

The Role of A Website In Employee Health Promotion

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The research reported here was funded by CSAP. We gratefully acknowledge the advice and assistance provided to our project by Dr. Deborah Galvin, CSAP Project Officer.

ALCOHOL ABUSE

- ✓ **Affects large numbers of workers**
- ✓ **Increases accident rates**
- ✓ **Causes injuries**
- ✓ **Lowers productivity**
- ✓ **Results in costly health care**

ALCOHOL ABUSE

The stigma associated with alcohol abuse:

- ✓ Creates a culture of denial.**
- ✓ Prevents many employees from admitting they have a problem.**

Consequently, many employees do not ask for the help available to them.

REDUCING STIGMA OF SEEKING HELP FOR ALCOHOL ABUSE

Certain approaches are more likely to open the door to seeking help:

- ✓ Use of interventions that allow for anonymous self-assessment.**
- ✓ Use of computer interventions.**

THE TWO COMPONENTS OF THE COPINGMATTERS RESEARCH PROJECT

- ✓ **Comprehensive survey of the workforce at a high technology worksite.**
- ✓ **Development and assessment of a novel, highly interactive website to provide alcohol-abuse prevention and early intervention.**

WORKFORCE SURVEY FINDINGS

**Based on an anonymous survey of
10% of the workforce (N = 504)**

Lifetime risk for alcohol dependence	12.0%
Alcohol treatment prevalence	1.0%
Currently engaging in harmful or hazardous drinking	5.3%

IMPLICATIONS OF SURVEY FINDINGS

- ✓ **Significant numbers of employees are at risk for alcohol-related problems.**
- ✓ **Employee alcohol problems are under-identified and under-treated.**

IMPLICATIONS OF SURVEY FINDINGS (Continued)

**12.0% are at risk for alcohol dependence;
1.0% received treatment for alcohol-
related problems during the past year.**

**In other words, 92% of those at high risk
did NOT receive any treatment for alcohol-
related issues in the past year.**

COPINGMATTERS WEBSITE

A health education tool for employees that combines:

- ✓ A convenient, inexpensive, stigma-free means for employees to learn about alcohol-related problems and resources.**
- ✓ An anonymous, individualized assessment of the employee's risk level for alcohol-related problems.**

WEBSITE USE FINDINGS

Based on the initial group of website users
(N = 174)

Lifetime risk for alcohol dependence	25.3%
Currently engaging in harmful or hazardous drinking	12.2%

IMPLICATIONS OF WEBSITE USE FINDINGS

For substance abuse prevention, the website successfully reaches at-risk audiences:

25.3% (1 out of 4 employees) using the website have lifetime risk for alcohol dependence, compared to 12.0% of such employees in the overall workforce being studied.

These results indicate that employees at high risk for alcohol dependence self-select to use the website.

IMPLICATIONS OF WEBSITE USE FINDINGS (Continued)

For substance abuse prevention, the website successfully reaches at-risk audiences:

12.2% (1 out of 8 employees) using the website are currently drinking in a hazardous way, compared to 5.3% of such employees in the overall workforce being studied.

These results indicate that employees currently engaging in harmful or hazardous drinking self-select to use the website.

HOW THE COPINGMATTERS WEBSITE HELPS EMPLOYEES

- ✓ **Allows employees and their families to anonymously self-assess their risk level for alcohol-related problems.**
- ✓ **Communicates specific information about alcohol-abuse risk level -- immediately and privately -- to the individual using the website.**

HOW THE COPINGMATTERS WEBSITE HELPS EMPLOYEES (Continued)

- ✓ **Encourages those at high risk for alcohol dependence to use available treatment resources and provides treatment contact information.**
- ✓ **Identifies employees with current patterns of hazardous or harmful drinking (i.e., those considered at moderate risk for alcohol-related problems).**

HOW THE COPINGMATTERS WEBSITE HELPS EMPLOYEES (Continued)

- ✓ **Provides “how-to” strategies, “mini-workshops”, and support mechanisms to help moderate-risk employees who wish to cut back on their drinking.**
- ✓ **Makes a set of information links immediately available to employees concerned about the drinking of someone they care about.**

OVERVIEW OF WEBSITE RESULTS

- ✓ **An interactive website is a successful method for reaching employees at risk for alcohol-related problems.**
- ✓ **An interactive website is a powerful tool for penetrating the veil of stigma that has prevented many employees from seeking help.**
- ✓ **An interactive website allows employees to easily and anonymously assess their risk level for alcohol-related problems, while providing highly individualized feedback.**