

Comprehensive Community Action Plan

Florida Higher Education Alliance for Substance Abuse Prevention (FHE-ASAP)

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<p>Problem Statement: The Higher Education system in the state of Florida has continually fallen short in providing a unified approach to addressing adult heavy drinking and situational violence issues amongst the 18-25 year old population. Data collected through member surveys as well as an in depth analysis of the CORE survey results indicates need for the creation of additional resources for the key issues of increased campus/community collaboration to enact proven environmental prevention strategies that will result in a decrease in underage and abusive alcohol consumption and situational violence</p>		
<p>GOAL 1: Standardize the use of empirical based prevention and intervention strategies at State University System (SUS) and private institutions (ICUF); in addition provide technical assistance/consultation through the Florida Higher Education Center (FL-HEC).</p>		<p>Long Term Outcome 1: Dashboard indicators related to environmental prevention practices at Florida colleges and universities will inform training and technical assistance programs offered by the Florida Higher Education Center (FL-HEC).</p>
<p>Objectives</p>	<p>Short term Outcomes (change in local contributing factor) 3 to 12 months</p>	<p>Intermediate Outcomes (change in intervening variable/risk factor) 12 to 18 months</p>
<p>1. INTERVENING VARIABLE: <u>RETAIL ACCESS</u>. <u>Contributing Factor:</u> Alcohol Density in and around campus - By 2010, increase the number of university/college staff and local community coalitions, law enforcement and ABT officers working collaboratively to reduce access to alcohol by minors.</p>	<p>Develop Self-study guide to assess Alcohol Density in and around campus. # of campuses utilizing the self study guide</p> <p>Develop statement related to managing campus/community alcohol density # of campuses adopting statement into policy</p>	<p>FL-HEC to provide environmental management training related to community based underage drinking compliance checks. # of campuses to receive training to conduct compliance checks # of compliance checks conducted</p> <p>Provide continuous technical assistance and consultation to all higher education institutions through the Florida Higher Education Center. # of technical training sessions conducted</p> <p>Adoption of best practices related to the campus/community use of environmental strategies related to underage and excessive alcohol use. # of campuses to adopt best practice strategies into prevention planning practice</p>
<p>2. INTERVENING VARIABLE: <u>PROMOTION</u> <u>Contributing Factor:</u> Pricing and Advertising of Alcohol - By 2010, strengthen relationships with university/college staff and local community coalitions, law enforcement and ABT officers to work collaboratively on restricting marketing and promotion of alcohol on and around campus.</p>	<p>Develop Self-study guide to assess alcohol advertising on and around campus. # of campuses utilizing the self study guide</p> <p>Develop statement related to restricting alcohol advertising on and around campus. # of campuses adopting statement into policy</p>	<p>FL-HEC to provide environmental management training, related to effective campus/community partnerships. # of trainings conducted</p> <p>Provide continuous technical assistance and consultation to all higher education institutions through the Florida Higher Education Center. # of technical training sessions conducted</p> <p>Adoption of best practices related to the campus/community use of environmental strategies related to the prevalence of high risk alcohol promotions and marketing of alcohol on campus.</p>

		# of campuses to adopt best practice strategies into prevention planning practice
3. INTERVENING VARIABLE: COLLEGE NORMS. <u>Contributing Factor</u> : Perception of Harm and “Right of Passage” Belief - By 2010 decrease the social desirability to engage in heavy drinking and as a result decrease the opportunity for situational violence to occur through use of social marketing campaigns.	Develop Self-study guide to assess social desirability of high-risk drinking and associated situational violence. # of campuses utilizing the self study guide Develop a marketing campaign to address misperceptions related to social desirability of excessive and underage alcohol use. # of campuses utilizing marketing	FL-HEC to provide environmental management training related to social marketing strategies. # of trainings conducted # of social marketing strategies conducted Provide continuous technical assistance and consultation to all higher education institutions through the Florida Higher Education Center. # of technical training sessions conducted Adoption of best practices related to campus/community indicators that contribute to a “normative” environment related to alcohol use. # of campuses to adopt best practice strategies into prevention planning practice

4. INTERVENING VARIABLE: INSTITUTIONAL POLICY <u>Contributing Factor</u> : Enforcement & Uniformity - By 2010 FHE-ASAP member institutions will complete environmental management self-study.	Adoption of best practices related to environmental management strategies. # of campuses utilizing best practices	FL-HEC to provide consultation related to campus alcohol policy “best” practices. # of training sessions conducted Provide continuous technical assistance and consultation to all higher education institutions related to policy development and enforcement through the Florida Higher Education Center. # of technical training sessions conducted
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Problem Statement (Capacity Gaps): Creating a strong infrastructure and sustainability of FHE-ASAP is vital to establishing a unified voice for the higher education community of Florida. Continued data collection on a statewide basis to accurately capture a deeper understanding of adult heavy drinking and violence on Florida’s higher education campuses is essential to reevaluate resources available to create a unified approach to prevention.

GOAL 2: By 2010, increase collaborative efforts between statewide and community partners through the establishment of the Florida Higher Education Center to provide technical assistance and consultation to FHE-ASAP Member institutions.	Long Term Outcome 2: The Florida Higher Education Center will become a statewide resource center for best practices and initiatives for ATOD prevention. In addition to offering training and technical assistance, the center will develop a speaker's bureau of prevention professionals available for various state and local organizations to serve their higher education needs.
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Objectives	Outcome 3 to 18 months
1. a. Provision of onsite technical assistance for SUS institutions that have completed the FHE-ASAP self study guides. b. Provision of onsite technical assistance for ICUF institutions that have completed the FHE-ASAP self study guides	FL-HEC to provide onsite review of campus/community use of alcohol prevention, health protection, intervention and environmental strategies. The results visits will be reported to the Florida Board of Governors Student Affairs Committee
2. Increase FHE-ASAP membership by offering access to the Florida Higher Education Center for training and technical assistance, information dissemination through website, newsletters, conferences and webinars.	Recruit new members and engage existing members. Document increase in active membership by 75% of SUS institutions and 25% of 4 year residential campuses.
3. Develop a statewide college social marketing campaign.	Provide technical assistance to implement a statewide college norm campaign.
4 Develop a website with capabilities to host web conferences, webinars, and training	Outsource website development of a site that can be maintained and updated by staff with limited technical

sessions for FHE membership.	expertise in computer programming.
5. Hire part- time staff to manage coalition efforts and membership requests for technical assistance with policy development, enforcement, and evaluation	70% of FHE-member institutions will utilize technical assistance and consultation services.

Comprehensive Community Action Plan Strategy Action Plan

Goal 1 Standardize the use of empirical based prevention and intervention strategies at State University System (SUS) institutions ICUF institutions and provide technical assistance/consultation through the Florida Higher Education Center (FL-HEC).

Implementing Agency/Organization	Strategy	Key Action Steps	Implementation timeframe Estimated completion dates	Expected Total Cost (Amounts based on best estimates)
FHE-ASAP	Create self study measures for SUS institutions that address alcohol use prevention, health protection, intervention and environmental management strategies	<ol style="list-style-type: none"> 1. Develop self-study guides 2. Distribute self-study guides to SUS institutions 3. Distribute self-study guides to ICUF institutions 	September 15 th , 2009 October 1 st , 2009 March 1 st , 2009	No cost- In kind time provided by SUS and ICUF institutions

GOAL 2: By 2010, increase collaborative efforts between statewide and community partners through the establishment of the Florida Higher Education Center to provide technical assistance and consultation to FHE-ASAP Member institutions.

Implementing Agency/Organization	Strategy	Key Action Steps	Implementation timeframe Mm/yy to mm/yy	Expected Total Cost
FL-HEC	Conduct onsite visits at SUS institutions	<ol style="list-style-type: none"> 1. Collect self study guides 2. Conduct SUS site visits 	November 15 th , 2009 January 15 th , 2010 to March 1 st , 2010	Requested Amount (Phase 1- SUS Institutions) \$13,200
	Conduct onsite visits at ICUF institutions	<ol style="list-style-type: none"> 1. Collect self study guides 2. Conduct ICUF site visits 	April 1 st , 2010 to June 1 st , 2010	(Phase 2- Independent Colleges and Universities of Florida- ICUF) \$13,200

FL-HEC	Increase FHE-ASAP membership	<ol style="list-style-type: none"> 1. Advertise T/A services 2. Provide regional trainings 3. Provide electronic best practice "tool kits" 	Continuous-beginning October 1 st , 2009	\$5,000
FL-HEC	Conduct Statewide Social Marketing campaign targeted to sexual violence prevention	<ol style="list-style-type: none"> 1. Collaborate with the Center for Prevention Research at Florida State University on developing the campaign 2. Get "buy in" to promote the campaign from member institutions 3. Disseminate the campaign to member institutions 4. Collect qualitative data related to the impact of the campaign 	Continuous-beginning January 15 th , 2010	\$10,000
FHE-ASAP	Develop comprehensive website	<ol style="list-style-type: none"> 1. Outsource website development of a site which can be maintained and updated by staff with some web experience 2. Set up various web conferences, webinars and training sessions for members 3. Promote updated website to all members 	Continuous-beginning October 1 st , 2009	\$10,000

FHE-ASAP	Hire part-time staff to manage and coordinate coalition efforts	<ol style="list-style-type: none"> 1. Create job description to include managing coalition efforts and membership requests for technical assistance with various environmental strategies (policy development, enforcement, and evaluation) 2. Recruit for position; conduct interviews; hire staff. 	October 2009/ November 2009	\$25,000-30,000 per year
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