

STAKEHOLDERS

In campus-based efforts to address alcohol and related issues on campus, it is often helpful to engage those with a vested interest in the prescribed outcomes. By working with and through intermediaries and engaging them in efforts to reach the ultimate audience of college and university students, shared resource assistance can be garnered.

Multiple audiences and groups constitute the stakeholders. A primary stakeholder includes parents, as they can implement approaches directly and indirectly with their sons and daughters. Another stakeholder is campus faculty. While often overlooked as a potential partner in addressing student alcohol abuse issues, they may be provided with resources, tips and information about ways that they can be involved in helping prevent or intervene with alcohol-related situations. Similarly, alumni may be engaged as stakeholders, either through their direct involvement on the campus or with their children who are enrolled as students.

In addition, stakeholders may be comprised of multiple groups who partner to address college student alcohol related problems. These

stakeholders include, but are not limited to, campus police, city or county police, state alcoholic beverage control boards, and state attorney offices. In a similar vein, partnerships which engage all relevant parties, such as parents with their sons and daughters, are identified as stakeholder approaches.

Efforts engaging these stakeholders are varied and include direct correspondence, sponsored events, awareness campaigns, publicity approaches, pamphlets, and educational activities. Stakeholder involvement may also be promoted through training whereby the trained individuals subsequently implement campaign materials.

Desired outcomes with the involvement of stakeholders are helpful when the messages and approaches are consistent with other program elements. Through the involvement of the identified stakeholders, the results achieved from campus approaches are multiplied, and are also reinforced from a distinct and apparently independent source.

Be A Responsible Friend Campaign

The Claremont Colleges

Contact:

The Claremont Colleges
Enrollment: 5,000
Private, Four-Year Institutions
Carla Jackson, M.P.H.
Health Educator

Objectives:

- To reduce the risk of negative outcomes due to alcohol and drug use
- To increase student awareness and skill in addressing alcohol-related negative consequences
- To create a caring community in which students demonstrate responsibility for their friends

Description:

The Be A Responsible Friend (BARF) Campaign is a comprehensive program, which was adopted by the Health Education Outreach office, to address alcohol and drug issues. Implemented initially during Alcohol Awareness Week, the theme is appropriate for use throughout the year in programs such as orientation, server training, and sexual assault prevention. The campaign builds on students' sense of responsibility to care for their friends and to create a "caring community" on the campus and in the surrounding community.

The BARF Campaign addresses three main areas: drinking and driving, heavy drinking, and increasing the visibility of prevention efforts and available resources. Messages imbedded in the campaign include the

dangers of heavy drinking, what to do if alcohol poisoning occurs, social norms, and risks involved with drinking and driving. The campaign is eye-catching and humorous, and communicates a positive message to which students are receptive.

Peer educators play an integral role in designing the campaign. Their involvement is essential in selecting appropriate logos and creating messages that appeal to the student population. In addition, they help to implement and advertise the range of programs. The logo is crucial to the theme; it is incorporated into all materials used to advertise the campaign program including table tents, flyers, handouts, and posters. The BARF theme is also used for bracelets made of beads, with the letters "B," "A," "R," and "F." These bracelets are passed out during Alcohol Awareness Week. The planners' intent for the theme and the materials is to make students aware of what it means to be a responsible friend by creating an anagram that catches the attention of students by being humorous.

With the focus on increasing student awareness, recognizing and addressing the signs of alcohol poisoning, keeping a friend from driving drunk, and preventing a friend from having unwanted sexual activities, the BARF initiative supports dialogue on how to be a responsible friend. Health educators, student deans, and student leaders use this theme as a

springboard for discussion about important alcohol-related issues.

Many activities are part of the campaign. First, mass e-mails about friendship and surveys about one's friends are sent for students to pass on to their friends. Second, friendship quizzes can be used as raffle tickets, and friendship games were designed for target populations such as fraternities, athletes, and residence hall groups. Third, midnight food runs, where a designated sober driver picks up food from a local establishment, were organized to discourage drinking and driving. Fourth, natural highs, massage and yoga workshops are arranged to teach people how to relax without alcohol use. Fifth, students are reminded throughout the year of the meaning of BARF through contests and raffles, which require them to remember what BARF means and what it means to them.

Overall, the BARF Campaign, programs and themes have been widely embraced. Most students report that they feel the information from the campaign was useful. Additionally, most students know what BARF stands for. The key element to the campaign's success was the theme and its message. The students embrace the theme and appreciate the messages, a contrast to their feeling threatened by messages during Alcohol Awareness Week.

Faculty-Staff Partnership

Virginia Wesleyan College

Contact:

Virginia Wesleyan College
Enrollment: 1,409
Private, Four-Year Institution
Molly McClurg
Counselor

Objectives:

- To promote a strong partnership between faculty and student affairs divisions
- To help further reduce underage and heavy drinking by students
- To promote multiple opportunities for students to hear information about alcohol from a range of sources

Description:

This initiative is designed to promote a wide range of opportunities for students to learn information about drugs and alcohol within the context of the academic environment. Because students typically

hear the same individuals providing information, program planners believed that if they could have information presented by various individuals within the context of class materials, it would have a different impact. The aim is to provide information as well as support to professors so that they feel comfortable with the materials and how to use them.

The project emphasizes a sourcebook, which was designed to include information on drugs and alcohol to assist faculty to include these topics in their classes. It also has information on resources in the community and campus, tips on spotting a student with a problem with alcohol or drugs, and tips on how to approach that student. As this was developed, it was evaluated by faculty and staff.

Classes offered by the Student Affairs Division explain the contents of the program. A presentation at a faculty meeting explained why the Student Affairs Division needed faculty assistance with this area. Support resources that are helpful should faculty need to find alternative lecturer arrangements for their classes are offered including a listing of topics that can be covered during a class when the professor would normally have to cancel. Publicity was conducted using the college e-mail system, the Faculty Commission on Retention, letters sent directly to staff and telephone calls.

Stakeholders

Homecoming Activities

Villanova University

Contacts:

Villanova University
Enrollment: 9,944
Private, Four-Year Institution

Paul Pugh, M.A., M.S.
Dean of Students

Gary Olsen, M.S.
Assistant Vice President for Alumni Affairs

Objectives:

- To modify behavior and change the culture regarding alcohol use during homecoming events
- To promote an enjoyable event with a commitment to prevent underage drinking and alcohol intoxication
- To enforce state laws and hold individuals accountable for their behavior
- To shift the focal point of homecoming away from alcohol

Description:

Based on a history of problems occurring at homecoming that were inconsistent with the institutional mission, the University was faced with the choice to either cancel homecoming or eliminate all drinking from the event. The aim was to change and improve the way homecoming was conducted in order to hold the event in a more

responsible manner while still maintaining an atmosphere of fun and congeniality. This new approach required a long-term commitment by the president, support and approval from the Alumni Board, and campus-wide understanding and internalization of the changes. The campus planning committee represented all constituents in operational areas (such as public safety and facilities) and the local police department.

In implementing the event, the intention is to create a “family friendly” event. While not specifically targeted, the approach is also designed to create a favorable impression on the children of alumni who may attend the university in the future. The Alumni Association invites all students from the senior class as their guests. An aggressive publicity and public awareness campaign was implemented to overcome a large amount of negative publicity from those individuals who did not want any change at all. The Public Relations Campaign was linked to the football game and to the pre-game tailgate party. To responsibly manage the serving of alcohol, a picnic area is established where alumni

and members of the senior class can purchase beer tickets in order to be served. For members of the senior class, identification cards are screened using a card reader that is preprogrammed with birthdays. Those over age 21 receive bands on their wrist to indicate that they are permitted to purchase and consume alcohol; seniors not 21 years of age do not receive a wristband. A separate alcohol-free area with free food and soda is also set up; this area also has music and interactive games.

Methodologies developed by the Villanova Quality Improvement Process (VOIP) are adopted to implement a cross-functional managerial style and to promote a spirit of volunteerism. The costs associated with running the event are nearly offset by the revenues generated by tickets, food, and beverage sales. Success is measured in terms of greater attendance, less vandalism, less trash, and fewer arrests. Most people now feel that homecoming is an enjoyable event that has a carnival like atmosphere. Overall, homecoming is now, after four years of implementing this process, a fun and safe event.

Multi-Campus Social Norming Campaign

Augsburg College

Contact:

Augsburg College
Enrollment: 3,053
Private, Four-Year Institution

Casey McGuire
Director, Prevention Collaborative

Objectives:

- To provide opportunities for successful activities by departments of public safety
- To promote health promotion efforts on a multi-campus level
- To promote economies of scale and efficient prevention efforts
- To lower the incidence of impaired driving by college students
- To create a collaborative initiative that combines the resources, goals, and trainings of seven colleges and the state agencies

Description:

Seven colleges and universities in the Twin Cities area of Minnesota formed a working group of health educators, called the Prevention Collaborative. The Prevention Collaborative sought and received funding from the state's Department of Public Safety to help with the committee's goals; based on surveys conducted on the campuses, they created and implemented a

social norming campaign aimed at reducing the extent of impaired driving by college students on the seven campuses. Noteworthy in the effort is the fact that an equal number of 4-year residential and commuter colleges are included.

Each of the campuses conducted a focus group with a target population of students, which provided the opportunity for changes to be offered for the specific implementation of the campaign content and process. The entire campaign was designed to raise public awareness through the use of publicity and marketing. Newspaper ads, posters, and health promotion giveaways were combined to saturate the target population with positive messages. As with social norming campaigns, publicity about the campaign is part of the actual campaign.

Training was scheduled for each of the seven campuses to help prepare campaign materials. With the participation of key stakeholders at each training, attention was provided to social norming theory, impaired driving prevention, and specific approaches to conducting the campaign. A range of campaign materials were created, including posters, highlighters, coffee cups,

pens, water bottles and pencils. These items were designed to create as many educational "hits" as possible; the variety was prepared to help campuses saturate the target market with this positive social norming message. During the campaign, all seven campuses used the same template; however, the campaign was individualized for each campus by using individual campus statistics and identifiable campus photos. For example, the campaign slogan "Most (name of campus) students choose to prevent DWI and _____ percent of (name of campus) students report not driving under the influence last year" were added to give credibility to the campaign.

One of the key elements of the collaborative effort has been the formation of the Prevention Collaborative itself. Each campus kept detailed records of what they did in the campaign as well as documented feedback received from the target population of stakeholders. Early feedback from all campuses has been positive. In addition, the campaign has resulted in positive "spillover" effects with the larger community, since posters were placed in parking garages and newspaper ads were published.

Stakeholders

Pamphlet On Alcohol Poisoning

University of Washington

Contact:

University of Washington
Enrollment: 39,200
Public, Four-Year Institution

Deborah J. Costar
Assistant to the Vice President for
Student Affairs

Objectives:

- To prevent instances of alcohol poisoning of students
- To promote student recognition and action to prevent alcohol poisoning

Description:

Growing out of increasing concerns regarding the number of college students who report drinking to get drunk and the potential consequences of excessive drinking, the Vice President for Student Affairs initiated the development of a pamphlet on alcohol poisoning for students. To deal with students' apparent lack of knowledge of the specific causes of alcohol poisoning and the fact that many students are not aware that alcohol poisoning is a potentially lethal condition, the University undertook preparation of this resource.

The pamphlet, "PASSED OUT? OR ALCOHOL POISONING?" is part of the university's

efforts to combat alcohol abuse among students. How alcohol poisoning can occur when large quantities of alcohol are consumed in short periods of time, taking into account an individual's physical stature and other considerations, is described. Content includes definitions and causes of alcohol poisoning, how to prevent alcohol poisoning, the signs of severe alcohol poisoning, what to do and what not to do if severe alcohol poisoning is suspected, and resources for assistance. The wallet size of the pamphlet is unusual, making it easy to distinguish from other University brochures and written materials and handy for students to carry with them at all times.

The pamphlet is intended for all students, especially those most likely to be involved in situations in which excessive drinking could occur. These include first-year students, those who are celebrating their 21st birthday, and members of fraternities and sororities. Twenty thousand copies were printed initially and distributed widely to residence halls, resident advisers, new student orientation, student organizations, student activities, student government, multiple information centers, members of

fraternities and sororities, and parents of incoming freshmen.

The existence of this pamphlet was included in the biennial University Life and Substance Use Survey conducted on behalf of the Office of Vice President for Student Affairs. Results demonstrate that 17% of undergraduate respondents were aware of the pamphlet and 8% had actually seen the material. Ratings provided by those who had seen the pamphlets resulted in an average score of nearly 4 on a 5-point scale, resulting in the fourth highest score of the eight programs rated. This feedback suggests that more effective ways of getting the material to students must continue to be developed and tested. Anecdotal evidence of the pamphlet's effectiveness has also been received; university staff members, students, and individuals from outside the university community made many positive comments. Several outside organizations have asked for permission to reproduce the pamphlet. "File kits," which include the pamphlet on computer disks, have been developed and are available for others to purchase for a nominal fee and make unlimited copies of the pamphlet.

Parent Campus Connection Program

Syracuse Washington

Stakeholders

Contacts:

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

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

Colleen O'Connor Bench
Director, Parents Office

Objectives:

- To educate parents on the best strategies for achieving effective intervention
- To promote consistent and reinforced messages to students
- To provide information and assistance to help parents provide appropriate guidance to their sons and daughters regarding alcohol and drugs

Description:

The University's Parent Campus Connection Program reflects the long-held philosophy that parents should be treated as partners in the undergraduate educational endeavors of their students. The mission of the Parents Office is to meet parents' special needs and concerns and to help them help their sons/daughters to succeed at the University. One of the primary focus areas in which parents are encouraged to provide intervention and support is related to alcohol and drugs. Parents of new students receive correspondence in June prior to students arriving on campus; this includes a brochure entitled "Parents, You're Not

Done Yet." These items communicate accurate data concerning the prevalence of alcohol use on college campuses and provide parents with advice from national experts related to talking with first year college students.

Later in the summer, this same group of parents receives a university-specific brochure entitled "Alcohol, Drugs, and Your College Student," which provides alcohol and drug use statistics and describes resources available at the University. The Parents Campus Connection Newsletter, which is mailed to parents of current students, addresses these issues throughout the undergraduate student life cycle.

Students and parents participating in the University's summer orientation program receive information specific to the incoming class. This information is gathered from a survey administered to new students upon their arrival. The parents and students learn about the self-reported use of drugs and alcohol among the incoming students who are attending the orientation, as well as strategies for addressing these issues in their families. Parents are consistently surprised to learn that many students begin to use and abuse alcohol and drugs while still in high school or junior high school. The institution's position on substance abuse is explained by senior administrators.

Correspondence from the Vice President for Student Affairs and Dean of Student Relations describes the University's serious approach to confronting student substance abuse. In addition, the University's Chancellor and President address new students and parents at the Chancellor's Convocation at the opening of the fall semester. The Chancellor's observations and recommendations to new students related to alcohol have been adapted as an open letter to students and parents, which appears on the Chancellor's Web site. Parents of continuing students also receive on-going reinforcement concerning their role in confronting alcohol and drug abuse with their students; they also learn about the comprehensive strategies being implemented by the University to address substance abuse and promote campus security.

The program has generated numerous indicators of success. Parental feedback via e-mail, letters and several orientation assessments are uniformly positive. Parental financial contributions to the Parents Office are increasing. Parental response to communications from the University concerning behavioral problems is generally positive and directed at solving the problem rather than dismissing the behavior or assigning blame to the University. A survey of parents related to these new strategies has been planned.

Parent Notification Letter

Central Michigan University

Contact:

Central Michigan University
Enrollment: 26,321
Public, Four-Year Institution

Mark J. Minelli, Ph.D.
Associate Professor
Manager, Health Advocacy Services

Objectives:

- To reduce the number of student alcohol and drug violations
- To help parents better understand the seriousness of alcohol abuse among college students

Description:

Prior to adopting a policy to send letters notifying parents of student alcohol policy violations, parents and students were surveyed. Parents overwhelmingly stated that they wanted to be notified if their son/daughter had violated the policy and

that they desired this contact following the first offense. Nearly half of the students surveyed stated that parents should be notified when their son/daughter violates the school's policy and the majority of students also felt that it should be for the first violation.

The campus Drug and Alcohol Advisory Committee, consisting of representatives of various departments, student organizations, and fraternities and sororities, reviewed the concept of using this letter. They examined the survey data and the reported results from other institutions that used this method. The process was also reviewed and approved by the University President's office.

The University has recently notified all students and parents that Parent Notification

letters will be sent after a student has been found in violation of the University's alcohol or drug policy and the student hearing for the violation is complete. The brochure, "A Few Words for Parents About Alcohol and College," was produced by the Michigan Department of Community Health and enclosed with each letter sent to parents. The brochure is designed to help parents understand the impact that alcohol abuse can have on college students.

Results show that the number of student alcohol-related offenses is down. While direct attribution to the letter is not possible because of the implementation of other strategies, the initial results appear promising regarding the value of this approach.

Parent Safety Six-Pack

Virginia Commonwealth University

Contact:

Virginia Commonwealth University
Enrollment: 23,481
Public, Four-Year Institution
Tiffany L. Hinton
Substance Abuse Program Coordinator

Objectives:

- To prevent student harm from alcohol use
- To inform parents that there are things that they can do to prevent student harm from alcohol use
- To increase parents' awareness of campus alcohol-related resources

Description:

The Office of Health Promotion distributes a brochure that encourages parents to discuss alcohol issues with their sons and daughters. The Inter-Association Task Force on Alcohol and Other Substance Abuse Issues developed a brochure titled, "The Parent Safety Six-Pack." It encourages parents and guardians to communicate to students as friends. Parents are encouraged to discuss legal issues surrounding alcohol use and the need for responsible decision-making. Parents are also encouraged to explain the balance between social and study time as well as peer pressure. Finally, parents are encouraged to visit the campus and network with faculty and staff to learn

about the resources on the campus regarding alcohol issues.

The message in the brochure is consistent with the campus' social norming effort and reinforces that the majority of those who choose to drink use alcohol moderately. Listed in the brochure are resources available at the University regarding alcohol issues. Also available is Web information including the procedures and policies and a list of student organizations, which encourage student involvement.

Brochures are mailed and displayed in the Office of Substance Abuse Programs, Counseling, Residence Education, First-Year Student Services, and the Dean's Office.

Stakeholders

Partnership in Education

Marymount College Palos Verdes

Contacts:

Marymount College Palos Verdes
Enrollment: 804
Private, Two-Year Institution

Jim Reeves, M.A.

Vice President, Student Development
Services and College Operations

Teresa M. George, Ph.D.

Director of Counseling Services

Objectives:

- To provide parents with timely information regarding the privacy rights concerning their sons/daughters
- To encourage a partnership between parents, students, and the college
- To encourage parents to dialogue with their sons/daughters about alcohol use in college

Description:

Marymount College created a six-page brochure to provide specific information regarding student privacy rights. The brochure, "A Partnership in Education," discusses college policies regarding contact with parents. It is included in a packet sent to parents/guardians and enrolled students prior to the start of the fall semester of a student's freshman year. The packet also includes a welcome letter from the Vice President, and a consent form for students to release information regarding academic information and conduct. The brochure explains the Higher Education Amendment of 1998 and College policy regarding contacting parents about alcohol/drug policy violations.

The College also sends, "Parents, You're Not Done Yet," a brochure produced by The Century Council that encourages parents to discuss with their students alcohol use in college.

Since the Marymount College brochure has been developed, there appear to be fewer telephone contacts regarding the college policy on student privacy. Anecdotal information also suggests a decrease in repeat violations of the college's alcohol policy and a decrease in campus vandalism. A questionnaire for students and parents regarding the brochure's usefulness has been projected to follow the distribution of "A Partnership in Education."

Party Patrol

Florida State University

Contact:

Florida State University
Enrollment: 33,327
Public, Four-Year Institution

Carey M. Drayton
Chief of Police

Objectives:

- To reduce incidents of underage drinking, public intoxication, motor vehicle crashes, and other disruptions of the peace
- To demonstrate cost effective partnerships between campus and community police departments

Description:

The city of Tallahassee has two major state universities and one major community college; it is also the state capitol and home of many young professionals. With alcohol abuse becoming a serious problem, particularly among the underage population, officials from the Florida State University Police Department and Tallahassee Police Department enacted the "Party Patrol." The aim of this joint effort is to help curb the problems associated with underage drinking, public drunkenness, and threats to public order; the primary targets of this initiative are high school and college students and young adults who are involved in disruptive behavior.

The Party Patrol is a "tough love" approach for addressing underage drinking and alcohol abuse by young men and women. During certain weekends, such as home football games, graduation weekends, and other holidays, the Party Patrol conducts active surveillance of areas on and contiguous to the three college campuses. In other instances, the Party Patrol is activated by citizen complaints of loud parties. Partygoers and the hosts in particular are advised that they are disturbing the peace, violating the law by serving alcoholic beverages to minors, or permitting such beverages to be consumed. When officers give the order to close down a party, it must be closed down immediately or the host(s) and other lawbreakers are arrested. Likewise, underage drinkers are identified and also arrested. The policy on the part of the Florida State University (FSU) is further reflected by the interactions between the campus police department, the city police department, the Alcoholic Beverage Commission, and the State Attorney's Office. When arrests are made by the city police department and/or Alcoholic Beverage Commission Agents, records of the arrest are sent to the State Attorney's Office for prosecutorial action.

When the arrests are of Florida State University students, those specific arrest reports are sent directly to the FSU Police Department. These arrest reports are then forwarded to the Office of the Dean of Students where the reports are reviewed. In a similar fashion, when FSU officers arrest students for alcohol violations independently from actions taken by the city police or the ABC agents, arrest reports are forwarded both for campus administrative/judicial action and to the office of the State Attorney.

Overall, alcoholic beverage law violations are taken very seriously. Student offenders are subject both to prosecution by the State Attorney and to serious sanctions and/or remedial actions mandated by the University administration. Representatives from the three police agencies meet regularly during the year, particularly before known "party weekends," and schedule personnel in areas to be patrolled. The seriousness of the Party Patrol regarding alcohol violations is evidenced by the number of alcohol related arrests; these have nearly doubled each of three consecutive years.

Stakeholders

Peer Education Network Players

Boston University

Contact:

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

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

Objectives:

- To provide peer education for students
- To minimize dangers associated with underage and heavy drinking
- To help students make healthy, positive decisions
- To provide an opportunity for audience members to become involved in the education process

Description:

The PEN (Peer Education Network) Players Program was started in the early 1990s. The program was implemented to use interactive peer education to address drug and alcohol issues on campus. It has expanded since its beginning and includes a repertoire of more than 10 skits. The PEN Players are undergraduate students who write and perform skits on a range of topics, including alcohol poisoning, underage

drinking, heavy drinking, secondhand effects of drinking, hazing, sexual assault, and related issues. The players themselves represent a vast array of academic areas, interests, and backgrounds and are representative of the diversity and population at the University. Since they write their own skits, the PEN Players present the issues in ways that are real and relevant to students. Following a skit performance, the PEN Players remain in character allowing audience members to interact with them and ask questions.

Overseen by the Wellness Center, the PEN players meet weekly to discuss health issues, write new skits, rehearse, develop characters, coordinate upcoming performances, and discuss feedback from recent performances. PEN Players perform skits for the University community on a regular basis. In addition, they receive requests from other universities and colleges, area high schools, and junior high schools. Further, the PEN Players carry their peer education message to an at-risk group of students. The University's Police Department requires that students who

receive community service hours or other sanctions as a result of alcohol infractions attend a PEN Player performance about alcohol.

The PEN Players Program runs throughout the year with student volunteers. During the summer, eight positions are available for which students apply and interview. As compensation, they receive housing on campus for the summer. Summer PEN Players focus on three designated health education issues and perform the skits throughout the summer. They work 20 hours each week as part of the University orientation program.

The PEN Player Program receives on-going positive feedback. Students attending the skits regularly approach PEN Players after the performance and thank them for their honest portrayal during the skits and the facilitated question and answer period. PEN Player performances are reported to be memorable, as students tend to remember skits they saw during their freshmen orientation session.

Police Hosted Presentations

University of Maryland College Park
University of North Carolina –
Charlotte

Contacts:

University of Maryland
College Park
Enrollment: 33,000
Public, Four-Year Institution

Lieutenant Jay Gruber
Alcohol Education and Enforcement
Coordinator

University of North Carolina –
Charlotte

Enrollment: 16,844
Public, Four-Year Institution

Sergeant Dawn Tevepugh
Community Police Coordinator

Objectives:

- To encourage positive and non-confrontational interaction between students and police officers
- To promote an innovative approach to reach students regarding underage drinking and alcohol abuse

Description:

Police involvement in proactive approaches to address alcohol issues is found on several campuses. One of the showcase programs for the University of Maryland Police Department is Alcohol Awareness Week, which is sponsored by the Police Department and coordinated with different student groups, the Department of Resident Life, and the University Health

Center. During the week, a different type of activity is sponsored each day with demonstrations, displays, brochures and handouts. Topics include drinking and driving, false identification cards, underage drinking and related student issues. Fatal Vision Goggles, which simulate a high BAC, are used by students who are asked to perform various tasks. Additional activities offered during the week include barbecues, continental breakfasts for commuter students, and mocktails for students.

Scheduling of the Alcohol Awareness Week is often done immediately prior to Greek Week in an effort to mitigate the problems due to alcohol during Greek Week. Funding for the event comes from a local graphics company that supplies t-shirts at cost, an insurance foundation grant, local restaurants, and a highway safety task force grant.

At the University of North Carolina – Charlotte, the Alcohol Awareness Program is sponsored by the campus police; the program focuses on statistical data from the University as well as colleges nationally, state laws for alcohol violations, and medical effects of alcohol use on the human body. The Fatal Vision Goggles are used to

simulate the effects of alcohol use with the participants attempting several roadside field sobriety tests. All information is presented in a PowerPoint presentation, which provides visual as well as audible stimuli to the participants. The program is downloaded on laptops so that each officer can review the program prior to going in to the presentation. Also, having material on disk allows for easy updating of statistics and other information. Pamphlets, brochures, and other campaign materials on drinking and driving issues, such as safe rides home and designated drivers, are provided. Specific groups targeted more heavily include freshmen students, fraternities, and sororities; additionally, faculty and staff are highlighted for program delivery.

The program is valued because community police officers find that many students are uneducated about the effects of alcohol on the human body; students also seem to lack information about the state laws concerning the legal drinking age and drunk driving penalties. The program is also deemed successful because the Greek Life Coordinator has allowed chapters to receive credit for co-sponsoring the event.

Stakeholders

Project WE CAN 2000

Western Washington University

Contact:

Western Washington University
Enrollment: 11,887
Public, Four-Year Institution

Patricia Fabiano, Ph.D.
Program Director, Prevention and
Wellness Services

Objectives:

- To raise the University community's awareness of the negative impact of alcohol abuse on the academic and social life of students
- To incorporate a research-driven prevention strategy to change the environment in which students make and maintain decisions about alcohol use

Description:

Project WE CAN 2000 is an environmentally focused drug and alcohol prevention program. It was developed to correct student misperceptions of norms as well as to limit student access to drugs and alcohol. Project WE CAN 2000 extends the accomplishments of Project WE CAN and provides funding for the Campus Community Coalition.

Through collaboration between the University's Prevention and Wellness Services and Office of Institutional Assessment and Testing, the University has collected survey data over a 6-year period that tracks student alcohol consumption and related consequences. Using this data, Project WE CAN 2000's theoretically-based public health interventions focus on three distinct populations: non-consumers, moderate consumers, and high-risk consumers.

The program itself is divided into primary prevention, secondary prevention, and environmental change. The primary prevention component consists of four integral strategies. First, a social marketing campaign is implemented by students to combat the "imaginary peer" of campus alcohol consumption norms. Thirty-two social norm ads have been placed in the student newspaper over a 2-year period. Second, wellness residence halls support and empower students to live in a drug and alcohol-free environment. The popularity of these floors has grown tenfold to include over 600 students. Third, the lifestyle advisor program trains peer health opinion leaders to provide support to the benefits of low to no consumption. Finally, the Community Health Service Learning Program provides students with the opportunity to develop a life-long commitment to person-to-person involvement.

The secondary prevention program works in conjunction with the residence halls, judicial affairs, and University police. Students who have experienced alcohol-related problems are referred to the Alcohol Abuse Prevention Specialist for a risk reduction session.

The third aspect of Project WE CAN 2000 is environmental change, which attempts to change environmental norms. One key strategy is the community-based Hospitality Resource Alliance (HRA), which is composed of owners and managers of local taverns, bars, restaurants, and grocery stores frequented by students. The goal of the HRA is to maintain an

open dialogue with the community regarding the shared responsibility of reducing alcohol abuse in establishments surrounding the campus. Further, its aim is to encourage the responsible use of alcohol among students of legal age who patronize these establishments.

Collaboration with a variety of campus offices is helpful in implementing the range of activities. The project WE CAN 2000 staff has worked closely with the University's Public Information Office to generate press releases about special events. The Office of Institutional Assessment and Testing provides support with technical and report writing, as well as survey administration and processing. The University's Center for Survey Research serves as the internal project evaluation specialist. In addition, a variety of academic departments assist with methodological issues and research design.

The WE CAN 2000 project has made outstanding progress in changing students' misperceptions of norms, as well as behaviors that put them at risk for negative alcohol-related consequences. Fewer students report even one instance of negative outcomes associated with drug or alcohol use. The number of students who choose to reside in substance-free housing continues to increase and more on-campus students state that they want increased access to substance-free activities.