

# Drinking before Drinking and other College-Specific Drinking Practices



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# Brief Overview



- Problem drinking in college is motivated by positive reinforcement
  - Convivial, celebratory
- What are problems in college?
  - Drunk driving
  - Sexual assault
  - Blackouts
  - Academic problems
- Paradox: Happy occasions → Negative outcomes

# College-Specific Drinking Practices



- Drinking games
- Tailgating
- “21<sup>st</sup>” birthday drinking
- Spring Break
- Pregaming (pre-partying)

# College-Specific Drinking Practices



- Why do students engage in these behaviors?
  - Quick intoxication
  - Socialization
  - Celebration
- Why study these phenomena?
  - Confers risk for alcohol-related problems
  - Prevention/Intervention opportunities



# Drinking Games



- Games in order to become intoxicated quickly (Borsari, 2004)
  - Cognitive and motor processes affected → Errors in the game → More drinking
  - Drink more than intended
- 50-60% in the past month (e.g., Adams & Nagoshi, 1999; Zamboanga et al., 2010)
  - Associated with drinking and alcohol-related consequences
  - Women might be at greater risk for sexual victimization (Johnson & Stahl, 2004)



# Tailgating



- Drinking prior to, during, or after college sport event
- Alcohol consumption common during tailgates
  - 75% consume alcohol (Neighbors et al., 2006)
  - Students drink more on game days than the last time they “partied” (Glassman et al., 2007)
  - Students drink more on game days even if they do not attend the game AND only if game day occurs during the semester (Neal & Fromme, 2007)
  - Tailgaters endorse more consequences (Lawrence et al., 2012)



# 21<sup>st</sup> Birthday



- Neighbors et al., 2005:
  - 90% of students drink on this day (N=164)
  - Men = 10 drinks, Women = 8 drinks
  - Average BAC = .17
  - 23% reaching dangerous BAC of .26
- Students overestimate quantity consumed by peers (Neighbors et al., 2006)
  - Correlated with increased drinking
- More students consume alcohol and reach higher BACs than other holidays (Neighbors et al., 2011)
- High proportion experience negative consequences (Lewis et al., 2009)



# Spring Break



- Students use spring break to travel with the intent to drink excessively (Smeaton et al., 1998)
- SB trips have been associated with elevated drinking
  - Students who go on vacations with friends
  - Who are heavier drinkers in general (Grekin et al., 2007; Lee et al., 2006)
- Students staying home or with parents at lower risk for alcohol use during SB (Grekin et al., 2007)
- Associated with alcohol-related consequences (Lee et al., 2009)
  - Light drinkers at risk



# Pregaming



- Consuming alcohol in a short period of time prior to going out (Borsari et al., 2007)
- 2/3 of college drinkers engaging in this behavior (Pedersen & Labrie, 2007)
  - Higher BACs on pregameing v. non-pregameing days (Borsari et al., 2007; Read et al., 2010)
  - More alcohol-related consequences (Zamboanga et al., 2010)

# Pregaming: Risk Factors



- Read et al., 2010
  - N=159 (52% female) drinkers,  $M_{\text{age}} = 19$ , 89% Caucasian
  - 70% endorsed pregaming in the previous 2 months
  - Ave. frequency = 5 times/2 months; Ave. quantity=4 drinks
  - Risk factors:
    - ✦ Students that drank and binged on more occasions were more likely to pregame
    - ✦ Men consume more drinks, but women more intoxicated
    - ✦ No differences for Greek-affiliated students
    - ✦ Younger students (< 21) pregame more often and drank more on pregame occasions
    - ✦ Freshman reported higher BACs on pregame occasions
    - ✦ Typical drinking motives not predictive of pregame behavior

# Pregaming: Motivations



- **Bachrach et al., 2012**
  - Used 3 samples to develop items, conduct exploratory and confirmatory factor analyses, and predict consequences
  - Found 3 motives associated with pregaming (PG) behavior:
    - ✦ Inebriation/Fun (“To get buzzed”)
    - ✦ Instrumental (“Because you are underage”)
    - ✦ Social Ease (“To become more social before going out”)
  - PG motives generally positive and practical
  - PG motives uniquely predicted PG behavior and alcohol-related consequences



# Pregaming: Unique Consequences



- Merrill, Bachrach, et al., 2010
  - Are PG motives associated concurrently and/or prospectively with *unique types* of consequences?
  - N=182 pregamers; 70% female; 87% Caucasian;  $M_{age} = 21$
  - PG motives assessed at T1 (September); Consequences at T1 and T2 (April)
  - Concurrently: PG motives directly predicted blackouts, academic/occupational (gotten in trouble at work/school), risky behaviors (fights), and poor self-care (not slept well)
  - Prospectively: PG motives indirectly (through PG drinking) predicted T2 blackout consequences


# Intervention



	Campus Policy	Alcohol Education	Social Norms	BMI	Parent
Drinking Games		Croom et al., 2008			Donovan et al., 2012
Tailgating					
21 <sup>st</sup> Birthday					
Spring Break					
Pregaming					

# Intervention

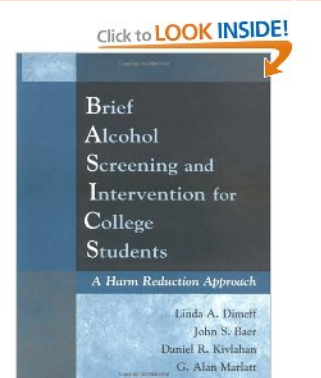


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Spring Break			Cronin, 1996*		
Pregaming			Burger et al., 2011		

# Future Directions



- **Targeting younger students**
  - Freshman more likely to play drinking games and possibly pregame
- **Disinhibition**
  - Those higher on disinhibition more likely to play drinking games
- **Provide other means of socialization**
  - Lasting friendships are formed during early college (Paul & Kelleher, 1995)
- **Parents/Alumni and tailgating**
  - Abar et al. (2011): Perceived parental drunkenness at tailgates predicted student drinking and consequences
  - Need to think about barriers/allies: Parents, alumni, coaches

# Future Directions



- Local bars/clubs and 21<sup>st</sup> birthdays
  - Restricting drinking on 21<sup>st</sup> birthdays (e.g., no shots)
- Practices are ubiquitous, valuable to assess
  - SUNY-wide interventions?
    - ✦ Social norms interventions
    - ✦ Online interventions (parents and students)
    - ✦ Tailgate policies
    - ✦ Discussions with local vendors/bars near campus
  - Greek-life, athletes, and what goes into those groups (e.g., hazing)
    - ✦ SUNY Geneseo

# Questions?



- Thank you to Jen Read
- RIA