

PREVENTING UNDERAGE DRINKING

A webinar series sponsored by the federal
Interagency Coordinating Committee on the Prevention of Underage Drinking

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***

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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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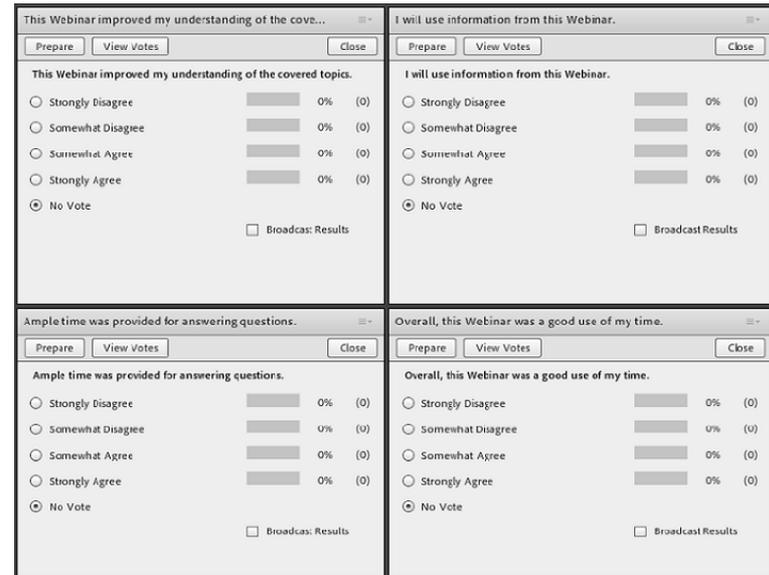
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Q&A



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.



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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



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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.)



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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.



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Welcome!

David Esquith

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



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Collaborations to Reduce Underage Drinking

**Traci L. Toomey, Ph.D.,
Professor and Researcher, University of
Minnesota**



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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



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Collaborations

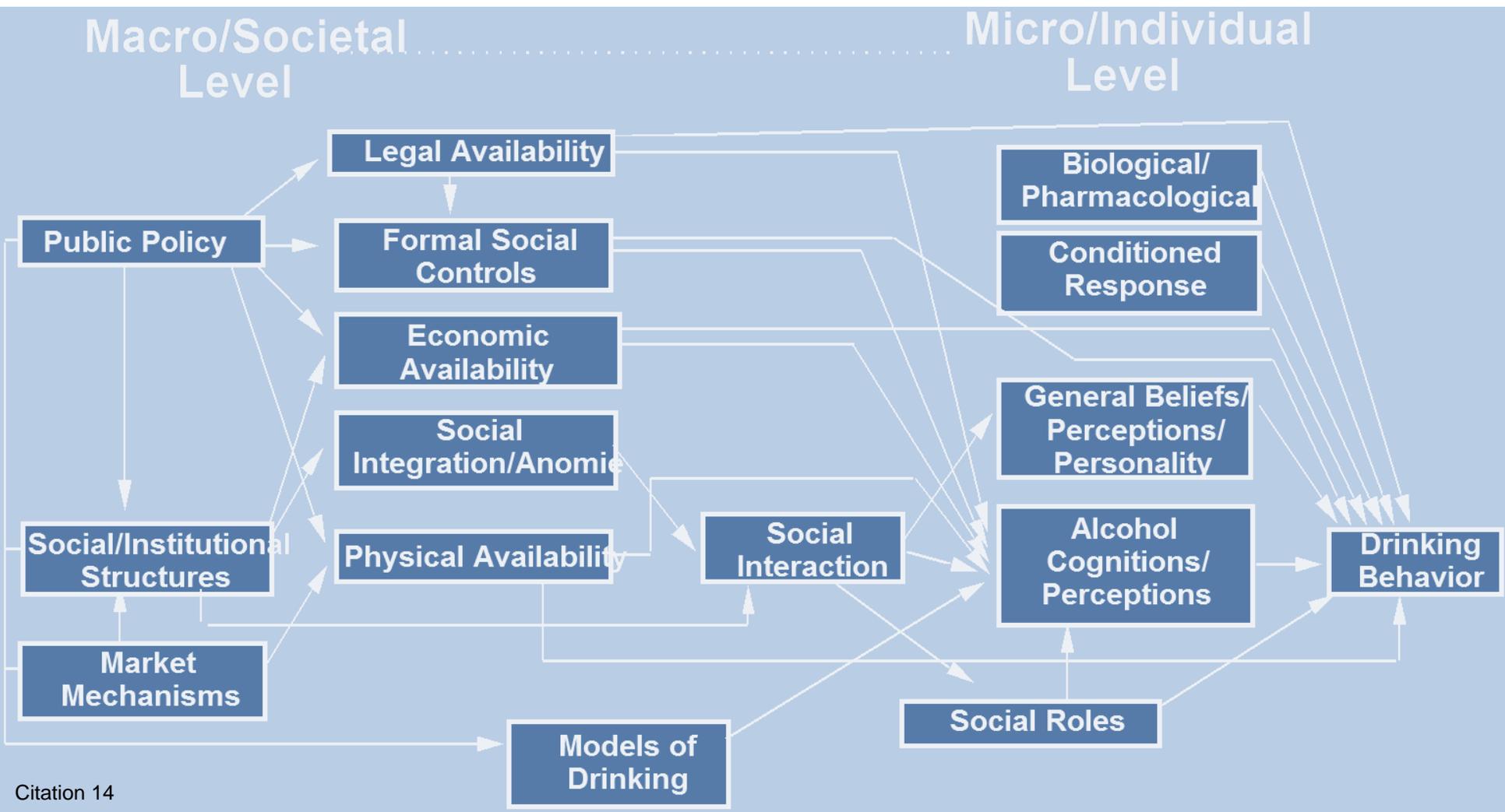
- **Not a goal or end point**
- **Means to achieving a significant change**
 - Reduce underage drinking
 - Prevent problems related to underage drinking



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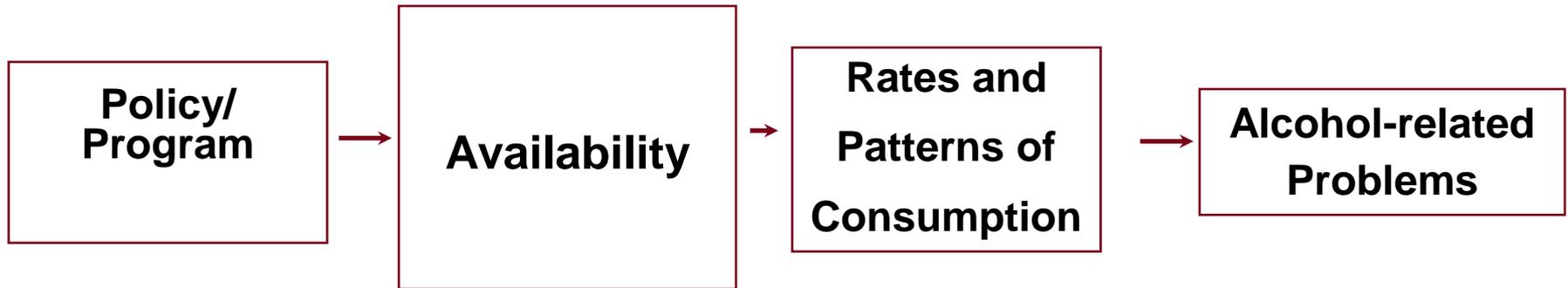
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Integrated Theory of Drinking Behavior



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Availability

- **Legal**
 - **Minimum Legal Drinking Age**
- **Economic**
 - **Tax**
 - **Price**
- **Social**
 - **Advertising**
- **Physical**
 - **Source of alcohol**
 - **Density**
 - **Hours/days of sale**



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How Do We Influence Policy or Create Other Environmental Change?



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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.



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Examples of Two Approaches to Building Collaborations

1.) Coalition Building

2.) Grassroots Community Organizing



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Coalitions

Build a coalition

- An organization of organizations
- Work together for common goal
- Can be temporary or long term



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Why Build a Coalition?

- Can't win alone
- Increases resources
- Broadens geographic scope



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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!



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Grassroots Community Organizing

Community organizing = people brought together to act in their shared self-interest.



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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



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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



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Assess Community

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



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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



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Build and Expand Base

- Build strategy team (8-10 core team members)
- Broaden strategy team
- Build community awareness



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Develop and Implement Action Plan



- **Community Driven**
- **Policy Focused**



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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



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Considerations for Coalitions and Organizing

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



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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.**



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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)



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Considerations for Collaborations

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



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Remember

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that is tied to action can do so.”**

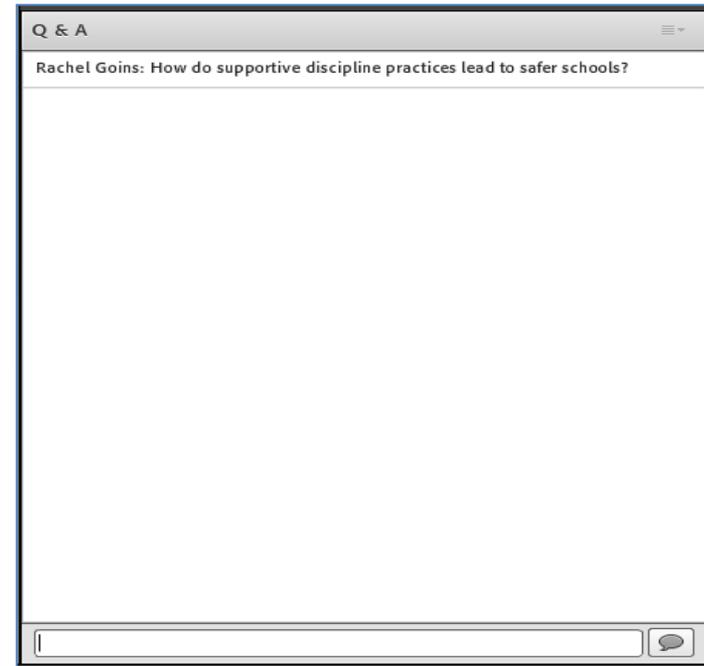
» adapted from Aristotle



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Statewide Collaboration to Prevent & Reduce Underage Alcohol Use

Nicole Holt, Texans Standing Tall



Texans Standing Tall

Together creating healthier
and safer communities.



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Our Vision:

**To make alcohol, tobacco, and other
drugs irrelevant in the lives of youth.**

Our Mission:

Creating healthier and safer communities.



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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.



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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**



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Engaging the Community – Capacity Building

Judicial Think Tanks

College Presidents' Forum/Think Tanks

College & University Symposiums & Team Trainings

Report Cards

Regional Forums

Screening and Brief Intervention (SBI) – Beyond the Judicial Setting

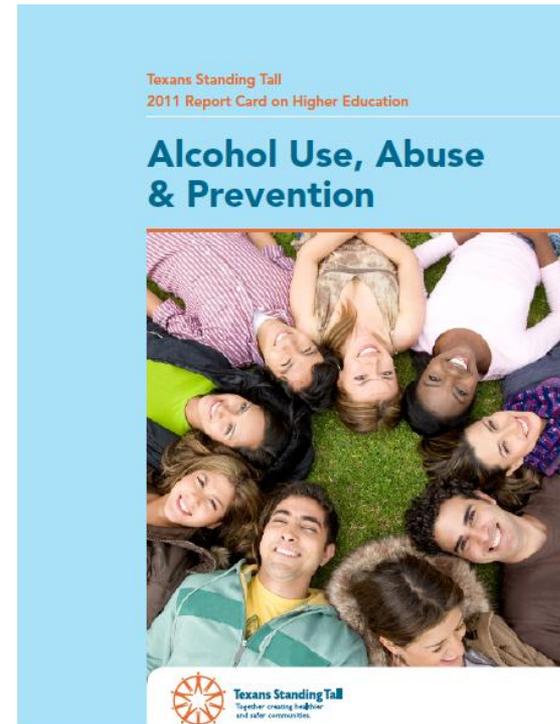


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Annual TST Report Card

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.



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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



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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



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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



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This Information...

- Moves people from “belief” to truth
- Enables us to effectively address a problem

....It is **ESSENTIAL** to

Community and Campus Change



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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).



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Keep It Simple

**The average person will know about a 7th grade
level of information on your issue - at best.**



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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.



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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.



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Screening and Brief Intervention: Beyond Judicial Setting

- **Underage alcohol users**
- **Risky drinking**
- **Classroom**
- **Athletes**
- **Greek system**
- **Public health focus**
- **School performance focus**



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Engagement Tools

- **Conference calls**
- **Collaborative meetings**
- **Tools for the layperson**
- **Adobe Connect**
- **Basecamp**



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Key Constituents for Collaboration

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



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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?**



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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.



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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



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Contact Us

www.TexansStandingTall.org

On our website you will find:

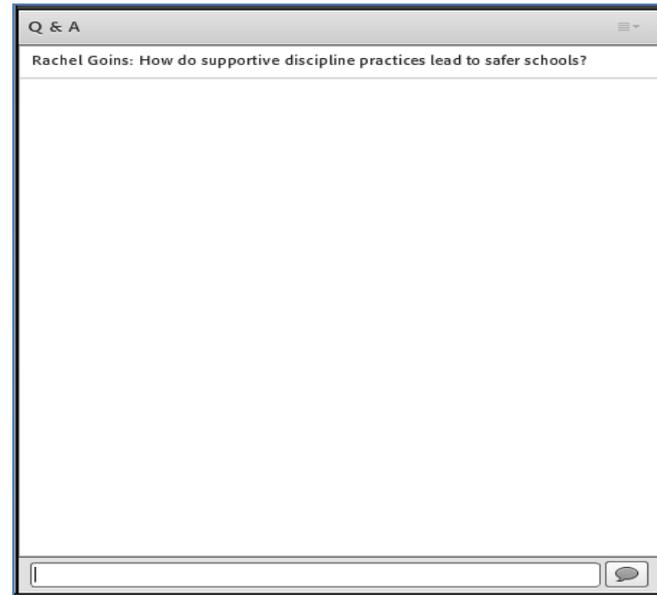
- **Report Cards to download**
- **Links to resources**
- **Staff contact information**



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Making a Difference in Our Community

**Kerri Calvert, Bloomington Normal
Community Campus Committee**



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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.



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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



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Skill Sets Needed

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



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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.



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.

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.

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

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Strategic Plan

Goals that address all aspects of environmental
management

- Policies
- Systems
- Environment



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Moving from Talk to Action... What Was the Problem We Wanted to Focus On?

Decreasing underage student
access to alcohol in the community



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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!



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To Date:

Responsible Beverage Service training

- 65 establishments, 500+ servers and owners
- Now offered at local community college ensuring sustainability



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Focus on Policy: Reduce Access

Now what...?

Decided to focus on keg registration.

2 Years Later And Many Council Meetings Later...

Kege registration ordinance passed in both
cities.



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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.



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Social Marketing Campaigns

- Harm reduction focus – colleges and community



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Focus in High Schools



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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 Beau Ebenezer

October 4, 2012

Updated Oct 5, 2012 at 2:01 PM CDT

NORMAL, Ill. -- It was a typical week night 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?



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Challenges

- Public health model – lack of understanding
- Differing philosophies
- Funding shifts
- Fatigue
- Unrepresented groups



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Next Steps: Revising Our Strategic Plan

- Alcohol density?
- Increasing taxes?
- Alcohol ads in student newspapers?
- Other ideas...?



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For more Information Contact:

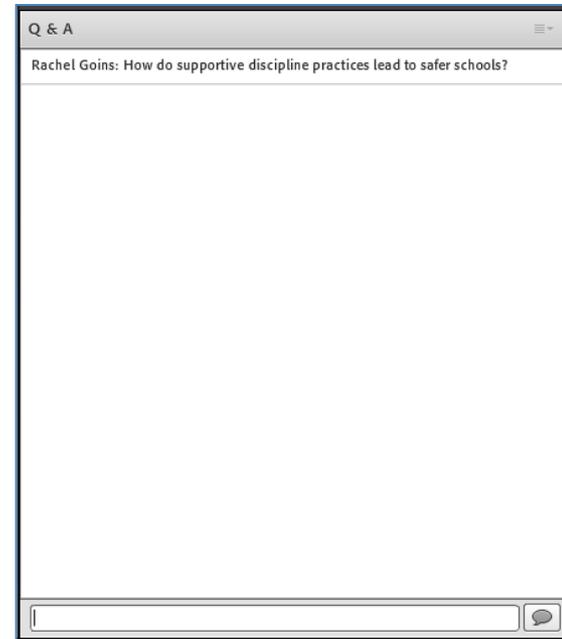
Kerri Calvert
Illinois State University
kecalve@ilstu.edu
309-438-7273

www.bnccc.org



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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!**



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For More Information

Please visit 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

- 1) Babor T., Caetano R, Casswell S., Griffith E. et al. *Alcohol: No Ordinary Commodity*, 2nd Edition, Oxford University Press: Oxford, 2010.
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