

Introduction to a Comprehensive Alcohol and Other Drug Abuse Prevention Approach



*The U.S. Department of Education's Higher Education
Center for Alcohol, Drug Abuse, and Violence Prevention*



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The Higher Education Center



- The U.S. Department of Education's Higher Education Center for Alcohol, Drug Abuse, and Violence Prevention

www.highereducationcenter.org

- Education Development Center, Inc.

www.edc.org

- The U.S. Department of Education

www.ed.gov



Learning Objectives

At the conclusion of this Webinar, you should be able to:

- Describe national data about college student alcohol and other drug (AOD) use.
- Explain the environmental management approach to AOD prevention.
- Begin to assess AOD issues unique to your campuses.
- Explain how these concepts can be applied to a real-world AOD issue.
- Access the Center's resources and services for tailored assistance for your AOD prevention needs.



Scope of the Problem

- 2002 National Institute on Alcohol Abuse and Alcoholism's *A Call to Action: Changing the Culture of Drinking at U.S. Colleges* and 2007 update, *What Colleges Need to Know Now: An Update on College Drinking Research*
<http://www.collegedrinkingprevention.gov/>
- 2003 Institute of Medicine's (IOM) *Reducing Underage Drinking: A Collective Responsibility*
<http://www.iom.edu/Reports/2003/Reducing-Underage-Drinking-A-Collective-Responsibility.aspx>
- 2007 U.S. Surgeon General's *Call to Action to Prevent and Reduce Underage Drinking*
www.surgeongeneral.gov/topics/underagedrinking/

“What’s the problem with a little drinking?”

“Drinking in college is a normal rite of passage.”

“Doesn’t everyone drink in college?”

An advertisement for a bar event. The background is a blue, bubbly, liquid-like texture. At the top, it says "BEGIN AND END YOUR WEEK WITH". Below that, the title "DRINK & DROWN" is written in large, bold, black and blue letters. To the right of the title is a martini glass containing a small figure of a person. Below the title, it says "WEDNESDAYS AND SUNDAYS". At the bottom right, it lists the hours "9:00pm until 1:00am" and "free well drinks and draft". At the bottom left, there are two small, dark, square images of people's faces. At the bottom center, it lists the prices: "\$1 and over... \$8.00 • under \$1... \$10.00".

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What can we do about it?

“The problem is too big!”



The NIAAA Report

- Examines the extent and nature of student drinking, with a focus on adverse consequences rather than quantity of consumption
- Reviews and synthesizes the research literature
- Provides evidence-based guidance on best practices
- 2007 follow-up report: *What Colleges Need to Know Now: An Update on College Drinking Research*

www.collegedrinkingprevention.gov/1College_Bulletin-508_361C4E.pdf



The NIAAA Report: Key Findings

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The NIAAA Report: Key Findings

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- ▶ 1,700 student deaths from unintentional injuries
- ▶ 599,000 unintentional injuries
- ▶ 696,000 assaults
- ▶ 97,000 sexual assaults or acquaintance rapes

The IOM's & Surgeon General's Reports: Recommendations



- IOM report
 - Comprehensive, national plan to address underage drinking
 - Shared commitment from many, including: alcohol manufacturers, retailers, campus and community groups, the entertainment industry, parents
- Surgeon General's report
 - Call to action for all Americans to combat underage drinking
 - Action steps at the community, state, and national levels



Other Drugs

- Alcohol is the drug of choice on most campuses.
- National Survey on Drug Use and Health data show:
 - Rate of illicit drug use within the past 30 days is 21.4 percent among full-time undergraduate college students.
 - Marijuana is the most commonly abused other drug.
- Comprehensive strategies (e.g., those used to address alcohol abuse) are effective for addressing OD abuse among college students.



Questions?

Press * # to ask
questions

OR

Questions (Q & A)

Question:



Environmental Management

- Is a comprehensive approach to AOD abuse prevention
- Brings about behavior change through multiple channels:
 - Promoting positive behaviors and norms
 - Discouraging high-risk behaviors
- Promotes *environmental change*, along with early intervention, awareness, and health protection strategies

<http://www.higheredcenter.org/environmental-management>



Environmental Change



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3. Restrict the marketing and promotion of alcohol and other drugs both on and off campus.



Environmental Change

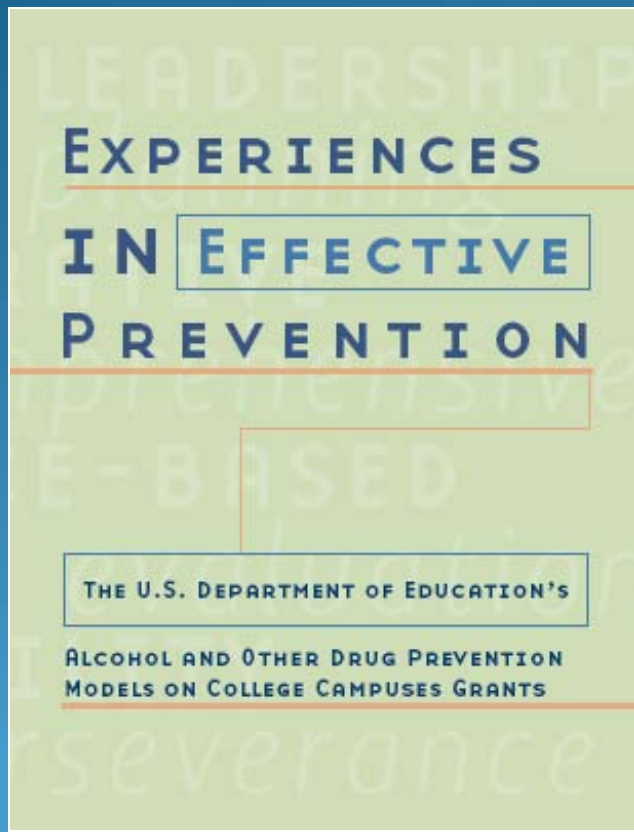
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Environmental Change

1. Offer substance-free social, extracurricular, and public service options.
2. Create a health-promoting normative environment.
3. Restrict the marketing and promotion of alcohol and other drugs both on and off campus.
4. Limit availability of alcohol and other drugs.
5. Develop and enforce campus policies and enforce laws to address high-risk and illegal alcohol and other drug abuse.

Experiences in Effective Prevention



Seven core elements of effective prevention work:

- Exercising leadership
- Building coalitions
- Choosing evidence-based programs
- Implementing strategic planning
- Conducting a program evaluation
- Working toward program sustainability
- Taking the long view

<http://www.higheredcenter.org/files/product/effective-prevention.pdf>



Experiences in Effective Prevention: Key Points

- No single approach or magic answer.
- Comprehensive approach.
- Strategic planning.
 - Escaping the activity trap.
- Leadership and infrastructure are key.
- “Prevention is a process, not an event.”



Strategic Planning

1. Conduct a problem analysis
2. Establish long-term goals and objectives
3. Select evidence-based strategies
4. Create a strategic plan
5. Execute an interactive evaluation plan

<http://www.higheredcenter.org/prevention/strategic-planning>



Program Evaluation

1. Describe the intervention: create a logic model.
2. Identify process measures: document nature, extent, and quality of program implementation.
3. Identify outcome measures: assess a program's success (short-term, intermediate, long-term objectives).
4. Select a research design: outline when and where data will be collected to study effect of the program.
5. Analyze and report evaluation results: strengthen the program and disseminate findings.



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Science-Based, Environmental Prevention in Action

DUI Prevention at
San Diego State University (SDSU)

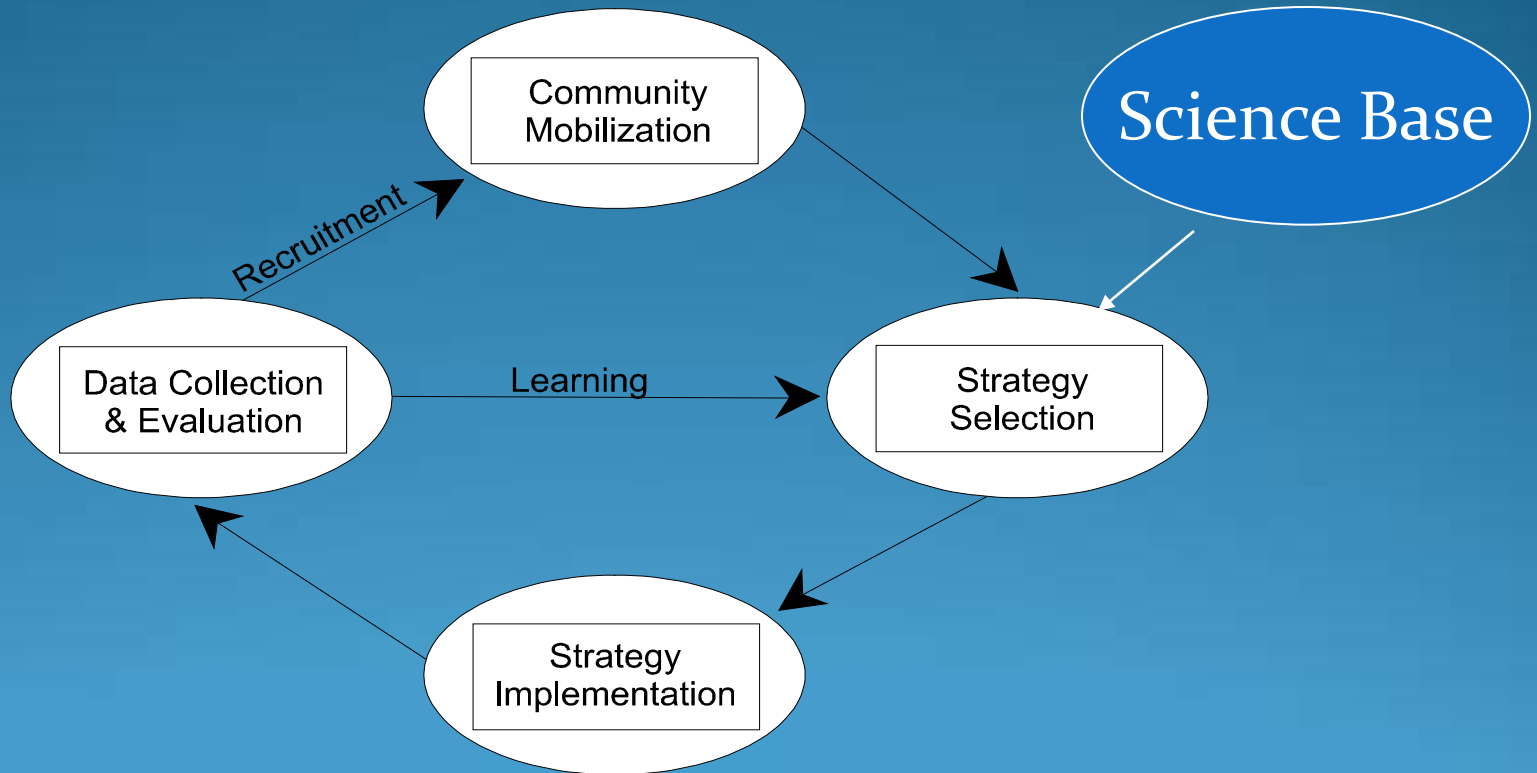


SDSU Campus Background

- Suffered long history of being a “party school”
- Approach to prevention primarily environmental
- Had a grant-funded “town-gown” coalition



Learning Model





The Coalition

- Included IHEs, law enforcement, bar owners, community members, students
- Developed formalized linkages between law enforcement agencies and SDSU to address alcohol problems
- Needed a problem that was politically viable with the entire coalition membership



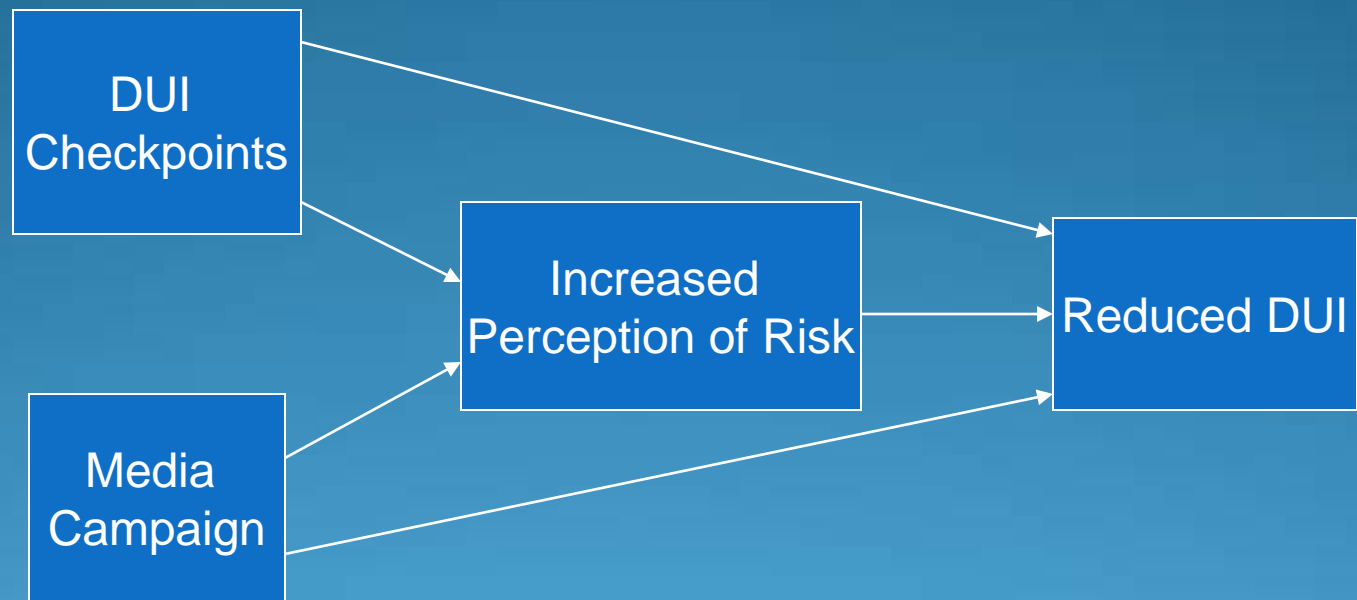
DUI at SDSU

- DUI was an issue all could agree to address.
- Majority of alcohol-related deaths among college students are DUI accidents (Hingson et al., 2002).
- Problem analyses at SDSU found about 1/3 of students report driving after drinking in the past 28 days.

Community Trials (Holder et al. 1997)



Informed Conceptual Model





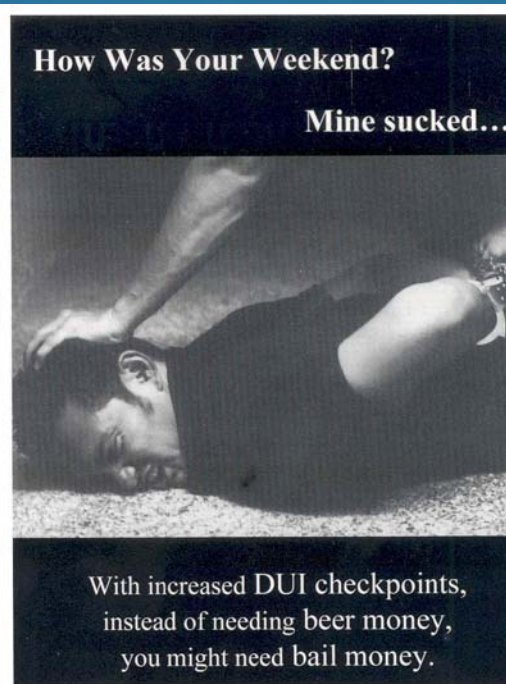
DUI Prevention Activities

- DUI checkpoints
 - Two per semester
- Media campaign
 - Student developed
 - Research based
- DUI patrols
 - Roving patrols



Example from Ad Campaign

- Drunk Driving Laws are Strictly Enforced in the College Area
- Plan ahead for safe transportation



- Student Design
- Tested
 - Rave cards
 - Magnets
 - Bathroom posters
 - Ads in paper
 - Posters



Evaluation

- Quasi-experimental design
 - Comparison School
- Telephone surveys (two per year)
 - Randomly Selected Students
 - Representative Sample
- Side walk surveys (perception of risk)
 - Weekly
- Testing of marketing materials



Results (Clapp et al., 2006)

- Campaign resulted in a 22 percent reduction in DUI at SDSU compared with “control university.”
- Several linkages were made between various law enforcement groups and campuses.



Adopt and Adapt

- Identify the key elements of the science based intervention.
- Determine resources.
- Adapt and adopt aspects when full intervention is not feasible.



Example of Adapted DUI Intervention

- Media campaign touting increased DUI enforcement
 - Op-ed in school paper
 - Stories in school paper
 - Posters
 - Scoreboard and traffic signs
- Roving patrols at key times and locations
 - Weekend nights
 - High-traffic areas



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The image shows a screenshot of a software interface titled "Questions (Q & A)". It features a large, empty white rectangular area for text input. At the bottom of the interface, there is a label "Question:" followed by a text input field and a small icon of a right-pointing arrow.

The Higher Education Center's Services



The Center provides:

- General **information and assistance**
- **E-Fact Sheets**
- **Publications**
- A series of **learning opportunities**, or trainings
- **Evaluation support and assistance**
- **HEC/News**, news and information relating to alcohol and other drug abuse and violence prevention
- **Web content for specific audiences**, such as parents, students, and college and university presidents



Contact the Center

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The Higher Education Center's Webinars

- Please visit our Webinars Web page for information on future Webinars

<http://www.higheredcenter.org/services/training/webinars>

- Register now for our next Webinar, “Strategic Planning and Problem Analysis,” February 16, 2010, from 1:30-3:00 p.m. ET



Appendix: The IOM Report

- Offers a comprehensive strategy to curb underage drinking
- Provides best practice strategies for addressing the issue
- Focuses on changing the environment
- Recommends multi-tiered strategies to address the issue
- Advocates for programs to be based in science and be evaluated for effectiveness

Appendix: The Surgeon General's Report



- Section 1: Overview of the scope of the underage drinking problem in the United States
- Section 2: Alcohol's relationship to and effect on adolescent development
- Section 3: Framework for preventing alcohol use and its adverse consequences
- Section 4: Strategies for improved interaction, communication, and cooperation to prevent and reduce underage alcohol use