

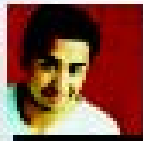
***Implementing a Comprehensive
Campus-Community Prevention
Intervention to Reduce Alcohol-
Related Problems in a College
Population***

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A CALL TO ACTION:

**CHANGING THE CULTURE OF
DRINKING AT U.S. COLLEGES**



Task Force of the National Advisory Council
on Alcohol Abuse and Alcoholism

National Institutes of Health
U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

COLLEGE

www.collegedrinkingprevention.gov

Recommendations – Tier 2

- Increased enforcement of minimum drinking age laws
- Implementation, increased publicity, and enforcement of other laws to reduce alcohol-impaired driving
- Restrictions on alcohol retail outlet density
- Increased price and excise taxes on alcoholic beverages
- Responsible beverage service policies in social and commercial settings

Safer California Universities Project Goal

To evaluate the efficacy of a
“Risk Management” approach to
alcohol problem prevention

**NIAAA grant #R01 AA12516
with support from CSAP/SAMHSA.**

Random Assignment

Intervention Sites

- CSU Chico
- Sacramento State
- CSU Long Beach
- UC Berkeley
- UC Davis
- UC Riverside
- UC Santa Cruz

Comparison Sites

- Cal Poly SLO
- San Jose State
- CSU Fullerton
- UC Irvine
- UC Los Angeles
- UC San Diego
- UC Santa Barbara

Integrated Intervention Strategies for Off-Campus Drinking

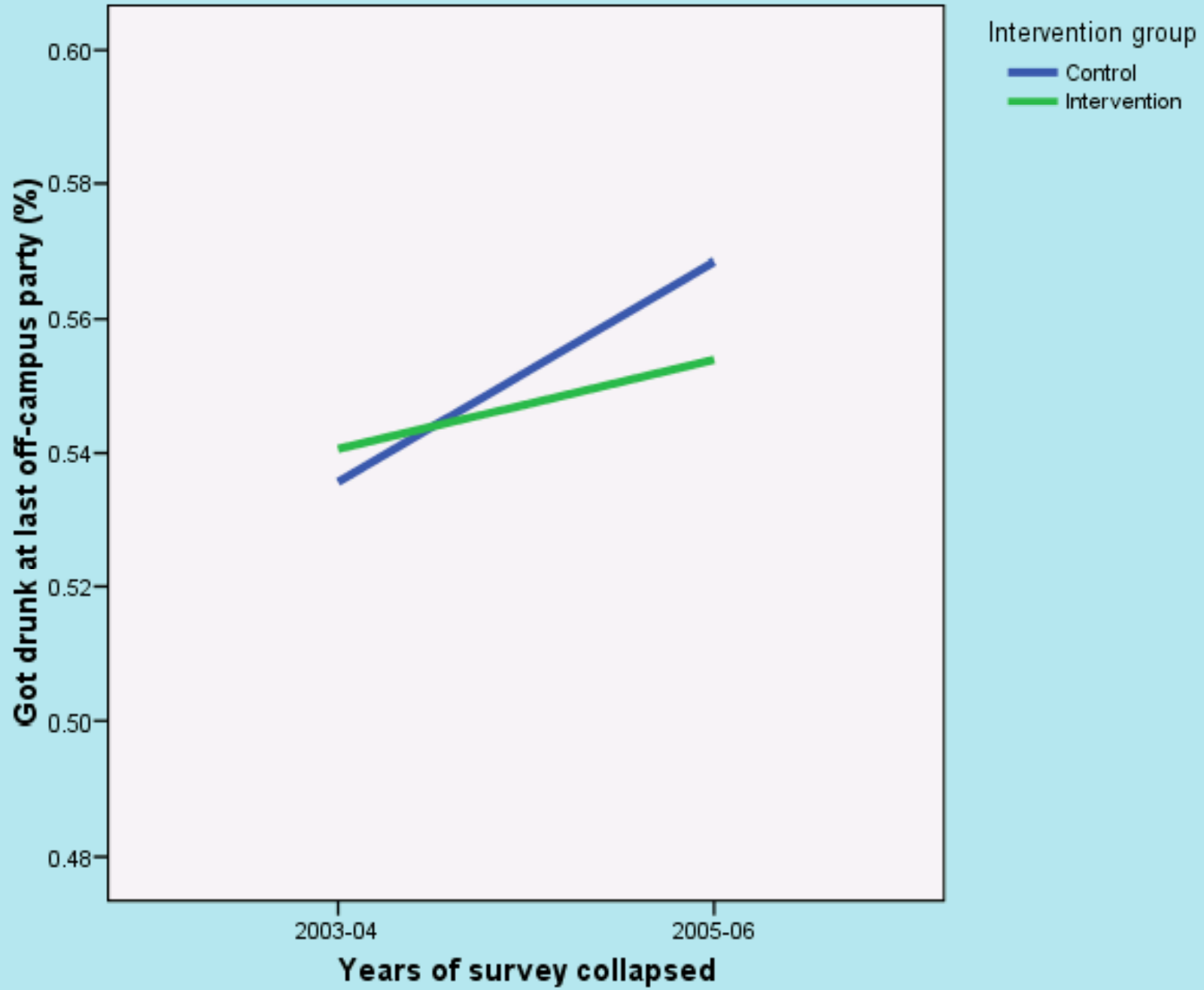
- Compliance Checks
- DUI Check Points
- Party Patrols
- Social Host “Response Cost” Ordinance
and....
- Social Host Safe Party Campaign

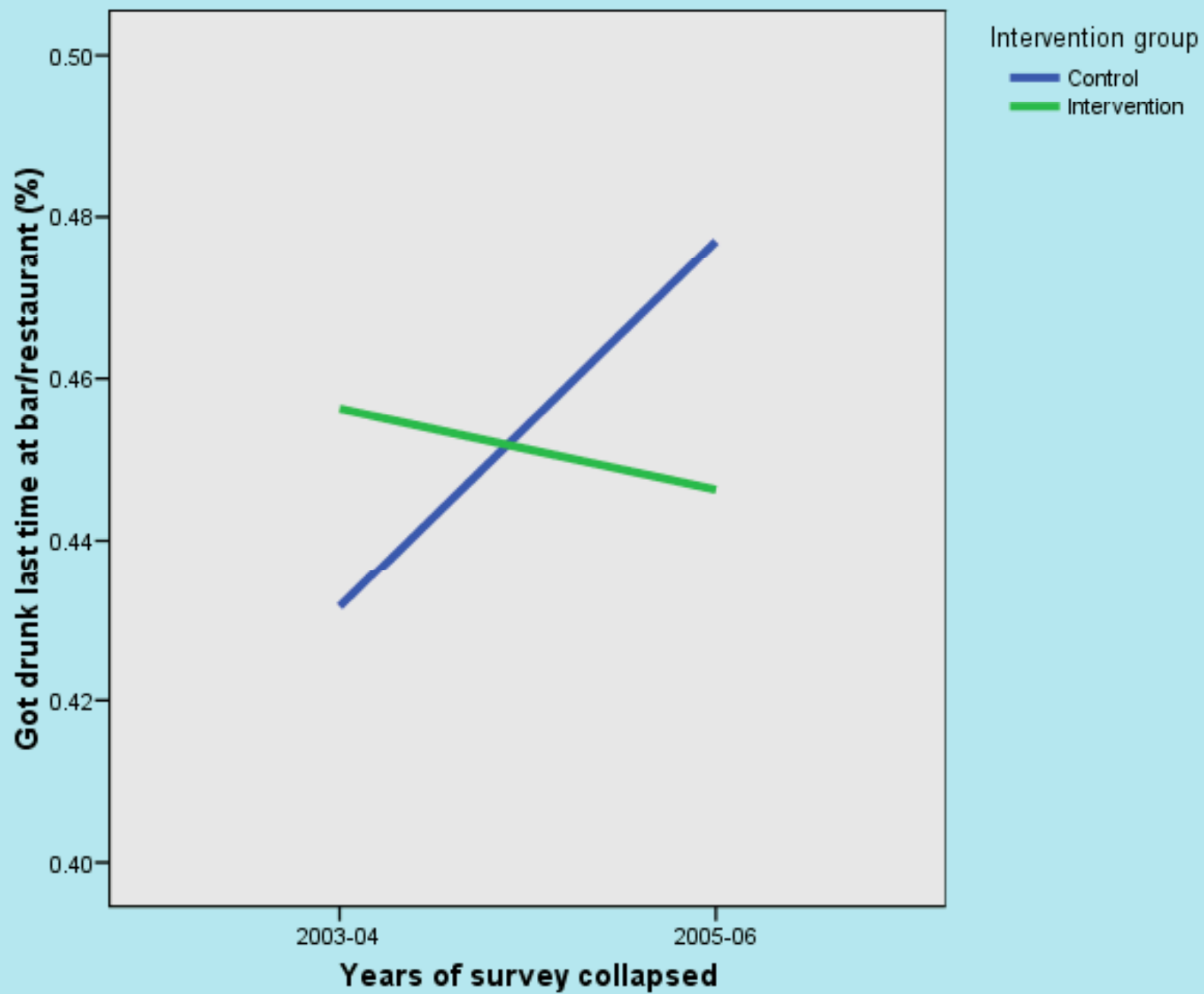
Key Objective: Maximize Focus

- Clear deadline
- Bounded time frame
- Limited number of components
- Highly (overly?) prescribed
- Modified after first year's experience

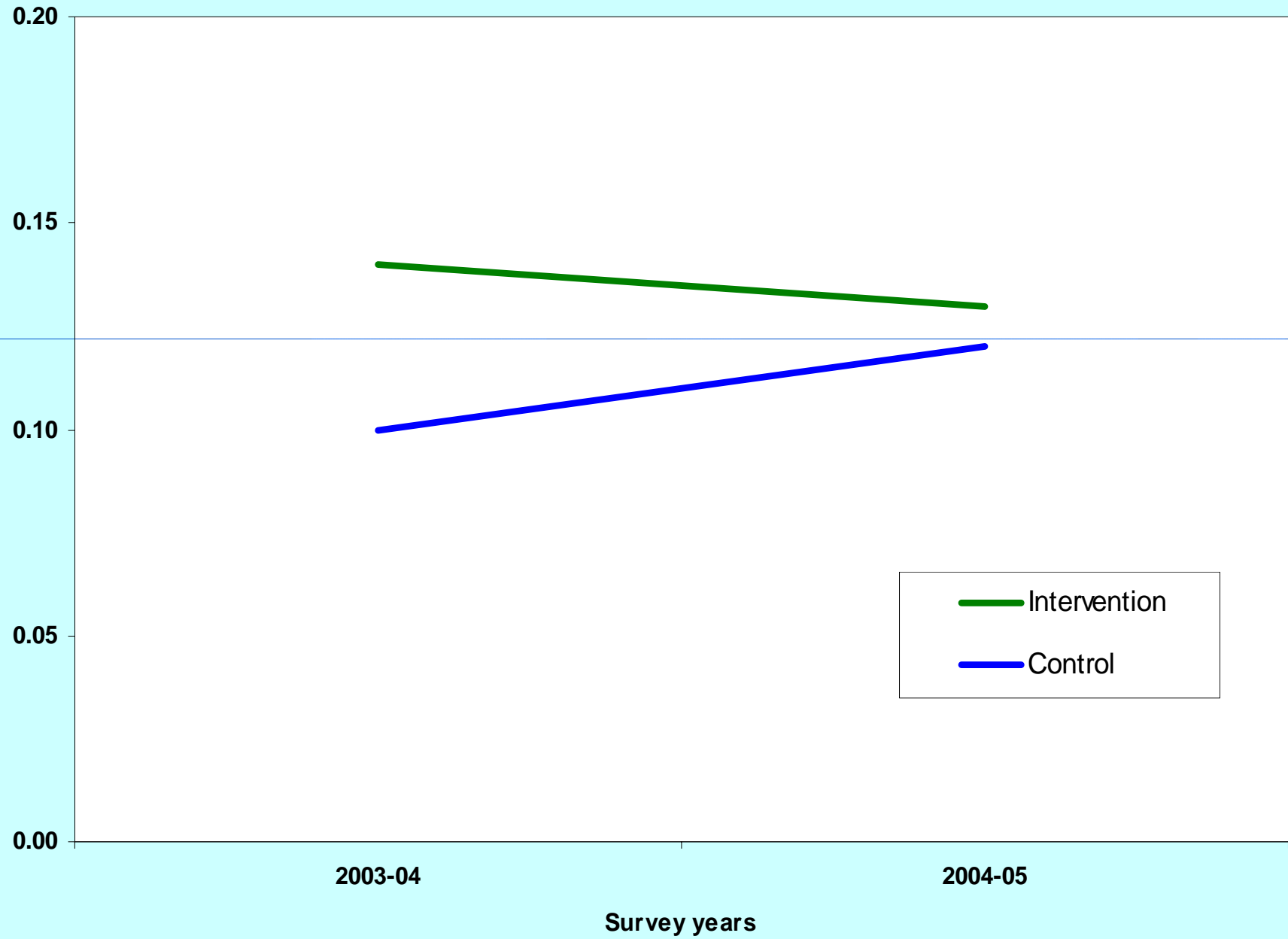
Outcomes

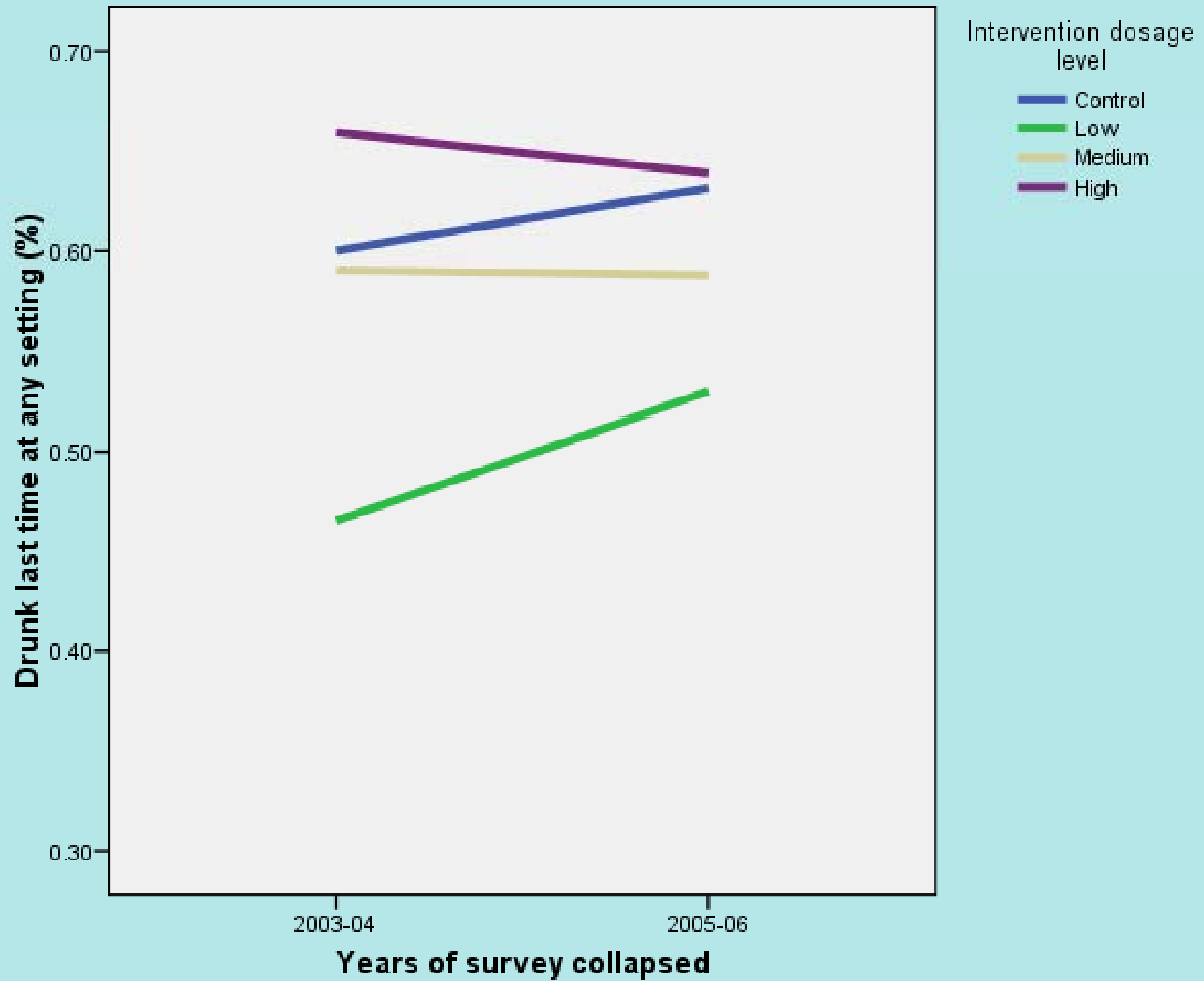
- Annual student surveys each November
- Likelihood of getting drunk at a given generic setting (e.g., Greek parties; residence halls) plus additional aggregate measure across all settings
- Two baseline years combined vs. two years post-intervention combined
- Controlling for individual-level variables and campus/community variables





DUI or RWDD Related to Off-Campus Party





In addition...

No Displacement

Practical Significance

- At each campus, 900 fewer students drinking to intoxication at off-campus parties and 600 fewer getting drunk at bars/restaurants during the fall semester at intervention schools relative to controls.
- Equivalent to **6,000** fewer incidents of intoxication at off-campus parties and **4,000** fewer incidents at bars & restaurants during the fall semester at Safer intervention schools relative to controls

**...but there's much more to
implementation**

A Common Viewpoint

Typical College Health
Promotion Strategies



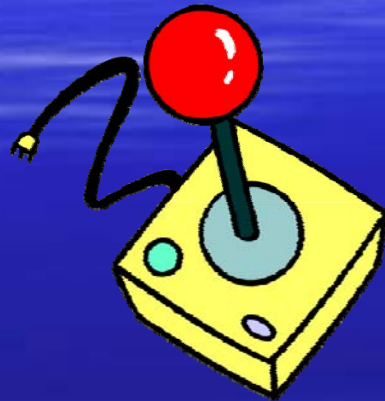
Environmental
Management Strategies





What are the Barriers to
Pursuing Environmental
Management Strategies?

Barriers to Pursuing Environmental Management Strategies?



UC Davis Intervention Strategies for Off-Campus Parties

- Social Host Safe Party Campaign
- Joint Patrols and DUI Check Points
- Increased Visibility of Enforcement (Media)
- Good Neighbor Activities
- Educational and Promotional Materials

What Worked For Us

- Ask hard questions about the value of what you're currently doing
- Balance process and action
- Be a resource (or a matchmaker)
- Find and nurture great partners
- Build on the prior year
- Keep swinging
- “Everyone else is doing it”

What Was Difficult for Us (at least initially)

- Press conferences can be a lot of work
- Missed groundwork with key student groups
- Remembering that “all publicity is good”
- Balancing multi-site research plan with reality of our community

What is Difficult Now

- Fewer problems – people moving on to other issues
- Fighting the stereotypes; getting people to believe the data
- Keeping it fresh

Final Advice from The Great One (not me – Wayne Gretzky)

- “You miss 100% of the shots you never take.”

