

Alternative Programming: An Exploration of Aztec Nights

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Higher Education Center for Alcohol and Drug Misuse Prevention and Recovery

Powered by: The Ohio State University

Our Presenter 



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Types of Programs

- Big Dance
- Carnival
- Movie Nights
- Activities
- Live Shows



Functional Approach

Unified Theory of Prevention: Physics of Prevention

Block- create barriers between object and target

Deflect- redirect the inertia of object away from the target (can also be thought of as adding a new attractor)

Repel- counter or remove the attractive force of the target

Comprehensive Strategy

Motivation Focus
 Enforcement and Access
 Behavioral Alternatives
 Community Action
 Research



Tiers and Functions

NIAAA Task Force Tiers of Evidence				
Program Functional Domain	1—Evidence of effectiveness among student populations	2—Evidence of success with general populations	3—Evidence of logical and theoretical promise	4—Evidence of ineffectiveness
Individual Focus	<ol style="list-style-type: none"> Cognitive-behavioral skills training Brief motivational enhancement interventions Expectancy challenge 	<ol style="list-style-type: none"> Increase publicity about enforcement of underage drinking laws on campus and eliminating mixed messages Norms correction marketing campaign Information campaigns for new students about alcohol policies 	<ol style="list-style-type: none"> Increase publicity about enforcement of underage drinking laws on campus and eliminating mixed messages Norms correction marketing campaign Information campaigns for new students about alcohol policies 	<ol style="list-style-type: none"> Informational knowledge-based programs Blasé alcohol content feedback
Behavioral Alternative		<ol style="list-style-type: none"> Alcohol free activities Alcohol free dormitories Reinstate Friday classes Salt ride programs 		
Access Control	<ol style="list-style-type: none"> Increase enforcement of minimum drinking age Enforcement of laws to reduce impaired driving Restriction of alcohol retail outlet density Increase alcohol prices Responsible beverage service 	<ol style="list-style-type: none"> Employ older resident assistants Controlling alcohol at sports events Banning alcohol on campus Increase enforcement at campus events Consistently enforcing disciplinary actions Regulation of happy hours and sales 		
Community Action	<ol style="list-style-type: none"> Formation of campus community coalition to implement programs listed under access and enforcement-Tier II 		<ol style="list-style-type: none"> Refine alcohol sponsorship 	





Environmental Considerations

- Three main environmental risk factors
 - Lack of responsible adult supervision
 - Facilitative social environment
 - Readily accessible alcohol/drugs

- Off campus living and social events...
 - ripe with these factors
 - have fewer points for intervention
 - feeds identity/engagement differences

- So bring them back to campus

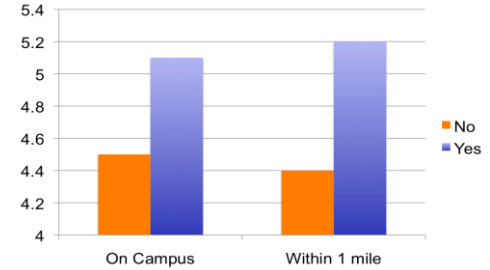


Development of Identity

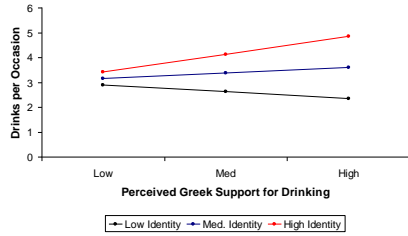
- First weeks of fall term is a very high risk time for new students
- Some evidence that up through 5th week is critical for student identity development
- Student success predictors:
 - Engagement
 - Lower AOD involvement
 - On-campus living



Campus Identity and Living Arrangements



Two-way Interaction between Identification with Greek Members and Perceptions of Greek Members' Approval of Drinking



Reed, M. B., Lange, J. E., Ketchie, J. M., & Clapp, J. D. (2007). The relationship between social identity, normative information, and college student drinking. *Social Influence, 2*, 269-294.



Templo del Sol initiation rite



Support for Effectiveness



Fall Aztec Nights Comparative Data 2008-2013

Attachment #1 - Aztec Nights Report

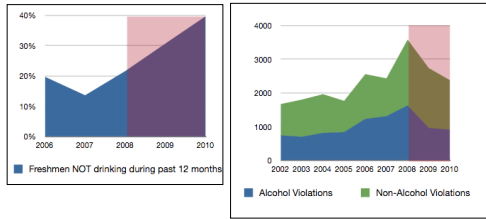
	2007	2008	2009	2010	2011	2012	2013
Total Number of Events	N/A	17	12	10	18	10	12
Total Number of Students Attending	N/A	16,000	19,010	17,088	18,368	20,300	29,730
Annual Total Budget Allocated	N/A	\$400,000	\$350,000	\$315,000	\$325,000	\$300,000	\$300,000
Total Budget Spent for Fall	N/A	\$260,000	\$230,000	\$221,043	\$239,895	\$204,800	\$199,261
Total Number of Judicial Violations		August 277	September 68	451	82	26	472
% Change in Number of Judicial Cases Involving Alcohol/Drugs (Compared to 2007 Benchmark Year)		August N/A	September -35%	-71%	-32%	-32%	-33%
Number of Medical Transports (Compared to 2007 Benchmark Year)	25	10 (-24%)	10 (-24%)	7 (-22%)	13 (-48%)	17 (-32%)	26 (+04%)

* While the number of Judicial Violations for 2011 compared to the previous year appears to have greatly increased, upon further investigation of the data, the month of September in 2010 had very few violations. Therefore, the data for 2011 appears to be much higher, but actually is more in line with the average from 2007 to 2009, and is about half of the number of total violations from the 2007 benchmark year.

Guinnan (2013). Fall 2013 Aztec Nights Summary Evaluation.



Some Success Indicators



How did we do it?

- Collaboration: Student Affairs, Associated Students and Business and Financial Affairs
 - Student Life and Leadership
 - Associated Students
 - New Student and Parent Programs
 - Residential Education Office
 - Health Promotion
- Support from the highest administration levels
- Priority to change the campus culture



Planning process and execution

- Coordinating with other AOD policy and programs
- Planning is ongoing:
 - Aztec Nights Management Team
 - Programs from various departments report to the team
 - Many moving parts. Various activities on campus may conflict.
 - Keeping an eye on costs
- Event planning teams from various departments. All involve students.



Challenges

- Do we kick out those who have been drinking?
- Noise, lights and neighbors
- Costs, guests and admission charges
- Attendance: Keeping the attendance up and tracking it.
- Keeping the focus on late nights, taking over the social calendar, and FUN!



Other questions and issues

- Embedding health education?
- Timing with conflicting activities
- Can small-scale programs work?
- Non-party programming

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