

Positive Choices: Evaluation of a national initiative to disseminate evidence-based alcohol and other drug education and prevention resources.

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Introduction: Alcohol and other drug (AOD) use among Australian adolescents continues to be a public health concern and puts young people at higher risk of mental ill-health and poorer educational outcomes. Positive Choices is a website developed to provide school staff, parents, and students with access to evidence-based AOD education and prevention resources.

Method: Online questionnaires were administered to school staff and parents/caregivers to evaluate the effectiveness of the *Positive Choices* website in disseminating evidence-based resources. The evaluation was guided by the GoodWeb framework which assesses attributes relevant to e-health websites, including appearance, content, usability, interactivity, technical adequacy, loyalty, and satisfaction. Questions about intended behaviour change were also included in the questionnaire.

Key Findings: Overall, *Positive Choices* performed well. Of the website attributes evaluated, appearance was rated highest by participants, followed by ease of use and content. Interactivity was rated lowest, indicating there is most room for improvement on this attribute. Of those who didn't already use *Positive Choices*, 87% of school staff and 94% of parents planned to do so in the future to access information about AOD. In addition, 91% of school staff and 95% of parents were satisfied with *Positive Choices* and would recommend the portal to a friend or colleague.

Discussions and Conclusions: Findings demonstrate that *Positive Choices* is effective at disseminating evidence-based AOD information and prevention resources to school staff and parents. The findings further highlight the important role of online health initiatives for AOD harm reduction.

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