



Developing early identification of alcohol misuse and brief intervention in the frames of ESF program “Promoting healthy choices”

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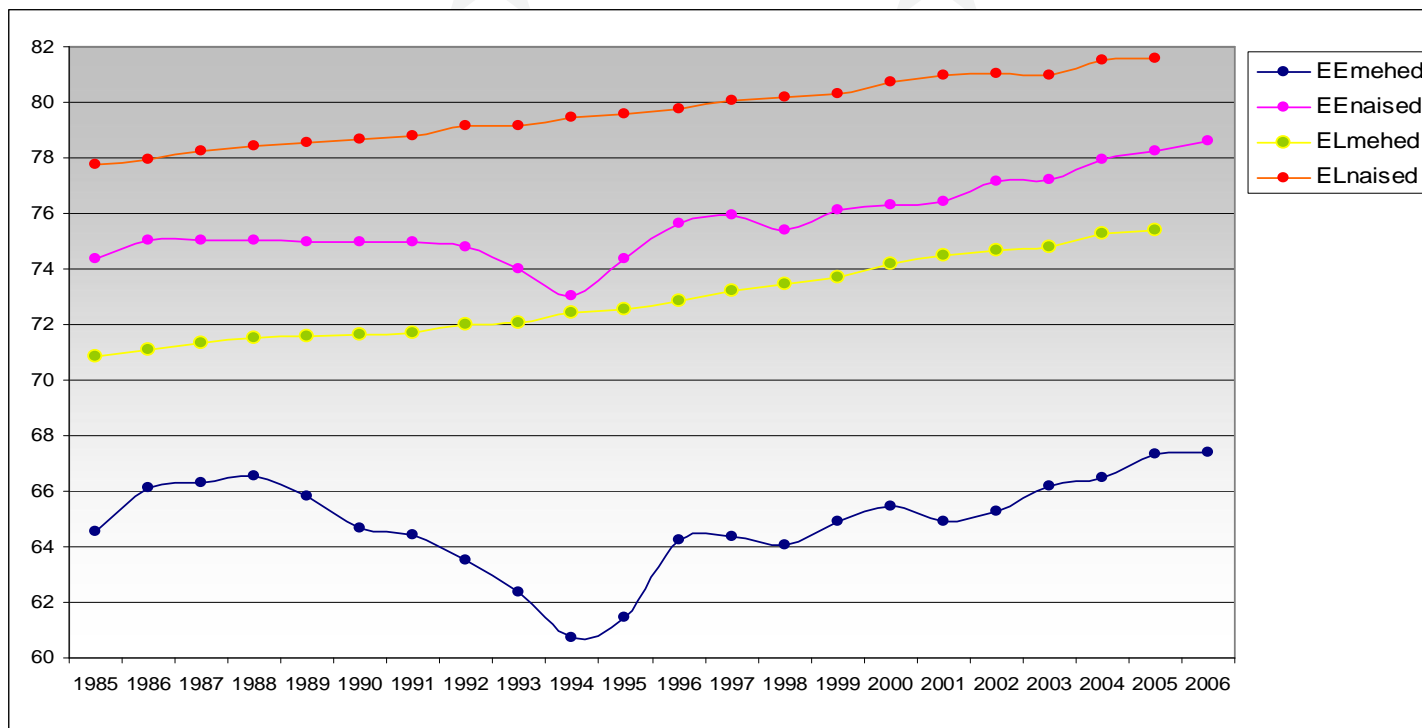


Eesti tuleviku heaks

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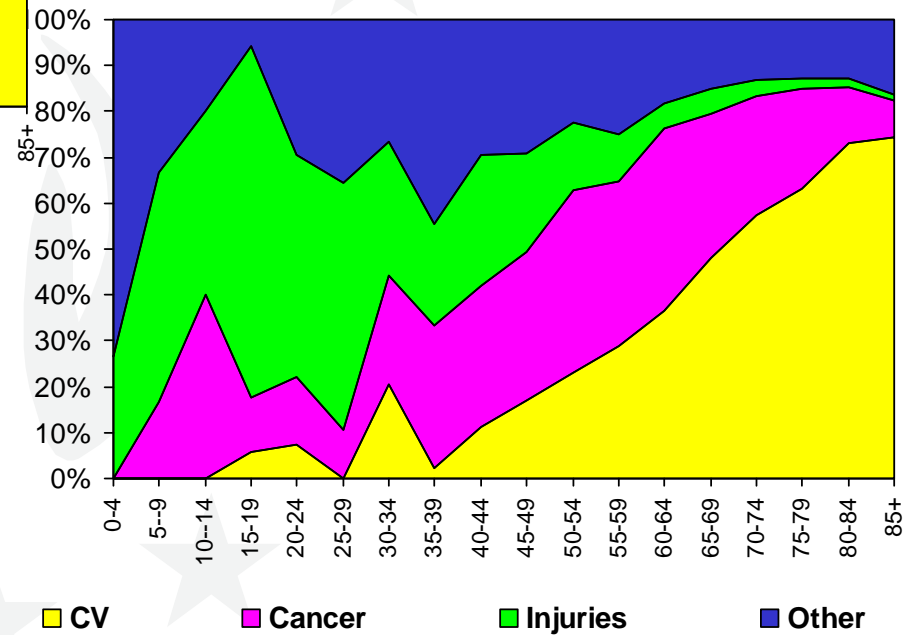
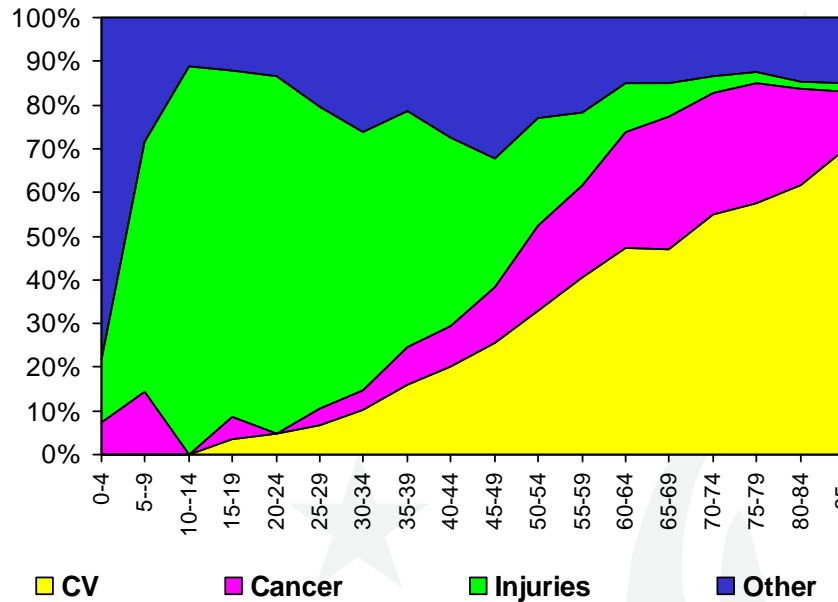


Instead of foreword: Average life expectancy at birth in Estonia and within EU member states 1985-2006
(source: WHO HFA database, ESA)

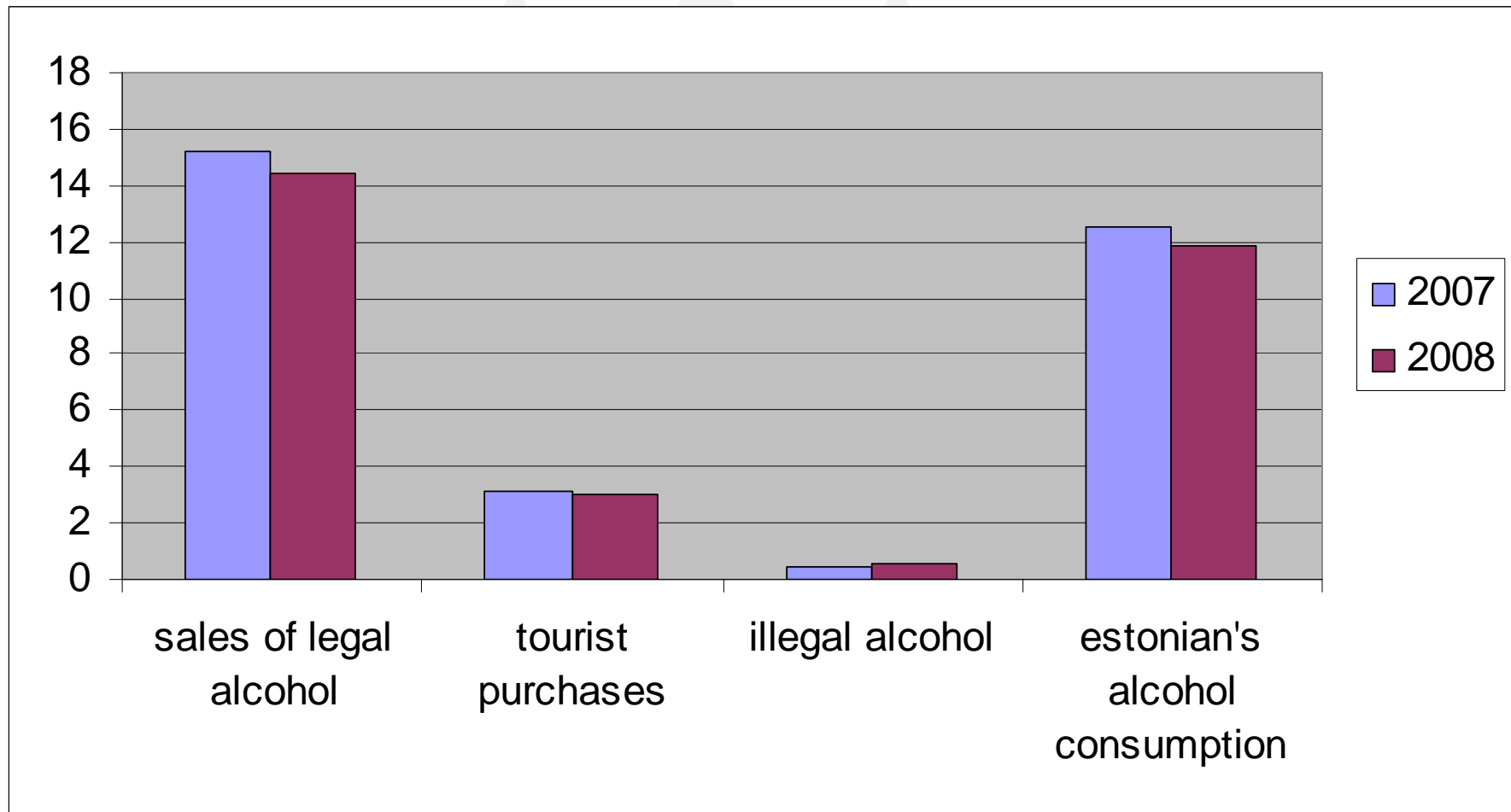




Causes of death by age groups 2006



Consumption of alcohol





Strategies and other documents

- National Health Plan 2009-2020
- Strategy for preventing cardio-vascular diseases 2005-2020
- Other prevention strategies (cancer, HIV, drug abuse)
- Pending: injury prevention strategy and alcohol policy paper





ESF promoting health in Estonia

- European Social Fund – Operational program: Developing human resources
 - Priority: Long and quality working life
 - Measure promoting healthy choices





Measure “Promoting healthy choices”

- Promoting health promotion amongst decision-makers – local governments’ leaders, employers
- Building up and empowering community-based health promotion
- Empowering networks – Healthy workplace network etc
- Developing supporting structures, e.g counselling services like early identification and brief interventions
- Campaigning for healthy lifestyle





Early identification and brief intervention

- Leading partner: National Institute of Health Development
- Based on primary health care – doctors and nurses
- Includes also health-councillers and health promoters





Why primary health care?

- 70,6 % of men and 74% of women attend family doctor at least once a year (*Health behaviour among Estonian adult population 2008*)
- *Family doctors estimate their counselling skills on alcohol abuse rather weak (Health promotion in primary health care, 2009, to be published jan.2010)*





Developing early identification and brief intervention (1)

- Analyses of market, media, attitudes and the preparedness health care sector, collecting the evidence
- Expert group adapting methodology e.g audit tests, counselling methods (PHEPA, finnish experience, swedish experience?)
- Training doctors, nurses, counsellors





Developing early identification and brief intervention (2)

- **Piloting the system**
 - Finding the volunteers – doctors, nurses
 - Auditing and counselling 150 patients
- **Analyzing results (31.03.2010)**





What next?

- Modifying the system, continuing piloting
- Elaborating the model of financing the system of early identification and brief intervention
- Preparing the proposals to National Health Insurance Fund, negotiations
- Training all the doctors and nurses





Supporting campaign

- Introducing units:
 - Unit – 10g of absolute alcohol
 - Women are recommended to drink not more than 2 units
 - Men are recommended to drink not more than 4 units
- 3 alcohol-free days per week
- Web-based audit-testing



How estonians evaluate their drinking habits?

