

## SYNOPSIS

Project Title: CopingMatters Program  
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Type of Industry: Major Silicon Valley high technology corporation  
Project Partners: None  
Managed Care Model: Prevention emphasis program: non-profit,  
Comparison program: carve in for profit, carve out  
Covered Lives: 16,000

### Description of Study:

Harmful and hazardous workplace consequences result from employee alcohol dependence and abuse. Moderate drinkers' alcohol problems result in even greater workplace costs than those attributed to alcohol-dependent employees. Among these problems are decreased productivity, decreased workplace safety, decreased employee health and resultant increased health care costs. The Stanford-WMC CopingMatters Program has developed a highly interactive, state-of-the-art website that provides alcohol-abuse prevention and early intervention services. The website is designed to assist both alcohol dependent employees and moderate drinkers who have drinking problems. The potential benefits of this tool for employers include increased productivity, a healthier workforce, and decreased health care costs.

The CopingMatters Program has two components. (1) A comprehensive survey of employees' health-related characteristics was used to collect detailed information on each of the following topics: Basic demographic data; Job characteristics; Perceived stress and satisfaction at work and at home; Recent stressful life events; Coping styles; Accidents and injuries; Time lost from work; Utilization of and satisfaction with employer provided and other health care; Alcohol-related beliefs and behaviors including quantity/frequency of alcohol use; Use of licit and illicit drugs.

(2) An evaluative component centers on the development and assessment of a novel, highly interactive website providing alcohol-abuse prevention and early intervention services. This website gives employees the following: Immediate and private assessment of risk level for alcohol-related problems, individualized feedback, and a variety of educational workshops and other information resources. The website facilitates referral for further evaluation for those assessed as being at high risk. The website also provides on-line information and support to help moderate-risk drinkers cut back on their alcohol use. A true experimental design has been used to assess the efficacy of the CopingMatters website, with half of those signing up to use the website assigned to the experimental/treatment condition and the other half to the control/comparison condition.