

HIGHLIGHTS

Action Planner

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Steps for Developing a **Comprehensive**
Campus **Alcohol Abuse Prevention** Program

This Action Planner outlines a sequence of strategies designed to help campuses better address issues, questions, and problems related to alcohol and its use. The process begins with establishing a Task Force and concludes with institutionalization; it's a long-term ongoing process that evolves over time.

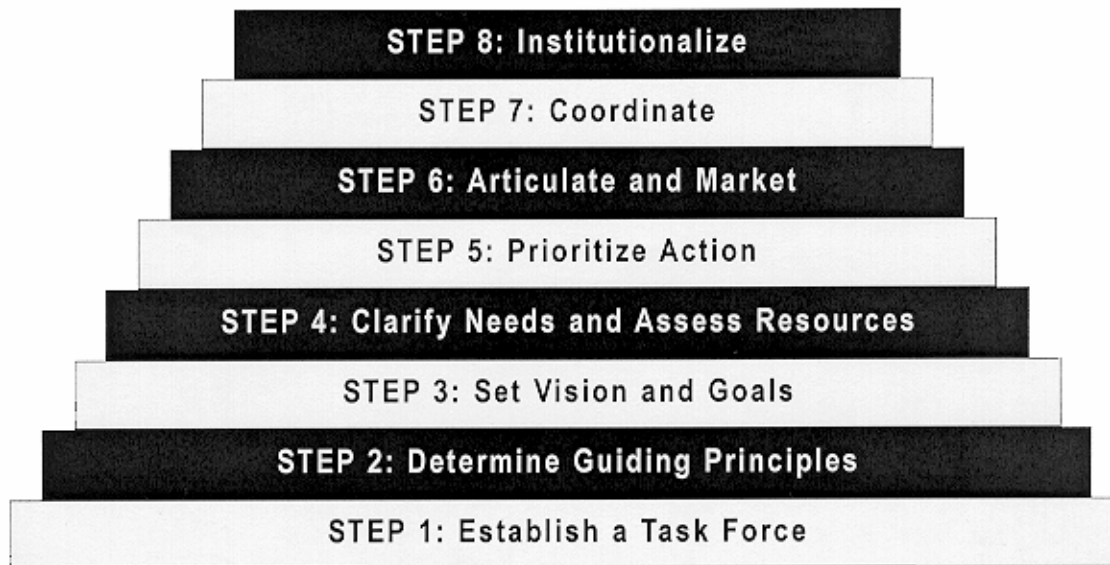
The goal of this Action Planner is to assist campus and community leaders to develop and implement campus alcohol strategies that are a part of a long-term and well-planned comprehensive approach. The Action Planner has been designed to help campus leaders build institution-wide commitment, to identify specify strategies for key individuals with campus influence and/or interest, and to ultimately institutionalize the campus effort. This resource provides specific steps and tools to achieve this model.

PROMISING
PRACTICES:

CAMPUS
ALCOHOL
STRATEGIES

This summary provides an overview of the Action Planner resource; the Action Planner is a 54 page booklet which is available from the project's web site.

The Action Planner's Eight-Step Model:



Building from the establishment of a campus-wide Task Force (**Step 1**), the guiding principles are determined (**Step 2**); goals are then set to reflect the current and future of the alcohol abuse prevention program (**Step 3**); and needs are clarified and resources are assessed (**Step 4**). Campus leaders then move to prioritize action (**Step 5**) and clearly articulate and communicate the themes and messages to the campus community (**Step 6**). Coordination of these efforts (**Step 7**) sets the stage for the ultimate goal of institutionalizing the campus program (**Step 8**). Clearly, each of these steps, while somewhat sequential in nature, are accomplished over time, evolve due to local situations, and need to be continuously refined. The process of building and ultimately institutionalizing the program requires a coordinated approach and campus-based effort.

The Action Planner presents each of the elements with respect to four dimensions: *what* the step is; *why* it is important; *how* it should be accomplished; and *who* should be involved. The priority emphasis for each of these elements is the “how;” therefore, worksheets for use on individual campuses are provided throughout the Action Planner. Implementation of the eight steps of the process will assist colleges and universities develop locally appropriate strategies in support of their plan.

STEP 1: Establish a Task Force

A Task Force serves as a critical foundation for organizing a campus' alcohol abuse prevention effort. Not only does this help in the efficiency of campus efforts, but it also engages key stakeholders in the process.

- Definition of a Task Force
- Role of the Task Force
- Members of the Task Force
- Implementing the Task Force

STEP 2: Determine Guiding Principles

Determining the guiding principles is critical for the campus alcohol abuse prevention initiatives, as it is the foundation of the program's goals and strategies.

- Clarity of Terminology
- Philosophical Foundation
- Implications to Consider
- Importance of Guiding Principles
- Discussion Strategies
- Gaining Consensus and Agreement
- Engaging Individuals and Groups

STEP 3: Set Visions and Goals

Developing vision and setting goals evolve from the guiding principles and provide a focused framework for the campus effort.

- Definition of Vision and Goals
- Reason for Vision and Goals
- Setting Vision and Goals
- Who Sets Vision and Goals

**Included Worksheets:*

- A. Vision
- B. Desired Outcomes

STEP 4: Clarify Needs and Assess Resources

Complementing the process of providing the groundwork for the campus program are the tasks of clarifying needs and assessing resources. These tasks provide the opportunity for the Task Force to begin to review what's happening on campus and what resources are currently being used to support the existing efforts.

- Definition of Clarifying Needs and Assessing Resources
- Reasons for Clarifying Needs and Assessing Resources
- How to Clarify Needs and Assess Resources
- Who Should Clarify Needs and Assess Resources

**Included Worksheets:*

- C. Needs Assessment Approaches
- D. Needs Assessment
- E. Resource Assessment

STEP 5: Prioritize Action

The emphasis of this step is on prioritizing action to develop a comprehensive program that incorporates a wide range of strategies to meet the needs of diverse constituencies on campus.

- Prioritize Action
- Reasons for Prioritizing Action
- Ways to Prioritize Action
- Forming Subgroups

**Included Worksheets:*

- F. Strategies
- G. Audience

STEP 6: Articulate and Market

Articulating and marketing the message and philosophy of the campus alcohol abuse prevention program requires a clear message and policy statements, which are based in the philosophy.

- What it Means to Articulate and Market the Program
- Reasons to Articulate and Market the Program
- Strategies for Articulating and Marketing the Programs
- Who is Responsible for Articulating and Marketing the Program

**Included Worksheets:*

- H. Message Assessment
- I. Message Review Summary
- J. Communications Strategies

STEP 7: Coordinate

Having a coordinated plan is essential to blend the activities and services of a range of people in an organized way.

- Definition of Coordinating the Program
- Reasons for Coordinating the Program
- How to Coordinate the Program
- Overseeing the Coordination of the Program

*Included Worksheets:

K. Action Planning

STEP 8: Institutionalize

The aim of the strategic planning process is to institutionalize the campus-based alcohol abuse prevention efforts. It is essential that, as part of institutionalization, the process continually evolves over time to allow for modification and refinement of the strategies and the overall program.

- Definition of Institutionalizing the Program
- Reasons for Institutionalizing the Program
- How to Institutionalize the Program
- Who is Responsible for Institutionalizing the Program

*Included Worksheets:

L. Annual Resource Allocation
M. Campus Office Linkage

The complexity of alcohol issues and concerns on campus makes the development of a comprehensive integrated approach a long-term ongoing process. Action is needed to institutionalize the college and university's alcohol abuse prevention program. The Action Planner's eight-step model outlines the tasks and guides the strategies to accomplish this. It is our hope that colleges and universities use this model to initiate, review and revitalize their policies, programs, and services.



"The goal of making our campuses healthier and safer living and learning environments is attainable; sharing our strategies and resources will enable us to more quickly maximize our students' potential. We are confident that vision, patience, and perseverance will help us to minimize alcohol abuse on campuses."

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For more information about *Promising Practices: Campus Alcohol Strategies*, please contact George Mason University's Center for the Advancement of Public Health at (703) 993-3697 or visit our web site at www.promprac.gmu.edu.

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