It’s All Greek to Me: Working with National Greek Life Organizations to Bolster Campus Prevention Efforts

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AGENDA

• Alcohol Use and the Greek Community
• Fraternity and Sorority Life Dictionary
• Education and Wellness Programs
• Other interventions
• Tips for Working with National Organizations
• Questions
Alcohol Use and the Greek Community
## Benefits of Greek Community Involvement

<table>
<thead>
<tr>
<th>STUDENT BENEFITS</th>
<th>COMMUNITY BENEFITS</th>
<th>LEADERSHIP NETWORKING</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>95%</strong> of the Greek Community agree Greek life provides meaningful leadership experience</td>
<td><strong>$24 Million</strong> raised annually by Greeks nationally</td>
<td><strong>86%</strong> Top 50 CO’s 43 of 50 largest corporations headed by fraternity men</td>
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<td><strong>71%</strong> of the Greek Community graduate, while only 50% of non-members graduate</td>
<td><strong>3.4 Million</strong> hours volunteered annually by Greeks nationally</td>
<td><strong>70%</strong> Cabinet members of the US Presidents’ cabinet have been members</td>
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Source: NIC Standards Compliance Report, 2012; The Fraternity and Sorority Life Benchmark
Post-graduation Benefits

Compared to their unaffiliated peers, Fraternity and Sorority members:

- Feel more prepared for life after college
- Are more emotionally attached to their alma mater
- Are more likely to thrive in all aspects of well-being.

Source: 2014 Gallup-Purdue Index
Key Findings from the GreekLifeEdu Data Set
Caveats to Comparing the Two Datasets

- Implementation and completion rates are uneven
  - Greater rates of implementation and completion among AlcoholEdu institutions
  - GreekLifeEdu is implemented across a longer time period (but still typically in fall semester)

- Many fraternity and sorority members also take AlcoholEdu. The two datasets are not mutually exclusive.

Implications:
- Behaviors in GreekLifeEdu will (typically) appear less healthy than the First Year Student population in aggregate; this distinction underrepresents the differences between fraternity/sorority members and non-Greek-affiliated students
Alcohol Use by Sex and Greek Status

Non-drinkers: 0 drinks in the past two weeks
Light/Moderate drinkers: 1-3 drinks for women; 1-4 drinks for men at least once in the past two weeks
High-risk drinkers: 4+ drinks for women; 5+ drinks for men at least once in the past two weeks
Problematic drinkers: 8+ drinks for women; 10+ drinks for men at least once in past two weeks

Source: GreekLifeEdu™ (n=56,000); AlcoholEdu for College® (n=329,000)
Dramatic Differences in Academic Consequences

**Falling Behind in Schoolwork**
- GreekLifeEdu: 27%
- AlcoholEdu: 8%

**Missing Class**
- GreekLifeEdu: 22%
- AlcoholEdu: 6%

Source: GreekLifeEdu™ (n=56,000); AlcoholEdu for College® (n=329,000)
Negative Consequences from Alcohol Use

- Had a hangover: 52% AlcoholEdu, 44% GreekLifeEdu
- Felt sick to stomach: 41% AlcoholEdu, 39% GreekLifeEdu
- Forgot where was/what did: 35% AlcoholEdu, 24% GreekLifeEdu
- Did something regretted: 30% AlcoholEdu, 23% GreekLifeEdu
- Passed out: 30% AlcoholEdu, 13% GreekLifeEdu
- Was argumentative: 20% AlcoholEdu, 19% GreekLifeEdu
- Drove after drinking 4+ drinks: 9% AlcoholEdu, 8% GreekLifeEdu
- Got involved in a physical fight: 9% AlcoholEdu, 6% GreekLifeEdu
Key Insights on Alcohol Use

Comparing Fraternity/Sorority Behaviors with Those of All Students

Protective Drinking Behaviors:
- Fraternity and sorority members are more likely to report protective behaviors
- mainly driven by the responsible actions of sorority women.

Risky Behaviors:
- Fraternity and sorority members pre-game more than non-Greeks. Sorority women take more shots than fraternity members and pre-game more than anyone.
- Fraternity men use more substances (other drugs) than any other population.
- Negative consequences of drinking is much greater for Greeks than it is for non-Greeks, particularly academic.
Key Insights on Alcohol Use

Comparing Fraternity and Sorority Members

- Men are more likely to agree that alcohol is essential to the social life of their organization and that their members drink more than others.

- Women are more likely to pick all reasons for being in an org than men are except partying and access to housing.

- Women are more likely to understand the legal consequences of their members drinking and hosting parties and more likely to help out their friends when they’ve been drinking too much.
Fraternity and Sorority Life Dictionary
Fraternity & Sorority Life: Primer

- Recruitment – process formerly known as “rush.” It is the process by which chapters take new members
- Potential New Member – formerly known as “Rushees”
- Executive Board/Chapter Officers – Governing body of a chapter; these student leaders are generally elected by the chapter
- Alumni Advisors – Volunteer alumni of an organization who help to guide and support chapters, especially the executive boards; if you’ve had interactions with adults affiliated with a chapter, this is probably who you’ve been dealing with.
Fraternity & Sorority Life: Primer (continued)

- **National or Executive Headquarters** – Paid staff who support the oversight and guidance of chapters and the organization as a whole

- **National Consultants/National Visitors** – paid staff of the organization who visit campus chapters. These individuals are often recent graduates.

- **Governing Council/National Officers** – alumni, often if not always made up of volunteers, responsible for the oversight of the organization
EXECUTIVE HEADQUARTERS

STAFF

- Regional Directors.
- Director of Chapter Services
- Director of Training & Programming
- Risk Management Committee
RISK MANAGEMENT ONLINE

- Greek Life Edu for first and second year women.
- Junior Module – Focuses on personal responsibility and protective behavioral strategies
- Senior Module – “Video blog” that challenges members to look at alcohol and life after college
RISK MANAGEMENT

IN-PERSON

- Alcohol Skills Training Program (ASTP)
  - Personalized for each chapter
  - App for use in session and to provide resources after visit
HEALTH & WELLNESS

- Mental Health Focus Group
ASTP

- 95% of collegians thought the material was “relevant” to them
- 63% of collegians thought the material was “very relevant” to them
“Now when I go out, I'm much more thoughtful about not only what I am intaking or what type of situations I'm getting myself in, but also what my sisters are doing. I now realize just how dangerous situations can be when things get out of hand and I realize I wouldn't want that for myself or my sisters.”
– Sister from University of Kentucky at 1 month follow up
"The material learned at the risk management workshop will continue to impact me for the remainder of my collegiate experience as a Chi Omega. As I face difficult situations, I am constantly reminded of the valuable information taught at the ASTP workshop."

– Sister from University of Kentucky at 3 month follow up
The Team

• Staff
  – Assistant Executive Director & Director of Education & Development
  – Assistant Director of Education & Development
  – Director of Member Services
  – Collegiate Development Specialist

• Volunteer
  – Director: Risk Management
  – Director: Programming
  – Regional Director
  – Regional Collegiate Specialist
  – Facilitators for programs
Alcohol Prevention Programming

- GreekLifeEdu
- Alcohol Policy Presentation
- Alcohol Skills Training Presentation (ASTP)
- Human Dignity Workshop
- Mock Trial
ASTP – The Impact

• 75% of collegians indicated that the information caused them to think differently about their pattern of alcohol use.

• 64.7% of collegians agreed or strongly agreed that the information will cause them to change their pattern of alcohol use.
“I loved the speaker! I think she was very relatable and real and I enjoyed that she is a Delta Gamma! I have gone through other alcohol education programs that explained things such as BAC and a standard drink but I really enjoyed what the speaker had to say about things such as taking a friend home and pacing yourself.”
Sexual Assault Programming

- Not Anymore – online program
- Partnership with Kelly & Becca from One Student
Projects in the Works

• Mental Health programming
• Hazing education
Other Interventions

- University of Pennsylvania – Group First Step
- Villanova University – Small Group Social Norms
- See the College AIM (Alcohol Intervention Matrix)
Tips:

• Remember: Sororities and Fraternities are different than clubs or other campus organizations
• Know your on campus fraternity and sorority life advisors
• Ask for connections to alumni advisors
• Don’t be afraid to call the chapter’s national headquarters
  • Regional Director?
  • Chapter support?
Questions?