Goals for Today

Re-engage our division around a shared plan and goals for Alcohol and Other Drug (AOD) education, prevention, and intervention

We’ll discuss:

- The connection between AOD use and student retention and success
- How high-risk drinking is connected to mental health, sexual assault, equity and inclusion and money
- What works in AOD education, prevention and intervention (science and data)
Why an integrated approach is necessary

Issues that impede personal and academic success not only affect individual students’ health but the broader campus community as well.

Include alcohol, tobacco and other drugs, violence, unsafe sexual behavior, suicidal ideation, depression, stress and eating disorders.

While not every student who attends class on a college campus will be affected directly by these issues, most will be indirectly impacted by the consequences of such problems.

Creating a healthy campus community takes many stakeholders collaborating on initiatives that advance student learning and support the mission of the University.
Past 30 day substance use:

- Alcohol: 74%
- Marijuana
- Tobacco
- Ecstasy/Molly
- Cocaine

Past 30 day alcohol use: 74%
WHY DO WE CARE ABOUT ALCOHOL USE BY COLLEGE STUDENTS?

Putting this into context nationally
Each year college drinking is related to:

<table>
<thead>
<tr>
<th>Count</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,825</td>
<td>Student deaths</td>
</tr>
<tr>
<td>696,000</td>
<td>Assaults</td>
</tr>
<tr>
<td>599,000</td>
<td>Unintentional injuries</td>
</tr>
<tr>
<td>97,000</td>
<td>Sexual assaults</td>
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</tbody>
</table>

Hingson et al, (2009)
Other related consequences

- 3.4 million students drive under the influence
- 400,000 have unprotected sex
- 150,000 develop alcohol-related health problems
- 25% report academic consequences
- About 20% of college students meet the criteria for an Alcohol Use Disorder

NIAAA College Drinking Research Update (2010)
To break it down further, alcohol is involved with:

- 72% of Acquaintance rapes
- 71% of Sexual assaults
- 51% of Unsafe sex
- 35% of Physical injury

College Alcohol Survey 2015
Substance Abuse and Mental Illness Are Linked

Substance abuse and mental illness share risk and protective factors.

- Up to half of people with a serious mental illness will develop a substance use disorder at some time in their lives.
- Alcohol dependence is four times more likely to occur among adults with mental illness than among adults with no mental illness.
- Many health care systems to treat substance abuse and mental illness are disconnected: a missed opportunity.
Impact on Local Community:

- Increased public services costs
- Litter, property damage, vandalism
- Noise, disturbing the peace
- Strains on campus – community relations
Alcohol’s Involvement with National Campus Behaviors: 2015

College Alcohol Survey

- Violent Behavior: 52%
- Residence Hall Damage: 50%
- Campus Policy Violation: 57%
- Campus Property Damage: 43%

College Alcohol Survey 2015
Academically, alcohol is involved in 30% of lack of academic success and 23% of student attrition.

Alcohol impacts academics
An Estimate of Revenue Lost due to Substance Use

In-State Students
- 3360 First Years
  - x 91.1% retention rate (first-to-second year)
  - 15% estimated attrition due to alcohol
  - Net tuition: $14,171
- 44 students lost to attrition x tuition x 4 years: $2,494,096

Out-of-State Students
- 1301 First Years
  - x 91.1% retention rate (first-to-second year)
  - 15% estimated attrition due to alcohol
  - Net tuition: $30,504
- 17 students lost to attrition x tuition x 4 years: $2,074,272

Estimated Total after 4 Years: $4,568,368 Revenue Lost from Alcohol-Related Attrition
Prevalence of Binge Drinking Among Adults
Subpopulations, Visibility and Need

- The highest attention is provided to freshman, fraternity/sorority members, women, and student-athletes; minimal attention is provided to the needs of people of color, gays/lesbians/bisexuals, graduate students, commuters, or veterans.

- We’re having necessary conversations about diversity, equity, and inclusion
  - These relate to substance use as well
  - Different groups use at different rates
  - Different impacts of using versus being around those who use
Subpopulations, Visibility and Need

- LGBTQ and sexually fluid students >higher risk for substance abuse than heterosexual counterparts
- Women’s drinking is “catching up” to men’s drinking
- Microaggressions experienced by students of color are significantly associated with binge drinking (Blume et al., 2012)
  - Also sexual and gender minority students, and those who are members of multiple minoritized identity groups
Draw the drinking scene at UMass Amherst

What is going on around you?

In residence halls?

In the community?

At games?

In the classroom?

Use pictures, words, symbols…
Themes
So now what? What do we do about this?

There is science that guides the field

National, local and campus data are used to implement programs, strategies, activities
Socio-Ecological Model

Systems Approach

- Cultural & Societal Factors
- Community Level
  - Alcohol Availability & Access
  - Prevention Policies
  - Communication & Awareness
  - Consistent Enforcement
  - Community Partnerships
- Institutional Level
  - Joint Jurisdiction with Local Police
  - Social Host Training & Laws
  - Keg Registration
  - Off Campus Living Contracts
  - Party Regulation
  - Alumni Norms
- Interpersonal Level
  - Design-Space, Rituals
  - Faculty Engagement
  - Special Events
  - Promotion of Healthy Norms
  - Community & Student Relations
- Individual Level
  - Parent Engagement
  - Freshman Class
  - Athletes
  - Greeks
  - Peers
  - Systems Coordination & Measurement
- Student
  - Screening
  - Awareness/Skill Development
  - Acute Toxicity Follow-Up
  - Recovery
  - BMI
THE UNIVERSITY CLUB & RESTAURANT PRESENTS:

Fort Hill Brewery Beer Pairing Dinner
4 Course Prix Fixe

$35 PER PERSON
net including tax & gratuity
(2pc. 2oz. center drinks not included
with purchase of advertised dinners)

Thursday, Nov. 19th, 2015
5PM-9PM

FIRST COURSE:
Beet Tarte Tatin paired with Red Flag
Baby Greens, Ricotta Salata, Hazelnuts

SECOND COURSE:
Charcuterie Plate paired with Rouchbier
Smoked German Sausage, Rouchbier Jelly,
Cave Aged Cheddar, Olives, Baguette

THIRD COURSE:
Smoktoberfest Braised Short Ribs paired with Smoktoberfest
Potato Dumpling, Braised Tuscan Kale,
Maine Organic Oyster Mushrooms
Vietnamese Okra

Potato Gau Cheese Pierogi paired with Smoktoberfest
Wild Mushroom Broth, Maine Organic Oyster Mushrooms,
Braised Tuscan Kale

FOURTH COURSE:
Beer Bread Pudding paired with Vicebier
Bananas, Walnuts, Chocolate Ganache, Sweet Cream

RESERVATIONS (413) 545-2551 | www.umasscliub.com
245 Stockbridge Rd, Amherst, MA, 01003
Environmental Scans
How do we reduce the impacts of high-risk drinking?

"I think you should be more explicit here in step two."
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
Spectrum of Intervention Response

**Universal Prevention**
- Social Norms & Social Marketing Campaigns
- Peer Services
- On-line programs
- Alcohol Free activities
- Policy revisions
- Policy enforcement
- Campus and Community Coalitions
- Parent/Caregiver involvement

**Early Intervention Selective Programs**
- Brief Motivational Interventions (BMIs)
  - BASICS

**Specialized Treatment Indicated Programs**
- Outpatient Assessment, Treatment, & Referral
- Collegiate Recovery Community
Socio-Ecological Model: 3-In-1 Framework

**Individuals**
- BASICS
- Group Interventions (Athletes, Greeks, RSOs)
- MyStudentBody
- NSO student and parent presentations
- Collegiate Recovery Community
- Peer Programs - PHE, NRBP

**Student Body**
- Policy review & revisions
- Enforcement
- Social Norms
- Increased alcohol free activities
- Alcohol messaging

**University and Surrounding Community**
- CCC
- Local bylaws
- Walk This Way & Team Positive Presence
- Event Action Team
- Joint Patrols
- Event Specific Prevention
If I'd known they wanted me to use all this info— I would never have asked for it!
# 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 |

Please do not copy without permission.
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
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
Heavy Episodic Drinking – Down by 34%

HED rate for total population
Frequent Heavy Episodic Drinking Down by 60%
Alcohol use creates a certain kind of environment

Who is the environment not safe for?

National conversation about inclusion, safety and representation

White students tend to drink more than Latino/a students, who drink more than Black students
People ask why black students in college stay amongst themselves. One reason is that we do not feel safe in environments where white students binge drink, because drinking leads to an open door for racial bigotry.
– Justin Davis, head of the Black Student Union at Cornell University, interviewed in 2007
Underage Access

- 4% of underage drinkers have gotten alcohol themselves without being carded
- 33% have gotten alcohol from someone underage
- 63% have gotten alcohol from someone 21 or older*

*Underage Access

Please do not copy without permission.
...And...

- 24% of legal age students have bought alcohol for someone underage*
- 34% have given alcohol to someone underage at a party*
Alcohol access at off-campus parties

- 68% brought their own alcohol to an off-campus party
- 29% paid one price to drink at an off-campus party
Specific Driving Behaviors (past 30 days)

- Drove after drinking
- Drove after drinking 5+
- Rode with someone who was drinking

2005: 22%
2006: 19%
2007: 5%
2008: 10%
2009: 15%
2010: 20%
2011: 25%
2012: 30%
2013: 35%
2014: 40%
Student Knowledge and Opinions of Campus Policies and Programs

- Knowledge of School Policies Concerning Student Alcohol Use
- Support of Enforcement of Alcohol Use Policy/Laws
- Perceptions of Support for Policies and Enforcement
Attitudes regarding Alcohol Enforcement

70%
• Campus enforcement is about right or too lenient

49%
• Off-campus enforcement is about right or too lenient
<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>
<tr>
<td>Parental notification</td>
<td>More ambulances</td>
<td>Better streamlined process for Medical Transports</td>
<td>BASICS</td>
</tr>
<tr>
<td>-----------------------</td>
<td>----------------</td>
<td>-----------------------------------------------</td>
<td>--------</td>
</tr>
<tr>
<td>Bylaws</td>
<td>Implementation of Innovative Strategies: Walk this Way and Team Positive Presence</td>
<td>Policy changes</td>
<td>Medical amnesty policy</td>
</tr>
<tr>
<td>UMatter active bystandership</td>
<td>MyStudentBody requirement</td>
<td>Joint patrols</td>
<td>National awards: SAMHSA Science Award, CCC NASPA Excellence Award, US. Dept of Ed. Exemplary Model Program</td>
</tr>
<tr>
<td>Improved judicial process</td>
<td>Code of student conduct off campus</td>
<td>Off campus student services dedication of resources</td>
<td>Active involvement and participation by various groups: landlords, retail partners, etc.</td>
</tr>
<tr>
<td>Implementation of Community Standards Office</td>
<td>Enhanced staffing models during widows of risk</td>
<td>Residence hall improvements and enhancements in guest registration</td>
<td>What Hoedown</td>
</tr>
</tbody>
</table>
Mini assessment to further the strategic planning of CHP and strengthen prevention and intervention strategies

As Departments and as a University...

What are we doing well?

What do we need to do better?

Who do we need to work with?

Where are the places for more collaboration?

Where do we fit in relation to this model?

Specifics and examples will be helpful.
Next steps

- Gather annually
- Spring town hall meeting
- Need sustained leadership and collaboration
- Being intentionally proactive
- Communicating all that is being done – telling our story as a university
- Increased data collection and analysis
- CHP: Developing group interventions specific to Fraternities/Sororities, RSOs and Athletics
The end

Please fill out the evaluation.

Thank you!
# Strategies

## CAMPUS-ONLY (ENV)
- Alcohol-free campuses
- Prohibition of alcohol use/service/sales at:
  - campus social events
  - sporting events
- Standards for alcohol service at social events
- Requirement of Friday morning classes
- Campus-wide social norms campaign
- Substance-free residence halls
- Amnesty policies
- Requirement of alcohol-free programming
- Bystander interventions

## COMMUNITY-BASED ONLY (ENV)
- Increase alcohol tax
- Retain state-run alcohol retail stores (where applicable)
- Dram shop liability laws pertaining to:
  - Sales to underage
  - Sales to intoxicated
- Retain age-21 drinking age
- Require unique design for state IDs for age <21
- Responsible beverage service training laws
- Increase cost of alcohol license
- Limit number/density of alcohol establishments
- Prohibit home delivery of alcohol
- Keg registration laws
- Social host laws:
  - Property
  - Provision of alcohol
- Noisy assembly laws
- Shoulder tap campaigns

## CAMPUS OR COMMUNITY-BASED (ENV)
- Prohibition of beer kegs
- Restriction of alcohol sponsorship and advertising
- Retain ban on Sunday sales (where applicable)
- Retain restrictions on hours of alcohol sales
- Restrictions on happy hours/price promotions
- Beverage service training programs:
  - Sales to underage
  - Sales to intoxicated
- Minimum age requirements to serve/sell alcohol
- Enforcement of age-21 drinking age, e.g. compliance check campaigns
- Party patrols
- Safe-rides program

## COGNITIVE-BEHAVIORAL SKILLS-BASED (IND)
- Expectancy challenge interventions (ECI):
  - In vivo / experiential expectancy challenge
  - By proxy / didactic / discussion expectancy challenge alone
- Self-monitoring/self-assessment alone
- Goal/intention-setting alone
- BAC feedback alone
- Multi-component alcohol skills training:
  - Alcohol Skills Training Program (ASTP)
  - Alcohol 101 Plus
  - Parent-based alcohol communication training
  - General life skills training/lifestyle balance/coping

## MOTIVATIONAL/FEEDBACK-BASED (IND)
- In-person Brief Motivational Intervention (BMI) (e.g., BASICS):
  - BMI - Individual
  - BMI - Group
- Electronic/mailed Personalized Feedback Intervention (PFI):
  - e-CHECKUpToGo (formerly e-CHUG);
  - CheckYourDrinking.net (beta 1.0 version);
- College Drinkers CheckUp (CDCU);
- General PFI programs
- Multi-component education-focused programs:
  - AlcoholEdu for College
  - General MCEFP

## EDUCATION/AWARENESS PROGRAMS (IND)
- Information/knowledge/education alone
- Values clarification alone
- Normative re-education: In-person norms clarification alone
- Electronic/mailed Personalized Normative Feedback (PNF):
  - Event Specific Prevention (21st birthday cards)
  - General PNF programs

## INTENSIVE TREATMENT AND MEDICATION (IND)
- Psychotherapy
- Medication (Naltrexone)