


Focus Group Meeting with Service Users Pontypriidd, Wales; April 2014

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Why people drink?


(the pros of drinking)

- It tastes good
- Because of other people
- To be sociable
- To have fun
- To feel good
- To relax
- Makes you forget
- To blow off steam
- To sleep better

Some people drink too much.

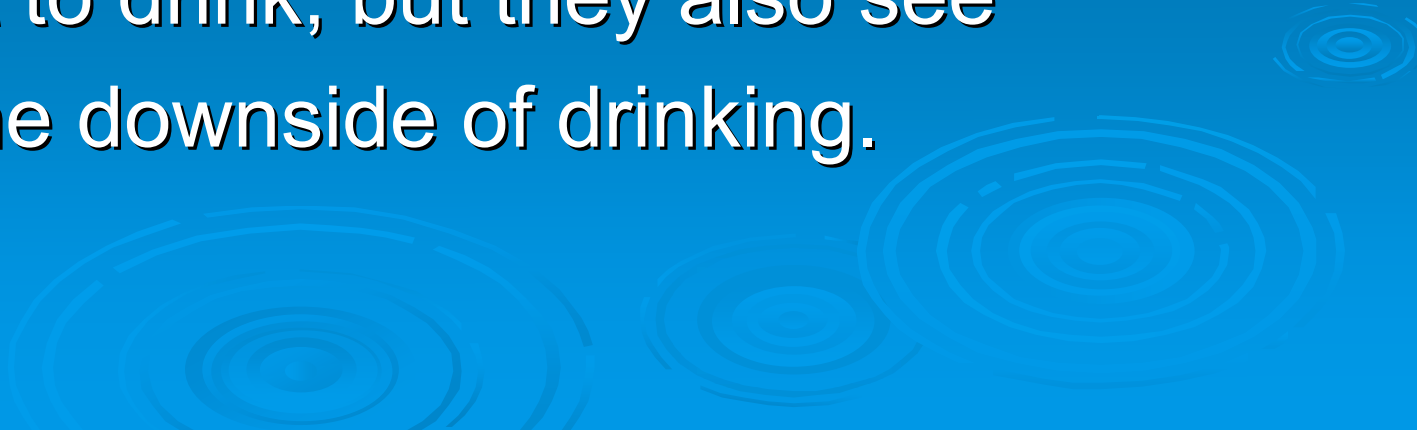


Cons of Drinking

- Hangover
 - Losing control
 - Not remembering
 - Doing crazy things
 - Feeling depressed
 - Legal problems
 - Medical Problems
 - Family problems
 - Lost my job
- 
- The background of the slide is a solid blue color. In the bottom right corner, there are several concentric white circles of varying sizes, resembling ripples on water. These circles are arranged in a way that suggests a point of impact, with the largest ripple being the most prominent.

Ambivalence

People who drink too much
want to drink, but they also see
the downside of drinking.

The background of the slide is a solid blue color. In the bottom right corner, there are several concentric circles of a lighter blue shade, resembling ripples on water. These ripples are arranged in a way that suggests movement from the bottom right towards the center of the slide.


Pros and Cons of Drinking

Do the disadvantage of drinking
outweigh the advantages?



Why is it hard to change?

Drinkers' *brains* become *sensitized to alcohol*.
They:

- Think about alcohol;
 - Have memories about alcohol;
 - Dream about alcohol;
 - Pay attention to alcohol.
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Stroop Test

- Measures attentional distraction.
- Words appear in different font colours.
- The person taking the test should (a) respond only to the colour, and (b) ignore the meaning of the word.
- The person should respond as quickly and accurately as possible.

Classical (Original) Stroop Test

two examples of stimulus words



RED

BLUE

Alcohol Stroop Test

two examples of stimulus words:

a *neutral* word and

an *alcohol-related* word

DOOR

WINE

Interference

GREEN — RED
YELLOW — BLUE



Classic Interference
Score

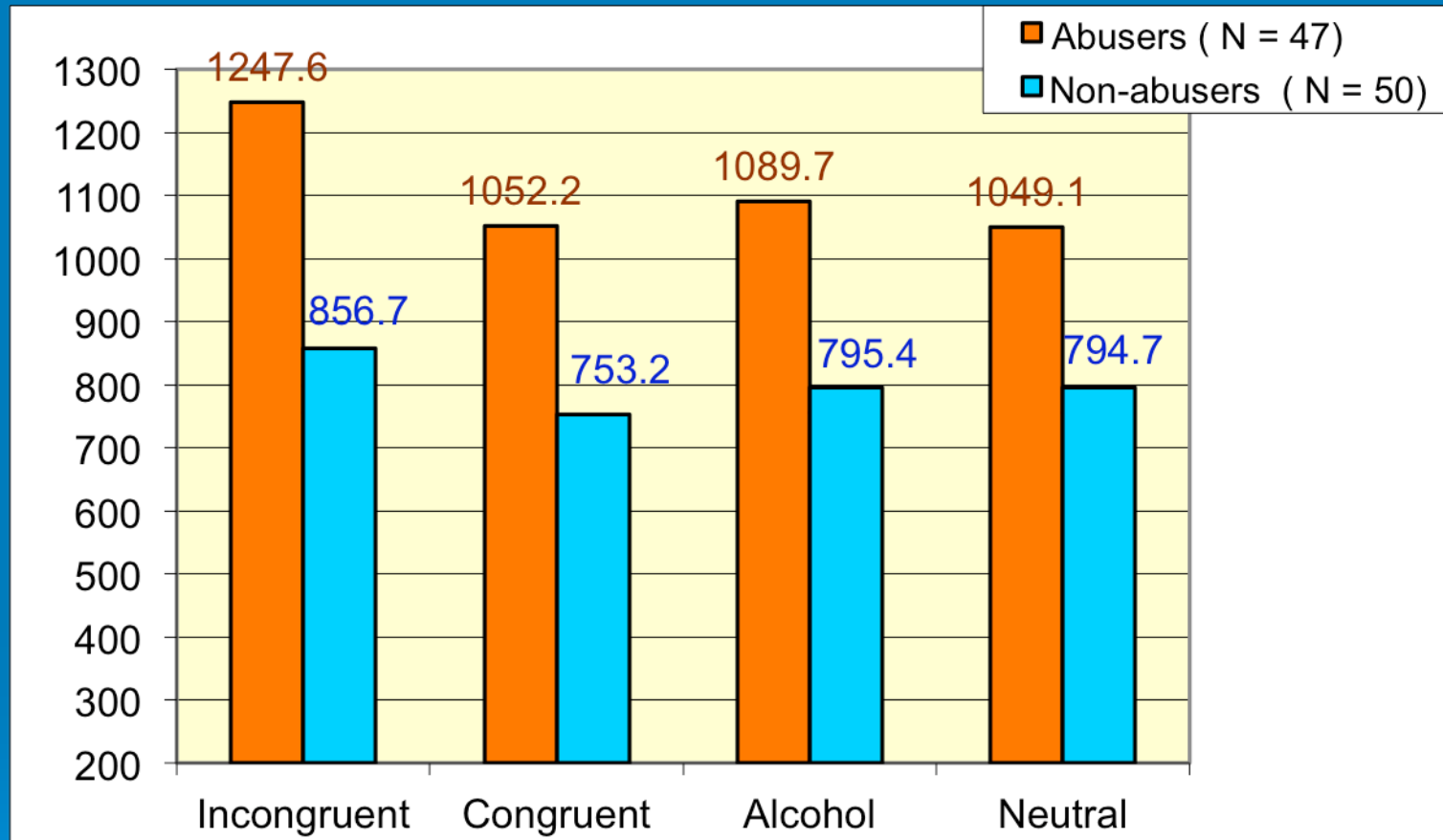
WINE — DOOR
BEER — PATIO



Alcohol Interference
Score



Fadardi & Cox's Results



BRAINTRAIN

Trains drinkers to

- Control their reactions to alcohol
- Curb their craving for alcohol
- Drink less alcohol