Bringing Theory to Practice: A Coalition’s Journey

Sally Linowski, Ph.D., Associate Dean of Students, Off Campus Student Life and Community Education
Why a coalition?

“We are caught in an inescapable network of mutuality, tied in a single garment of destiny. Whatever affects one directly, affects all indirectly.”

Martin Luther King, Jr.
Innovation and recognition...
CCC Accomplishments

- Awards-NASPA Excellence, SAMHSA Science to Service
- Publications-Journal of Community Health 2012
- Conference Presentations-20+++ 
- Town Bylaw adoption
- Letter writing-alcohol density, hours of sale
- Model coalition for other communities
FOR IMMEDIATE RELEASE
Contact: Martha Nelson Patrick, (413) 545-2574 or Sally A. Linowski, Ph.D., (413) 577-5081
February xx, 2010

Coalition celebrates anniversary, recognizes leaders

AMHERST, Mass. – Dangerous drinking among young adults is a national epidemic, but the negative consequences are both local and personal. In 2006, leaders from the University of Massachusetts Amherst and surrounding towns took on the issue, as part of a cutting-edge approach which uses environmental changes to reduce high-risk drinking. At the beginning of the fifth anniversary, students’ risky drinking is down by as much as 26%, and the comprehensive strategic plan which drives the efforts is garnering national recognition.

On Monday, Feb. 22, state, local and university dignitaries will gather to celebrate shared successes, recognize outstanding contributions and hear tips for maintaining momentum. The dessert reception and Lamplighter Awards ceremony takes place from 3:30 – 5 p.m. at the Marriott Center, on the 11th floor of the UMass Amherst Campus Center.

Event highlights include a presentation by Linda J. Major of the University of Nebraska – Lincoln, head of that school’s longstanding and highly successful “NU Directions” coalition. Major has more than 30 years’ experience in the substance abuse field and has been recognized by groups including the American Public Health Association and the U.S. Department of Education for her work in college-based programming. She provides technical assistance and inclusive coalition-building and reasonable hospitality to communities across the country.

Following a welcome and overview by CCC co-chair Sally Linowski, Ph.D., of the Center for Alcohol and other Drug Abuse Prevention at University Health Services; Vice Chancellor for Student Affairs Jean Kim, Ed.D., will offer remarks and present Lamplighter Awards. They are:
- Sean Barry of Four Seasons Wine & Liquor in Hadley;
- Else Faccio and Dan & Lyssa Fascatelli, co-founders of “Be the One,” an event blending art and music to raise awareness of substance abuse;
- Meredith Schmidt, manager of the UMass Amherst Campus Center/Student Union complex;
- the Strategic Planning Initiative for Families and Youth (SPIFEY) coalition; and
- Steve Walczak of the Pioneer Valley Housing Association.

CCC co-chair Martha Nelson Patrick, the university’s Director of Community Relations, will also present a special award to former Amherst police captain Michael Kent. A founding member of the CCC, he received a 2007 Lamplighter Award for his numerous contributions to downtown relations. Kent was recently named chief of the Burlington, Mass., police department.

The CCC is a diverse group of leaders from UMass Amherst and the community who’ve come together to make a difference. Using environmental management strategies, the CCC works to change aspects of culture which promote, support or allow dangerous drinking. The CCC’s focus on alcohol policy and enforcement has influenced the creation of open container, keg and nuisance house bylaws in surrounding towns, and helped strengthen campus sanctions for policy violations. One of three sanctions, the university’s BASICs screening and intervention program, has been recognized by the U.S. Department of Education and was recently awarded a prestigious Science and Service award from the National Substance Abuse and Mental Health Services Administration.

For more information, call (413) 540-2674 or visit www.umass.edu/ccc.

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2011 Lamplighter Awards
2012 Lamplighter Awards
Leadership Reception  
Tuesday, March 27, 2012

Program

Welcome  .................  Lisa M. Queenin  
                   Director, Community & Regional  
                   Legislative Relations,  
                   Co-Chair, CCC

A View From the Community  .................  John P. Musante  
                   Amherst Town Manager

Sustaining an Effective Campus and Community Coalition  .................  Sally A. Linowski  
                   Director, Center for Health Promotion  
                   University Health Services,  
                   Co-Chair, CCC

Awards Presentation  .................  Lamplighter Award Recipients
  • Hon. John M. Payne, Jr.  
    Presiding Justice,  
    Eastern Hampshire District Court
  • April M. McNally  
    Health Educator,  
    Center for Health Promotion,  
    University Health Services

Closing Remarks  .................  Stephanie O’Keeffe  
                   Chair, Amherst Select Board
Getting Started

NIAAA Report on College Drinking April 2002 (updated 2010)

New College AIM !!!

http://www.collegedrinkingprevention.gov/
This instrument is one of the most thoroughly vetted and user-friendly summaries of intervention strategies I have seen in decades.”- Jonathan Gibralter, Ph.D. President, Wells College
How Can CollegeAIM Help the CCC?

- By rating the relative effectiveness and other characteristics of nearly 60 strategies, CollegeAIM will help us
  - Identify strategies most likely to reduce drinking and its harmful consequences,
  - See how our current strategies compare with other options,
  - Find new, research-based strategies to consider, and
  - Select a combination of approaches that meets the needs of our students and campus and community

Collegedrinkingprevention.gov/CollegeAIM
Why Start with the Problem?

Starting with an identified need allows one to:

• Identify what is lacking.

• Focus on needed strategies.

• Match interventions to need.

• Gain community support.

• Gain funder support.

• Demonstrate credibility.

• Increase awareness of problems to mobilize for change.
Prevalence of Binge Drinking Among Adults, 2009

Source: Behavioral Risk Factor Surveillance System, US
Why care about college drinking?

- 1,825 deaths
- 2.8 million drive after drinking
- 700,000 assaults
- 600,000 unintentional injuries
- Over 97,000 sexual assaults
- 25% report academic impacts; 20% met criteria for alcohol abuse
Local Community Impact

- Litter, property damage, vandalism
- Increased public services costs
- Noise, disturbing the peace
- Strained town-gown relations
- Affects future planning
Five Strategies for Environmental Change

- Limit alcohol availability
- Restrict alcohol marketing and promotion
- Offer alcohol-free social and recreational options
- Increase policy and law enforcement
- Change the normative environment and correct misperceptions
Effective Environmental Strategies

- Policy
- Design
- Enforcement
- Education
Environmental Strategies-Highest Effectiveness

- Retain/enact restrictions on hours of alcohol sales
- Retain ban of Sunday sales
- Retain 21 drinking age
- Enforce age 21 drinking age (compliance checks)
- Increase alcohol tax
Environmental Strategies-Moderate Effectiveness

- Retain/enact restrictions on hours of alcohol sales
- Enact social host provision laws
- Prohibit use/sales at campus sporting events
- Enact Dram Shop Laws-sales to underage
- Limit number/density of alcohol establishments
- Retain state run alcohol retail stores (where applicable)
- Enact Responsible beverage service training laws
Environmental Strategies-Lower Effectiveness

- Establish alcohol-free campus
- Conduct campus-wide social norms campaign
- Restrict alcohol sponsorship and advertising
- Implement beverage service training-sales to intoxicated, sales to underage
- Enact keg registration laws
**Individual Strategies-Highest Effectiveness**

- Normative re-education-EPNF
- Skills training-alcohol self monitoring, goal/intention setting
- Personalized feedback intervention-PFI
- Brief Motivational Intervention-BASICS
- Multi-component education-focused program-AlcoholEdu
Individual Strategies—Moderate Effectiveness

- Skills training—alcohol focus—Expectancy challenge
- Parent based alcohol communication training
- Brief Motivational Intervention In Person-Group setting

LOWER EFFECTIVENESS—Electronic PNF, Event Specific Birthday Cards (21st)
Individual Strategies-Not effective

- Skills training-alcohol focus-Expectancy challenge discussion alone
- Information/knowledge education alone
- Values clarification alone
## Quality of life improvements off campus

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<td>996</td>
<td>765</td>
<td>624</td>
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<td>Nuisance House/Noise</td>
<td>247</td>
<td>201</td>
<td>147</td>
<td>57</td>
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<td>Arrest/Fine</td>
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Heavy Episodic Drinking – Down by 34%
Underage Binge Drinking Down 27%*

- 2005: 60%
- 2006: 50%
- 2007: 55%
- 2008: 50%
- 2009: 45%
- 2010: 40%
- 2011: 35%
- 2012: 40%

*Data source: University of Massachusetts Amherst Campus and Community Coalition
Frequent Heavy Episodic Drinking Down by 60%
Our members...

- ALCOHOLIC BEVERAGE RETAILERS
- AMHERST AREA CHAMBER OF COMMERCE
- AMHERST FIRE DEPARTMENT
- AMHERST HEALTH DEPARTMENT
- AMHERST POLICE
- AMHERST SELECT BOARD
- HADLEY SELECT BOARD
- HADLEY POLICE
- PIONEER VALLEY HOUSING ASSOCIATION
- STRATEGIC PLANNING INITIATIVE FOR FAMILIES AND YOUTH
- TOWN OF SUNDERLAND
- TAVERN OWNERS AND OPERATORS
- LOCAL DISTRICT ATTORNEY’S OFFICE

UMASS AMHERST

- Campus Center
- Center for Alcohol and other Drug Abuse Prevention
- Center for Health Promotion
- Center for Student Development
- Dean of Students Office
- Off Campus Student Services
- Fraternities and Sororities
- Financial Aid
- Police Department
- Residential Life
- School of Public Health and Health Sciences
- Southwest Area Government
- Transit
- Undergraduate Advising
- University Health Services
- University Relations
- UVC-TV 19
Universal Prevention
- Social Norms Campaigns
- Peer Education
- MyStudentBody.com
- Student Health 101
- Alcohol Free activities
- Policy revisions & Enforcement
- Campus and Community Coalition
- Walk this Way
- Parent programs

Early Intervention
- BASICS

Specialized Programs
- Collegiate Recovery Community
- Fresh & Sober
Campus outcomes

- New Dean position for off campus issues
- Improvement of Campus Conduct System
- BASICS for policy violation, medical transport, protective custody, court
- Collegiate Recovery Community
- Parent/New Student Orientation
- Limited guests for high risk weekends
Municipal Outcomes

- Adoption of new town bylaws: nuisance house, keg registration, open container
- Increased bylaw fines to $300
- Mutual aid/joint patrols
- Targeted enforcement initiatives
- Retailer training to reduce overservice and underage consumption
- Town Gown Steering Committee
Our strategies...

High visibility!
96% of students have seen the social norms messages
IT'S THE LAW 101: MASSACHUSETTS STATE LAWS

MINOR IN POSSESSION OF ALCOHOL — Under 21, you can be arrested, jailed, fined and more.

UNDERAGE DRIVER TRANSPORTING ALCOHOL — It’s illegal for those under 21 to drive a vehicle in which there is alcohol (unless accompanied by a parent). You can lose your license and be fined.

OUI (OPERATING UNDER THE INFLUENCE) — Driving with a blood alcohol content greater than .08 is illegal (.02 for drivers under 21). Those arrested for OUI are subject to immediate suspension of their license. Conviction will result in loss of license, fines and higher car insurance rates.

SELLING ALCOHOL/PROVIDING ALCOHOL TO MINOR — Selling cups, alcohol or providing to someone under 21 can result in criminal charges.

ALTERING A GOVERNMENT ID/ FALSE ID — Altering a government-issued ID is a felony. A felony conviction can seriously limit your future career and scholarship opportunities. Presenting false ID is also a crime.

PUBLIC URINATION — Urinating in public can result in a charge of indecent exposure.

UNLAWFUL ASSEMBLY/ FAILURE TO DISPERSE — If the police order you to leave an area, leave promptly or you can be arrested.

(Sponsored by: UMass Amherst Office of Community Relations and Campus and Community Coalition to Reduce High Risk Drinking)

IT'S THE LAW 102: AMHERST TOWN BYLAWS

(Violations can result in fines and/or arrest)

UNLAWFUL NOISE — Excessive loud noise that disturbs others is prohibited. This includes loud music, yelling, dogs barking, etc. State law bans noise after 11:00 p.m. — so please keep it down!

OPEN CONTAINERS OF ALCOHOL — It’s illegal to hold or carry an open container of alcohol or to consume alcohol on any town street, sidewalk or public property.

LITTERING — Don’t do it! It’s bad for the environment and you can be fined.

KEG LICENSING — It’s illegal to be in possession of a keg without a permit. Permits are available through the Amherst Police Department.

DOG REGULATIONS — If not on their own property, dogs must be leashed or under the control of a keeper at all times. You must license your dog with the Town Clerk every year.

(Sponsored by: UMass Amherst Office of Community Relations and Campus and Community Coalition to Reduce High Risk Drinking)

Bus placards
ROWDY PARTIES CAN COST YOU.

Under Amherst and Hadley’s new “Social Host” and “Nuisance House” bylaws, rowdy off-campus parties can lead to big fines for party-throwers, tenants and landlords, along with legal problems, university sanctions and eviction.

How to keep your cash:

- Hold down noise.
- Control crowds.
- Don’t post open invitations.
- Prevent underage drinking.
- Respect the neighborhood.
- Avoid fights.

A message from the Campus and Community Coalition to Reduce High-Risk Drinking
Retail Partners

- Purchase surveys
- Server trainings
- Exchange of information and best practices
Key Issues:

- The “party crawl”
- Pre-gaming
- Day drinks
- Party promoters, DJs, social media hype
- Screen capture/photo legitimacy of identity
- Need for event specific prevention
- Town/gown collaboration
Possible solutions:

- Help redirect the “party crawl” away from residential streets
- Targeted enforcement efforts
- Proactive communication about community standards, enforcement efforts and consequences
- Coordinated and proactive outreach
- Event specific prevention strategies
• Active Bystander Intervention Strategy
• Paid student employee position
• Staff/CCC member volunteers
• Targets high risk times of semester
• Visible cue to action
WTW Street Team
Team Positive Presence
Street intercepts/peer mobilization
Blarney Blowout Day Drink 2014
Problem:

Prevalent, High Risk Drinking On Blarney Blowout

Root Causes:

Social Access & Availability

Insufficient Laws and Policies

Inconsistent Enforcement

Social Norms

Contributing Local Factors:

Social media promotion, social hosting, alcohol available with little monitoring

Bars created Blarney Blowout - Excessive drinking downtown in daylight

Guest restrictions are inadequate; free parking on weekend; area Spring Break

Policies on alcohol consumption vary due to mix of university/privately owned properties

Large crowds vs. enforcement resources

Identification of illegal acts difficult to manage in large crowds

Alcohol central to St. Patrick’s Day culture

Perception of “no rules, no consequences” on special occasions

Underage Drinking
Binge Drinking
Driving after Drinking
Public Safety
Alcohol Poisoning
Injuries
Public Intoxication
Property Damage
Prevalent, High Risk Drinking On football Game Days

Root Causes
- Social Access & Availability
- Insufficient Laws and Policies
- Inconsistent Enforcement
- Social Norms

Contributing Local Factors
- Tailgate Environment, social hosting, alcohol available with little monitoring
- Excessive amounts of alcohol and time periods available for drinking
- Tailgating restrictions are inadequate
- Policies on tailgating vary due to mix of university/privately owned properties
- Large crowds vs. enforcement resources
- Identification of illegal acts difficult to manage in large crowds
- Alcohol central to tailgating culture
- Perception of “no rules, no consequences” on Game Days

Underage Drinking
Binge Drinking
Driving after Drinking
Black Outs
Alcohol Poisoning
Injuries
Public Intoxication
Property Damage
Problem: Prevalent Drinking in Off Campus Residences

Root Causes:
- Social Access & Availability
- Perceived Risk
- Inconsistent Enforcement
- Social Norms

Contributing Local Factors:
- Social Hosting: Students over 21 provide alcohol to minors at parties/get togethers
- Social Hosting: Students over 21 are not aware of social hosting laws
- Students perceive low risk of getting caught in own apartment
- Students perceive low risk of harm in own apartment
- Property management rules vary and do not get enforced
- Multiple jurisdictions and enforcement varies
- Underage drinking is acceptable
- "College" norm to drink alcohol

Negative Consequences:
- Driving after Drinking
- Sexual Assaults
- Public Nuisance
- Property Damage
# Actions Taken 2015

## Campus
- No overnight guests
- Free concert 1-5 pm
- Engaged students in plan
- Social media monitoring & follow up
- 24-7 security in residence halls (Thurs 8pm-Sun 5 pm)
- Communication campaign

## Community
- Bars delay opening to 4 pm
- Police mutual aid
- Liquor sales enforcement
- BID/Chamber agree no Blarney promotion
- Apartment complexes limit parking/notify tenants
Actions 2015

Campus

- Parking enforcement
- No guest meals
- Team Positive Presence
- Increased staff presence all weekend
- Hourly reports
- Campus EOC
- Cameras

Community

- Parking bans downtown
- Joint Training with UMPD, State Police, APD
- Town EOC
- Patrol and police vehicles at hot spots
- Community meetings
- Cameras
- Social media monitoring
Death of a tradition?
Takeaways

• Need to know the problem before implementing a solution
• NIAAA College AIM maps interventions- will help CCC pick strategies
• Prevention benefits all members of community
• Event specific prevention requires collaboration
• Promote our interventions pro-actively to stakeholders
• Use data and evidence based practices for impact
Good reads:
Online resources

• Higher Education Center for Alcohol and Drug Misuse Prevention and Recovery  [www.hecaod.osu.edu](http://www.hecaod.osu.edu)
• Maryland Collaborative to Reduce College Drinking  [www.marylandcollaborative.org](http://www.marylandcollaborative.org)
• Collegedrinkingprevention.gov
• Center for Alcohol Marketing and Youth [www.camy.org](http://www.camy.org)
• Alcohol Justice [www.alcoholjustice.org](http://www.alcoholjustice.org)
• Center for Substance Abuse Prevention  [www.samhsa.gov/csap](http://www.samhsa.gov/csap)
Thank you

- Sally Linowski, Ph.D.
  (413) 545-6278
  SallyL@umass.edu