

**CARE Strategic Plan, 2006-2007**  
**DRAFT**

- 1) Reduce negative consequences associated with alcohol and drug use.**
- 2) Address high-risk behaviors among specific student populations.**
- 3) To continue to offer and expand late night alcohol free alternatives for students.**
- 4) To challenge students in regards to perceptions versus actual alcohol use & negative consequences associated.**
- 5) Increase student awareness of alcohol and drug prevention programs available to them on campus.**

**1) Reduce negative consequences associated with alcohol and drug use.**

*Identified Needs:*

- 26% of students reported drinking 5 or more drinks throughout the week (Sunday – Thursday) *University of Tampa College Impaired Driving Survey, 2005*
- 41.2% of students reported drinking 5 or more drinks on the weekend (Friday and Saturday) *University of Tampa College Impaired Driving Survey, 2005*
- 18.2% of student reported drinking 3-4 drinks on the weekend (Friday and Saturday) *University of Tampa College Impaired Driving Survey, 2005*
- 16.8% of student reported driving after drinking *University of Tampa College Impaired Driving Survey, 2005*
- 39.7% of students reported riding in the car with someone who had been drinking *University of Tampa College Impaired Driving Survey, 2005*
- 12.7% of students reported having been pulled over after drinking or using drugs *University of Tampa College Impaired Driving Survey, 2005*
- 64.7% of students reported having known someone who has been injured or killed in a car crash involving an impaired driver *University of Tampa College Impaired Driving Survey, 2005*
- 40.8% reported some form of public misconduct (such as trouble with police, fighting/argument, DUI, vandalism) at least once during the past year as a result of drinking or drug use. *University of Tampa CORE Alcohol and Drug Survey, 2005*
- 32.4% reported experiencing some kind of serious personal problems (such as suicidal, being hurt or injured, trying unsuccessfully to stop using, sexual assault) at least once during the past year as a result of drinking or drug use. *University of Tampa CORE Alcohol and Drug Survey, 2005*
- Compared to the reference group, UT students reported a higher annual prevalence of alcohol use (89.4% vs. 88.1%), 30-Day prevalence of alcohol use (88.3% vs. 84.7%), and being hurt or injured as a result of alcohol use (22.3% vs. 16.2%). *University of Tampa CORE Alcohol and Drug Survey, 2005*
- From 2004 to 2005, UT students reported a higher rate for being arrested for DUI (0% to 1.6%) *University of Tampa CORE Alcohol and Drug Survey, 2005*

- 73.2% of underage students consumed alcohol in the previous 30 days. *University of Tampa CORE Alcohol and Drug Survey, 2005*
- 52.2% of students reported binge drinking in the previous two weeks. *University of Tampa CORE Alcohol and Drug Survey, 2005*

***Proposed Action:***

- By partnering with the Provost to educating faculty on alcohol policies so they can help educate students.
- By increasing faculty participation in CARE from two to four.
- By creating opportunities to include wellness curriculum into the classroom via Don't Cancel That Class, TIPS Training, and the CHOICES Program, facilitated by GAMMA and Team Chaos.
- By holding programs on:
  - Responsibility vs. liability
  - Connection between alcohol and sexual assault
  - Connection between alcohol and vandalism and property damage
- By creating a sustainability plan for impaired driving prevention.
- By addressing high risk drinking associated with traditions, rituals and celebrations:
  - 21<sup>st</sup> Birthdays
  - Hurricanes/School closings
  - Gwavaween
  - Gasparilla
  - St. Patrick's Day
  - Spring break
  - Graduation

**2) Address high-risk behaviors among specific student populations.**

***Identified Needs:***

- Men reported having driven a car while under the influence at a statistically higher rate than women in 2005 (40.5% vs. 24.1%). *University of Tampa CORE Alcohol and Drug Survey, 2005*
- Men reported having 6 or more binges in the past two weeks at a statistically higher rate than women in 2004 (18.2% vs. 5.8%). *University of Tampa CORE Alcohol and Drug Survey, 2004*

***Proposed Action:***

- By creating specific alcohol education programs for:
  - Males and females
  - 1<sup>st</sup> year students
  - Athletes
  - Greeks
  - ROTC

**3) To continue to offer and expand late night alcohol free alternatives for students.**

***Identified Needs:***

- 61.7% of students said they believe the social atmosphere on campus promotes alcohol use. *University of Tampa CORE Alcohol and Drug Survey, 2005*

•

***Proposed Action:***

- By funding mini-grants for late night programs on Thursday evenings for Student Organizations.
- By expanding the Wacky Wednesday, Thursday Night Treats, and Friday's After Twilight calendar.
- By expanding late night hours of campus recreation facilities, hosting more late night alcohol free events, and to increase marketing of these facilities.

**4) To challenge students in regards to perceptions versus actual alcohol use & negative consequences associated by initiating a social norms campaign.**

***Identified Needs:***

- 97.5% of students believe the average student on campus uses alcohol once a week or more. *University of Tampa CORE Alcohol and Drug Survey, 2005*
- 76.3% of students believe the average student on this campus uses some form of illegal drug at least once a week. *University of Tampa CORE Alcohol and Drug Survey, 2005*
- 72.1% say that alcohol gives people something to do. *University of Tampa CORE Alcohol and Drug Survey, 2005*
- 80.7% of students refused an offer of alcohol or other drugs in the last 30 days. *University of Tampa CORE Alcohol and Drug Survey, 2005*
- 94.4% of students said they saw drinking as central in the social life of male students. *University of Tampa CORE Alcohol and Drug Survey, 2005*
- 88.2% of students said they saw drinking as central in the social life of female students. *University of Tampa CORE Alcohol and Drug Survey, 2005*
- 61.8% of students said they saw drinking as central in the social life of athletes. *University of Tampa CORE Alcohol and Drug Survey, 2005*
- 93.5% of students said they saw drinking as central in the social life of fraternities. *University of Tampa CORE Alcohol and Drug Survey, 2005*
- 87.9% of students said they saw drinking as central in the social life of sororities. *University of Tampa CORE Alcohol and Drug Survey, 2005*

***Proposed Action:***

- By sending the new Associate Dean of Students to a social norms conference.
- By hosting an educational session for CARE at the beginning of the fall semester on the philosophy of social norms.
- By selecting a theme for a comprehensive social norms campaign.
- By kicking off the social norms campaign at the start of the spring semester to target Gasparilla, St. Patrick's Day, Spring Break, and Summer Break.

**5) Increase student awareness of alcohol and drug prevention programs available to them on campus.**

**6)**

***Identified Needs:***

- 46.1% of student reported that the "don't know" if the campus has an alcohol and drug prevention program while 5.8% said that there wasn't a program. *University of Tampa CORE Alcohol and Drug Survey, 2005*

***Proposed Action:***

- By adding information and additional resources to the CARE Website:

- Alcohol free alternatives in the Tampa Bay community
- Resources for parents
- Resources for specific populations
- Letter from the President
- Interactive comment sheet
- By better utilizing CARE marketing pieces such as:
  - Banner
  - Note cards
  - Minaret Advertisements
- By identifying additional CARE Allies
  - Office of Development
  - John H. Sykes College of Business
  - Career Services
  - Provost
  - Academic Deans
  - Resident Assistants
  - Student Government
  - Human Resources Activity Committee