

ABSTRACT SUBMISSION AIC 2016: #57

1. Title:

Feasibility of a web intervention for sustaining alcohol practices in sports clubs

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3. Key words:

Sports clubs, alcohol management, web-based, feasibility

4. Abstract text:

a. Background/aim

Participants of sports clubs are often involved in elevated levels of risky alcohol consumption and alcohol-related harm compared to the general population. Interventions to improve club alcohol management practices have been found to effectively reduce such risky consumption and harm. However, sustaining the effect of such an intervention can be resource intensive. A solution may be web-based support, at potentially lower cost and with greater ease of access than face-to-face modes. We aimed to determine the feasibility and acceptability of such an intervention.

b. Methods

A telephone survey was conducted with community-level football club administration staff in metropolitan and regional areas of New South Wales, Australia. The telephone survey utilised The Technology Acceptance Model (TAM) to measure perceived usefulness, ease of use and intention to use a web-based program for sustaining alcohol management practices.

c. Results

46 community football clubs participated in the survey. The majority (98%) of clubs reported access to the web and current use of web-based devices when undertaking club management tasks. Clubs agreed/strongly agreed that a web-based alcohol management program would be useful (83%) and easy to use (72%). Intention of use was significantly positively associated with the program's perceived usefulness ($p=0.03$), and ease of use ($p=0.02$), as well as club size ($p=0.02$), with larger clubs reporting greater intention to use the program.

d. Conclusions

A web-based alcohol management program appears feasible and acceptable to sporting clubs and may provide a low cost and accessible mode of support for sustaining alcohol management practices at community football clubs.