Party Positive: A Comprehensive Harm-Reduction Program Targeting High-Risk Drinking

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Part 1: Programs and Activities

1. Interventions for Mandated Students
2. Substance Abuse Group
3. Party Positive Campaign
4. Peer Education
1: Interventions for Mandated Students

1. Reality Check Party Positive
2. Making Positive Choices Group
3. Basics and Basics+
Reality Check Party Positive

- Harm Reduction Psycho-Educational Class:
  - Alcohol education in the areas of standard drinks, blood alcohol level, bi-phasic response, and tolerance.
  - Alcohol consumption patterns of Virginia Tech students
  - Virginia and Virginia Tech alcohol laws and policies
  - Strategies to moderate and reduce negative outcomes

- Facilitated by IMPACT Peer Educators using the “SPEC” Teaching Model

- 2-hour class

- 30-day follow-up self-assessment.

- 20 classes per semester
Making Positive Choices

• Group intervention using Motivational Interviewing
• Facilitated by professional staff and counseling interns.
• Two 90-minute sessions:
  • Education in the areas of standard drinks, blood alcohol level, bi-phasic response, and tolerance.
  • Alcohol consumption patterns of Virginia Tech students
  • Stages of Change
  • Strategies to moderate and reduce negative outcomes
  • Self-management strategies, decisional balance and goal setting.
  • Personal reflection
• Personalized Feedback
• Participants required to keep a daily drinking log, journal and complete a 30-day follow up self-assessment.
• Individual intervention using Motivational Interviewing
• Facilitated by professional staff and counseling interns.
• Brief Intervention with sessions with a focus on the following:
  • Alcohol education in the areas of standard drinks, blood alcohol level, bi-phasic response, and tolerance.
  • Alcohol consumption patterns of students at Virginia Tech
  • Stages of Change
  • Strategies to moderate and reduce negative outcomes
  • Self–management strategies, decisional balance and goal setting.
  • Personal reflection
• Personalized Feedback
• Participants are required to keep a daily drinking log, complete personal reflection exercises and fill out a 30-day follow up self-assessment.
1. Session One: Assessment
   - Structured Clinical Interview
   - Self-Monitoring of Drinking
   - On-line Assessment Survey

2. Session Two: Feedback
   - Personalized Feedback Report (PFR)
   - Change Planning
   - Screening and Referral
   - Stepped-Care Options

3. BASICS + is a continuation of individual sessions for those students who would benefit from continuing.
2: Substance Abuse Group

- Collaboration with Cook Counseling Center
- Weekly group session – 75 minutes.
- Open to students who are actively seeking to address substance use issues
- Overarching Goal: To help members learn to cope with problems related to substance abuse by allowing them to see how others deal with similar problems.
- Offers members the opportunity to learn or relearn the social skills they need to cope with everyday life instead of resorting to substance abuse.
- Instill hope or a sense that “If they can make it, so can I.”
3: Party Positive Campaign
Timeline for Party Positive Implementation

• Party Positive becomes part of all alcohol interventions for Student Conduct referrals (Fall 2009)
• Party Positive T-Shirts (Fall 2010)
• Party Positive Bar (Spring 2011)
• Begin Dates for Marketing Campaigns:
  • Party Positive (Fall 2010)
  • Hydrate, Eat, Pace, & Designate (Spring 2011)
  • Track and Choose (Spring 2012)
Party Positive Campaign: Stage 1. Preventive Behaviors

Stage 1 Goals (2010 – 2012):

1. Establish strong presence on campus.
   1. Recognition
   2. Recall
2. Students adopt/share message
   1. Peer to peer communication
3. Preventive behaviors increase
4. Negative outcomes decrease
Party Positive Campaign

- Party Positive is an alcohol use decision style that maximizes positive social outcomes and decreases or eliminates negative outcomes when drinking.
- It means taking steps to prevent harm and negative outcomes, including:
  - Choosing to be a non-drinker,
  - Choosing not to drink at some social gatherings and parties
  - When choosing to drink, consuming in moderation by keeping blood alcohol levels at or below .06.
  - Taking action to prevent harm by taking these steps:
Party Positive is an alcohol use decision style that increases positive outcomes and reduces negative outcomes. Have fun without the negatives by taking these steps when drinking...
DESIGNATE
a Non-Drinking Driver

A non-drinking driver is the only safe ride. Impairment starts with the first drink.

• Have a plan for getting home safely.
• Don’t drive after drinking.
• Never ride with someone who has been drinking.

73%* of Hokies who drink, choose not to ride with someone who has been drinking.

* Based on a random survey of 1042 Virginia Tech undergraduate students in spring 2012.
CHOOSE
When and What U Drink

Choose your values, by only drinking what and the amount that is right for you.

Choose not to drink on some occasions when others do.

Choose to drink when it is legal for you.

56% of VT students* choose to drink less than once a week or not at all.

* Based on a random survey of 1147 Virginia Tech undergraduate students in spring 2012.
Drinking on an empty stomach will cause your blood alcohol level (BAL) to spike quickly, increasing the likelihood of blackout, vomiting, and passing out.

EAT B4 U Drink

- Eat a large meal soon before drinking.
- Snack throughout the evening.

67% of VT students who drink,* eat before and/or while drinking.

* Based on a random survey of 978 Virginia Tech undergraduate students in spring 2012.
Drinking causes dehydration, reducing energy levels and making you feel tired that night, and increasing the severity of your hangover the next day.

- Drink at least 24-oz. of water before you start drinking.
- Drink 6 to 12-oz. of water or another nonalcoholic beverage after each alcoholic beverage.

89% of VT students* who drink, hydrate before and/or while drinking.

* Based on a random survey of 976 Virginia Tech undergraduate students in spring 2012.
Calculate number of standard drinks

\[ \text{std drink} = \% \text{ Alcohol} \times \text{Size (oz)} \times 2 \]

Track number of drinks.

Set a drink limit that reduces or eliminates negative outcomes.

On average, VT students* define high-risk drinking as 5-or-more standard drinks for women and 8-or-more for men.

* Based on a random survey of 1147 Virginia Tech undergraduate students in spring 2012.
PACE
It’s Not a Race

Pacing reduces negative social outcomes and helps you maintain your social skills throughout the evening.

- Limit or eliminate activities that result in drinking quickly.
- Keep it social by pacing standard drinks to one per hour.
- Know your blood alcohol level (BAL) and keep your BAL ≤ .06 (the Positive Drinking Zone).

60% of VT students* pace their consumption when consuming alcohol.

* Based on a random survey of 978 Virginia Tech undergraduate students in spring 2012.
Peer Education
Peer Programs

- 12 – 16 Students
- Paid Positions (start at $8/hr)
- Fall Training (2-days)
- Spring Training (1-day)
- Monthly Training (2-hrs)
- Bi-Weekly Meetings
Peer Programs

- Reality Check for Mandated Students
- Party Positive Bar
- Party Positive T-Shirts
- Guerilla Marketing Campaigns
- Party Positive Fan Page
- Guest Lecturing in Classroom
- International Student Orientation
## Party Positive Bar

### Drink Menu

<table>
<thead>
<tr>
<th>Drinks</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jack and Coke</td>
<td>Lost Keys</td>
</tr>
<tr>
<td>Cranberry Vodka</td>
<td>Vomiting</td>
</tr>
<tr>
<td>Captain and Coke</td>
<td>Tattoo</td>
</tr>
<tr>
<td>Gin and Tonic</td>
<td>Spent too Much Money</td>
</tr>
<tr>
<td>Whiskey Sour</td>
<td>Unexplained Bruises</td>
</tr>
<tr>
<td>Tequila Sunrise</td>
<td>Blackout</td>
</tr>
<tr>
<td>Arnold Palmer</td>
<td>Arguments</td>
</tr>
<tr>
<td>Wine</td>
<td>Missed Class</td>
</tr>
</tbody>
</table>
Can You Wear this T-Shirt Proudly?

Top 10 Reasons to Party Positive

10. People are laughing with you, not at you.
9. You arrive in style, not in a pile.
8. You know whether you can dance.
7. You don't need a sitter.
6. You avoid the walk-of-shame.
5. You actually know your Facebook friends.
4. You remember how the story ends.
3. You look as good at the end of the night as you did at the beginning.
2. You hug your friends, not the toilet.
1. Sober is SEXY.
Top 10 Reasons to Party Positive

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Guerilla Marketing
Facebook: “Hokies for Party Positive”

- 582 “likes”
  - 83% between 18 and 24
  - 53% female, 46% male

- Typical Month:
  - Viral - range: ~250 to ~1,100 people, average: ~850
  - ~300 users have 21 or more views per week

- Total Posts: 583
Part 2: Evaluation
2012 Campus Survey

- February 23rd to March 6th
- Random Sample of 2750 full-time undergraduate and graduate students on Blacksburg campus
- 1248 students responded (45.4%)
- 12 respondents were excluded
- Sample weighted by gender and place of residence (on- vs. off-campus) to reflect actual VT population
Reach: Individual Party Positive Messages by On- and Off-Campus

![Chart showing percentage of students who reported seeing messages]

- **TRACK Number of Standard Drinks**
  - Off-Campus: 8.5%
  - On-Campus: 19.8%

- **CHOOSE When and What U Drink**
  - Off-Campus: 13.1%
  - On-Campus: 27.5%

- **PACE It's Not a Race**
  - Off-Campus: 18.7%
  - On-Campus: 33.2%

- **DESIGNATE a Non-Drinking Driver**
  - Off-Campus: 22.7%
  - On-Campus: 49.1%

- **EAT B4 U Drink**
  - Off-Campus: 41.0%
  - On-Campus: 61.2%

- **HYDRATE or Hangover, U Decide**
  - Off-Campus: 64.5%
  - On-Campus: 86.3%

- **Party Positive**
  - Off-Campus: 74.4%
  - On-Campus: 91.8%

*Percentage of Students Who Reported Seeing Message*
Changes in Preventive Behaviors Targeted by Party Positive Campaign Messages

- Always
- Often
- Sometimes
- Rarely/Never

Percentage of Students Who Consumed Alcohol Last Semester:

- Always
- Often
- Sometimes
- Rarely/Never

Hydrate B4 Drinking
- Eat Before or While Drinking
- Eat Before or While Drinking
- Eat Before Drinking
- Eat Food While Drinking
- Paced Consumption
- Reach Buzz then PACE
- Was or used a non-drinking driver
Perceptions of Party Positive

• Intercept Surveys (n = 387)
• At-risk drinkers (6+ per occasion) perceive those who party positive “positively” (extroverted, fun, civil, active social life)
• 57% agree the Party Positive campaign has effected drinking culture at Virginia Tech
• 41% agree the Party Positive campaign has made a difference in the drinking behaviors of friends
• In addition:
  • 85% of non-drinkers encourage their friends who drink to “Party Positive”
Perception of Party Positive Message and Effects

- Lowered Risk and Negative Outcomes
  - Strongly Disagree: 13.6%
  - Disagree: 17.4%
  - Unsure: 38.8%
  - Agree: 25.1%
  - Strongly Agree: 5.1%

- Encourages Breaking the Law
  - Strongly Disagree: 41.6%
  - Disagree: 43.3%
  - Unsure: 11.8%

- Ignores Underage Drinking Laws
  - Strongly Disagree: 27.7%
  - Disagree: 39.4%
  - Unsure: 22.9%
  - Agree: 9.2%

- Encourages Students to Drink
  - Strongly Disagree: 30.5%
  - Disagree: 46.2%
  - Unsure: 16.0%
  - Agree: 6.0%
Undergraduate Alcohol Consumption and At-Risk and High-Risk Drinking: 2005-2006 thru 2011-2012

- Underage Alcohol Consumption
- At-Risk Drinking (4+/5+ drinks in sitting last 2-weeks)
- High-Risk Drinking (6/8+ drinks in sitting last month)

Academic Year - Data Collected in Late February
Alcohol Consumption and At-Risk and High-Risk Drinking for 2011-2012 by Academic Class

<table>
<thead>
<tr>
<th>Academic Class</th>
<th>Consumption in Last Year</th>
<th>Underage Alcohol Consumption</th>
<th>At-Risk Drinking (4+/5+ drinks in sitting last 2-weeks)</th>
<th>High-Risk Drinking (6/8+ drinks in sitting last month)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshman</td>
<td>70.6%</td>
<td>70.6%</td>
<td>44.4%</td>
<td>30.3%</td>
</tr>
<tr>
<td>Sophomores</td>
<td>76.1%</td>
<td>76.1%</td>
<td>42.0%</td>
<td>31.9%</td>
</tr>
<tr>
<td>Juniors</td>
<td>80.2%</td>
<td>57.4%</td>
<td>42.1%</td>
<td></td>
</tr>
<tr>
<td>Seniors</td>
<td>83.6%</td>
<td>63.9%</td>
<td>43.8%</td>
<td></td>
</tr>
<tr>
<td>Masters</td>
<td>90.1%</td>
<td>80.9%</td>
<td>26.1%</td>
<td>21.0%</td>
</tr>
</tbody>
</table>
Part 5: CAAPC Prevention Framework
<table>
<thead>
<tr>
<th>AREAS OF STRATEGIC PREVENTION</th>
<th>Individual</th>
<th>Group</th>
<th>Institution</th>
<th>Community</th>
<th>Laws &amp; Policy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge, Attitudes &amp; Behavioral Intentions</td>
<td>Alcohol Wise</td>
<td>Risk Management</td>
<td>Faculty &amp; Staff Education and Training</td>
<td>Meet Your Neighbor</td>
<td>Resource Officers Res. Hall Staff Student Conduct</td>
</tr>
<tr>
<td>Environmental Management</td>
<td>New River Valley Guide</td>
<td>Risk Management</td>
<td>Alcohol Free Activities Social Norms Marketing</td>
<td>Alcohol Policy Development</td>
<td>Res. Hall Staff Student Conduct Police</td>
</tr>
<tr>
<td>Intervention and Treatment</td>
<td>BASICS BASICS+ Counseling</td>
<td>Reality Check MPC Group Substance Abuse Group</td>
<td></td>
<td>NRV Community Services MRH Emergency Department</td>
<td>Addicted Students</td>
</tr>
</tbody>
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Steven W. Clarke, PhD

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607-777-4780
Reach: Total Number of Campaign Messages Seen by On- and Off-Campus

<table>
<thead>
<tr>
<th>Number of Campaign Messages Students Reported Seeing</th>
<th>On-Campus</th>
<th>Off-Campus</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>12.3%</td>
<td>32.5%</td>
</tr>
<tr>
<td>One or More</td>
<td>87.8%</td>
<td>67.5%</td>
</tr>
<tr>
<td>Two or More</td>
<td>72.5%</td>
<td>49.5%</td>
</tr>
<tr>
<td>Three or More</td>
<td>54.0%</td>
<td>26.7%</td>
</tr>
<tr>
<td>Four or More</td>
<td>32.8%</td>
<td>11.9%</td>
</tr>
<tr>
<td>Five or More</td>
<td>17.5%</td>
<td>7.8%</td>
</tr>
<tr>
<td>Six</td>
<td>12.1%</td>
<td>5.4%</td>
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Perception of Party Positive Message and Effects

- **Lowered Risk and Negative Outcomes**
  - Strongly Disagree: 13.6%
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- **Encourages Breaking the Law**
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