

Case Study: Coventry Teaching Primary Care Trust (tPCT) Alcohol Prevalence Study

BACKGROUND

In the spring of 2008, the Healthcare and Communities team at M·E·L Research were commissioned by Coventry tPCT to measure the prevalence of alcohol consumption across the City of Coventry, to inform the Coventry Alcohol Harm Reduction Strategy for the next three years (2008-2011).

Coventry is a complex and highly diverse metropolitan area covering over 250,000 residents and encompassing a very broad social and economic spectrum.

METHODOLOGY

The study design was innovative and involved multi-methods, designed to produce a robust profile of the prevalence of alcohol consumption in the City. The work comprised a household survey of over 2,000 residents broadly representative of the profile of Coventry as a whole. The questionnaire instrument was based on standard national prevalence questions and additional local questions concentrating on:

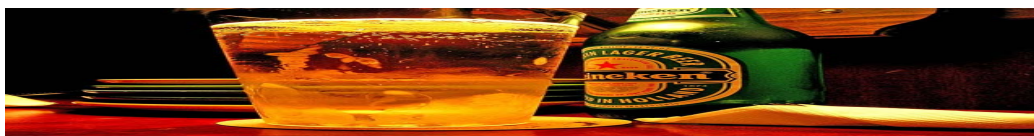
- ◆ Weekly and monthly consumption of specific types of alcoholic drink;
- ◆ Drinking locations and the social activities precipitating 'drinking occasions';
- ◆ Awareness of alcohol units and safe alcohol consumption limits;
- ◆ Concerns about personal levels of drinking;
- ◆ Preferred sources of advice and communication channels.

The household face to face survey was then supplemented by a follow-up study involving the completion of alcohol diaries designed to produce contextual case studies focusing on the triggers to, and patterns of, higher-risk drinking behaviour. A parallel on-street random sample survey was also carried out to verify that the household data also reflected social groups better contacted 'on-street'.

OUTCOMES

The key findings have been analysed and consumption characterised in line with the drinking categories set out within the national strategy document Safe, Sensible, Social. Results have also been benchmarked against data from national surveys (such as the General Household Survey). The datasets from the study have ensured that Coventry tPCT have ongoing access to tailored, local and contextually-specific data – embellishing the core data sets available through the Regional Observatory.

The conclusions from the study have been used to monitor progress with the Coventry Alcohol Harm Reduction Strategy 2008-2011, and will have a real impact in informing the effective implementation of this Strategy locally in future years.



For further information about our work with Coventry tPCT, please contact
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