000 (3.5%) cancer deaths** per annum are attributable to alcohol
 - Cancers of the oral cavity and pharynx, larynx, oesophagus and liver
 - Suggestive but inconclusive data for role in rectal and breast cancer
- A severe risk of **cardiovascular disease**
 - 1,200 associated deaths per year due to haemorrhagic stroke
 - 10% of deaths due to hypertension

Alcohol harm

- Over the past 10 years:
 - Alcohol-**attributable** deaths in England rose by 7%,
 - Alcohol-**specific** deaths (from conditions wholly caused by alcohol) rose by 30%.
- **Liver Cirrhosis is now the 5th most common cause of death** and continues to rise:
 - The rate of liver deaths in the UK has nearly quadrupled over 40 years
 - The top 4 conditions – HD, CVD, Chronic Lung Disease and Cancer deaths are all falling
 - Alcohol accounts for 58% of all Liver Disease
 - 4,500 deaths, a 90% increase over the past decade
- Alcohol-related deaths are the third highest cause of deaths among under 25s (with drink drive deaths nearly half of these)

Alcohol cost

- Alcohol misuse **costs England £21bn annually**
- Alcohol misuse is calculated to **cost the NHS £3.5bn annually**
- **7% of all hospital admissions**
 - In 2009/10 there were around 1.1 million alcohol related hospital admissions
 - an increase of 12% compared with 2008/9.
- Up to **35% of all A&E attendance** and ambulance costs may be alcohol-related
 - **Up to 70% of A&E attendances at peak times** on the weekends (between midnight and 5am) may be alcohol-related

What CAN the NHS Do?



Any 'helping' professional can play their part

- Identify risk
- Provide simple advice
- Provide options for change
- Support and encourage change

Evidence for Brief Advice

- There is a very large body of research evidence
- 56 controlled trials (Moyer *et al.*, 2002) all have shown the value of brief advice
- A Cochrane Collaboration review (Kaner *et al.*, 2007) shows substantial evidence of effectiveness
- For every eight people who receive simple alcohol advice, one will reduce their drinking to within lower-risk levels (Moyer *et al.*, 2002)
- This compares favourably with smoking where only one in twenty will act on the advice given (Silagy & Stead, 2003)
 - This improves to one in ten with nicotine replacement therapy.

Benefits of Brief Advice

- Brief advice would result in the reduction from higher-risk to lower-risk drinking in 250,000 men and 67,500 women each year (Wallace *et al*, 1988).
- Higher risk and increasing risk drinkers who receive brief advice are twice as likely to moderate their drinking 6 to 12 months after an intervention when compared to drinkers receiving no intervention (Wilk *et al*, 1997).
- Brief advice can reduce weekly drinking by between 13% and 34%, resulting in 2.9 to 8.7 fewer mean drinks per week with a significant effect on recommended or safe alcohol use (Whitlock *et al*, 2004).
- Reductions in alcohol consumption are associated with a significant dose-dependent lowering of mean systolic and diastolic blood pressure (Miller *et al*, 2005).
- Brief advice on alcohol, combined with feedback on CDT levels, can reduce alcohol use and %CDT in primary care patients being treated for Type 2 diabetes and hypertension (Fleming *et al*, 2004).

Government response

- 2004 – the Alcohol Harm Reduction Strategy for England
- Called for a national needs assessment
 - Alcohol Needs Assessment Research Project (ANARP)
- Call for further research into brief advice
 - Commissioned the 'Screening and Intervention Programme for Sensible drinking' - SIPS

SIPS Research Aims

- Design to assess:
 - Implementation: What are the barriers and how can we best overcome them?
 - Screening Approach: What are the best tools and what is the most effective way to target screening?
 - Intervention Approach: What are the most clinically effective and cost effective interventions?
 - Common Measures: What are the best measures to allow comparisons?
 - Roll-out: What would be the best methods to facilitate roll-out nationally?

The SIPS Researchers



- The Research Consortium consists of:
 - Institute of Psychiatry (IOP)
 - University of Newcastle
 - University of York
 - Imperial College, University of London
 - King's College London, University of London
 - St George's, University of London
 - Alcohol Concern
- Cost and duration
 - Three years
 - Cost £4m

The Research Design

- The research project design was focused actionable research in three cluster randomised clinical trials
 - Primary Care / General Practice
 - A & E
 - Criminal Justice (Probation)
- Trials conducted in:
 - London
 - South East
 - North East

SIPS findings

- Findings currently ‘in publication’
- BUT - Briefly
 - Delivering alcohol brief advice DOES work in England
 - It is possible to implement in ‘real life’ settings
 - It CAN be delivered by front line staff
 - Staff can have CONFIDENCE that it is effective and worthwhile
- A BIG GENERALISATION – BUT
 - “Less is More”
 - In most of the studies, the briefer intervention worked as well as the longer intervention

Changing landscape

- Public Health England
 - April 2013
 - Evidence and best practice
- Local authorities
 - Local public health responsibilities
 - Health and wellbeing boards (strategies)

Opportunities for brief advice

- Every Contact Counts
- CQUIN (local targets)
- QIPP – the Quality, Innovation, Productivity and Prevention programme
- Health Check
- QOF – the Quality and Outcome Framework (Primary Care)

Future of brief advice

- We can learn from SIPS and its impact on alcohol
- Brief advice can play a role in changing lots of different health behaviour
 - Smoking
 - Getting people to take more exercise
 - Eating healthier
 - Reducing their weight

Alcohol Learning Centre



Alcohol Learning Centre -

http://www.alcohollearningcentre.org.uk/


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Alcohol Learning Centre

Search for **Search**



ALCOHOL LEARNING CENTRE

Improving Local Alcohol Interventions
Providing online resources and learning for commissioners, planners and practitioners working to reduce alcohol-related harm.
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Topics and Resources

▶ [View our topics & resources](#)

- ▶ Latest Resources
- ▶ Browse by Tags (keywords)

Key Resources


- ▶ [Key Findings, Recommendations and Case Studies from the Alcohol Harm Reduction National Support Team \(pdf -](#)

Hot Topics

- ▶ [Alcohol Treatment Payment by Results](#)
- ▶ [Alcohol Projects \(formerly HubCAPP\)](#)


High Impact Changes

▶ [Latest guidance and case studies](#)



e-Learning & Training

- ▶ Training
- ▶ IBA e-Learning
- ▶ Workforce Development



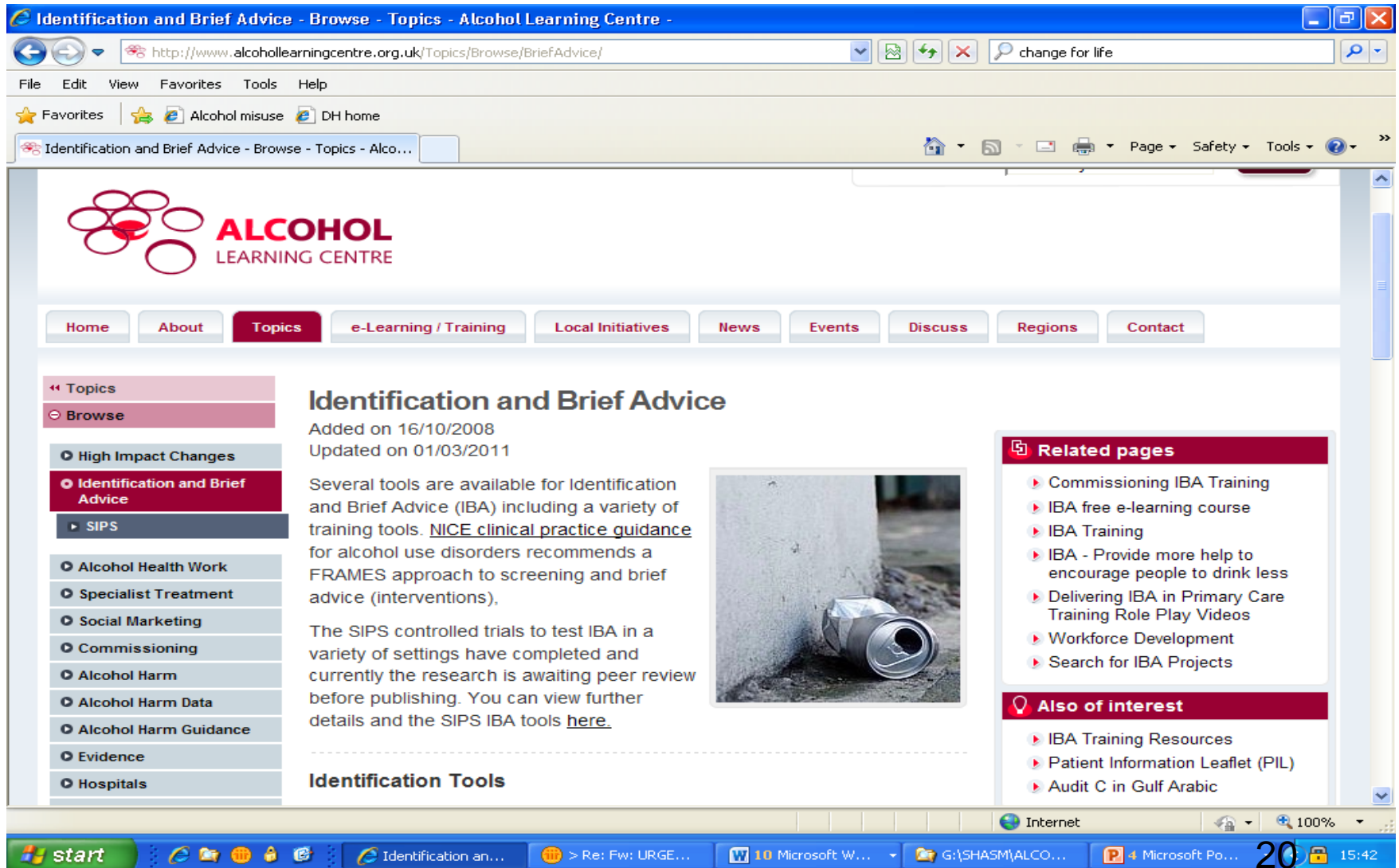
Identification and Brief Advice Tools

Done

Internet 100%

start Alcohol Learning ... > Re: Fw: URGE... 10 Microsoft W... G:\SHASM\ALCO... 4 Microsoft Po... 19 15:40

Brief Advice Resources



Identification and Brief Advice - Browse - Topics - Alcohol Learning Centre -

http://www.alcohollearningcentre.org.uk/Topics/Browse/BriefAdvice/

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Identification and Brief Advice - Browse - Topics - Alco...

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Topics

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- High Impact Changes
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- SIPS
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- Specialist Treatment
- Social Marketing
- Commissioning
- Alcohol Harm
- Alcohol Harm Data
- Alcohol Harm Guidance
- Evidence
- Hospitals

Identification and Brief Advice

Added on 16/10/2008
Updated on 01/03/2011

Several tools are available for Identification and Brief Advice (IBA) including a variety of training tools. [NICE clinical practice guidance](#) for alcohol use disorders recommends a FRAMES approach to screening and brief advice (interventions).

The SIPS controlled trials to test IBA in a variety of settings have completed and currently the research is awaiting peer review before publishing. You can view further details and the SIPS IBA tools [here](#).



Identification Tools

Related pages

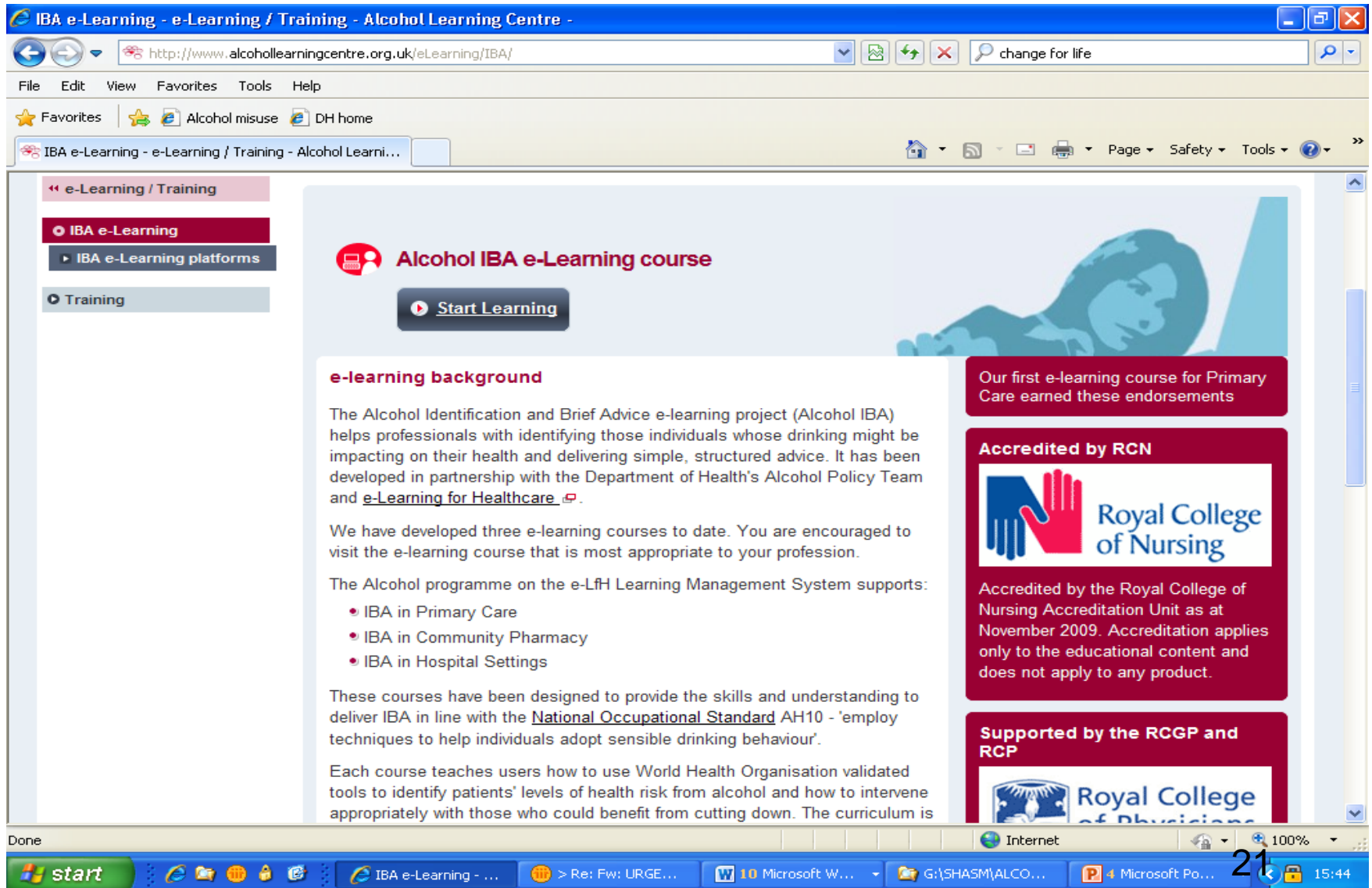
- Commissioning IBA Training
- IBA free e-learning course
- IBA Training
- IBA - Provide more help to encourage people to drink less
- Delivering IBA in Primary Care Training Role Play Videos
- Workforce Development
- Search for IBA Projects

Also of interest

- IBA Training Resources
- Patient Information Leaflet (PIL)
- Audit C in Gulf Arabic

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e-Learning courses



IBA e-Learning - e-Learning / Training - Alcohol Learning Centre -

http://www.alcohollearningcentre.org.uk/eLearning/IBA/

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Page Safety Tools

e-Learning / Training

- IBA e-Learning
 - IBA e-Learning platforms
- Training

Alcohol IBA e-Learning course

[Start Learning](#)

e-learning background

The Alcohol Identification and Brief Advice e-learning project (Alcohol IBA) helps professionals with identifying those individuals whose drinking might be impacting on their health and delivering simple, structured advice. It has been developed in partnership with the Department of Health's Alcohol Policy Team and [e-Learning for Healthcare](#).

We have developed three e-learning courses to date. You are encouraged to visit the e-learning course that is most appropriate to your profession.

The Alcohol programme on the e-LfH Learning Management System supports:


- IBA in Primary Care
- IBA in Community Pharmacy
- IBA in Hospital Settings

These courses have been designed to provide the skills and understanding to deliver IBA in line with the [National Occupational Standard AH10](#) - 'employ techniques to help individuals adopt sensible drinking behaviour'.

Each course teaches users how to use World Health Organisation validated tools to identify patients' levels of health risk from alcohol and how to intervene appropriately with those who could benefit from cutting down. The curriculum is

Our first e-learning course for Primary Care earned these endorsements


Accredited by RCN



Royal College of Nursing

Accredited by the Royal College of Nursing Accreditation Unit as at November 2009. Accreditation applies only to the educational content and does not apply to any product.

Supported by the RCGP and RCP



Royal College of Physicians

Done

Internet 100%

start

IBA e-Learning - ...

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21

15:44

Barriers

- Staffing and staff attitudes
 - Don't have time
 - Not my job
 - Uncomfortable commenting on patient's personal life
 - Too close to home
 - Don't feel trained to intervene
 - Don't believe it will do any good
- Focus on dependence
 - Visible
 - Lack the use of validated screening tools

Barriers

- Lack of incentives
 - DES – limited to New Registrations
 - Not part of QOF
- Poor implementation of protocol
 - DES reporting of Read codes
- Not built into treatment protocols
- Structural change in responsibility
 - Public Health England
 - Public Health Directors in LAs
 - Who pays? NHS or LAs

Mitigation

- Not my job
 - ‘Every contact counts’
 - Healthy Hospitals
- Training
 - Less is more
 - E-learning
- Incentives
 - CQUIN Targets
 - QIPP
 - (Future) QOF
 - (Future) NHS Health Check

Spot the difference

	Simple Brief Advice	Brief Motivation Interviewing	Brief Treatment
What	Info & advice 5-10 min.	Info / dialog 20-30 min.	Counselling 50 min. sessions
Who is it for	Increasing & higher-risk (AUDIT 8+)	Increasing & higher-risk (AUDIT 8+)	Mild to moderate dependence (AUDIT 20+)
Who delivers it	Generalists	Generalists	Specialists
Where delivered	General settings	General settings	Specialist settings
Why (Goal)	Reduce to lower- risk	Reduce to lower-risk	Abstinence (or moderation)
When delivered	Opportunistic One-off	Opportunistic One-off (may follow-up)	Appointment based. 3 or more sessions

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Useful Links

- IBA e-Learning module & Alcohol Learning Centre
<http://www.alcohollearningcentre.org.uk/>
- NICE guidance
<http://guidance.nice.org.uk/PH24>
<http://guidance.nice.org.uk/CG115>
- Primary Care Framework
<http://www.pcc.nhs.uk/alcohol>
- SIPS Research Programme
<http://www.sips.iop.kcl.ac.uk/index.php>
- Materials, Units Calculator and Drink Check
[http://www.nhs.uk/LiveWell/Alcohol/Pages/
Alcoholhome.aspx](http://www.nhs.uk/LiveWell/Alcohol/Pages/Alcoholhome.aspx)