


Ladybug
Technologies Inc.

Salting the Slippery Slope

Addressing the Impact of Alcohol

Sherry Colbourne
CEO, Ladybug Teknologies Inc.




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THE VISION



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Although they restricted themselves to one drink at lunch time, Howard and Tom still found they were not at their most productive in the afternoons.



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Who is Ladybug Teknologies?



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



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THE UBIQUITOUS DRUG

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


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TREATMENT GAPS

PREVENTATIVE
MEASURES

REACTIVE
MEASURES

Social Drinker → Alcoholic



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Turning Research Into Practice

- BAC Discrimination Training
- Self-titration Skills



KNOW
YOUR
AQ

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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

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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

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APPROACH

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

Time	BAC
11:00:00	0.00
11:05:00	0.02
11:10:00	0.04
11:15:00	0.06
11:20:00	0.08
11:25:00	0.10
11:30:00	0.12
11:35:00	0.14
11:40:00	0.16
11:45:00	0.18
11:50:00	0.20
11:55:00	0.22
12:00:00	0.24

Logos: BC Mental Health & Addictions Services, SFU, CHS, BCCRC

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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

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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

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KEY OUTCOMES

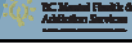


- Participants gain:
 - Awareness of their personal strengths and weaknesses relative to alcohol consumption
 - Access to an active community of practice that helps them integrate this new knowledge into their everyday lives and translate it into a life skill

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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.

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FOR MORE INFORMATION, CONTACT:

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

