Focus Group Meeting
with Service Users
Pontypridd, 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
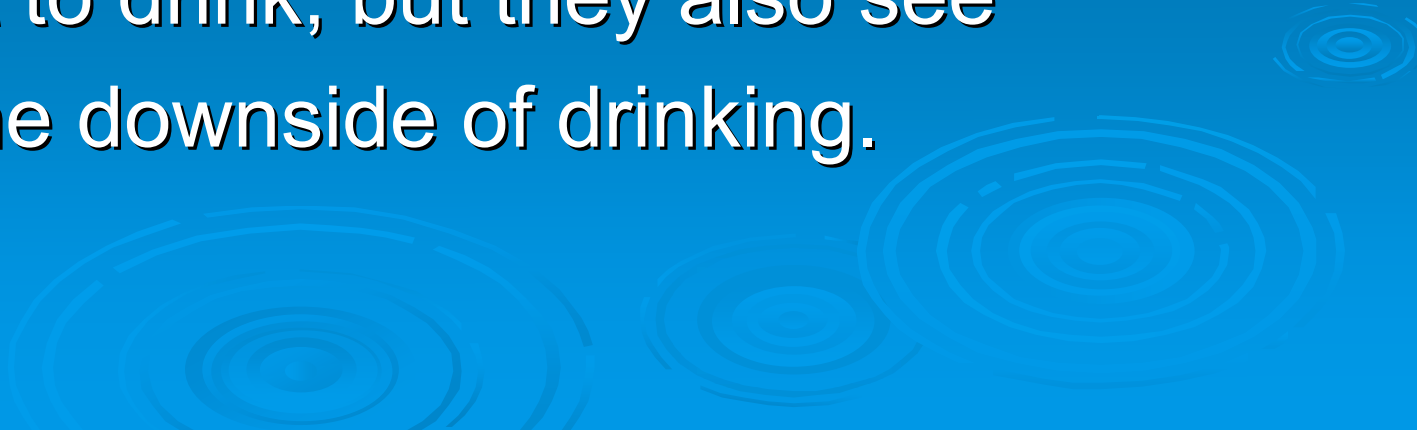
Some people drink too much.

Cons of Drinking

- Hangover
- Losing control
- Not remembering
- Doing crazy things
- Feeling depressed
- Legal problems
- Medical Problems
- Family problems
- Lost my job

Ambivalence

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

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.

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

WINE — DOOR
BEER PATIO

Classic Interference
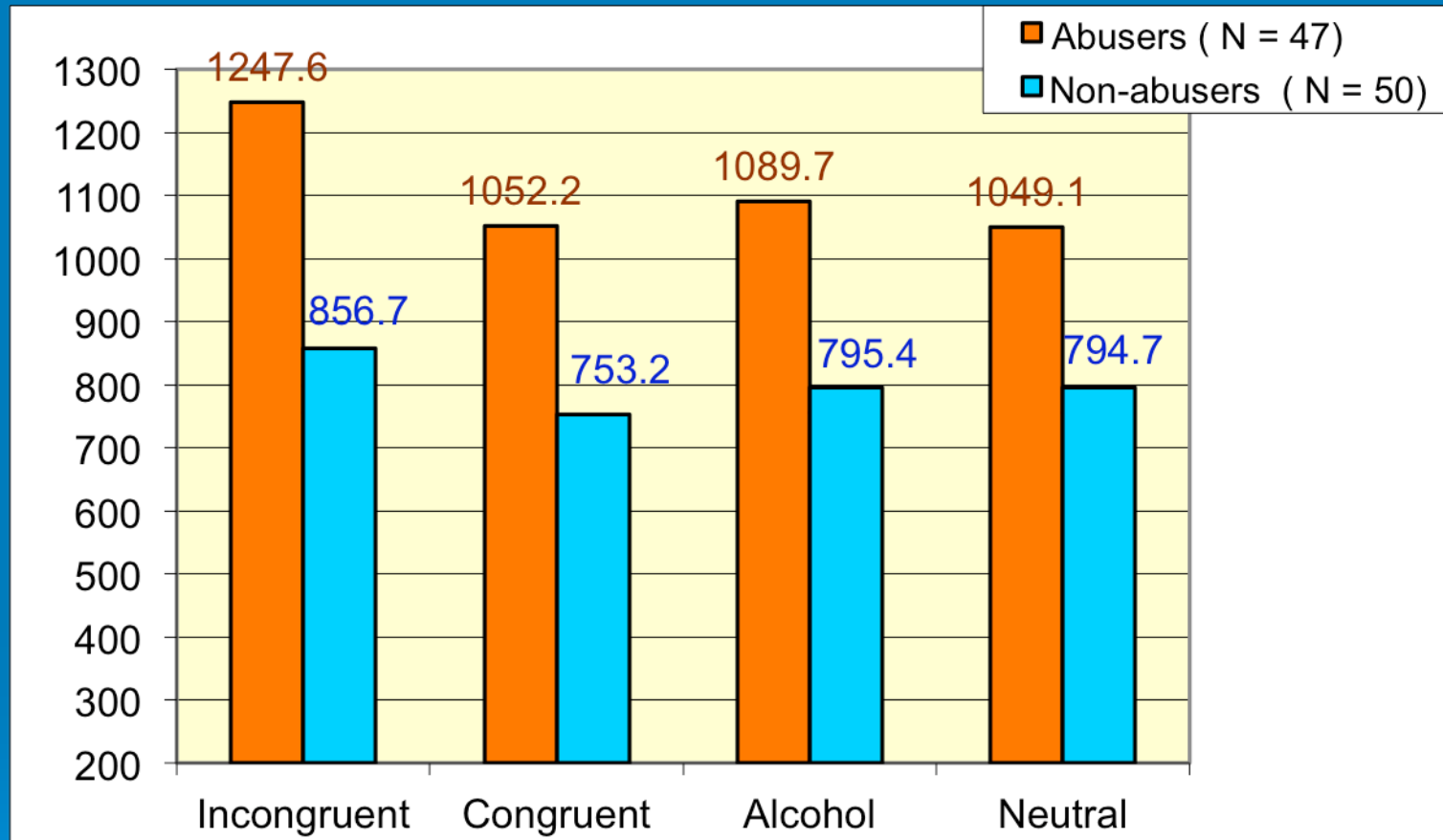Score

Alcohol Interference
Score

Fadardi & Cox's Results

BRAINTRAIN

Trains drinkers to

➢ Control their reactions to alcohol

➢ Curb their craving for alcohol

➢ Drink less alcohol