Engaging Residence Life in Collegiate Prevention Efforts
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High Education Center
for Alcohol and Drug Misuse Prevention and Recovery

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Q&A: Your questions will be submitted to the staff and answered at the end of the webinar. Any questions we do not address during the webinar will be shared via email along with a recording of the webinar.

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Membership
• Each annual membership to the Higher Education Center provides unlimited access to ScreenU Alcoholic, Rx and Marijuana. The cost includes all implementation, training, technical assistance and quality assurance materials.

Additional HECAOD Membership Benefits:
• Member Listserv
• Members only web portal
• Free access to past and future learning collaboratives
• Conference discount
• Technical Assistance

Membership Rate: $2,500
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Ecological Model

Comprehensive Strategy

- Motivation Focus
- Enforcement and Access
- Behavioral Alternatives
- Community Action
- Research

Centers for Disease Control and Prevention, 2004; Lange, 2004; NAPSAR, 2004; Shepard, 2005; Stokols, 1986
Alternatives can also mean housing options: Results of Michigan study

Max Drinks Past 28 days

Ecological Model

The RA’s role: consistency and success

- Laid back vs By the book
- Rubington 1993 and 1996
- Consistency across RA’s helps (Kilmer, 2018)
- “the very second that one person is ‘good cop’ and lets someone go or looks the other way, they have effectively made anyone trying to do their job ‘bad cop’ when they enforce policies.”
- Underestimating support for enforcement is reflective of a normative misperception (Saltz, 2007).


Centers for Disease Control and Prevention, 2004; Langford, 2004; NASPA, 2004; Shepard, 2006; Stokols, 1996
Norms perceptions on drinking interact with identity


Housing’s role in norm misperception (correction)

- Unintentional “normalizing” speak as attempt to relate
- Normalizing activities
- Alternative timing: Fear of competition
- Scare tactic programming
- Believing the residents’ bystander effect and fear of social failure means no second hand effect.
- Second hand effects can exacerbate norm misperception (Boekeloo et al. 2009) which may create a cycle


Does everyone understand the point of MI consequences: Barriers to using programs


Following the sanction effect the ADP approach suggests that the immediate effects may be undermined or at least not maintained in an education-only program.
A few additional observations

- Lay expertise is a barrier to asking for help from campus professionals
- Organizational structure may not naturally lead to collaborative relationships
- Social consequences are high for RAs: both for action and inaction. They take it personally and have to live in the environment
- Gray areas and very hard to detect issues are popping up: cannabis, Rx...
- Often want to know about signs of misuse and recovery support
- Physical layout of the living environment can dramatically affect both the misuse potential and an RA’s ability to intervene

A utilitarian view of collaboration

- Access to students
- Delivery of information
- Delivering students (actually getting them to your event)
- Source of information on students
- Ready set of highly competent peers

Building inroads: WIIFM

- Bulletin Boards in a Box
- Supporting their interests, access and expertise (e.g., Aztec Nights, Learning Centers)
- Work with admin to include wellness events in their 1st week activity