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REALISING THE POTENTIAL OF ELECTRONIC BRIEF PERSONALIZED FEEDBACK INTERVENTIONS FOR ALCOHOL USE: CURRENT STATE OF THE EVIDENCE

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Developing and implementing effective measures to prevent and intervene with harmful alcohol use remains imperative if we are to reduce the global burden of alcohol related harms and improve the lives of those affected. Brief alcohol interventions offer one means of rapidly intervening to reduce and avoid harmful alcohol use, particularly when delivered electronically (eBAIs). Delivery of electronic personalized feedback has been heralded as affording effectiveness of scalability and implementation for eBAIs. This presentation will present findings from a recent rapid review investigating the effectiveness and efficacy of electronic brief personalized feedback interventions (ePFIs).

Whilst there has been a rapid growth in the use and sophistication of ePFIs aiming to improve alcohol use outcomes, there remain a number of challenges for the field to address. There is a relative paucity of information on what motivates individuals to engage with these online programs under voluntary conditions. Studies in general populations often struggle to recruit, retain and engage participants and similar issues with participant attrition are seen amongst university student samples. If we are to realize the potential for ePFIs to contribute to reducing the global burden of alcohol misuse we must advance our understanding of how to successfully engage individuals with such interventions. Further evidence is required to ascertain the impact of additional booster sessions to maintain positive changes over the medium-to-longer term. An additional challenge is the cloud of skepticism around the use of self-report data when evaluating the effectiveness of eBAIs that include personalized feedback.

In this presentation we will consider future directions of the field and how these might advance our understanding of the behavioral science behind ePFIs. In addition, we will consider the potential for new technologies to increase the effectiveness and successful implementation of personalized feedback, allowing us to intervene early and thereby contribute to a reduction in the global burden of alcohol related harms and improve the lives of those affected.