

# Strategies for Reducing High-Risk Alcohol and Other Drug Use on Campus

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# Why Talk About Alcohol and Other Drugs?

- Heavy alcohol use during college has a long cultural history in the United States.
- Rates among men have increased slightly over the last 50 years; Rates among women have increased *substantially*. Patterns appear more stable over the past 20 years.
- Students who drink heavily and frequently have more accidents, are involved more frequently in violent activities, do worse in college, and generally make life more difficult for those who live around them than students who do not.
- Alcohol consumption is also associated with worse academic performance. Heavy episodic drinkers do worse on tests, miss more classes, and have lower GPAs than other students.
- The vast majority of college students greatly reduce their heavy drinking once they leave college.

# The BAD NEWS

- From '99-'05 the % of 18-24 year old college students drinking 5 or more drinks on an occasion increased from 41.7 to 45.2%
- Driving under the influence increased from 26.1 to 29.2 %
- 1825 alcohol related deaths in 2005 (including traffic deaths).

Hingson /NIAAA

# Negative Consequences

- Physical violence
  - Alcohol was involved in 64% of violence behaviors.
- Sexual assault
  - Alcohol was involved in 78% of acquaintance rape.
- Vandalism
- Poor academic performance
  - Alcohol was involved in 29% of dropouts and 38% of academic failures.
- Driving Under the Influence
- Deteriorating Town-Gown relationship

College Alcohol Survey

# Trends in High School and Colleges

## “Other Drug Use”

- Significant spike in marijuana use last several years.
- Nearly half of High School students think that daily marijuana use is not a problem.
- College students have virtually no knowledge of the rest of the story.
- Significant increase in Rx drug abuse. (Synthetic opiates have overtaken pot as # 2 reason for admission to rehab in 2012.)
- Switch from Rx opiates to heroin due to safeguards, cost and availability.
- Smoking alcohol?

# Ongoing Approaches to an Ever Growing Problem

# History

- 1990s- Henry Weschler - Defined the concept of binge-drinking and negative consequences to others and to property.
- 1998 - Michael Haines social norms research popularized and implemented at MU
- 1999 - Millersville University Student Alcohol Abuse Task Force Report published
- 2005- Certified Addictions Counselor added to MU Counseling Center staff
- 2006- MU "Safe Haven" (frequent flyer) program eliminated
- 2012 - CHOICES an evidence-based 75-minute orientation for new MU students eliminated

# Research/Best Practices

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# National Institute on Alcohol Abuse and Alcoholism (NIAAA)

- Task Force on College Drinking
- *A Call to Action: Changing the Culture of Drinking at U.S. Colleges 2002*
- *What Colleges Need to Know Now: An Update on College Drinking Research 2007*

# NIAAA: “3 in 1 Approach”

Effective strategies target 3 primary audiences:

- **1. Individuals**, including at-risk or alcohol-dependent drinkers
- **2. Student body** as a whole
- **3. Campus and the surrounding community**

# NIAAA: Tiers of Effectiveness

- Tier 1: Evidence of effectiveness among college students
- Tier 2: Evidence of success with general populations with possible applications to college population
- Tier 3: Evidence of logical and theoretical promise but require more evaluation
- Tier 4: Focuses on evaluating approaches and identifying those not proving useful

# Tier 1

- BASICS
  - Marlatt and colleagues Univ. of Washington
  - Motivational interviewing techniques
  - Skill based
  - Challenges expectancies
    - Higher Education Center

# Tier 2

- Enforcement of under age drinking laws
- Lowering density of sources of alcohol
- DUI Enforcement
- Increased price and tax on alcohol
- Responsible beverage service policies

Higher Education Center

# Tier 3

- Reinstating Friday classes and exams and Saturday morning classes
- Implementing alcohol-free, expanded late-night student activities
- Employing older, salaried resident assistants
- Banning alcohol on campus, even at faculty and alumni events
- Eliminating alcohol at sports events and prohibiting tailgating

Higher Education Center

# Tier 4

- Knowledge based programs when used alone
- Providing BAC Feedback to drinkers

Higher Education Center

- Multiple strategies are required to prevent the problems associated with drinking.



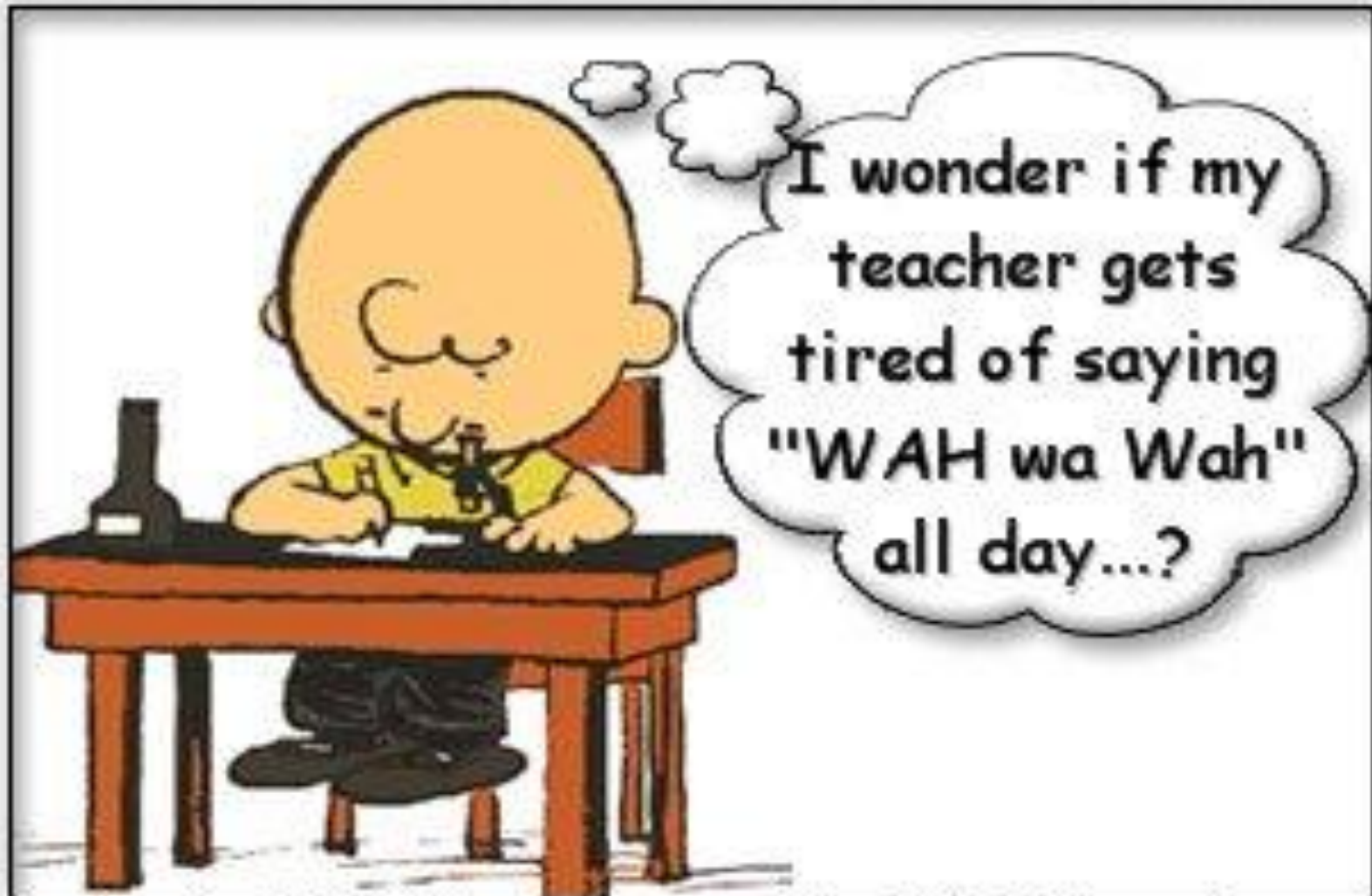
# Environmental Management

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# Prevention Programming

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THE SOUND OF MY OWN VOICE...



September 29, 2009

[www.ComicStripGenerator.com](http://www.ComicStripGenerator.com)

# Social Norms Campaigns

- American College Health Association National Collegiate Health Assessment
- Campus element
- Community element
- Evaluation



**MAKE SMART CHOICES**

PA State System of Higher Education  
 Millersville University  
 PA State System of Higher Education

Source: National Collegiate Health Assessment, Millersville University, Fall 2011. Campaign developed by the MU Social Norms Committee. Contact the Wellness and Wellness Center with questions: [wellnesscenter@millersville.edu](mailto:wellnesscenter@millersville.edu)

Give our intent to provide students with an accurate picture of alcohol and other drug use on campus and to promote healthy students at Millersville make responsible and healthy decisions regarding alcohol use.

Millersville University is an Equal Opportunity/Affirmative Action Institution. A member of the Pennsylvania State System of Higher Education. 4714-002

# New Student Programming

- Alcohol Zombies and You
- Social norms campaign
- Programming during first 6 weeks in resident halls



**99%** We got these facts from MU Students!

of MU Students use protective strategies when drinking

**89%** stay with the same group of friends

**69%** keep track of the number of drinks they consume

**87%** assign a designated driver

**MAKE SMART CHOICES**

[www.millersville.edu/chep/socialnorms](http://www.millersville.edu/chep/socialnorms)

Source: National College Health Assessment (NH&A) University, Fall 2017. Survey completed by AM&E students. Campaign developed by the AM&E Social Norms Committee. Contact the Center for Health, Education and Leadership for questions. ©2018 Miller's Choice.



# Peer Education

- 6 students trained as AOD peer educators
- Lifestyle workshops
- Awareness Events
  - National Collegiate Alcohol Awareness Week
- Outreach/Wellness Wednesdays
- Participation in campus wide planning committees



# Training for Intervention Procedures (TIPS)

- 10 facilitators trained in the TIPS for the University program
- Training provides students with the confidence and skills to be active bystanders in high-risk situations
- Focusing on high-risk groups to start
- Student feedback



# Marauder Choices

- MU was awarded a NCAA alcohol grant for 2013-2016
- Hiring athlete peer educators
  - Peer education programming
- Late night programming
- Integration with high-risk groups
  - Self assessment and discussion
- Athlete specific social norms campaign



# Alternative Activities

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- Ville After Dark
- SMCTivities
- Extended hours for Library
- MU Express

# Academic Engagement

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- 100-level Wellness course
- Freshmen Seminar Courses

# Programming Matrix

- In the intermediate stages of collecting programming occurring on campus
  - What messages are we sending?
    - Consistency
  - Who is receiving the messages?
  - How are they receiving the messages?
  - Gaps?
  - High-risk groups?
- Use to drive future efforts

# Intervention

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# Intervention Always works

Robert Chapman Ph. D.

# Moving At Risk Students Through Stages of Change

- MU's Environmental Interventions  
Zombies, CHEP, Social Norms,  
Wellness Department, TIPS, etc.
- Motivational Interviewing
- Two session BASICS
- Group BASICS

# My Relationship With Alcohol...

GOOD THINGS

LESS GOOD THINGS

# Use of Pot, K2, E, Schrooms, Meth, Coke, Painkillers, Xaneys, Heroin, Suboxone and Other Drugs

GOOD THINGS

LESS GOOD THINGS



# Let's Be Honest Here...

## Pot:

- "It's totally organic."
- "It is decriminalized and legal in Colorado and Washington."
- "You can't OD on pot."
- "You don't get beer muscles or rape people when your stoned."
- "It helps some people to be creative and connect with their spirituality."
- "There are no calories in pot."

# Pot... The Rest of the Story

Motivation, memory, GPA

“I’ll do it later...I’ll do it tomorrow....Forget it”!

Inability to deal with boredom, socialize, have fun, play video games etc. without being high.

Most can’t see impact of smoking till they try “the experiment”.

“My head isn’t foggy when I wake up”

“My thinking is clearer”

“I am more motivated”

“I am getting my work done”

“OMG! I am actually working ahead”

“I couldn’t see it till I stopped”

# MU CC Interventions

- Two Basics sessions
- Group Basics
- Ongoing counseling
- Family sessions
- Referral for OP, IOP, IP or MH services

# Accessing Services

- Faculty/Staff Referral
- Parent Referral
- Coaches
- DUIs from probation or ARD
- Self Referral
- Judicial Affairs/Housing

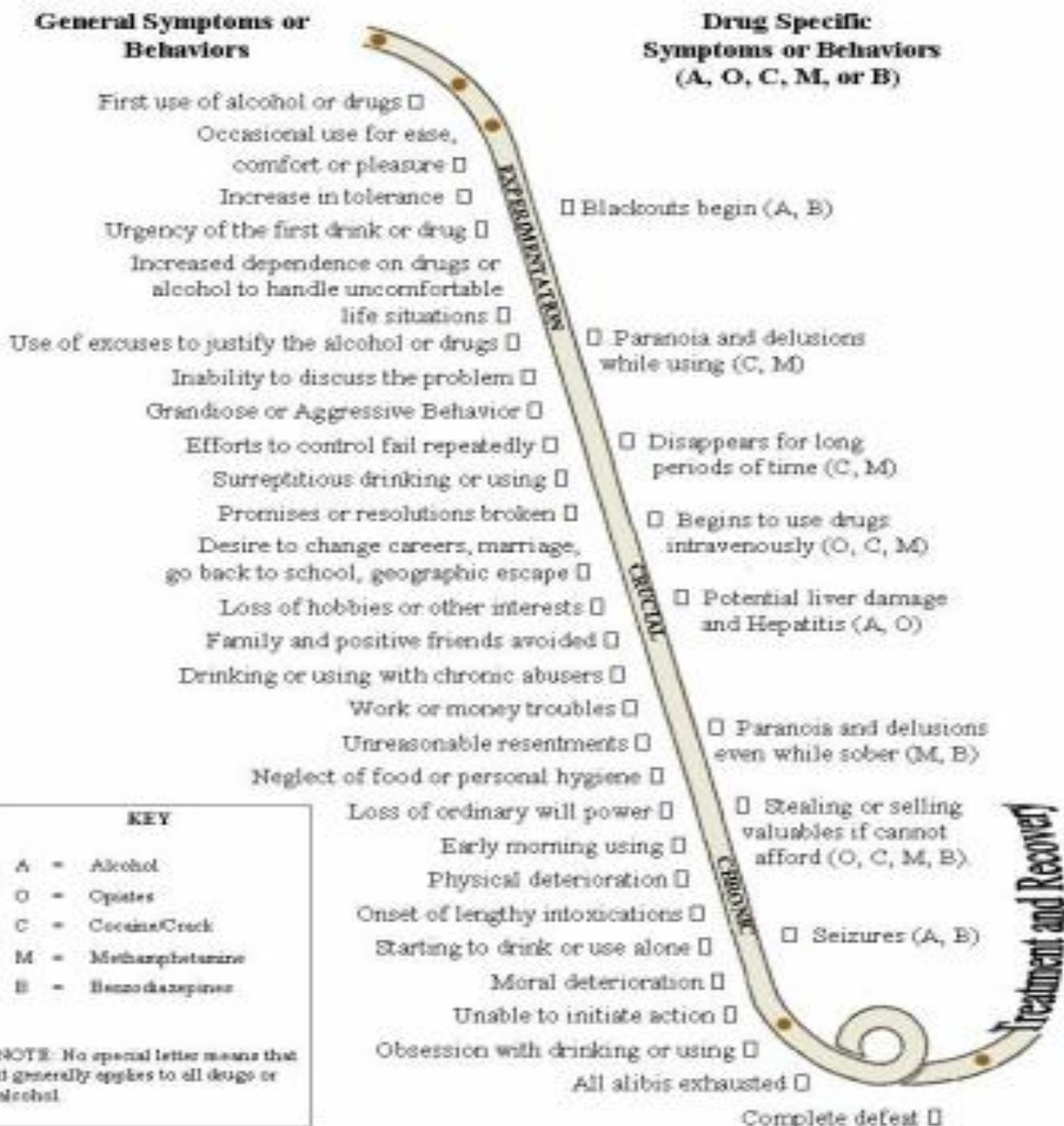
# BASICS Session I

- MI
  - Connect, Connect, Connect.
- Genogram including aspirations, strengths, support, GPA, stressors, clients concerns, cohort, symptoms of abuse other DSM V criteria, goals
- Blue Sheet
- BDP
- Monitor card
- Referral for MH/AOD treatment?

# BASICS Session II

- Review Monitor Card
- PASSHE Alcohol Survey
- Etoke
- Jellinek Curve exercise?
- Summarize dynamics and validate strengths i.e.
  - Family Risk
  - High Risk Behaviors
  - Progression
  - Stressors
  - Impact of cohort
  - Prognosis
  - Recommendations including treatment where appropriate
- Referral for MH issues
- Facilitate plan for change

### Progression Curve of Addiction



# Basics Group and Follow-Up for Freshmen Who Drank in the Dorm

Group Session in computer lab

- Sign Releases
- Power point and exercises
- Complete PASSHE Etoh Survey and send to CC
- Monitor Card

2 week follow-up with AOD Guy

- Review survey
- Review monitor card
- Share recommendations
- Facilitate risk reduction plan



# Students with High Risk for Abuse or Dependence

- ❖ Children of Alcoholics are **4 TIMES** more likely to become alcoholics.
- ❖ Students with Depression, Generalized Anxiety Disorder, ADHD, Bipolar Disorder, Oppositional Defiant Disorder, Conduct Disorder, Personality Disorders.
- ❖ History of trauma, sexual abuse or divorce.

❖ **Students who drink MOST include:**

- ❖ Males
- ❖ Whites
- ❖ Members of fraternities and sororities
- ❖ Athletes
- ❖ Some first year students

❖ **Schools where excessive drinking is *more likely* to occur**

- ❖ Greek systems dominate
  - ❖ Schools in Northeast
- ❖ **Schools where excessive drinking is *least likely* to occur**

- ❖ 2-year institutions
- ❖ Religious/Commuter Schools
- ❖ HBCUs

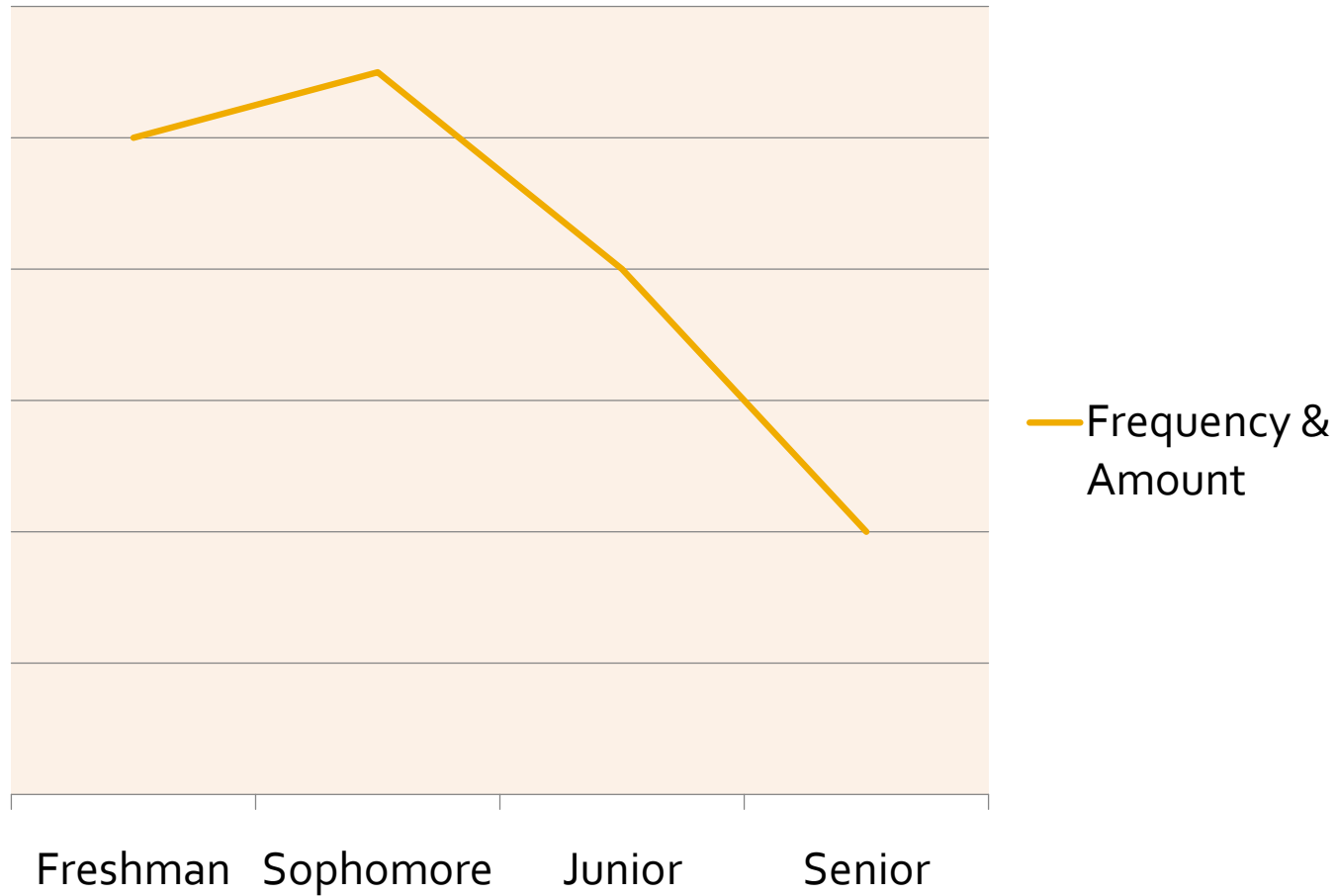
# It's a Progression...!

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- 90% of addiction begins in adolescents

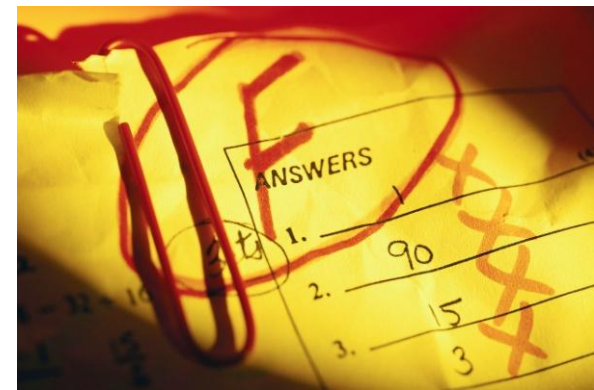
# Maturing Out

Frequency & Amount



## ❖ Maturing out results from:

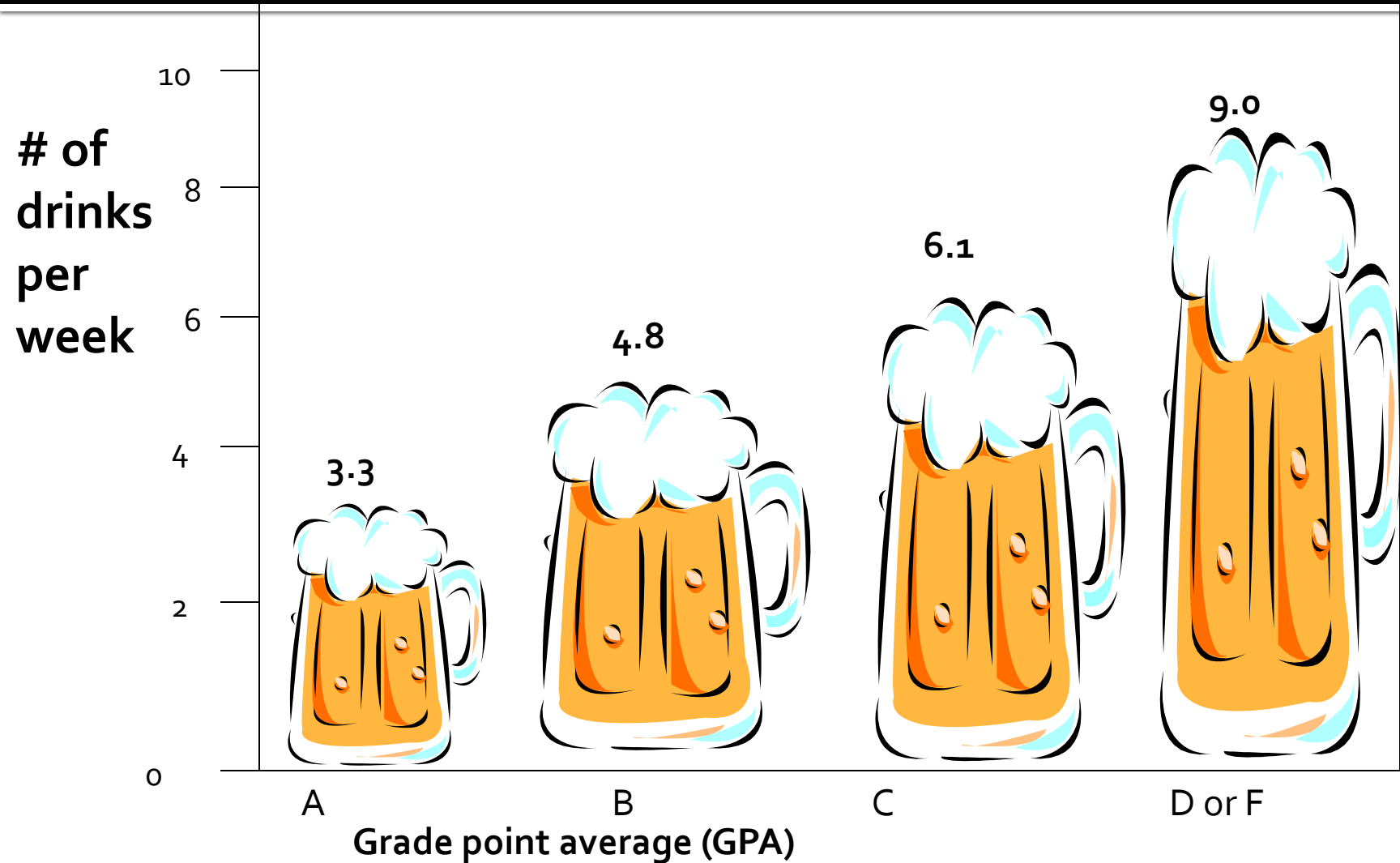
- ❖ Poor grades, hangover, embarrassment
- ❖ Boredom with same old same old – loss of excitement
- ❖ Fights, harassment, unwanted sexual advances



# Alcohol's Impact on GPA and Retention.

- Attention span shortened for up to two days
- Cognitive ability impaired for 3 days.
- Impaired memory.
- Not going to class the day after.
- Going to class still under the influence and not knowing it.
- Not doing assignments or studying due to aftereffects.
- Inability to use weekends to do big projects, catch up or work ahead.
- Regularly drinking to high BAC is detrimental to the formation of the synaptic connections in the forebrain that create executive function. It only takes place from age 18-24 for men and 26 for women. They never grow up. See Aaron White's work.

# Alcohol's Impact on GPA



# Strategic Planning/University Direction



# Alcohol & Other Drug Steering Committee

- Policy, Programming, Planning
- Membership includes:
  - Faculty
  - Staff
  - Administrators
  - Students
  - Community members e.g., Boro Chief of Police, Student Services, Inc

# Town-Gown Collaborations

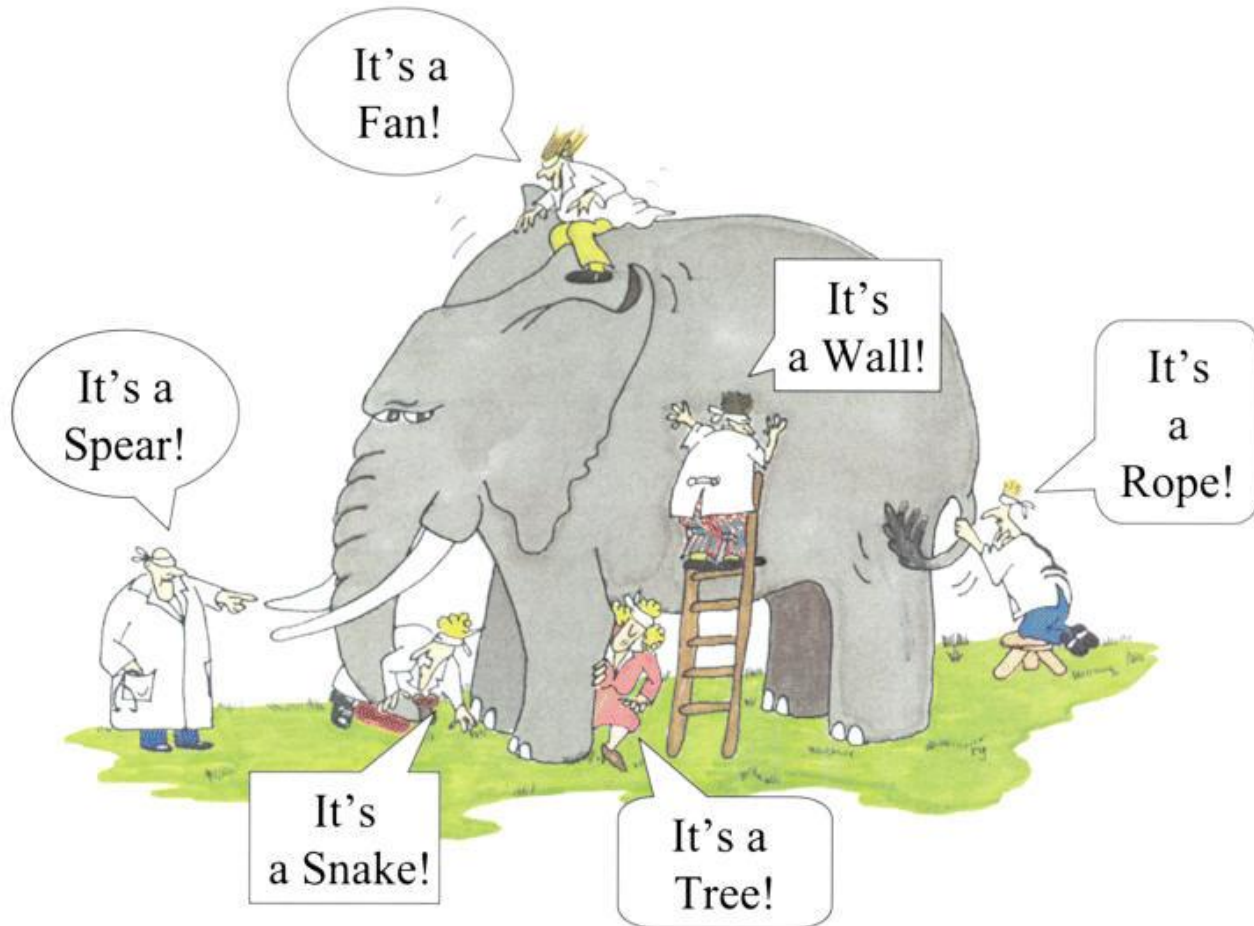
- Community Restaurant/Bar Owners
  - Social Norm campaign
  - Collaboration Meetings
  - Sharing concerns
  - Identifying problems
- Off Campus Housing
  - Landlord collaborations
  - Off Campus Housing Fair
  - Handbook

# Responsible Action Policy

- The University will take into consideration actions taken by students to obtain aid for a fellow student in the event of an emergency as a result of excessive alcohol consumption. A student coming to the aid of a fellow student will be considered during sanctioning as part of the judicial process should he/she demonstrate the following:
  - Law enforcement find out about the incident due to a 911 call.
  - Student reasonably believes they made the first 911 call.
  - Student provides their own name to 911 operator/campus official.
  - Student stays with the person needing help until emergency responders arrive.

# Mindfulness

# Blind Men and the Elephant



**Thank you!**

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