



Welcome To Today's Webinar!

**Strengthening Campus and
Community Collaboration To
Address Student Health and Safety**

This event will start at 2:00 p.m. Eastern Time.

Questions, Event Feedback & Contact Information



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.

National Center On Safe Supportive Learning Environments



- NCSSLE provides information and technical assistance to states, districts, schools, institutions of higher learning, communities, and other federal grantees programs.
- Technical assistance is focused on improving student supports and academic enrichment by:
 - assisting with providing well-rounded educational opportunities,
 - supporting safe and healthy students, and
 - allowing for the effective use of technology.

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Polling Question #1



Which of the following best describes your current role?

- Higher Education Staff (Student Affairs, Public Safety, Residential Life, Health Services, Greeks, Athletics, etc.)
- Higher Education Faculty
- Local Government (Elected Official, Police, Planning/Development, etc.)
- Community Coalition Member
- Student Organization Representative
- Student
- Researcher
- Other

Polling Question #2



Which of the following best describes the primary reason you chose to participate in today's webinar?

- You are gathering practical information and strategies that you will share with colleagues or subordinates.
- You are interested in gaining new information and strategies for your own professional use.
- Both of the above.

Agenda



1 Environmental and Contextual Realities

2 Environmental Strategies

3 Putting Theory Into Practice: The Campus and Community Coalition Story and Impacts Shown

4 Questions, Evaluation, Closing Comments

Key Learning Outcomes



Describe the research supporting campus and community coalitions.

Identify specific programmatic strategies used by the UMass-Amherst Campus and Community Coalition in addressing alcohol use and safety of students in off-campus neighborhoods.

Describe positive outcomes of such collaborations from both campus and community perspectives.

Identify key stakeholders that would be essential to a successful collaborative in their own community.

Today's Presenters



- **Sally Linowski, PhD**, Associate Dean of Students, Off Campus Student Life & Community Engagement, UMass Amherst
- **Tony Maroulis, Executive Director**, External Relations and University Events, UMass Amherst
- **Sarah la Cour, Executive Director**, Amherst Business Improvement District
- **Bill Laramée, Community Liaison**, Amherst Police Department

Environmental and Contextual Realities





Amherst Area Demographics



■ Population

- ~39,000 (2014)
- ~30,000 students
(Amherst, Hampshire, and UMass)

■ Downtown

- Over 150 businesses
 - 50 Restaurants
 - 30 Retail
 - 70 Service/Other

■ Business Climate And Economic Development





Why care about college drinking?

• College data from 2013:

1825 deaths

in 2013 from alcohol related events among American College students



696,000 students are assaulted

by another student who has been drinking



97,000 students sexually assaulted

on campus related to alcohol abuse



599,000 college students injured (requiring medical care) related to alcohol and other drug use



Many additional events may go unreported.



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Report academic consequences



Meet criteria for AUD





Noise,
disturbing
the peace

Litter,
property
damage,
vandalism

Strained
town-
gown
relations

Increased
public
services
costs

Local
Community
Impact

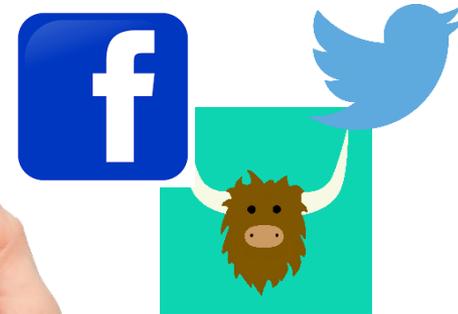
Affects
future
planning



The Party Scene Has Changed



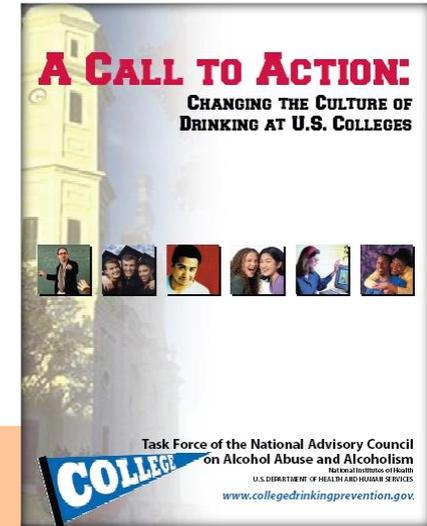
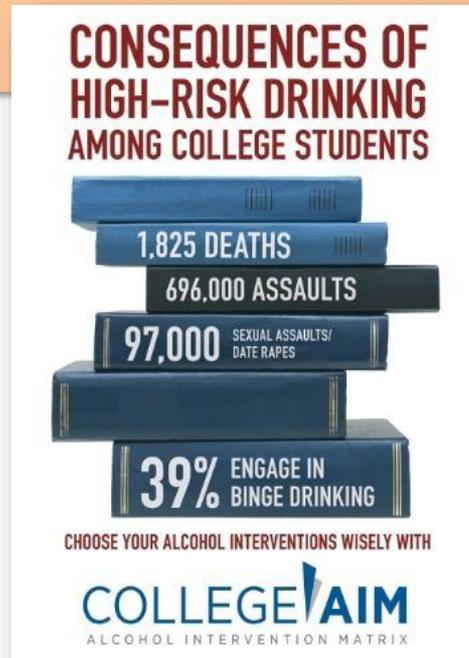
Then
&
Now



What Do We Do About This?



There is science that guides the field.



National, local, and campus data are used to implement programs, strategies, and activities.

Environmental Strategies



ENVIRONMENTAL INFLUENCE

Unclear
Community
Beliefs, Values,
& Standards

Inconsistent
Messages
About Alcohol

Inconsistently
Enforced or
Communicated
Laws & Policies

High-Risk
Traditions &
Celebrations

Lack of Negative
Consequences for
High-Risk
Behavior

Heavy Promotion of
Alcohol Products &
Activities

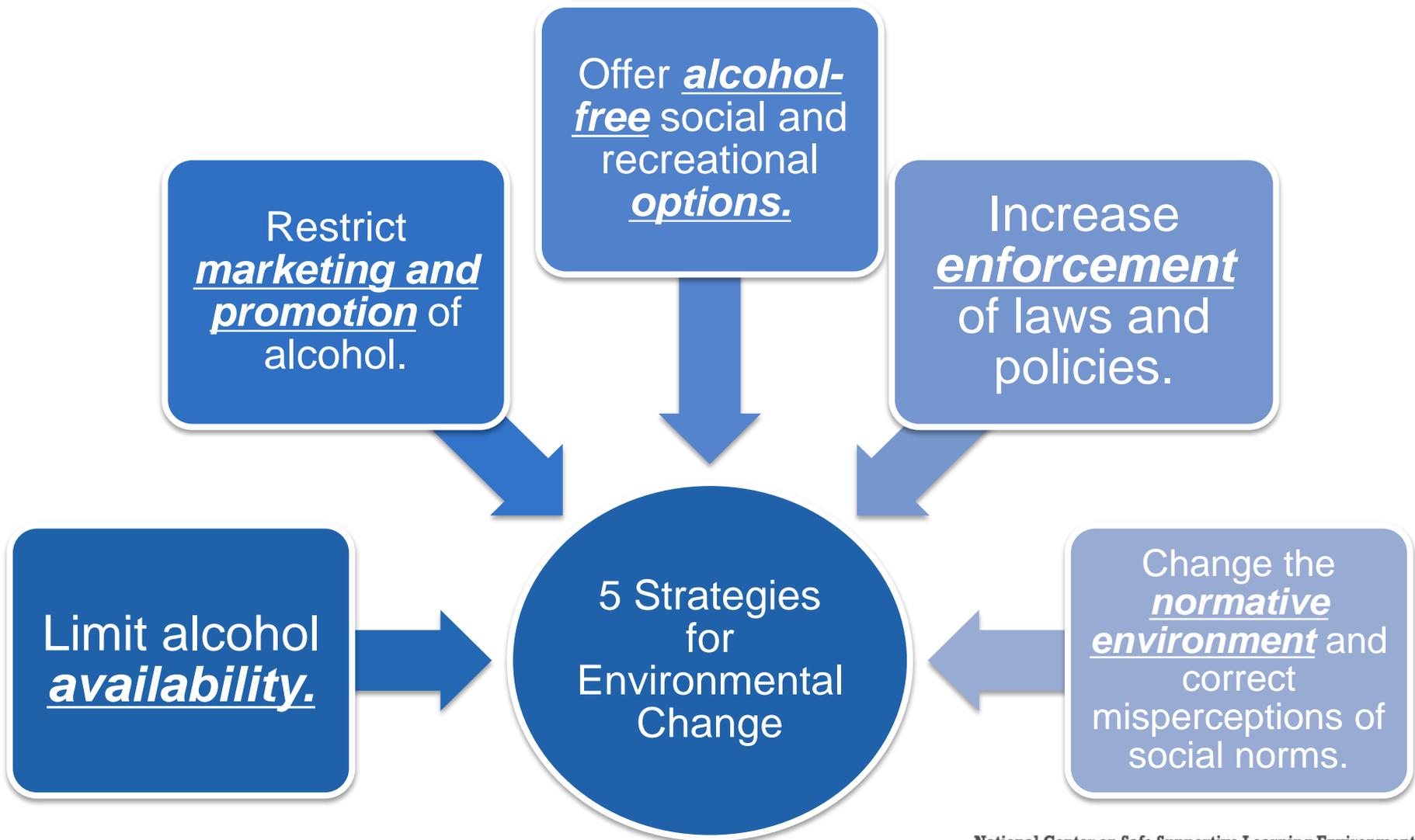
Inexpensive Alcohol
is Easily Available
and Accessible

INDIVIDUAL CHOICE

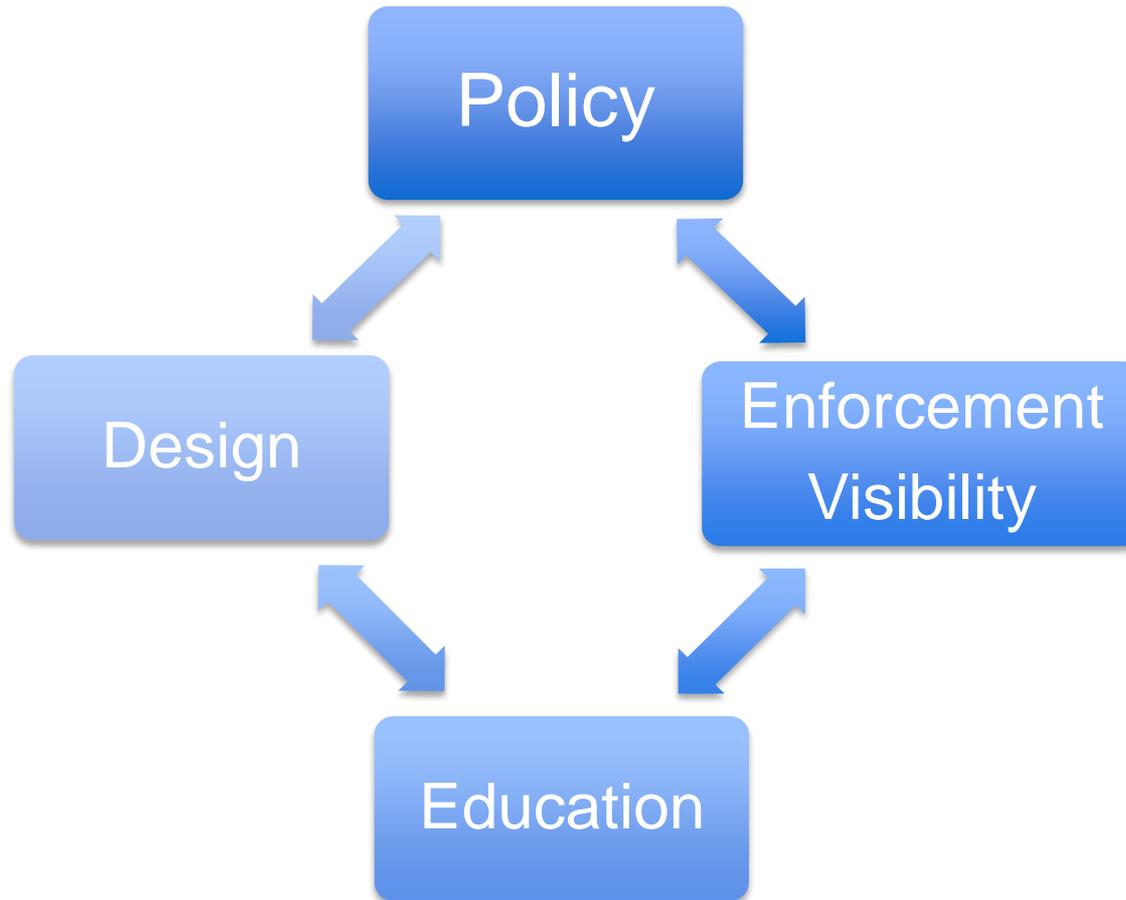


How Do We Reduce The Impacts Of High-Risk Drinking?

Strategies For Environmental Change



Effective Environmental Strategies



But Seriously, What Does This REALLY Look Like?



Putting Theory Into Practice: The Campus and Community Coalition Story and Impacts Shown





A diverse group of leaders from UMass-Amherst and the community who have come together to make a difference.

We use environmental management strategies to change aspects of our culture which promote, support, or allow dangerous drinking.

Our Members



COMMUNITY

- Alcoholic beverage retailers
- Amherst Area Chamber of Commerce
- Amherst Fire Department
- Amherst Health Department
- Amherst Police
- Hadley Police
- Amherst Select Board
- Hadley Select Board
- Strategic Planning Initiative for Families and Youth
- Tavern owners and operators
- Local district attorney's office
- Amherst Business Improvement District (BID)
- Landlords

UMASS-AMHERST

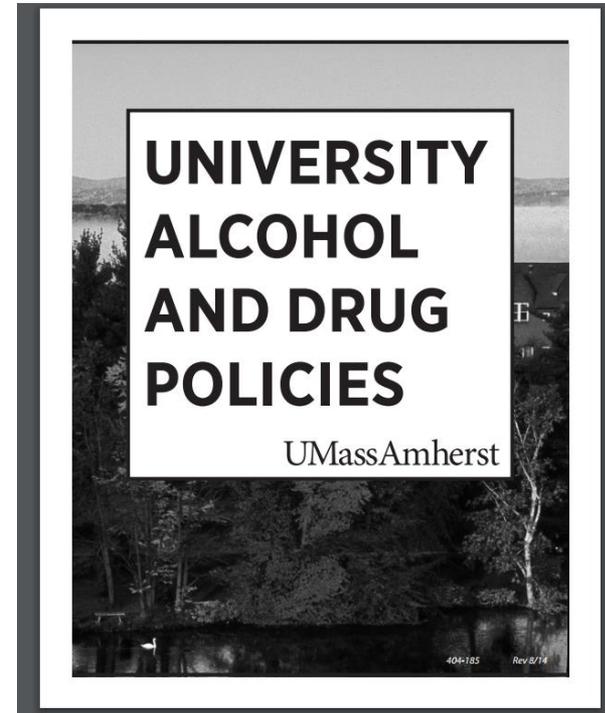
- Center for Health Promotion
- Student Activities
- Dean of Students Office
- Off Campus Student Life
- Fraternities and Sororities
- Police Department
- Residential Life
- Student Government
- Transit
- University Relations
- Student Legal Services Office
- Team Positive Presence/Walk this Way
- Neighborhood Liaison

Amherst Business Improvement District/UMass Memorandum Of Understanding Highlights



The Business Improvement District (BID) is a unique partner in the Town-Gown relationship. The BID has a signed memorandum of understanding (MOU) with UMass. Highlights include:

- **Financial support to the Amherst BID**
- **Hotel UMass occupancy contribution (\$1 per night per room)**
- **UCard**
- **Student internships**
- **Promoting volunteer opportunities**
- **Promoting and developing the ABID Trolley program**
- **Promotion of Amherst BID (ABID) in electronic and print materials**
- **Promotion in campus tours and NSO**
- **Permanent seat on the ABID Board of Directors**



Policies and Enforcement

Municipal Outcomes



Adoption of new town bylaws: nuisance house, keg registration, open container

Increased bylaw fines to \$300

Mutual aid/joint patrols

Targeted enforcement initiatives

Retailer training to reduce overservice and underage consumption

Town Gown Steering Committee



ROWDY PARTIES CAN COST YOU.

Under Amherst and Hadley's new "Social Host" and "Nuisance House" bylaws, rowdy off-campus parties can lead to big fines for party-throwers, tenants and landlords, along with legal problems, university sanctions and eviction.

How to keep your cash:

- ◆ Hold down noise.
- ◆ Control crowds.
- ◆ Don't post open invitations.
- ◆ Prevent underage drinking.
- ◆ Respect the neighborhood.
- ◆ Avoid fights.



A message from the Campus and Community Coalition to Reduce High-Risk Drinking

Amherst and Hadley Town Bylaws



IT'S THE LAW 101: MASSACHUSETTS STATE LAWS

MINOR IN POSSESSION OF ALCOHOL – Under 21, you can be arrested, jailed, fined and more.

UNDERAGE DRIVER TRANSPORTING ALCOHOL – It's illegal for those under 21 to drive a vehicle in which there is alcohol (unless accompanied by a parent). You can lose your license and be fined.

OUI (OPERATING UNDER THE INFLUENCE) – Driving with a blood alcohol content greater than .08 is illegal (.02 for drivers under 21). Those arrested for OUI are subject to immediate suspension of their license. Conviction will result in loss of license, fines and higher car insurance rates.

Sponsored by: UMass Amherst Office of Community Relations and Campus and Community Coalition to Reduce High Risk Drinking

SELLING ALCOHOL/PROVIDING ALCOHOL TO MINOR – Selling cups, alcohol or providing to someone under 21 can result in criminal charges.

ALTERING A GOVERNMENT ID/ FALSE ID – Altering a government-issued ID is a felony. A felony conviction can seriously limit your future career and scholarship opportunities. Presenting false ID is also a crime.

PUBLIC URINATION – Urinating in public can result in a charge of indecent exposure.

UNLAWFUL ASSEMBLY/ FAILURE TO DISPERSE – If the police order you to leave an area, leave promptly or you can be arrested.

IT'S THE LAW 102: TOWN BYLAWS

NOISE – Excessive noise that disturbs others is illegal. This includes loud music & yelling.

OPEN CONTAINERS – It's illegal to have an open container of alcohol on public property.

KEGS – It's illegal to have a keg without a permit. Get these through your local police department.

NUISANCE HOUSE – Throwing a rowdy off-campus party can cost you your housing, cash & more.

FIRE SAFETY – Tampering with smoke detectors or alarms is unsafe & illegal.



Bus Placards

Landlord Strategies



Model Lease Agreement Shared Widely

Living Off Campus Certification

Off Campus Student Life Resources

Campus Conduct Clearance Requests for Landlords

Annual Landlord Meeting

Ongoing Information Dissemination



Retailer Strategies



Involvement and
Voice on CCC

Compliance
Checks

Server Training in
Collaboration with
Package Store
Association

Best Practices
Review

Quarterly CCC
Sub-Committee
Meetings

Information
Dissemination

Responsible
Retailer Program

University Paid For Additional Ambulances



Enhanced Communication



Weekly Monday Meetings



Assessment and Care Team



Critical Event Planning - World Series, Super Bowl

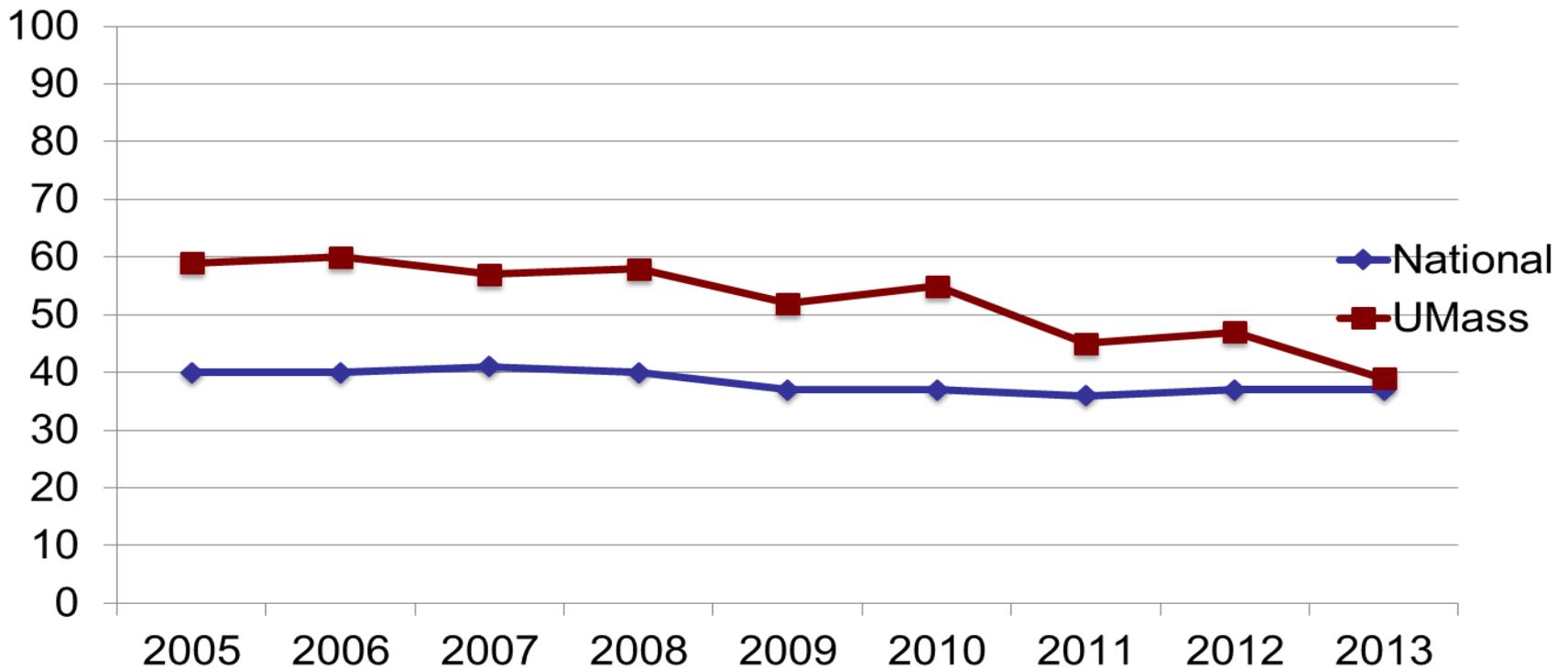


Highly Visible Campaigns

Heavy Episodic Drinking is Down By 34%



Number Of Binge Drinking Events In The Past Two Weeks, By Year 2005-2013



Some Issues Persist



The “Party
Crawl”

Pre-Gaming

Day Drinks

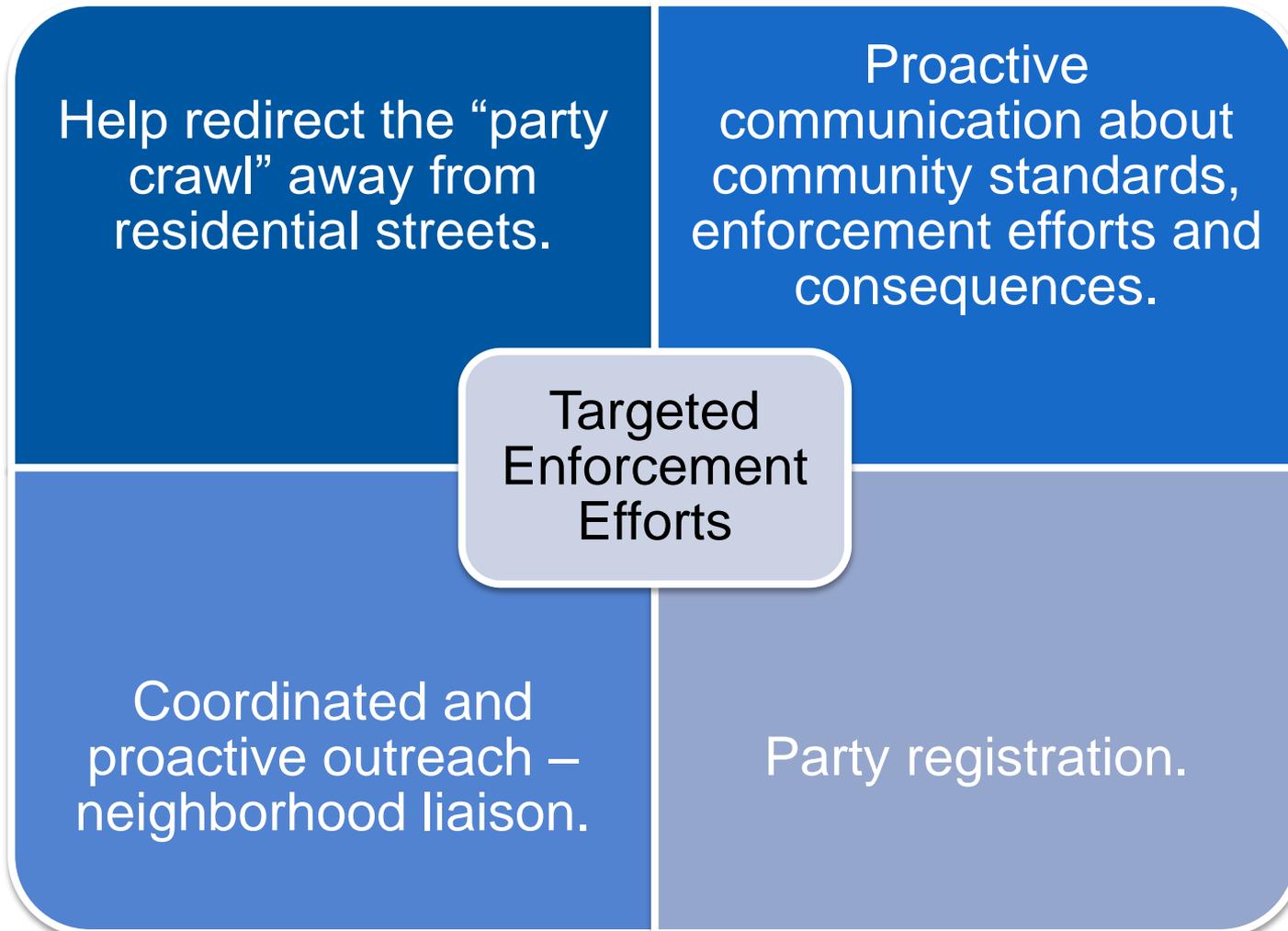
Party
Promoters, DJs,
Social Media
Hype

Public Relations/
Reputational
Damage

Need for Event
Specific
Prevention

Town/Gown
Collaboration

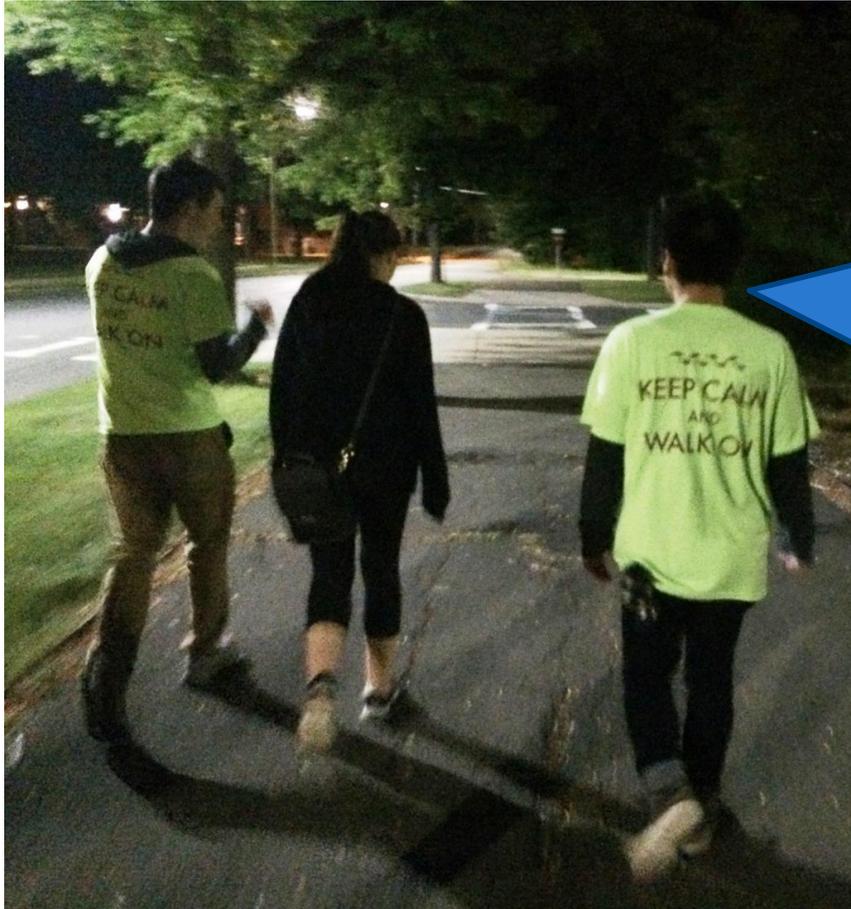
CCC Strategies 2014-Present



WALK this WAY

CAMPUS AND COMMUNITY COALITION

UMass Amherst

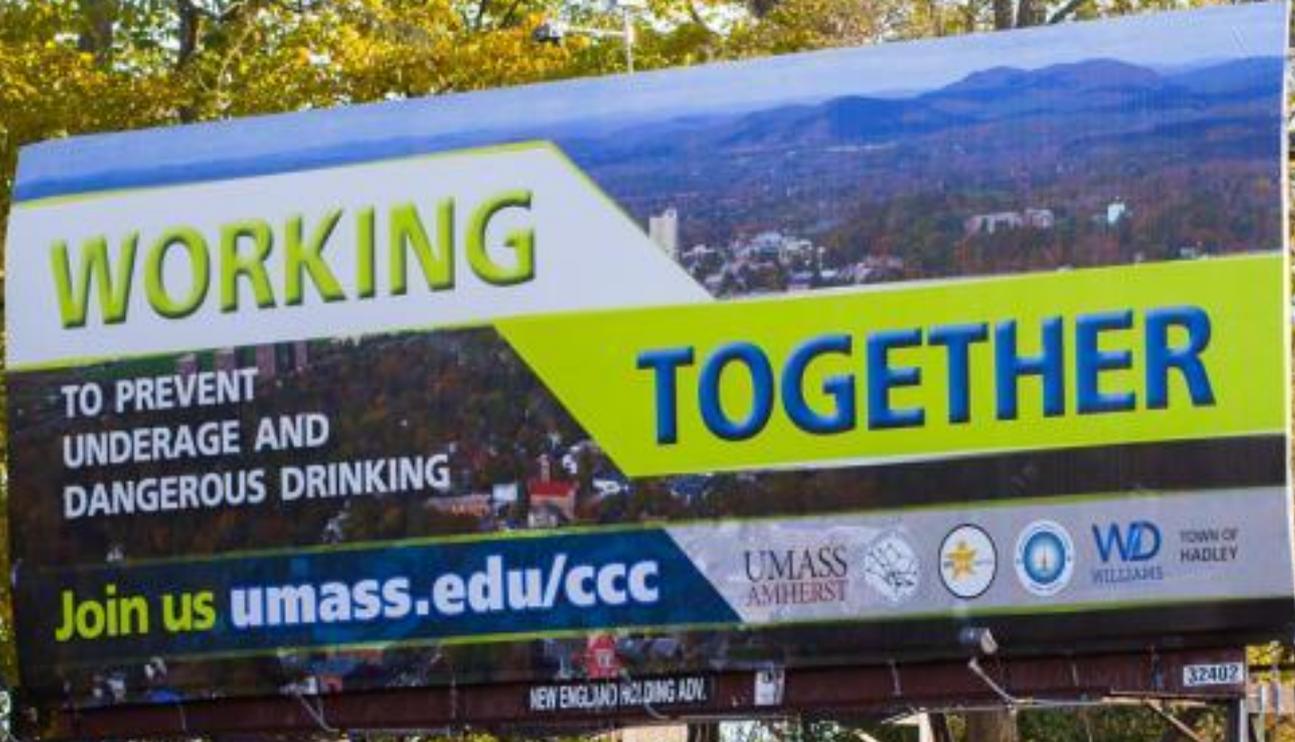


Students reminding students to be safe, quiet, and respectful when traveling through residential neighborhoods.



Team Positive Presence





WORKING

TO PREVENT
UNDERAGE AND
DANGEROUS DRINKING

TOGETHER

Join us umass.edu/ccc

UMASS
AMHERST



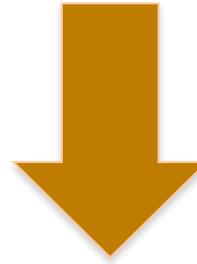
WD
WILLIAMS

TOWN OF
HADLEY

NEW ENGLAND HOLDING ADV.

32402

Quality Of Life Improvements Off Campus



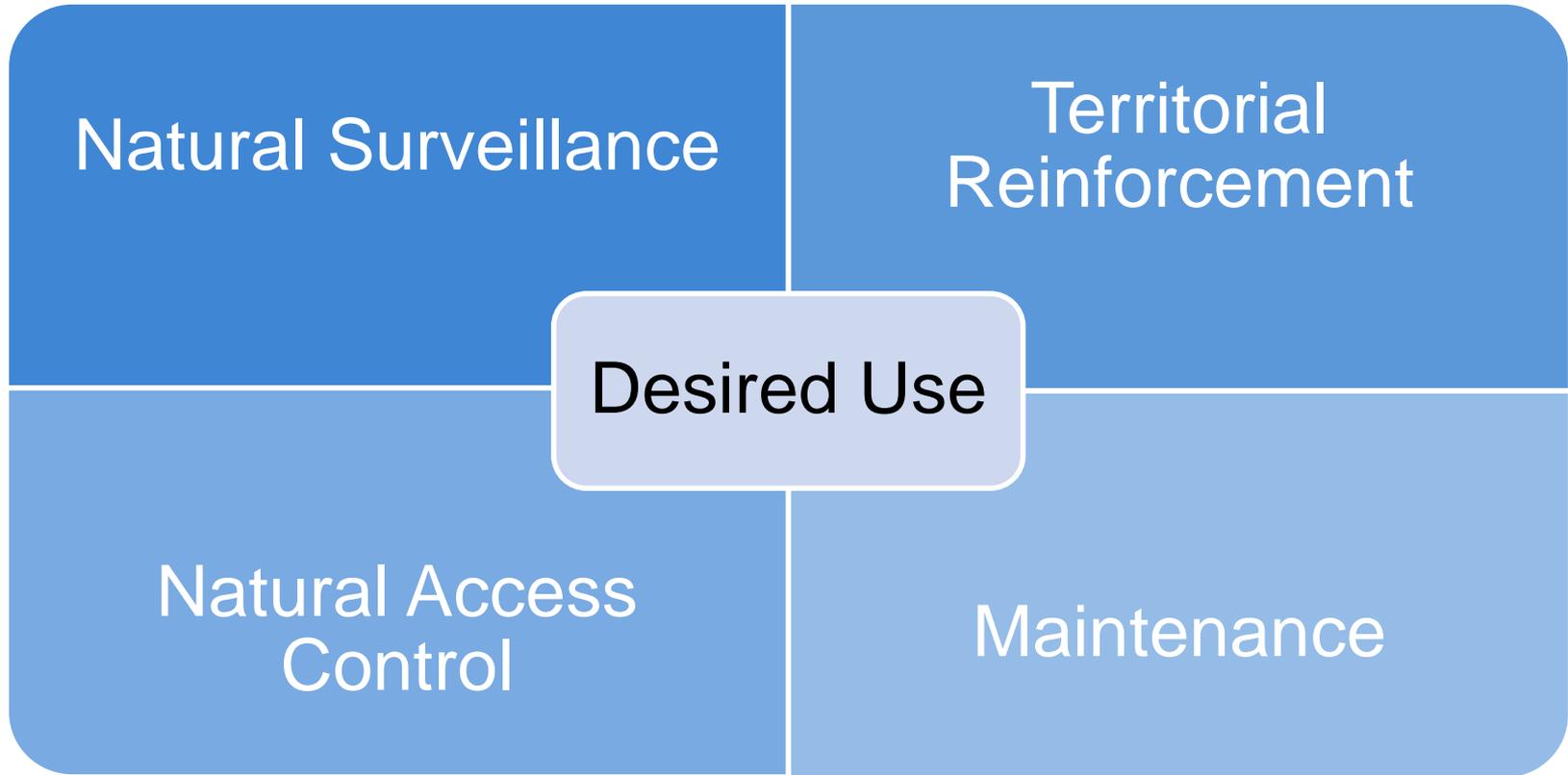
Town Police Data	2011-2012	2012-2013	2013-2014	2014-2015
Noise Complaints	996	765	624	484
Nuisance House/Noise Arrest/Fine	247	201	147	57

Crime Prevention Through Environmental Design (CPTED)



In 2016-17, UMass Amherst PD, Amherst PD, Student Affairs, University Relations, and local landlords partnered on various CPTED initiatives to mitigate large gatherings and promote student safety. This effort . . .

- Applies theories of design, psychology & sociology.
- Suggests that physical environments can be altered to change behavior, reduce crime and fear, and improve quality of life.
- Shifts focus from response to prevention.
- Alternative approach to traditional law enforcement.





Celebrate Amherst Block Party



Adventure Into Amherst



UMASS AMHERST



Takeaways



Need to know the problem before implementing a solution

NIAAA College Alcohol Intervention Matrix: A Practitioner Toolbox

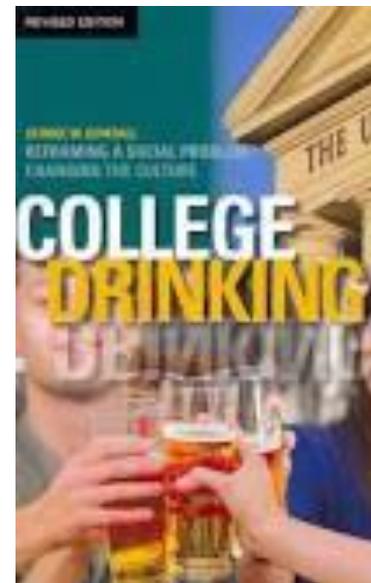
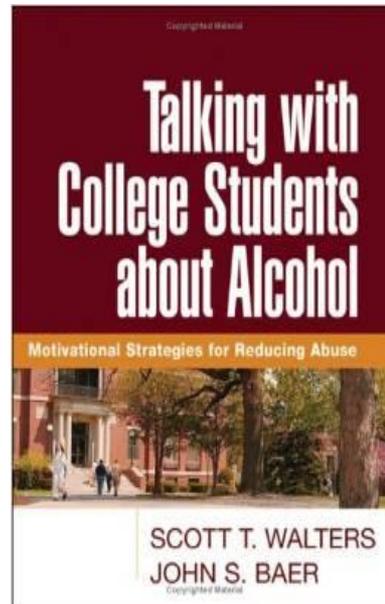
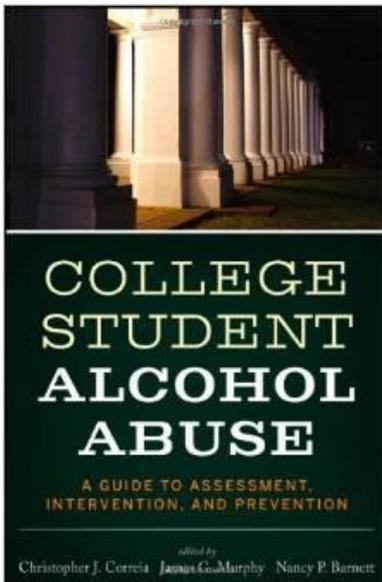
Prevention benefits all members of community

Event specific prevention requires collaboration

Promote your interventions proactively to stakeholders

Use data and evidence-based practices for impact

Good Reads



Online Resources



- **UMass-Amherst Campus Community Coalition:** www.umass.edu.ccc
- **Higher Education Center for Alcohol and Drug Misuse Prevention and Recovery:** www.hecaod.osu.edu
- **Maryland Collaborative to Reduce College Drinking:** www.marylandcollaborative.org
- Collegedrinkingprevention.gov
- **College AIM:** <http://www.collegedrinkingprevention.gov/collegeaim/>
- **Center for Alcohol Marketing and Youth:** www.camy.org
- **Alcohol Justice:** www.alcoholjustice.org
- **Center for Substance Abuse Prevention:** www.samhsa.gov/csap

Citations

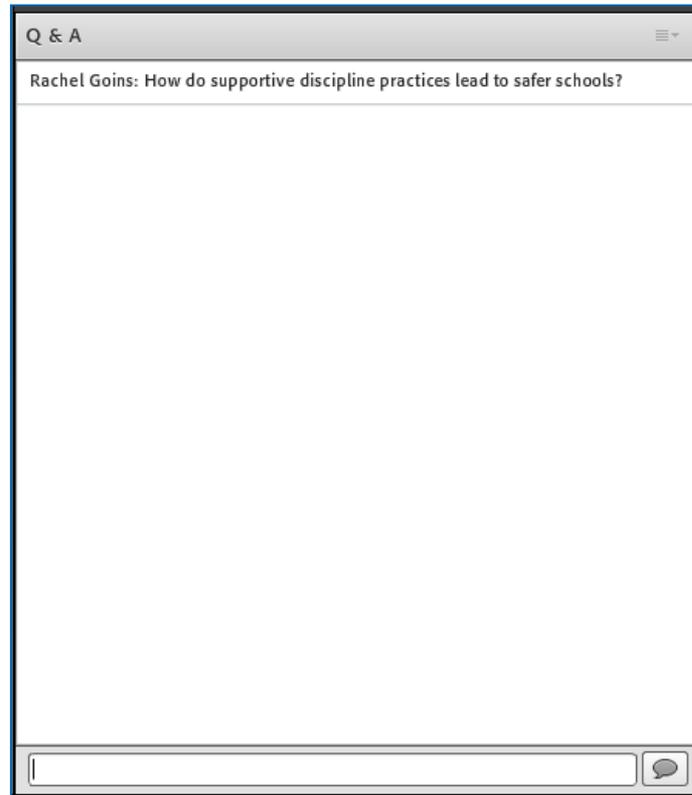


1. College Alcohol Intervention Matrix. (n.d.). *College AIM*. Retrieved from <https://www.collegedrinkingprevention.gov/CollegeAIM/Introduction/default.aspx>
2. Correia, C. J., Murphy, J. G., & Barnett, N. P. (2012). *College Student Alcohol Abuse: A Guide to Assessment, Intervention, and Prevention*. Wiley.
3. Dowdall, G. W. (2012). *College Drinking: Reframing a Social Problem/Changing the Culture*. Stylus Publishing.
4. National Institute on Alcohol Abuse and Alcoholism. (2002) *A Call To Action: Changing the Culture of Drinking at U.S. Colleges*. NIAAA.
5. National Institute of Crime Prevention. (n.d.). *CPTED Training*. Retrieved from <http://www.cptedtraining.net/>
6. Maryland Collaborative to Reduce College Drinking and Related Problems. (2013). *Reducing alcohol use and related problems among college students: A guide to best practices*. Center on Alcohol Marketing and Youth, Johns Hopkins University Bloomberg School of Public Health, Baltimore, MD and the Center on Young Adult Health and Development, University of Maryland School of Public Health, College Park, MD. <http://marylandcollaborative.org/resources/best-practices/>
7. Walters, S. T., & Baer, J. S. (2005). *Talking with College Students about Alcohol: Motivational Strategies for Reducing Abuse*. The Guilford Press.

Questions, Feedback, Closing Comments



Questions?



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

Thank You!



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- **Sarah la Cour, (413) 345-2945 sarah@amherstdowntown.com**

Feedback

