Can an alcohol intervention tackle obesity in middle aged men?

A feasibility study

Linda Irvine
Alcohol, obesity and mortality from liver disease

Two part tailored intervention

**Face to face session**
- Foster motivation to change

**Text messages**
- Encourage action to change
- Promote maintenance of reduced drinking
Participant recruitment

Entry criteria

- men aged 35 – 64 years
- >21 units alcohol per week
- BMI >30

Two recruitment strategies

- Primary care
- Community outreach
Baseline measurements

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<thead>
<tr>
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<th>Control n=31</th>
<th>Intervention n=31</th>
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<tbody>
<tr>
<td>Mean weekly consumption (units)</td>
<td>53.3</td>
<td>41.1</td>
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<tr>
<td>Mean BMI</td>
<td>35.5</td>
<td>35.9</td>
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Participant feedback

Post-intervention evaluation

- Now I really need to lose weight. Drinking less will help
- Informal and informative, also non judgemental
- Confirmation that I drink too much and I’m overweight
Outcome assessment

Followed up five months after recruitment

- 98% interviewed (61/62)
Summary

Recruited a very high risk group

Developed a complex intervention
  - Based on behaviour change theory
  - Engaged participants

Retention was high

Outcomes measurable

High acceptability
Modifying Alcohol Consumption to Reduce Obesity (MACRO): developing and feasibility testing of a complex community-based intervention for men

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