



Building a Comprehensive Program from the Ground Up

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Student Wellness Team

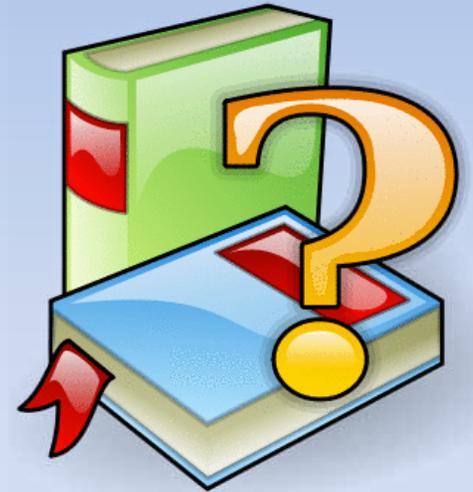
Division of Student Affairs, University Life and Services

Goals

- To identify current issues in building a comprehensive campus program for reducing high-risk drinking and related consequences
- To begin to explore how local experience can inform collaboration across the state and SUNY system

The Scope of Our Work

Comprehensive: Encarta Dictionary



- covering many things or a wide area
- including everything, so as to be complete
- comprehensive knowledge of the subject

What type of comprehensive program?



- To reduce high-risk drinking and related consequences
- Harm reduction versus abstinence
- Individual and environmental interventions

The prevention paradox

- Greatest risk & health harms among extreme drinkers.
- HOWEVER, high risk drinkers are the minority.
- “Moderate” drinking also carries risks.
- Vast majority of health harms in a community arise from *moderate or low consumption*.
- Greatest health gains from incrementally moving majority.

Rose (1985); Rose (1992)

Who oversees Alcohol Prevention on your campus?

What are implications of structures and staff skills for campus specific and regional collaboration?

- ? Who directs and staffs
- ? Who implements programs
- ? Where are AOD programs situated
- ? What are competing duties
- ? What is the history of the work
- ? Who is already involved
- ? Who should be involved
- ? Who is doing research on your campus

Feature: Unique facts about smoking provided by Wellness Education Services: Do You Know...

NORTH CAMPUS FARMERS MARKET
 Wednesdays 11 am - 3 pm (through 11/14)
Now accepting Campus Cash!



Alcohol Tobacco and Other Drugs

Alcohol, Tobacco and other Drugs
 Helping UB students make healthier choices regarding substance use

News & Announcements

- Come to the **Chill Out Event** on Wednesday, 11/28, from 11 am - 2 pm in the SU Lobby.
- **AlcoholEdu information for freshman and transfer students**
- Catch up on Health 101: **Orientation issue** or **Monthly issues** (during school year)



lgbtq @UB

LGBTQ at UB
 Supporting a healthy and affirming community for lesbian, gay, bisexual, transgender, queer and ally students

Healthy Eating

Healthy Eating
 Encouraging balanced, healthy eating at UB

Stress Reduction

Stress Reduction
 Follow these links to learn how to keep your stress in check and how to find resources that help it from getting to be too much

Rape and Sexual Assault Prevention

Rape and Sexual Assault Prevention
 Everyone can help prevent violence at UB. Learn how you can get involved in activism, advocacy, and education to make UB a safer place for all of us

“Given the long-standing and . . . intractable impact of alcohol abuse among college students, there is growing recognition that progress can only be achieved through the thoughtful integration of a complementary array of individual and environmental intervention approaches.”

Fairlie, Erickson, Wood in *College Student Alcohol Abuse*, 2012

What are we doing and why are we doing that? (2005)

- Program for violators - 65/year
- Freshman seminar - no standard curriculum
- Tabling by request
- Workshops not a popular option

How we got from there to here: Gathering Data

- K, A, B's regarding student alcohol use
- Who are the stakeholders on and off campus
- What programs, policies and services exist across the campus
- What research is being done by UB researchers
- What are best practices nationally
- Which audiences

Mandatory population level prevention education for all incoming freshmen

- Support of DSA, Residence Life (Campus Living), New Student Programs
- Mandatory - information on all incoming students (n=~3200)
- Curriculum tailored to abstainers vs. drinkers and level of drinking
- Curriculum tailored to stages of change
- What alcohol free activities are you interested in?
- UB policies and programs are embedded

A snapshot of how we use our freshman data

Parent Orientation



We Work Together

Tackling our #1 campus problem

Student Wellness Team

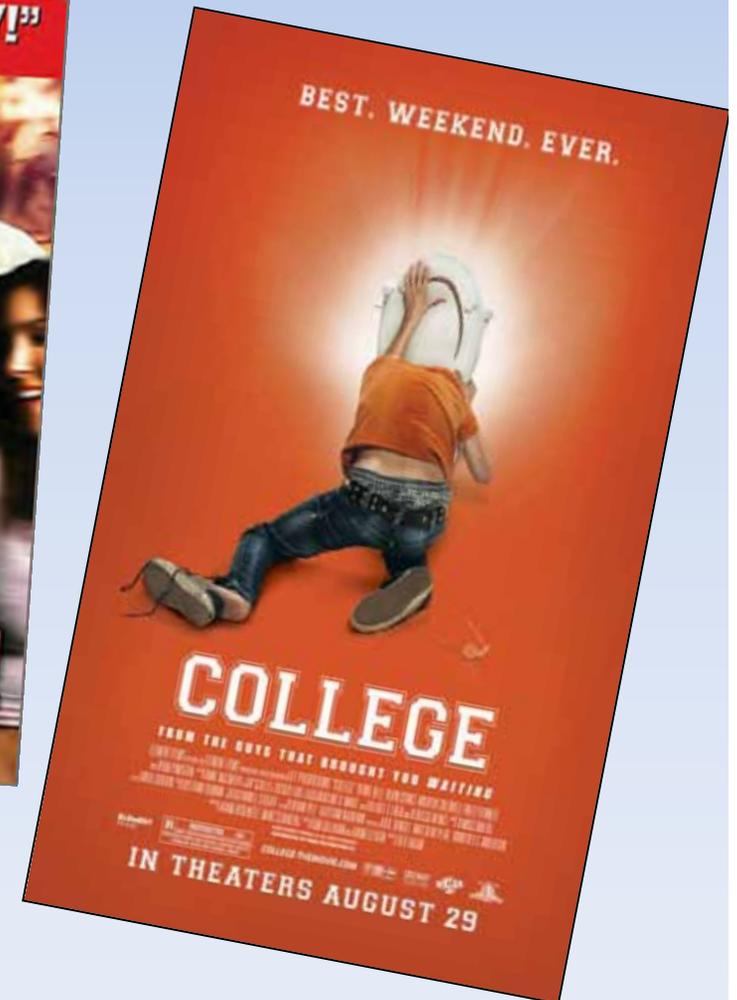
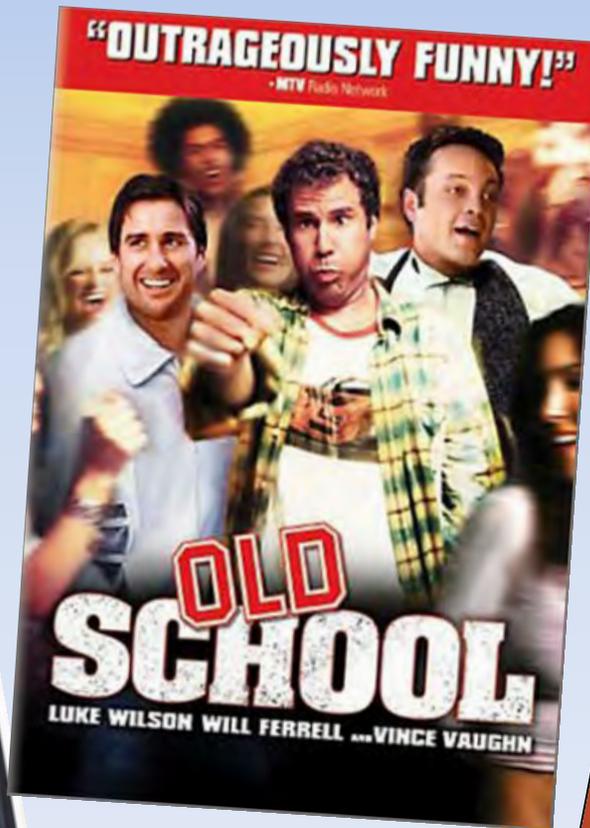
- Counseling Services
- Health Services
- Wellness Education Services

A joint effort for students' well-being

- Parents
- Campus Police
- Student life
- Student Wellness Team
- Campus Living
- Judicial Affairs
- Off-Campus Services



Why is it a challenge to tackle campus alcohol use?



The College Effect – Fall 2011

Underage Drinking

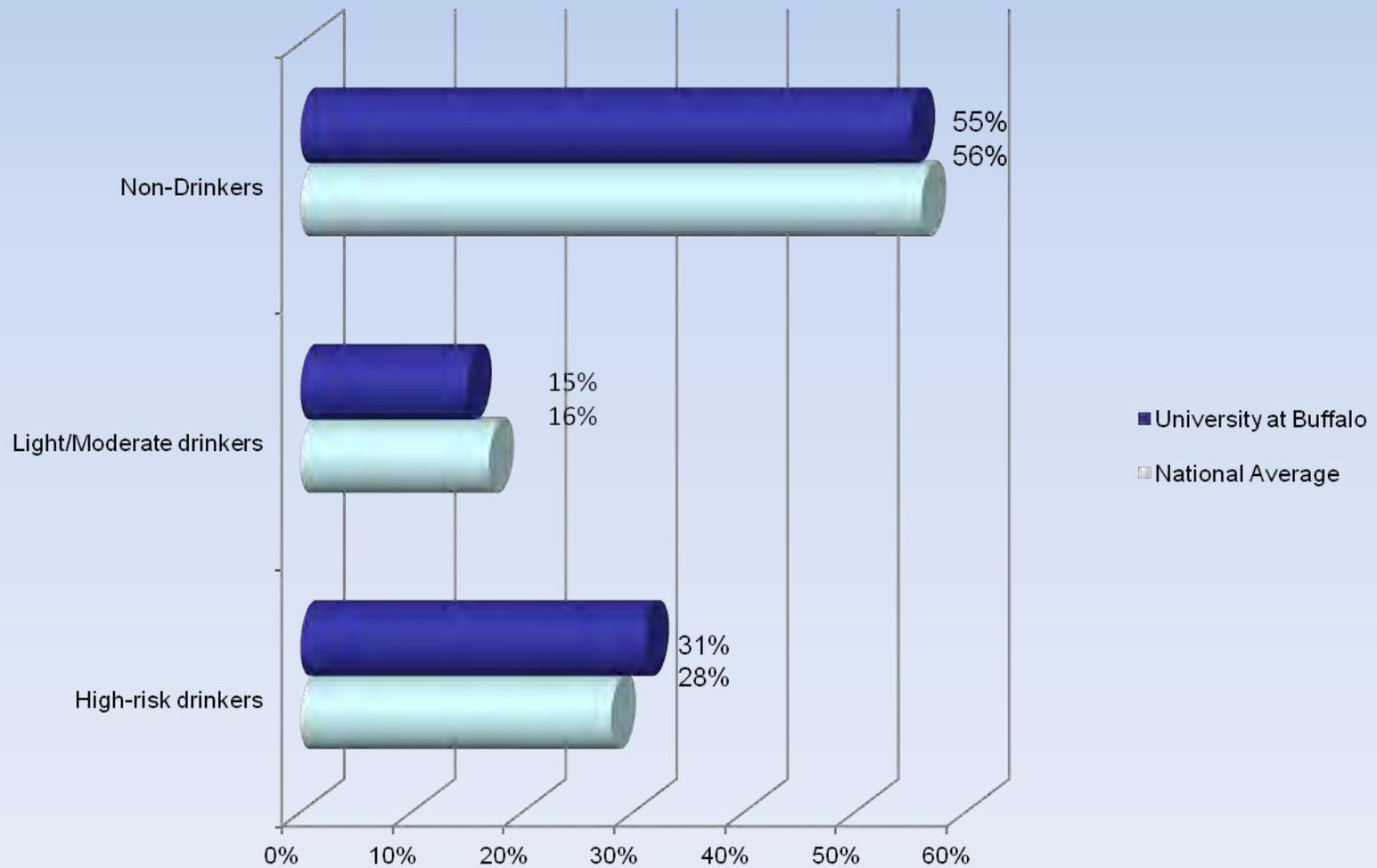
Changes in Freshman Students' Alcohol Use

During the past two weeks have you consumed alcohol? If so, how much?

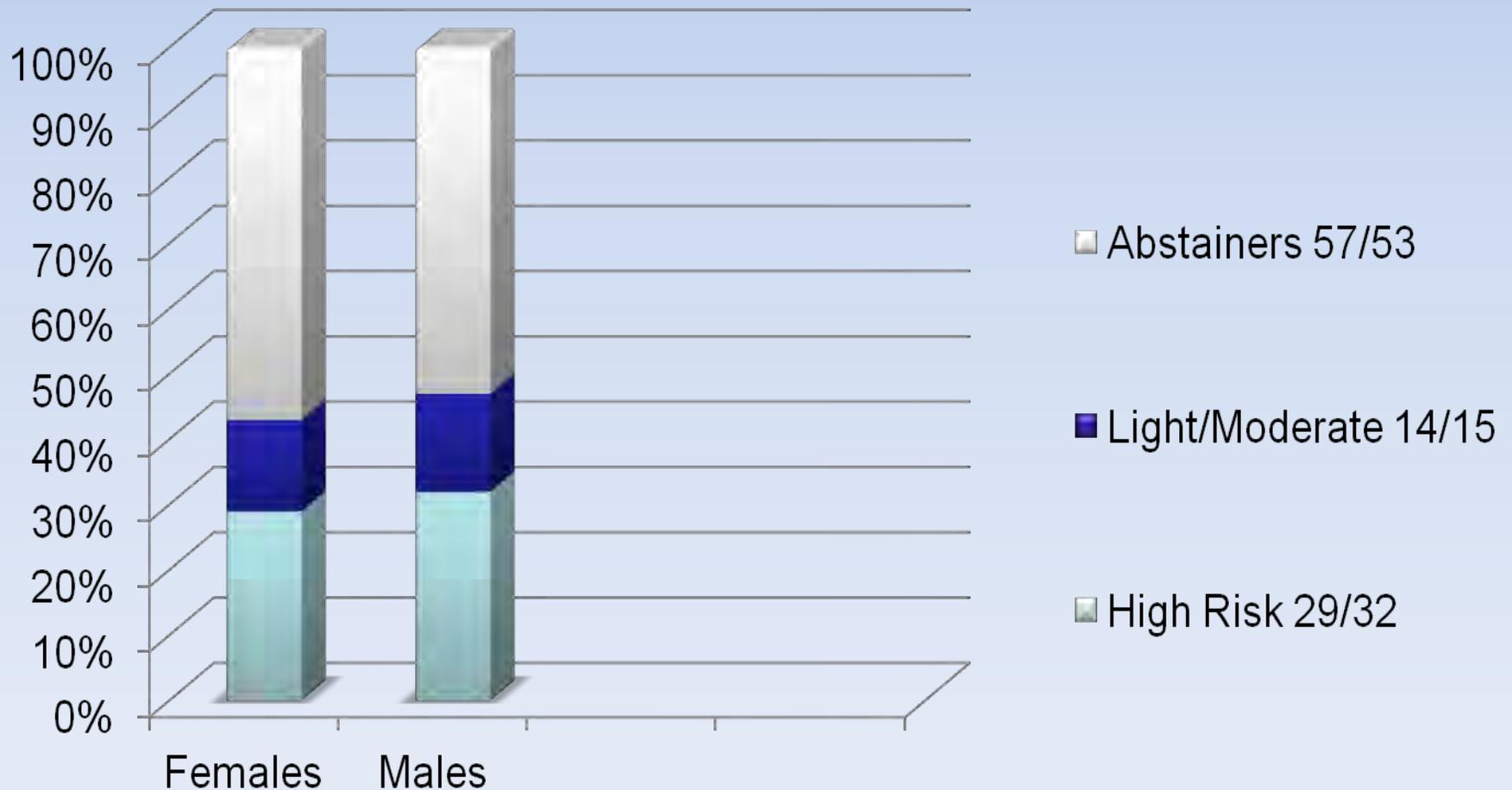
	Summer	Fall
Non-drinkers	63%	55%
Lt/Moderate	13%	15%
High Risk	24%	31%



UB Drinking Rates vs. National Average



Female and Male Students are Drinking the Same





Collaboration is working together to achieve a goal. It is a recursive process where two or more people or groups work together to realize shared goals, . . . a deep, collective determination to reach an identical objective for example, an intriguing endeavor that is creative in nature by sharing knowledge, learning and building consensus.

An ongoing evolving process of people and priorities

- **Division of Student Affairs units involved in alcohol prevention, enforcement, intervention**
- **Alcohol Strategies Committee**
- **Collaboration with researchers**
- **University Heights Community Quality of Life Task Force**
- **Town of Amherst Healthy Communities Task Force**

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NEWS RELEASE

City of Buffalo and UB Partner on New Initiatives to Improve Safety, Quality of Life in University Heights

Release Date: July 30, 2009

BUFFALO, N.Y. -- Buffalo Mayor Byron W. Brown and University at Buffalo President John B. Simpson today announced new collaborative initiatives to improve safety, deter crime and enhance the quality of life in University Heights.

Starting Aug. 27, the Buffalo Police Department and University Police will run joint patrols along Main Street in Buffalo on Thursday through Saturday nights. Officers from the Niagara Frontier Transportation Authority also will join the patrols.

In addition, UB has purchased two new

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Buffalo Mayor Byron W. Brown and UB President John B. Simpson have announced new collaborative initiatives to increase safety in University Heights.

[Download IPEG](#)

UB stories featured on Futurity.org

Absent breast milk protein may signal cancer 10/25/12

In obese boys, up to 50 percent less testosterone 10/16/12

Fleeting volcano erupts once, then dies 10/03/12

[See more](#)

UB in the News

WNLO-TV interviews UB seniors about True Blue Days 10/15/12

Forbes reports on UB alum, founder of Chinese search engine Baidu 10/15/12

CNN reports on UB study finding that obese boys have low levels of testosterone 10/15/12

The Washington Post reports on election predictions published by

Opportunities and Challenges of Collaborating

OPPORTUNITIES

- Getting to the right place
- Shared resources

CHALLENGES

- Silo driven
- Not research informed

How do we increase our ability to describe our unique campus culture?

- More males than females
- Two campuses - suburban and urban
- Bars close at 4:00 AM
- Sexual violence prevention
- 12% international students
- Greeks and athletes
- Research Institute on Addictions, Dept. of Psychology, Dept. of Sociology, Dept. of Social Work

Fine-tune our course

- Data
- Experience
- Opportunity
- Research
- Policy



Reacting to . . .

National debates

- Amethyst Initiative
- Minimum drinking age laws
- Pubs on campus

Regional trends

- SUNY AOD Group
- Professional organizations
- National organizations
- Regional events

What about students?



- Late Night Programs
- Peer Educators
- Greek society members
- Women and Alcohol Task Force

How did we get from there to here?

- Online alcohol education for all freshmen
- National College Health Assessment, every 3 years
- UBSafer - 3 tiered intervention with violators screened with AUDIT
- Women and Alcohol Task Force - collaboration with Campus Living
- First six weeks collaboration - collaboration with Division of Student Affairs and Recreation & Intra.
- Freshman Seminar curriculum - result of research collaboration
- NCAA Bystander Intervention with athletes and peer educators - NCAA grant
- Etc.

Alcohol Incident Frequency by Year

UB Police

Year	Student Transports (Code 22.09)	DWI's	Residence Hall Alcohol Referrals
2005	73	-	-
2006	76	-	-
2007	84	57	829
2008	54	61	592
2009	57	49	821
2010	68	61	781
2011	58	30	870
Total:	470	258	5,184

A Short Wish List – how can research, policy and program evaluation guide us?

- First six weeks - how can we best utilize resources to set the stage for the semester?
- Health communications - what messages in which venues reach students and impact their KABs?
- Measuring the impact of our UBSafer interventions on student KABs who violate policy?
- How do we work with Greek society members to lower the risks associated with off-campus parties?
- What role can Health Services play in screening general population students at risk for high-risk drinking and related consequences?

Wish List (continued)

- What do we need to understand about non-drinkers and low-risk drinkers to support a healthy campus?
- What can we accomplish with Late Night programs? Who can we reach? Who can we collaborate with to share resources?
- How might SUNY/New York colleges work together to respond to headlines and national debates?
- What are best practices regarding parent notification of alcohol violations? Regarding Resident Advisor training programs? Regarding Good Samaritan policies, etc.?

Contact Info

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