

## **“Come up with a plan for Booze free days:” Behaviour Change Strategies for limiting or reducing alcohol**

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**Introduction and Aims:** Most people do not seek help for reducing alcohol consumption and instead use behaviour change strategies. These frequently used strategies are however under-investigated and no comprehensive account exists of the range and types of strategies people use.

**Design and Methods:** We searched the internet for the presence of cognitive and behavioural strategies that could be used to limit or reduce alcohol consumption. We found 116 health promotion and treatment websites as well as consumer forums and message boards that contained these strategies.

**Results:** We identified 2989 change strategies that were grouped into 19 different categories of strategies. Strategies were organized by the Action Phase model of goal achievement into pre-decisional (e.g., decisional balance, realization), Post-decisional (e.g., action planning, commitment), Actional (e.g., alternatives, consumption control, maintaining readiness) and post-actional (e.g., evaluation) strategies, as well as three multi-phase strategies (e.g., social support). Eleven of the 19 identified strategies differed according to the source. The largest difference was for the strategies of consumption control, which was promoted on advice sites, but less frequently on treatment and consumer sites.

**Discussions:** This is the largest and most comprehensive study of change strategies used to limit or reduce alcohol consumption. Strategies promoted online were most frequently related to taking action (i.e., consumption control) and there were few instances of planning or self-evaluation. These findings can inform cognitive and behavioural interventions and provide important information for enhancing existing intervention content.

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