



CAMPUS UNDERAGE DRINKING PREVENTION STRATEGIES

RECOMMENDATIONS FROM COLLEGE STUDENTS

RANDOLPH MACON – LONGWOOD – CHRISTOPHER NEWPORT

FOCUS GROUP PROCESS

- 44 STUDENTS ON 3 CAMPUSES: CNU, LONGWOOD, RANDOLPH MACON
- HANDOUTS
 - CNU – 11/17 WERE MALE;
 - LONGWOOD – 11/12 FEMALE;
 - RANDOLPH MACON – 12/15 WERE FEMALE
- *STUDENT INTERVIEWER WAS PREPPED IN ADVANCE*

1. ROUNDTABLE DISCUSSION QUESTIONS
2. INDIVIDUAL BRAINSTORMING TIME FOR INDIVIDUAL RECOMMENDATIONS ON PREVENTION STRATEGIES
3. SMALL GROUP DISCUSSION TO PUT FORTH 5-6 CONSENSUS RECOMMENDATIONS FOR PREVENTION

SUMMARY FINDINGS 1

- MOST STUDENTS HAVE NOT HAD SUBSTANTIVE PARENTAL CONVERSATIONS ABOUT DRINKING PRIOR TO COLLEGE
- STUDENTS . DO . DRINK . ALCOHOL .
- MAJORITY OF STUDENTS ARE CALLING FOR HARM REDUCTION APPROACHES: “ CAN’T PREVENT IT ”
- FIRST YEAR: THERE IS NO OTHER TYPE OF DRINKING THAN BINGE DRINKING
- OLDER STUDENTS: SOCIAL PRESSURE TO BUY ALCOHOL FOR YOUNGER STUDENTS;
- AFTER 21ST BIRTHDAY, “BINGE DRINKING” SETTLES OUT

SUMMARY FINDINGS 2

- NEED MORE CAMPUS EVENTS THAT DON'T FOCUS ON DRINKING
- CAMPUSES RELY ON DRINKING TO “ENTERTAIN” STUDENTS
- STUDENTS ARE LEAVING CAMPUSES ON WEEKENDS TO GET AWAY FROM THE DRINKING CULTURE
- CAMPUSES **PROMOTE** BINGE DRINKING AND UNDERAGE DRINKING THROUGH ALUMNI EVENTS
- INTERSECTIONS: OPIOID USE ON CAMPUS; DRINKING CULTURE AND “RAPE” CULTURE

SUMMARY FINDINGS 3

- STUDENTS WANT **MORE** “REAL” OPEN EDUCATION AND DISCUSSION **BEYOND** ORIENTATION TIME (E.G., REAL TESTIMONIALS/EXAMPLES, “REVIVE” TRAINING FOR ALCOHOL POISONING, COPING SKILLS)
- MANY CAN’T EVEN REMEMBER WHAT THE POLICIES ARE OR WHERE THEY ARE LOCATED OR SEE NON-COMPLIANT APPLICATION OF POLICY
- STUDENTS ARE *VERY LIKELY* TO HELP FRIENDS IN NEED
- STUDENTS NEED CLEAR INFO RE. “GOOD SAMARITAN” PROTECTIONS (TO INCREASE LIKELIHOOD OF HELPFUL BYSTANDER ACTION)
- STUDENTS DESIRE AN ORGANIZED CAMPUS DESIGNATED DRIVER (DD) AND SAFE RIDE OPTIONS, ALCOHOLICS ANONYMOUS – THEY ARE CREATING THEIR OWN!

SUMMARY FINDINGS 4

- CAMPUS SAFETY INITIATIVES SHOULD BE MORE WIDELY ADVERTISED
- FALSE IDS/LOCAL STORES & RESTAURANTS THAT *SERVE & SUPPLY & TURN A BLIND EYE* ARE SIGNIFICANT ISSUE
- LAW ENFORCEMENT:
 - CONSISTENT RESPONSE;
 - MORE WEEKEND EVENING VISIBILITY & “KNOCK AND TALKS”;
 - REPEATED EDUCATION AND DISCUSSION WITH STUDENTS;
 - LOCAL LE COORDINATION (E.G. DRINKING STUDENT TO AVOID DRIVING WALKS HOME AND GETS TICKETED)

DISCUSSION



VIRGINIA BUZZKILL SOCIAL MEDIA CAMPAIGN

ENGAGING VIRGINIA COLLEGE STUDENTS THROUGH [@PARTYSAFEVA](#)

WITH FUNDING FROM THE VIRGINIA HIGHWAY SAFETY OFFICE

GOALS

- EDUCATE COLLEGE STUDENTS ABOUT CONSEQUENCES OF UNDERAGE DRINKING – PARTICULARLY DRINKING AND DRIVING
- PROMOTE HEALTHY, NONDRINKING BEHAVIORS FOR COLLEGE STUDENTS
- BUILD A COMMUNITY OF COLLEGE STUDENTS WHO ARE INSPIRED TO SUPPORT EACH OTHER AND BUILD A NON-DRINKING CULTURE ON CAMPUS

ORGANIC RESULTS

8/2017- 5/2018

PEOPLE WHO SAW MESSAGING BY FOLLOWING ACCOUNT, OR VIEWING RETWEETS, OR LIKED MESSAGES FROM THEIR FOLLOWERS.

- ORGANIC REACH: 356,203 IMPRESSIONS
- ORGANIC ENGAGEMENTS: 2,965 RTS, LIKES, ETC.

PAID RESULTS

8/2017-5/2018

TWITTER ADVERTISING

- PAID REACH: 825,218 IMPRESSIONS
- PAID ENGAGEMENTS: 8,271 RTS, LIKES, ETC.