High Risk Drinking Among College Students: A Comprehensive Environmental Approach

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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
- Inexpensive Alcohol is Easily Available and Accessible

INDIVIDUAL CHOICE

- Lack of Negative Consequences for High-Risk Behavior

NU Directions
Campus-Community Coalition
Reducing High-Risk Drinking...Together
NU Directions
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Reducing High-Risk Drinking...Together
Comprehensive Framework and Resulting Activities of the NU Directions Campus-Community Coalition in Lincoln, Nebraska

ENVIRONMENTAL STRATEGIES employed by NU Directions were based on a framework of three key elements: Policy, Education and Enforcement.

For each environmental factor, a set of measurable objectives were determined and policy, enforcement, and education activities designed to influence the factor.

ENVIRONMENTAL INTERVENTIONS

Interventions for the Individual

ALCOHOL EDUCATION
MOTIVATIONAL FEEDBACK
BRIEF INTERVENTION

Consistently Enforcing Laws & Policies

Educating About Policies & Consequences

Limiting Access & Availability of Alcohol

Providing Consistent Messages About Alcohol

Eliminating/Modifying High-Risk Traditions & Celebrations

Cultural Change
Why Establish a Campus/Community Coalition?

- Systems approach
- Broad base of support
- Provides additional resources
- Ensures mutually reinforcing messages
HISTORY OF THE COALITION

Responsible Hospitality Council 1992 – Present
• Community coalition dedicated to reducing problems associated with irresponsible alcohol service
• Focus on voluntary compliance
• Primary strategies
  - Peer intervention
  - Education

NU Directions Campus/Community Coalition 1998 – Present
• Campus/community coalition dedicated to reducing high-risk drinking among college students
• Focus on environmental management
• Primary strategies
  - Policy
  - Education
  - Enforcement
Philosophical Foundations

• **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
Coalition Activity

- **Led by a Strategic Plan**
  - **GOALS** focus on specific areas of the environment that need to be addressed based on analysis of the specific environment
  - **OBJECTIVES** focus on measurable changes of behavior related to that area
  - **ACTIVITIES** focus on specific interventions that show or promise evidence of creating the desired change in the target area

- **Organized by Workgroup**
  - Coalition members self-select their workgroup based on interest, responsibility, expertise, and/or resources
  - Workgroups develop and implement interventions, continue environmental monitoring, and address any issues related to implementation
  - AD hoc committees used for interventions that require special experience/expertise
Addressing a High-Risk Environment Through an Inclusive Process
ESTABLISH

• Hospitality management policy
• Municipal ordinances
• State laws, rules, and regulations
• Community covenant
• Corporate and school policy
• Responsible business guidelines
• Greek risk-management policies
POLICIES . . .

• must go beyond laws and include COMMUNITY standards.

• must directly impact all parties and not just students.

• are opportunities to teach civic responsibility.

• are an agreement across the community.
Policy On Campus

• Permit-only alcohol consumption policy with clear criteria
• No alcohol allowed in any residence unit, including Greek houses
• Clear alcohol policy in Student Code of Conduct
• Fraternity/Sorority Housing Agreements
• Fraternity/Sorority chapter polices
• Graduated sanctions policy using motivational feedback
Policy Off Campus

- Responsible hospitality management policies in campus-area bars
- City limit on number of unrelated persons allowed to live together
- Revised landlord/tenant contracts
- Expanding the scope of the Student Code of Conduct for off-campus
  - Selling alcohol without a license
  - Maintaining a disorderly house
  - Procuring alcohol for minors
MONITOR

• Internal Liquor Committee
• Law enforcement
• Citizen participation
• Advocacy groups
• Voluntary compliance checks
• On-site risk assessments
• Industry peers
• Last drink data
• Advertisement review
Self-reported location of consumption

- Off-campus apt
- Bar, club, restaurant
- Greek House
- Residence Hall

Data from the UNL Omnibus Study

1998: 86% Off-campus apt, 15% Bar, club, restaurant, 10% Greek House, 10% Residence Hall
1999: 84% Off-campus apt, 16% Bar, club, restaurant, 11% Greek House, 9% Residence Hall
2000: 90% Off-campus apt, 10% Bar, club, restaurant, 9% Greek House, 8% Residence Hall
2002: 93% Off-campus apt, 8% Bar, club, restaurant, 8% Greek House, 8% Residence Hall
Reported Method of Obtaining Alcohol

Percent of Students

Older student
Student under 21
Relatives
Purchased w/o ID
Stranger
Fake ID
Number of Occasions Consumed 5+ Drinks

<table>
<thead>
<tr>
<th>Location</th>
<th>Occasions</th>
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<tbody>
<tr>
<td>Off-campus</td>
<td>0</td>
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<tr>
<td>On-campus Bar</td>
<td>5</td>
</tr>
<tr>
<td>Greek House</td>
<td>10</td>
</tr>
<tr>
<td>Dorm</td>
<td>15</td>
</tr>
<tr>
<td>On-campus Event</td>
<td>20</td>
</tr>
<tr>
<td>On-campus Bar</td>
<td>25</td>
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<tr>
<td>Game</td>
<td>30</td>
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<tr>
<td>Game</td>
<td>35</td>
</tr>
<tr>
<td>Game</td>
<td>40</td>
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</tbody>
</table>
Neighborhood Disruptions: A Review of the Data

City of Lincoln, NE:
Citizen Complaints of Neighborhood Disturbances
(LPData: “Wild Party” Code)

<table>
<thead>
<tr>
<th>Year</th>
<th>Complaints</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>1735</td>
</tr>
<tr>
<td>2005</td>
<td>1858</td>
</tr>
</tbody>
</table>
Party Complaints by Day of Week
Party Complaints by Time of Day

\[\text{CrimeView Time Of Day Chart} \]

\[\text{Party Complaints By Time Of Day} \]

\[\begin{array}{cccccccccccccccc}
00 & 01 & 02 & 03 & 04 & 05 & 06 & 07 & 08 & 09 & 10 & 11 & 12 & 13 & 14 & 15 & 16 & 17 & 18 & 19 & 20 & 21 & 22 & 23 \\
\end{array} \]

\[\begin{array}{cccccccccccccccc}
0 & 100 & 200 & 300 & 400 & 500 & 600 & 700 & 800 & 900 & 1000 & 1100 \\
\end{array} \]
City of Lincoln, NE: Disorderly House Citations (LPD Data)

- 2004:
  - UNL Students: 168
  - Landlords: 4

- 2005:
  - UNL Students: 121
  - Students Referred to UNL Judicial Affairs: 53

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Reducing High-Risk Drinking...Together
Monitoring Growth Ratios for Liquor Licenses
UNL Student Admissions
Cornhusker Place Detoxification Center
September 1, 2004 – December 31, 2005

Place of Last Drink by Gender

Number of Admissions

<table>
<thead>
<tr>
<th>Gender</th>
<th>Male Students</th>
<th>Female Students</th>
<th>All Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>License</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Off-Campus</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Male Students: License, Off-Campus, Total
- Female Students: License, Off-Campus, Total
- All Students: License, Off-Campus, Total
UNL Student Admissions
Cornhusker Place Detoxification Center
September 1, 2004 – December 31, 2005

Place of Last Drink by Age

- Underage Students
- Legal Age Students
- All Students

Number of Admissions

- License
- Off-Campus
- Total
# UNL Student Admissions
Cornhusker Place Detoxification Center
September 1, 2004 – December 31, 2005

<table>
<thead>
<tr>
<th>Student Demographic</th>
<th>Average Age</th>
<th>Average BAC</th>
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<tbody>
<tr>
<td>Female</td>
<td>20.8</td>
<td>.155</td>
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<tr>
<td>Male</td>
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<td>.169</td>
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<tr>
<td>Legal Age</td>
<td>22.9</td>
<td>.180</td>
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<tr>
<td>Underage</td>
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<td>.145</td>
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<tr>
<td>Licensed Establishment</td>
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<td>.173</td>
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<tr>
<td>Off-campus Party</td>
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<td>.160</td>
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<tr>
<td>All Admitted UNL Students</td>
<td>21.4</td>
<td>.165</td>
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UNL Student Admissions
Cornhusker Place Detoxification Center
September 1, 2004 – December 31, 2005

Number of Admissions

<table>
<thead>
<tr>
<th>Month</th>
<th>Sep-04</th>
<th>Oct-04</th>
<th>Nov-04</th>
<th>Dec-04</th>
<th>Jan-05</th>
<th>Feb-05</th>
<th>Mar-05</th>
<th>Apr-05</th>
<th>May-05</th>
<th>Jun-05</th>
<th>Jul-05</th>
<th>Aug-05</th>
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<td></td>
<td></td>
</tr>
<tr>
<td>of Admissions</td>
<td>56</td>
<td>45</td>
<td>22</td>
<td>46</td>
<td>33</td>
<td>24</td>
<td>24</td>
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<td>23</td>
<td>18</td>
<td>26</td>
<td>40</td>
<td>57</td>
<td>35</td>
<td>27</td>
<td>27</td>
<td>532</td>
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</tbody>
</table>
UNL Student Admissions
Cornhusker Place Detoxification Center
September 1, 2004 – December 31, 2005

UNL Student Detox Admissions by Establishment

<table>
<thead>
<tr>
<th>Establishment Name</th>
<th>Total Admissions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bodegas</td>
<td>6</td>
</tr>
<tr>
<td>Brass Rail</td>
<td>11</td>
</tr>
<tr>
<td>Bricktop</td>
<td>6</td>
</tr>
<tr>
<td>Brothers</td>
<td>32</td>
</tr>
<tr>
<td>Coyote</td>
<td>7</td>
</tr>
<tr>
<td>Willy's</td>
<td>6</td>
</tr>
<tr>
<td>Downtown</td>
<td>6</td>
</tr>
<tr>
<td>Harry's Wonder Bar</td>
<td>7</td>
</tr>
<tr>
<td>Iguanas</td>
<td>4</td>
</tr>
<tr>
<td>Knickerbockers</td>
<td>14</td>
</tr>
<tr>
<td>Main Street</td>
<td>11</td>
</tr>
<tr>
<td>Mickey's</td>
<td>4</td>
</tr>
<tr>
<td>Royal Grove</td>
<td>4</td>
</tr>
<tr>
<td>Sandy's</td>
<td>4</td>
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<tr>
<td>Sidetrack</td>
<td>9</td>
</tr>
<tr>
<td>The Bar</td>
<td>47</td>
</tr>
<tr>
<td>Unknown (37)</td>
<td></td>
</tr>
<tr>
<td>Woody's</td>
<td>7</td>
</tr>
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</table>

Total Admissions (197)
UNL Student Admissions
Cornhusker Place Detoxification Center
September 1, 2004 – December 31, 2005

Average BAC by Establishment

<table>
<thead>
<tr>
<th>Establishment</th>
<th>Average BAC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bodegas</td>
<td>0.197</td>
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<tr>
<td>Brass Rail</td>
<td>0.177</td>
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<tr>
<td>Bricktop</td>
<td>0.175</td>
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<tr>
<td>Brothers</td>
<td>0.167</td>
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<tr>
<td>Coyote Willy's</td>
<td>0.13</td>
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<tr>
<td>Downtown</td>
<td>0.189</td>
</tr>
<tr>
<td>Harry's Wonder</td>
<td>0.17</td>
</tr>
<tr>
<td>Iguanas</td>
<td>0.135</td>
</tr>
<tr>
<td>Knickerbockers</td>
<td>0.193</td>
</tr>
<tr>
<td>Main Street</td>
<td>0.202</td>
</tr>
<tr>
<td>Mickey's</td>
<td>0.15</td>
</tr>
<tr>
<td>Royal Grove</td>
<td>0.196</td>
</tr>
<tr>
<td>Sandy's</td>
<td>0.14</td>
</tr>
<tr>
<td>Sidetrack</td>
<td>0.171</td>
</tr>
<tr>
<td>The Bar</td>
<td>0.167</td>
</tr>
<tr>
<td>Woody's</td>
<td>0.173</td>
</tr>
<tr>
<td>All Establish</td>
<td></td>
</tr>
</tbody>
</table>
EDUCATION in the community

- Practical Guide
- Seminars
- Community Forums
- Media
- Newsletters
- Badges in Bars
- Bar Walks
- Bar Hotsheets
- Brochures
NU Directions
Campus-Community Coalition
Reducing High-Risk Drinking . . . Together

Pull This Template off the web.

Be sure to make the birthdate before 1979.

Laminate and enjoy.

A Community Forum on False Identification Use in Nebraska
April 12, 2000
Retail Liquor Sales Compliance Check Program

Sometimes, good times hurt great places.

Support Your Server when they tell you that enough is enough.
Education Efforts on Campus

- Back to school “door hangers” in area neighborhoods
- My Choice, My Consequence materials at all orientation sessions.
- Parenting education
- Mall Stop 2000
- Exposing students to entertainment options
- Expanding late night programming on campus
- Alcohol Skills Training Program (Motivational Feedback, Normative feedback, and Brief Intervention
- E-CHUG
- Resident Roundtable Project
- Community service/service learning
Imagine a bathroom that wasn’t destroyed by somebody else’s partying.

The most expensive beer in Lincoln.

Minor in Possession (MIP)
Up to $500.00 fine and/or 6 months jail.
Plus a record that follows you.
MIPS in Lincoln, 2000:
1,345

Data taken from the Cumulative Survey administered during spring 2001 on a random sample of NU undergraduates in 402, conducted by the Bureau of Sociological Research. Sample consisted of 53% males, 47% females. 22% freshmen, 22% sophomores, 22% juniors and 23% seniors.

87% of NU students surveyed do not fall behind on school work because of drinking.

NU students have 0 - 4 drinks when they party.

It’s time to speak up.
www.nudirections.org
EDUCATION . . .

• of students AND residents is critical.

• Must include efficacy; how can I recreate and still keep the community standard?

• is an ongoing process with different messages for different constituencies.

• about the community environment is essential.
RESPOND

POSITIVE REINFORCEMENT

• Public recognition
• Promotion through NUtodo.com
• Responsible business practices considered if violation occurs
• Increased business
• Loyal clientele
• Reduced liability
• Decreased attention from regulatory agencies
Enforcement On Campus

- CSO walkthroughs in all residence facilities/Greek houses
- Increased MIP and DUI citation
- Increased open container citation on football game days
Campus Citations for Alcohol Violations: UNLPD data

1998: 54
1999: 85
2000: 64
2001: 113
2002: 257
Breakdown of UNLPD Citations

- Non-campus public property: 30%
- Residence Halls: 26%
- Greek Houses: 5%
- Campus streets & lots: 39%

Non-student Citations: 42%
Enforcement Off Campus

- Selective Enforcement – “Wild Party Patrol”
- Personal contact with Lincoln Police Chief
- Disorderly house citations issues to landlords
- Increased DUI and MIP citation
Minor in Possession Citations in Lincoln, NE: LPD data

1997: 712
1999: 1092
2000: 1345
2001: 1421
2002: 1470
Weekend parties keep cops busy

By TOM JORDISON
DN Staff Writer

The Lincoln Police Department's party patrol was active over the weekend, issuing 134 citations.

"It's about the busiest weekend for the party patrol that I can remember," Lincoln Police Chief Tom Casady said.

The citations included urinating in public, maintaining a disorderly house, selling alcohol without a license, obtaining alcohol for a minor, possession of stolen property, littering, giving false information, consuming alcohol in public, contributing to the delinquency of a minor, negligent driving and possession of narcotics, Casady said.

He added that one of the real problems the patrol faced was large numbers of parties in the same neighborhood.

Of the nine parties the patrol busted, most were in the area of the University of Nebraska-Lincoln campus, near 10th and Y streets. Casady said. Another party was busted at the Ecoo Lodge, 2410 NW 12th St.

Not all the people who received citations, though, were UNL students.

"Our experience has been in the past that half the people who get arrested are UNL students," Casady said.

One of the busted parties belonged to the Association of Students of the University of Nebraska presidential candidate Kevin Koss.

Koss, whose Sausage Party failed to win the ASUN election last spring, threw a party at his residence at 1018 Y St. and was later cited for possession of stolen property, maintaining a disorderly house, procuring alcohol for a minor and distributing without a license.

Among the stolen pieces of property were two street signs and a dispenser for the Lincoln Journal Star.

"The suspect said the dispenser was "kind of hot," Police Captain Joy Cich said of Koss' citation.

Among the tactics used by the LPD in the past to decrease the number of wild parties have been to work hand-in-hand with landlords in hopes of enforcing tenant rules.

"If landlords can't enforce their rules, they face citations," Casady said.

The department received more than 50 complaint calls during the weekend regarding wild parties, but the wild party detail, which consists of six officers and a sergeant, was only able to get to nine of them.

"You can easily be tied up for two to three hours," Casady said.
ENFORCEMENT...

- must be communicated so that consequences are real and obvious.

- must be consistent with community standards.

- must be translated into “risk reduction” for students.
NU Directions
Campus-Community Coalition

Reducing High-Risk Drinking . . . Together

"BINGE" Drinking Rate of UNL Students

UNL Omnibus Study (2003 - 2005)
Reducing High-Risk Drinking...Together
NU Directions
Campus-Community Coalition
Reducing High-Risk Drinking . . . Together

UNL Students Experiencing 5 or More Harms Due to Their Drinking
UNL Omnibus Study (2003 - 2005)

PERCENT OF UNL STUDENTS REPORTING

- 1997: 34%
- 1999: 28%
- 2001: 26%
- 2002: 25%
- 2003: 15% (NA)
- 2004: 13%
Secondhand Effects of Drinking: Harvard CAS Data

- Sleep/study interrupted: 59% → 52%
- Insulted and humiliated: 49%
- Unwanted sexual advance: 33% → 24%
- Had property damaged: 18% → 12%

1997 to 2003
1. Top-level administrative support is necessary.

2. Start with “winnable” issues to build momentum.

3. Reach consensus on coalition purpose and member role. Orient new members to the strategic plan/format.

4. Hire a staff member who understands community organizing.

5. Recruit communications expertise, develop a communications plan to support your strategic plan.
2. Educating the media is critical.

3. Reinforce positive practices.

4. Provide opportunities for dialogue. All partners must be kept well informed.

5. Begin with the end in mind. Consider long-term sustainability during the planning process.

10. Foster institutional ownership for long-term sustainability.

NU Directions
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Tom Workman, Communications
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