Community Coalitions Working Collaboratively Across Secondary and Postsecondary Education to Address Underage Drinking

Office of Safe and Healthy Students
U.S. Department of Education
September 18, 2013

This event will begin at 2:00 pm Eastern Time.
Welcome to **PREVENTING UNDERAGE DRINKING**
A webinar series sponsored by the federal Interagency Coordinating Committee on the Prevention of Underage Drinking

U.S. Department of Defense  
Office of the Assistant Secretary of Defense

U.S. Department of Education  
Office of Safe and Healthy Students*

U.S. Department of Justice  
Office of Juvenile Justice and Delinquency Prevention

U.S. Department of Transportation  
National Highway Traffic Safety Administration

U.S. Department of the Treasury  
Alcohol and Tobacco Tax and Trade Bureau

Office of National Drug Control Policy  
Federal Trade Commission

U.S. Department of Health and Human Services  
Administration for Children and Families

Centers for Disease Control and Prevention

Indian Health Service

National Institute on Alcohol Abuse and Alcoholism

National Institute on Drug Abuse

Office of the Assistant Secretary for Health

Office of the Assistant Secretary for Planning and Evaluation

Office of the Surgeon General

Substance Abuse and Mental Health Services Administration

*ICCPUD member agency hosting today’s webinar.
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Q&A

If you have a question for the presenters, please type it in the Q&A Pod or email ncssle@air.org during the Webinar.

Feedback Form

At the end of the presentation, a series of questions will appear. Please provide feedback on this event so that we can better provide the resources that you need. All answers are completely anonymous and are not visible to other participants.

For assistance during the Webinar, please contact the National Center on Safe Supportive Learning Environments at ncssle@air.org.
Which of the following best describes your current role?

- Alcohol and Other Drug Prevention Specialist
- Health Education/Health Services/Mental Health Services
- Campus Police
- Residential Life
- Faculty
- Campus Administration
- Student Affairs
- Athletic Department
- Student Organization Representative
- Community Member
- Local Government/Police/Fire
- Parent
- Other
Which of the following best describes the primary reason you chose to participate in today’s session?

- I have a personal interest in the topics discussed in the webinar.
- I have been charged with the task of addressing the topics of this webinar on my campus.
- I am a member of a coalition or collaborative which is addressing the topics in this webinar.
- More than one of the above.
- Other (type into Q&A pane.)
| 1 | Welcome | David Esquith, Director, Office of Safe and Healthy Students, ED |
| 2 | Collaborations to Reduce Underage Drinking | Traci Toomey, Ph.D., Professor and Researcher, University of Minnesota |
| 3 | Statewide Collaboration to Prevent & Reduce Underage Alcohol Use | Nicole Holt, Executive Director, Texans Standing Tall |
| 4 | Making a Difference in Our Community | Kerri Calvert, Health Promotion Coordinator, Bloomington Normal Community Campus Committee |

The contents of this webinar are solely the responsibility of the presenters and do not necessarily reflect the views, opinions or policies of the Office of Safe and Healthy Students, the U.S. Department of Education, or the ICCPUD agencies.
Welcome!

David Esquith
Director, Office of Safe and Healthy Students,
U.S. Department of Education
Collaborations to Reduce Underage Drinking

Traci L. Toomey, Ph.D., Professor and Researcher, University of Minnesota
Collaboration Is Important When Addressing Underage Drinking

• Not a problem for a single type of institution or age group
• Problem will not be solved by one program, one policy or a change at one institution
• Issue needs to be addressed at the community and state levels
• Need multiple voices and skill sets
• May need political power
Collaborations

- Not a goal or end point
- Means to achieving a significant change
  - Reduce underage drinking
  - Prevent problems related to underage drinking
Integrated Theory of Drinking Behavior

Macro/Societal Level
- Public Policy
- Social/Institutional Structures
- Market Mechanisms
- Legal Availability
- Formal Social Controls
- Economic Availability
- Social Integration/Anomie
- Physical Availability

Micro/Individual Level
- Biological/Pharmacological
- Conditioned Response
- General Beliefs/Perceptions/Personality
- Alcohol Cognitions/Perceptions
- Social Roles
- Social Interaction
- Drinking Behavior

Models of Drinking
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Policy/Program → Availability → Rates and Patterns of Consumption → Alcohol-related Problems
Availability

- **Legal**
  - Minimum Legal Drinking Age

- **Economic**
  - Tax
  - Price

- **Social**
  - Advertising

- **Physical**
  - Source of alcohol
  - Density
  - Hours/days of sale
How Do We Influence Policy or Create Other Environmental Change?
There is No Curriculum

- Core techniques exist, but…

- Selected strategies and methods for creating environmental strategies depend on context and long-term goals.

- Need staff or volunteers who are strategic and are not afraid of conflict.
Examples of Two Approaches to Building Collaborations

1.) Coalition Building

2.) Grassroots Community Organizing
Coalitions

Build a coalition
- An organization of organizations
- Work together for common goal
- Can be temporary or long term
Why Build a Coalition?

- Can’t win alone
- Increases resources
- Broadens geographic scope
Challenges of Coalition Work

• Inequality of power
• May distract from your organization’s other work
• May end up using weaker strategies
• Your organization may not get credit
• May not take action!
Grassroots Community Organizing

Community organizing = people brought together to act in their shared self-interest.
Why Use Community Organizing?

- “People directly affected by the problem take the action to solve it.”
- Collective action
- External pressure
- Community driven
- Build leadership skills
- Strategic and action oriented
- Focus on power
- Can complement coalition work
Community Organizing Stages

(1) Assess Community Interests
(2) Build the Base
(3) Expand the Base
(4) Develop Plan of Action
(5) Implement Plan of Action
(6) Maintain the Effort and Institutionalize
(7) Evaluate and Disseminate
Assess Community

- Data collection to determine the problems/solutions to target
- Figure out who has the power
- One-on-ones
One-on-Ones

• Discussions with individuals throughout community (not an interview!)
  – Learn about concerns and what motivates
  – Explain issue that is being worked on

• 100-300 should be completed within first few months

• Build relationships

• Identify supporters and opponents
Build and Expand Base

• Build strategy team (8-10 core team members)
• Broaden strategy team
• Build community awareness
Develop and Implement Action Plan

- Community Driven
- Policy Focused
Challenges of Community Organizing

• Providing sufficient time for one-on-ones
• Maintaining engagement of core team members and base of supporters
• Building leadership
• Avoiding burn out of team
Considerations for Coalitions and Organizing

• Action-oriented
• Focused
• Don’t just do activities
• Do activities that are strategic and move you toward your goal

Citations 8, 12, 13
Role of Organizer/Coalition Director

- Build relationships
- Conduct assessments
- Build team
- Build leadership
- Help team be successful
- Help team be focused, action-oriented, and strategic
- **Note:** Hire someone with right skill set.
Multiple Environmental Strategy Approach Works

- Communities Mobilizing for Change on Alcohol (CMCA)
- Study to Prevent Alcohol-Related Consequences (SPARC)
- Community Prevention Trial (CPT)
- The Sacramento Neighborhood Alcohol Prevention Project (SNAPP)
- A Matter of Degree (AMOD)
- Safer California Universities
- Reducing Underage Drinking Through Coalitions (RUD)
Considerations for Collaborations

- Do not waste time on interventions that:
  - Do not work
  - Are not going to create changes at a population level
Remember

“…Talk alone moves nothing. Only talk that is tied to action can do so.”

» adapted from Aristotle
Questions?

If you have a question for the presenters, please type it in the Q&A Pod or email ncssle@air.org during the Webinar.
Statewide Collaboration to Prevent & Reduce Underage Alcohol Use

Nicole Holt, Texans Standing Tall
Our Vision:
To make alcohol, tobacco, and other drugs irrelevant in the lives of youth.

Our Mission:
Creating healthier and safer communities.
About Texans Standing Tall:

**Beginning**
Created in 1997, Texans Standing Tall (TST) was one of twelve coalitions in the nation funded by the Robert Wood Johnson Foundation to help reduce underage drinking in America.

**Present Day**
TST educates communities and collaborates with institutions of higher education, coalitions, state agencies, individuals and community groups prevention of alcohol, tobacco, and other drugs through policy and environmental change.
Texans Standing Tall Coalition

• Statewide coalition
• Data driven problem
• Environmental change focused
• Evidence-based strategies utilized
• Process driven collaboration
• Long term goals
• Intermediate goals
• Quick wins
Engaging the Community – Capacity Building

- Judicial Think Tanks
- College Presidents’ Forum/Think Tanks
- College & University Symposiaums & Team Trainings
- Report Cards
- Regional Forums
- Screening and Brief Intervention (SBI) – Beyond the Judicial Setting
Annual TST Report Card

Started in 2006, the TST Report Card is a comprehensive user-friendly information resource. Providing up-to-date information on youth substance abuse issues in Texas.
TST Report Card

Functions

• Provides current research and trends
• Discusses state legislature in context of committees and bill authors
• Data to support the need for environmental prevention strategies
• Explanation of strategies in context of potential policies
• Report on the assessment of current problems
Report Card On Higher Education

- College focused
- Addresses current alcohol use and consequence trends
- First ever comprehensive look at all campuses in Texas
- Examines campus prevention practices
- Reviews federal laws and research-based recommendations/solutions
Collect Relevant Research and Data…

• Identifies how youth obtain substances
• Tells the story of the problem for your community - including needs, gaps, readiness
• Shows opportunities for creating change
• Establishes a way to monitor changes over time
• Can be used to gather support from stakeholders
This Information…

• Moves people from “belief” to truth

• Enables us to effectively address a problem

….It is ESSENTIAL to

Community and Campus Change
How Do We Present the Information?

- **By creating an instrument that:**
  - can communicate to the average person.
  - increases the community readiness in the target group/with specific decision makers.
  - where coalitions, campuses, institutions and community groups can see themselves in the story (data).
Keep It Simple

The average person will know about a 7th grade level of information on your issue - at best.
Regional Forums:
Building the Capacity of the State to Address Youth Substance Abuse

• Idea was driven by local coalitions wanting more state level information in their regions.

• Initially, we conducted 5 Regional Forums.

• In 2009, we conducted 7 - Houston, Midland, Lufkin, Dallas, San Antonio, El Paso, Austin.
Community Involvement

✓ 2007 Registration - 578 for 6 Forums

✓ 2008 Registration - 700 for 7 Forums

✓ More than the Usual Suspects: Midland had Foster Home transition representation; Dallas had Mentors from Texans Youth Commission; Military

✓ Each has had faith based and law enforcement attend.

✓ Campus prevention groups, State Agencies, and other organizations share information tables.
Screening and Brief Intervention: Beyond Judicial Setting

- Underage alcohol users
- Risky drinking

- Classroom
- Athletes
- Greek system
- Public health focus
- School performance focus
Engagement Tools

- Conference calls
- Collaborative meetings
- Tools for the layperson
- Adobe Connect
- Basecamp
Key Constituents for Collaboration

- Local community coalitions
- Law enforcement
- Prevention staff
- Alcohol Beverage and Control Agency
- Campus staff
- Students
Considerations

- Size of campus
- Public or private
- Campus and community relationship
- 4 or 2 year school
- Age of students
- Does the campus have law enforcement?
- On-campus housing?
- Is someone responsible for campus prevention efforts?
Community Readiness

To create change on alcohol, tobacco and other drugs you must gauge:

• Degree of awareness of problem,
• Willingness to accept help or take action, and
• Resiliency and capability to make changes in their attitudes and behaviors

...within the target community.
Results of Our Efforts

• Increased our credibility
• Enhanced relationships with state agencies
• Increased participation in our coalition efforts
• Increased name ID with decision makers
• Moved issue beyond usual suspects
• Increased number of campuses utilizing SBI
• Increased knowledge/understanding of UAD problem
• Creating more funding opportunities
• Established the only statewide college prevention staff database in the state
Contact Us

www.TexansStandingTall.org

On our website you will find:

- Report Cards to download
- Links to resources
- Staff contact information
Questions?

If you have a question for the presenters, please type it in the Q&A Pod or email ncssle@air.org during the Webinar.
Making a Difference in Our Community

Kerri Calvert, Bloomington Normal Community Campus Committee
The Bloomington Normal Community Campus Committee (BNCCC) got its start as a working group of a community coalition addressing alcohol and drug use in the junior high and high schools.

BNCCC was formed in 2005.
Current Partners

Bloomington City Council, Liquor Commission, Police Department
Normal Police Department
Normal Town Council (which is also the liquor commission)
Heartland Community College
Illinois State University
Illinois Wesleyan University
Lincoln College-Normal

One property management company
McLean County Sheriff's Department
Neighborhood Association of Normal
Both local hospitals
Both school districts plus three private schools
Local restaurants/bars
Two local mental health agencies
Skill Sets Needed

- Effective Leadership
- Strategic planning experience
- Ability to work effectively within systems
- Persistence
- Patience
- Connections to local government helps!
Data Collection

- Hospital alcohol admits by age
- Alcohol and drug survey data – high school and college
- Alcohol violations on-campus
  - By day of the week/time of day
  - Hometown
- Alcohol violations off-campus
- Compliance check data
- Underage party violations in the county
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38% reported some form of public misconduct (such as trouble with police, fighting/argument, DWI/DUI, vandalism) at least once during the last year as a result of drinking or drug use.

36% reported they rode in a car with someone who was “high” or had been using drugs or alcohol at least once during the last year as a result of drinking or drug use.

25% reported some kind of serious personal problems (such as suicidality, being hurt or injured, trying unsuccessfully to stop using, sexual assault) at least once during the past year as a result of drinking and drug use.

20% reported they got into an argument or fight at least once during the last year as a result of drinking or drug use.

1372 Number of local alcohol related ER visits (age 12–21).

2007-2011 Advocate BroMenn Medical Center and OSF St. Joseph Medical Center Data
Strategic Plan

Goals that address all aspects of environmental management

• Policies
• Systems
• Environment
Moving from Talk to Action… What Was the Problem We Wanted to Focus On?

Decreasing underage student access to alcohol in the community
Community Situation

Problem: Responsible Beverage Service program costs $50 per person. Cost was limiting attendance.

Our group – access to program that would cost $10 per person. Trained several facilitators and off we went!
To Date:

Responsible Beverage Service training
• 65 establishments, 500+ servers and owners
• Now offered at local community college ensuring sustainability
Focus on Policy: Reduce Access

Now what…?

Decided to focus on keg registration.

2 Years Later And Many Council Meetings Later…

Keg registration ordinance passed in both cities.
**Continued Focus on Access**

Partner with law enforcement to conduct party patrols and compliance checks.

**Enforcing Underage Drinking Laws (EUDL) Grant/Policing**

Illinois State University Police Department increased enforcement in residence halls.

Illinois Wesleyan University coordinated efforts between IWU security and Bloomington Police.
Social Marketing Campaigns

- Harm reduction focus – colleges and community
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Focus in High Schools

Talk with your teen about alcohol. You DO make a difference!
www.bnparents.org

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www.bnparents.org

Talk with your teen about alcohol.
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Outcome of the coalition – strong lines of communication between the universities, police departments and town councils
Presenting, reporting, sharing...

Alcohol consumption among students

By Boni Ebenezer
October 4, 2012

Updated Oct 5, 2012 at 2:01 PM CDT

NORMAL, Ill. -- It was a typical weeknight for dozens of students at Illinois State University. Students took shots, "pre-gaming" for the night's concert.

But how often does this heavy drinking occur?
Challenges

• Public health model – lack of understanding

• Differing philosophies

• Funding shifts

• Fatigue

• Unrepresented groups
Next Steps: Revising Our Strategic Plan

• Alcohol density?
• Increasing taxes?
• Alcohol ads in student newspapers?
• Other ideas…?
For more Information Contact:

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309-438-7273

www.bnccc.org
If you have a question for the presenters, please type it in the Q&A Pod or email ncssl@air.org during the Webinar.
Take Aways

• Focus on environmental change – not just education.
• Collaborations are important for achieving environmental changes.
• Multiple skill sets are needed.
• Conduct assessments and select strategies based on data.
• Make the most of limited resources.
• Use strategies proven to work.
• Take Action!
For More Information

Please visit [www.stopalcoholabuse.gov](http://www.stopalcoholabuse.gov) for:

- Upcoming ICCPUD webinar events;
- Archived sessions, including print versions of PowerPoint slides; and
- Resource links.

Feedback

- We are about to present a series of brief questions over three slides for your feedback on today’s webinar. **Please stay with us to share your feedback.** We greatly appreciate your opinions and will use them to improve our events.
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Citations

Citations (cont.)


