

Template codebook

1. Barriers to making an attempt to reduce alcohol consumption

1.1. Psychological capability facilitating drinking alcohol

1.1.1. Drinking not perceived as problematic

1.1.1.1. Other healthy behaviours offset drinking

1.1.1.2. Drinking not affecting day-to-day life

1.1.2. Not knowing how much they're drinking

1.1.3. Belief that 14-unit weekly guidance is ridiculous

1.1.4. Difficulty around reduction attempts

1.1.4.1. Difficult to talk about with others

1.1.4.2. Unclear what one consists of

1.1.5. No interest in drinking less or learning about harms of drinking

1.2. Environmental factors facilitating drinking alcohol

1.2.1. Physical environment

1.2.1.1. Accessibility

1.2.1.1.1. Effects of licensing laws

1.2.1.1.2. Ease of alcohol delivery

1.2.1.2. Advertising

1.2.1.3. Financial cost

1.2.1.3.1. No financial cost of alcohol

1.2.1.3.2. Relative costs of nolo/soft drinks

1.2.1.3.3. Financial incentives or deals

1.2.1.4. Leisure activities

1.2.1.4.1. Being on holiday

1.2.1.4.2. Parties or events

1.2.1.5. Not driving to be able to drink

1.2.2. Social and cultural environment

1.2.2.1. Social acceptability

1.2.2.1.1. UK cultural expectations

1.2.2.1.2. Questioning and stigma around not drinking

1.2.2.1.3. Peer pressure

1.2.2.1.4. Bravado

1.2.2.1.5. Work context and expectations

1.2.2.2. Negative social impact

1.2.2.2.1. Drink with partner

1.3. Motivation for drinking alcohol

1.3.1. Habitual drinking

- 1.3.1.1. Usual routine
- 1.3.1.2. Norms as a couple
- 1.3.1.3. When smoking
- 1.3.2. Drinking motives
 - 1.3.2.1. Confidence
 - 1.3.2.2. Coping
 - 1.3.2.2.1. With depression
 - 1.3.2.2.2. With anxiety
 - 1.3.2.2.3. With stress
 - 1.3.2.2.4. To relax
 - 1.3.2.2.5. To commiserate or cheer self-up
 - 1.3.2.2.6. To avoid withdrawal symptoms
 - 1.3.2.3. Social
 - 1.3.2.3.1. As part of watching sport
 - 1.3.2.3.2. To build trust
 - 1.3.2.4. Enhancement
 - 1.3.2.4.1. Enjoy the feeling of drinking alcohol
 - 1.3.2.4.2. Enjoy the taste of alcohol
 - 1.3.2.4.3. To celebrate or as a reward

2. Facilitators for making an attempt to reduce alcohol consumption

2.1. Knowledge facilitating drinking less alcohol

- 2.1.1. Realising level of consumption or extent of problem
- 2.1.2. Information on health consequences
 - 2.1.2.1. Dialogue around issues
- 2.1.3. Moderation as an option
 - 2.1.3.1. Not knowing moderation could work for them
 - 2.1.3.2. Questions around abstinence or moderation

2.2. Environmental factors facilitating drinking less alcohol

- 2.2.1. Physical environment
 - 2.2.1.1. Financial cost
 - 2.2.1.1.1. Relative cost of alcohol when eating out
 - 2.2.1.1.2. Incentives and deals for soft drinks
 - 2.2.1.2. Accessibility of other options
 - 2.2.1.3. Not being able to drink due to responsibilities
 - 2.2.1.3.1. Being on call for work
 - 2.2.1.3.2. Not drinking in front of children
- 2.2.2. Social and cultural environment
 - 2.2.2.1. Social support

- 2.2.2.1.1. Joint attempt with friends or family
- 2.2.2.1.2. Others around not drinking

2.3. Motives for drinking less alcohol

2.3.1. Health concerns

- 2.3.1.1. To improve mental health
- 2.3.1.2. To improve physical health
 - 2.3.1.2.1. Fitness
 - 2.3.1.2.2. Athletic performance
 - 2.3.1.2.3. Ill health
 - 2.3.1.2.4. Medical advice

2.3.2. To avoid negative consequences

- 2.3.2.1. Aggressive behaviour
- 2.3.2.2. Injuries
- 2.3.2.3. Changes in mood
- 2.3.2.4. Memory loss
- 2.3.2.5. Hangovers
- 2.3.2.6. Disgust at vomiting
- 2.3.2.7. To not end up like someone else

2.3.3. Because of personal loss related to alcohol

2.3.4. To help with weight loss and improved appearance

2.3.5. To save money

2.3.6. To show control over drinking

2.3.7. In support of someone else

2.3.8. To improve relationships

2.3.9. Because of family responsibilities

- 2.3.9.1. Not drinking during pregnancy
- 2.3.9.2. Being a role model for children
- 2.3.9.3. Responsibilities as a parent

2.3.10. Because of performance at work or university

2.4. Goals when making a reduction attempt

2.4.1. Complete abstinence

2.4.2. Reduction in weekly units

- 2.4.2.1. Not needing to track units
- 2.4.2.2. Struggle with maintaining lower level and not creeping back up

2.4.3. Not drinking for a period of time (temporary abstinence)

- 2.4.3.1. Campaigns (e.g., Dry January)
 - 2.4.3.1.1. Struggle with success
 - 2.4.3.1.2. Impact on drinking after the challenge
 - 2.4.3.1.3. Extended after expected duration

- 2.4.3.2. Specific life events (e.g., exam period)
- 2.4.3.3. Set alcohol free periods
- 2.4.4. Only drinking on certain days of the week
- 2.4.5. Avoiding negative consequences
- 2.4.6. Improved physical health
 - 2.4.6.1. Improved fitness
 - 2.4.6.2. Better athletic performances
 - 2.4.6.3. Better physical health
- 2.4.7. Improved mental health
 - 2.4.7.1. Not using alcohol as a way of coping
- 2.4.8. Weight loss
- 2.4.9. Saved money
- 2.4.10. Socialise without needing alcohol
- 2.4.11. No specific goal in mind
 - 2.4.11.1. Hard to know what would be appropriate

2.5. Outcomes from changing behaviour

- 2.5.1. Better relationships
- 2.5.2. Better physical health
- 2.5.3. Better mental health and mood
- 2.5.4. Better sleep
- 2.5.5. Being happy in own skin / feeling self-fulfilled
- 2.5.6. Saved money
- 2.5.7. Weight loss
- 2.5.8. Healthier relationship with alcohol
 - 2.5.8.1. Awareness of actually wanting to drink alcohol
 - 2.5.8.2. Not feeling the need to finish drinks/bottles

3. Strategies used or considered during a reduction attempt

3.1. Changing the contexts

- 3.1.1. Avoidance
 - 3.1.1.1. Avoid having alcohol in the home
 - 3.1.1.2. Avoid certain places
 - 3.1.1.3. Avoid socialising with people used to drink with
 - 3.1.1.3.1. Avoid socialising altogether
 - 3.1.1.3.2. Socialise with a different group
- 3.1.2. Not drinking at home
- 3.1.3. Not drinking alone

3.2. Changing behaviours within the drinking context

- 3.2.1. Reduction in # drinks per drinking event
- 3.2.2. Only drinking within or before certain times

- 3.2.3. Substituting alcoholic drinks
 - 3.2.3.1. Substituting with nolo drinks
 - 3.2.3.1.1. Nice options and good taste
 - 3.2.3.1.2. Lack of stigma with choosing nolos
 - 3.2.3.1.3. Prompts alcohol drinking
 - 3.2.3.1.4. Wine options not good
 - 3.2.3.2. Substituting with soft drinks
 - 3.2.3.3. Substituting with weaker drinks
- 3.2.4. Driving to prevent drinking
- 3.3. Abstinence-based strategies
 - 3.3.1. Certain number of alcohol-free days a month
 - 3.3.2. Total abstinence
 - 3.3.3. Short-term abstinence challenges
 - 3.3.3.1. Finding public campaigns motivating
 - 3.3.3.2. Impact of weather
- 3.4. Drinking only on set days
 - 3.4.1. Blurred rules on what days
- 3.5. Tracking units
 - 3.5.1. Tracking units on an app
 - 3.5.2. Tracking units manually
- 3.6. Support from friends or family
- 3.7. Doing a different activity
 - 3.7.1. Physical activity
 - 3.7.2. Other hobbies or activities
- 3.8. Flexible rules/strategies based on day-to-day
- 3.9. No strategies or support