

THE FEASIBILITY AND ACCEPTABILITY OF A TAILORED SMS ALCOHOL INTERVENTION FOR SAME-SEX ATTRACTED WOMEN

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Introduction and Aims:

Same-sex attracted women (SSAW) often report higher levels of drinking than heterosexual women. Yet, SSAW are typically reluctant to seek professional help as they report there are a lack of services which are responsive to their needs. We have co-developed with service users a culturally tailored short message service (SMS) alcohol intervention for SSAW. This presentation will report on preliminary feasibility and acceptability outcomes regarding this.

Design and Methods:

In an ongoing pilot randomised controlled trial, 81 SSAW ($\bar{X}_{\text{age}} = 35$, $\bar{X}_{\text{AUDIT score}} = 18$) who reported risky drinking have completed the online baseline survey, and have been randomly allocated to the SMS intervention or control group. The intervention consists of daily tailored supportive messages for four weeks. The control group receive LGBT-specific alcohol and mental health information once a week for the same time period. Follow-up surveys are delivered at intervention completion and 12 weeks later. Primary outcome variables are alcohol use, well-being and help-seeking.

Key Findings:

To date, 43 participants have completed the intervention. Only six participants were seeking alcohol support from a mental health practitioner and two were additionally seeing a GP. This presentation reports the feasibility and acceptability data from the first 21 intervention participants. Seventy-two percent reported reading the SMS messages every day and found the daily reminders helpful; two-thirds found the tailored content particularly important whilst one third did not. Qualitative analysis reveals that some participants did not feel the messages accurately represented their experiences.

Discussions and Conclusions:

Findings revealed that the majority of the women remain in the trial, read the messages and find the culturally tailored SMS messages meet their needs. Data regarding the alcohol and well-being outcomes is an important next step in developing evidence-based interventions that meet the needs of SSAW.