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A tailored goal oriented community brief intervention model to reduce intensity of drinking among moderate-risk drinkers in Thailand

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Abstract

This study aims to reduce drinking intensity of moderate risk drinkers by comparing drinking intensity before-after implementing Tailored Goal Oriented Community Brief Intervention Model (TGCBI) in two high drinking prevalence communities in Thailand. The participants completing 1, 3, and 6 month follow-ups were 47 and 50 moderate drinkers in intervention and control communities respectively. TGCBI is the first community intervention implemented in 2 levels: community/public and individual levels. Firstly, through the cooperation of community's public figures (Buddhist abbot, doctor and village leader), we could acquire advice and messages for our input suitable for community/cultural context. Additionally, these key informants were strong support to motivate community's participation, leading to the change of behavior. Secondly, we used the key messages received as our strategic input to FRAMES, Brief Intervention for participants voluntary commitment to achieve their goal. The intervention comprised 4 sessions over 2 months. Outcomes were measured before the intervention and at all follow-ups. The intensity of drinking (grams/drinking day) of the intervention and control groups at baseline was 51.33 and 60.62 gm. respectively. The mean of drinking intensity at follow-ups (1, 3, and 6 months) of the intervention and control groups were 24.19 and 48.21 grams respectively. TGCBI was associated with statistically significant reductions in drinking intensity at all post-intervention time; overall intervention effects were also significant at $p<0.05$. TGCBI was associated with significant reductions in alcohol consumption among Thai moderate -risk drinkers.

Biography

Chitlada Areesantichai, Ph.D., Assistant Dean, College of Public Health Sciences, Chulalongkorn University, Thailand has been trained at National Drug Research Institute, Curtin University, Australia. She works at Drug Dependence Research Center, WHOCC for Research and Training in Drug Dependence. Her interests are prevention, intervention and reduction in alcohol related harm. Some of her works are national household survey on estimation of drug and alcohol abuse, community action and role of brief intervention in alcohol reduction. She is in the Administrative Committee of Substance Abuse Academic Network, ONCB. Dr. Areesantichai also works in editorial board of national and international journals.