



UNIVERSITY OF GOTHENBURG

# Coached implementation of EIBI

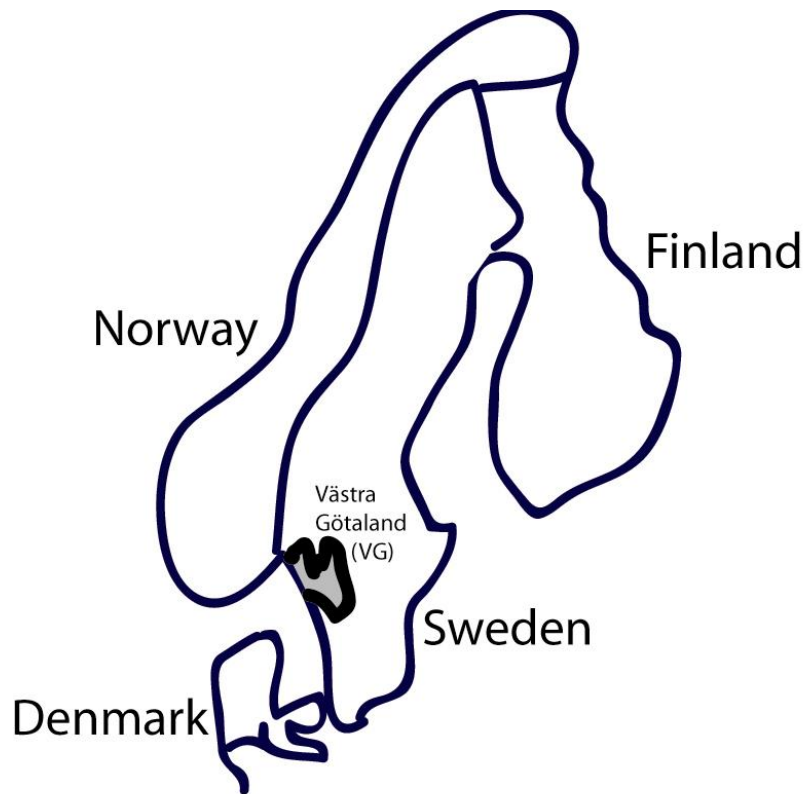
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The Sahlgrenska Academy

# Aim



**Implement methods and tools for screening and brief intervention on alcohol problems in the primary health care organisation of the VG-region**



# Coaches – as implementation **facilitators**

Personel recruited on these qualities:

- Experienced in early intervention
- Trained in MI
- Long practical experience within their profession
- Interested in development work



# Evaluation - methods

Process evaluation based on:

Interviews

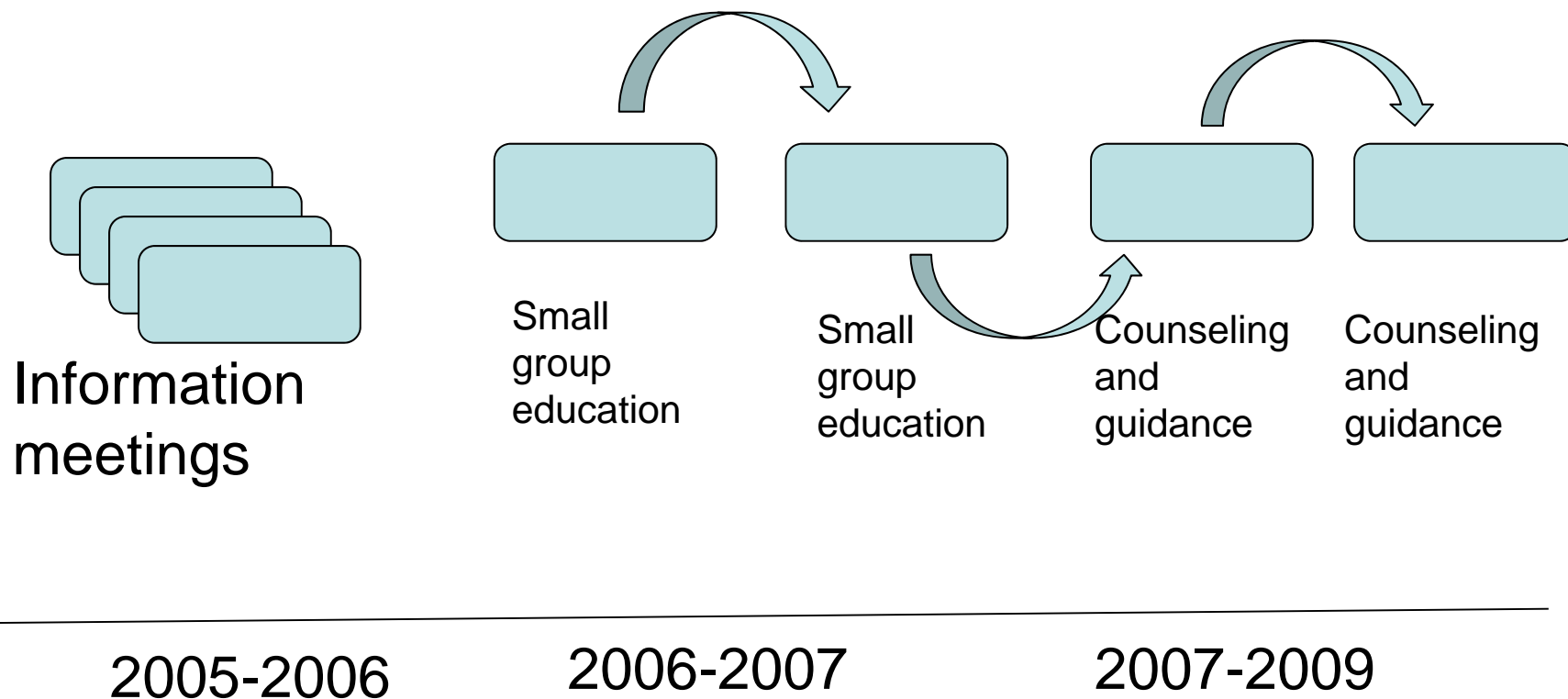
Documents

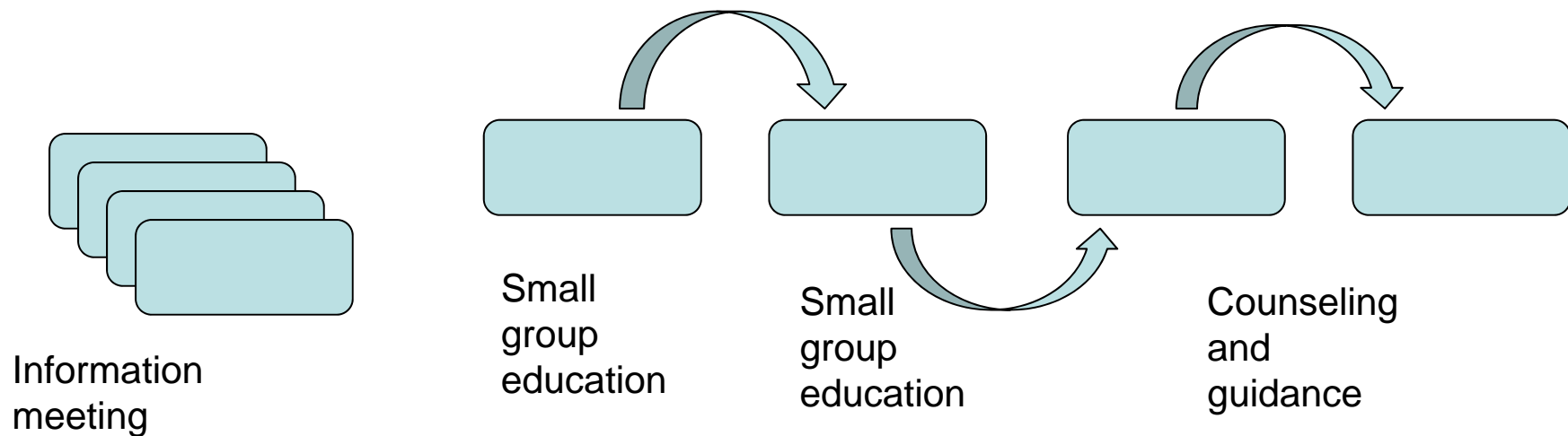
Patient surveys



# Implementation process

Coach initiatives and support:





## Innovation process in an organization, Rogers 2003

Agenda setting

Matching

Redefining/  
restructuring

Claryfying

Routinizing



# Some numbers – participation in the process

48 **primary health care units**

650 personel , 100 physicians

## **Maternal health care**

55 units 180 nurses

## **Child health care units**

42 units about 200 nurses



# Results – typical answers

We have changed our routines, - *maternal health care*

AUDIT has given me a good instrument for further discussions with the pregnant woman – *maternal health care*

Today we discuss alcohol issues with all parents – *child health care*

I am more confident in asking questions about alcohol, as I know how and why I should ask – *child health care*



# Results – typical answers

Yes – we discuss alcohol issues among other life style habits - *district nurse*

Some doctors use AUDIT as an instrument with some patients, but I think we should use it much more often – *nurse at general practitioners office*



# Results – maternal and child health care

- Alcohol accepted as an important issue
- Confidence in methodology
- Very few patients at risk; one or two per year



# Results - numbers

**Maternal health care** – all pregnant women take an full AUDIT-test

**Child health care** – all parents are briefly informed and given the opportunity to discuss alcohol issues concerning the relation parent/child



# Results – patient survey

“Have your doctor discussed alcohol habits during this consultation?”

Proportion of patients answer “Yes”	Proportion of primary health care units
1-4	14
5-9	45
10-14	24
15-	17

Median – 9 %, n=3 000

# Difficult to define risky drinking

Almost none of the interviewed refers to official guidelines

A simple and well known definition is needed

# Summary

Routines has been changed in a disired direction

Staff feel more secure in addressing these questions with patients.

Systematic screening is used in a limited extent

Risky drinking definition is unclear

Coach – is a good idea when implementing