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

Substance Abuse and Mental Health Services Administration, 2015
Hingson, Aha & Weitzman, 2009
College 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.

- 3.6 Drinks (A)
- 5.5 Drinks (B)
- 7.6 Drinks (C)
- 10.6 Drinks (D/F)

*Sponsored by FAU Center for Alcohol & Other Drug Prevention
The Influence of Social Media & Television
A Public Health Concern

- Binge drinking (# 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.

National Institute on Alcohol Abuse and Alcoholism, 2007
Protective Behavior Strategies (PBS)

- Drink only for positive reasons
- Hydrate before and while drinking
- Pace your consumption
- Keep track of drinks and how much is in a standard drink
- Use and be a non-drinking driver
- Know the warning signs of alcohol poisoning
- Drink an alcohol look-alike (non-alcoholic beer, punch, juice or water)
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.
Beliefs & Current Trends in Alcohol use for First-Year College Students

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.

Crawford & Novak, 2010
Hazardous Drinking Among College Athletes

- Nearly 1/3 of athletes reported 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

Wahesh, et al., 2013
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

Lewis, et. al, 2011
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.

Tremblay, et. al, 2010
Data was collected from participants the summer before college enrollment. Two-thirds 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.

Suftin et al., 2009
The Use of Protective Behavior Strategies

- Studied the relationship between PBS and drinking consequences among 1,043 undergraduate college students
- Over \( \frac{1}{2} \) of the male and female respondents experiences at least one negative alcohol related outcome
- Researchers found considerable gender differences similar to results of Suftin and associates

Delva et. al., 2004
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

D’Lima et. al., 2012
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

LeBrie 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

Kenny & LaBrie, 2013
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

Hingson, Aha & Weitzman, 2009
References


