

Tailored Goal Oriented Community Brief Intervention Model (TGCBM) for Moderate Alcohol Consumption Reduction in Communities in Lop-Buri Province, Thailand

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Abstract

Thailand was ranked 40th out of 185 countries in terms of its per-capita alcohol consumption. The 2007 household survey reported 10,543,497 (22.7%) drank alcohol in the past 30 days, 8,543,833 men, 1,999,664 women. In the provincial level, Lop-Buri was found a high drinking prevalence compared to the others.

Therefore, alcohol drinking reduction at community level may effect to the country's statistic. TGCBM Model was developed with cooperation of key-persons and drinkers, voluntarily set up their goal and drinking reduction design suitable for them and their community.

It has been experimented in two high-risk drinking prevalence communities in Lob-Buri: Nong-Na, experimental group and Bua-Choom, control group. Baseline data were collected from moderated drinker aged 12-65 in both communities. Fifty and forty-seven cases in control and experiment moderate drinkers respectively completing 1, 3 and 6 months were followed-up. The results proved TGCBM model is effective in drinking reduction ($p < .001$).