

A Case Study of Efficacy with *AlcoholEdu 9.0*: West Florida University

Research Methodology

To assess AlcoholEdu’s effectiveness, a randomized control trial was conducted at West Florida University in the fall of 2008, with full-time, first-year students randomly assigned to either an AlcoholEdu group or control group. Across the two experimental groups, students electing to participate in the study had similar demographic and drinking profiles. The data analysis compared the results of pre- and post-intervention behavioral surveys, using self-reported student data.

Summary of Findings

Decrease in Average Number of Drinks Typically Consumed Per Drinking Event	Control Group	AlcoholEdu Group
% Change	Increased by 60%	Increased by 10%

Decrease in Total Number of Drinks Past Two Weeks	Control Group	AlcoholEdu Group
% Change	Increased by 58%	Increased by 9%

Problematic Drinking	Control Group	AlcoholEdu Group
% Change	11% increase	<1% increase

Gains in knowledge	Control Group	AlcoholEdu Group
% Change	12% increase	38% increase

Decreases in High-Risk Alcohol Behavior	Control Group	AlcoholEdu Group
% Change	3% increase	20% decrease

Reductions in Alcohol Use Per Drinking Event

Students in the AlcoholEdu group reported significantly smaller increases in alcohol use in one sitting than students in the control group.

Reductions in Total Alcohol Consumption

Students in the AlcoholEdu group reported significantly smaller increases in alcohol use over a period of time than students in the control group.

Reductions in Problematic Drinking

Problematic drinking = ≥ 8 drinks in one sitting for females, ≥ 10 drinks for males

Students in the AlcoholEdu group reported virtually no increase in problematic drinking over time, whereas the control group reported a significant increase.

Gains in Knowledge

Students in the AlcoholEdu Group showed greater increases in factual knowledge about alcohol than students in the control group.

Decreases in High-Risk Behavior

Students in the AlcoholEdu Group showed a decrease in demonstrated high-risk drinking-related behavior (e.g. intentionally not eating before drinking; forgetting where you are or what you did because of drinking; riding with a driver who had been drinking; getting in trouble with authorities).

Conclusion

These results clearly suggest that the current version of AlcoholEdu had a positive impact on the overall amount of alcohol consumed and high-risk drinking. West Florida University students who completed AlcoholEdu drank significantly less than their control group counterparts. AlcoholEdu students were also less likely to report problematic drinking behavior, while also reporting greater gains in alcohol-related factual knowledge. In addition, AlcoholEdu students reported significant decreases in high-risk, drinking-related behavior, whereas their control group peers reported an increase.