

BEAUTIFUL HOME

Learnings from an innovative, tech solution to address intimate partner violence



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.



Learnings for the Private Sector

- 1 Addressing excessive alcohol consumption among employees may positively impact the prevalence of violence in the household
- 2 Technological innovation is needed to improve functionalities of breathalyzer devices for developing country markets and drive down intervention costs
- 3 Opportunities exist to tailor the intervention within companies which could create win-wins for employee productivity and household well-being

¹ Klostermann, Keith C., and William Fals-Stewart. "Intimate Partner Violence and Alcohol Use: Exploring the Role of Drinking in Partner Violence and Its Implications for Intervention." *Aggression and Violent Behavior* 11, no. 6 (November 2006): 587-97. <https://doi.org/10.1016/j.avb.2005.08.008>.



Intervention Design

We conducted a two-pronged pilot intervention, called Beautiful Home, aimed at reducing male alcohol consumption and preventing IPV over the course of four to six weeks with 60 couples in Bangalore, India. There were two treatment groups and a control group.

Incentives group: Men were given a cash incentive for being sober at night. Cell phone messages prompted men to use a breathalyzer, which recorded and stored breathalyzer scores and a photo of the participant.

Incentives and counseling group: Men were given a cash incentive for being sober at night, and in addition they attended four behavioral couples therapy (BCT) sessions with their wives covering topics related to alcohol use and communication.