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.
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.

*The content of this presentation was prepared under a contract from the U.S. Department of Education to the American Institutes for Research (AIR). This presentation does not necessarily represent the policy or views of the U.S. Department of Education, nor do they imply endorsement by the Department.
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 Laramee, 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.

Report academic consequences

Meet criteria for AUD
Local Community Impact

- Increased public services costs
- Litter, property damage, vandalism
- Noise, disturbing the peace
- Strained town-gown relations
- Affects future planning

Strained town-gown relations affects future planning, resulting in increased public services costs and litter, property damage, vandalism. Noise, disturbing the peace further strains the town-gown relations.
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.

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Environmental Strategies
ENVIRONMENTAL INFLUENCE

- Unclear Community Beliefs, Values, & Standards
- Inconsistently Enforced or Communicated Laws & Policies
- Inexpensive Alcohol is Easily Available and Accessible
- Inconsistent Messages About Alcohol
- Heavy Promotion of Alcohol Products & Activities
- Lack of Negative Consequences for High-Risk Behavior
- High-Risk Traditions & Celebrations
How Do We Reduce The Impacts Of High-Risk Drinking?
Strategies For Environmental Change

1. Limit alcohol availability.
2. Restrict marketing and promotion of alcohol.
3. Offer alcohol-free social and recreational options.
4. Increase enforcement of laws and policies.
5. Change the normative environment and correct misperceptions of social norms.

5 Strategies for Environmental Change
But Seriously, What Does This REALLY Look Like?

Theory into practice.
Putting Theory Into Practice: The Campus and Community Coalition Story and Impacts Shown
The Campus and Community Coalition (CCC)

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
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
Early CCC Strategies 2005-2011

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
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.

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.
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
Help redirect the “party crawl” away from residential streets.

Proactive communication about community standards, enforcement efforts and consequences.

Targeted Enforcement Efforts

Coordinated and proactive outreach – neighborhood liaison.

Party registration.
Students reminding students to be safe, quiet, and respectful when traveling through residential neighborhoods.
Team Positive Presence
WORKING TOGETHER

TO PREVENT UNDERAGE AND DANGEROUS DRINKING

Join us umass.edu/ccc
## Quality Of Life Improvements Off Campus

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<tbody>
<tr>
<td>Noise Complaints</td>
<td>996</td>
<td>765</td>
<td>624</td>
<td>484</td>
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<tr>
<td>Nuisance House/Noise Arrest/Fine</td>
<td>247</td>
<td>201</td>
<td>147</td>
<td>57</td>
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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.
CPTED Strategies

- Natural Surveillance
- Territorial Reinforcement
- Natural Access Control
- Maintenance

Desired Use
Celebrate Amherst Block Party
Adventure Into Amherst

UMASS
AMHERST

National Center on Safe Supportive Learning Environments
Safe Supportive Learning
Engagement | Safety | Environment
## Takeaways

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<th>Need to know the problem before implementing a solution</th>
<th>NIAAA College Alcohol Intervention Matrix: A Practitioner Toolbox</th>
<th>Prevention benefits all members of community</th>
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<td>Event specific prevention requires collaboration</td>
<td>Promote your interventions proactively to stakeholders</td>
<td>Use data and evidence-based practices for impact</td>
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Good Reads

- College Student Alcohol Abuse
- Talking with College Students about Alcohol
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


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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