



Salting the Slippery Slope

Addressing the Impact of Alcohol

Sherry Colbourne
CEO, Ladybug Teknologies Inc.



BC Mental Health &
Addiction Services

An agency of the Provincial Health Services Authority



SIMON FRASER UNIVERSITY
CENTRE FOR APPLIED RESEARCH IN
MENTAL HEALTH AND ADDICTION
FACULTY OF HEALTH SCIENCES



CIHR IRSC
Canadian Institutes of
Health Research Institut de recherche
en santé du Canada

Salting the Slippery Slope

THE VISION



BC Mental Health &
Addiction Services

An agency of the Provincial Health Services Authority

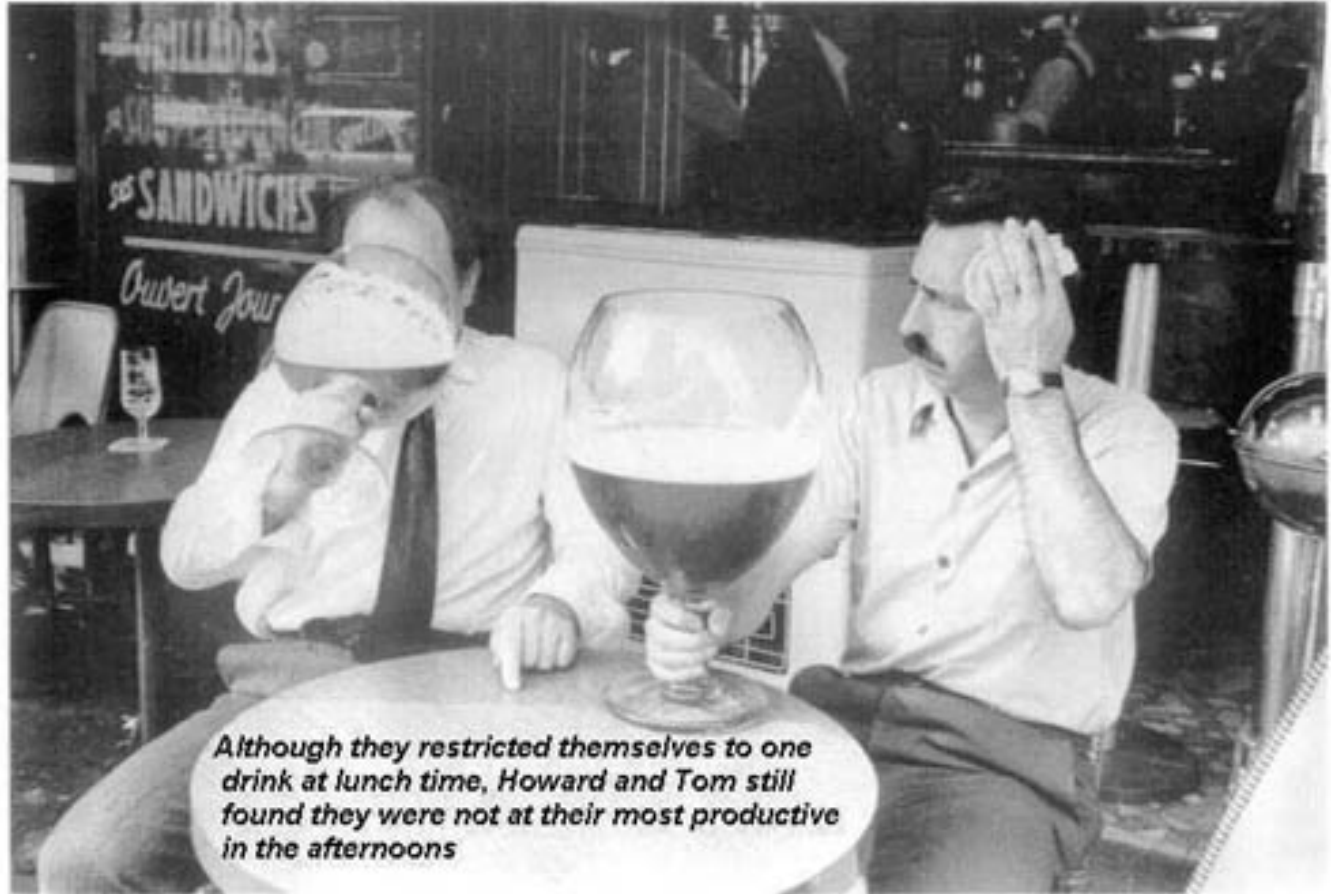


SIMON FRASER UNIVERSITY
CENTRE FOR APPLIED RESEARCH IN
MENTAL HEALTH AND ADDICTION
FACULTY OF HEALTH SCIENCES



CIHR IRSC
Canadian Institutes of Health Research
Institut de recherche en santé du Canada

Salting the Slippery Slope



BC Mental Health &
Addiction Services

An agency of the Provincial Health Services Authority



SIMON FRASER UNIVERSITY
CENTRE FOR APPLIED RESEARCH IN
MENTAL HEALTH AND ADDICTION
FACULTY OF HEALTH SCIENCES



CIHR IRSC
Canadian Institutes of Health Research
Instituts de recherche en santé du Canada

Salting the Slippery Slope

Who is Ladybug Teknologies?

- Research-based company
- Mitigate alcohol misuse
- Encourage the development of a **healthy** relationship with alcohol



BC Mental Health &
Addiction Services

An agency of the Provincial Health Services Authority



SIMON FRASER UNIVERSITY
CENTRE FOR APPLIED RESEARCH IN
MENTAL HEALTH AND ADDICTION
FACULTY OF HEALTH SCIENCES



CIHR IRSC
Canadian Institutes of Health Research
Institut de recherche en santé du Canada

Salting the Slippery Slope

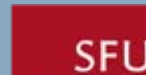
THE UBIQUITOUS DRUG

75% of respondents to a PHAC survey reported that mood disorders or **substance abuse** interfered with their daily lives



BC Mental Health &
Addiction Services

An agency of the Provincial Health Services Authority



SIMON FRASER UNIVERSITY
CENTRE FOR APPLIED RESEARCH IN
MENTAL HEALTH AND ADDICTION
FACULTY OF HEALTH SCIENCES



CIHR IRSC
Canadian Institutes of Health Research
Institut de recherche en santé du Canada

Salting the Slippery Slope

TREATMENT GAPS

**PREVENTATIVE
MEASURES**

**REACTIVE
MEASURES**

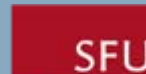
Social Drinker

Alcoholic



BC Mental Health &
Addiction Services

An agency of the Provincial Health Services Authority



SIMON FRASER UNIVERSITY
CENTRE FOR APPLIED RESEARCH IN
MENTAL HEALTH AND ADDICTION
FACULTY OF HEALTH SCIENCES



CIHR IRSC
Canadian Institutes of
Health Research Institut de recherche
en santé du Canada

Salting the Slippery Slope

Turning Research Into Practice

- BAC Discrimination Training
- Self-titration Skills



BC Mental Health &
Addiction Services

An agency of the Provincial Health Services Authority



SIMON FRASER UNIVERSITY
CENTRE FOR APPLIED RESEARCH IN
MENTAL HEALTH AND ADDICTION
FACULTY OF HEALTH SCIENCES

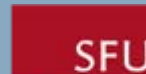


CIHR IRSC
Canadian Institutes of Health Research
Institut de recherche en santé du Canada

Salting the Slippery Slope

DOES IT WORK?

- Supported by decades of evidence-based research
- Conducted by notable researchers:
 - Muriel Vogel-Sprott (U of W),
 - Doug Beirness, Robert Foss, Robert Voas (TIRF), etc.
- Heritage:
 - Enforcement, forensic scientists, pharmacologists, social scientists



Salting the Slippery Slope

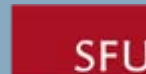
APPROACH

- Through a combination of:
 - Consumption Screening
 - Repeated breath testing
 - Cognitive testing
 - Psychomotor testing
- 4 hour workshop
- Individuals learn to correlate their personal internal cues with specific levels of blood alcohol concentration and documented performance



BC Mental Health &
Addiction Services

An agency of the Provincial Health Services Authority



SIMON FRASER UNIVERSITY
CENTRE FOR APPLIED RESEARCH IN
MENTAL HEALTH AND ADDICTION
FACULTY OF HEALTH SCIENCES



CIHR IRSC
Canadian Institutes of Health Research
Institut de recherche en santé du Canada

Salting the Slippery Slope

APPROACH

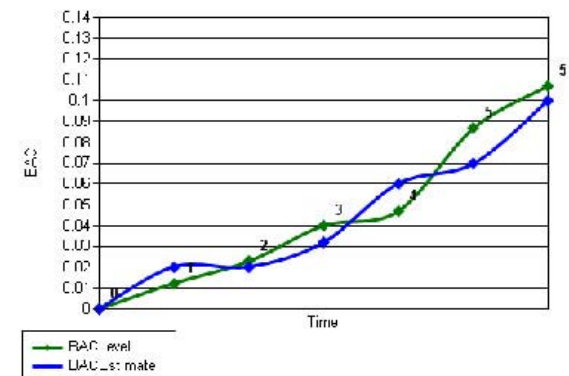
- Breath testing identifies ability to assess intoxication
- Captures cause and effect relationship between consumption and toxicity



Q107 - Kim Mitchell Show -
Participant BAC Report

Name	Height	Weight	Ethnicity
Maureen Holloway	5' 8"	140 lbs	Caucasian

Recorded Date	Drink Type	Drink #	BAC Estimate	BAC Level
11/30/2008 2:30:20 PM	Beer	0	0	0
11/30/2008 3:30:20 PM	Beer	1	0.02	0.012
11/30/2008 4:10:20 PM	Beer	2	0.02	0.023
11/30/2008 4:55:20 PM	Beer	3	0.032	0.04
11/30/2008 5:30:20 PM	Beer	4	0.06	0.047
11/30/2008 6:10:20 PM	Beer	5	0.07	0.087
11/30/2008 6:45:20 PM	Beer	5	0.1	0.107



BC Mental Health &
Addiction Services

An agency of the Provincial Health Services Authority



SIMON FRASER UNIVERSITY
CENTRE FOR APPLIED RESEARCH IN
MENTAL HEALTH AND ADDICTION
FACULTY OF HEALTH SCIENCES



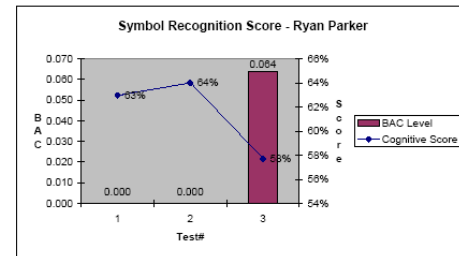
CIHR IRSC
Canadian Institutes of
Health Research
Instituts de recherche
en santé du Canada

Salting the Slippery Slope

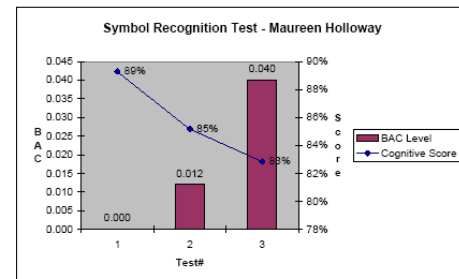
APPROACH

- Cognitive testing reveals the gap between intoxication and impairment
- Underscores the need to avoid any task that requires cognitive ability ie. work, driving, parenting, recreation

Test#	BAC	Score
1	0.000	63%
2	0.000	64%
3	0.064	58%

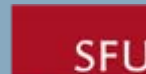


Test#	BAC	Score
1	0.000	80%
2	0.012	85%
3	0.040	83%



BC Mental Health &
Addiction Services

An agency of the Provincial Health Services Authority



SIMON FRASER UNIVERSITY
CENTRE FOR APPLIED RESEARCH IN
MENTAL HEALTH AND ADDICTION
FACULTY OF HEALTH SCIENCES

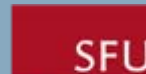


CIHR IRSC
Canadian Institutes of Health Research
Instituts de recherche en santé du Canada

Salting the Slippery Slope

KEY OUTCOMES

- Participants learn:
 - The facts and nothing but the facts about alcohol, impairment and intoxication
 - Whether they're an over-estimator, under-estimator or mixed estimator
 - To become better (more accurate) estimators of their BAC level as they progress through the workshop – BAC discrimination
 - That cognitive performance and psychomotor skills suffer at levels well below .05% BAC



Salting the Slippery Slope

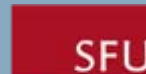
KEY OUTCOMES

- Participants gain:
 - Awareness of their personal strengths and weaknesses relative to alcohol consumption
 - Access to an active community of practice that helps them integrate this new knowledge into their everyday lives and translate it into a life skill



BC Mental Health &
Addiction Services

An agency of the Provincial Health Services Authority



SIMON FRASER UNIVERSITY
CENTRE FOR APPLIED RESEARCH IN
MENTAL HEALTH AND ADDICTION
FACULTY OF HEALTH SCIENCES



CIHR IRSC
Canadian Institutes of
Health Research Institut de recherche
en santé du Canada

Salting the Slippery Slope

CONCLUSIONS

- Early access to BAC Discrimination training empowers individuals to adopt a healthy relationship with alcohol.
- Knowledge mitigates medical claims, workforce absenteeism, utilization of health benefits, employee turnover and poor workplace productivity.



Salting the Slippery Slope

FOR MORE INFORMATION, CONTACT:

Sherry Colbourne
Founder & Chief Executive Officer
Ladybug Teknologies
www.ladybugteknologies.com



BC Mental Health &
Addiction Services

An agency of the Provincial Health Services Authority



SIMON FRASER UNIVERSITY
CENTRE FOR APPLIED RESEARCH IN
MENTAL HEALTH AND ADDICTION
FACULTY OF HEALTH SCIENCES



CIHR IRSC
Canadian Institutes of
Health Research Institut de recherche
en santé du Canada