

**Changing the College and Community Drinking Cultures
That Promote High-Risk Underage Use of Alcohol**

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**Report Includes Input From Members of
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FHE ASAP**

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On September 9th, 2003 the National Research Council and Institute of Medicine of the National Academies released a congressionally mandated report indicating “The social cost of underage drinking has been estimated at \$53 billion including 19 billion from traffic crashes and 29 billion from violent crime” (National Academies Report, 2003). The report indicates that the consequences of underage drinking extend beyond campus boundaries and negatively affect the quality of life in our communities. It suggests the “... alcohol and entertainment industries take stronger steps to shield young people from unsuitable messages about alcohol consumption” (National Academies Report, 2003).

High-risk underage college drinking can result in high-risk sex, sexual assault, suicide, drinking and driving, deleterious effects on the brain and increased risk for alcohol abuse and dependence (Alcohol Alert, 2003).

The 2001 Core Survey of college students found that of the 34,645 students who reported being under the age of 21, 83.6% reported using alcohol within the past year and 71.8% reported using alcohol within the last 30 days. Almost 50% of the 54,444 undergraduate students who completed the Core Survey in 2001 reported binge drinking, defined as five drinks or more in one sitting (Core Institute, <http://www.siu.edu/~coreinst/>).

While individual and environmental risk factors have been identified that predict binge drinking in college such as family addiction, fraternity and sorority membership and positive alcohol expectancies, the 1993 Harvard School of Public Health College Alcohol Study also found that binge drinking often begins in high school (Alcohol Alert, 2002; Wechsler, Dowdall, Davenport, Castillo, 1995).

A recent Monitoring the Future Survey found that approximately 30% of the underage 12th graders consumed 5 or more drinks in a row within the last two weeks and 20% did so on more than one occasion (Alcohol Alert, 2003, p.1). For most communities, the enforcement of underage drinking laws including the illegal sales of alcohol to minors remains a significant challenge because underage drinkers obtain alcohol from their peers and sometimes parents.

Other studies have found that youth that begin drinking alcohol before age 15 significantly increase their future risk of alcohol abuse and dependence. New brain research confirms that early experimental use of alcohol by young girls can result in rapid addiction and alcohol use by both males and females can have deleterious effects on the developing adolescent brain (Alcohol Alert, 2003).

Because parents underestimate their children’s use of tobacco, alcohol and/or illicit drugs, campaigns to educate about the negative effects of early onset of alcohol use on the brain may help parents to become more actively involved in the campaign to delay use in their own children (Alcohol Alert, 2003; Williams, McDermitt, Bertrand & Davis, 2003).

Early identification and intervention programs with middle school, high school and college students at-risk for mental health and substance use disorders could help to reduce future substance abuse and dependence disorders. Helping these students could substantially reduce the peer pressure these students directly place on other students.

President of Florida Atlantic University and former Lieutenant Governor of the State of Florida, Frank Brogan states, “Many people are not aware of the pervasive and destructive problems associated with college binge drinking. The most serious problems are often associated with excessive use of alcohol by underage students. To prevent alcohol related problems and reduce the economic costs to society, colleges and universities need to collaborate with the community to help change the culture of high-risk underage drinking”.

Extent of College Binge Drinking

In 1993, the Harvard School of Public Health College Alcohol Study (HSPA College Alcohol Survey) surveyed a random sample of college students at 140 four-year colleges and universities in the United States.

To measure the extent of alcohol use by college students, the (HSPA College Alcohol Survey) defined **binge drinking** “...as the consumption of five or more drinks in a row for men and four or more for women, at least once in the 2 weeks preceding the survey” (Wechsler, Lee, Kuo, & Lee, 2000, p. 199). This 5/4 drinking measure recognizes important gender differences regarding the metabolism of alcohol.

Frequent binge drinking is defined as binge drinking three times or more in the two-week period preceding the survey and again uses the 5/4 drinking measure (Wechsler, Davenport, Dowdall, Moeyken, & Castillo, 1994).

Table 1 presents a snapshot of college drinking patterns over the last ten years as reported in the 1993, 1997, 1999 and 2001 (HSPA College Alcohol Survey) Results indicate that frequent binge drinking has increased and that underage students engage in binge drinking rates similar to their peers who are 21 and older (Wechsler, Lee, Kuo, Seibring, Nelson & Lee, 2002).

Table 1 The Harvard School of Public Health College Alcohol Survey: 1993, 1997, 1999 and 2001

Pattern of Alcohol Use	1993	1997	1999	2001
Binge drinking	43.9%	43.2%	44.5%	44.4%
Frequent binge drinking	19.7	21.0	22.6	22.8
Underage Binge Drinking	45.5	44.6	44.9	43.6
Binge drinking fraternity/sorority	83.4	82.6	80.3	75.4

Table 2 indicates that while binge drinking rates have remained unchanged for over ten years, some forms of high-risk drinking have increased with some students reporting that the sole purpose of drinking is to get drunk (Wechsler, Lee, Kuo, Seibring, Nelson & Lee, 2002).

Table 2 High-Risk College Drinking Behaviors

Past 30 Days	1993	1997	1999	2001
Drank on 10 or more occasions	18.1%	21.1%	23.1%	22.6%
Was drunk 3 times in past 30 days	23.4	29.0	30.2	29.4
Drinks to get drunk	39.9	53.5	47.7	48.2

Table 3 indicates that certain groups on campus like fraternity's sororities and student athletes have higher rates of binge drinking than other students on campus. The binge drinking rates of intercollegiate student athletes remains significantly higher for both male and female student athletes despite the fact that student athletes receive extensive exposure to alcohol education programs.

Table 3 Binge Drinking Rates of Intercollegiate Athletes By Survey Year and Gender

Gender	1993	1997	1999	2001
Male	57.3%	54.5%	55.1%	57.9%
Female	46.6	46.1	49.7	47.0

*Weighted and standardized rates
(Source: HSPH College Alcohol Study)

Since 1993, the (HSPA College Alcohol Surveys) have established that over 40 percent of the nation's college students engage in a high-risk style of drinking. Almost 23% of the college students engage in frequent binge drinking, which often results in significantly more alcohol-related problems. While the number of students abstaining from alcohol has increased, a style of drinking that includes frequent binge drinking, drinking on 10 or more occasions per month and drinking to get drunk has increased on the American college campus (Wechsler, Lee, Kuo, Seibring, Nelson & Lee, 2002).

**Debate Over the Term Binge Drinking and the
Problem of Misperceptions of College Drinking Norms**

The use of the term binge drinking is under considerable debate. The Monitoring the Future Study first introduced the term binge drinking with secondary students in the early 1970s (Weingardt et al., 1998). The term binge drinking then first appeared in a 1989 study with Massachusetts college students and was also defined as the consumption of five or more drinks in a row at least once for men and women within the last two weeks (Wechsler & Isaac, 1992).

Definitions of binge drinking do not consider the time period of alcohol consumption, body weight or blood alcohol concentration. Some studies report binge drinking as once or more in the past thirty days while others report binge drinking once or more in the last two weeks.

Some believe that the term binge drinking results in student overestimations about how much other students drink. Overestimations of others drinking is related to increased drinking. While further research is needed to test social norm approaches that correct student misperceptions, many have suggested that the term high-risk drinking be used instead of binge drinking. It is suggested that the term binge drinking only be used when discussing data and research.

Despite the debate, there is the need for a new diagnostic term for the substance use problems associated with young adults. Students who don't meet the criteria for DSM-IV abuse and/or dependence are still experiencing substantial related problems.

Alcohol-Related Problems Reported by College Students

Misperceptions, college traditions, and drink specials like "Skip Class Have a Beer" fuel excessive college drinking. Many college students believe that drinking will have positive effects not negative consequences. Bars promote binge drinking by selling five beers in a bucket. Ladies are often invited to drink free. Many first year students think drinking is a rite of passage and often attend their first college drinking party before attending their first class.

While most college students don't view their drinking as a problem, one night of intoxication can result in serious unintended consequences. Serious alcohol related problems can also include: drunk driving fatalities, alcohol poisoning, poor academic performance, sexually transmitted diseases, alcohol-related hazing, unprotected sex, violence and sometimes even death. (Alfred University, 1998-1999; Hanson & Engs, 1992; Preseley, Leichter, & Meilman, 1998).

Binge drinking is linked not only to increased consequences for the college drinker, but secondhand drinking effects increase alcohol related problems and violence for others in the surrounding campus environment (Wechsler, Moeykens, Davenport, Castillo, & Hansen, 1995).

Students have witnessed first hand the effects of alcohol poisoning and drunk driving crashes on friends who have been taken to local emergency rooms sometimes with tragic results (Wechsler, Lee, Kuo, Seibring, Nelson & Lee, 2002).

“The rate of fatal crashes among alcohol involved drivers between 16 and 20 years old is more than twice the rate for alcohol-involved drivers 21 and older” (Alcohol Alert, 2003, p. 1)

Excessive drinking threatens not only academic achievement, retention and the educational missions of institutions, but also the important future educational, employment and economic success of college students.

Teaching college students college success strategies that connect them to the rewarding learning opportunities inside and outside of the classroom can serve as an important protective factor in the college community.

Annual High-Risk College Drinking Consequences

The National Institute on Alcohol Abuse and Alcoholism’s (NIAAA) Task Force on College Drinking reported the following annual high-risk consequences of harmful college 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 (Hingson et al., 2002).

Injury: 500,000 students between the ages of 18 and 24 are unintentionally injured under the influence of alcohol (Hingson et al., 2002).

Assault: More than 600,000 students between the ages of 18 and 24 are assaulted by another student who has been drinking (Hingson et al., 2002).

Sexual Abuse: More than 70,000 students between the ages of 18 and 24 are victims of alcohol-related sexual assault or date rape (Hingson et al., 2002).

Unsafe Sex: 400,000 students between the ages of 18 and 24 had unprotected sex and more than 100,000 students between the ages of 18 and 24 report having been too intoxicated to know if they consented to having sex (Hingson et al., 2002).

Academic Problems: About 25 percent of college students report academic consequences of their drinking including missing class, falling behind, doing poorly on exams or papers, and receiving lower grades overall (Engs et al., 1996; Presley et al., 1996a, 1996b; Wechsler et al., 2002).

Health Problems/Suicide Attempts: More than 150,000 students develop an alcohol-related health problem (Hingson et al., 2002) and between 1.2 and 1.5 percent of students indicate that they tried to commit suicide within the past year due to drinking or drug use (Presley et al., 1998).

Drunk Driving: 2.1 million students between the ages of 18 and 24 drove under the influence of alcohol last year (Hingson et al., 2002).

Vandalism: About 11 percent of college student drinkers report that they have damaged property while under the influence of alcohol (Wechsler et al., 2002).

Property Damage: More than 25 percent of administrators from schools with relatively low drinking levels and over 50 percent from schools with high drinking levels say their campuses have a "moderate" or "major" problem with alcohol-related property damage (Wechsler et al., 1995).

Police Involvement: About 5 percent of 4-year college students are involved with the police or campus security as a result of their drinking (Wechsler et al., 2002) and an estimated 110,000 students between the ages of 18 and 24 are arrested for an alcohol-related violation such as public drunkenness or driving under the influence (Hingson et al., 2002).

Alcohol Abuse and Dependence: 31 percent of college students met criteria for a diagnosis of alcohol abuse and 6 percent for a diagnosis of alcohol dependence in the past 12 months, according to questionnaire-based self-reports about their drinking (Knight et al., 2002).

Alcohol-related problems are also associated with an increased prevalence of co-occurring mental health problems and increased rates of suicide. The abuse of prescription drugs and interaction effects of alcohol and other drugs have resulted in increased demand for campus mental health and psychiatric services.

The Need for Evidenced Based Strategies and Policies

According to the NIAAA Task Force, colleges and universities need to base their alcohol policies and prevention strategies on credible research and scientific evidence. As explained, "One reason for the lack of success of prevention efforts is that, for the most part, schools have not based their prevention efforts on strategies identified and tested for effectiveness by research" (NIAAA, 2002, p. 2).

The lack of experimental studies with controls has had a long-term negative impact on the health and safety of college students. Previous studies have been "flawed by a range of methodological weaknesses: (a) nonrandom assignment of intervention and study groups, (b) pre-intervention group differences, (c) implementation of comparison interventions across difference years, (d) convenience sampling, (e) cross-sectional student sampling rather than longitudinal cohorts, (f) lack of information on protocols used to ensure accurate self-repot data, (g) limited information regarding the reliability and validity of measures, (h) excessive attrition, (i) small or excessively large samples, and (j) use of only heavy drinkers, which increased the risk of regression toward the population mean" (Werch, 2000, p. 89).

As explained by the President of University of Miami and former Secretary of Health and Human Services, Donna Shalala “Prevention, early detection, and timely intervention are vital if we are to reduce the number of alcohol-related problems on college campuses today. NIAAA research shows that college students who receive a single counseling session often will significantly reduce their drinking. Getting drunk doesn’t need to be a rite of passage, and hangovers aren’t a prerequisite for graduation” (Alcohol Alert, 1995, p. 3).

College Alcohol and Other Drug Prevention Programs and Recommendations

Since the first national meeting about college drinking in 1975 at Notre Dame, state and federal governments collaborated with colleges and universities to pass legislation and expand alcohol education programs to help prevent high-risk underage drinking. (Engs, 1977). In 1984, the United States Congress passed the National Minimum Purchase Age Act, which required states to raise the legal drinking age to 21. In 1989, Congress passed the Safe and Drug-Free Schools Act, which required institutions of higher education to publish information about alcohol and other drug policies, laws and related health effects. Every two years institutions must prepare a biennial review of their programs to help ensure that they are meeting the requirements outlined in the Safe and Drug Free Schools Act.

U.S. Department of Education Higher Education Center (HEC) For Alcohol & Other Drug (AOD) Prevention

We cannot expect students to say “no” to harmful drinking and other drug use when their environment tells them “yes”

(William DeJong Director, Higher Education Center)
(Source HEC Training Materials for Campus Community Coalitions)

The Higher Education Center's purpose is to help college and universities develop, implement, and evaluate programs and policies to reduce student problems related to alcohol and other drug use and interpersonal violence. The Center favors a comprehensive approach to prevention. Central to this approach is a mix of environmental management strategies to address the institutional, community, and public policy factors that contribute to these problems. The Center supports the development of a prevention infrastructure, primarily by facilitating the work of statewide prevention initiatives and campus-community coalitions. The Center provides trainings, technical assistance, and publications to support these efforts. The Center also promotes innovative program development to improve student education, campus-based media campaigns (including social norms campaigns), screening and treatment referral, and enforcement. (Source <http://www.edc.org/hec/>)

Problems in the Environment

The Higher Education Center states that many of the problems with alcohol and other drugs are related to factors in the campus and community environments and include the following:

- Many students have unstructured free time with too few social, recreational, extracurricular, and public service options.
- Society and culture perpetuate the belief that high-risk alcohol use is a normal part of the campus experience.
- Alcohol is abundantly available and inexpensive.
- Bars, restaurants, and liquor outlets use aggressive promotions to target underage and other college drinkers.
- State and local laws and campus policies are not consistently enforced.

Higher Education Center Recommended Strategies for Environmental Change

- Promote alcohol-free social, recreational, extracurricular, and public service options
- Create a health-promoting normative environment
- Limit alcohol availability
- Restrict the marketing and promotion of alcoholic beverages both on and off campus
- Increase the development and enforcement of campus policies and state and local laws

(Source HEC Training Materials for Campus Community Coalitions)

The National Institute on Alcohol Abuse and Alcoholism Call To Action: Changing the Culture of Drinking At U.S. Colleges

Because student drinking is affected by both environmental and peer influences, the NIAAA report on college drinking suggests a 3-in-1 Framework. This framework targets 3 areas and strategies are ranked in 3 tiers of effectiveness.

3-1 Prevention Framework For Implementing Strategies

- Individuals, Including At-Risk or Alcohol-Dependent Drinkers
- Student Body as a Whole
- College and Surrounding Community

Tier 1: Evidence of Effectiveness Among Individuals, Including At Risk or Alcohol Dependent Drinkers

Strategies:

- ❑ Combine cognitive-behavioral skills, norms clarification and motivational enhancement interventions
- ❑ Offer brief motivational enhancement interventions
- ❑ Challenge alcohol expectancies

Tier 2: Evidence of Success With General Populations That Could Be Applied to College**Strategies:**

- ❑ Increased enforcement of minimum drinking age laws
- ❑ Implementation, increased publicity, and enforcement of other laws to reduce alcohol-impaired driving
- ❑ Restrictions on alcohol retail outlet density
- ❑ Increased prices and excise taxes on alcohol beverages
- ❑ Responsible beverage service policies in commercial settings
- ❑ The formation of a campus and community coalition involving all major stakeholders may be critical to implement these strategies effectively

Tier 3: Evidence of Logical and Theoretical Promise, But Require More Comprehensive Evaluation**Strategies**

- ❑ Adopting campus-based policies and practices that appear to be capable of reducing high-risk alcohol use
- ❑ Increasing enforcement at campus-based events that promote excessive drinking
- ❑ Increasing publicity about enforcement of underage drinking laws on campus and eliminating “mixed messages”
- ❑ Consistently enforcing disciplinary actions associated with policy violations
- ❑ Conducting marketing campaigns to correct student misperceptions about alcohol use
- ❑ Provision of “safe rides” programs
- ❑ Regulation of happy hours and sales
- ❑ Informing new students and their parents about alcohol policies and penalties before arrival and during orientation periods

(NIAAA, 2002, pp.14-25)

NIAAA Recommendations to College Presidents

- ❑ Review current alcohol prevention programs, assess whether they are working, and consider what could be changed
- ❑ Involve students, the community, and other stakeholders in the review and assessment process and in the planning and implementation of interventions.

- ❑ Focus on strategies most likely to make a difference at individual institutions and document them in a strategic plan
- ❑ Communicate the institutions position on underage and excessive drinking.
- ❑ Commit to addressing the issue over time
- ❑ Collaborate with NIAAA to develop an evaluation plan (NIAAA, 2002, p. 28)

Robert Wood Johnson Foundation A Matter of Degree

The National Effort to Reduce High-Risk Drinking Among College Students, A Matter of Degree Program (AMOD) is a multi-year, national pilot project designed to test an environmental management strategy to reduce college binge drinking and related harms. Based in part on the findings of the original Harvard School of Public Health College Alcohol Study, the Robert Wood Johnson Foundation and the American Medical Association (AMA) agreed to collaborate in this 8-year, \$8.6 million national effort.

In addition to reducing binge-drinking rates, the ultimate goal is to test the public health model that AMOD is based on, and share the lessons learned with other colleges and universities. Harvard is conducting an extensive, ongoing evaluation of the program to identify successful interventions and track reductions in binge drinking.

“Trying to convince students not to binge drink doesn’t work, particularly when they’re surrounded by powerful social influences encouraging them to do just that,” said Richard A. Yoast, Ph.D., director of the AMA Office of Alcohol and Other Drug Abuse, the national office of AMOD. “Every night they are lured by cheap drink specials. Couple that with easy access to alcohol, and glamorous, fun, sex-filled advertising imagery, and you have a very appealing message. Fortunately, we’re learning that we can counter these influences through campus-community partnerships.”

The 10 campus-community partnerships of AMOD go beyond traditional prevention efforts that focus on the individual drinker to address the social environment that influences individual decision making. Rather than blame students for their behavior or try to persuade them to stop drinking, participants in *A Matter of Degree* are identifying the environmental factors such as alcohol advertising and marketing, institutional policies and practices, local ordinances—even social and cultural beliefs and behaviors—that converge to encourage alcohol abuse, and work together to create positive changes.

For example, coalitions may seek to curb the practice of alcohol discounting, such as two-for-one drink specials, inexpensive beer pitcher sales, and other promotions in their communities that encourage excessive drinking. Or perhaps they will work to limit alcohol-industry sponsorship of social events, including sports, concerts and ethnic celebrations.

These “town-gown” collaborations of college administrators, elected officials, students, parents, law enforcement, concerned bar owners and community residents are working together to address this complex public health problem in the following communities:

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

Examples of Successful AMOD Interventions

- ❑ Partnered with neighborhood associations, law enforcement and landlords to address loud house parties and the disruption they create for residents;
- ❑ Eliminated alcohol-industry sponsorship of athletics, and other campus social events;
- ❑ Eliminated the sale of alcohol during sporting events; limited tailgate parties to pre-game only, created alcohol-free tailgate zones; and restricted alcohol sales at concerts and other on-campus events;
- ❑ Established higher standards for Greek organizations, including academic achievement, community service and adherence to campus and community alcohol policies;
- ❑ Worked with school newspapers to exclude advertisements for bars showing students holding bottles and drinks;
- ❑ Implemented parental notification policies, which require that parents be notified if their student violates campus alcohol policies or is arrested for an alcohol violation off campus;
- ❑ Partnered with area high schools – “feeder schools” – to educate prospective students about academic expectations and alcohol policies to help reduce the number of college freshmen who arrive with well-established binge drinking behaviors;
- ❑ Created alcohol-free alternative social activities for students; and expanded substance-free housing options.

It will take a comprehensive approach to address the issue of high risk drinking. By forming broad-based campus-community coalitions, participants in *A Matter of Degree* will create long-lasting changes in the environment that support healthy lifestyle choices and discourage excessive alcohol consumption.

(Source Florida State University Matter of Degree Program).

American Medical Association Renews Commitment To Fight Underage Drinking

In addition to the Matter of Degree program, the AMA at its annual meeting in June 2003 renewed its call for the development of strategies to reduce and prevent underage drinking. In a November 2002 paper, the AMA recommended the following action plan and strategies:

- Expand physician involvement
- Examine alcohol advertising and marketing practices
- Increase alcohol excise taxes
- Develop and fund counter advertising and public awareness campaigns
- Expand research on the harmful effects of alcohol on adolescents
- Improve product labeling
- Implement comprehensive school health programs
- Step up enforcement

(Source AMA 2002-2003 News Materials)

Florida Higher Education Alliance For Substance Abuse Prevention (FHE ASAP)

History of FHE ASAP

The idea of a statewide coalition was first proposed in the fall of 1999, when discussions were taking place among State University System (SUS) member institutions about the recently mandated Parental Notification Policy. Representatives from SUS institutions got together to begin organizing the coalition in the summer of 2000 at Florida Atlantic University in Boca Raton. Since that time additional meetings have been held at the University of Florida and Florida State University.

Beginning in July, 2000, alcohol and other drug (AOD) prevention professionals from Florida's public and private colleges and universities met to discuss ways they could begin to collaborate about programming ideas, alcohol policy and developing new strategies for AOD prevention. Mr. James R. McDonough, director of the Florida Office of Drug Control was the keynote speaker at the first meeting. Meetings were held at Florida Atlantic University, University of Florida and Florida State University. Since the last meeting at FSU in the spring of 2001, steering committee members have met once per month by telephone conference call.

Collective efforts have resulted in (a) the selection of a coalition name: FHE ASAP (b) a mission statement (c) goals and objectives (d) a letter sent to all Vice Presidents of Student Affairs (e) a Higher Education Track into the annual Prevention First conference which is sponsored each year by Florida's Office of Drug Control and (f) support from the Higher Education Center for the Prevention of Alcohol and Other Drugs.

Mission Statement

FHE ASAP's mission is to reduce substance abuse in Florida's college student population by coordinating the prevention efforts of colleges and universities throughout the state. The coalition also intends to advocate for stronger prevention policies, help to organize campus community partnerships, and help members of the coalition develop science-based prevention program.

Grants Awarded: Florida Department of Children & Families

In the spring of 2003, FHE-ASAP was awarded a \$24,500 mini grant by the Florida Department of Children & Families to implement the following programs:

- ❑ Develop new website: <http://www.fhe-asap.org/Index.htm>
- ❑ Conduct campus/community assessments
- ❑ Conduct individual assessment on college students using a web-based online student alcohol use survey
- ❑ Provide campus/community coalition training to campus community coalitions

FHE ASAP Study Used Four Drink Measure For Binge Drinking For Women To Account For Important Gender Differences With Metabolism

Preliminary results from nine colleges and universities who participated in the web-based survey are presented in table 4. Schools randomly selected students and sent out the survey by e-mail asking students to volunteer to complete the brief online survey. A computer software program assessed the data and provided each student with a motivational feedback report on his or her individual results.

Table 4 Spring 2003 Binge Drinking and Frequent Binge Drinking Rates From Online Student Alcohol Use Survey

Drinking Measure (N=1076)	Rates
Total Sample Binge Drinking*	45.0%
Total Sample Frequent Binge Drinking	16.5
Four drinks once or more in two weeks prior to survey females	42.9
Four drinks once or more in two weeks prior to survey males	57.0
Five drinks once or more in two weeks prior to survey females	30.3
Five drinks once or more in two weeks prior to survey males	47.1
Four drinks three or more in two weeks prior to survey females	15.4
Four drinks three or more in two weeks prior to survey males	24.4
Five drinks three or more in two weeks prior to survey females	11.8
Five drinks three or more in two weeks prior to survey males	21.2

*Binge drinking defined as the consumption of 5 drinks once or more for men and 4 drinks once or more for women in a two-week period prior to survey.

Source: Survey Administered by the Office of Institutional Analysis and Effectiveness at Florida Atlantic University with Results Interpreted by Dr. Lynda Idleman).

Table 5 Actual and Estimated Drinks Per Week

Actual Drinks Per Week	3.25 Drinks
Estimated Drinks Per Week	12.32 Drinks

Results from this sample of full time undergraduate male and female students indicate that students binge drink at levels close to what has been found in other national surveys. While not a representative sample, the survey is designed to be administered once per year to collect data on all Florida colleges and universities to track changes in individual student drinking rates.

Results also replicate findings from other studies reporting misperceptions about college drinking norms. Strategies to correct these misperceptions have shown promise in reducing high-risk drinking behavior, although more studies are needed with controls before conclusions can be made about social norm approaches.

Unfortunately, 25.8% of the 1076 college students surveyed reported that they had driven a car one or more times in the past year while under the influence of alcohol.

Online surveys with feedback provide a cost effective way of collecting data about student behaviors without using paper, time and staff. Technology offers college and universities a cost effective way of providing alcohol educational programs campus wide at reduced costs.

FHE ASAP Strategic Plan

In July 2003 members of FHE ASAP held a strategic planning meeting at the University of North Florida to begin discussions on the development of a strategic plan. With assistance from the Higher Education Center, the plan is expected to be completed during the Fall 2003 semester. For the latest information on college prevention go to FHE ASAP's new website designed by the University of Florida <http://www.fhe-asap.org/>

(Source personal telephone interviews with FHE ASAP members at FHE ASAP website).

The Bacchus & Gamma Peer Education Network

The BACCHUS and GAMMA Peer Education Network is an international association of college and university based peer education programs focusing on alcohol abuse prevention and other related student health and safety issues. It is the mission of the association to actively promote peer education as a useful element of campus health education and wellness efforts. To do so, the professional and volunteer staff of the organization will devote the substantial portion of their activities to the following:

- To develop and maintain a thriving student network
- To provide resources that promote and support peer education activities
- To provide high quality training opportunities locally, regionally, and nationally
- To promote a national forum on student alcohol abuse prevention, and other student health or safety concerns
- To create, promote and disseminate new research on alcohol and other student health or safety issues.

To guide these efforts, the BACCHUS and GAMMA Peer Education Network operates on a teaching philosophy that students can play a uniquely effective role, unmatched by professional educators, in encouraging their peers to consider, talk honestly about, and develop responsible habits, attitudes and lifestyles regarding alcohol and related issues.

(Source <http://www.bacchusgamma.org/>)

Conclusion and Recommendations

The following recommendations call for increased collaboration between colleges and universities, state agencies, schools, communities and other shareholders to reduce underage drinking in the State of Florida

- Support a concerted effort by college and university administrators, state government officials and community prevention organizations to mobilize community/campus coalitions to change the environment that supports high-risk underage use of alcohol
- Identify evidence based prevention programs and policies that can be replicated at other colleges and universities
- Institute early identification and intervention programs at middle schools, high schools and colleges to help identify students at risk for mental health and substance use disorders
- Explore sources of funding for technical assistance, training, research and expanded use of prevention technologies
- Enlist presidential involvement and support for statewide initiatives

- Promote alcohol-free social, recreational, extracurricular, and public service options
- Create a health-promoting normative campus environment
- Limit alcohol availability
- Restrict the marketing and promotion of alcoholic beverages both on and off campus
- Increase the development and enforcement of campus policies and state and local laws
- Support the use of student and professional athletes as role models and peer educators in the campaign to reduce underage drinking
- Initiate new legislation restricting Drink Specials that target underage drinkers
- Increase public awareness about the problems of underage drinking
- Support the funding of a state and national anti-underage-drinking media campaign
- Collaborate with the American Medical Association, MADD and other organizations committed to reducing underage drinking
- Host a National Training Summit in Florida on Underage Drinking Prevention
- Increase parent and student involvement in programs and activities to prevent underage drinking
- Increase involvement of local business and political leaders
- Obtain data statewide from emergency room records on alcohol related incidents, data on DUIs, and alcohol-related crashes for underage students
- Provide training for mental health and substance abuse counselors working with youth and college students
- Prepare underage drinking prevention resolution to present to Florida legislators highlighting the health and economic benefits to the state.

Conclusions

High-risk drinking among college students is not just a college and university problem. Binge drinking often begins in high school and adversely affects student health and community life. While many prevention programs exist, there is a call for more research to develop and test programs and policies that address both individual and environmental factors. An effective action plan must include campus community coalitions and increased collaboration between K-12 programs and colleges and universities. Underage drinking is a cultural problem requiring the coordinated efforts of key stakeholders in the State of Florida.

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