

Addressing Alcohol Use in Sundance, Wyoming

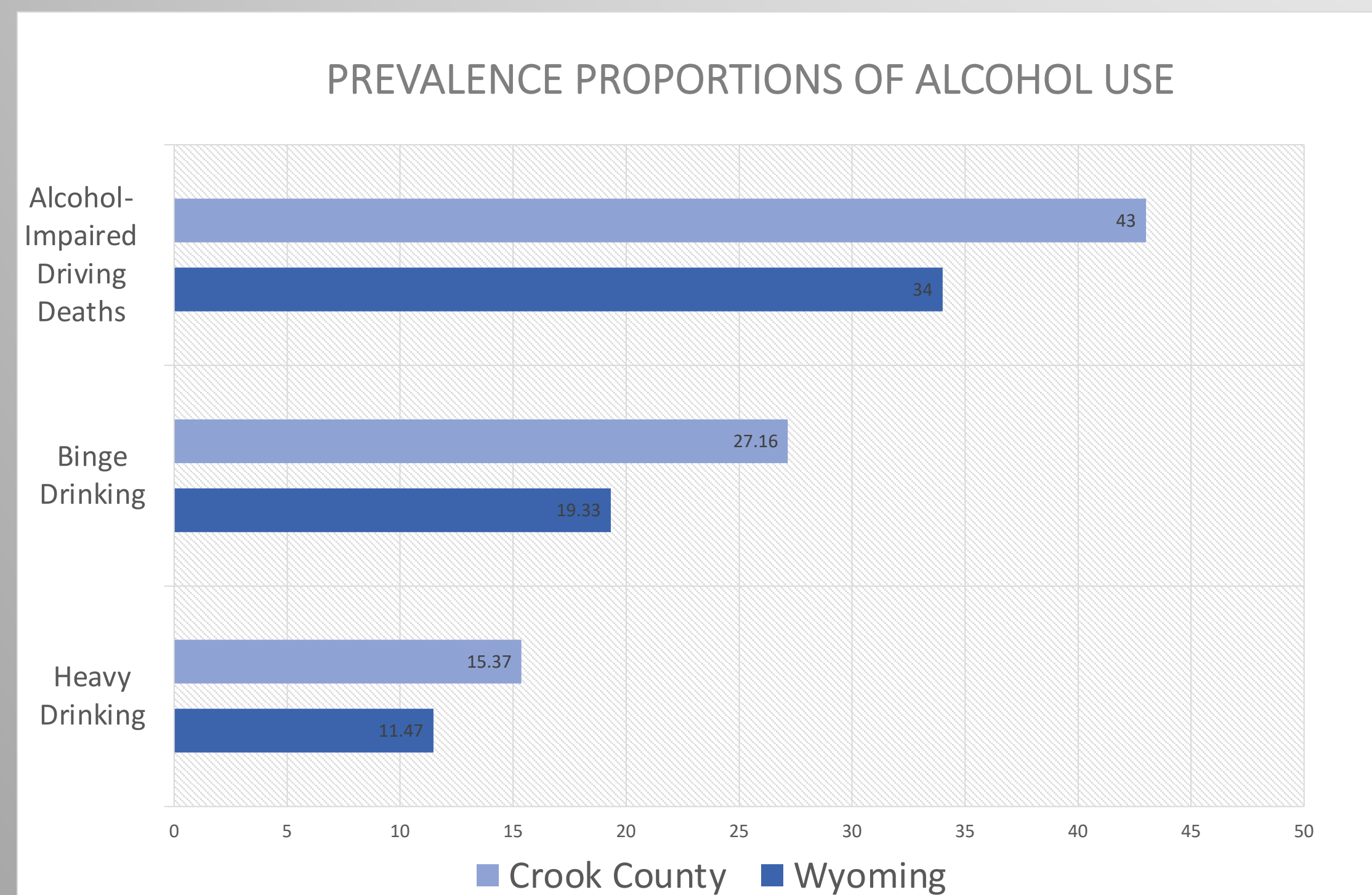
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Hypothesis:

Increase provider-patient conversations regarding alcohol use in adult males through interactive voice response (IVR)-based brief intervention

Background:

- Population: 1,252, located in Crook County
- Popular tourist town, located near Sturgis, South Dakota, Mount Rushmore, and Devil's Tower
- High rates of binge and heavy drinking



- Alcohol use is a cultural norm and heavy drinking is considered socially acceptable by many; viewed as “part of our culture”

Community Profile—Assets:

- The Be Well Coalition: Local organization aimed at providing resources and education regarding substance use and suicide prevention to the residents of Crook County
- Provides Event Planning kits to local event planners to reduce underage drinking
- Offers Training for Intervention ProcedureS (TIPS) to bartenders to reduce drunk driving and underage drinking
- Plans on addressing health issues specific to adult men in the future, such as smoking and alcohol use
- Other Community Assets:
 - Crook County Public Health
 - Sundance Clinic

Potential Interventions:

- Implement alcohol use screening and brief interventions at Sundance Clinic through interactive voice response calls (IVR)
 - Patient calls a specific phone number before appointment and is screened and provided education on alcohol use
 - Increases:
 - Percent of patients who reported a discussion about alcohol with their provider
 - Percent who reported self-initiating a discussion about alcohol with their provider
 - Percent who reported receiving a recommendation about alcohol from their provider

Conclusions:

- The Be Well Coalition is a community-based organization that has made great strides toward addressing alcohol use in Sundance, WY
- Alcohol use among adult men can be further discussed by increasing provider-patient conversations regarding drinking
- IVR screening and brief interventions increase discussion of and education about alcohol use between patient and provider

