

## Interactive Lobby Activity

Which mascot is the most popular in 4-year colleges and universities?



Photo & trivia sources: <https://en.wikipedia.org/>

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### Addressing the Prevention Needs of College Students: Collecting Data and Fostering Buy-In

October 13, 2015

SAMHSA's Center for the Application of Prevention Technologies  
(CAPT)

#### Presenters:

Tracy Tlumac, CAPT Associate

Victoria LeGarde, Epidemiologist, CAPT West Resource Team

Becky Ireland, Project Director, Maine's Higher Education Alcohol  
Prevention Partnership

[www.samhsa.gov/capt](http://www.samhsa.gov/capt)

National Webinar Part 2

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## Facilitator



**Chuck Klevgaard**

Central Resource Team Coordinator  
SAMHSA's CAPT

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## Technical Information

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This webinar is being recorded and archived, and will be available to all webinar participants. Please contact the webinar facilitator if you have any concerns or questions.

This training was developed under the Substance Abuse and Mental Health Services Administration's Center for the Application of Prevention Technologies task order. Reference #HHSS2832012000241/HHSS28342002T.

For training use only.

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## Objectives

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- Describe the scope and importance of addressing substance use and misuse among college populations
- Identify sources of existing data on substance use and misuse among college populations
- Describe approaches for collecting primary data on substance use and misuse among college populations
- Describe approaches for engaging key stakeholders in campus-based prevention efforts

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## Presenters

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**Tracy Tlumac**  
CAPT Associate



**Victoria LeGarde**  
CAPT Epidemiologist



**Becky Ireland**  
Project Director,  
Maine's Higher Education  
Alcohol Prevention Partnership

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### Prevention with College Populations: An Increasing Priority

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Photo sources: <https://www.flickr.com/photos/audiolucistore/13976397978/> [https://en.wikipedia.org/wiki/Transfer\\_admissions\\_in\\_the\\_United\\_States](https://en.wikipedia.org/wiki/Transfer_admissions_in_the_United_States)

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### College Populations are at High-Risk of Substance Use and Misuse<sup>1-3</sup>

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- 18- to 25-year olds are one of the highest risk population groups for substance use and misuse
- Young adults in college drink more than those not in college

Photo source: <https://www.flickr.com/photos/audiolucistore/13976397978/>

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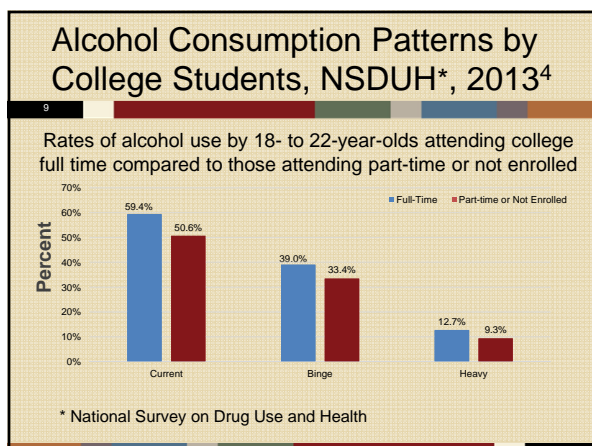
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## Students at Higher Risk for Substance Use and Misuse<sup>5-8</sup>

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- Members of Greek organizations
- Student athletes
- Students that use drinking as a coping strategy, or to “fit in”



Photo source: [https://de.wikipedia.org/wiki/Fraternities\\_und\\_Sororities](https://de.wikipedia.org/wiki/Fraternities_und_Sororities)

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## High-Risk College-Related Events<sup>9</sup>

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Photo source: [https://en.wikipedia.org/wiki/Tailgate\\_party](https://en.wikipedia.org/wiki/Tailgate_party)

- Transition to college
- Event specific occasions
  - Holidays, spring break, 21<sup>st</sup> birthday, etc.
- Alcohol oriented activities
  - Drinking games
  - “Pre-gaming”

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## Annual Consequences of High-Risk Drinking<sup>3,10-11</sup>

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- **Death**
  - 1,825 student deaths from unintentional injuries
- **Injury**
  - 599,000 unintentional injuries
  - 696,000 assaults
  - 97,000 sexual assaults or acquaintance rapes
- **Dependence**
- **Academic Problems**



Photo source: <https://www.flickr.com/photos/79015742@N08/8228099163>

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## Impact on Campuses and Communities

Students' drinking can result in:

- Quality of life issues for others including safety issues and sleep/study disruptions
- Tarnished public perception
- Lower student academic achievement and retention

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## Current Challenges in the College Environment<sup>12</sup>



- Aggressive alcohol promotions
- Normalizing of alcohol use and abuse
- Too few alcohol-free social opportunities

Photo source: [https://en.wikipedia.org/wiki/Out-of-home\\_advertising](https://en.wikipedia.org/wiki/Out-of-home_advertising)

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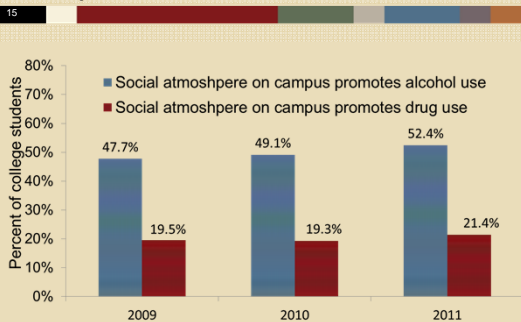
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## College Environment from Students' Perspective, Core Institute 2009-11<sup>13</sup>




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## The House Party Example: The Environment



- College town with downtown bar district and student rentals in neighborhoods surrounding campus
- Public, 4-year university in Mid-Atlantic; 15,000+ undergrads
- High-risk and underage drinking prevalent at off-campus apartment and house parties
- High desire in the community to reduce alcohol-related trash, vandalism, and other disturbances in their neighborhoods

Photo source: <https://www.flickr.com/photos/arvindgrover/3637758402>

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## Collecting Data on College Populations: Existing Data Sources

- National Survey of Drug Use and Health (NSDUH)
- Behavioral Risk Factor Surveillance System (BRFSS)
- Monitoring The Future (MTF)
- National College Health Assessment (NCHA) / American College Health Assessment (ACHA)



**Handout:** National Sources for Substance Abuse Indicator Data on Young Adults in College

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## Where Can You Find Data on Campus?




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## Examples of Primary Data Sources

- Core survey – or other validated student surveys
- Counseling/health center screenings
- Freshman student surveys
- Focus groups, key informant interviews
- Environmental scans
- Local and campus police or ambulance call for services and arrest data

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## The House Party Example: Data Collection



- Focus groups, key informant interviews—landlords, residents, students, police
- Environmental
- Local and campus police call for services and arrest data—party-related calls and arrests—noise violations, disorderly premise, open container, etc.

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**What Data Sources Have You Used?**  
Check All That Apply

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## Environmental Scans

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- Examples of tools to complete environmental scans
  - College Alcohol Risk Assessment Guide<sup>14</sup>
- Bars and liquor stores
  - Number within a mile of campus
  - Types of ads and promotions
- Weekend “ride-alongs” with local police
- Inventory weekend morning trash and signs of vandalism in neighborhoods and downtown business areas

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## *The House Party Example:* Environmental Scans

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- What enforcement efforts are currently taking place by local police?
- Do landlords have an organized association? What are they doing?
- What are the local ordinances and penalties for holding party hosts and intoxicated persons accountable as a result of out-of-control parties?
- Does your college or university hold students accountable for off-campus arrests?




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## Maine Example: The “Riskscape”

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Photo source: [https://commons.wikimedia.org/wiki/File:Portland\\_Head\\_Lighthouse,\\_Maine.jpg](https://commons.wikimedia.org/wiki/File:Portland_Head_Lighthouse,_Maine.jpg)

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## Maine Example: The "Riskscape" cont.



- Locations/settings of student drinking
- Calls for service/law enforcement contacts
- Noise/parking/vandalism complaints
- Liquor licensees
- Radio/TV/print/web promotions targeting college students
- Damage and debris occurrences

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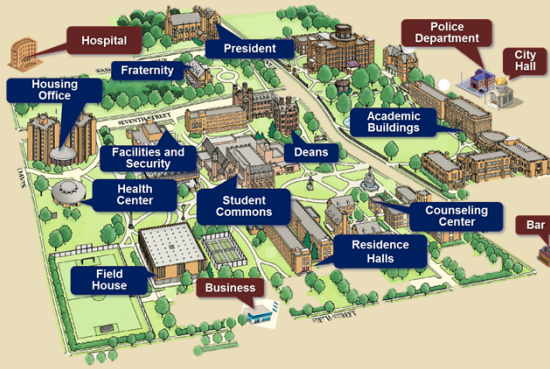
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## Engaging Key Stakeholders




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## Easy to Identify, Difficult to Get on Board

- Low campus and/or community readiness
- Lack of data to support efforts
- Lack of staff or resources
- Reluctance due to fear of negative press

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*The House Party Example:*  
Identifying Key Stakeholders



**Short Answer Poll:**  
Who has a stake in controlling house parties?

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Engaging Key Stakeholders

- Analyze stakeholder interest and influence
- Identify approaches for engaging stakeholders at different levels of interest and influence




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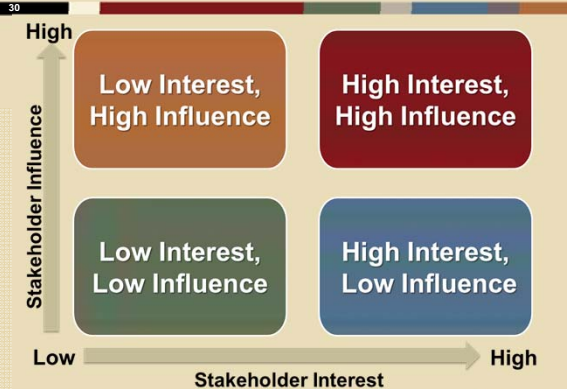
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Analyzing Stakeholders



Stakeholder Influence ↑ High	Low Interest, High Influence	High Interest, High Influence
	Low Interest, Low Influence	High Interest, Low Influence
	Low	High Stakeholder Interest →

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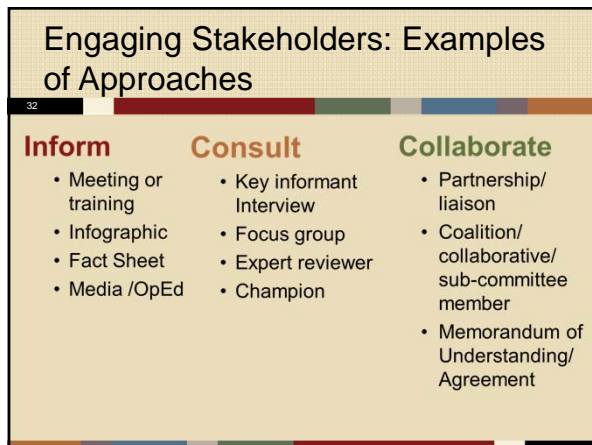
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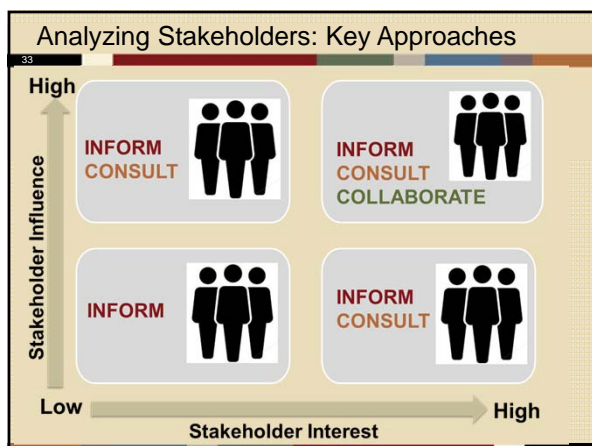
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## Poll

- Which of these key campus-based stakeholders are you currently engaging, and how?
  - Campus & local police
  - School officials
  - College student
  - Neighbor
  - Landlord
  - Other

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## Analyzing Stakeholders: House Party Example




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## The House Party Example: Developing Partnerships

- Different partners look at the house party issue through different lenses
- Ongoing parties impacts community's perception of the university, students, neighbors, etc.
- Applicable across small colleges/universities as well as large

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### The House Party Example: What's at Stake?



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Excessive calls for services, police department resources strained



May believe controlling off-campus parties not within their scope



May associate fun with drinking, moving off campus if on-campus has strict drinking rules



May not live in community, or believe there is nothing they can do



Fear of property values decreasing, quality of life disruptions

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### Crafting a Pitch to Engage Key Partners

☐ Goal
 ☐ Intended Audience(s)
 ☐ Desired Action
 ☐ Compelling Element
 ☐ Message Tone

Photo source: <https://pixabay.com/en/paper-ruled-office-school-155953/>

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### Let's Build a Pitch for College Administrators

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☐ **Goal:** Build support for campus prevention efforts
 ☐ **Intended Audience(s):** College Administrators
 ☐ **Desired Action:** Provide support and leadership
 ☐ **Compelling Element:** Improves school reputation
 ☐ **Message Tone:** Empowering and serious

**"Drinking is not just affecting those students who are drinking- it is a public safety and quality of life issue that impact's the institution's reputation."**

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### The House Party Example: Crafting a Pitch



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High-risk drinking at off-campus house parties **negatively impacts** students, residents, and other community members and unnecessarily **drains police resources** and can **decrease property values** in neighborhoods surrounding campus. **Reducing high-risk drinking will improve** residents' quality of life, the health, safety, and academic success of all students, and thereby **the school's reputation.**"

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### College Alcohol Intervention Matrix (College AIM)<sup>15</sup>



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Planning Alcohol Interventions Using NIAAA's COLLEGE AIM ALCOHOL INTERVENTION MATRIX



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### Wrap-up Poll



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**Please share...**

One new thing you learned today that you plan to implement in your work to prevent substance abuse among college populations moving forward.

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Questions?

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If you have questions or comments, please don't  
hesitate to contact:

Molly Lowe  
[mlowe@edc.org](mailto:mlowe@edc.org)

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Evaluation

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Your feedback is very important to us!  
Please click on the link below to provide  
feedback on this event:

<https://www.surveymonkey.com/r/feedback-CAPT-0831-2>

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