**Problem**

Intimate partner violence (IPV) is a fundamental injustice that violates women’s basic rights and affects the mental and physical well-being of affected women, their families, and broader communities. While many circumstances can contribute to violence, researchers working in intimate partner violence have recognized that alcohol consumption is an important factor.¹

**Results**

In a randomized controlled trial, we found that alcohol consumption decreased in both intervention groups that were incentivized to be sober at night compared to the control group, with a larger reduction among men who also participated in behavioral couples therapy. Violence reported by women decreased in both treatment groups. Using a violence scale validated in the Indian context, we found a 30% decrease in violence in the incentives-only group and a nearly 50% decrease in violence in the incentives + BCT group. We evaluated results again four months after incentives and counseling sessions had stopped and the effect persisted.

**Implementation Guidelines**

- We implemented a range of procedures to ensure participant safety, including: staff training on global safety procedures, a detailed referral and case management system, and screening procedures to exclude those at high risk of alcohol withdrawal or severe violence.
- We worked with a community-based organization to recruit couples through self-help groups and community health camps, and to develop the content for BCT sessions.
- Counseling sessions were run by lay counselors.
- We used mobile breathalyzers to measure sobriety which confirmed participants’ identities through photos and time stamped all scores.