

Comprehensive Campus Community Interventions

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.

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)
- College 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)
Weitzman et al. *American Journal of Preventive Medicine*. 2004

- 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

A Matter of Degree (AMOD)
Weitzman et al. *American Journal of Preventive Medicine*. 2004

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

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*

Comprehensive Campus Community Prevention Interventions (cont.)

- Results
 - Significant reductions:
 - 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