

LIVE Internet Broadcast

A Matter of Degree

2:00 p.m. – 3:00 p.m.

June 11, 2003

Ralph Begleiter

HOST

University of Delaware

Distinguished Journalist in Residence

A Matter of Degree Community Partnerships

- **University of Colorado - City of Boulder**
- **University of Delaware - City of Newark**
- **Florida State University - City of Tallahassee**
- **Georgia Institute of Technology - City of Atlanta**
- **University of Iowa - Iowa City**
- **Lehigh University - City of Bethlehem**
- **Louisiana State University - City of Baton Rouge**
- **University of Nebraska - City of Lincoln**
- **University of Vermont - City of Burlington**
- **University of Wisconsin - City of Madison**

Goals of A Matter of Degree

- **Test the efficacy of the environmental model to reduce high-risk drinking**
- **Create true, sustainable campus-community partnerships to address the entire student environment**
- **Reduce second-hand effects of high-risk drinking for both individuals and the community, such as violence, interrupted sleep and study time, neighborhood disturbances - vandalism and noise**

**Send us your questions or
comments!**

**Click "Ask a Question"
button Below**

Tracy Bachman

PROJECT DIRECTOR

Building Responsibility Coalition
University of Delaware

Richard Yoast

DIRECTOR

A Matter of Degree
AMA Office of Alcohol and
Other Drug Abuse

Phillip E. Jones
VICE PRESIDENT OF
STUDENT SERVICES AND
DEAN OF STUDENTS

University of Iowa

Linda Major
PROJECT DIRECTOR

NU Directions
University of Nebraska

Lisa Erk

PRESIDENT

BlueSky Strategic Group and

Former National Communications Director

A Matter of Degree

- **44% of college students binge drink**
- **About half experience five or more serious problems, including physical violence and injury**

NIAAA Task Force on College Drinking

Annual Consequences of College High-Risk Drinking

- **Death:** 1,400 college students between the ages of 18 and 24 die each year from alcohol-related unintentional injuries, including motor vehicle crashes.
- **Injury:** 500,000 students between the ages of 18 and 24 are unintentionally injured.
- **Assault:** More than 600,000 students between the ages of 18 and 24 are assaulted by another student who has been drinking.
- **Sexual Abuse:** More than 70,000 students between the ages of 18 and 24 are victims of alcohol-related sexual assault or date rape.

American Medical Association

2001 National Poll

- 95% of parents very concerned about high risk drinking on campus;
- Study found strong support among voters for a variety of public policies to curb the problem.

**What is the environmental
management model?**

ENVIRONMENTAL CHANGE STRATEGY:

*The creation of policies, new norms,
and laws which affect
entire populations*

ENVIRONMENTAL RISK FACTORS OF ALCOHOL:

- Easy access and availability
- Low cost and taxes
- Heavy advertising and promotion
- Weak laws/Unenforced laws
- Heavy/abusive drinking norms
- Pro-alcohol media images and messages

Advantages of an environmental policy approach:

- Reaches entire populations and communities
- Tends to stay in place and act over a long period of time
- Often needs only minimal maintenance
- Cost-effective
- To be effective, requires widespread support and awareness

Environmental Strategies Address Alcohol

- Access and Availability
- Outlet Density
- Laws
- Enforcement
- Sales to Minors
- Marketing and Promotions
- Billboards
- Event Sponsorship
- Server Training

Why Use an Environmental Management Model?

- **It Works!**
 - Binge rate at University of Nebraska Down 12%
 - Reduced Problems Related to High-Risk Drinking
 - Shifts the Responsibility from Campus Only to Campus-Community Partnership
- **Community Awareness and Participation Increases**
- **Enhances University Image**

Examples of AMOD Policy Successes on Campus

- Improved campus alcohol policies, judicial processes
- Enhanced Enforcement
- Closing campus pubs
- Ending alcohol service at faculty meetings and President's receptions
- Tied Greek rush privileges to a five-star rating system re. housing and academic standards

Examples of AMOD Policy Successes on Campus

- End alcohol advertising in athletic event programs/sponsorships
- Hold students liable for off campus alcohol violations
- Ban alcohol service in athletic arenas
- Create alcohol-free tailgate areas

Examples of AMOD Policy Successes on Campus

- Prohibit alcohol industry use of campus logo
- Change academic calendar to eliminate 3-day weekend at start of year
- Voluntary newspaper restrictions on bar ads promoting high-risk drinking
- Require 3rd party vendors for alcohol service in fraternities
- Increased substance-free student housing

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**What do you need to get
started?**

Commitment and Leadership from University President is Critical

Making it Happen: What it Takes

- **Passion**
- **Long-Term Commitment and Energy**
- **Professional Skill Development/Training**
- **Political Strategy**
- **Media Advocacy**
- **Good Community Organizing**

Environmental Scan

- **Assess the problem**
- **Focus on the environment**
- **Each campus-community unique**

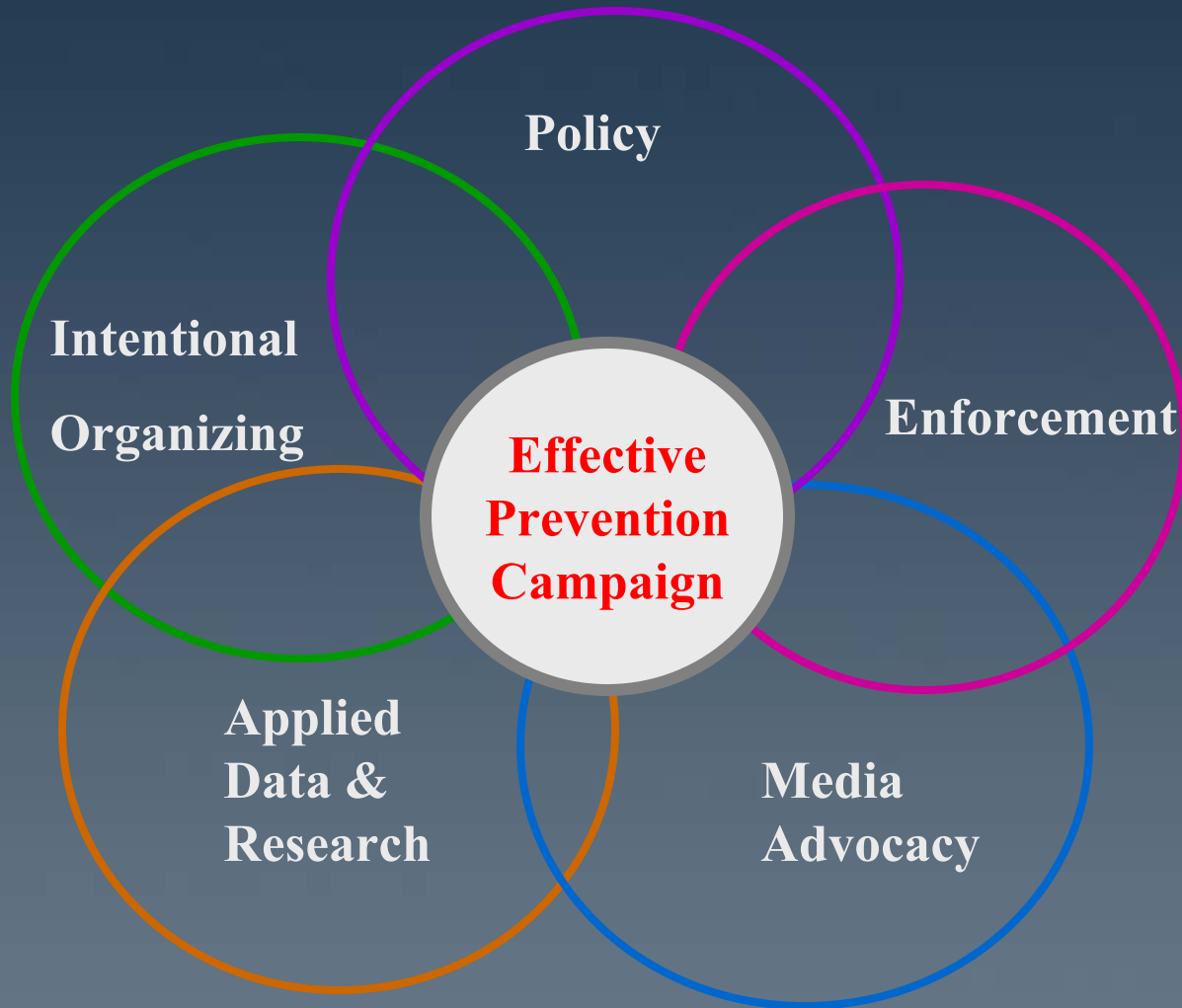
Intentional Organizing

- **Building consensus**
- **Building a campus-community coalition**

#1: Control the access, availability, and pricing of alcohol in downtown Newark

- Surveyed Main Street businesses on vandalism to property and perceptions on how alcohol impacts business
- Compiled research linking low-priced alcohol and high-risk drinking
- Plotted NPD alcohol-related arrest data using GIS software to illustrate the “hot spots”
- BRC purchased ID scanners for Newark Police Department to detect fake IDs
- Newark Mayor’s Alcohol Commission formed
- City ordinances passed

Science-Based Prevention Model



**What are the Key Lessons
Learned from A Matter of
Degree?**

**What have the Matter of
Degree sites accomplished?**

Highlights of AMOD Policy Successes in the Community

- Creation of new statewide digital drivers license to limit use of fake IDs
- Expand alcohol licensing ban to include 300 ft near dorms in city
- Use property deed restrictions to permanently control new alcohol licenses

Highlights of AMOD Policy Successes in the Community

- Increased enforcement, compliance checks, investigations, fines for liquor license violations
- Model voluntary new tavern standards
- Coalition involved in community zoning and revitalization activities
- Creation of alcohol-free festival areas
- Passage of Disorderly house ordinance
- Limiting age of entry to bars to 19

Highlights of AMOD Policy Successes in the Community

- Restrictions on drink specials
- Mandatory alcohol server training
- Landlord ordinances to prevent nuisance houses
- Police notify campus of student violations of city alcohol laws
- Restrict new liquor licenses in campus area; coalition reps attending zoning meetings

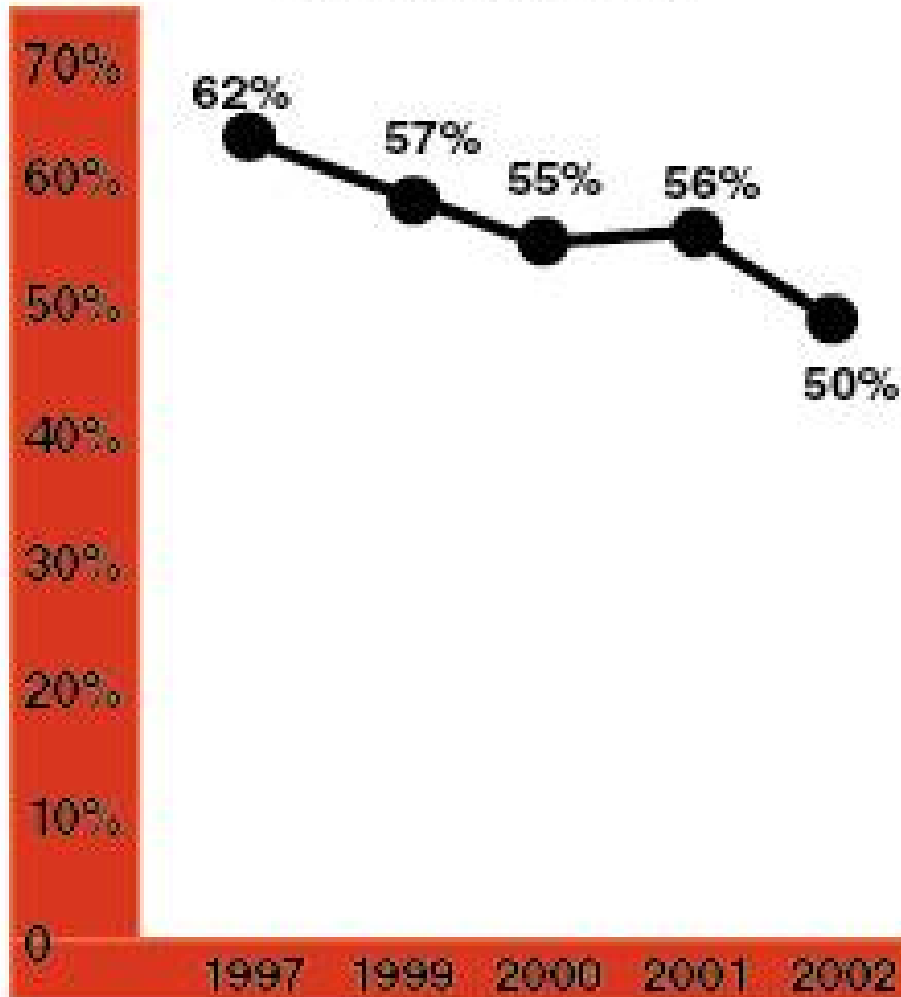
Mayor's Alcohol Commission— Formed in November 2001

- **Purpose:** To review current alcohol policies and programs and provide direction to City Council on legislation
- **11 members — including 5 BRC members**
- **Result → Recommendations based on the environmental model**
- **Public hearing held on recommendations and City Council moved forward with policy changes**

Newark City Ordinances— *Passed 2002-03*

- The City adopted state liquor laws, so Newark police can enforce and take violators to local court
- A 3-officer alcohol unit was created to enforce the local alcohol laws
- The business license fees of alcohol-selling establishments was increased to fund the new alcohol unit
- Happy Hours and reduced-price drink specials limited from 4-9 p.m.
- Open-containers of alcohol prohibited in vehicles

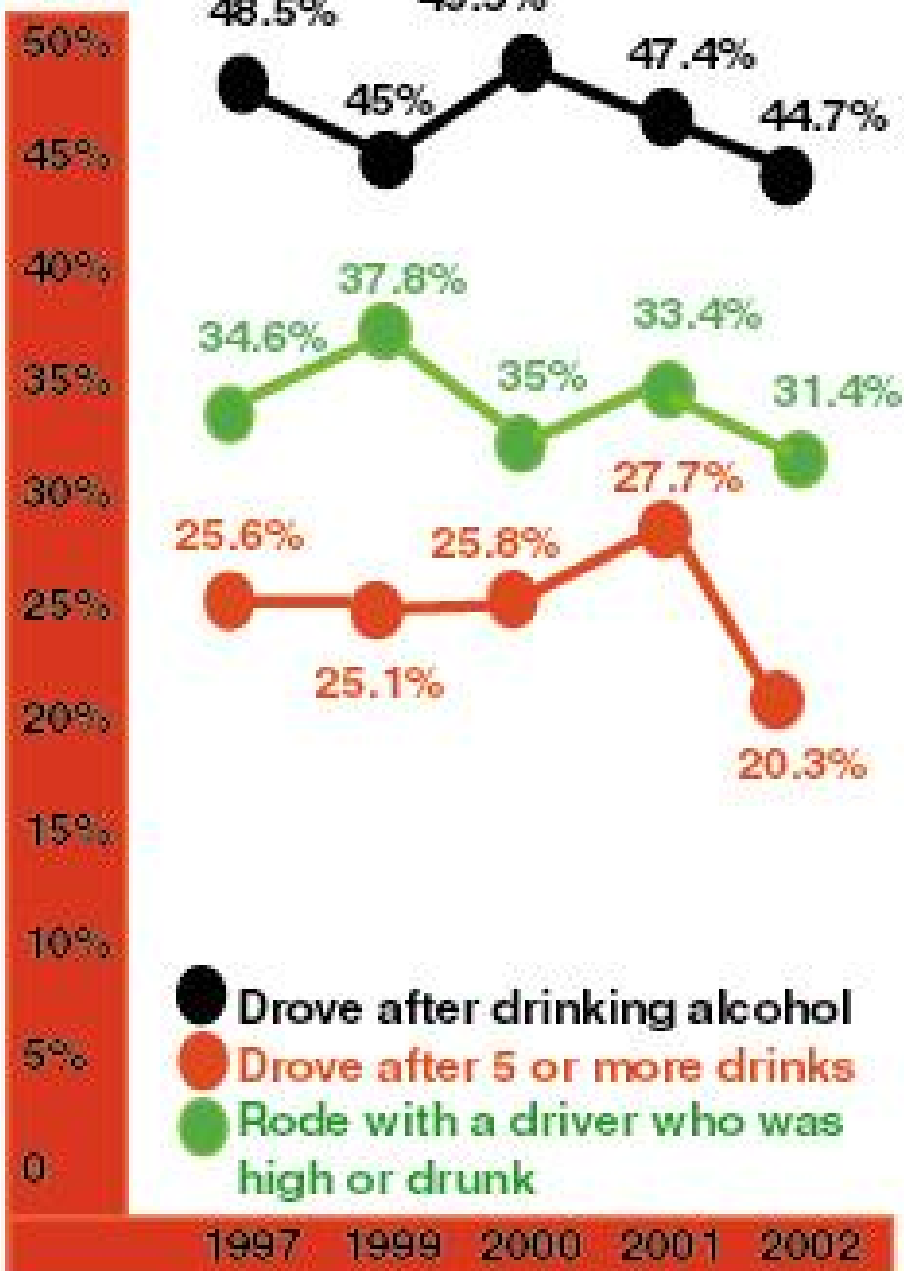
**UNL Binge Drinking Rate:
Harvard CAS Data**



2002 Harvard CAS and UNL Omnibus Data:

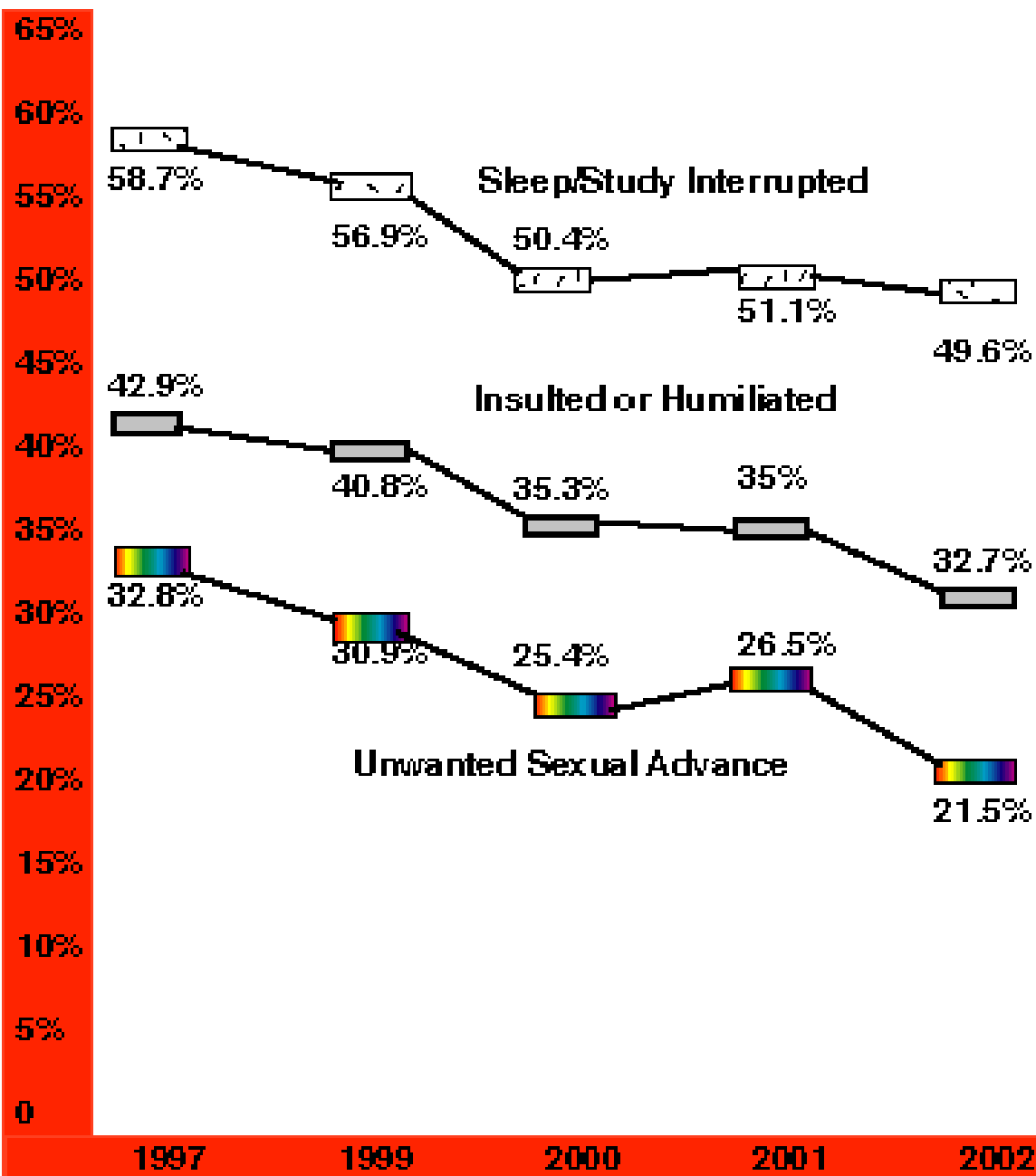
- **Confirmed reductions in binge rate, primary and secondary harms**
- **Noted drop in drinking rates of freshmen & sophomores**
- **Noted drop in “frequent binge drinkers”**

Drinking & Driving: Harvard CAS Data



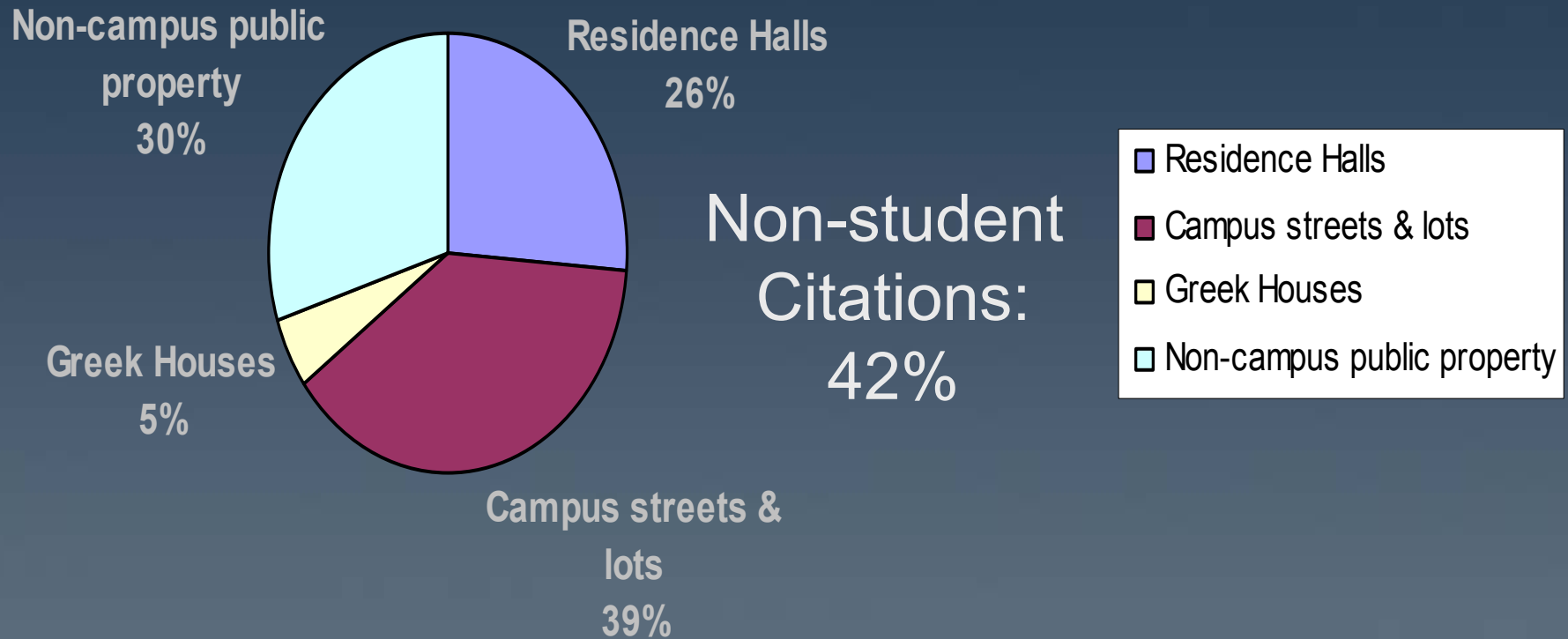
Noted drop in UNL students driving after drinking 5 or more drinks

Secondhand Effects of Drinking: Harvard CAS Data



Noted drop in UNL students experiencing certain problems due to another student's drinking (Secondary Harms)

Coalition Effort: Increased Campus Enforcement



Major Policy Initiatives: Iowa

- **Prohibition of Alcohol Advertising on basketball and football coaches' shows**
- **One strike Orientation Policy**
- **Alcohol-free tailgating**
- **Substance-free Residence Halls**
- **Civil Penalties for Code Violations**

Major Policy Initiatives: Iowa

- **City ordinance to restrict drink specials**
- **City ordinance to restrict age of entry to bars to 19**
- **Strengthened ordinances on loud house parties**
- **Saved landmark soda fountain from conversion to liquor store**

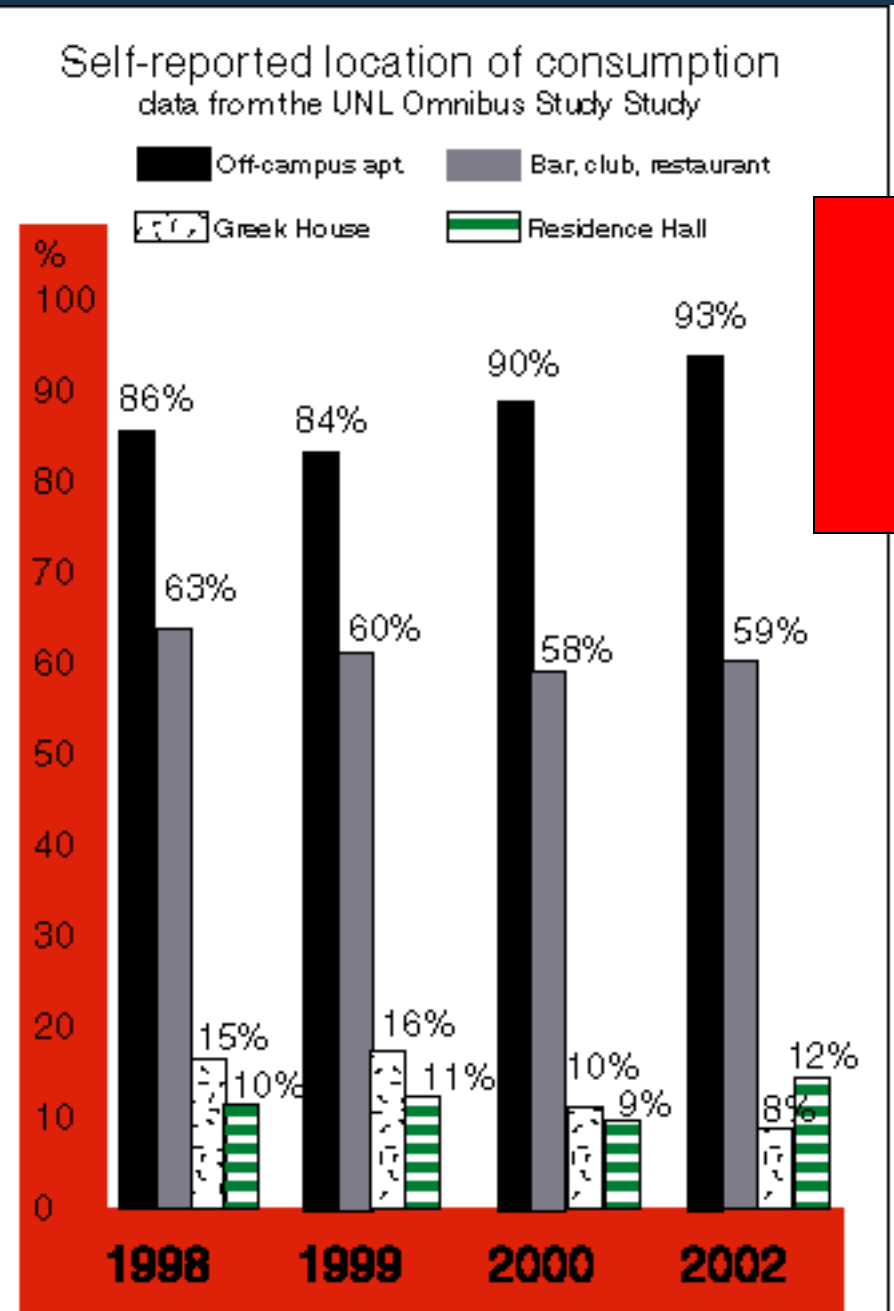
**What would you do
differently if you could do
it all over again?**

**What Are the
Barriers/Challenges Faced?**

**How Were They
Overcome?**

**How Do You Involve
Students?**

Coalition Effort: Fraternities & Sororities



UNL NU GREEK PROGRAM

Student-initiated efforts in changing Greek culture

the students were Greek.

73%

MOST NU STUDENTS

UNL NU GREEK PROGRAM

WHEN THEY PARTY.

and we're some of them.

the 2001 Omnibus telephone survey conducted by the UNL Bureau of S

Find out more. www.nudirections.org

of 482 randomly selected undergraduates: 257 men, 225 women; 104 freshmen, 95 sophomores, 113 juniors, 170 seniors in

**How Do You Involve
Students?**

What Resources Are Available to Help Campus Communities?

**Task Force on College Drinking
National Institute on Alcohol
Abuse and Alcoholism**

www.collegedrinkingprevention.gov

**The Higher Education Center for Alcohol
and Other Drug Prevention**

Jessica Hinkson

800-676-1730 ext. 2285

www.edc.org/hec

Pan American Services
Vicki Luquette
(866) 582-1488 ext. 3026

BlueSky Strategic Group
Lisa Erk
(505) 534-4378
diosa@starband.net

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.”

Margaret Mead

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For more information go to

www.alcoholpolicysolutions.net

or call

Donald Zeigler

AMOD Deputy Director

(312) 464-5687

Donald_Zeigler@ama-assn.org