

Skills training, alcohol focus: Expectancy challenge interventions (ECI)—Experiential

Experiential ECIs assign students to receive alcohol or a placebo, facilitate interaction in a social environment, and then ask students to guess who has or has not imbibed alcohol as a means of challenging students' positive beliefs about the outcomes of alcohol use. Education on alcohol placebo effects is also provided.

-**Effectiveness:** ★★ = Moderate

-**Cost:** \$\$ = Mid-range

-**Barriers:** ## = Moderate

-**Research Amount:** *** = 7 to 10 studies

-**Public Health Reach:** Focused

-**Primary Modality:** In-person group

-**Staffing Expertise Needed:** Coordinator

-**Target Population:** Individuals or specific groups

-**Duration of Effects:** Short-term (< 6 months); no long-term (≥ 6 months) effects

Potential Resources:

For information about intervention designs and implementation, check the articles in the References tab.

References:

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Larimer, M.E.; and Crouce, J.M. Identification, prevention, and treatment revisited: Individual-focused college drinking prevention strategies 1999–2006. *Addictive Behaviors* 32:2439–68, 2007.

-Musher-Eizenman, D.R.; and Kulick, A.D. **An alcohol expectancy-challenge prevention program for at-risk college women.** *Psychology of Addictive Behaviors* 17(2):1636, 2003.

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-Wiers, R.W.; van de Luitgaarden, J.; van den Wildenberg, E.; and Smulders, F.T. **Challenging implicit and explicit alcohol-related cognitions in young heavy drinkers.** *Addiction* 100(6):80619, 2005.

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References from 2019 update
No studies identified.