UMass Substance Abuse

Success and Sustainability: BASICS at UMass Amherst

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Center for Alcohol and Other Drug Abuse Prevention
University Health Services
November, 2007
Session Goals

- Provide an overview of the university’s comprehensive AOD abuse prevention plan and strategies
- Share recent data on alcohol and other drug use among UMass Amherst students
- Increase understanding of students’ perceptions of the campus & community climate and its influence on student behavior
- Highlight successes of the BASICS program, an individual intervention for high-risk drinkers
College Students Drink More

Source:
Monitoring the Future. O’Malley PM, Johnson, LD. Epidemiology of alcohol and other drug use among American college students. 2002
Growing Awareness

2002 NIAAA Report alerts IHEs to problem
A Major Public Health Problem

- Each year, college drinking causes:
  - 1,700 student deaths
  - 599,000 unintentional injuries
  - 696,000 assaults
  - 79,000 sexual assaults

(A Call to Action, NIAAA Report Update, Hingson et al, 2005)
Alcohol-Related Behavioral Consequences

- 2.1 million students drive under the influence
- 400,000 have unprotected sex
- 150,000 develop alcohol-related health problems
- 25% report academic difficulties
- 31% met criteria for diagnosis of alcohol abuse

(Knight et al, 2002)

(A Call to Action Report, NIAAA, 2002)
Theory Driving AOD Prevention Initiatives

- Ecological framework for organizing AOD prevention efforts

- Recent scholarly reviews indicate:
  - Educational approaches have limited effectiveness
  - Success unlikely unless you change the environment
Ecological Framework

- Individual factors (students)
- Peer factors (students)
  AND
- Institutional factors
- Community factors
- Public policy

Environmental Management
Advertising in a College Town
Promotion of High-Risk Drinking

Center for Alcohol and other Drug Abuse Prevention
Five Strategies for Environmental Change

- Limit alcohol availability
- Restrict alcohol marketing and promotion
- Offer alcohol-free social, recreational options
- Increase enforcement of laws and policies
- Change the normative environment and correct misperceptions of social norms
Harm Reduction
AOD Programs and Resources

Continuum of Care / Spectrum of Intervention Responses

- My Student Body
- Peer Health Education
- Not Ready for Bedtime Players
- Social Norms Marketing Campaign
- Campus and Community Coalition to Reduce High-Risk Drinking
- BASICS
- Smart Choices Program
- Fresh & Sober

Thresholds for Action

Tertiary Prevention

Secondary Intervention

Universal/Selective Prevention

My Student Body ► Peer Health Education ► Not Ready for Bedtime Players ► Social Norms Marketing Campaign ► BASICS ► Smart Choices Program ► Fresh & Sober

► Campus and Community Coalition to Reduce High-Risk Drinking

► Tertiary Prevention

► Secondary Intervention

► Universal/Selective Prevention
Innovative Approaches

- Campus & Community Coalition to Reduce High-Risk Drinking (CCC)
  - **Active Subcommittees, 2007 - 2008**
    - Neighbor Concerns
    - Policy and Enforcement
    - Retail Partners
    - Social Norms
    - Communications
  - **New website coming soon**
    - [www.umass.edu/ccc](http://www.umass.edu/ccc)
CCC’s Municipal Impact

- CCC letter to Amherst Select Board instrumental in defeating proposed change to open container bylaw
- Hadley implements open container and keg registration bylaws
- Under consideration: nuisance house ordinance
- Increased cooperation between police, landlords, university
- Roundtables address key issues: Greek life, policy and law enforcement, municipal strategies
MyStudentBody Update

As of November 12:

- 96% of first year students have passed
- About 300 have registration holds; e-mail follow-up underway
- Completion checked twice weekly; holds lifted next day
MyStudentBody Feedback

- **Participants say:**
  - The course is average to excellent: 88%
  - Increased my knowledge of alcohol: 86%
  - Made me pay more attention to my drinking: 64%
  - MSB can answer my questions about drinking: 89%
  - Would recommend MSB to a student with a drinking problem: 77%
Substance Use Survey

- Campus survey by Boston University School of Public Health and Health Sciences, in conjunction with CADAP
- Assesses alcohol, drug use and related behaviors among college population
  - enables targeting of prevention programs to age group
- Administered in March, 2005, 2006 and 2007
- Will provide 2007 data with some comparisons over time
UMass Students’ Perceptions of Alcohol Use

Do you think alcohol is a problem on your campus?

- Not a Problem: 39.1%
- Minor Problem: 12.4%
- Problem: 41.4%
- Major Problem: 7.2%
Did You Know?

- 83% had first drink at 18 or younger
- 79% of students who drink do so on 9 days or less per month

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<thead>
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<th>Sun</th>
<th>Mon</th>
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Alcohol Use Among UMass Students

Prevalence of Alcohol Use
(lifetime and current use)

- Lifetime use:
  - Underage (18-20): 87%
  - Legal Age (21-24): 97%

- Past 30-day use (current drinkers):
  - Underage (18-20): 72%
  - Legal Age (21-24): 88%
Heavy Episodic Drinking Rate, 1997 - 2007

![Heavy Episodic Drinking Rate Graph](image)

- **UMass Rate**
  - 1997: 63.0%
  - 1999: 66.0%
  - 2007: 56.8%

- **National Rate**
  - 1997: 43%
  - 1999: 44.5%
  - 2007: 40%
Underage Drinking Rates

Heavy Episodic Drinking Rate (Underage Students)

- 2005: 64.2%
- 2006: 57.6%
- 2007: 55.3%

Year

Percent

UMass Amherst
Frequent Heavy Episodic Drinking, 1997 - 2007

Frequent Heavy Episodic Drinking Rate

<table>
<thead>
<tr>
<th>Year</th>
<th>UMass Rate</th>
<th>National Rate</th>
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<tbody>
<tr>
<td>1997</td>
<td>41.9</td>
<td>21</td>
</tr>
<tr>
<td>1999</td>
<td>39.6</td>
<td>23</td>
</tr>
<tr>
<td>2001</td>
<td>36.4</td>
<td>23</td>
</tr>
<tr>
<td>2003</td>
<td>40</td>
<td>23</td>
</tr>
<tr>
<td>2005</td>
<td>32.9</td>
<td>23</td>
</tr>
<tr>
<td>2007</td>
<td>24.7</td>
<td>23</td>
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Other Drug Use – UMass Amherst Students

Drug Use 1997-2007

Marijuana
Tobacco
Cocaine
Places Current Drinkers Go to Drink

- Off-Campus Private Parties: 66%
- On-Campus Residence Halls: 45%
- Fraternity/Sorority Parties: 31%
- On-Campus Athletic Events: 19%
- Campus Pub: 10%
- On-Campus Concert or Dance: 8%
Purchases and Carding (past 30 days)

- Went to local bar with intent to purchase
- Carded at local bar
- Went to liquor store with intent to purchase
- Carded at local liquor store

Local Bar and Liquor Store Purchases

- Percent
- Underage
- Legal Age
Alcohol-Related Consequences

![Bar chart showing alcohol-related consequences over time]

- Did something later regretted: 41.1% (2005), 40.2% (2006), 36.1% (2007)
- Had a blackout: 40.8% (2005), 38.5% (2006), 33.5% (2007)
- Had argument with friend: 26.4% (2005), 29.1% (2006), 25.6% (2007)
- Got into trouble with police: 3.6% (2005), 3.5% (2006), 4.3% (2007)

Sept. 2006 to March 2007
Driving Behaviors

Consequences

<table>
<thead>
<tr>
<th>Past 30 days</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
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<tbody>
<tr>
<td>Drove after drinking</td>
<td>27.4</td>
<td>27.4</td>
<td>22.2</td>
</tr>
<tr>
<td>Drove after drinking 5+</td>
<td>7.3</td>
<td>10.4</td>
<td>6.5</td>
</tr>
<tr>
<td>Rode with someone who was drinking</td>
<td>27.8</td>
<td>31</td>
<td>25.9</td>
</tr>
</tbody>
</table>
Academic Consequences

- Missed a class:
  - 2005: 31%
  - 2006: 30%
  - 2007: 23.6%

- Fell behind in school:
  - 2005: 22.8%
  - 2006: 22.7%
  - 2007: 19.1%
Secondhand Effects of Drinking

Consequences from Someone Else’s Drinking

- "Babysit" a drunken student: 61.7% in 2005, 57.7% in 2006, 59.5% in 2007
- Interrupted study or sleep: 63.2% in 2005, 52.6% in 2006, 53.6% in 2007
- Had a serious argument or quarrel: 31.6% in 2005, 30.2% in 2006, 32.8% in 2007
- Was insulted or humiliated: 35.5% in 2005, 32% in 2006, 39.8% in 2007

Data from Sept. 2006 to March 2007

Center for Alcohol and other Drug Abuse Prevention
Increased Policy Awareness Among Students

Percent who have read and know the campus alcohol policy

- Read the alcohol policy: 66.7%
- Prohibits serving alcohol to minors: 92.5%
- Prohibits on-campus central source of alcohol: 77.2%
- Prohibits serving alcohol in a room with underage people: 76.5%
- Prohibits drinking games: 64.8%
Are You Ready For This?

- **UMass students WANT you to enforce policy!**
  - *Most want more, not less, enforcement!*

Ok, so you don’t believe us...
Opinions about Campus Alcohol Policies

- Perceived: Too Strict - 65.9%, About Right - 27.5%
- Actual: Too Strict - 24.5%, About Right - 61.6%

Center for Alcohol and other Drug Abuse Prevention
Support for Stricter Sanctions and Penalties

Perceived and Actual Support for Stricter Sanctions/Penalties

- Repeat violators of the alcohol policy: Perceived 19.2, Actual 54
- Alcohol-related violence: Perceived 39.1, Actual 80.6
- Fake IDs: Perceived 12.7, Actual 50.5
Good News

- 41% decrease in frequent HED rate since 2003; 25% decrease since 2005
- Continued student support for stricter sanctions and increased policy enforcement
- 66% agree police should break up out-of-control parties
Good News

- Increased perceptions of enforcement of local laws and campus policy
- 96% report seeing the social norms message
- Required MyStudentBody course successful
About BASICS

- **Brief Alcohol Screening and Intervention for College Students**
  - Evidence-based; helps students explore their alcohol and drug use in a non-judgmental environment
  - 1st, 2nd offenders of campus AOD policies mandated to attend
  - Students seen medically for alcohol-related incident may be referred
  - Students may self-refer
BASICS: What to expect

- Two 50-minute sessions conducted one-on-one with the student and a prevention specialist

**Session I:** Meet prevention specialist, review reasons for attending, discuss AOD history, complete online questionnaire

**Session II:** Receive personalized feedback, discuss ways to reduce risks from drinking and alcohol-related consequences
**BASICS Students vs. Other UMass Students**

- More drinks on average when they party: 8 vs. 6
- Larger percentage had five or more drinks at least once in the past two weeks: 82% vs. 57%
- Larger percentage drink this way 3 or more times a week: 55% vs. 25%
- Larger percentage have smoked marijuana: 44% vs. 33%
Significant Changes

- 6 months post-intervention, decreases in:
  - Total number of drinks in typical week, peak week and weekend
  - Mean number of drinks when partying
  - Peak number of drinks per occasion
  - Typical and peak Blood Alcohol Level (BAL)
Typical Blood Alcohol Level

BASICS vs. comparison group males over time

Decrease over 6-month period was significant for BASICS males only
CG males show significant increase
Typical Blood Alcohol Level

BASICS vs. comparison group females over time

Decrease over 6-month period was significant for BASICS and CG females.
**Peak Blood Alcohol Level**

**BASICS vs. comparison group males over time**

Decrease over 6-month period was significant for BASICS males only

CG males show significant increase
Peak Blood Alcohol Level

BASICS vs. comparison group females over time

Decrease over 6-month period was significant for BASICS and CG females.
Frequent HED rate

BASICS vs. comparison group males over time

Decrease over 6-month period was significant for BASICS males only
Frequent HED rate

BASICS vs. comparison group females over time

Decrease over 6-month period was significant for BASICS females only
## Participant Feedback

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree %</th>
<th>Disagree %</th>
</tr>
</thead>
<tbody>
<tr>
<td>I think about the discussion or content from the interview</td>
<td>65</td>
<td>17</td>
</tr>
<tr>
<td>I have changed my drinking behavior since attending BASICS</td>
<td>29</td>
<td>45</td>
</tr>
<tr>
<td>I think BASICS is an effective way to address alcohol-related issues</td>
<td>53</td>
<td>18</td>
</tr>
<tr>
<td>My interaction with the prevention specialist was open and comfortable</td>
<td>87</td>
<td>6</td>
</tr>
<tr>
<td>I recommend that UMass continue the BASICS program</td>
<td>58</td>
<td>16</td>
</tr>
</tbody>
</table>
6 Reasons We Like BASICS at UMass

- Cost-effective
- Evidence of reduction in dangerous drinking
- Individualized intervention based on personal risk factors, behaviors
- Improved retention, academic success
- Decreased recidivism rate
- Good public relations
Social Norms Campaign 2006 - 2007

2 out of 3 UMass students have 4 or fewer drinks when they party.

We got the facts from you.
Social Norms Campaign 2007 - 2008

We got the facts from you.

9 out of 10 UMass students know how to have fun without alcohol. Are you one of them?

Based on a 2006 CCPI survey of UMass students.
5 Keys to Living Off-Campus

Moving off campus can be an exciting time – giving you more independence and options than you’ve had before. You will also be joining a neighborhood likely to have a mix of students and families, homeowners and tenants. Here are 5 suggestions for being a hit with your neighbors:

1. Meet your neighbors
   Introduce yourself and, if you feel comfortable, share your contact information. Find out about their lives; do they have young children or go to work early?

2. Be considerate
   Keep noise levels down and inform your neighbors in advance if you plan to have a party. Ask your visitors to be considerate too!

3. Keep your neighborhood beautiful
   Dispose of trash in provided receptacles and don’t use indoor furniture outdoors. Try to observe and respect neighborhood standards.

4. Practice car courtesy
   Park only in designated spaces and keep car stereos turned down. Drive with extra caution in residential areas – and definitely don’t drink and drive!

5. Obey the law
   Observe all state, local and federal laws and learn about the health codes protecting you and your neighbors. Remember, the code of student conduct can be enforced off-campus too!

Important Numbers

Emergency (Police, Fire, Ambulance) – 911
- Amherst Police – non-emergency .......................... 259-3000
- Hadley Police – non-emergency .......................... 584-0889
- Northampton Police – non-emergency .................. 587-1190
- Sunderland Police – non-emergency ...................... 465-7583
- UMass Police – non-emergency .......................... 545-2121
- First Call For Help – Community Info & Referral Service ........ 542-4297

Trash and Recycling
- Amherst Public Works ........................................ 259-3090
- www.amherst.gov/recycling
- Amherst Trucking .............................................. 247-5853
- www.campushousing.umass.edu/trucking
- Valley Trucking ................................................ 586-1091
- www.valleymovers.com

Transportation
- UMass Transit ..................................................... 545-0050
- www.umass.edu/mbta
- Peter Pan Bus Lines ........................................... 800-343-9999
- Celebrity Cab .................................................... 253-7380
- www.amherstpackages.com
- Valley Transporter .............................................. 253-1350
- Valley Movers .................................................. 800-322-3224
- www.valleymovers.com
- Valley Trucking .................................................. 586-1091
- www.valleymovers.com

Campus Resources
- Off Campus Housing Referrals .............................. 577-1451
- www.housing.umass.edu
- Dean of Students Office ...................................... 545-2684
- Everywoman’s Center ........................................ 545-0683
- University Health Services .................................. 577-5000
- UMass Student Legal Services .............................. 545-1995

Utilities
- Bay State Gas ...................................................... 800-877-5052
- Berkshire Gas .................................................. 800-262-5012
- Charter Cable .................................................... 800-634-1008
- Comcast Cable ................................................... 888-633-4266
- National Grid Electric ......................................... 800-322-3224
- Verizon Residential .......................................... 800-676-9999
- W.H. Electric ..................................................... 800-286-2000
- www.verizon.com
- www.umass.edu/mbta
For Busses, Stadiums, Apartment Complexes

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
Local Alcohol Bylaws

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.

**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.

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

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

- The Center for Alcohol and Other Drug Abuse Prevention ☯ 577-5181  www.umass.edu/cadap
- BASICS ☯ 577-5071
- Health Education ☯ 577-5181
- Fresh & Sober ☯ 577-5188
- AHEP ☯ 545-4588
- Mental Health Services ☯ 545-2337
- www.MyStudentBody.com
Thank you!!