



Curb Your Addiction app

Curb Your Addiction or C-Ya is an app for smart phone or tablet use (Android, Apple), based on an existing 'cognitive training' program designed to strengthen the area of the brain associated with willpower.

The UCT Department of Psychiatry and Mental Health has conducted a study on people in treatment for methamphetamine addiction using a 'working memory' computer game. The study has proven that cognitive training improves neuroplasticity and brain function. The preliminary data so far collected shows strong results for altered brain function, improved feelings of self-control, and lowered feelings of craving in methamphetamine addicts after 4 weeks (20 daily 30-minute sessions daily) of progressively more difficult training.

Working memory training will therefore assist in strengthening cognitive control, particularly in terms of self-regulation of impulses (e.g. drug taking, excessive eating, other addictions). Relapse for those in treatment for drug addiction is particularly high, and pharmacological interventions are costly, work on widespread brain areas and often cause uncomfortable side-effects. Thus using this training as an adjunct to treatment in order to strengthen cognitive processes underlying 'will-power' could prove beneficial.

Customers

- **Researchers collecting data on cognitive training:** By running the app on smart phones, many researchers can use this program. It will be easier for participants to conduct the experiment at home (a minimum score of 80% on each level helps to ensure engagement in the task)
- **Clinicians treating patients:** They will be able to incorporate daily sessions of cognitive training into their treatment programs as an adjunct to boost treatment effects
- **Patients in out-patient care:** Often patients, particularly those with methamphetamine addiction, relapse into drug use when released back to their home environments. Making the App available to patients when they leave the clinic will ensure that they continue to strengthen the brain processes involved in cognitive control of craving, making it more likely that they will not forget the strategies learned in the clinic
- **General public:** Nicotine addiction, over-eating, alcoholism, aggressive behaviour, risky sexual promiscuous behaviour etc. are common addictions concerning the general population (particularly in South Africa)

Keywords:

Impulse control, willpower, working memory, addiction, cognitive training

Intellectual Property Rights:

Copyright software

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Intellectual Property

Copyright Software.

The IP creator is Samantha Brooks.

Purchase

C-Ya is currently available on iOS.

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