



Alcohol Savvy: Development and Military Modifications

Presented at

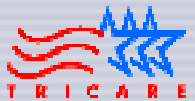
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The ISA Group

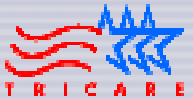
- Behavioral science research & development firm established in 1978, located in Alexandria, Virginia
- Focus on alcohol and drug abuse prevention in the workforce
- Conducted dozens of research projects on the effectiveness of workplace substance abuse prevention
- Initially developed and tested video-based programs, programs now include technology-based (CD, DVD, and web-based) programs



Theoretical Foundation

Social Cognitive Approach to Behavior Change with Elements of Stage of Change Theory

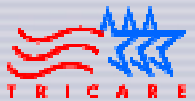
- Opportunities for Behavioral Modeling
- Techniques for Boosting Self-Efficacy
- Skills Training
- Determining Participants' Position on Pathway to Change



Conceptual Framework

3 MAJOR COMPONENTS

- Increasing *Knowledge and Awareness* of the Benefits and Risks of Particular Lifestyle Choices
- Raising *Motivation and Self-Efficacy* to Make the Changes
- Increasing *Skills* to Help Participants Make the Changes They Need





ISA's Workplace Programs: A Sample of Research Results

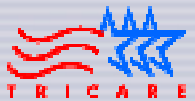
- 47% reduction in the number of drinks consumed in past 30 days
- 67% reduction in the number of days of heavy drinking in the past 30 days
- Improved motivation to reduce drinking
- Reduced use of alcohol or illegal drugs to relieve stress
- Increased perceived risks of alcohol and illegal drug use
- Improved health practices and beliefs, such as confidence in ability to improve health



Alcohol Savvy

Characteristics Of The Program

- A web-based, multi-media alcohol abuse prevention and early intervention program
- Providing comprehensive information on alcohol use and abuse and strategies for using alcohol responsibly, but it is also
 - Media rich, providing full narration and video vignettes and testimonials
 - Audio/video-based, designed to motivate the user and demonstrate healthier practices
 - Engaging and user-friendly, designed for ease of use
- Science-based and empirically tested





Alcohol Savvy Additional Characteristics

- Primary prevention program aimed at preventing alcohol abuse from occurring
- Features audio narration and video components
 - Testimonials from former alcohol abusers
 - Alcohol experts describing effects of alcohol
 - Videotaped vignettes of reactions to drinking situations
- Interactive features regarding knowledge of alcohol



Alcohol Savvy/PATROL

Outline Of The Military Program

■ ***The Alcohol Trap***

- Personal Drinking Analysis
- Interactive Assessment Tool for Heavy Drinking
- Information on Risks of Excessive Alcohol Use

■ ***Why Become Alcohol Savvy?***

- “Take It From Me” testimonials
- Ask the Experts
- Benefits of Moderation and Light Drinking

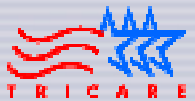
■ ***How To Become Alcohol Savvy***

- Smart Goals
- Healthy Alternatives
- Know Your Limits – Interactive “Club Havanother”
- Strategies For Life – Interactive Video Vignettes
- Staying On Track



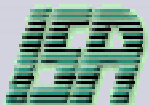
Alcohol Savvy/PATROL Adaptations for the Military

- Incorporated data on normative alcohol use and heavy alcohol use from RTI's survey of alcohol and drug use in the military
- Replaced photographic assets with photographs depicting all branches of military personnel engaging in positive work activities and healthful alternatives to drinking
- Replaced videos originally included in *Alcohol Savvy* with two new video vignettes created specifically for this project depicting military personnel engaged in moderate drinking (e.g., refusal skills) or healthful alternatives
- Replaced testimonials with testimonial from recently discharged military personnel
- Replaced "Ask the Expert" professionals with military experts



Alcohol Savvy/PATROL

Program Demonstration



The screenshot displays the Alcohol Savvy/PATROL program interface. It features three overlapping windows:

- Top Window: PATROL - STRATEGIES FOR LIFE**
 - Navigation: PATROL logo, PROJECT FOR ALCOHOL TRAINING, RESEARCH, AND ONLINE LEARNING, STRATEGIES FOR LIFE
 - Real-Life Situations: Running on Empty (with video thumbnail)
 - Table of Contents:
 - INTRODUCTION
 - THE ALCOHOL TRAP
 - WHY BE SMART ABOUT ALCOHOL?
 - BECOMING SMART ABOUT ALCOHOL (selected)
 - Introduction
 - Smart Goals
 - Healthy Alternatives
 - Know Your Limits
 - Strategies for Life (highlighted)
 - Stay on Track
 - RESOURCES
 - KEY: [] NOT COMPLETE [X] COMPLETE
- Middle Window: PATROL - ASK THE EXPERTS**
 - Navigation: PATROL logo, PROJECT FOR ALCOHOL TRAINING, RESEARCH, AND ONLINE LEARNING, ASK THE EXPERTS
 - Title: An Expert's Perspective on Alcohol Use and the Military
 - Expert: COL Espeth Cameron Ritchie, MD, MPH, Psychiatry Consultant to the US Army Surgeon General, Health Policy and Services Directorate
 - Questions:
 - What are some of the physical and mental problems associated with excessive alcohol use?
 - How do I know when I'm developing a dependence on alcohol?
 - What are some other risks associated with excessive alcohol use?
 - How can excessive alcohol use affect my military readiness?
 - I like to drink because it makes me feel good and more confident. What's wrong with that?
 - What types of legal problems do you see as a result of alcohol use?
 - What are some consequences of alcohol misuse?
 - Are there any differences in drinking if I'm deployed?
 - What are some consequences if I voluntarily seek treatment?
 - Buttons: BACK, NEXT
- Bottom Window: PATROL - KNOW YOUR LIMITS**
 - Navigation: PATROL logo, PROJECT FOR ALCOHOL TRAINING, RESEARCH, AND ONLINE LEARNING, KNOW YOUR LIMITS
 - Club Havanother (with drink images):
 - Glass of Wine
 - Can of Beer
 - Mixed Drink
 - Beer & a Shot
 - Soda
 - Water
 - Snack
 - Take a Break
 - Table of Limits:
 - .02: Moderate drinkers may feel some relaxation and warmth.
 - .04: Relaxation felt by most drinkers.
 - .05: Definite relaxation. Mellowness, glow for most people. Potential impairment.
 - .06: Judgement & driving somewhat impaired.
 - .08: Coordination/driving impaired. Defines intoxication in most states.
 - .10: Loss of inhibition. Defines the lower limit for intoxication in a few states.
 - .15: Obviously drunk. Staggering, weaving, irrational behavior.
 - .30: Very drunk. Possible loss of consciousness.
 - .45: Likely fatal for most people. Breathing stops.
 - TIME ELAPSED (min): 45
 - TOTAL DRINKS: 3
 - Click to guess your Blood Alcohol Concentration (BAC) at any time.
 - Buttons: BACK, NEXT
 - KEY: [] NOT COMPLETE [X] COMPLETE