

ALCOHOL USE OF MIDDLE-AGED WOMEN IN AUSTRALIA: DEVELOPMENT OF AN ONLINE INTERVENTION

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Introduction and Aims: In the last two decades, alcohol use generally decreased in Australia but increased among women aged 45 to 64. To target this risk group, the aim was to develop the basis for a targeted online intervention.

Design and Methods: Data analyses of the 2016 National Drug Strategy Household Survey and focus group workshops in the Australian Capital Territory and in Victoria using a co-design approach were conducted to identify factors likely to influence alcohol use among 45-64-year old women.

Results: The survey data revealed that women in rural areas and those with a higher education reported drinking more than the recommended guidelines (>2 drinks/day) and drinking more often five or more drinks per occasion in the past year. Wine was the preferred beverage and consumption occurred mostly at home. Focus groups provided a more detailed understanding of personal alcohol use motivations and of ways how to encourage women to consume less.

Discussions and Conclusions: By gaining a more detailed understanding of drinking patterns, associated factors and personal motivation, this study lays a solid basis on which an intervention particularly designed for the risk group of 45-64-year old women will be developed in the second phase of the project.

Disclosure of Interest Statement: There is no conflict of interest to declare. The study was supported by the Foundation of Alcohol Research and Education (FARE) and a grant from the ACT Health Fund. The funding source had no role in the study design, collection, analysis or interpretation of the data, writing the manuscript, or the decision to submit the paper for publication.