Comprehensive Campus Community Interventions

High Risk College Groups

- Males
- Prior Drinking History
- Other Substance User
- Fraternity and Sorority Members
- Athletes
- Sports Fans

High Binge Colleges

- Focus on intercollegiate athletics and fraternity/ sorority life (settings for socializing and drinking);
- Have a large number of alcohol outlets nearby;
- Have heavy marketing of alcohol; and
- Have lax policy and enforcement.

Ppt. How Can We Reduce College drinking? Toben Nelson, SciD, University of Minnesota, Division of Epidemiology and Community Health

Successful Comprehensive Community Interventions

- Saving Lives Program, Hingson (1996)
- Project Northland, Perry (1996)
- Communities Mobilizing for Change, Wagenaar (2002)
- Community Trials, Holder (2000)
- A Matter of Degree, Weitzman (2004)
- · Fighting Back, Hingson (2005)
- Sacramento Neighborhood Prevention Project, Treno, (2007)
- State Coalitions to Reduce Underage Drinking, Wagenaar (2007)
- Neighborhoods Engaging with Students (NEST), Saltz (2009)
- Communities That Care, Hawkins et al. (2009)
- Cellege community program, McCartt et al. (2009)



- Comprehensive community interventions address college age and underage drinking at multiple levels
 - Coordinate multiple city departments
 - Clear measurable Objectives and Strategic Plans
 - Combine Education and Law Enforcement
 - Include screening and early interventions
 - Use Data to Plan and Evaluate
 - Involve Private Citizens Be Inclusive
 - Involve Youth



A Matter of Degree (AMOD)

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- College/ Community Partnerships
- Environmental strategies to reduce drinking problems:
 - Keg registration
 - · Mandatory responsible beverage service
 - Police wild party enforcement
 - · Substance free residence halls
 - Advertising bans

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A Matter of Degree (AMOD) (eitzman et al. American Journal of Preventive Medicine. 200

- AMOD achieved reductions among college students in
 - · Binge drinking
 - · Driving after drinking
 - · Alcohol related injuries
 - Being assaulted by other drinking college students

Following are selected slides from a presentation by Ralph Hingson, Sc.D., M.P.H., Director, Division of Epidemiology and Prevention Research National Institute on Alcohol Abuse and Alcoholism on May 13, 2010 in Berea, OH.

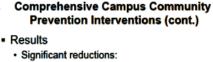


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Comprehensive Campus Community Prevention Interventions

- 2 Washington State Universities
 - Intervention
 - >Enforcement Party Alcohol Emphasis Patrols
 - >Compliance checks on and off premise outlets
 - >Student-targeted publicity
 - ➤ Community/Student forums
 - Integrate students into neighborhood activities/ organizations
 - Community service activities for students caught in possession of alcohol
 - Late-Night alcohol-free alternative recreation activities

Source: Saltz et al., J. Stud. Alcohol Drug, Suppl. No. 16, 2009



➤ Any heavy drinking

> Frequency of heavy drinking

> Missing time from school or work

Source: Saltz et al., J. Stud. Alcohol Drug. Suppl. No. 16, 2009



McCartt et al., Injury Prevention, 2009

Intervention

Marshall University, Huntington (WV)

West Virginia University, Morgantown (comparison)

- Increased enforcement
 - >DUI laws
 - ➤Zero tolerance laws
 - ➤ Minimum legal drinking age of 21
- > Fake ID
- · Sobriety checkpoints
- Saturation patrols
- DUI patrols
- Multi-media campaign



McCartt (cont.)

- Results: Compliance check surveys
- Successful purchases 43% to 18%
- · Reductions in the proportions of drivers:
 - Ages 16-20, 21-24, and 21-25 with BACs:
 - >0.02%+
 - >0.05%+
 - >0.08%+
- No changes comparison community