

## **Florida Higher Education-Alliance for Substance Abuse Prevention Minutes of the April 27, 2005 Conference Call**

### **Members in Attendance**

Laura Riddle – UCF  
Tavis Glassman – UF  
Maureen Miller – UF  
Mike Smith – FSU  
Chris Franzetti – FSU  
Ellen Snelling – Tampa Alcohol Coalition  
Hope Johnson – USF  
Melissa Pass – USF  
Rebecca Magorkorth – UWF  
Jackie Griffin Dougherty – Operation PAR

### **Dr. Lori Ebert Hart, Director of Alcohol Education for Pi Kappa Phi Fraternity – Mike Smith**

- Mike Smith introduced Dr. Lori Ebert Hart, the Director of Alcohol Education for Pi Kappa Phi Fraternity.
- Dr. Hart offered to serve as resource for FHE-ASAP. Members can go to her with our questions regarding the fraternity population.
- Dr. Hart is based in Atlanta and the Pi Kappa Phi Fraternity headquarters are in Charlotte, with 130 chapters across the country. At this time, 12 groups use some form of alcohol free housing (there are 66 national groups). Curiously, if fraternities meet a certain GPA requirement or a certain amount of volunteer hours, they can have alcohol in their houses.
- Dr. Hart began working with Pi Kappa Phi Fraternity four years ago. The first year was spent on implementing alcohol programs. However, alcohol programs alone are not effective. In the second year, they contacted the Higher Education Center and developed a comprehensive approach in dealing with alcohol issues. The strategic plan from this meeting is continuing to be implemented.
- At this time, Dr. Hart went to Susie Busch (alcohol industry representative) for potential funding. Pi Kappa Phi is now using three different alcohol programs, as well as having risk management trainings. Due to working with the Higher Education Center, Dr. Hart and her colleagues have been able to identify some of the gaps the national organization.
- Dr. Hart can send a copy of their comprehensive plan to FHE-ASAP. The Higher Education Center encouraged them to focus on things they can control, such as the National Organization, volunteers, and students.
- FHE-ASAP and Dr. Hart will begin the process of exchanging ideas via e-mail and phone calls. One possibility is to invite Dr. Hart to the November Prevention Conference.

### **Mini-Grant Report, Parent Brochure, and CORE Update – Tom Hall**

- Tom Hall was not on the call. Mike Smith has talked with Tom, and it is his sense that Tom will not be able to take on the Parent Brochure, due to other responsibilities.
- Hope Johnson has not received any CORE incentive money. Laura Riddle will follow-up with Bob Ruday concerning the total amount of money received from the mini-grant for the CORE incentive money.

### **Report about FHE-ASAP Endorsement of CSPI and NCAA Alcohol Ads – Tavis Glassman**

- In fall 2003, Jay Hedlund from CSPI (Center for Science in the Public Interest) was invited to talk at the Prevention Conference about the Campaign for Alcohol-Free Sports TV (CSPI advocates that the NCAA and IHE's should not accept money for alcohol advertising during college sporting events).
- In summer 2004, the Executive Committee met and decided to contact the Higher Education Center and the American College Health Association for their opinions on this issue. Bill DeJong at the

Higher Education Center indicated the Campaign is a strong theory based prevention strategy. The American College Health Association thought the campaign was so important, that they decided to endorse it.

- A few members of the Executive Committee recommended that FHE-ASAP should move cautiously and first develop by-laws. The by-laws were passed in February 2005.
- In April 2005, the University of Florida became the first school in the South Eastern Conference to join the Campaign for Alcohol-Free Sports TV. Tavis put forth a motion for FHE-ASAP to endorse this campaign and to date, 10.16 members have voted yes and 2.83 members have voted no.
- There is some confusion as to how these votes are interpreted through the by-laws. Can votes from various schools be divided up?
- Laura Riddle shared her thought that the FHE-ASAP Executive Committee might have first needed to discuss the practical/operational issues around the implementation of our new by-laws. For example, it was her interpretation that the Exec Committee might have needed to first vote to decide that the CSPI issue (or any issue for that matter) was an issue that that FHE-ASAP would make a public stand on. If that decision was made by a vote of the majority of Exec Members, then the issue would go to the General Membership for their vote. She indicated that because the by-laws are new, that there are questions as to how to interpret and implement them. One part of the process that had not been clarified was how each Institutions one vote would be decided or calculated, when there is more than one individual member at that school. Laura also re-stated that she would rather see FHE-ASAP take the role of presenting all of the available information on a topic/issue and to articulate as clearly as possible all the opinions and positions , both pro and con, so that our membership, their institutions and communities, and “the field in general”, has what they need to make an informed and considered decision. Each then would determine the best course of action for their constituents/Institution etc.
- Mike Smith suggested that taking a position on controversial issues may limit FHE-ASAP’s effectiveness and signing up in one “camp” could prevent FHE-ASAP from collaborating with other key stakeholders.
- Tavis Glassman said that joining the Campaign for Alcohol Free Sports is consistent with FHE-ASAP’s mission, which is to “advocate for stronger prevention policies.” In addition, FHE-ASAP has advocated for other policy issues in the past.
- It was recommended that the Executive Committee have a conference call to discuss this further, and then report back to the larger group.
- Tavis shared that FHE-ASAP can endorse the initiative and that doesn’t mean that individual schools have to endorse the campaign.
- Mike Smith said that FHE-ASAP should strive to create a forum in which information could be exchanged freely in a non-confrontational environment and that taking a position on certain issues could jeopardize open dialogue.
- Ellen Snelling from the Tampa Alcohol Coalition shared that their coalition did endorse the campaign and they still continue to have productive discussions and meetings with their members.
- Tavis reminded everyone that not all FHE-ASAP members will agree on all issues. Sometimes people need to agree to disagree. Further, it is important to represent the wishes of the larger group, which clearly indicate that FHE-ASAP endorse the Campaign for Alcohol Free Sports TV.
- It was recommended that the Executive Committee follow up with a conference call to discuss this issue further.

#### **Update on DBF – Ellen Snelling**

- DBF (“Drunk Bitch Friday”) has been on the radio for two and a half years. It is broadcasted out of Jacksonville.
- The Tampa Alcohol Coalition became aware of DBF in September 2004. Several of their members listened to the show and learned of the advertisers names. Ellen and other coalition members met with the local radio manager in Tampa, and he said they would continue to broadcast the show. The

Coalition then wrote to the advertisers on the radio station about DBF and some of these businesses discontinued advertising on the radio station.

- Since April was Alcohol Awareness Month, there was a coordinated statewide effort for coalitions and other organizations to e-mail and/or call a mass complaint into the Jacksonville station that syndicates DBF.
- Since then, at the University of Florida, the College of Journalism and the General Manager have suspended the show on the radio station, Rock 104 that broadcasts DBF.
- As a further result of advocacy efforts, favorable changes have been made to the DBF website. In addition, the shows hosts are no longer chanting “Chug Chug Chug, Drunk Bitch Drunk Bitch Drunk Bitch.
- The Network has a newsletter entitled the “Catalyst” which will be featuring an article on this initiative.
- Chris Franzetti, from FSU, had a letter-writing campaign and some of the advertisers have discontinued their business, while others haven’t. Chris and others are being threatened with lawsuits for liable.
- Ellen Snelling reported that some of the Tampa Alcohol Coalition members have written a thank-you letter to UF’s President Machen and they have received a reply back from him.
- Tavis Glassman encouraged other universities and FHE-ASAP to send thank-you letters to President Machen for his efforts.
- Tavis will provide the contact information for President Machen, as well as drafting a letter for Bob to revise and send out to the rest of the membership.
- Mike Smith suggested that for the Prevention Conference, it would be beneficial to have a roundtable of Vice President’s and other senior administrators to meet and discuss alcohol issues. Inviting President Machen and President Shalala from the University of Miami would be two key administrators to include.

#### **Current Status on the Fall Prevention Conference Higher Education Day – Mike Smith or Chris Franzetti**

- The Fall Prevention Conference will be from November 16<sup>th</sup>-18<sup>th</sup>, with the Higher Education Day on the 18<sup>th</sup>. Chris and Mike have attended the first planning meeting and have reserved 6-7 slots for the general conference.
- They are looking for recommendations of speakers and topics for these slots, as well as the Higher Education date. This will be an on-going conference call agenda item for the months leading up to the conference.
- Laura, Chris, Mike, and perhaps Tom Hall make up a smaller sub-committee which will be working to further develop the Higher Ed. track agenda. Anyone who is interested can help.
- Tavis posed the question of having the Higher Ed. day on a Thursday, so more people will attend. However, due to logistics, rooms are only available on that Friday. The sub-committee will look at ways to better publicize the Higher Ed. track to ensure better attendance.

#### **Additional Announcements**

- Rebecca Magorkorth from the University of West Florida wanted to thank Kevin for sharing information on how to apply for the NCAA \$30,000 grant. They did receive the grant and they also have their ACHA data back, which she is willing to share with others.
- Chris met with Robin Peters and Senta Goudy to discuss funding for FHE-ASAP. Tom Hall and Chris are going to be meeting with Phyllis Law from the Office of Drug Control to look at potential funding for the fall, and they will work on putting together a proposal.
- Jackie Griffin Dougherty asked if FHE-ASAP had completed the local coalition survey. This needs to be completed by April 30<sup>th</sup> in order for FHE-ASAP to continue to be eligible for the state mini-

grant money and other funding. Jackie is sending the survey link to Laura Riddle to send out to the rest of the coalition.

**The next FHE-ASAP conference call will be on May 25, 2005, at 9:00 am.**