

Florida Higher Education-Alliance for Substance Abuse Prevention  
Minutes of the January 26, 2005 Conference Call

Members in Attendance

Bob Ruday – UT  
Tom Hall – UCF  
Tavis Glassman – UF  
Maureen Miller – UF  
Mike Smith – FSU  
Linda Chamberlain – USF  
Hope Johnson – USF  
Judi Gibbons – Florida Gulf Coast  
Tom Shapter – Florida Southern  
Nanette Vega – University of Miami  
Vince Diller – Palm Beach Atlantic

FHE Parent's Brochure – Bob Ruday

Is FHE-ASAP interested in publishing a Parent's Brochure to be ready for member schools to distribute to parents during orientation? The brochure needs to be completed by the end of the spring semester, since many schools have orientation throughout the summer. It was decided that Bob will send out an e-mail to all member schools asking for volunteers to chair this project. Tavis suggested that we look at the websites of Ohio Parents for Drug Free Schools and Notre Dame for parent brochures we can model after. Tom will write this initiative into the mini-grant proposal.

Link to member institution's ATOD website – Tavis Glassman

FAU was the first school to volunteer to include their ATOD link on the FHE-ASAP website. FSU became the second school to volunteer. The purpose of this is so other schools can see specific ATOD websites from member schools and model their websites. As to date there are six member schools posting ATOD information on the Events and Other Information section of the website. Bob will send out an e-mail to all member schools encouraging them to post their links.

February 17 Conference Update at UF – Tavis Glassman & Maureen Miller

On February 16<sup>th</sup>, there will be a Town-Gown meeting at UF, from 9:00 am-11:00 am. Key stakeholders and administrators will be meeting to discuss the problem and to examine what other schools are doing. Laurie Davidson will be facilitating the discussion. Members of the executive committee have been invited to observe. Anyone else interested in observing, can e-mail Tavis. On the following day, there will be a statewide training at the Reitz Union, with Laurie Davidson facilitating the process. Linda Langford will also present on violence among the college population. All of the member schools are invited to attend. If you are attending and have not completed the registration form, please do so as soon as possible. There is no fee to attend the statewide training, the registration form is for travel reimbursement purposes. As of today, there are 5 travel scholarships left. As a side note from Tavis, UF's binge drinking rates went

up with the fall Core data. UF administered two surveys at the same time with the same methodology, but there was a 5% difference in the binge drinking rates.

#### Core Report – Tom Hall & Hope Johnson

Hope has collected all of the addresses to mail out the Core incentive money. Tom spoke with Cheryl Presley, who has agreed to analyze the state data and write a report. Travel funds for her have been written into the mini-grant to bring her to Florida once or twice a year. Tom is still waiting on the “heavy and frequent data” from Cheryl Presley. This is a new classification of students and alcohol use, which is defined as having 20 or more drinks a week. Dr. Presley is in the process of collecting information from all the schools who complete the Core, and compiling a report on this new segment of people who abuse alcohol.

#### FAU Symposium Update – Judi Gibbons & Linda Chamberlain

Both Judi and Linda attended the FAU Symposium. The two themes that emerged was the importance of social norming and using drug courts on campus for students in violation of policy.

#### Community Traffic Safety Team – Bob Ruday for Ellen Snelling

Bob reported on Ellen’s behalf on the Tampa Alcohol Coalition, which met on January 18, 2005:

#### Education:

USF Campaign for National Drunk and Drugged Driving Month in December- reached 2,000 students, faculty, and staff. UT- Friday after Twilight activities resumed. Alcohol Summit for Greek community Feb 4, 5. No fatalities over Winter Break- after a DUI prevention educational campaign for students. UT renewed NHTSA/ BACCUS/ GAMMA impaired driving prevention grant. Universities and HCC will be working on their Safe Spring Break campaigns. Two TAC members conduct DUI prevention education classes in high school Drivers Ed classes.

#### Public Policy:

Ybor teen curfew (Child protection ordinance) is in effect.

TAC is contacting advertisers on DBF show and some have pulled their ads.

102.5 station manager is keeping in contact with TAC, and offers support but will not stop airing the show.

#### Ybor Visioning:

Several meetings involving Ybor stakeholders have been conducted and a consultant is developing a vision plan. He is recommending stopping drink specials and enforcing all current ordinances and laws. Also- opening 7<sup>th</sup> Ave at night, which raises cruising concerns and pedestrian safety issues.

#### Law Enforcement:

Total DUI arrests in Hillsborough County for 2004: 6,756 (increase of 11.1% from 2003). The largest # of DUI arrests were in the 20 to 25 age range. The new mobile breath testing vehicle (BAT Mobile) will be here in February. 181 traffic fatalities were reported in 2004. (8.5% decrease from 2003). But, fatalities in January 2005 have been high. The teen club Bling in Ybor appears to have closed and the curfew is being enforced.

### Hospitality:

Pepin/ AAA Tow to Go was very successful. Will continue on major holidays. Pepin also promoting use of designated drivers. Pepin is busy with TIPS responsible vendor training. JJ Taylor also offers TIPS training. Responsibull safe ride shuttle bus is now taking students from USF to Ybor and back on Thursdays till 4 AM. UT is considering using a safe ride shuttle too. Bill Giesking showed a product called Freaky Ice- which is a popsicle containing alcohol. The company is looking for a distributor, but so far can't find one. They wanted to sell it at our state fair. TAC will look into keeping this product off the market. Bill also said the alcohol vaporizer (AWOL) may be banned from Florida.

### Grants:

HCADA has received funding from the state Office of Drug Control to conduct a media prevention campaign with Channel 8, the Tribune and tbo.com. HCADA also is conducting a media/ marketing prevention campaign using Drug Free Communities funding. Ads refer people to the web site [www.hcada.com](http://www.hcada.com). The web site is being updated. TAC is getting a state grant for a Responsible Beverage Service Training workshop, underage drinking survey and a GIS mapping workshop. TAC will receive 52,000 dollars for underage drinking law enforcement projects.

The next TAC meeting is on February 15<sup>th</sup> at 3 PM at TPD, Division II on 30<sup>th</sup> Street. The guest speaker will be an ER physician from Tampa General Hospital on the topic of alcohol-related emergencies.

### Real Project – Mike Smith & Tom Hall

The Real Project is FSU's approach to social norms. It was trademarked and the Real Project logo is in FSU's colors. Mike has given authorization to member schools to use the Real Project logo in their own school colors, with the hope of expanding this program to any other Florida schools. Tom Hall will be adapting this at UCF, as a way to brand their peer education program. UCF's tag line will be "Real Students. Real Data. Real Info." Mike feels that the state may turn to FHE-ASAP to pilot a program with young adults and alcohol abuse issues within the 2005-2006 time frame. One opportunity may be that FHE-ASAP look to our feeder high schools and with grant funding develop peer education programs.

The next FHE-ASAP conference call will be on February 23, 2005, at 9:00 am.