

Sourcebook Promising Practices: Campus Alcohol Strategies

COMMUNITY

Efforts to address college student drinking are often handled beyond the traditional borders and “ivy walls” of the college campus; these efforts engage the community immediately surrounding the college campus through a variety of approaches and implementation strategies. Individuals in groups represented in a community-based effort include community associations; establishments or outlets which sell or dispense alcohol; city, county, and campus police; judicial affairs; and state liquor control boards. Others occasionally involved include the U.S. Forest Service, Departments of Game and Inland Fisheries, and convention and visitors’ bureaus.

Community approaches address quality of life issues, which are often related to problems such as violence, trash, litter, and noise. Considered among the desired outcomes with community-focused efforts are quality of life standards of behavior, common language, knowledge base, and more effective solutions. An increased awareness of others, particularly regarding viewing individual students on more of an individual basis, is often the result of these efforts. Additional outcomes include agreements such as a tavernowners’ advertising agreement.

Community approaches range from campus and community collaboration to membership of college professionals on a local task force. In some situations, the community co-sponsors events or processes. In other regions, the campus judicial system handles student incidents which occur off campus. Further, other approaches engage college personnel with local high school students and staff.

A wide range of strategies are used with community affairs, including the distribution of pamphlets and door hangers, fliers, the use of Fatal Vision goggles, the Alcohol 101® CD-ROM, the distribution and discussion of the “Parents, You’re Not Done Yet” brochure, and an awareness fair. Some campuses and communities have conducted community-wide forums, seminars, workshops, contests, and training. Beyond this, a wide range of educational approaches has been incorporated.

The community-college partnership or the college-community partnership is designed to help improve the quality of life for the campus, as well as the surrounding community. Through understanding the shared responsibilities and shared interests that represent both of these groups, elements of civility, collaboration, and healthy living are promoted.

101 Things To Do In Boston

Boston University

Contact:

Boston University
Enrollment: 29,131
Private, Four-Year Institution

Carolyn L. Norris, M.A.
Director, Boston University Wellness Center

Objectives:

- To offer students a wide range of alcohol-free activities on campus and in the city
- To promote accessible, affordable, and fun activities
- To encourage students to identify alternatives to drinking

Description:

The campus Wellness Center provides preventive health and wellness education to the University and the surrounding community. The idea for preparing a resource on ways of having fun without alcohol was generated by the University's Substance Abuse Task Force. The Wellness Center initiated this project to encourage alcohol-free fun, and to showcase the many opportunities in the city for healthy, fun activities that do not cost a lot of money. This project

is a proactive measure for students who may cite boredom or the lack of something else to do as reasons for drinking alcohol.

Undergraduate student employees of the Wellness Center generated the majority of the suggestions included on the list. The target audience includes University students who live on or off campus. The booklet is also helpful to students who are new to the area and unsure of what the University and city offer. The staff felt it was important to reach out to as many students as possible with this publication in order to encourage healthy alternatives to drinking. This project is funded by a Governor's Highway Safety Bureau grant that was awarded to the campus Wellness Center.

The specific content of "101 Things To Do In Boston" includes a range of information on alcohol issues. It begins with a statement about the legal drinking age of 21 in the state, as well as the consequences for those who purchase or serve alcohol to those

under 21. Further information addresses alcohol poisoning, drunk driving, and potential negative consequences from others' drinking. The introduction states, "Boston is an exciting city and there are endless opportunities for alcohol-free fun. On the following pages, we have come up with 101 possibilities!" A range of opportunities including historical, recreational, artistic, tourist, entertainment, cultural, nutritional, and collegial activities are listed.

Students are encouraged to provide comments about those things that they have tried, as well as suggestions to include on other lists. Currently, the Wellness Center is planning to publish "101 More Things To Do In Boston."

Student feedback about this publication has been very positive. Students have stated that they tried the activities on the list and some say they want to try all 101 during their time at the University.

Addressing Off-Campus Student Misconduct

Ohio University

Contact:

Ohio University
Enrollment: 27,913
Public, Four-Year Institution

Richard G. Carpinelli
Assistant Vice President for Student Affairs

Objectives:

- To teach community responsibility within the context of pursuing the goals of the University
- To enhance the University's ability to reinforce the need for students to maintain appropriate community conduct
- To reduce the incidents of negative student behavior off-campus
- To reduce the negative impact that such misconduct has on the University and the larger city community

Description:

The effort to address off-campus student misconduct is designed to reduce the incidents of high risk drinking and to curtail large-scale student disturbances in the area surrounding the University. The University Judiciaries adopted the practice of routinely reviewing and formally addressing incidents of off-campus student

misconduct. Students with prior University judicial records convicted of misdemeanor alcohol and non-alcohol related offenses occurring off campus are charged formally with offenses of the University's Student Code of Conduct. Students without University judicial records convicted of the same offenses are sent notices informing them of the University's awareness of the conviction and warning them that subsequent violations will result in formal University judicial action. Convictions for felonies occurring off-campus are also routinely reviewed by University Judiciaries and result in formal University judicial charges when the offense "interferes with the University's exercise of its educational objectives or responsibilities to its members."

Prior to the adoption of this practice, the University's approach to the problem of off-campus student misconduct was sporadic and often resulted in the University responding only to high-profile incidents. Further, the University's sporadic rate of response did little to communicate students' responsibility for their conduct off

the campus. This had the unintended effect of creating occasional tension between the University and the greater city community.

Currently, students disciplined for off-campus student misconduct are provided the same level of due process and are held to the same standards as those disciplined for misconduct on the University campus. Discipline is applied within the context of teaching community responsibility with the pursuit of the goals of the University as the ultimate goal.

Costs associated with tracking off-campus misconduct are minimal. To date this effort has been coordinated by a senior intern in the Sociology/Criminology Program or Master's Degree student from the College Student Personnel Program.

It appears that the University's consistent review of off-campus student misconduct has been beneficial. Linkages with the local law enforcement community have been strengthened and the rate of recidivism among students who have been disciplined for off-campus student misconduct appears relatively low.

Community

Campus-Community Coalition

Western Washington University

Contact:

Western Washington University

Enrollment: 11,887

Public, Four-Year Institution

Patricia Fabiano, Ph.D.

Program Director of Prevention & Wellness Services

Objectives:

- To collaborate with the city to address alcohol problems affecting the University's students
- To nurture peaceful relationships among students, community members, and law enforcement agents in neighborhoods adjacent to campus
- To reach students living off-campus for whom excessive alcohol use and its consequences are issues
- To decrease student alcohol abuse

Description:

The Campus-Community Coalition is a newly formed partnership between the University and the city. Comprised of University students and staff, as well as representatives from the region, the

Coalition's mission is to promote collaborative and cooperative relationships.

Community groups represented on the coalition include neighborhood associations, property management firms, the Police Department Party Patrol, city council members, the Liquor Control Board, and local bars and convenience stores.

The primary mission of the Coalition is to establish effective working relationships with open communication between key campus and community representatives involved in addressing alcohol problems and related issues. By recruiting representatives with knowledge, experience and/or authority to address campus/community problems, more effective solutions solving off-campus alcohol abuse and related problems should be found. Participation is also encouraged from off-campus students who consider themselves drinkers and want to represent that population in the decision-making process.

The Coalition generates and distributes doorknockers containing information about

alcohol norms and strategies for handling an alcohol emergency to over 1,000 student residences. This is followed by the distribution of a "Rights and Responsibilities" pamphlet providing information on city ordinances and laws, resource phone numbers, and tips for living within the community. Other projects undertaken by the Coalition are developing a social host training program for landlords; creating relationships with owners and managers of local bars, grocery stores, and convenience stores; and writing grant proposals for supplementary funds and projects.

A coalition has also established a relationship with the city municipal court. For example, all university students who are offered a deferred prosecution for alcohol and drug related infractions are automatically required to attend the University's Alcohol and Drug Assessment and Risk Reduction Services, ensuring that they are well integrated in student support services.

Community Sponsored Seminars

College of West Virginia

Contact:

College of West Virginia
Enrollment: 2,066
Private, Four-Year Institution
Susan J. McCarthy
Associate Director of Student Services

Objectives:

- To raise awareness about alcohol abuse
- To promote healthy living and healthy choices
- To encourage students to become responsible for their actions and behaviors

Description:

The partnership between the campus and community emphasizes the involvement of local specialty agencies and offices with on-campus activities. Based on the history of the college as a community college, the priority given to community agencies to help assist students is maintained in part through this programmatic initiative.

During the fall semester, police officers from the local police department conduct seminars on alcohol and the law; the presentation includes information about how alcohol affects the human body, what it means to be legally drunk and information about drinking and driving. Road sobriety tests are demonstrated and a virtual reality-type device is used to simulate drunkenness at different blood alcohol levels; a significant amount of time for experimentation with the simulation device and questions is provided. The target for this session is traditional-aged students who are making crucial decisions about whether or not to drink.

During the spring semester, addictions counselors from the local mental health council present a 2-hour seminar to explain the effects of alcohol addiction and treatment services. The seminar is designed to aid people in learning more about assessing what are healthy and unhealthy uses of

alcohol and in learning more about how to combat this disease. Attention is paid to the long-term mental and physical effects of alcohol and characteristics of the disease of alcoholism. Information on how to do an intervention, how to refer someone to treatment, and what treatment programs are like is presented. Anecdotal stories about clients are used to promote the participants' understanding of the issues. This program is targeted primarily to individuals for whom alcohol has been a negative factor in their lives, either from their own use or that of a friend or loved one.

The program's success is documented by the nature of the dialogue encountered during the sessions, including quality interaction during the presentations and discussions about what has been learned. Students and facilitators report the ease with which students confide in and learn from these community representatives about alcohol-related issues.

Community

Enforcement Coalition on College Age Drinking

Radford University

Contact:

Radford University
Enrollment: 8,579
Public, Four-Year Institution

Debbie Curl-Nagy
Substance Abuse & Sexual Assault
Coordinator

Objectives:

- To reduce negative consequences associated with college age drinking
- To promote collaboration with involved jurisdictions and stakeholders

Description:

The New River Valley Enforcement Coalition on College Age Drinking, initiated through a grant from the state Department of Alcoholic Beverage Control (ABC), is comprised of law enforcement representatives and health educators from three colleges, city and county representatives, the state ABC, the U.S. Forest Service, and the Department of Game and Inland Fisheries. The mission of the coalition is to reduce the negative consequences associated with college age drinking through enforcement, education, and proactive intervention.

This coalition was the result of recommendations made by the state Attorney General's Task Force on Drinking by College Students. Three recommendations relevant

to this coalition included: encouraging the University community to work with the local community; local law enforcement, campus police, and the ABC Board working collaboratively to enforce laws; and the development of a written plan of action to clarify operational issues. The coalition determined that it should address both on-campus and off-campus issues and focus on both underage and heavy drinking. Implementation of the coalition's activities is supported by two \$5,000 grants from the state ABC. In addition, all agencies involved provide in-kind resources.

During its first year, the coalition developed an action plan and coalition members participated in a goal-setting seminar to initiate the elements of the action plan. The plan outlines five activities for pursuit by the coalition:

- (1) Increase landlords'/property owners' awareness of negative consequences that may be associated with college student drinking.
- (2) Coordinate and pursue vigorous enforcement in all affected jurisdictions through the formation of an area-wide alcohol task force.
- (3) Pursue grant funding to provide adequate enforcement personnel in all jurisdictions.
- (4) Work cooperatively with school resource officers, Office on Youth, and other juvenile resources to increase intervention in middle and high schools.
- (5) Develop a marketing strategy to publicize activities.

The coalition has been successful in bringing the various jurisdictions together to discuss problems and solutions related to enforcement of alcohol laws. This achievement of working together on a multi-jurisdictional task force is significant. The information shared among the coalition members has benefited the communities by helping to identify problem areas and bring about methods for change. Coalition members believe the project to be successful; evidence of this is supported by the strong attendance at meetings. The efforts of the coalition are reported to various University and local committees, as well as to the state's Attorney General. The most important, but perhaps the most difficult, task is to get the parties involved to "buy in" to the idea that working together will benefit them individually as well as collaboratively.

Forum on Alcohol and Drug Prevention

State University of New York College at Oneonta

Contact:

State University of New York College at Oneonta

Enrollment: 5,412

Public, Four-Year Institution

Dale Capristo

Student Development Associate

Objectives:

- To engage a broad spectrum of the community in prevention
- To address initiatives which can impact on drug and alcohol issues
- To provide a common language and knowledge base for the community
- To gain consensus on primary initiatives to be undertaken within the local community

Description:

To meet the objective of a common language and knowledge base, an educational component was proposed. Specific attention was directed to the environmental management approach, liability issues, and the risk and protection model.

The University initiated and hosted a community-wide Forum for community high school and college stakeholders. The purpose was to discuss concerns about underage drinking, heavy drinking, alternative youth activities, and student safety issues. The program was designed to encourage colleges, schools, students, and the community to work together to reduce negative alcohol- and drug-related behaviors.

One hundred concerned individuals were brought together by the community coalition, including students and top-level administrators from three area colleges, community leaders, school district representatives, and business and tavern owners. They shared ideas about preventing drug and alcohol abuse and developing alternative youth activities. The participants also brainstormed about ways to educate others regarding the actual drinking norms in the town.

In addition, the participants collaborated on five initiatives that have the potential to have an impact on the college and high

school students in the region. The five initiatives are:

- (1) Enhancing Enforcement
- (2) Cooperating Tavern Model and Keg Registration
- (3) Media and Public Relations Regarding Social Norms and Communicating Expectations
- (4) Student Involvement in Policy Change
- (5) Mentoring Issues Concerning Social Norms in the High Schools and Colleges

Community and college initiatives resulting from the Forum include: TIPS training for the town's tavern owners and employees; a mayor's youth task force for planning local activities; a grant received to address issues of underage drinking; and college athlete mentors working with at-risk youth in a local middle school.

These specific activities were established as a result of the evaluations received from the community-wide Forum. The Forum was successful because it initiated the local planning process that has resulted in training, task forces and mentoring.

Community

Fourteen-Point Plan

University at Albany,
State University of New York

Contact:

University at Albany,
State University of New York
Enrollment: 16,900
Public, Four-Year Institution

Thomas L. Gebhardt
Director of Personal Safety and
Off-Campus Affairs

Objectives:

- To inform students of guidelines and expected off-campus behavior, including city ordinances and penalties
- To help make the off-campus environment safer and more secure
- To reduce the misuse and abuse of alcohol by students off-campus

Description:

The Committee on University and Community Relations, formed in 1990, meets to address off-campus behavior. Specifically, the committee addresses a recommendation from the report of the Task Force on University and Community Relations, which created this committee. The report stated that, "The University and City should create visual images for students upon their arrival back into the community, such as posters and flyers containing City Ordinances and Penalties,

and providing guidelines on expected behavior." The committee meets throughout the summer to prepare a planned approach, which includes fourteen distinct strategies that represent the "14-Point Plan."

During the first few weeks of the academic term, door tags and information packets are distributed in residential areas adjacent to the campus. One door tag is entitled, "Having a house party? Don't add getting arrested to your checklist!" This door tag itemizes laws about open containers, as well as aspects of the state's Alcohol Beverage Control Law pertaining to house parties. The door hanger states, "It is your responsibility to stay in control of yourself and your guests!" The third door tag, which addresses tenant responsibilities and quality of life issues, is entitled "Did you know?" In addition, packets are distributed which contain information about safety and behavior off campus, a student calendar, and important off-campus information and telephone numbers.

Other aspects of the 14-Point Plan include a flyer distributed to residence hall students by resident assistants entitled "Off-Campus Guide for On-Campus Students or What You

Don't Know Can Get You Into Trouble Off Campus." This flyer outlines various ordinances and laws of importance to students. Other approaches include attendance by the campus and city police at an information table in the freshman quadrangle, at which time information is disseminated about altered and fake IDs and local laws and ordinances. The issue of "bar crawls" is addressed at the annual meeting with tavern owners and off-premise retailers, and at the annual meeting of presidents of Greek letter organizations at the University. Additional approaches include an increased presence by the city police in student neighborhoods, a letter to the editor from the Chief of the city police department and the chairperson of the Committee on University and Community Relations, an advertising campaign, and a meeting with land owners.

Evidence of success is demonstrated by the fact that driving while intoxicated arrests are down 67 percent, alcohol-related arrests are down 53 percent, and possession of a forged license arrests are down 50 percent, all within a 2-year period.

Good Neighbor Program

University of Maryland –
Baltimore County

Contact:

University of Maryland –
Baltimore County
Enrollment: 10,265
Public, Four-Year Institution

John P. Cook, Jr.
Chief of Police

Objectives:

- To address the University's responsibility to the community for quality of life issues related to disturbing the peace
- To ensure that every alcohol violation involving a student is resolved

Description:

The Good Neighbor Program (GNP) is the goal of the outreach initiative to community associations surrounding the University's campus. The goal of the GNP is to build partnerships with community associations in order to address quality of life issues beyond the campus. The specific focus of the GNP is to address situations revolving around outlets that sell alcohol.

Representatives of the University's administration and police meet regularly with community associations to discuss community standards and the behavior of the University's students who live off campus in non-university controlled housing. These meetings are designed to lower the anxiety

level of off-campus neighbors about student alcohol-related behaviors that are not acceptable to the community.

When off-campus housing locations are identified where alcohol-related behavior has presented real or perceived problems to the local community, a representative of the police department visits the location and discusses the community's concerns. On many occasions, a student from the housing complex will attend the community association meeting to resolve issues or conflicts. All activities of this nature are coordinated with local law enforcement for the area not under the jurisdiction of the University. This effort was initiated as proactive intervention with the understanding that alcohol-related problems will occur, but that their adverse effects can be reduced through a multi-dimensional effort.

This project involves local alcohol dispensing establishments, the Baltimore County Police, and the UMBC Office of Judicial Affairs. When an underage student is found in possession of alcohol on campus, the Police Department conducts a thorough investigation to determine who supplied the alcohol to the student. The investigation attempts to identify who purchased

the alcohol and where it was purchased. As a follow-up, the campus police monitor future point of sales to determine if underage students from the University are purchasing alcohol at that location.

An additional benefit of this proactive approach is the UMBC Police Department monitors selected alcohol establishments during times when events are scheduled on campus that tend to result in alcohol abuse. Conducted in coordination with the Baltimore County Police, monitoring of student purchases is done by observing the presence of UMBC parking hangers in the vehicles and observing purchasers' age to help identify the student population.

A coordinated strategy now exists to include in the Code of Student Conduct any possible judicial affairs actions for after-the-fact sanction for alcohol violations on campus. Success is found in the fact that the campus police department, the county police, and the Office of Judicial Affairs know what to expect of one another. The approach to alcohol violations involving students has been institutionalized and the response is now coordinated between the university, local law enforcement and the Office of Judicial Affairs.

Community

Neighborhood Patrol Initiative

Syracuse University

Contact:

Syracuse University
Enrollment: 18,535
Private, Four-Year Institution

Anastasia L. Urtz, J.D.
Associate Dean of Student Relations &
Director of Judicial Affairs

Objectives:

- To respond to off-campus student alcohol-related behavioral problems
- To promote overall quality of life by helping stabilize a neighborhood
- To improve relations between the University community and the broader community
- To reduce the number of students involved in medical emergencies and/or off-campus policy and legal violations

Description:

The Neighborhood Patrol Initiative (NPI) was developed to enhance security in the neighborhood bordering the campus as a means of promoting economic revitalization of the area and addressing student safety and behavioral issues. Alcohol related parties involving students had been identified as a significant cause of disruption, disorder, property damage, littering, fights, and other inappropriate behavior. Security concerns and quality of life issues had contributed to families moving out of the neighborhood. Neighborhood associations provided the initial funding for the NPI's efforts. The University offered additional financial support if neighborhood associations agreed to recommend full grant funding of the city's costs in future years. With this agreement obtained, the program now functions every weekend that the University is in session.

Working in cooperation with the city's police department, the NPI responds to student behavioral problems related to alcohol, and promotes the overall quality of life in the region surrounding the campus. The region is home to approximately 4,000 University students, 4,000 city residents, and several hundred students from other neighboring colleges and universities.

The NPI functions through a designated police department unit and patrols a defined zone within prescribed hours augmenting existing police patrols. The NPI directs its interventions to identify students distributing alcohol to underage persons, engaging in underage alcohol consumption, or producing excessive noise. The patrol further addresses other quality of life issues, such as parking and property upkeep. The patrol is available to confront other types of criminal activity that may be identified in the patrol zone. A related aspect of this program of a campus student orientation and education campaign which informs students about the NPI as they prepare to move off campus.

University students who are identified as violators by the NPI are referred to the University judicial system. Generally, this intervention provides an alternative to the criminal justice system unless student behavior at the time of documentation warrants the student's arrest in addition to referral for discipline. Further, students from other local universities who live in this region are referred to their home institutions for intervention. One university which has the second greatest concentration of students in this region has amended its student conduct policies to

conform to those of Syracuse University with regard to student behaviors identified through the NPI.

When an unlawful situation involving students is identified by the police, they call the University Department of Public Safety to request assistance. The University's Department of Public Safety officers act at the direction of the city police department. They respond to the scene, request entry from the student residents, and if granted permission to enter the premises, document the incident and the participants. They also provide mediation between students and police officers where necessary and feasible. If permission for entry is denied to the Department of Public Safety, the city police department documents the incident for follow-up by the University.

Data gathered for the campus demonstrates that the number of students charged through the NPI dropped dramatically from the beginning of the academic year. In addition, the types of offenses for which students have been arrested are significantly less severe than those committed in past years when the NPI did not exist. Community enthusiasm and support for the program, while not unanimous, has been strongly positive as demonstrated by comments at community forums, involvement of students in community events, willingness of community members to volunteer their time, and close collaboration with the other local university. The NPI is now part of a formal university-community partnership that will continue to evaluate the program and identify additional initiatives.

Partnership for Prevention

Pennsylvania State University
Berks Campus and
Lehigh Valley Campus

Contact:

Pennsylvania State University
Berks Campus
Enrollment: 2,067
Public, Two-Year Institution

Pennsylvania State University
Lehigh Valley Campus
Enrollment: 671
Public, Two-Year Institution

Arlene Quesada, B.S.N., R.N.
Co-Chair of Campus Partnership

Objectives:

- To offer programming and community participation to reduce collegiate alcohol abuse
- To promote norms of academic and social responsibility

Description:

The "Partnership for Prevention" among the University and the Pennsylvania Liquor Control Board, and collaborating community agencies is committed to offering meaningful programming and community participation. Members of the Berks-Lehigh Valley Alcohol Coalition meet on a monthly basis. These meetings include the university and community organization volunteer members who are involved in the partnership. The Pennsylvania Liquor Control Board has provided funding to all campuses in the Penn State University system.

Although the initial focus was to "change norms" of behavior in the student population, it has evolved into programming that is focused on an informed population. This involves both the partnership members and the variety of audiences affected by their reach. Coalition members have learned to better recognize the positive aspects of the college population in that "not all college students use alcohol." The norms of promoting academic and social responsibility are facilitated through the activities of the partnership.

The focus of the program is an on-going initiative. The semester begins the programming cycle with the mailing of The Century Council's brochure "Parents, You're Not Done Yet" to parents of incoming students. Freshman orientation presentations include "Beer, Booze, and Books," "The One Nighter," and an emphasis on ways in which alcohol affects academic performance. This is followed by a meeting of the Coalition Partnership whereby campuses learn from one another and share programming information. Student organizations are assisted with an emphasis on alcohol-free events, with an active partnership member. The campus bulletin, published three times a week, incorporates timely reminders regarding university

alcohol policies during the first month of the academic year.

Other efforts include the Alcohol-101® CD-ROM program, the fatal vision goggles simulating intoxication, and a substance-free residence hall. A particularly innovative approach is the use of the "Safety Bug" on both campuses. This is a mechanically converted Volkswagen that simulates the split second decisions made while driving drunk. Students actually drive the car under the direction of a mentor from the Pennsylvanians for Prevention of Underage Drinking Council. The mentor sits in the front passenger seat and controls the settings which cause the vehicle to lose its steering power, become uncontrollable, and have difficulty braking. The result is that the driver experiences what it feels like to drive under the influence. In addition, valuable lessons are offered for the back-seat passengers who would be placed in a helpless position as passengers in the car of an impaired driver.

A one-day alcohol awareness fair takes place on campus, which includes presentations by community-based offices and agencies. These include the county's Council on Drug and Alcohol Abuse, MADD, Pennsylvanians for the Prevention of Underage Drinking, the Pennsylvania State Police, and the campus specific coalition.

Community

REACH and SHARE Peer Assistance Program

University of Wisconsin – La Crosse

Contact:

University of Wisconsin – La Crosse
Enrollment: 9,309
Public, Four-Year Institution
Mary Torstveit, M.S.
Assistant Director of Prevention Services

Objectives:

- To develop strategies to improve school and community environments
- To equip participants with skills to assist in facilitating positive change

Description:

The University works in collaboration with students and staff from three area high schools to conduct leadership training entitled, "Building a Better School Climate."

This prevention approach provides opportunities for trained peer educators to serve as mentors and role models to approximately 60 area high school students who were selected based on their leadership skills. The two-day interactive training event is developed and facilitated by college students and a diverse cross-section of area high school students.

The overall goal of this prevention project is to allow two high-risk populations – college students and high school students – to explore the attitudes which contribute

to alcohol misuse and violence in schools and communities. Further, they are asked to suggest positive changes which could occur within the school setting and in the larger community as a whole. College students serve as mentors, role models, and facilitators for high school students as they develop strategies for improving school and community environments.

The training format includes activities followed by discussion on underage drinking and violence. Students are asked to identify situations and factors within their schools that contribute to a healthy, as well as unhealthy, school environment. Skills such as assertiveness, conflict resolution, active listening, and communication are discussed and modeled by the trained college students. Activities are designed to provide "hands on" opportunities to utilize problem-solving skills.

Alcohol misuse emerged as a significant factor in school and societal problems. Consequently, trainers focused on equipping participants with those skills that would assist in facilitating positive change. Key high school personnel, such as guidance counselors, teachers, and principals, assist in the development of an action plan

for their respective schools. Further, these individuals are involved in implementing the action plan and monitoring the progress of the project.

This approach was chosen because the University's freshmen survey suggests that students come to campus with well-established drinking patterns. Thus, the prevention of alcohol abuse should reasonably extend to high school students. In addition, national data shows the strong connection with alcohol abuse and violence which began prior to college years. The youth leadership training was developed to focus on the underlying attitudes that contribute to high-risk drinking and violent behaviors.

Evaluations indicate that the training was a huge success and exceeded the established goals and objectives. Both college and high school students indicate that the training has a powerful impact on them as it provides an opportunity for the two groups to join forces to create a healthier environment. Students comment that their voices are heard, their opinions valued. They feel empowered to develop viable solutions and make meaningful contributions to society.

Sample the City

Marquette University

Contact:

Marquette University
Enrollment: 10,780
Private, Four-Year Institution

Dr. Marisa Rivera
Assistant to the Vice President for
Student Affairs

Objectives:

- To inform students about the social options available in the city surrounding the campus
- To engage freshmen and other new students with the university

Description:

"Sample the City" is a campus and community-wide collaborative program whose participants include students, administrators, staff, and various area businesses and vendors. The idea for the program arose from focus groups and informal discussions with students who stated that their drinking habits evolved from an attitude that there was "nothing to do." In response, this program was established to inform students about what the city has to offer, to encourage utilization of the free public transit available, and to inform them about the various activities that take place on a regular basis in the city. The "Sample the City" approach is used because many students, particularly those not accustomed

to living in an urban area, may be reluctant to leave campus to explore the downtown area.

A variety of area businesses, including restaurants, museums, sports teams, and performing arts groups, are invited to participate in a convention-like event on campus. Students are invited to explore the city "in their own backyard" by receiving brochures, schedules, coupons, and samples from business representatives. Further students are shown how to use the public transportation to visit these locations around the city.

The Greater Milwaukee Convention and Visitors Bureau is contacted for assistance regarding the receptivity of businesses to participate in such an event. In-kind contributions are sought from both on-campus and off-campus groups. For example, the services of the area trolley are obtained, complete with a discounted rate of bringing students downtown for area tours. All university departments that participate in the event are asked to pay for or donate a service. Vendors are asked to make donations of tickets, shirts, or items specific to their establishments for a free drawing held at the event.

The event focuses primarily on freshmen and other first-year students to assist in establishing their socialization practices. Input for planning is obtained through focus groups and other student events. Student volunteers help staff the event, aiding the business representatives present, advertising the event on campus, and overseeing the evaluation process.

Advertisements include school newspaper ads, flyers in the residence halls, staff briefings, and the university television station. Committee members staff a booth at the annual Organization Fest where campus organizations advertise themselves and recruit members. In addition, on the day of the event, flyers and promotional items, such as pens, highlighters, and notepads, are distributed by individuals posted at high traffic areas throughout campus.

The program takes place on the lawn of the Student Union in the center of campus between 11 a.m. and 3 p.m. on a day of the week that a majority of students have classes. The evaluations received demonstrate positive receptivity toward the event. Many students suggest that the event remain an annual event, and all vendors state that they would participate in "Sample the City" on an annual basis.

Community

Signature Mocktail Contest

Francis Marion University

Contact:

Francis Marion University
Enrollment: 3,814
Public, Four-Year Institution

David A. Kahn
AOD Counselor

Objectives:

- To educate the local alcohol services industry about safe and responsible alcohol service
- To increase awareness about the range of alcohol-free choices

Description:

The University has instituted the Mocktail Contest to encourage the local bars, restaurants, and beer distributors patronized by students, to develop and offer non-alcoholic drinks. The contest provides a medium that helps the college and local businesses focus on safe-serving practices and encourages constant awareness of alcohol sales and distribution to college-age students. In addition, the contest provides a forum to educate the bartenders and servers of local establishments about safe and responsible service. This responsibility includes identification of intoxicated persons, recognition of fake ID's, information on how to tactfully, yet effectively, stop an intoxicated patron from purchasing alcohol, encouragement of the use of safe driver practices, and promotion of the option of alcohol-free beverages.

A range of incentives are used to motivate participation in the event. First, participation provides an avenue for advertising the establishment or product. Second, the

University Counseling Center, in cooperation with a local beer distributor, provides free TIPS training for all bartenders working in the contestant's establishment. Third, the contestants show their interest and commitment to providing safe, responsible alcohol service to their patrons through participation in the contest.

The contest is held in conjunction with a University-sponsored programming event, such as an open mike night or comedy night held in the University Center. Each participating vendor sets up a booth and serves free mocktails to students in attendance. Students are given a white and a blue poker chip and instructed to give the white chip to the bar or restaurant that they think serves the best mocktail and the blue chip to the bar or restaurant with the second best non-alcoholic beverage. The University gathers and prints the recipes of the mocktails entered in the contest and distributes them to student participants and official contestants. First and second place winners receive a trophy with all contestants receiving certificates for participation.

Local bars, restaurants, and distributors are invited to develop a signature mocktail or non-alcoholic beverage; the aim is to come up with a good, lasting, fun drink that does not contain alcohol. They are asked to participate in a mocktail contest where they will compete with each other for first, second, and third place plaques as voted on by students who attend the event. The winners of the contest receive a

plaque to display in their establishment. The plaque makes patrons aware of the winner's commitment to responsible alcohol service.

While mocktail events have been used widely, this approach expands upon the typical strategy to include prevention and educational components. Strong messages to alcohol servers and consumers about responsible alcohol-service education are promoted. Attention is given to helping students feel a part of the party when drinking non-alcoholic drinks.

The active involvement of community-based establishments and students who serve as judges through their voting further helps the popularity of this event. The event is publicized through the on-campus newspaper and promotional flyers distributed by the participating bars, restaurants, and beer distributors. Media coverage is promoted with local newspapers, radio and television stations.

As evidence of success, local bars, restaurants and beer distributors proudly display the plaques in their establishments. These serve as a reminder to bartenders and patrons about the availability of mocktails. In addition, bartender education increases awareness of safety issues related to the service of alcohol by these bartenders. A collaborative approach by the Office of Counseling and Testing, Residence Life, and Student Development serves to promote the success of this event.

Student Mentor Presentations

George Mason University
Seton Hall University

Contacts:

George Mason University
Enrollment: 24,180
Public, Four-Year Institution

Nancy Schulte, M.S.W.A.C.
Coordinator, Drug Education Services

Seton Hall University
Enrollment: 10,096
Private, Four-Year Institution

Gail Pakalns, Ph.D.
Director, Health/Counseling Services

Objectives:

- To reduce high school seniors' misperceptions of college students' alcohol use
- To promote college students' leadership and public speaking skills
- To increase awareness about decisions regarding alcohol and drug use

Description:

Initiatives working with college student peers and local high school students have been conducted at George Mason University and Seton Hall University. The Urban Initiatives Program at Seton Hall University includes the training of diverse panels of three to four college role models to make presentations to high school students. These presentations intersperse personal stories about academic and social life in college with slide presentations and a video clip of a party scene. Both the slides and the discussions emphasize facts about heavy drinking, myths about alcohol, and normative statistics on college alcohol use. Bookmarks with a related message are distributed to all high school student participants.

At George Mason University, the Students in Prevention (SIP) Program is an interactive activities-based program that focuses

on educating students in grades K-12 about alcohol and use and abuse. Students are trained to facilitate the program which utilizes age-appropriate curricula during a 60-90 minute presentation. The purpose is to provide an open forum for discussion on alcohol and drug abuse issues so that elementary, middle and high school students' internal beliefs and external behaviors can be challenged in a safe environment. Misperceptions are discussed so that attitudes can be influenced in a positive manner. SIP peer leaders promote heightened awareness regarding how needs and desires influence decisions regarding alcohol and drug use. They also instruct students on how to recognize the signs and symptoms of alcohol abuse and to feel confident about their own attitudes and beliefs.

To gain access to the high schools, the Urban Initiatives Program conducted two mailings to principals, guidance departments, and student assistant counselors 40 schools. A presentation about the project was also made to a local county organization of all high school substance abuse counselors. Further, it was described in a local media article and a campus newsletter. This resulted in eight high schools scheduling one and two-day panel presentations involving 600 high school seniors.

Funding for the program at Seton Hall came from the Independent College Fund of New Jersey, which paid for transportation, expenses, creation of the slide portion of the presentation, and stipends for student presenters, staff time, and evaluation activities. Evaluation is gathered by

means of a pre/post test that addresses perceptions of college alcohol use. Changes in quiz scores provide a helpful assessment of the program's effectiveness. Reaction from students to the presentation is positive, particularly about the college students' personal stories. In addition, the Peer Leaders' reaction has been generally positive.

Schools participating with the SIP Program have been primarily 4th, 8th, and 12th grades, averaging 50 school students and 10 college student leaders in each program. To advertise the SIP Program, flyers are used to recruit student leaders on campus. The area school system central office maintains files on the program that are shared regularly with the schools.

SIP volunteers prepare program outlines and handouts that can be used for the various discussions. These include the outline with an alcohol awareness discussion and activities. Handout sheets include "Some Ways to Say No," "The Soccer Ball Activity," "Who Influences Me?" "Never a Dull Moment," and "Role Play Situations."

Feedback regarding the success of each of the programs provided has been positive. Furthermore, student leaders continue to volunteer to participate in the SIP Program. Funding for the George Mason SIP project began with grants to support peer training for community outreach. Currently, the Drug Education Services office funds the duplication of materials at approximately \$50 per semester.

Tavern Owner Advertisement Agreement

University at Albany,
State University of New York

Contact:

University at Albany,
State University of New York
Enrollment: 16,900
Public, Four-Year Institution

Thomas L. Gebhardt
Director, Personal Safety and Off-Campus
Affairs

Objectives:

- To improve relations between college students off campus and their long-term neighbors
- To improve the appropriateness of advertising by local taverns

Description:

In 1989, the University and the city experienced an increase in the number and intensity of complaints concerning the behavior of college students off-campus. The problems, resulting from parties off-campus and traffic to and from area taverns, included loud music, abuse of alcohol, yelling and screaming late at night, and trash and litter. The city's mayor and the University's president formed the Task Force on University and Community Relations to implement a unified effort to make recommendations for the identified problems. A permanent committee – the Committee on University and Community Relations – was established to ensure the implementation of the original, as well as subsequent, recommendations. Meeting on a monthly basis, the committee is composed of student leaders and professional staff from the University, as well as other local colleges, officials from the city police

and fire departments, members of the city council, neighborhood association representatives, community leaders, tavern owners, and landowners.

One initiative regarding alcohol abuse off-campus was initiated in 1995. The Tavern Owner Advertisement Agreement was prepared to address tavern advertising as it might impact the behavior of patrons, both while in a particular establishment and when they leave the premises. The tavern owners agreed to review the content of their advertising with the intention of promoting responsible and lawful consumption of alcoholic beverages as well as appropriate and civil behavior when leaving the establishment. Those signing the agreement agreed to comply with current policies and procedures concerning the posting and distribution of advertisements.

By signing the agreement, tavernowners also agreed to fashion their advertising to include a statement asking all patrons to behave responsibly and in a civil manner in the surrounding neighborhood. For example, potential wording includes "Please remember to be a good neighbor and behave appropriately when leaving our establishment," or "Responsible patron behavior when leaving encouraged." The advertising also emphasizes the necessity of being 21 years of age or older and possessing the appropriate valid means of identification in order to consume alcohol. An example of wording in the advertisements includes "Appropriate proof

required," or "Valid forms of identification verifying age of 21 years or older required to consume alcohol." In addition, while advertisements avoid terminology that promotes the irresponsible consumption of alcoholic beverages, they also promote and advertise alcohol-free beverages and food specials.

A copy of a "Cooperating Tavern" sign is provided for display to those taverns that signed the agreement. In addition, a sheet of "Cooperating Tavern" small logos is provided for inclusion on their advertisements.

Most tavernowners contacted by the committee members have agreed to sign the advertising agreement. Additional tavernowners are asked to join as they are identified. Compliance is monitored mostly by committee members who deal with any alleged violations by the "Cooperating Taverns." With violations that have occurred, tavernowners have made changes to their advertisements to comply with their voluntary agreements. In addition, communication has increased between tavernowners and members of the committee.

Specific evidence shows that off-campus noise ordinance police reports are down 83 percent from the 1992-93 academic year to the 1998-99 academic year. In addition, between 1996-97 and 1998-99, arrests for possession of a forged instrument are down 50 percent, and alcohol-related arrests overall are down 53 percent.

Underage Drinking Task Force

Southwest Missouri State University

Contact:

Southwest Missouri State University
Enrollment: 17,388
Public, Four-Year Institution

Peter C. Groenendyk, M.A.
Coordinator, Office of Student Judicial Programs

Objectives:

- To reduce the number of students involved in alcohol-related incidents while not on university property
- To partner with a community group to adjust the norms of student behavior while they are off campus

Description:

The Office of Student Judicial Programs serves as a member of the local community partnership and its underage drinking task force. The University became an active member of this association to help reduce the number of students involved in alcohol-related incidents when not on University property. The task force is

chaired by a member of city council, and is made up of community leaders, alcohol vendors, law enforcement officers, and the county prosecutor.

The Underage Drinking Task Force meets every month, to review current initiatives, and to plan and implement new ones. Specific activities and achievements undertaken by the task force include the development of a training video for store clerks to help them identify individuals to whom alcoholic beverages should not be sold. Another accomplishment is the development of new minimum sanctions for minors who are cited by police for being in possession of alcohol and for those cited for providing alcohol to minors. These sanctions complement the minimum sanctions the University already has in place. A hotline has also been established for members of the community to call to report parties where they think minors are being served alcohol; a special underage drinking unit in the police department responds.

The underage drinking task force has also developed a fake ID collection system for alcohol vendors, a citywide billboard campaign, and mailings to thousands of parents of high school students outlining the county's new minimum sanctions. In addition, press conferences are held by the county prosecutor which are highlighted by the local media.

As a result, the University has been successful in reducing the total number of alcohol incidents by more than 68 percent over the last 3 years. Partnering with a community group is believed to be an essential factor in this reduction. The use of the hotline is increasing, while the number of people cited by the police for providing alcohol to minors has quadrupled. Area alcohol vendors have reported a dramatic drop in the number of college students attempting to use false identification cards.

Community

Violence Prevention Program

Southern Illinois University –
Carbondale

Contact:

Southern Illinois University –
Carbondale

Enrollment: 22,323

Public, Four-Year Institution

Barb Elam, M.S.

Coordinator, Wellness Center

Objectives:

- To educate prospective college students as well as current college students to make appropriate decisions that will keep them from becoming a sexual assault victim or victim of crime
- To help students understand the role that alcohol abuse can play in becoming a crime victim
- To evaluate student conduct code violations on and off campus for violence violations

Description:

The Community of Policing Violence Prevention workshops are a collaborative effort between the University's Department of Public Safety, the University's Wellness Center, and the City of Carbondale's Women's Center. By primarily using resources that already exist (law enforcement staff, counseling staff, and safety education staff in the community and on campus), and by coordinating the efforts of agencies presenting the program, the program participants receive a more comprehensive analysis of victimology.

Groups identified to participate in the workshops include fraternities and sororities, athletic teams and clubs, students living in on-campus residence halls, any registered student organization, and students enrolled in a course requiring workshop attendance. Campus administrators and faculty recruit these groups.

The programs are publicized through the campus newspaper and the groups themselves. Incentives to participate in the program include the University's "U-Card" system, in which students receive a punch card and get credit for attending educational programs to win prizes including coupons and a drawing for free tuition. Additionally, all women who attend programs receive free safety whistles that can be put on key chains.

One target population consists of high school juniors and seniors who plan to attend college upon graduation. In addition, their parents or legal guardians are also invited to attend. The same information is presented to incoming freshmen. With a focus on prospective college students as well as current college students, the program helps educate the campus community about violence and how to avoid becoming a crime victim.

Co-taught by personnel from the Wellness Center, the Police Department, and the Women's Center, the program emphasizes

making proper lifestyle decisions, ways to avoid becoming a sexual assault victim (with a special emphasis on date and acquaintance rape), general crime prevention tips, and problems associated with alcohol abuse and the role it plays in becoming a crime victim.

Data from a campus survey indicates that 6% of students have experienced physical violence and 14% have experienced threats of physical violence. This data also identified a high percentage of students who have used alcohol or drugs prior to the incident (79% for physical violence and 45% for threats of physical violence). Although some of the experiences reported by students have been at off-campus locations, they serve to illustrate the relationship between substance use and violence.

Through use of a pre/post knowledge survey, increases in knowledge is demonstrated about alcohol and sexual safety resulting from these programmatic interventions. While reported changes in crime are not yet available, the fact that thousands of students have participated in the initial 60 offerings demonstrates their popularity.