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for Alcohol, Drug Abuse, and Violence Prevention

Translating Prevention Research into Real-Time Practice:

Opportunities and Challenges

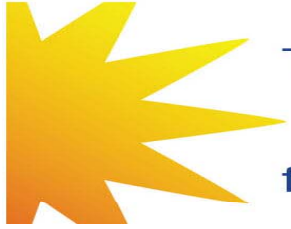
John D. Clapp, Ph.D.



The Update to the NIAAA Report:

Key Findings

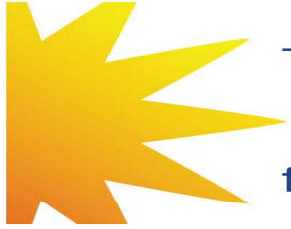
- Every
year,
college
drinking
is related to:
- ▶ 1,700 student deaths from unintentional injuries
 - ▶ 599,000 unintentional injuries
 - ▶ 696,000 assaults
 - ▶ 97,000 sexual assaults or acquaintance rapes



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Person





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or Environment?



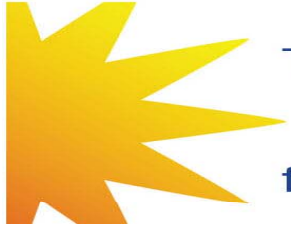


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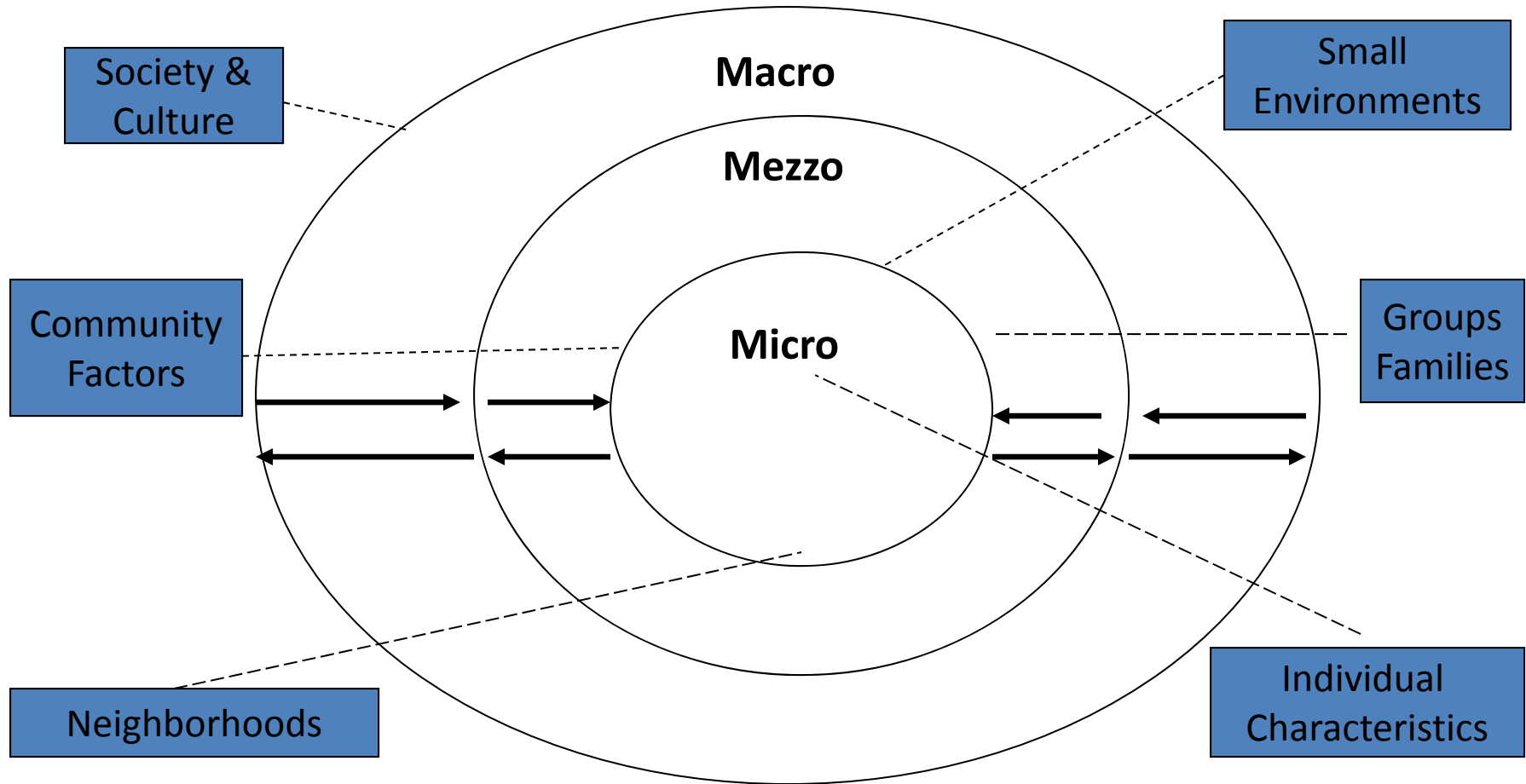


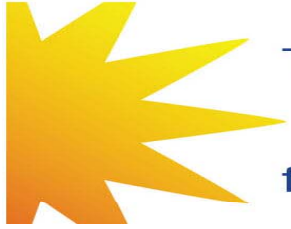
The 3-in-1 Framework

- 1. Individuals, Including At-Risk or Alcohol-Dependent Drinkers**
- 2. Student Body as a Whole**
- 3. College and the Surrounding Community**



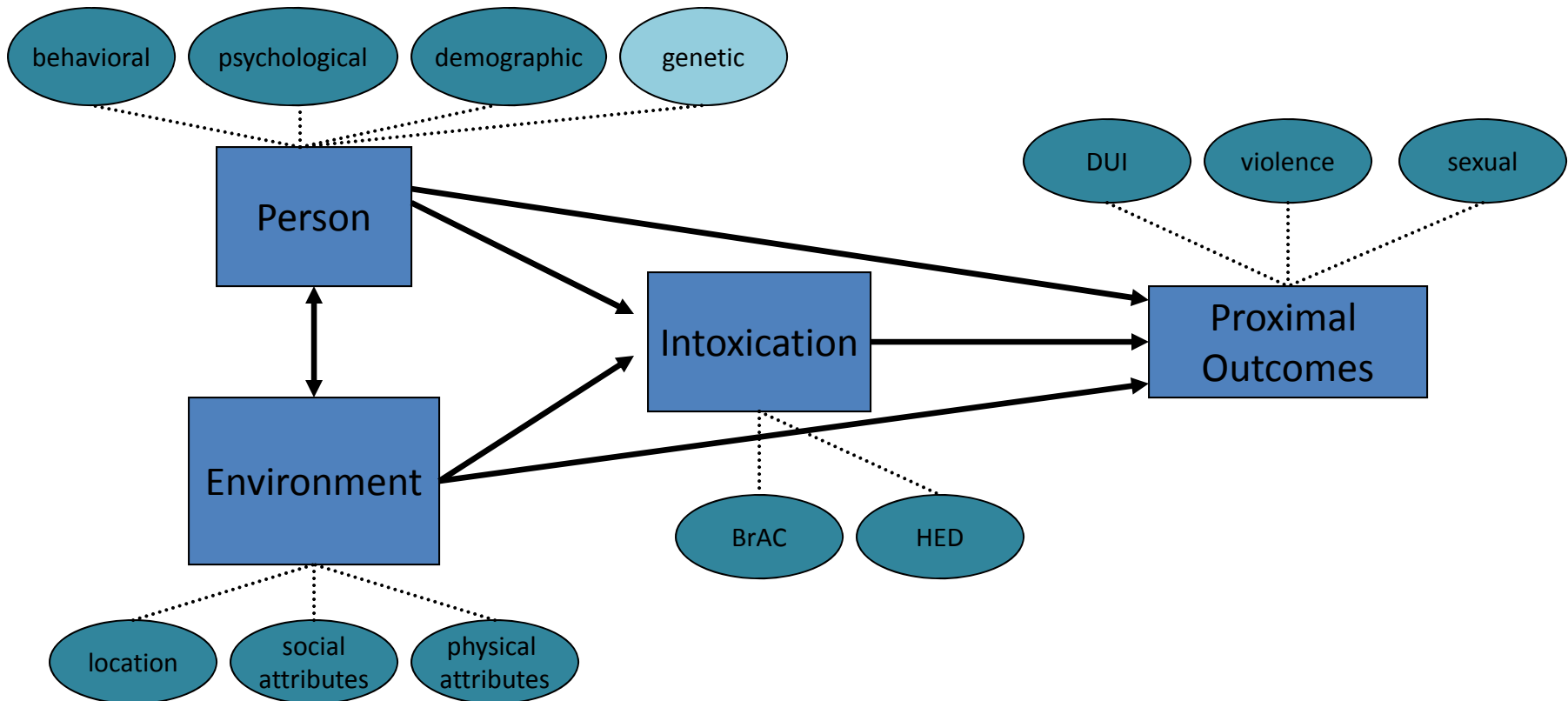
Systems Framework of Alcohol Use

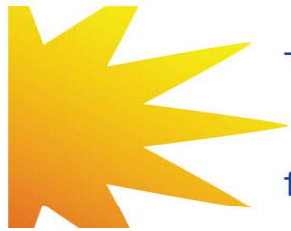




Social-Ecological Model

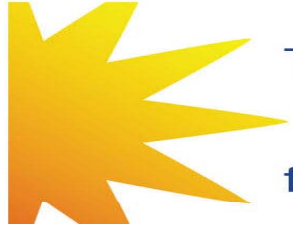
Multilevel





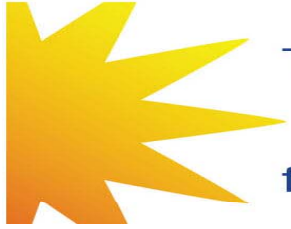
What We Know

- **Genetic Markers for Heavy Drinking** (Thombs et al., in press)
- **Specific Heavy Drinking Environments** (Kypri et al., 2007; Thombs et al., Clapp et al. 2009)
- **Person/Environment Interactions** (Clapp et al., 2008)
- **Psychological Factors** (Sher et al., 2007; Lange and Voas, 2001)
 - Expectancies
 - Misperception of Norms
 - Motivations



State of the Art

- NIAAA Tier System & Recent Literature
 - Individual Norms Feedback Interventions/MI
 - Drunk Driving Interventions
 - Environmental Interventions
 - Behavioral Alternatives
- Higher Education Center TA
 - Evidence-based TA



Strategic Planning/Evaluation Process

Problem analysis

Select desired outcomes

Consult the literature

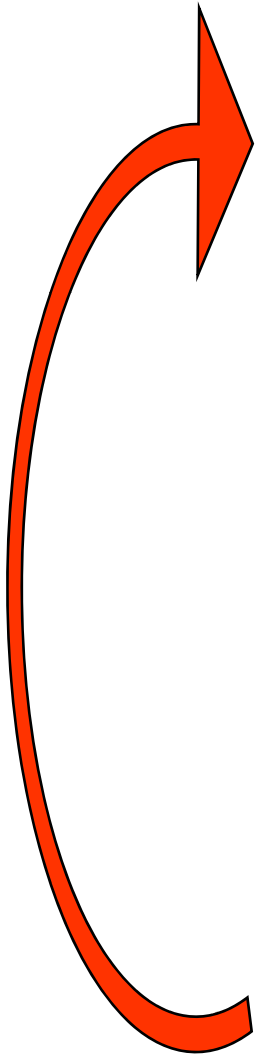
Select program strategies,
translate these into specific activities,
and plan for evaluation

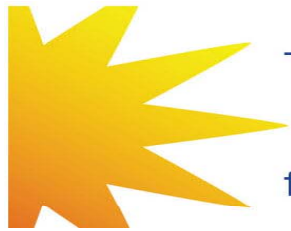
Implement program activities

Evaluate whether goals were achieved

In reality, this
is a nonlinear
process

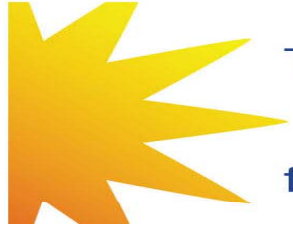
Involve key
partners





Take time to define the problems thoroughly

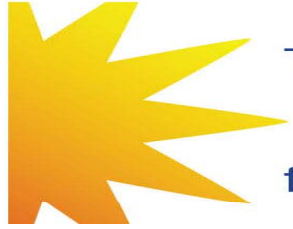
- No one-size-fits-all solution for every campus
- Single biggest mistake = Failure to articulate:
 - What is the problem we are trying to solve?
 - What are the key contributors?
 - How do we envision proposed efforts will address those contributors?
 - What evidence exists that these efforts might work?



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Stakeholder Involvement

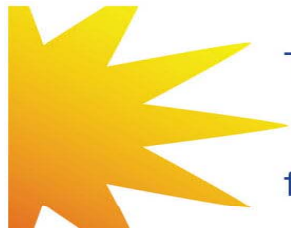
- Leadership from senior administration
- Multiple campus offices
- Faculty, staff, students, parents, alumni
- Community partners, in addition to campus



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Current Opportunities

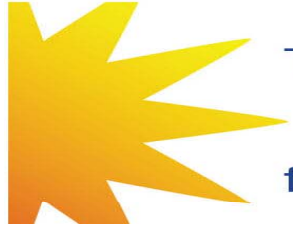
- A better-educated field
- A stronger knowledge base
- Technological advances
- Science-based products
- Increased awareness among key stakeholders



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Current Challenges

- Fiscal retrenchment in academia
- Limited external funding for AODV
- Limited translation of science to practice
- “Burn-out” or “fatalism” among stakeholders
- Commercialization of Interventions
- Turnover

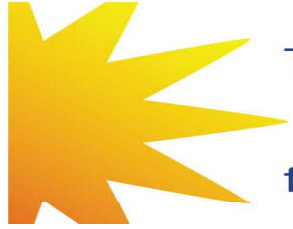


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Moving Forward...

Translation of Science to Practice

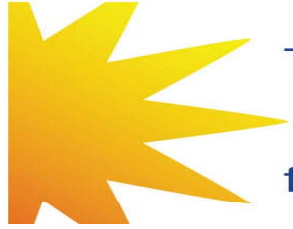
- Involve key stakeholders
- Use sound dissemination science
- Be creative and innovative
- Be accountable



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Moving Forward (*continued*)

- Continue Research
 - Test new interventions
 - Replicate in new settings and with different populations
 - Test comprehensive and cross-level interventions
 - Develop transition science



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Moving Forward (*continued*)

- Advocate for
 - Scientifically sound policies
 - Adequate resources
 - Sustainability