



Alcohol Brief Interventions: Overcoming Barriers with Training & Resources

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Summary



- Background
- Barriers to BI delivery
- Training: Lessons learned
- Resources: Scoping exercise
- Meeting needs through training
- Designing supporting materials
- Making the cascade work



Background



- SIGN Guideline 74: The Management of Harmful Drinking and Alcohol Dependence in Primary Care (2003)
- Scottish Enhanced Services Programme for GP Practices
- HEAT Target: 149,449 BIs 2008-11
- HIPM Framework links to Concordat Indicator 18: Reduce alcohol related hospital admissions by 2011



Practitioner Barriers



- Role Legitimacy – comfortable/acceptable
 - I might offend people.
 - My patients won't come back.
 - It's not really my job to talk about alcohol.
- Role Adequacy – knowledge/skills
 - I don't know enough.
 - I'm no good at discussing this kind of sensitive issue.
- Role Support – structures
 - I don't know where to go if I or a patient need(s) more help.
 - My manager/organisation doesn't support me to do this.

(Shaw et al, 1978; Deehan, Taylor and Strang, 1997)

Practitioner Barriers cont.



- Time
 - I don't have time to discuss alcohol.
 - There is enough to discuss already in a normal consultation.
- Motivation
 - What's in it for me?
 - What's the point? People won't change.
- Own Drinking Habits (*Quotes from GPs*)
 - "If someone is drinking more than me they're probably drinking too much."
 - "I would be advising my patients in the same way as I would be advising (myself)"

What do practitioners need?



- Knowledge – Self study & Online
- Attitudes – Discussion & Reflection
 - Why is this important?
 - Why is it part of my role?
 - How can I do this if I like a drink myself?
- Skills – Practice with observation
 - Screening fluency
 - Giving feedback without affecting rapport
 - Using a motivational interviewing style
- Ways to comfortably raise the issue – reflection, practice

Training: Evidence



Kaner (2001)

- Materials and written guidelines not sufficient
- Skills based training most cost-effective

Preston (2006 & 2007)

- Barriers are expected – must include time for discussion on training
- Need clear & simple information
- Building motivation is essential
- Engage management



Resources: Evidence



Preston (2006 & 2007)

- Range of formats, languages & large print
- Need to practice with materials on course, be able to take these away & access more

Health Scotland Scoping (2007)

- Needs assessment for target group
- Setting specific
- Linked - client, practitioner, trainer
- Simple practitioner guidelines/crib sheets

Meeting Needs - Training



- Alcohol & Brief Interventions - Health Scotland November 2007
- Addresses attitudes, knowledge & skills
- Flexible delivery to meet local needs, but to a national standard
- Minimise time for face to face delivery by:
 - Comprehensive needs assessment
 - Self-study or online options
- Includes relevant crib sheets/prompts
- Tailored video clips focussed on skills



Ensuring Roll Out



- Trainer Needs Assessment & Selection
- Training Manual
- Ongoing trainer support network
- Marketing Strategy to recruit and motivate trainers & practitioners
- Organisational & managerial support required
- Potential for support with course administration –coordination at a geographical level or through professional bodies

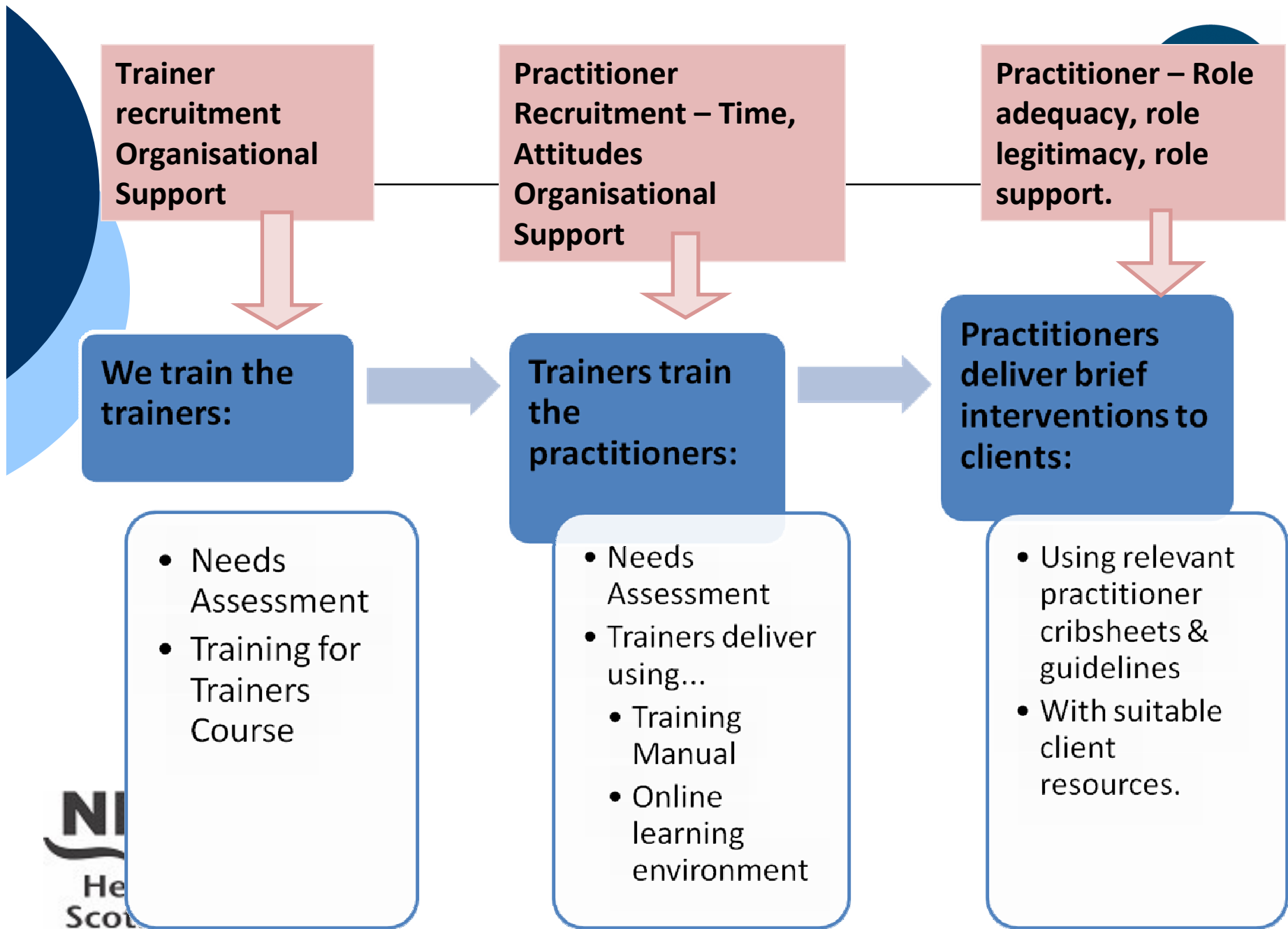


Supporting Resources



Linked resources, developed to quality standards:

- Marketing materials – briefings
- Training Manual
- Practitioner Crib sheets – suitable for particular settings, user friendly format
- Client booklet – suitable for self-help or guided one to one discussion
- Information leaflets – targeted for setting & group, focussed on “where client is at”





Further Information



Preston Alcohol BI Training Pack and TFT Evaluations

[Http://www.cph.org.uk](http://www.cph.org.uk)

Scoping of Resources to Support Alcohol and Health Behaviour Change

www.createconsultancy.com

Alcohol & Brief Interventions Training

www.alcoholtraining.co.uk

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