Creating Change Through Collaboration

By
Kim Dude
Associate Director of Student Life
Director of the Wellness Resource Center
University of Missouri
DudeK@missouri.edu
Learning Objectives

• Learn the components of successful alcohol and drug prevention programs

• Learn the basic elements of environmental management.

• Learn how to increase the readiness of the community to change.

• Learn the elements of a successful coalition.

• Learn how to implement the strategic planning framework.
I WANNA GO HOME!

What it is like to try to change the culture of drinking.
Change takes a lot of people, a lot of time and a lot of persistence.
Facts:

- There is no silver bullet
- There is no one right answer or approach
- It is not the responsibility of one office
- It is not the responsibility of one person
What Works?

- Prevention
- Policies
- Practices
Components of Successful Alcohol and Other Drug Prevention Programs

- Comprehensive
- Strong leadership from the top
- Faculty involvement
- Staff involvement
- Student involvement
- Community involvement
- Parental involvement
Wellness Resource Center’s Approaches to Prevention

- Responsible Decision Making
- Harm Reduction/Health Protection
- Environmental Management
- Social Norming

Bystander intervention
Assess the problem

Analyze your options

Implement the program

Evaluate
Assessment

- Missouri College Health Behavior Survey (MCHBS)
- Health and Safety Survey
- Bystander Survey
- Focus Groups
- Programming data
Other Data Collected

- Last Drink Question
- Police data regarding BAC of those receiving MIPs and DWIs
- Police data on types of arrests
- Campus Conduct data
- Residential Life judicial data
- Greek Life conduct data
- Emergency room data
The Spheres of Action

Illustration from the Higher Education Center
Can't we all just get along?
Readiness of group—various levels within the group

- Don’t get it—”thinks things will never change. kids will be kids.”
- Don’t want to get it—”not my problem or likes things as they are”
- Threatened—”don’t be doing that”
- Territorial—”why are you doing that”
- Naïve – “I want things changed NOW”
- Not a front burner issue—”I don’t have time”
Helpful Hints to increase readiness

- Be prepared—data, data, data
- Be flexible
- Be patient
- Be persistent
- Be positive

“…our very survival depends on our ability to stay awake, to adjust to new ideas, to remain vigilant and to face the challenge of change.”

Dr. Martin Luther King
Elements of a Successful Coalition

- Everyone has input from beginning
- Everyone gets credit for their role
- Collaboration not competition
- Clear lines of communication
- Help them feel empowered
- Attempt to reach consensus
MU's Alcohol Summit: Campus/Community Coalition

- Began 20 years ago
- Became the Access to Alcohol Action Team
- Monthly Meetings
  - Provide updates/information sharing
  - Problem solve
  - Advocate

- Task forces
  - Off campus issues
  - Fan behavior
Accomplishments of the Access to Alcohol Action Team since 1995
Off Campus Student Drinking

- Data on student use
- Complaints from community
- Complaints from the police
Where Students Drink

- Bars/Restaurants 11%
- Social Gathering off-campus 50%
- Fraternity or Sorority House 27%
- Residence Hall 18%
- Sporting Events 6%
- Where I live 13%
How to create WIN-WIN-WIN situations?

“What’s in it for me?”

- What do students want
- What do the landlords want
- What does the university want
- What does the community want
- What do the students need to know
Educate off campus students

- How to stay safe off campus
- Tennant rights
- Being a good neighbor and responsible citizen
- What are the laws
- How to have a safe, responsible party
- Campus and community services available
- Get to Know CoMo
- How to eat healthy off campus
- Money management
Timeline

- Off Campus Housing Task Force
- Hired a graduate assistant
- Off Campus Housing Guide
- Housing fairs fall and spring semester
Turning Point

- Increase in enrollment
- Increased need to house freshman and transfer students off campus
- Very concerned parents
- Many new apartment complexes being built
off-campus living

FIND A PLACE TO CALL HOME

Make an appointment for an off-campus housing consultation!
Have a one-on-one meeting with our off-campus living coordinator!
Student Success
Sense of belonging campus and community
Staying safe: being a good neighbor, safe partying, healthy eating, laws
Affordable place to live, transportation, landlord accountability, legal rights, roommate matching
Changes

- Full time professional staff
- Graduate assistant
- Office within the Wellness Resource Center
- IT support to create an app
- Presentations to senior administrators
- Yearly landlord meetings
- 3 strikes you are out policy
Services Provided

- Consultations with students and parents
- Referral services
- Communications with landlords
- M.O.M. Mizzou Off-Campus Mentors
- Keeping landlords accountable
- Training of assistants in apartment complexes
- Communication with law enforcement
- Enhance neighborhood dialogs
- Improve transportation options
Off Campus Housing Fair
Off Campus Student Services Advisory Board

- Wellness Resource Center
- Financial Aid
- Office of Neighborhood Services
- Residential Life
- New Student Programs
- Parent Relations
- Student Legal Services
- Columbia Police
- Student Activities
- Involvement
- Student Financial Success
- Mizzou Off-Campus Mentors
Improving Town/Gown

- Passed a nuisance party ordinance
- Walk and talk kits
- Community welcome event—Block party
Changes in Tailgating Behavior
Fan Behavior
Best Fans In America

- Fan Behavior Task Force
- NCAA grant
- Great relationship with the Athletic Department
- Tailgating survey
- Closing frat pit, reactor park, and Trowbridge
- Text messaging service in stadium
- Social norming give-a-ways before game
- Social norming signs throughout tailgating area and in bathroom stalls “Best Fans In America”
- Can’t leave the game and come back in
WELCOME TO THE ZOU!

HOME OF THE BEST FANS IN AMERICA!

MTZOUTAILGATING.COM

Wellness Resource Center
University of Missouri
Changes in Bar Community
Changes in the Bar Community

- MIC—minor in possession by consumption
- Increasing enforcement downtown
- Increase in Saturations and DWI Checkpoints
- SMART mandatory server training ordinance
- Yearly Bar Owner Meetings
- Hydration station and other programming efforts
Working on but no luck so far...

- Outlet density
- Drink special legislation
- Creating a responsible hospitality council
- Increased sanctions for problem bars
Changes in student behavior.
MU Data
Missouri College Health Behavior Survey
Spring, 2015
N=1394
MU Binge Drinking Comparison Data

<table>
<thead>
<tr>
<th>Binge Rate*</th>
<th>2007</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Students</td>
<td>51%</td>
<td>37%</td>
</tr>
</tbody>
</table>

*Binge Drinking defined as consuming 5+ drinks in a 2 hour period. Students were asked to report the frequency of their behavior in the past two weeks. Percentages were taken from all students in the population, not just those self-reported as consuming alcohol in the past year. (2007-2015 MCHBS)
Underage MU students obtain alcohol from local bars

<table>
<thead>
<tr>
<th>Method</th>
<th>2005</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>IDs were not checked</td>
<td>39%</td>
<td>8%</td>
</tr>
<tr>
<td>Knew someone at bar who let them in</td>
<td>29%</td>
<td>4%</td>
</tr>
<tr>
<td>Used a fake ID</td>
<td>16%</td>
<td>14%</td>
</tr>
</tbody>
</table>
Reported being served alcohol in the last month when they considered themselves intoxicated at a local bar.

<table>
<thead>
<tr>
<th></th>
<th>2005</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drinkers who were served at least once when they were intoxicated</td>
<td>47%</td>
<td>33%</td>
</tr>
<tr>
<td>Drinkers who were served 5 or more times when they were intoxicated</td>
<td>12%</td>
<td>4%</td>
</tr>
</tbody>
</table>
ALCOHOL SUMMIT  THINK TANK
Alcohol Think Tank preparation

- Worked with two additional local coalitions to brainstorm on what could be accomplished if we worked together to create another Summit. Efforts included K-12 as well as all three colleges in Columbia

- Shared expenses and mailing lists

- Sent out save the dates in February

- Sent invitations in March and reminders in early April

- Confirmations emails were sent to those who registered
Over 100 people were in attendance at Think Tank

- Administrators and faculty from all three campuses
- Administrators and counselors from local public schools
- Treatment center professionals
- City Council and School Board members
- Bar owners
- Law enforcement
- Student leaders
- Judge
- Coalition members
GOALS for the day at the Alcohol Summit Think Tank

- Realize what we’ve accomplished over the past several years.
- Understand where we are today.
- Determine where we want to focus our attention as a community.
- Increase buy-in from all aspects of the campus and community.
During the day

- Gave overview of the day
- Set ground rules
- Shared data
- Divided into groups to brainstorm
- Shared results of brainstorming
- Discussed best practices
- Narrowed down list
- Reached consensus on general goals
## Where are Students drinking?

<table>
<thead>
<tr>
<th>Location</th>
<th>All</th>
<th>Res. Hall Students</th>
<th>Greeks</th>
<th>Under 21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bars/Restaurants</td>
<td>44%</td>
<td>12%</td>
<td>51%</td>
<td>17%</td>
</tr>
<tr>
<td>Social Gathering or Friends’ House (off campus)</td>
<td>73%</td>
<td>74%</td>
<td>75%</td>
<td>76%</td>
</tr>
<tr>
<td>Fraternity/Sorority house</td>
<td>21%</td>
<td>39%</td>
<td>51%</td>
<td>32%</td>
</tr>
<tr>
<td>Residence Hall</td>
<td>7%</td>
<td>25%</td>
<td>10%</td>
<td>12%</td>
</tr>
</tbody>
</table>
Why would you drink less on any given night?

- Academic obligations the next day: 71.7%
- Not in the mood: 62.9%
- High cost of alcohol: 55.5%
- Chance of getting a hangover: 42.9%
- Health/high calories: 34.9%
- Strict enforcement of alcohol laws: 26.3%
- Possibility of getting caught by police: 25.5%
MU Freshmen men living in the fraternity houses compared to freshmen men in the residence halls

(MCHBS, Spring 2007-2013)

- 90% more likely to be hurt or injured due to alcohol use (37.5% vs 19.7%)
- 142% more likely to do poorly on a test or assignment due to alcohol use (37.5% vs 15.5%)
- 190% more likely to engage in risky sex while under the influence of alcohol (65.3% vs 22.5%)
- 145% more likely to have their studying interrupted because of someone else’s alcohol use (60% vs 24.5%)
That Evening

- Special guests had been invited to a dinner at our Alumni Center.

- Guests included: Chancellor, Mayor, Deans of Students at all three campuses, Superintendent of Schools, Provost, Athletic Director, Chiefs of Campus and City Police, etc.

- I gave an overview of the data and Dr. Workman shared recommendations.
Timeline

- The Think Tank occurred on April 17th using Dr. Tom Workman as our consultant. We brainstormed on problems and potential solutions.

- Consultant, Dr. Tom Workman, wrote a report.

- A draft strategic plan was written and sent to a variety of stakeholders for feedback.

- Many revisions have taken place.

- Combined ideas with best practices/evidence based approaches.

- Strategic plan was sent to all who registered.

- An additional Think Tank was then implemented in September 14th.
Goals for the day for the second think tank

To review our draft strategic plan

To set priorities

To set timelines

To delegate tasks
“If you keep doing what you have always done.. you will keep on getting what you have always got.”

W. L. Bateman
Divided into groups

- Enforcement
- Policy Change
- Education
- Communication
- Research and evaluation
Tasks for subgroups

- Are these the steps we should be taking?
- What is a realistic time line for implementation?
- What are the most important action steps?
- What group should be responsible for implementation?
Strategic Plans Mission

Key stakeholders in the Columbia community will work together to implement comprehensive evidence-based environmental management strategies to decrease high risk and underage drinking by our young people over the next five years.
Goals of the Strategic Plan

- Goal #1 Decrease the number of underage drinkers in Columbia.
- Goal #1 Decrease the number of high risk drinkers in Columbia.
- Goal #3 Provide students in recovery with resources and support systems that will enhance their recovery and better ensure their academic success.
Each goal had the following:

- Contributing factors (data)
- Action Steps for: policy change, education, enforcement, support, etc. and who was responsible for implementing
- Outcomes (anticipated changes)
Second Think Tank

- Had over 70 people attend
- Lasted 3 hours
- No outside facilitator
- Lots of discussion in the groups
- Not everyone agreed with every point but that is OK. It informs us on what efforts need to be taken to overcome obstacles.
My philosophies:
“If you are not part of the solution you are part of the problem.”
If you have no critics, you’ll likely have no success.

MALCOM X
If you don't stick to your values when they're being tested, they're not values: they're hobbies.
You must do the things you think you cannot do.

~Eleanor Roosevelt
Questions?