The Environmental Management Approach to Alcohol Use and Abuse: An Overview and Examples from a Private and a Public University

May 30th 2012
Today’s Presenters

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• Higher Education Center
  – Introduction to effective prevention efforts

• UMass Amherst & Roger Williams University
  – Implementing effective prevention strategies, campus experiences
Higher Education Center’s Services

The Center provides:

- General information and assistance
- Publications, including *Prevention Updates*
- Trainings, Webinars, and other online and in-person learning opportunities
- Evaluation support and assistance
- Web content on multiple AODV topics in higher education and specific, evidence-based prevention strategies
- HEC/News *E-Digest*, a weekly electronic digest of news and information relating to AOD and violence prevention
- HEC/Forum, a discussion board for YOU! Visit to share information and post questions about higher education AODV issues.

- Annual Prevalence - Any Alcohol Use
- Thirty Day Prevalence - Any Alcohol Use
- Thirty day Prevalence, Five+ drinks, Past Two Weeks
Every year, college drinking is related to:

- 1,825 student deaths from unintentional injuries
- 599,000 unintentional injuries
- 646,000 assaults
- 97,000 sexual assaults or acquaintance rapes

The NIAAA Report

- Examines the extent and nature of student drinking, with a focus on adverse consequences rather than quantity of consumption
- Reviews and synthesizes the research literature
- Provides evidence-based guidance on best practices
  - 2007 follow-up report: What Colleges Need to Know Now: An Update on College Drinking Research

The 3-in-1 Framework

1. Individuals, Including At-Risk or Alcohol-Dependent Drinkers
2. Student Body as a Whole
3. College and the Surrounding Community

Evidence of Effectiveness

• Tier 1: Evidence of effectiveness among college students
• Tier 2: Evidence of success with general populations
• Tier 3: Evidence of logical and theoretical promise
• Tier 4: Evidence of ineffectiveness

Community Research: More Effective Prevention Efforts

• Two of nine “critical elements” of success (Nation et al., 2003)
  – **Comprehensive**
    • Multiple interventions in multiple settings
    • Address factors from across the critical domains (e.g., peers, community) that influence the development of the behavior
  – **Sufficient dosage**
    • Sufficient to produce the desired effects
    • Follow-up to maintain effects

• “How are colleges doing 6 years later?”
  o Awareness
    ✷ Most are aware of the recommendations (79%)
  o What’s being implemented
    ✷ Almost all report using education (98%)
    ✷ Half report using an empirically based intervention for students at high-risk (50%)
    ✷ Fewer reported implementing empirically based environmental management strategies such as compliance checks (33%), responsible beverage service (15%), restricting outlet density (7%), or increasing the cost of alcohol (2%).

Law enforcement at 343 campuses report:

- 61% proactive: nearly always enforcing alcohol policies
  - Types of events:
    - 57% Sporting events, dances/concerts
    - 33% Sorority and Fraternity events/parties
  - Types of enforcement:
    - Most Likely: Public intoxication enforcement and False ID investigations
    - Least Likely: Saturation patrols, over-service enforcement, and sobriety checkpoints
- 54% work closely with local law enforcement
- Barriers: Resources (money and staff), cultural acceptance, alcohol availability

Environmental Management

- Comprehensive approach grounded in the social ecological model of public health
- Attempts to address factors at the individual, group, community, institutional, and policy level
  - Promotes positive behavior and norms
  - Discourages high-risk behavior

“The most effective approaches to reducing alcohol consumption among college students likely will blend individual, group, campus, and community level prevention components.” – Saltz, ARH 2011
Social Ecological Model: Examples of Factors at Each Level

- State policies/laws
- Cultural norms
- Community policies/laws
- Community structures
- Community procedures/practices
- Campus policies/enforcement
- Action/inaction by personnel
- Perceived norms
- Group-level policies
- Beliefs and attitudes
- Skills
- Knowledge

Centers for Disease Control and Prevention, 2004; Langford, 2004; NASPA, 2004; Shepard, 2008; Stokols, 1996
Research on Environmental Management approach to AODV

- **“Safer California Universities”**
  - Intervention: Mass media, increased enforcement (e.g., social host, DUI check points, nuisance party)
  - Results: Reduced incidence of intoxication, stronger intervention effects for higher implementation

- **“Common Ground”**
  - Intervention: mass media, increased enforcement (e.g., DUI patrols), and reduced access (e.g., RBS training)
  - Results: Increased student awareness, decreased police reports.


Challenges of Environmental Strategies

- Obtaining leadership support
- Requires time and effort
- Shifting coalition membership
- Shifting Institutional and community priorities
- Siloed departments/offices who might be resistant to collaboration and/or change
- Budget cuts
Advantages of Environmental Strategies

- Broader Reach
- More substantial effects
- More long lasting effects
- More cost effective
- Increased likelihood of population-level change
- Represents a radical paradigm shift
Contact the Center

Phone: (800) 676-1730, TDD Relay-friendly, Dial 711
Fax: (617) 928-1537
E-mail: HigherEdCtr@edc.org
The Campus and Community Coalition to Reduce High-Risk Drinking

J. Cherry Sullivan, MPH

Center for Health Promotion
University Health Services
University of Massachusetts Amherst
Our community...
Our students...
Our concern...
Our concern...
Hobart Hoedown May 2003
Cooperation gets results
Getting Started

The NIAAA Report on College Drinking April 2002 (updated 2008)
Trajectory of our Program

- Alcohol education workshop for policy violators (Tier 4)
- SAMHSA-CSAT SBI grant for BASICS implementation (Tier 1)
- U.S. Dept. of Education Exemplary Model Program – BASICS PLUS (Dissemination and Enhancement)
ENVIRONMENTAL INFLUENCE

- Unclear Community Beliefs, Values, & Standards
- Inconsistently Enforced or Communicated Laws & Policies
- Inconsistent Messages About Alcohol
- High-Risk Traditions & Celebrations
- Heavy Promotion of Alcohol Products & Activities
- Lack of Negative Consequences for High-Risk Behavior
- Inexpensive Alcohol is Easily Available and Accessible
Spectrum of Intervention Responses

Universal Prevention
- Mystudentbody.com
- Social Norms & Social Marketing Campaigns
- Student Health 101
- Alcohol Free activities
- Policy revisions
- Policy enforcement
- Campus and Community Coalitions
- Parent/Caregiver involvement

Early Intervention
- BASICS

Specialized Treatment Indicated Programs
Outpatient Assessment, Treatment, & Referral
- Fresh & Sober
- Collegiate Recovery Community
What is the CCC...

A diverse group of leaders from UMass Amherst and the community who’ve come together to make a difference.

Using environmental management strategies, we’re working to change aspects of our culture which promote, support or allow dangerous drinking.
Our members...

UMass Amherst:
- Campus Center
- Center for Alcohol and other Drug Abuse Prevention
- Center for Student Development
- Community Relations
- Dean of Students Office
- Fraternities and Sororities
- Peer Health Education
- Police Department
- Residence Life
- School of Public Health and Health Sciences
- Student Government Association
- UMass Transit
- University Health Services
- UVC-TV 19

Surrounding Community:
- Amherst Area Chamber of Commerce
- Amherst Fire Department
- Amherst Health Department
- Amherst Police Department
- Hadley Board of Selectmen
- Hadley Police Department
- Belchertown Board of Health
- Liquor Stores
- Pioneer Valley Housing Association
- Strategic Planning Initiative for Families and Youth
- Tavern Owners and Operators
As a coalition, we agree on key language

• High-Risk Drinking/Dangerous Drinking

• Primary and Secondary Harms/Consequences

• Environmental Management

• Data-Driven Planning

• Evidence-Based Prevention Approaches
Center for Health Promotion
Collaborative Partnerships

- CCC Subcommittees
  - Retail partners
  - Municipal strategies
  - DWI
  - Communications
  - Tailgating
  - Academic Affairs
    - Weekly “On-Call” Meetings
Retail Partners Committee

Compliance checks

Server training in collaboration with Package Store Association

Best practices review

Responsible Retailers Forum
Municipal Outcomes

- Municipal strategies roundtable results in formation of Bylaw Subcommittee
- Town of Hadley adds open container and keg registration bylaws
- Amherst open container bylaw upheld after CCC letter to Select Board
- Fines increased for Amherst town bylaws violations
- Mutual Aid agreements between UMass Police and Towns of Amherst, Hadley and Belchertown
- New bylaw addresses neighborhood disturbances caused by large parties off-campus
Party Prevention & Education
Early Intervention

• Specific Annual Events

• Police Presence and High Patrol Visibility
  • Joint patrols between APD and UMPD
  • Increased personal on specific weekends
  • Bus stop patrols
  • Early dispersal of crowds

• Identifying and Monitoring Party Locations
Landlord Strategies

- Model lease agreement shared widely
- Annual landlord meeting
- Campus judicial check for landlords
- Ongoing information dissemination
Effective Legal Tools

- UMPD
- Campus Policy Changes
- Town By-Law Revision
- Strong Referral System Between Hampshire Regional Court and UMass
UMPD Keys to Success

- Increased parking lot surveillance reduces flow of alcohol into dorms
- Security cameras target dorms and student parking
- UMass transit notifies area police of student events
- Increased communication with court
- Active referral of protective custody cases to campus BASICS program
Campus Policy and Procedural Changes:

• Alcohol policy update: drinking games, paraphernalia, Good Samaritan/Amnesty

• Riotous behavior policy

• Elimination of Level 1 Appeals

• BASICS for all policy violators

• Required for all protective custody and medical transports

• Improved tracking system for campus judicial
Messaging and Visibility

- Social Norms Campaign
  - Campus, Transit, Retail Partners

- Have a Heart and Safe Celebrations

- Email and Social Media

- Student Planner (Code of Conduct)

- New Student and Parent Orientation

- Messages via consistency
Social Norms

• High visibility!
• 96% of students have seen the social norms messages
CCC creates a new bylaw in 2008

ROWDY PARTIES CAN COST YOU.

Under Amherst and Hadley’s new “Social Host” and “Nuisance House” bylaws, rowdy off-campus parties can lead to big fines for party-throwers, tenants and landlords, along with legal problems, university sanctions and eviction.

How to keep your cash:

- Hold down noise.
- Control crowds.
- Don’t post open invitations.
- Prevent underage drinking.
- Respect the neighborhood.
- Avoid fights.

A message from the Campus and Community Coalition to Reduce High-Risk Drinking
IT’S THE LAW 101: MASSACHUSETTS STATE LAWS

MINOR IN POSSESSION OF ALCOHOL — Under 21, you can be arrested, jailed, fined and more.

UNDERAGE DRIVER TRANSPORTING ALCOHOL — It’s illegal for those under 21 to drive a vehicle in which there is alcohol (unless accompanied by a parent). You can lose your license and be fined.

OUI (OPERATING UNDER THE INFLUENCE) — Driving with a blood alcohol content greater than .08 is illegal (.02 for drivers under 21). Those arrested for OUI are subject to immediate suspension of their license. Conviction will result in loss of license, fines and higher car insurance rates.

SELLING ALCOHOL/PROVIDING ALCOHOL TO MINOR — Selling cups, alcohol or providing to someone under 21 can result in criminal charges.

ALTERING A GOVERNMENT ID/False ID — Altering a government-issued ID is a felony. A felony conviction can seriously limit your future career and scholarship opportunities. Presenting false ID is also a crime.

PUBLIC URINATION — Urinating in public can result in a charge of indecent exposure.

UNLAWFUL ASSEMBLY/Failure TO DISPERSE — If the police order you to leave an area, leave promptly or you can be arrested.

IT’S THE LAW 102: AMHERST TOWN BYLAWS

(Violations can result in fines and/or arrest)

UNLAWFUL NOISE — Excessive loud noise that disturbs others is prohibited. This includes loud music, yelling, dogs barking, etc. State law bans noise after 11:00 p.m. — so please keep it down!

OPEN CONTAINERS OF ALCOHOL — It’s illegal to hold or carry an open container of alcohol or to consume alcohol on any town street, sidewalk or public property.

LITTERING — Don’t do it! It’s bad for the environment and you can be fined.

KEG LICENSING — It’s illegal to be in possession of a keg without a permit. Permits are available through the Amherst Police Department.

DOG REGULATIONS — If not on their own property, dogs must be leashed or under the control of a keeper at all times. You must license your dog with the Town Clerk every year.

Sponsored by: UMass Amherst Office of Community Relations and Campus and Community Coalition to Reduce High Risk Drinking
5 Keys to Living Off-Campus

Moving off campus can be an exciting time — giving you more independence and options than you’ve had before. You will also be joining a neighborhood likely to have a mix of students and families, homeowners and tenants. Here are 5 suggestions for being a hit with your neighbors:

1. **Meet your neighbors**
   Introduce yourself and, if you feel comfortable, share your contact information. Find out about their lives; do they have young children or go to work early?

2. **Be considerate**
   Keep noise levels down and inform your neighbors in advance if you plan to have a party. Ask your visitors to be considerate too!

3. **Keep your neighborhood beautiful**
   Dispose of trash in provided receptacles and don’t use indoor furniture outdoors. Try to observe and respect neighborhood standards.

4. **Practice car courtesy**
   Park only in designated spaces and keep car stereos turned down. Drive with extra caution in residential areas — and definitely don’t drink and drive!

5. **Obey the law**
   Observe all state, local and federal laws and learn about the health codes protecting you and your neighbors. Remember, the code of student conduct can be enforced off-campus too!

Tools for Landlords

Good Neighbor Campaigns
Heavy Episodic Drinking Down 24%
Frequent Heavy Drinking Down 48%
Lessons Learned

• Science-based prevention and data hook new stakeholders
• Health and safety focus
• Buy-in of community relations and campus news office
• Senior leadership changes- be ready
• BASICS helped drive environmental changes
• Adapt to changes-be flexible
• Celebrate and acknowledge members
• Don’t count your chickens before...
Surprise!!.
November 2008 Surprise
More to be done...
Donna Darmody, M.S.
Director of Health Education
Alcohol and Drug Prevention Coordinator
Kathleen McMahon, EdD
Dean of Students
Demographics

- Small, private, non-profit, rural, 4-year, coeducational university with programs in the liberal arts and the professions
- Bristol, Rhode Island — town population 22,954
- Total Enrollment = 4,844
- Undergraduates = 4,451  Graduate Degrees - 12

Forbes- recognized as one of - “Best Colleges”
Student Horizons – “College of Distinction”
The Princeton Review – “Best College” “Greenest University”
What was our problem?

- Binge and problem drinking higher than national average, high frequency rate and lower abstinence rate.
- RWU events associated with high level use
- “Party School” reputation
- Second hand effects
- Attrition
- No continuity in past AOD task forces
Getting Started in 2005
Institutionalizing the Issue

- Permanent ongoing AOD Task Force created with a defined mission, charged by VPSA
- Organizationally positioning health education in student affairs with a direct report to the dean of students
- Re instituted use of the CORE
- Conducted a thorough Biennial Review
- Alcohol prevention as part of divisional strategic plan and university’s plan 2020
Dimensions

- Data Assessment
- Policy Review
- Education and Prevention
- External Relationships
- Environment
2005-2008
Revised Alcohol Policy Sanctions

- 3 strikes (within 12 months) housing removal policy

- Increased minimum sanctions for alcohol paraphernalia, large gatherings, common source, and drinking games (increased fines at all levels)

- Weekend removal from housing for all 2nd time offenders

- Modified and reduced the alcohol quantity policy
2005-2008
Pro-Active Notification and Increased Outreach

- Presented AOD mission and policy with parents and students together during orientation
- Notified returning students of policy changes
- Created an RWU Student Guide to Alcohol Use and Misuse.
- In-serviced RA’s on how to present the new policy to students
- Student violators are informed of sanctions for their next violation
- Written notification of 3rd time housing ban for students on second violation
- Article in first issue of student newspaper about increased sanctions and removal policy
- Became members of local substance abuse coalitions
Action Year - 2008-2009

- December 08
  - Presentation to University Life Committee
  - 5 Hour Training & Discussion
- January 09
  - Team attends NASPA AOD Prevention Conference
- January - May 09
  - sub-committee working groups
- March 09
  - Student focus groups and Student Forum
- May 09
  - Recommendations to VP
- July 09
  - Letter sent home to students regarding policy changes
June ’09 Final Outcomes

- Stronger message at Orientation from University Administration
- Letter from University President to incoming students and parents
- South Campus is now completely dry
- New Quantity Limits
  - reduced amount of hard alcohol
- Stricter enforcement of quantity policy/sanctions
- Elimination of popular student event
- More off campus sponsored programming
- Late night options (food, space, activities)
- Student Leader Training Guidelines
**Roger Williams University Alcohol and Drug Prevention Efforts 2009-Present**

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Intervention</strong></td>
<td>HAWE’s do BASICS interventions with students violating AOD policy; One on One counseling sessions with the Health Educator for serious offences; National alcohol screening day.</td>
</tr>
<tr>
<td><strong>Freshmen Year Experience</strong></td>
<td>AlcoholEdu required for all incoming students; Orientation presentation on normative behavior to students and parents; Alcohol program during first few days of WOW; Orientation Advisors training on alcohol prevention; Letter from the President sent home to incoming students and parents; HAWE’s session in FYS, present in residence halls and create facebook group inviting freshman.</td>
</tr>
<tr>
<td><strong>Enforcement and Access</strong></td>
<td>Alcohol prohibited in South campus; Increased Public Safety presence in South Campus; Checking of ID’s and bags in Cedar hall; Random bag checks by Public Safety; Random RA roams.</td>
</tr>
<tr>
<td><strong>Policy</strong></td>
<td>Residence hall removal sanction for three alcohol violations; Reduction of quantity policy; Banning of alcohol above 80 proof, handles and grain alcohol; Increased sanction involving hard alcohol and drinking games; Deferred weekend ban for first violation.</td>
</tr>
<tr>
<td><strong>Messaging and Marketing</strong></td>
<td>HAWE educational programs; Internships available in health education for creating ads in college newspaper; President’s letter sent home to incoming students; Training of student leaders; Social marketing campaign; Message boards on all shuttles.</td>
</tr>
<tr>
<td><strong>Social Space and Student Programming</strong></td>
<td>Extensive social programming every Thursday – Saturday nights; Extended hours for late night food options; Financial support for alcohol free events planned by students or student groups.</td>
</tr>
<tr>
<td><strong>Academic Partnership</strong></td>
<td>Presentation with data and best practices to the University Life committee and Dean’s council; Joint classroom projects with select faculty; Internships available through health education; Curriculum immersion template available to faculty.</td>
</tr>
<tr>
<td><strong>External Relations</strong></td>
<td>Collaboration with police on responding to off campus incidences; TIPS training for RWU students and surrounding community; Participation in Bristol and Portsmouth Community Coalitions; HAWE’s present to local high schools and do safe prom assemblies; Off campus community meetings.</td>
</tr>
<tr>
<td><strong>Assessment &amp; Program Evaluation</strong></td>
<td>CORE Survey, Program Evaluation, Student Conduct Data, Acuho Data, and AlcoholEdu</td>
</tr>
</tbody>
</table>
RWU’s 3-1 Environmental Management Model
(NIAAA: A Call to Action: Changing the Culture of Drinking at US colleges (2002))

**Individual**
- Elective and mandated Brief Alcohol Screening and Intervention for College Students (BASICS)
- One on One counseling
- Parental notification
- Local agency does assessment in emergency room
- Student at Risk committee
- Working relationship with local therapist and AOD treatment programs for outside referral

**Surrounding Community**
- Parents Program at Orientation
- Reduce alcohol availability
- RWU representation in local AOD Prevention Coalitions
- Responsible Beverage Service Training
- Municipal fine for underage drinking
- Strict enforcement of noise violation and social host laws

**Student Population**
- Consistent policy enforcement, initiatives such as bag checks, quantity limits, alcohol free South Campus
- Increase public safety presence
- Provide alcohol free options (Roger After Dark), financial support
- AlcoholEdu requirement
- President’s letter, VP Orientation address
- Social norms messages and campaigns
- Peer Educators IHAWEs
- WOW program
- An active Alcohol and Other Drug Task Force that meets regularly to evaluate strategies
- Training of orientation advisors
- Written materials, brochure, grid magnet
- Leadership training module (Role Model)
- Strategically plan review and revise all at risk events
# 3-IN-Framework - Tier 1

<table>
<thead>
<tr>
<th>TIER 1 Effective with College Students</th>
<th>Strategy</th>
<th>Level of Individuals at Risk</th>
<th>of Student Population</th>
<th>Operation of Community</th>
</tr>
</thead>
<tbody>
<tr>
<td>X</td>
<td>Combining cognitive-behavioral skills with norms clarification &amp; motivational enhancement intervention</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>X</td>
<td>Offering brief motivational enhancement interventions in student health centers and emergency rooms</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>X</td>
<td>Challenging alcohol expectancies</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
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## 3-IN-Framework - Tier 2

<table>
<thead>
<tr>
<th>Tier-2 Effective with general populations</th>
<th>Strategy</th>
<th>Level of Individuals At Risk</th>
<th>of Student Population</th>
<th>Operation Community</th>
</tr>
</thead>
<tbody>
<tr>
<td>X</td>
<td>Increased enforcement of minimum drinking age laws</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>X</td>
<td>Implementation, increased publicity, and enforcement of other laws to reduce alcohol impaired driving</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>X</td>
<td>Restrictions on retail density</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>X</td>
<td>Increased price and excise tax on alcoholic beverages</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>X</td>
<td>Responsible beverage service policies in social and commercial settings</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>X</td>
<td>Formation of a campus/community coalition</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
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## 3-IN-Framework - Tier 3

<table>
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<tr>
<th>Tier-3 Promising</th>
<th>Strategy</th>
<th>Level of Individuals At Risk</th>
<th>Operation of Community</th>
</tr>
</thead>
<tbody>
<tr>
<td>X</td>
<td>Adopting campus-based policies to reduce high risk use (e.g. alcohol free)</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>X</td>
<td>Increasing enforcement at campus based events that promote excessive drinking</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>X</td>
<td>Increased publicity about enforcement of underage drinking laws/eliminating mixed messages</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>X</td>
<td>Consistently enforcing campus disciplinary actions associated with policy violations</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>X</td>
<td>Conducting marketing campaigns to correct student misperceptions</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td></td>
<td>Provision of Safe Ride</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>Regulation of Happy hours and sales</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>X</td>
<td>Enhancing awareness of personal liability</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>X</td>
<td>Informing new students and parents about alcohol policies and penalties</td>
<td>Yes</td>
<td>Yes</td>
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</table>
Lessons Learned
Students as Stakeholders

- Student role on sub committee
  - Benchmarking
- Student feedback
  - Residence hall student staff
  - Residence hall council
  - Student forum – sponsored by Student Senate
- Student leaders are asked to partner in prevention
- Student Senate involvement before every change
Risky Business: 3 arrested, 5 transported to hospital during first Chameleon Club since fall semester

Allison Collins
Issue date: 3/6/09
Section: News

Make good decisions about alcohol
Issue date: 3/6/09
Section: Opinion

Don't blame Chameleon Club
Courtney Nugent
Issue date: 3/6/09
Section: Opinion

What if RWU was a dry campus? What if hard alcohol was banned?
Issue date: 4/3/09
Section: Opinion
A SOBERING DEBATE

Alcohol hot topic at Student Senate forum

By BEN WHITMORE
Herald staff writer

Students, faculty, and administrators gathered Tuesday night for the Student Alcohol Forum, a Student Senate and Alcohol and Other Drugs taskforce co-sponsored event designed to gather student feedback on the AOD’s alcohol policy proposals for the next academic year.

While originally planned to be held in the library’s Mary Tefft White Cultural Center, the forum was moved to CAS 157 due to the “sense it would be highly attended,” according to Donna Darmody, Director of Health Education and Alcohol and Drug Prevention Coordinator.

Darmody’s senses were correct. The event, which had 107 confirmed guests as a Facebook event, filled the 200-seat lecture hall above capacity, forcing students to sit on the floor. Students representing all grades showed up to voice their opinions on what would make the most effective alcohol policies.

The high student turnout can partly be attributed to Senate’s aggressive advertising of the event. Student senators in Solo cup outfits who roamed the campus

See page 4.

Students, staff seek ‘cultural change’ in campus drinking

By BEN WHITMORE
Herald staff writer

Various voices throughout campus are often at odds when it comes to alcohol rules.

Many students seek empathy, while most administrators insist on safety. Can the seemingly inherent dichotomy in student-administrative ideologies ever be reconciled? Students at Tuesday’s alcohol forum attempted to find out.

“It is [Student] Senate’s job to be the liaison between students and the administration,” Colin O’Reilly, Vice President of Student Senate, said. “The Senate felt that there needed to be more communication about alcohol issues on campus and that it was our job to facilitate that discussion.”

Senator Brian McGrath said, “We felt that the student body in general was not being informed at all.”

According to McGrath, the forum was created with the hope that “collaboration between the student body and the Alcohol and Other Drug Taskforce committees would [allow them] to reach some sort of agreement.”

“I thought it went very well in terms of attendance and with the content of the dis-

See ALCOHOL p. 7
Chameleon club canceled

by ALLISON COLLINS
News Editor

Chameleon Club, the highly-attended dance event, has been canceled, according to Vice President of Student Affairs, John King.

“The recommendation was to cancel Chameleon Club for the foreseeable future,” King said.

The event, a long-time favorite of RWU students, was originally created to bring a large amount of students together on campus, administrators said.

“It was to have a great place for people to dance and dress up and embrace being together,” Caitlin Abrahamson, one of last year’s Chameleon Club chairs, said.

“CEN is truly disappointed that Chameleon Club had to be canceled,” Ted Beatty, the chair of Campus Entertainment Network (CEN), said.

“I think that people took the great event and made it into something about drinking and that was not the original point of the event,” Abrahamson said.

Abrahamson said, “Things were taken to a new level that was never seen before, which is why the administration felt that action needed to be taken,” Abrahamson said.

Last September, the first canceled.

Yet, Chameleon Club returned in the spring semester. This time more activities were held before the event and more pizza was served during the event. There were five transports and as a result, the traditional Spring Weekend Chameleon Club was canceled.

[The] Administration decided to cancel the Spring Weekend Chameleon Club for last year and then wanted to put the decision on whether or not to have them in the future up to the AOD committee,” Abrahamson said.

“The Alcohol and Other Drug (AOD) Taskforce recommended canceling the event, according to King.

Chameleon had the highest number of student transports in the history of the university.

The event had 11 transports—eight of the students were freshmen. Students were transported to area hospitals after consuming dangerous amounts of alcohol, according to administrators.

The following Chameleon Club, scheduled for Halloween night, was canceled.

Just because we’re not going to hold Chameleon Clubs, doesn’t mean we’re not going to hold dance opportunities,” King said.

“It was decided that none of the additions would have a drastic enough impact upon the students to change the attitude towards Chameleon Club,” Abrahamson said.

See CLUB p. 2

Opinion

Campus drinking problem? ‘Crisis’ seems ridiculous

You can’t fix something that isn’t broken.

Maybe it is the college atmosphere that makes everyone feel like they need to save the world, but I find all the hype about the campus having a drinking problem a little ridiculous. Yes, I agree. Eleven hospital transports in one night is a little outrageous, but when we look at the overall picture and compare RWU to similar colleges [see Ben Whitmore’s alcohol article also included in this issue] the figures show that the campus really is no different than other schools.

Yet, despite the facts, the school and some students are gung-ho about solving “the crisis” of the campus. Wait a minute. Step back.

It should be expected that students, just discovering adulthood, are going to experiment and sometimes, unfortunately, that experimenting goes a little too far. Yes, I agree this is unsafe but I also think that some of the hospital transports could be avoided. Just because you feel a little sick and vomited once does not always mean you deserve a hospital trip but we OVERREACT. Students are just discovering alcohol and learning their limitations. This is part of life, this is part of youth.

Furthermore, if this campus did have a drinking problem, why would the administration not take the appropriate steps and mandate a dry campus? Then students could be written up before they even get passed the first beer. This seems like it might cut down on a huge portion of the “campus drinking problem.”

But wait... If alcohol was banned from campus, who would want to live on campus? The school would lose revenue from the residence halls and we would all lose our close-knit campus community.

Let’s not forget the funniest part of the whole situation. It is the “duty” of the student leaders to solve the campus drinking problem. It is the responsibility of the student leaders as “role models” to introduce a solution. This is hilarious to me. I think sometimes the administrators forget that the “leaders” are still college kids. If you go to a bar or a party on Friday night, guess what? The leaders are all there. In the words of Gomer Pyle, “surprise, surprise, surprise.”

It is not fair to expect these students to not have a night out or ever drink because of their role on campus. Student leaders do seem to care more and might actually be more responsible than the rest of the student body, but to take away their right to their youth because they have to solve “the crisis” is ridiculous.

Sometimes, it is like the campus forces student leaders to only hang out with each other and it’s not fair. For fear of getting caught, having fun with their peers and maybe going to a bar or party with other students, student leaders are only able to hang out with each other because it is “safe.” This divides the campus — the involved kids and the not-so-involved kids.

The RA’s have it the worst. They are restricted to only being around each other for fear of losing their jobs. Think about it, though.

As long as college is college and it maintains the stigma that goes along with the college scene, there will always be drinking. Maybe the administration should go after the media for creating the image of college as a drinking party and not after the students.

All I am saying is that many 18 through 22 year olds are out partying, experimenting with alcohol, whether in college or not. In fact, college may be the safest place to experiment with alcohol because at least there is help available if needed. The RWU administration needs to face the facts: compared to other colleges, RWU does not have a drinking problem.
**Commentary**

**Bag checking could help reduce alcohol issues**

by JENNA MULVEY  
Herald Staff Writer

Before I came to Roger Williams University, I recall looking at the different places I could live on campus. I talked to a couple of people, and after thinking it over, I decided to apply to live in Cedar. I listed it as my first choice on my housing application, and was glad when I got in. To me, Cedar is a great place for a freshman to live. Since Cedar is an all-freshmen dorm, freshmen can meet a lot of people, and that is a good thing since many freshmen want to make a lot of friends during their first year. That is one of the things I like best about Cedar. Besides meeting a lot of people, I have a great floor, a great roommate, and great RAs. I'm also near the main entrance, common room, and bathroom. The laundry rooms are not far away either, which is very convenient. However, there is one thing I do not like about Cedar: the bag checks.

I understand why bag checking is done at Cedar. Drinking has become a big problem at this school, and RWU is trying to reduce this problem. The people who conduct the bag checks are very nice. They’ll say hello, and after looking at your bag, they will thank you. Although I understand why bag checking takes place, it is not so enjoyable after a while. Most of the time when I come back to Cedar, the bag checkers are there. And when the bag checkers are there, every bag that you have with you has to be checked before you can enter the building. Your backpack, tote and even grocery bags have to be looked at. I have started carrying a tote because it’s much easier to show the bag checkers my tote instead of taking off my backpack, unzipping it, and handing it to them.

However, bag checking can provide some good alternatives. Bag checking just might help alcohol poisoning to occur less often, and maybe the drinking problem at RWU will get better. Soon, we will see what the outcomes of the bag checks are.
The DATA
## Abstinence Rate

<table>
<thead>
<tr>
<th>Survey</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
</tr>
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<tbody>
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<td>ACUHO-I/EBI</td>
<td>(n=1,805)</td>
<td>(n=?)</td>
<td>(n=1,967)</td>
<td>(n=1,663)</td>
<td>(n=1,932)</td>
<td>(n=1,870)</td>
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<td>(last event)</td>
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<tr>
<td>CORE</td>
<td>12%</td>
<td>13%</td>
<td>13%</td>
<td>16%</td>
<td>15%</td>
<td>17%</td>
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<tr>
<td>(last 2 wks)</td>
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<td>6.86%</td>
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<td>(last 2 wks)</td>
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<tr>
<td>AlcoholEdu</td>
<td>44%</td>
<td>48%</td>
<td>44%</td>
<td>48%</td>
<td>48%</td>
<td>48%</td>
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<tr>
<td>(last 2 wks)</td>
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<tr>
<td>Survey 1</td>
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</tr>
<tr>
<td>Survey 3</td>
<td>37%</td>
<td>37%</td>
<td>38%</td>
<td>41%</td>
<td>41%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

ACUHO-I/EBI: A survey by ACUHO-I/EBI was conducted at the last event with a sample size of 1,823 participants.

CORE: The CORE survey, conducted over the last 2 weeks, had a sample size of 1,389 participants in 2006, 1,358 participants in 2007, and 1,090 participants in 2011.

AlcoholEdu: The AlcoholEdu survey, conducted over the last 2 weeks, had a sample size of 1,823 participants in 2009, 1,932 participants in 2010, and 1,870 participants in 2011.

ACHA-NCHA: The ACHA-NCHA survey, conducted over the last 2 weeks, had a sample size of 569 participants.

Survey 1: The survey conducted in 2006 had a sample size of 1,823 participants.

Survey 3: The survey conducted in 2009 had a sample size of 1,932 participants.
## Student Binge Drinking Rates

### ACUHO-I/EBI

<table>
<thead>
<tr>
<th>Year</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate</td>
<td>55%</td>
<td>61%</td>
<td>61%</td>
<td>58%</td>
<td>51%</td>
<td>52%</td>
<td>48%</td>
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</tbody>
</table>

### CORE Data (last 2 wks)

<table>
<thead>
<tr>
<th>Year</th>
<th>2006</th>
<th>2008</th>
<th>2010</th>
<th>ACHA NCHA 2012 (last 2 weeks)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate</td>
<td>72.1%</td>
<td>69.9%</td>
<td>65.6%</td>
<td>42.5%</td>
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</table>
## AlcoholEdu Student Binge Drinking Rates

Four or More = Females  Five or More = Males at least once in past 2 weeks (heavy episodic plus problem drinkers)

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Survey 1</td>
<td>46%</td>
<td>41%</td>
<td>35%</td>
<td>34%</td>
<td>35%</td>
</tr>
<tr>
<td>Survey 3</td>
<td>56%</td>
<td>61%</td>
<td>43%</td>
<td>37%</td>
<td>41%</td>
</tr>
</tbody>
</table>
# Student Binge Drinking Rates by Gender

## CORE Data

(last drinking occasion – resident hall informal get togethers)

### Males (5 or More)

<table>
<thead>
<tr>
<th>Year</th>
<th>2006</th>
<th>2008</th>
<th>2010</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate</td>
<td>76%</td>
<td>70%</td>
<td>73%</td>
<td></td>
</tr>
<tr>
<td>Notes</td>
<td>ACHA</td>
<td>NCHA</td>
<td>(last 2 weeks)</td>
<td>62.7%</td>
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</tbody>
</table>

### Females (4 or More)

<table>
<thead>
<tr>
<th>Year</th>
<th>2006</th>
<th>2008</th>
<th>2010</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate</td>
<td>64%</td>
<td>65%</td>
<td>58%</td>
<td></td>
</tr>
<tr>
<td>Notes</td>
<td>ACHA</td>
<td>NCHA</td>
<td>(5 or more last 2 weeks)</td>
<td>34%</td>
</tr>
</tbody>
</table>

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*Roger Williams University - Learning to Bridge the World*
## Problem Drinking Rate - 8+ Males 7+ Females

7+

(Because ACUHO has categories: “7 and 8” and “more than 8” we defined 7 or more as problem drinking)

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ACUHO-I/EBI</td>
<td>34%</td>
<td>39%</td>
<td>40%</td>
<td>37%</td>
<td>30%</td>
<td>33%</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>(last event)</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CORE</td>
<td></td>
<td>36.5%</td>
<td></td>
<td>29.2%</td>
<td></td>
<td>26.6%</td>
<td></td>
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<tr>
<td>(any given occasion residence hall informal get togethers)</td>
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<td></td>
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<tr>
<td>ACHA NCHA</td>
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<td></td>
<td></td>
<td></td>
<td>22.1%</td>
</tr>
</tbody>
</table>
Alcohol Documentations/Violations Fall Semester Comparison Chart

- Total Documented
- Total Violations

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Documented</th>
<th>Total Violations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2006</td>
<td>620</td>
<td>401</td>
</tr>
<tr>
<td>Fall 2007</td>
<td>660</td>
<td>290</td>
</tr>
<tr>
<td>Fall 2008</td>
<td>565</td>
<td>345</td>
</tr>
<tr>
<td>Fall 2009</td>
<td>475</td>
<td>278</td>
</tr>
<tr>
<td>Fall 2010</td>
<td>359</td>
<td>223</td>
</tr>
<tr>
<td>Fall 2011</td>
<td>300</td>
<td>230</td>
</tr>
</tbody>
</table>
Final Lessons Learned

- Approach must be multidimensional
- Be willing to give things up
- Be willing to allocate resources even in tough economic times
- Patience and persistence is key
- Critical to have senior leadership support
- Dialogue with students never ends
Discussion of Challenges

1. The Freshman Student/experience
2. Academic Collaborations
3. Policy Consistency - Retention
4. Institutionalizing Prevention and Resources