2005-2013 UMass Amherst Alcohol survey data

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Center for Health Promotion
Advances healthy living as a strategy that supports academic and personal success.
How data inform our work
In 2003, the heavy episodic drinking rate reaches all time high at 76.7%.
NIAAA report that guides the field of substance abuse prevention in higher education

Describes theory driven methods for changing the culture of drinking at US colleges and universities.

http://www.collegedrinkingprevention.gov/
5 Strategies for Environmental Change

- Limit alcohol availability
- Restrict marketing and promotion of alcohol
- Offer alcohol-free social and recreational options
- Increase enforcement of laws and policies
- Change the normative environment and correct misperceptions of social norms
Puzzle Pieces of Intervention

Tier 1: Evidence of effectiveness with college population

Tier 1: BMIs including BASICS

Tier 2: Evidence of success with general population that could be applied to college population

Tier 2: Increase policy and enforcement. Formation of Campus and Community Coalition

Tier 3: Promising: Evidence of logical and theoretical promise, but require more comprehensive evaluation

Tier 3: Friday classes, alcohol-free and late night activities, elimination of keg, control or limit tailgating, refuse alcohol industry gifts, safe rides..

Tier 4: Ineffective: No evidence of effectiveness

Tier 4: Informational, knowledge-based.
Comprehensive strategic plan to reduce high risk drinking developed...

- **Fall 2004:** CCC formed with key stakeholders
- **Spring 2005:** Web based campus wide alcohol survey
- **Fall 2005:** BASICS grant received and BASICS implemented
- **Fall 2006:** MSB mandatory for all 1st years

- Strategic planning identifies gaps in infrastructure/policy
- CCC utilizes data driven decision making
- Data is collected in AEW to support writing BASICS grant
- Rigorous evaluation implemented
Universal Prevention
- Social Norms & Social Marketing Campaigns
- Peer Services: PHE, NRBP, Phallacies
- MyStudentBody.com
- Student Health 101
- Alcohol Free activities
- Policy revisions & Enforcement
- Campus and Community Coalition
- Parent/Caregiver involvement

Early Intervention
- BASICS

Specialized Programs
- Collegiate Recovery Community
- Fresh & Sober
# Campus Wide Alcohol Survey

| Assess alcohol and other drug use and related behaviors | Administered in spring semester since 2005 | Will provide newest data with some comparisons over time |
Heavy Episodic Drinking – Down by 34%
Frequent Heavy Episodic Drinking Down by 60%
Recent drinkers report having an average of 4 drinks when they party (BAC .063)

- Males drink 5.0
- Male typical BAC .059
- Females drink 3.5
- Female typical BAC .064
Males drink 3.2
Females drink 2.6

72% of drinkers pregame

Males pregame BAC is .047
Females pregame BAC is .064
Drinking’ s Impact on the UMass Amherst Experience

- “Drunken riots affect the value of my degree from UMass in a negative way”
  - 67% of students agree:

- “Out of control parties make UMass more fun.”
  - 62% of students disagree:
## Secondary impacts of high risk drinking

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Impact Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>63%</td>
<td>Babysat a drunk student</td>
</tr>
<tr>
<td>55%</td>
<td>Has sleep/study interrupted</td>
</tr>
<tr>
<td>55%</td>
<td>Found vomit in residence hall</td>
</tr>
<tr>
<td>37%</td>
<td>Insulted or humiliated</td>
</tr>
<tr>
<td>31%</td>
<td>Serious argument or quarrel</td>
</tr>
<tr>
<td>21%</td>
<td>Property was damaged</td>
</tr>
<tr>
<td>15%</td>
<td>Pushed, hit, assaulted</td>
</tr>
</tbody>
</table>
How under 21 year-olds obtained alcohol in the past 30 days

- Fake ID: 5%
- W/O being carded: 5%
- Parents/relatives: 16%
- Someone under 21: 34%
- Someone over 21: 55%
...And...

- Of legal age students have bought alcohol for someone underage
  - 28% in 2012 and 36% in 2005

- Have given alcohol to someone underage at a party
  - 34% in 2012 and 41% in 2005
<table>
<thead>
<tr>
<th></th>
<th>Campus population</th>
<th>BASICS 1 students</th>
<th>6 month BASICS follow up</th>
</tr>
</thead>
<tbody>
<tr>
<td>Typical drinks</td>
<td>4.1</td>
<td>5.8</td>
<td>4.0</td>
</tr>
<tr>
<td>Typical BAC</td>
<td>.06</td>
<td>.10</td>
<td>.06</td>
</tr>
<tr>
<td>Peak drinks</td>
<td>6.3</td>
<td>11.0</td>
<td>8.0</td>
</tr>
<tr>
<td>Peak BAC</td>
<td>.11</td>
<td>.21</td>
<td>.16</td>
</tr>
<tr>
<td>AUDIT</td>
<td>7.7</td>
<td>10.3</td>
<td>8.3</td>
</tr>
</tbody>
</table>
But what about…
Thank you

Questions
If you’re looking for a little more…

- The following slides are some extra data.
- We are happy to come to with your area about these data. We have a lot more data and are happy to tailor a discussion based on your needs.
### 2013 Survey Participants
(Total Sample Size: 546)

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age 18-20 Percent (%)</th>
<th>Age 21-24 Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>39.3</td>
<td>33.9</td>
</tr>
<tr>
<td>Female</td>
<td>70.7</td>
<td>66.1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Age 18-20 Percent (%)</th>
<th>Age 21-24 Percent (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alaska Native</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Asian</td>
<td>9.1</td>
<td>13.1</td>
</tr>
<tr>
<td>Black/African American</td>
<td>1.4</td>
<td>2.7</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>3.8</td>
<td>5.5</td>
</tr>
<tr>
<td>Native American</td>
<td>1.1</td>
<td>1.6</td>
</tr>
<tr>
<td>Native Hawaiian or other Pacific Islander'</td>
<td>1.0</td>
<td>0.0</td>
</tr>
<tr>
<td>White</td>
<td>82.9</td>
<td>76.5</td>
</tr>
<tr>
<td>Other</td>
<td>0.7</td>
<td>0.5</td>
</tr>
</tbody>
</table>
Did You Know?

- 86% had first drink at age 18 or younger
- 86% got drunk for the first time at 18 or younger
- 71% of students who drink do so on 2 days or less per week
- Average number of drinks per week is 8
Recent drinkers report having an average of 6.3 drinks on a peak occasion (BAC .113)

- Males peak occasion drink 8.3
- Male Peak BAC .116
- Females peak occasion drink 5.4
- Female peak BAC .111
Alcohol access at off-campus parties

63% • Brought own alcohol to an off-campus party

31% • Paid one price to drink at an off-campus party