

Local H4 Target Performance

An alcohol brief intervention (ABI) is a short evidence-based, structured conversation about alcohol consumption with a service user.

It seeks, in a non-confrontational way, to motivate and support the individual to think about and/or plan a change in their drinking behaviour in order to educate their consumption and/or their risk of harm. The evidence base for the effectiveness of ABIs is extensive, with a WHO review finding them to be among the most effective alcohol policies.

ABIs that are carried out in a primary care environment are found to reduce alcohol consumption, episodes of binge drinking and alcohol related harm for up to a year. The current ABI HEAT target requires 149,449 ABIs to be delivered across NHSScotland in the priority settings of primary care, antenatal care and emergency departments over the period April 2008 to March 2011. A further target for the delivery of ABIs will be agreed for 2011/12.

The Outer Hebrides was set a target of delivering 722 ABIs over the three year period March 2008 and March 2011. However, by March 2010 NHS Western Isles had already exceeded this target and had delivered 1108 brief interventions. Therefore a new target of 1654 brief interventions was set and to date NHS Western Isles is still ahead of target with 1468 brief interventions having been delivered by the end of November 2010.