Does Teaching Protective Behavior Strategies Reduce Negative Alcohol Related Outcomes for All College Students?

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Objectives

1. Participants will be able to describe who responds best to interventions and is most likely to utilize protective behavior strategies.
2. Participants will be able to list personal characteristics that impact the use of protective behavior strategies.
3. Participants will learn innovative interventions that are effective in teaching protective behavior strategies that they can then bring back and utilize on their campus.

Alcohol Use Among College Students

- 80% of college students consumed alcohol within the past year
- 45% of these students participated in binge drinking within the last 30 days
- 600,000 students experience alcohol-related injuries a year

Collegia Students Consume More Alcohol Compared to their Peers who are not Attending College

Students Who Abuse Alcohol Are At Increased Risk To:

- Encounter physical or sexual assault
- Vandalism
- Violent crimes
- Alcohol poisoning
- Driving under the influence
- Alcohol related health problem

ALCOHOL & ACADEMIC PERFORMANCE

This table below describes the relationship between the average number of drinks consumed per week and grade point average.

- 3.4 Drinks (A)
- 3.5 Drinks (B)
- 3.6 Drinks (C)
- 3.7 Drinks (D)

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The Influence of Social Media & Television

A Public Health Concern

Protective Behavior Strategies (PBS)

Research Reveals

Beliefs & Current Trends in Alcohol use for First-Year College Students

Hazardous Drinking Among College Athletes

- Binge drinking (9 of drinks over approx. 2 hours)
- Males ≥ 5 drinks
- Females ≥ 4 drinks
- 20% of college students met diagnostic criteria for alcohol abuse or dependence
- The incidence of drinking behavior among college students has not changed over the last 20 years.

Protective behavior strategies can be used to limit alcohol consumption and decrease negative outcomes

- Protective behavior strategies should be taught to college students
- Teaching PBS to first-year students will reduce negative alcohol related outcomes

College students see themselves as part of a temporary status that allows for the overuse of alcohol

- There is a relationship between students’ alcohol use and perceived campus drinking norms
- Students who associated heavy drinking with the student role were more susceptible to social influence of heavy alcohol consumption

Nearly 1/3 of athletes report at or above the hazardous drinking level

- First-year athletes who identified as hazardous drinkers were more likely to drink in order to cope with sports-related stress, psychosocial consequences and drinking to experience the positive effects of alcohol
- Athletes may be less truthful in their reporting due to concern of reprimand from their coach or athletic association

Crawford & Novak, 2010

Walsh, et al., 2013
The Use of Protective Behavior Strategies

- Data was collected from participants the summer before college enrollment.
- 2/3 of participants identified as being current drinkers.
- Students in the sample reported having an average of 9 drinks per week.
- Found females were more likely to utilize PBS and have fewer negative consequences compared to males.

Sufin et al., 2009

Protective Behavior Strategies as a Mediator & Moderator Between Self-Regulation & Alcohol-Related Consequences

- Authors studied PBS and the relationship between self-regulation and alcohol-related consequences.
- Found PBS increased self-regulation.
- Those with higher self-regulation experienced fewer negative alcohol outcomes.
- Study suggests PBS may be most effective in those with poor self-regulation among college students.

Lehrer et al., 2012

The Use of Protective Behavior Strategies

- Studied the relationship between PBS and drinking consequences among 1,043 undergraduate college students.
- Over ½ of the male and female respondents experiences at least one negative alcohol related outcome.
- Researchers found considerable gender differences similar to results of Sufin and associates.

Debo et al., 2006

Protective Behavior Strategies Mediate the Effect of Drinking Motives

- Study examine 1,592 students and the relationship between PBS on mediating the influence of drinking motives.
- In addition, researchers examined the hypothesis against subsamples of gender and race.
- Found Asians were consuming alcohol in less quantities compared to their Caucasian peers.
- Research concluded that PBS would be effective across both races and especially in the female population.

Lehrer et al., 2011

How Much, When & Where Do College Students Typically Consume Alcohol

- Students continually overestimate the alcohol consumption and drinking behavior of other students.
- Students are directly influenced by the perceptions of their peers drinking behaviors.
- Interventions should be aimed not only at a certain population, but in different settings as well.

Lowe, et al., 2011

How Much, When & Where Do College Students Typically Consume Alcohol

- Participants completed a weekly survey assessing alcohol consumption throughout an academic year.
- Patterns indicate that most drinking happens on weekends and with holidays.
- Students often drink more at the beginning of each semester and less during exam periods.

Treadway, et al., 2012

How Much, When & Where Do College Students Typically Consume Alcohol

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Lowe, et al., 2011
Protective Behavior Strategies Mediate the Effect of Drinking Motives

- Utilized 1,782 participants-56% female and 76.3% Caucasian
- Researchers included the moderating effect of mental health with the use of PBS to reduce negative alcohol outcomes
- Study found a greater utilization of PBS was associated with lower alcohol consumption and a decrease in negative outcomes
- An increase in mental health distress was correlated with a rise in alcohol-related consequences

Interdisciplinary Approach

- College nurses
- College counselors
- Coaches
- Athletic trainers
- Resident advisors
- Dean of students
- Faculty
- Campus police
- Greek organizations
- Local hospital
- Local bar owners

Objective #1: Describe who responds best to interventions and is most likely to utilize protective behavior strategies

- Female
- Asian > Caucasian
- Students with poor self-regulation
- Novice drinkers or First year students

Objective #2: List personal characteristics that impact the use of protective behavior strategies

- Parental influence
- Previous alcohol use
- Environment
- Genetics
- Social groups
- Accessibility

Objective #3: Learn innovative interventions that are effective in teaching protective behavior strategies

- Social media
- Live response system
- Apps
- Text messaging
- Computer delivered interventions
Conclusion

There is social pressure & anxiety when attending college.
Teaching protective behavior strategies can reduce negative alcohol related outcomes.
It is imperative to utilize PBS in order to help fight against the 1,800 college students who die each year due to alcohol related injuries.

Himpens, A. & Weitenman, 2009

References