

ACCEPTABILITY & FEASIBILITY OF CIRCUS:

AN ONLINE CBT INTERVENTION FOR MULTIPLE HEALTH BEHAVIOURS IN WOMEN

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Most chronic diseases, and related mortality and morbidity are significantly linked to modifiable lifestyle behaviours, such as diet, exercise, and alcohol use.

Despite development of a plethora of digital tools to address these behaviours, use of the tools remains low.

Tailoring to the specific needs of women might aid uptake of an evidence-informed intervention.

CIRCUS is a 7-module online CBT intervention, developed by psychologists in consultation with Australian women.

Each module takes around 1 hour to complete.

Participants

All women, living in Australia
Mean age = 44 years
(range: 18-69)

Sample Characteristics

On average, participants reported:
Mild psychological distress
Hazardous or harmful alcohol use

Acceptability
Content = 100% satisfied
Intervention = 89% satisfied
Navigation = 81% satisfied
Visual appeal = 72% satisfied
Platform convenience = 63% satisfied
Ease of use = 75% satisfied
Length of intervention = 60% satisfied

69% would recommend CIRCUS
83% would use again

Feasibility

103 women completed baseline

44 women accessed CIRCUS
Mean access = 2.4 occasions
(range 1-11)
Mean engagement period = 2.7 days
(range: 0-24 days)

15 women completed 3-week follow-up

Most important CIRCUS features
- Developed by psychologists & clinical psychologists (100%)
- Scientifically evaluated (92%)
Free (92%)
- Developed for women (92%)

Discussion
Results provided mixed support for the hypotheses that CIRCUS would be acceptable and feasible for women to use.

Among women who accessed CIRCUS there were high satisfaction rates with content and design elements. However, only 43% of participants chose to access CIRCUS.

Future Directions
Reduction of attrition through participant reimbursement for completing assessments, and streamlining access to CIRCUS after completing baseline.

Explore outcome data to evaluate treatment efficacy and optimal duration of engagement with CIRCUS.