Missouri Partners In Prevention: Building Capacity through Collaboration

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Focus of Presentation and Discussion

- Introduce Partners in Prevention and its role in Missouri
- Introduce the key concepts to use or build a statewide coalition for campus and community change.
- Identify strategies for starting or increasing the effectiveness of a statewide coalition model.
- Introduce the key concepts of a statewide coalition model to measure outcomes and assess campus prevention efficacy.
Implementing Effective Strategies

Vehicles for Successful Prevention Programs

• Campus Task Force
• Campus/Community Coalition
• Statewide Initiative

Coalitions: “A voluntary, strategic alliance ... to enhance [our ability] to achieve a common purpose by sharing risks, responsibilities, resources and rewards.”

– Arthur T. Himmelman

The Spheres of Action
US Department of Education’s Higher Education Center
Missouri Partners In Prevention

A statewide coalition composed of institutions of higher education in Missouri and relevant state agencies to collaboratively develop strategies for promoting positive, healthy choices among Missouri’s college students.

_Housed at the University of Missouri’s Wellness Resource Center, Department of Student Life, Division of Student Affairs_

2009 CADCA Got Outcomes! Coalition of Excellence Award
2008 National Exemplary Award for Innovative Substance Abuse Prevention Programs, Practices and Policies, National Prevention Network
2011 Service to Science Academy Participant
About Partners in Prevention

- Recognized as one of the leading statewide coalitions addressing college health issues in the nation.

- Originally founded in 1999 to reduce and prevent high-risk drinking among Missouri’s college students at public colleges and universities.
  - Initial partners included key state agencies such as Mental Health, Transportation, and Alcohol/Tobacco Control

- Expanded in 2009 to include seven private campuses and in 2011 to include one technical college.

- Provide $3-10K in funding as well as other resources and services to each campus to specifically reduce high risk and underage drinking.

- Funded through a diverse array of government and private funding sources with infrastructure support from the Missouri Division of Behavioral Health, Missouri Department of Mental Health.

- Provide support, materials, and training to each campus to address other health concerns such as suicide and mental health, problem gambling, tobacco cessation, prescription drug abuse prevention, and roadway safety issues.
Institutional Involvement

• Lincoln University
• Missouri Southern State University
• Missouri State University
• Missouri Western State University
• Northwest Missouri State University
• Southeast Missouri State University
• Truman State University
• University of Central Missouri
• University of Missouri
• University of Missouri-Kansas City
• Missouri University of Science and Technology
• University of Missouri-St. Louis
• Columbia College
• Drury University
• Evangel University
• Maryville University of St. Louis
• Rockhurst University
• Saint Louis University
• Westminster College
• State Technical College of Missouri
• Harris-Stowe State University
Our Goals

• To establish a communication network among the public institutions of higher education in Missouri and state agencies to create effective strategies for addressing the abuse of alcohol and other drugs among Missouri college students.

• To provide on-going training opportunities for higher education professionals and students on the effective prevention of alcohol and other drug abuse among Missouri college students.

• To facilitate evaluation efforts including an environmental assessment, needs assessments, establishment of baseline data of students' AOD usage patterns, and measuring the effectiveness of policy changes and program implementation over the grant period.

• To provide resources that the campuses can access in order to create on-going, creative and effective prevention efforts.
Our Outcome Measures

- An increase in the number of campus/community coalitions throughout the state.
- An increase in the skill level of those students and professionals who participate in training opportunities.
- To collect baseline data on students at all participating Missouri colleges and universities.
- A decrease in availability of alcohol to college students.
- An increase in the number of alternative, alcohol free programming on the participating campus communities.
- A decrease in student drinking rates including: binge drinking, average number of drinks per week and number of times students drink per week.
- A decrease in the negative consequences of binge drinking including violence.
- An increase in the accuracy of students' perception of their peer's AOD use.
Assistance Provided by Partners in Prevention

- Funding to advance the campus’ strategic plan for prevention
- Professional Development and training on evidence-based prevention
- Materials, equipment/supplies
- Annual data collection on health behaviors
- Coalition Building/maintenance
- Networking
- Advocacy
- On-going technical assistance to coalitions and prevention professionals
Infrastructure of the coalition

• The staff of Partners in Prevention works with a primary contact from each campus

• Monthly meetings in Columbia, Missouri to discuss relevant topics and attend trainings on evidence based prevention.

• Requirements for PIP member campuses:
  – Regular meeting attendance
  – Develop and sustain a campus coalition, led by the PIP Primary Contact
  – Annual assessment: Missouri College Health Behavior Survey
  – Creation and implementation of strategic plan for prevention
  – Quarterly reports on progress

• Each campus receives funding to implement strategic plan for prevention based on science based practices
PARTNERS IN PREVENTION TRAINING
- Monthly meetings
- Annual conference
- Drive-in workshops
- Technical assistance
- Site visits
- Focus on evidence-based strategies
- MCHBS

CAMPUS COALITION REGULAR MEETINGS

STATEWIDE ASSESSMENT
- MCHBS
- Readiness assessment
- Coalition survey
- Policy survey

CAMPUSES WRITE STRATEGIC PLANS FOR PREVENTION

CAMPUSES IMPLEMENT EVIDENCE-BASED PLANS

PARTNERS IN PREVENTION SUPPORT
- $10,000 per year per campus
- Training, technical assistance
- Other resources
- MCHBS
Expectations of Member Campuses

• Participation in annual Missouri College Health Behavior Survey
• Attendance at monthly meetings and annual training events
• Creation and implementation of an updated strategic plan that informs prevention strategy
• Creation and maintenance of campus-community coalition who implements strategic plan
• Fulfillment of the US Department of Education’s Biennial Review/Safe and Drug Free Schools regulations
• President/Chancellor memorandum of understanding
Our Statewide Initiatives

Bars, restaurants and nightclubs participating in **CHEERS** provide FREE non-alcoholic beverages to the acknowledged designated driver in a group of two or more. College communities across the state participate.

**PIP** member campuses and the Missouri Department of Transportation partner to provide **Drive Safe Drive Smart** educational materials to students across the state.

**The State of Missouri Alcohol Responsibility Training (SMART)** program is an interactive, web-based course available free of charge to those who own or work for any Missouri establishment licensed to sell alcohol.

**The Student Alcohol Responsibility Training (START)** online training program assists students in planning and hosting a successful, fun, and safe event of any kind.

**Prescription drug misuse** is a quickly growing and largely unaddressed problem concerning college students. With this **RX Initiative**, we hope to educate students on the dangers of prescription drug misuse as well as provide safe and healthy alternatives.

**Ask Listen Refer** is an online suicide prevention training tool that educates students, faculty, staff, and parents about suicide prevention. The goal of this program is to educate students, faculty and staff on how to **ASK** is someone is thinking about suicide, **LISTEN** to their response and **REFER** them to a professional.
Our Focus with PIP Campuses: Critical Campus Partnerships

• Shared Responsibility
  – Responsibility for individual behavior is shared between the individual and the environment
  – All stakeholders within the environment need to share the responsibility for the condition of the environment

• Inclusive Process
  – All stakeholders have responsibility, and therefore a place at the table
  – Focusing on a common vision for an ideal environment leads to consensus
  – Community-wide consensus is critical for long-term environmental change
Systemic Approach to Prevention

POLICY

Setting and reinforcing community standards

ENFORCEMENT

Consistent consequences when community standards are violated

EDUCATION

Building knowledge and efficacy of community standards
Systemic Approach to Prevention

POLICY

Setting and reinforcing community standards

ENFORCEMENT
Consistent consequences when community standards are violated

EDUCATION
Building knowledge and efficacy of community standards
Environment Management Model

Prevention
Education

Environment-
al Change

Early
Intervention

Health Protection

The U.S. Department of Higher Education’s, Higher Education Center for Alcohol, Drug Abuse, and Violence Prevention
## Outcomes: Trends in Alcohol Consumption, All Missouri College Students

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<th>2011</th>
<th>2012</th>
<th>2013</th>
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<tbody>
<tr>
<td>Alcohol in the Past Year</td>
<td>78%</td>
<td>79%</td>
<td>77%</td>
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<tr>
<td>Binge Drinking: 5+ Drinks in a 2 Hour Period</td>
<td>31%</td>
<td>27%</td>
<td>26%</td>
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<tr>
<td>Binge Drinking: 5+ Drinks in One “Sitting”</td>
<td>33%</td>
<td>29%</td>
<td>26%</td>
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Binge Drinking Trends: US and Missouri

National Average: CORE Institute, 2009-2013 Results of National CORE Survey, 5+ in One Sitting

http://core.siu.edu/_common/documents/report0911.pdf
Recommendations for Senior Leadership

• Support the work of the Partners in Prevention professionals on your campus
• Task others on campus to share in the responsibility of prevention
• Provide leadership on consistent messaging to students regarding the culture of drinking on campus
• Lead a broad exploration of the institutional traditions, expectations, and culture that may support a high-risk drinking culture
Taking a Deeper Look: Recommendations for Senior Leadership

- Review the prevention strategic plan and relevant campus data annually with key administrators and Partners in Prevention coalition members.
- Support the implementation of evidence-based education, policy, and enforcement to address the behavior of high-risk drinkers on campus, such as Greeks and/or student athletes.
- Task others such as marketing, alumni relations, conduct officers, orientation and parent relations, and safety representatives on campus to share in the responsibility of prevention.
- Explore opportunities to revise, codify, and consistently enforce campus policy that supports healthy community norms.
- Explore potential opportunities to partner with the surrounding community to share positive community norms.
- Examine how high-risk drinking events affect the culture of drinking on campus.
- Utilize faculty as an ally in prevention. Consider the effect class scheduling and test/assignment schedules as well as overall faculty expectations all have on high-risk behavior.
Lessons Learned

• Each campus has their own story, know their students best and what specific problems they face.
• Campuses are at different stages of readiness to address a particular problem, depending on the issue.
• It is necessary to work with campuses where they’re at and provide leadership by that method. Some are farther along than others.
Lessons Learned

• Campuses don’t have to do it all on their own. PIP staff will always help.

• Being a PIP member is like being in a classroom—member campuses are continuously learning from each other.

• The expectations from PIP and the funding provided to the campus help to focus and motivate campus leaders, campus coordinators, and coalition members.

• It is important to get buy in from a senior campus administrator, since that’s where the most decisions and work can get done. Administrative support provides the opportunity to do the work and the time to do it.
Contact Information

- Twitter @MissouriPIP
- Facebook @mopip
- To learn more about Partners in Prevention, speak with your campus contact or visit our website at http://pip.missouri.edu
- Research briefs available at http://pip.missouri.edu/research
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