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Comparing web-based health and appearance framed messages to increase completion of an alcohol self-assessment intervention

Submission date
03/11/2014

Recruitment status
No longer recruiting

Registration date
29/12/2014

Overall study status
Completed

Last Edited
08/04/2019

Condition category
Mental and Behavioural Disorders

[ ] Prospectively registered
[ ] Protocol
[ ] Statistical analysis plan
[X] Results
[ ] Individual participant data

Plain English summary of protocol

Background and study aims
Drinkware is a charity that aims to change people's drinking habits and help reduce alcohol abuse and the harm caused by drinking too much alcohol. This study looks at how well two different messages displayed on their website, one focusing on health risks and the other on how drinking too much alcohol can have an impact on personal appearance, do in encouraging people to do a self-assessment that gives them feedback on whether they are at risk of damaging their health or appearance and whether they then go on to seek help for their drinking habit.

Who can participate?
Anyone who uses the Drinkaware website. However, there will be a particular focus on analyzing data from women over 35 years as this group has been identified by Drinkaware as a priority target group.

What does the study involve?
People who visit the Drinkaware website between Monday 3rd November and Sunday 14th December 2014 are randomly allocated to see either a brief health risk or appearance alcohol awareness message via banner advertisement in a prominent central position on the website. If web users choose to click on this banner, they are taken to another webpage containing a second brief message reinforcing the banner advertisement and are encouraged to self-assess their drinking behaviour using an online test - the Alcohol Use Disorders Identification Test - Consumption (AUDIT-C) questionnaire. AUDIT-C is a 3-item tool designed to see if someone is drinking alcohol at levels that may lower or increase risk to health. After they have completed the AUDIT-C questionnaire, participants are directed to a webpage containing their AUDIT-C risk score feedback and an extended health risk focused or appearance focused alcohol awareness message. At the bottom of this page, participants are provided with 3 help-seeking options including a number of web links containing information and providing access to resources and tools to encourage then to reduce the amount of alcohol they drink.

What are the possible benefits and risks of participating?
The benefit of participating is the opportunity to access a range of tools to help moderate alcohol consumption and improved recognition of what constitutes problem drinking. There is a risk that individuals find out they are drinking too much and do not access any of the support materials.

Where is the study run from?
The Drinkaware website (UK)

When is the study starting and how long is it expected to run for?
November 2014 to December 2014

Who is funding the study?
1. Drinkaware (UK)
2. Public Health England (UK)

Who is the main contact?
Miss Anna Sallis
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Contact information

Type(s)
Scientific

Contact name
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Additional identifiers

Study information

Scientific Title
Comparing web-based health and appearance framed messages to increase completion of the AUDIT-C alcohol self-assessment tool

Acronym
N/A

Study objectives

1. Hypothesis 1 (H1): There is a difference in the number of participants who start the AUDIT-C in those exposed to either a brief appearance-framed or health-risk-framed persuasive message.
2. Hypothesis 2 (H2): There is a difference in the number of participants who will complete the AUDIT-C in those exposed to a brief appearance-framed or health-risk-framed persuasive message.
3. Hypothesis 3 (H3): There is a difference in the number of participants who engage in help-seeking behaviour following exposure to either an appearance-framed or health-risk-framed persuasive message.

Ethics approval required
Old ethics approval format

Ethics approval(s)
Bristol University School of Economics, Finance and Management Research Ethics Committee, 15 /09/2014

Primary study design
Interventional

Study design
Cross-sectional pragmatic randomised trial

Study type(s)
Treatment

Health condition(s) or problem(s) studied
Excessive alcohol consumption

Interventions
Short health and appearance framed alcohol harms messages are presented on the homepage. Once clicked participants are taken to the AUDIT-C alcohol self-assessment questionnaire. The AUDIT-C is a modified short form of the full 10-item AUDIT questionnaire. Once completed health or appearance framed alcohol harms messages are fed back to participants with risky drinking patterns. They are then shown three help-seeking web links which they can click and continue to use.

Intervention Type
Other

Primary outcome(s)
1. Clicks to the AUDIT-C from home page
2. Completions of AUDIT-C
Measured between 11th November– 23rd December 2014

Key secondary outcome(s)
Clicks on help seeking links, measured between 11th November– 23rd December 2014

Completion date
21/12/2014

Eligibility

Key inclusion criteria
Anyone accessing the Drinkaware homepage between Monday 3rd November and Sunday 14th December 2014

Participant type(s)
All

Healthy volunteers allowed
No

Age group
All

Sex
All

Key exclusion criteria
There are no exclusion criteria

Date of first enrolment
11/11/2014

Date of final enrolment
23/12/2014

Locations

Countries of recruitment
United Kingdom

England

Study participating centre
Public Health England
London
United Kingdom
SE16LH

Sponsor information

Organisation
Public Health England

Funder(s)

Funder type
Government

Funder Name
Public Health England

Alternative Name(s)
PHE

Funding Body Type
Government organisation

Funding Body Subtype
National government

Location
United Kingdom

Results and Publications

Individual participant data (IPD) sharing plan
The current data sharing plans for the current study are unknown and will be made available at a later date.

IPD sharing plan summary
Data sharing statement to be made available at a later date

Study outputs

Output type	Details	Date created	Date added	Peer reviewed?	Patient-facing?
Results article	results	01/08/2019		Yes	No