

Environmental Strategies to Reduce Alcohol-Related Harm Among College Students

Bob Saltz, Ph.D.,
Prevention Research Center
Pacific Institute for Research and Evaluation

Higher Education Center
for Alcohol and Drug Misuse Prevention and Recovery

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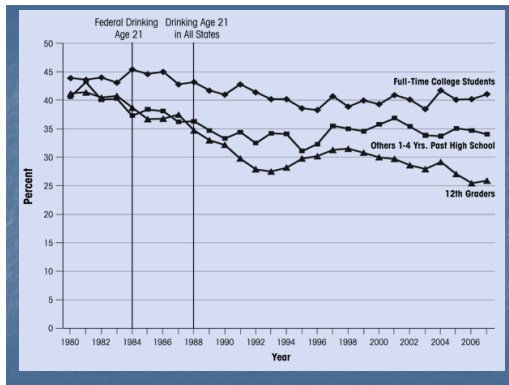
Our Presenter 



Dr. Bob Saltz
Prevention Research Center

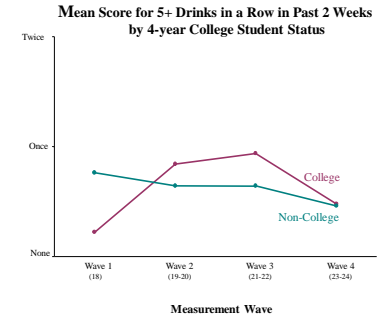
Why Care About College Student Drinking?

- Over 1,800 deaths among 18-24 year old college students
- 2.8 million students between the ages of 18 and 24 drove under the influence of alcohol last year
- 590,000 unintentionally injured under the influence of alcohol
- More than 690,000 assaulted by another student who has been drinking
- More than 97,000 are victims of alcohol-related sexual assault or date rape
- About 25 percent of college students report academic consequences of their drinking including missing class, falling behind, doing poorly on exams or papers, and receiving lower grades overall

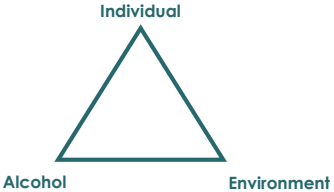


"the scope of the problem makes immediate results of any interventions highly unlikely"

Wechsler, et al., 1994

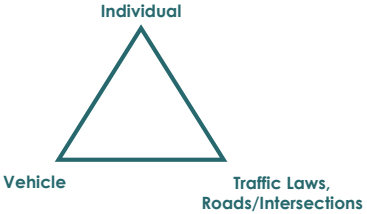


Public Health Model 



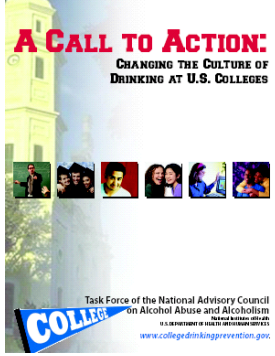
Alcohol-Related Problems

Public Health Model 



Traffic Safety







Task Force Recommendations

- Tier 1: Evidence of Effectiveness Among College Students
- Tier 2: Evidence of Success With General Populations That Could Be Applied to College Environments
- Tier 3: Evidence of Logical and Theoretical Promise, But Require More Comprehensive Evaluation
- Tier 4: Evidence of Ineffectiveness



Recommendations – Tier 2

- Increased enforcement of minimum drinking age laws
- Implementation, increased publicity, and enforcement of other laws to reduce alcohol-impaired driving
- Restrictions on alcohol retail outlet density
- Increased price and excise taxes on alcoholic beverages
- Responsible beverage service policies in social and commercial settings



...finally

- **The formation of a campus and community coalition may be critical to implement these strategies effectively**



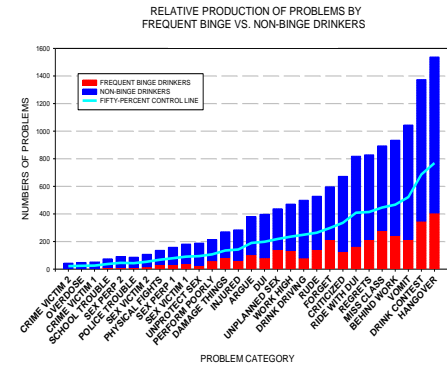
Sounds like a lot of work...

...why bother?



So Why Not Just Go With Tier 1 Strategies?

- Problems not limited to high-risk drinkers





So Why Not Just Go With Tier 1 Strategies?

- Problems not limited to high-risk drinkers
- Some difficult to implement with fidelity
- Can be labor intensive & costly for large populations
- Some individual-level strategies might be compromised in "hostile" environments
- Opportunity to create synergy across levels of intervention



...but there are challenges



Typical Hurdles for Comprehensive Prevention Strategy

- Implicit assumption that the only "target" is high-risk drinkers
- Ambivalence about youth drinking
- Low perceived efficacy of preventive interventions
- Challenges of coordination and resource allocation
- Possible fears of "backlash"



Unique Hurdles for College Prevention

- Emphasis often on "process" over "outcome"
- Preference for persuasion over control
- Universities are complex, diffuse organizations
- Prevention staff trained in education, awareness strategies
- Prevention staff usually lacks authority to launch initiatives



Safer California Universities Project Goal:

To evaluate the efficacy of a "Risk Management" approach to alcohol problem prevention

NIAAA grant #R01 AA12516
with support from CSAP/SAMHSA.



What are we trying to prevent?

- Intoxication
- Harm related to intoxication



Random Assignment

Intervention Sites

- CSU Chico
- Sacramento State
- CSU Long Beach
- UC Berkeley
- UC Davis
- UC Riverside
- UC Santa Cruz

Comparison Sites

- Cal Poly SLO
- San Jose State
- CSU Fullerton
- UC Irvine
- UC Los Angeles
- UC San Diego
- UC Santa Barbara



Integrated Intervention Strategies for Off-Campus Parties

- Compliance Checks
- DUI Check Points
- Party Patrols
- Pass Social Host "Response Cost" Ordinance
- A Social Host Safe Party Campaign



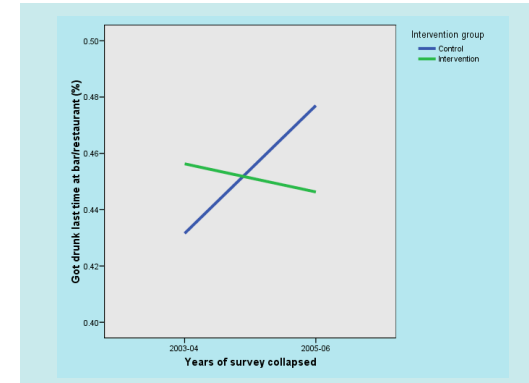
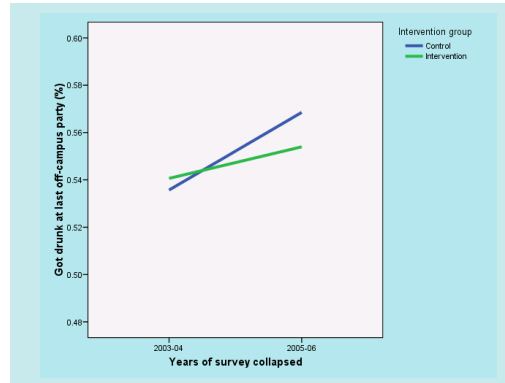
Strategies for Implementation

- Focused on one (at most two) settings
- Focused on beginning of academic year
- Highly-specified planning and implementation process
- Maximum attention to tasks and implementation per se (rather than process)
- Planned mid-course correction



Outcomes

- Likelihood of getting drunk at a given generic setting (e.g., Greek parties; residence halls) plus additional aggregate measure across all settings
- Two baseline years combined vs. two years post-intervention combined
- Controlling for individual-level variables and campus/community variables





Practical Significance

- At each campus, 900 fewer students drinking to intoxication at off-campus parties and 600 fewer getting drunk at bars/restaurants during the fall semester at intervention schools relative to controls.
- Equivalent to **6,000** fewer incidents of intoxication at off-campus parties and **4,000** fewer incidents at bars & restaurants during the fall semester at Safer intervention schools relative to controls



In addition... No Displacement



A Matter of Degree (AMOD)

Weitzman et al. American Journal of Preventive Medicine, 2004

- AMOD achieved reductions among college students in:
 - Binge Drinking
 - Driving after drinking
 - Alcohol related injuries
 - Being assaulted by other drinking college students



Campus Community Strategy to Change the Drinking Culture

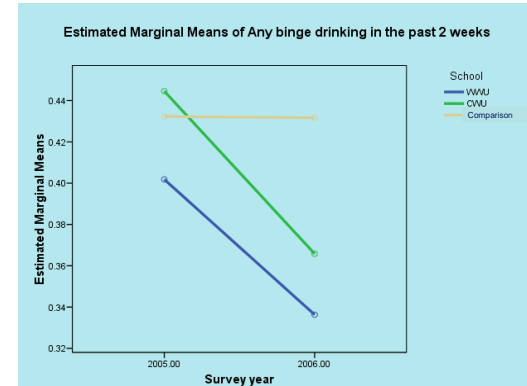
- Western Washington University
- Bellingham, Washington



Project Components

- Neighborhoods Engaging with Students (NEST)
- Enforcement
- LateNight@WWU
- Campus Community Coalition work groups were involved in planning, implementation, and process evaluation.

Saltz, et.al., 2009



SPARC



Study to Prevent Alcohol Related Consequences:

Using a Community Organizing Approach to Implement Environmental Strategies in and around the College Campus

Mark Wolfson, et al
Wake Forrest University

Environmental Strategies

1. Reduce Alcohol Availability
2. Address Price/Marketing
3. Improve Social Norms
4. Minimize Harm

Expectations of each Intervention School:

- Include 3 of the 4 areas in strategic plan
- Most strategies should be comprehensive – i.e., include Policy, Awareness, and Enforcement



SPARC Results

- Strong evidence that a comprehensive environmental approach that includes a focus on off-campus parties can be effective
- Level of Impact
 - Public health significance:
 - 228 fewer students per school experiencing 1 or more severe consequences due to their own drinking in the past 30 days
 - 107 fewer students per school causing alcohol-related injuries to others in past 12 months
- But: Impact on marginal rates: not a panacea

Wolfson, et.al., 2012



Future Research: Where are we heading?

- Replications Including Alternative Mix of Strategies
- Full-Spectrum Comprehensive Interventions
- Translational Research: Implementation research lags far behind efficacy studies
- Improved Prevention Management



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