

## **Women's experiences of an alcohol brief intervention in the breast screening setting: A qualitative study**

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**Introduction:** Alcohol is a major modifiable risk factor for breast cancer in women, yet population awareness is low and health information about this risk is still not systematically provided in healthcare settings. We sought to understand women's experiences of a computerised alcohol and lifestyle brief intervention (Health4Her) offered in the context of a Victorian breast screening service.

**Approach:** As part of a broader program evaluation, applicable elements of the RE-AIM and CFIR frameworks guided development of the semi-structured interview used in this study. Interviews were conducted with 30 women (mean age=59.37 years, SD=7.49) who received Health4Her after their breast screening appointment. Using thematic analysis, we explored perspectives on efficacy (acceptability, perceived benefits), implementation/maintenance (adherence), intervention characteristics, and outer setting (existing campaigns, intervention need).

**Key Findings:** Providing alcohol health information in the breast screening setting was considered highly appropriate by participants, who described several perceived benefits: increased awareness of the alcohol-breast cancer link, improved alcohol literacy (e.g. knowledge of the amount of alcohol in an Australian standard drink), as well as reduced alcohol consumption reported by some participants. Several women described their ongoing use of the alcohol harm-reduction strategies provided, and sharing the health information learned with others. Delivery of Health4Her via iPad was endorsed as straightforward and easy to navigate. Participants reported a lack of existing health campaigns targeting women's drinking, for which Health4Her filled an unmet need.

**Discussion/Conclusion:** Results demonstrate the acceptability and perceived benefits of a highly scalable model of alcohol health promotion in the breast screening setting.

**Implications for Practice/Policy:** This study represents an early step towards implementing alcohol brief interventions in breast screening services, with potential to improve alcohol literacy and reduce harmful alcohol use among a large at-risk population of women.

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