

Women & Alcohol Project: Phase III

SURVEY DESIGN & RECRUITMENT ANALYTICS

PROJECT AIM

To investigate the motivations for alcohol consumption among local women aged 35-59 years. Phase III of the project builds on the knowledge gained during the project's Phase II focus groups.

PARTICIPANT ELIGIBILITY

Participants were eligible if they were:

- Female
- Aged 35-59 years
- Currently residing on the Northern Beaches

SURVEY DESIGN

Responses were collected via SurveyMonkey in late January 2020. There were 40 questions in total, asking participants about their:

- Demographics
- Drinking habits and drinking environment
- Reasons for drinking
- Desire and barriers to change
- Perceived impact of others and of health information and guidelines



SURVEY ADVERTISEMENT

- Boosted posts from the Mona Vale hospital facebook page
- Sharing of this post to local facebook groups
- Direct email to women who registered interest in Phase II of the project
- Article in NSLHD Mental Health Drug & Alcohol (MHDA) newsletter

RECRUITMENT ANALYTICS

2 weeks

time survey was open

9,627

People reached via the boosted post

644

survey completions

\$97

spent on Facebook advertising

3,104

engagements
ie clicks on the link provided

583

eligible for inclusion in data set

WHERE TO NEXT?

Survey findings will help the development of initiatives to reduce alcohol related harm among women in this cohort.



NSLHD Health Promotion Service, May 2020

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This project is approved by the NSLHD Human Research Ethics Committee: 2019/ETH11953.



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