



Felicity's story

Felicity (55), a professional communications specialist, has had a drinking problem since she was twenty. Every time she ran up against a problem she couldn't cope with she would drink. 'I fooled myself into thinking I was only a social drinker, but the reality was that I was drinking to avoid dealing with my problems.'

This year, her relationship came to an end after 25 years. 'I felt like I'd lost everything and started to drink a lot - at least a bottle of wine every day and sometimes a few vodka and tonics in the evening too. I hated the fact that I'd lost control, and my health was beginning to suffer too.'

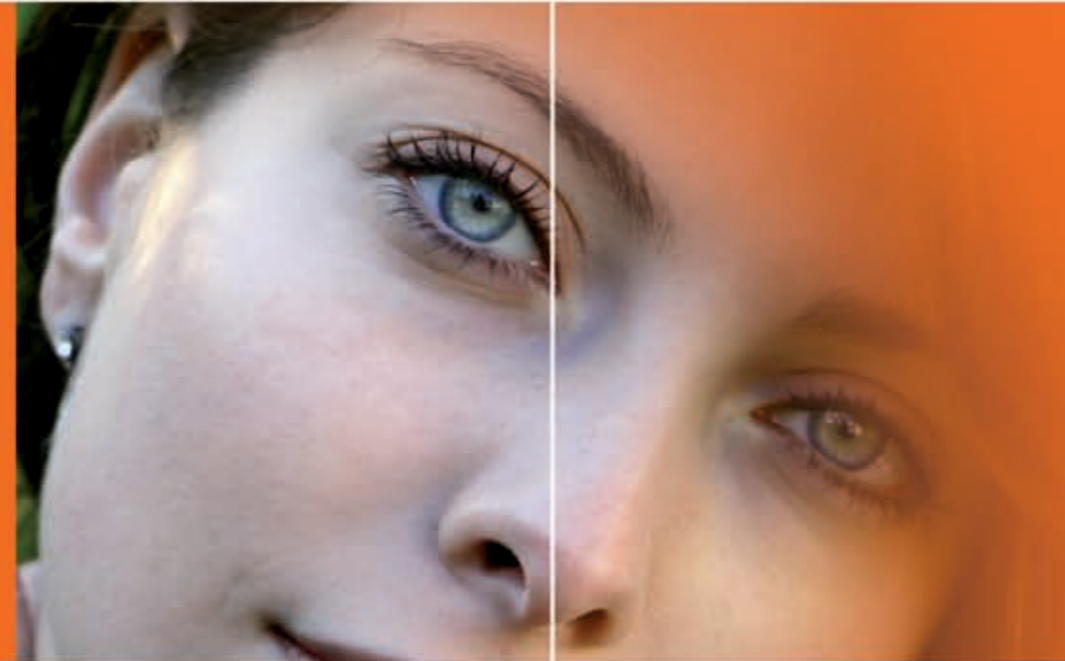
Felicity never talked to her GP about her drinking. 'I always told myself it wasn't that bad; that I could sort things out myself.' In June this year she read an article in the press about

lookatyourdrinking.com. She signed up and began working with her therapist right away. She finished the programme in three months. 'It's still quite hard for me, but now I've stopped drinking completely, which was the goal I'd always set myself.'

'The most important thing for me was that the treatment was individually tailored and I could do my homework in my own time.' Felicity and her therapist had contact twice a week. 'He listened and understood exactly what I was saying, and focused on the real issues. The whole programme and approach was methodical and easy to work through. 'There was no attempt to dig around in my past. 'I was given practical tips that helped me address what I was going through now.' Felicity received homework assignments, which included

keeping a daily log of how much she drank and looked at the triggers which lead her to start drinking. There were some very surprising discoveries. 'I discovered patterns to my drinking which I hadn't recognised before. I was able to look at my reasons for wanting to drink, and examine what I thought I was getting from drinking. That gave me the opportunity to look at how I could deal with things differently and find other ways of coping with my day to day issues.'

'Stopping drinking was not that difficult but I've now managed to stay stopped which had always been my problem in the past.' Felicity has learnt she needs to stop and think whenever she feels like a drink. 'I know now that a drink is only going to make things worse; never better.'



- Information
- Effective online treatment
- An individual approach
- Your own online therapist
- Start today



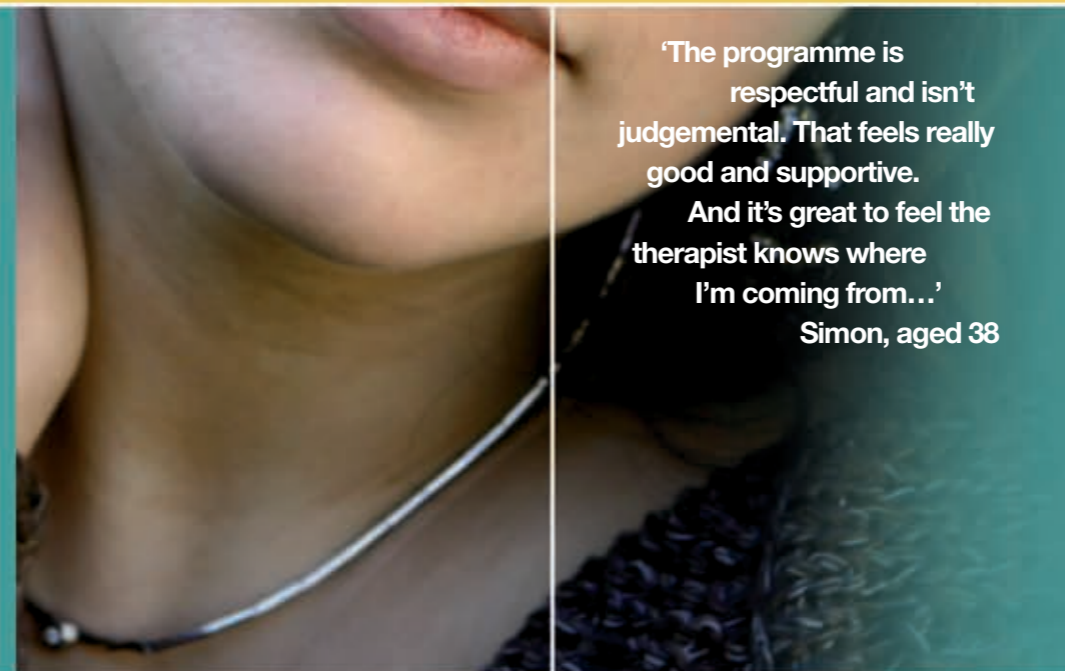
Mark's story

Mark, a businessman, was one of lookatyourdrinking.com's first clients. Although he finished the programme several weeks ago, he still keeps his alcohol diary. He says, 'I write down any situations which I find difficult and things have gone well up to now. I've had some difficult things to deal with in both my personal and working life but instead of heading for the pub, I'll have a soft drink or glass of water. Keeping an alcohol diary has brought it home to me that I'm responsible for my actions.' Clients of lookatyourdrinking.com drink an average of fifty to sixty units a week. A handful drink over a hundred units. In sharp contrast to that, Mark drank just

twenty units a week, even less than the 21 units per week that the government sets out as a sensible weekly limit for men. But Mark still feels he had a real problem: 'Drinking had ceased to be a social pastime for me. I was drinking to change the way I felt - especially if I felt socially uncomfortable or awkward. When I got home from work around six, I always felt very tired and had three or four cans of beer straight away. Deep down, I knew that wasn't normal behaviour. I wasn't going to work with hangovers, but alcohol was playing an important part in my life. I no longer had control of my drinking. My wife likes a drink but she knows when she's had enough. I've been really stupid in the past and have driven over the

limit on several occasions. A couple of times I've been completely drunk and could've killed myself or worse, someone else.'

Working with his therapist, Mark decided to cut his twenty drinks per week down to a maximum of six. Mark found it surprisingly easy. 'I discovered that I can have and enjoy just one drink. I now drink because I like the taste, not because I tell myself I've earned it.' Mark wants to stick to this new way of drinking - at least until the end of this year. He's worried about Christmas: 'I'm not ruling out the possibility that things might slip, but I think I've learnt enough to know now what to do.'



'The programme is respectful and isn't judgemental. That feels really good and supportive. And it's great to feel the therapist knows where I'm coming from...'
Simon, aged 38



Lookatyourdrinking.com?

Lookatyourdrinking.com is a website providing extensive information about alcohol as well as an online therapy programme. The programme has been developed for any adult who would like to know more about his or her alcohol use, or has already decided to do something about it. Lookatyourdrinking.com is a trading style of Tactus International. Tactus has been a pioneer in evidence based online addiction treatment over recent years, and has been involved in addiction treatment for over 100 years. Now, for the first time, this unique online approach to solving problem drinking is available in the United Kingdom.

The website and forum

Lookatyourdrinking.com comprises five constituent parts: Information, online contact, e-therapy, after-care and scientific research. The site provides information about the physical, psychological, and social effects of alcohol. The forum is accessible for every visitor to the website and provides online contact for people concerned about their drinking habits. It's also a place where people can exchange experiences and garner support from others in similar situations.

Online treatment

Visitors to the site will be able to access a unique, clinically robust, online therapy programme to help them make positive changes in relation to their alcohol consumption. They receive bespoke e-therapy (not real time i.e. asynchronous, within three working days) delivered by a personal therapist. Twice a week, usually for three or four months, the client and therapist exchange messages and assignments via a personal client file on the website which is accessible with a personal code. This enables clients to keep a record of their progress.

Lookatyourdrinking.com is easily accessible and the anonymous online treatment gives clients the opportunity to work at their own pace - in their own time and in their own home.

Does online addiction treatment work?

Yes. This type of programme is unique in the United Kingdom, but is backed up by excellent results achieved in the Netherlands. You shouldn't confuse this robust, structured, 16 week clinical programme with simple on line counselling. The treatment is designed by experienced psychiatrists, psychologists, and a multi-disciplinary medical team. Clients can be sure that the programme is safe, effective, evidence based, and outcome driven.

Clients are assigned individual, personal therapists who guide them through the 16 week programme providing guidance and support to help them regain control of their lives.

Clients also have access to a resource centre, a forum, and chat rooms. All of these combine to give clients an effective and affordable way to cut down on alcohol consumption or stop drinking altogether.

'Lookatyourdrinking.com offers effective online treatment for people who do not normally seek help from conventional treatment centres.'

Results in the Netherlands

In the Netherlands, this new online treatment method was launched on 21 March 2005. The results have been remarkable. Most of the people registering for online treatment were problem drinkers who had historically been hard to reach - women, professionals and business people, young people, and people in full time employment. The Dutch programme treated twice as many women and people with jobs as those reached by more conventional treatments. Of those registering for conventional treatments, 15% are graduates, whereas with the Dutch online treatment programme, the figure was 52%. More facts and figures are given below. The first people to complete their treatment in Holland reduced their alcohol consumption considerably. Their alcohol-related health problems, such as depression, fatigue, sweating and other withdrawal

type symptoms significantly reduced. Their willingness to make changes in the way they consumed alcohol improved significantly and they gave very high ratings for programme efficacy. Most importantly, they felt that the treatment was very safe, as well as effective.

Excessive and problem drinking in the UK

Alcohol misuse represents a major burden to the NHS and the wider health and social care systems. The Department of Health estimates that nationally, 6% of men and 2% of women can be classified as alcohol dependent. This equates to 1.1 million people. Among them there is a large discrepancy between the number of those who need alcohol

treatment and those who actually access services, with approximately only 1 in 18 (5.6%) of alcohol dependent drinkers entering specialist treatment nationally every year. (Source: Institute of Alcohol Studies, 2009)

Costs

Lookatyourdrinking.com provides a cost effective alternative to more conventional treatments available in the United Kingdom. The website, including forums, chat rooms and general information is free to all but in the first instance, the e-therapy treatment programme is for clients paying £1,250 for part 1 and £1,025 for part 2 of the 16 week programme.

Publications

Postel, M. G., de Jong, C. A. J., & de Haan, H. A. (2005). Does e-therapy for problem drinking reach hidden populations? *The American Journal of Psychiatry*, 162(12), 2393.

Postel, M. G., de Haan, H. A., & de Jong, C. A. J. (2008). E-therapy for mental health problems: A systematic review. *Telemedicine and e-Health*, 14(7), 707-714.

Postel, M. G., de Haan, H. A., & de Jong, C. A. J. (in review).

Evaluation of an e-therapy program for problem drinkers: A pilot study.

More information?

For additional information about Lookatyourdrinking.com:

- Scientific research
- Details of the online treatment method
- Publications

Please contact us:

111 Buckingham Palace Road
Victoria, London SW1 0SR

T 0845 604 4273 or outside the UK: +44 (0) 207 340 8540

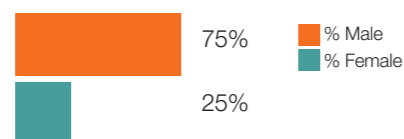
E info@lookatyourdrinking.com

Type of treatment

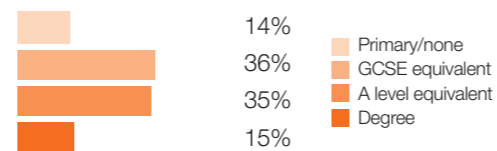


Face to face

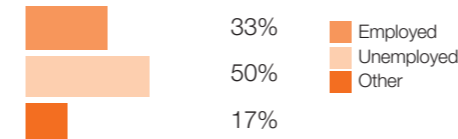
Male/Female %



Level of education



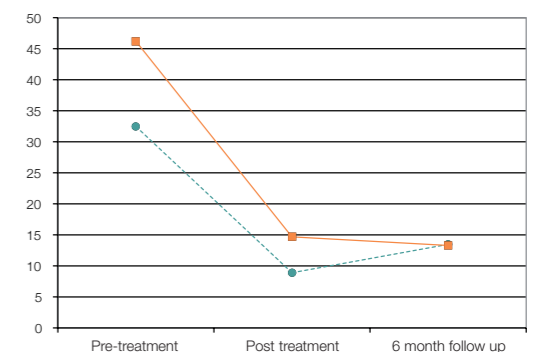
Employment



Consumption levels

Male (orange square)
Female (teal circle)

	Female	Male
Pre-treatment	32,5	46,2
Post treatment	8,9	14,7
6 month follow up	13,5	13,3



E-therapy

