

Future of the Maryland Collaborative

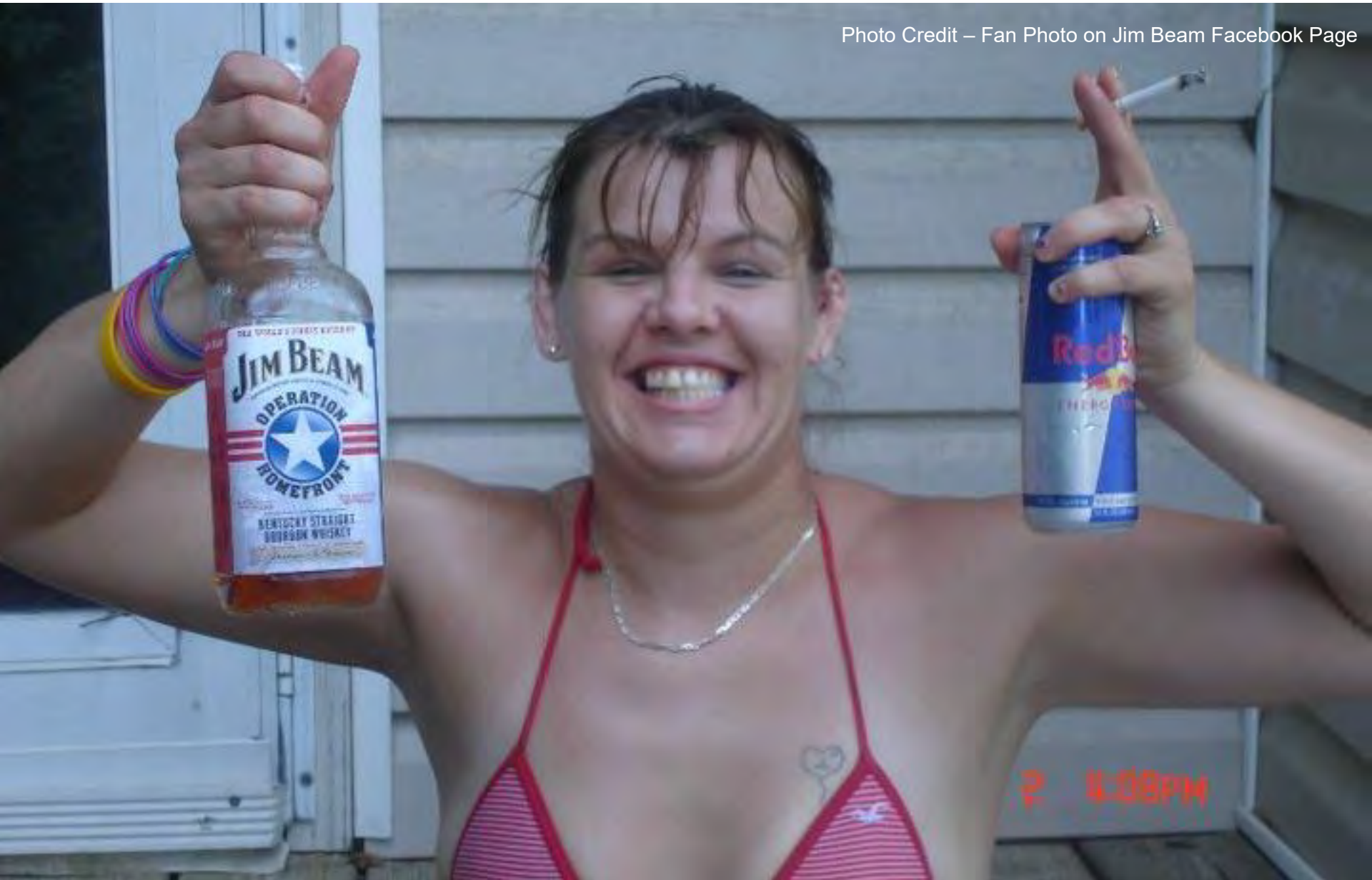


THE MARYLAND COLLABORATIVE
TO REDUCE COLLEGE DRINKING AND RELATED PROBLEMS

Philosophy of the Collaborative: ***Focus on system-wide solutions, not just programs***

- Reducing alcohol use is a shared responsibility
 - National Research Council/Institute of Medicine
- Bring everyone to the table
 - Frostburg-like coalitions
- Policies should be clearly communicated and consistently enforced
 - Developing brains need structure
- A similar message should be given across all settings
 - Policies are inconsistent and unevenly enforced
- Evidence-based programs, policies and practices should be used
 - Maryland can do better
- Think systems, not modules; develop a strategic plan
 - Frieden pyramid, NCHIP, College Alcohol Systems model, SPARC

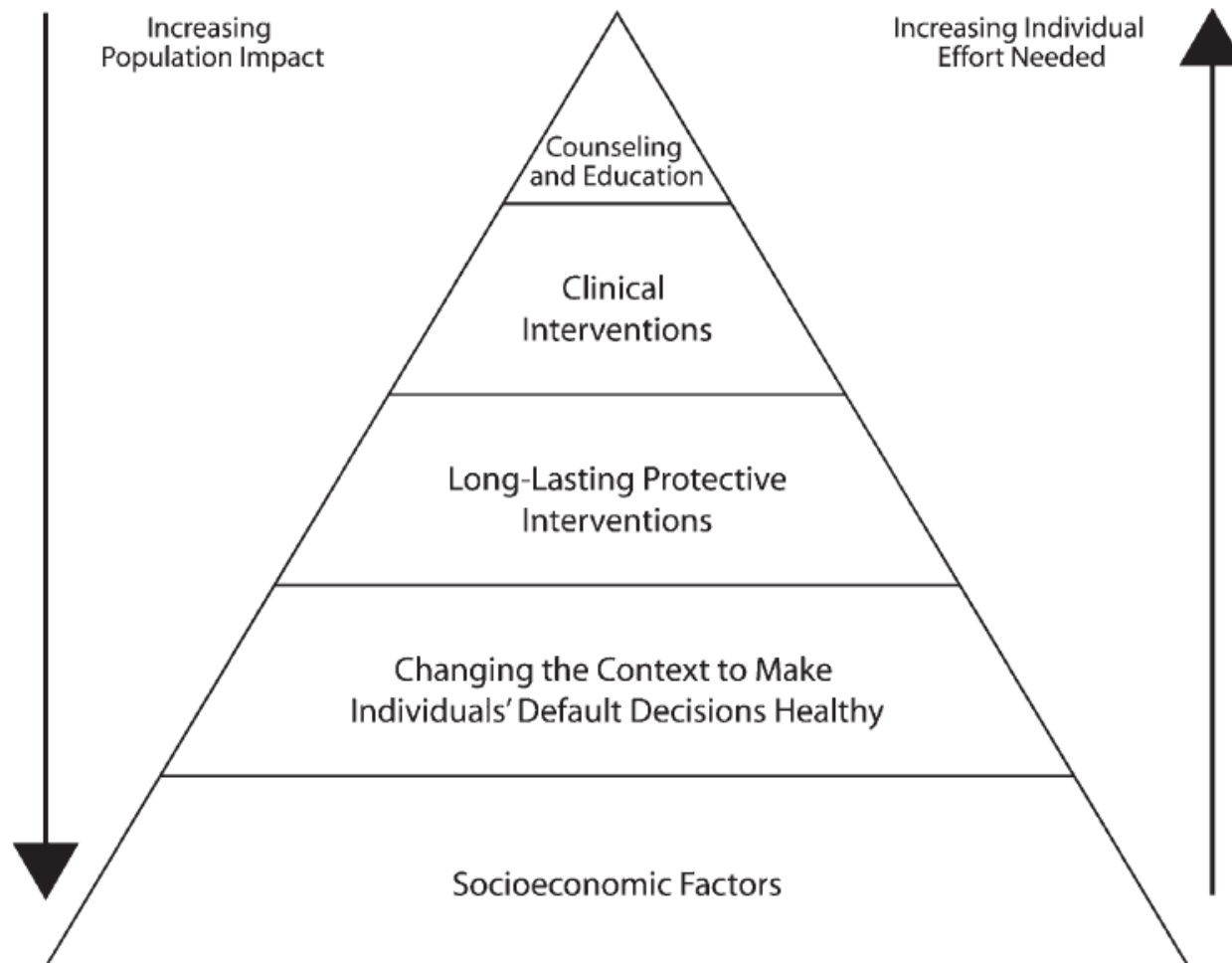
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Youth

Theoretical Basis for Public Health Interventions: “The Frieden Pyramid”

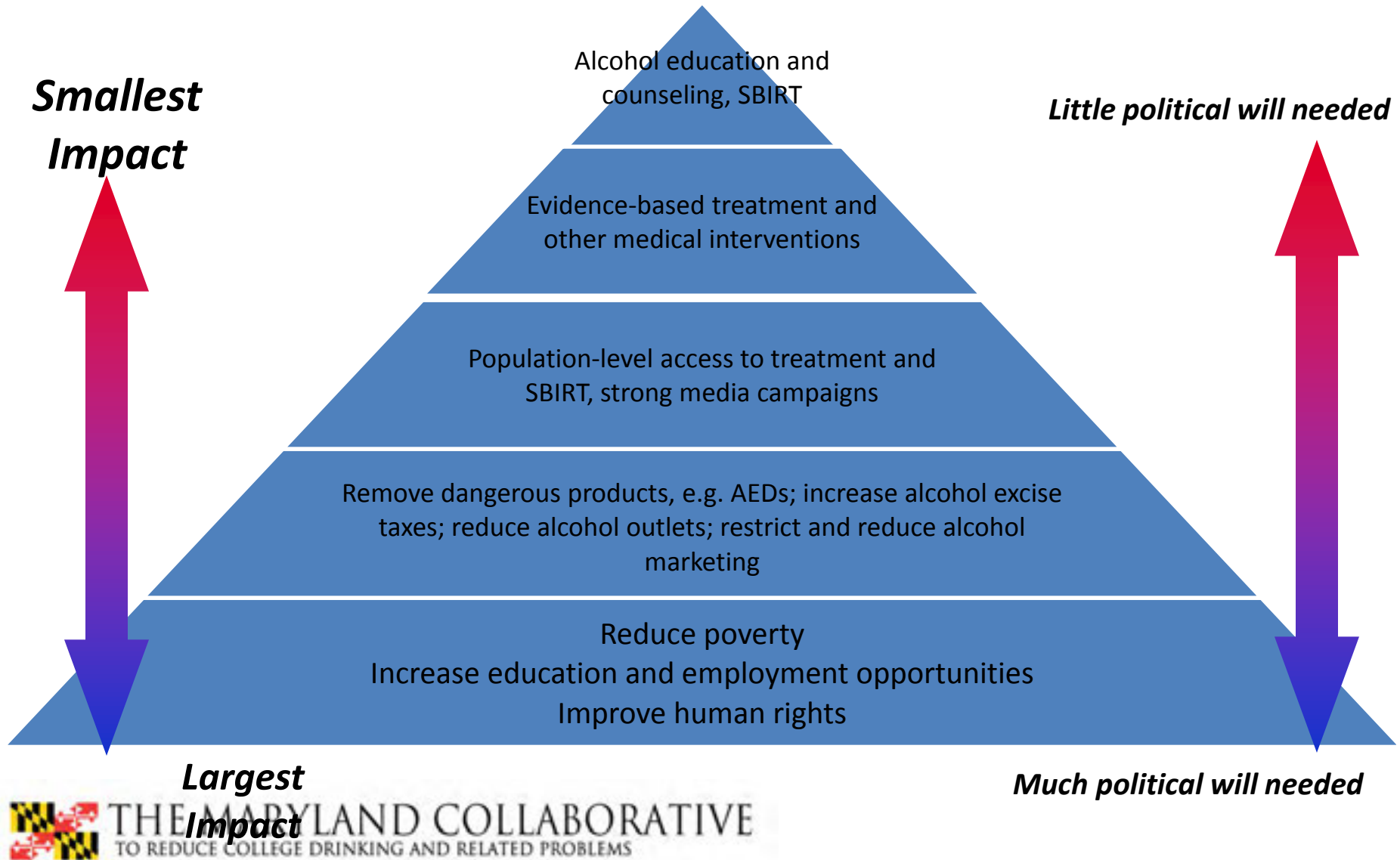


Number/Density of Alcohol Outlets

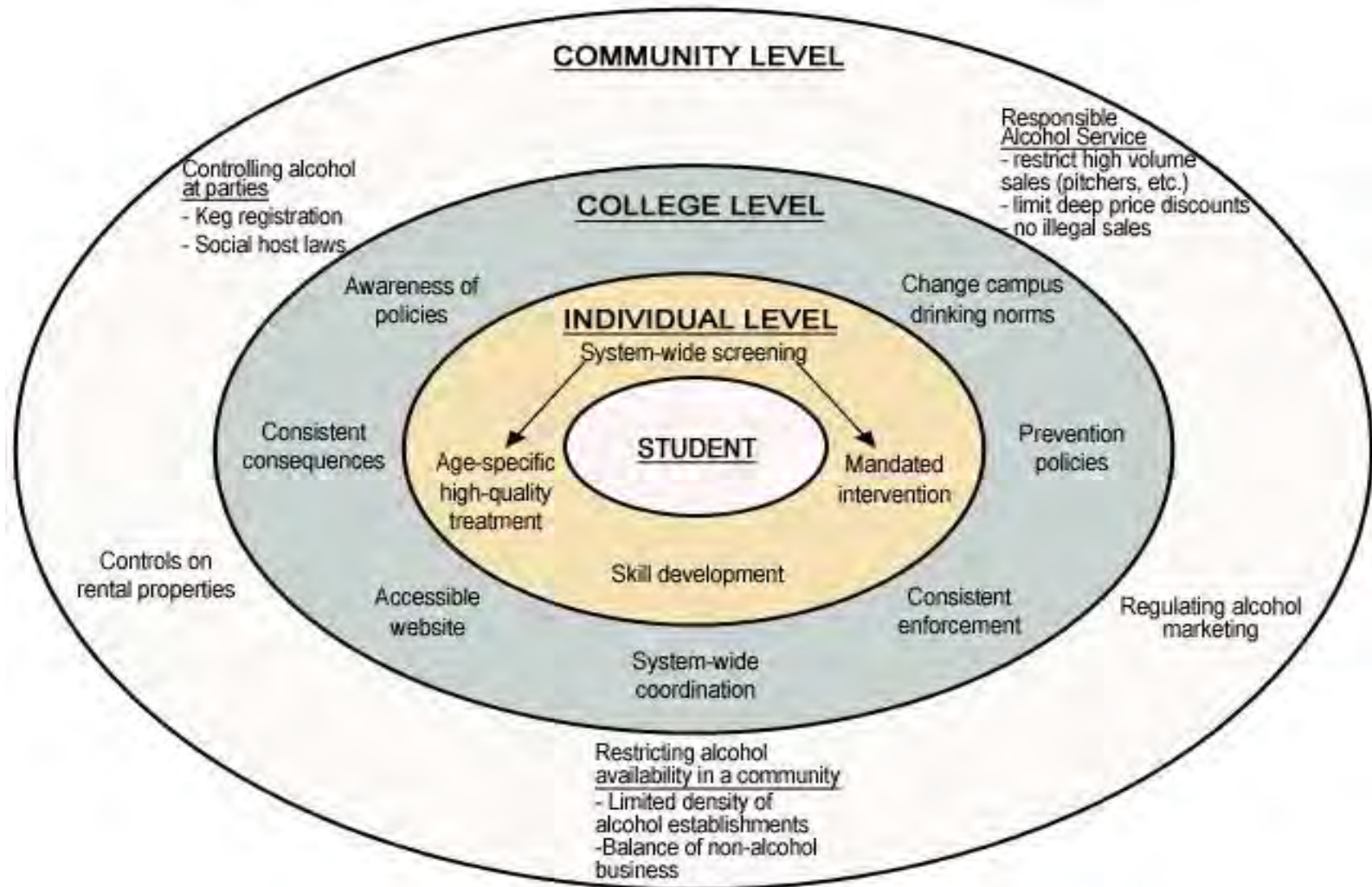


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Frieden pyramid in action: alcohol



College Alcohol Systems Model



What would be the ideal situation with respect to intervening with high-risk drinkers?

- Identification of high-risk students in a complete and uniform way
- A roadmap for colleges to guide their decision-making about what to do once a problem is identified
- At least annual training for key personnel who come in contact with students- health and counseling center staff, residence hall advisors, and academic assistance staff
- Appropriate parental involvement (in the best interests of the student)
- Standardized method of measuring alcohol use and related problems to evaluate progress

What would be the ideal situation with respect to the alcohol environment?

- Alcohol is truly seen as “not an ordinary commodity.”
- Alcohol products are oriented and marketed primarily to adults.
- **Alcohol pricing reflects alcohol’s extraordinary status, with prices increasing in pace with or ahead of inflation, and discounting limited.**
- Alcohol is available at special times and in special settings; alcohol outlet density reflects the population.
- Alcohol promotions emphasize product qualities and avoid lifestyle, role-modeling (celebrity), peer group and social success appeals.

Tips from the Best Practices Guide

- Create a **system** that screens and identifies students with problems at variety of touch points, and addresses their situation appropriately.
- Implement **policies to reduce students' access to and the availability of alcohol**
- Be transparent with students and involve them in the process of changing alcohol policies. Students do not want to feel that administrators are using power to take away their freedoms and this can be avoided by including them in the planning and dialogues.
- Put policies in place to limit or prohibit alcohol marketing in school-sponsored communications and events. This includes alcohol advertisements, promotion of drinking events, price promotions, discounted alcohol, etc. If possible, work towards alcohol marketing restrictions in surrounding communities.
- Partner with community members and law enforcement officials. Community buy-in is important to support the implementation and enforcement of new alcohol policies.
- Assess your campus and communities level of readiness to make changes, and develop a mix of strategies that mix effectiveness, feasibility and enforceability

How to reduce availability?

- Compliance checks/enforcement
- Social host liability
- Commercial host liability
- Responsible beverage service training (including managers)
- Reduce days/hours of sale
- Reduce outlets for sale – on- and off-campus
 - Liquor licensing
 - Planning and zoning processes
 - 280 California cities
 - Omaha
 - Iowa City
 - Baltimore

Importance of availability

- Easy availability (measured in density of outlets)
 - Makes individual-level strategies less effective
 - Major factor in AlcoholEdu effectiveness
 - Factor in SPARC data
- **“Wet” environments in terms of marketing** spending also influence young adult drinking trajectories
 - **They don’t trail off with higher levels of spending**

Where do we go from here?



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Community organizing: the “How”

Create sustainable changes in behavior

**The
“How”**

**The
“What”**

Community
Organizing

Environmental
Strategies

Build
relationships
to address
local problems

Create
sustainable
changes in
behavior

SPARC Implementation Process

Step 1: Conduct Assessment

Step 2: Build the Coalition and its Capacity

Step 3: Develop a Strategic Plan

Step 4: Implement an Action Plan

Step 5: Sustaining Efforts

How will the Statewide Collaborative help colleges reduce excessive drinking?

The Collaborative will:

- Raise the profile of the problem and provide the momentum and leadership in bringing other partners to the table to be part of the solution;
- Provide public health expertise and support to implement effective interventions, change alcohol policies, and reduce alcohol problems;
- Provide a forum for sharing information and support among colleges statewide working to reduce college drinking;
- Expand funding opportunities for sustainability;
- Create a standard measurement tool so that Maryland colleges have a common language for measuring progress towards their goals

How will the Statewide Collaborative help colleges reduce excessive drinking?

- Assist colleges in assessing the effectiveness of new strategies on multiple campuses;
- Build synergy among and provide peer and professional support to multiple campuses planning and implementing tailored interventions that best fit their individual environments; and
- Provide a platform for the development of resources and insights that can be useful across all campuses in the state, whether part of the formal Collaborative or not.

Year 2 Activities

- Uniform and affordable measurement system
- Selection of initial campuses
 - Dr. Hrabowski: **“Coalition of the willing”**
 - Demonstrate success is possible
- Requirements of initial campuses
 - Measurement system
 - Leadership and staff support of collaborative aims and activities
 - Willing to devote resources to this problem

Year 2 Activities

- Intensive engagement with initial campuses
 - Training and technical assistance
 - Some materials and trainings to be available statewide, TBD
 - Organizing of coalitions
 - Development of strategic plans
 - Implementation of measurement system
 - Exploration of sustainability
- State level advocacy?

Training needs and possibilities

- How to measure
- How to implement
 - Parent involvement
 - BASICS, motivational interviewing, alcohol expectancies challenges, etc.
 - Advocacy skills
 - Organizing training
 - Advocacy training
 - Media advocacy training

The challenge of not over-promising

- Training requires follow-up technical assistance
 - **Avoid “spray and pray”**
 - Limit intensive engagement to few campuses at outset
- Resources limited – this is purpose of sustainability activities
- **Don’t have to reinvent the wheel**
 - Work with existing coalitions etc.
- We think we can do better
- We look forward to working with you

Evaluation

- Will e-mail an on-line evaluation link to you in the next two days
- Training Center experience is this works better
- We want your ideas and feedback!



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***TOGETHER, we can make a
difference!***

www.cyahd.umd.edu

http://www.camy.org/action/maryland_college_drinking_project