

Frostburg's Success Strategies in Addressing High-Risk Drinking



**College Drinking in Maryland:
What's Happening and What Works
May 8, 2013**

President's Alcohol Task Force

NCHIP

- National College Health Improvement Project

MSPF

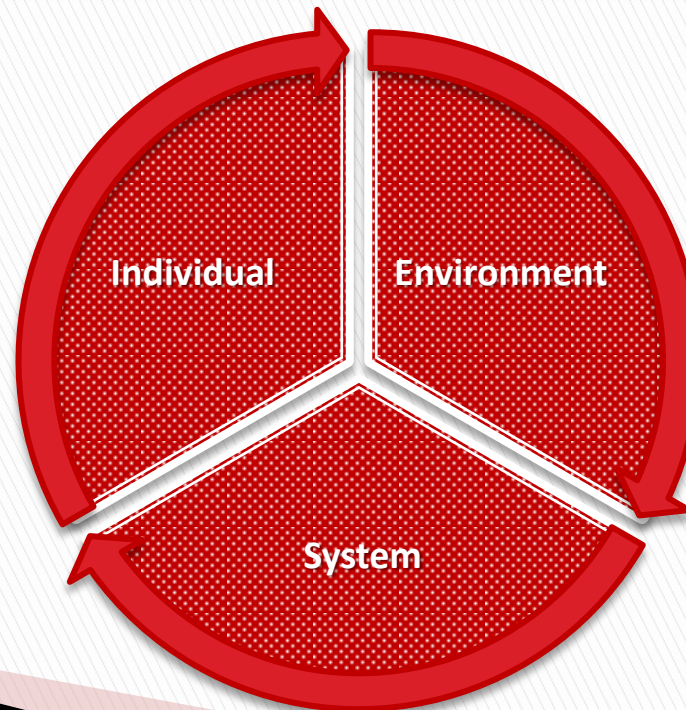
- Maryland Strategic Prevention Framework

CHOICES

- NCAA CHOICES Grant

SAFE Office

- Alcohol & Drug Abuse Administration Prevention Grant



NCHIP

National College Health Improvement Project

- Learning collaborative of 32 higher-education institutions addressing collective student health problems by bringing evidence into practice and measuring outcomes.
- First efforts of the learning collaborative are centering on **high-risk drinking**.
- Facilitated by Dartmouth College

Member Schools:

Acadia University, Boston University, Brown University, Bucknell University, Colgate University, Cornell University, Dartmouth College, DePauw University, Duke University, **Frostburg State University**, Lehigh University, Lincoln College Partnership, Northwestern University, Ohio University, Princeton University, Purdue University, Sewanee: The University of the South, Southern Methodist University, Stanford University, Stony Brook University, University of Maryland Baltimore County, University of Maryland Eastern Shore, University of Minnesota, University of New Hampshire, University of Rhode Island, University of Vermont, University of Wyoming, Vanderbilt University, Washington University in St. Louis, Wellesley College, Wesleyan University, Yale University

Current FSU Initiatives

- BASICS Screening Intervention
- AlcoholEdu
- *Making it Count*: alcohol prevention presentations
- TIPS for the University
- Late @ Lane programming
- *B the 1* Bystander Intervention presentations
- BURG Peer Educator programs
- Sanctions for alcohol policy violators

Individually Focused

- Social Marketing/Norming Campaigns
- GIS blotting of off-campus violations
- Frostburg Community Coalition
- SafeRide
- Substance-free housing
- Intentional student Messaging
- Property Manager notifications
- Population-specific programs for Athletes, Greek Life, & freshmen

Environmentally Focused

- Friday Course Planning
- Joint Jurisdiction Police Patrols

System Focused

Judicial Referrals to BASICS Screening Intervention (BSI)

Step 1:

Alcohol Violation
referred through
student conduct

Step 2:

Brief Screening
tool
(5 questions)
administered

Step 3:

Referral to CAPS
for BSI if criteria
met

Step 4:

Session 1
Daily Drinking
Questionnaire and
Frequency Quantity
Questionnaire

Step 5: E-CHUG

Step 6:

Session 2
BASICS motivational
interview with
expectancies
feedback

Step 7:

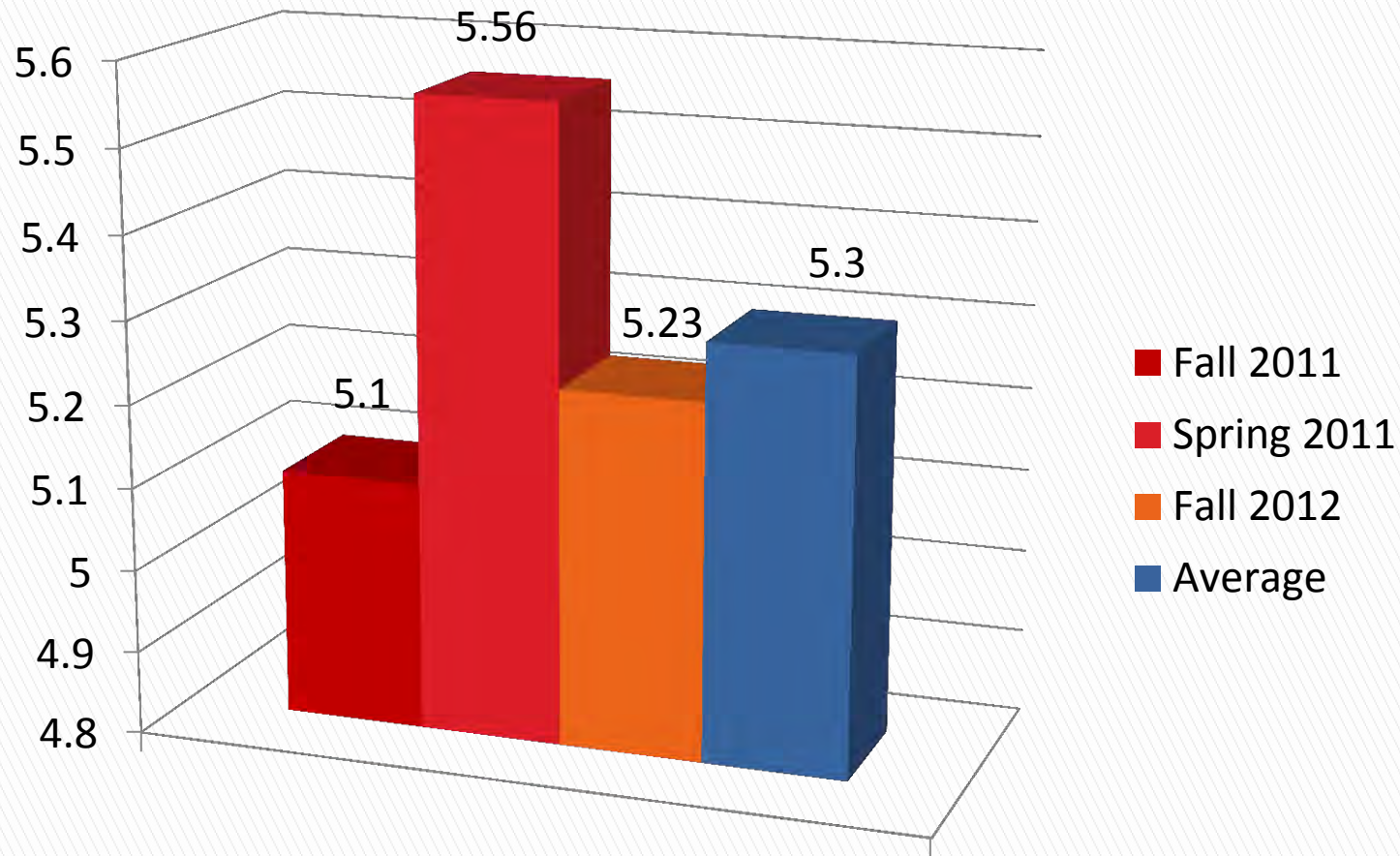
30 day survey
administered via
phone or email

Judicial Referrals Results

Number of students referred:

	Screened	Referred	Complete
Fall 2011:	84	12 (14%)	10 (83%)
Spring 2012	87	21 (24%)	18 (86%)
Fall 2012	81	18 (22%)	14 (72%)
Total:	252	51 (20%)	42 (82%)

PDSA: Judicial Referral Results



Drinks per week Reduction

Table-tent Menu Design for Coalition Partners

F Bar Menu



Nachos/Cheese - \$3.50
Fried Mushrooms - \$2.75
Fried Cauliflower - \$2.75
Fried Cheddar Cheese Balls - \$1.65
Onion Rings - \$2.85
French Fries - \$2.85
Macaroni & Cheese Wedges (3) - \$2.75
Tator Tots - \$1.50
Fried Pickle Spears (5) - \$3.85
Jalapeno Poppers (6) - \$3.85
Chicken Tenders (4) - \$4.85
Cheese Stuffed Pretzel - \$2.75
Mozzarella Cheese Sticks (4) - \$2.50
F Four - \$7.75 Select 4 items (bagged items count as 2).

* Wings all day Wednesday.
Other days they can be ordered in 6 or 12.

* Items ordered from 11:00 pm - 1:00 am will receive .50 off.



Please enjoy our establishment and consider the Frostburg Community Coalition's Top 10 Strategies to Keep It Low-Risk.

1. Know your limit and stick to no more than 4-5 drinks in an evening. No more than 2 an hour.
2. Consider alternating between alcoholic and non-alcoholic beverages.
3. Have a strategy to keep track of the number of drinks you consume.
4. Eat food before, during, and after consumption.
5. Know the percent of alcohol by volume in a standard drink - higher alcohol content means quicker impairment.
6. Shots of alcohol will result in quicker impairment and shorten your evening.
7. Pre-plan for how you will get home. Driving under the influence is harmful to you and the community...and can result in serious consequences.
8. Avoid mixing alcohol with any type of drugs including prescription medications.
9. Stay safe by enjoying our establishment with others and looking out for your friends.
10. Make your own choices about alcohol consumption. *Keep It Low-Risk!*



Social Marketing Efforts with Establishments





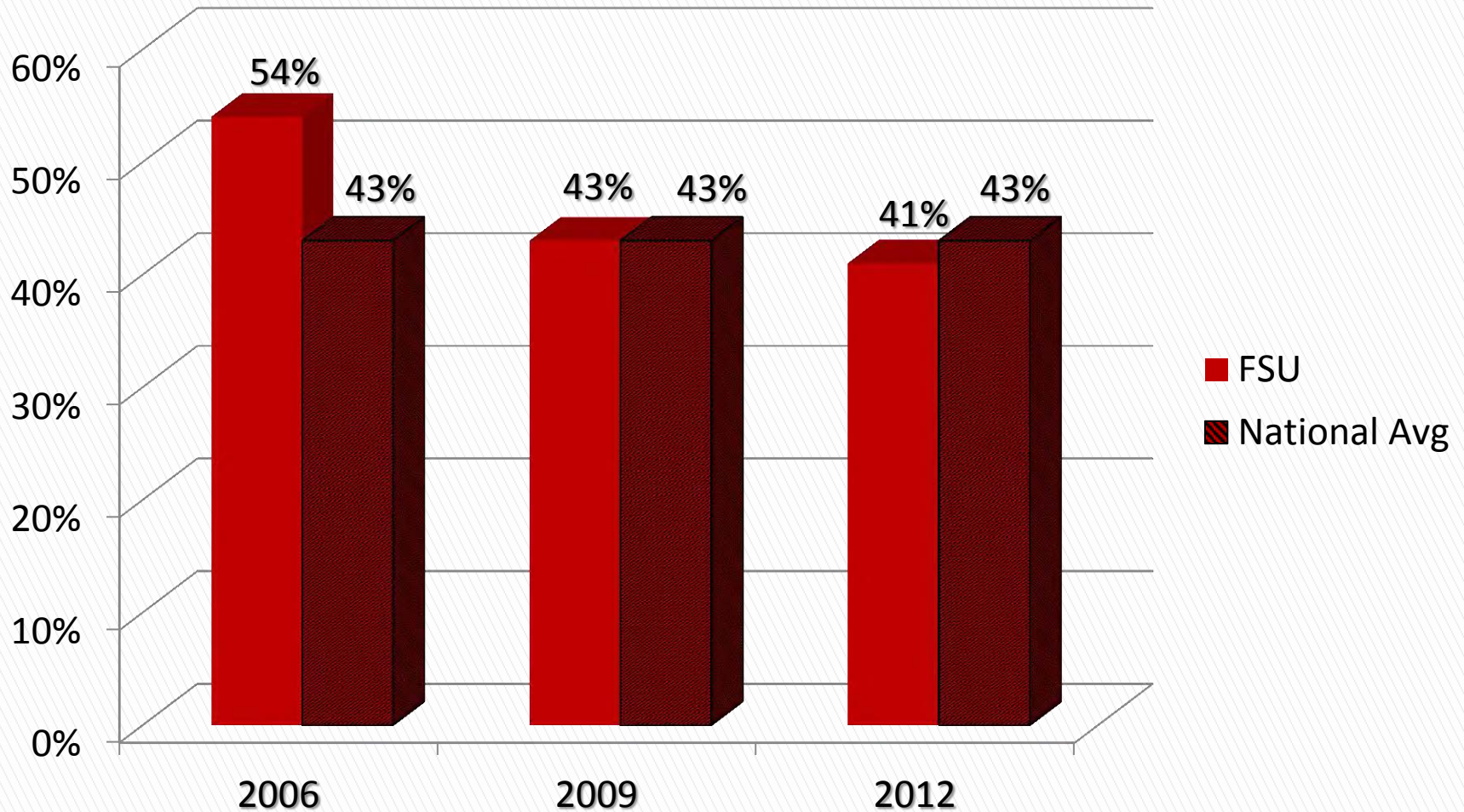
<http://mirror.frostburg.edu/fbrggis/>

Frostburg Rental Housing

Compare Registered Rentals and Student Violations



Frostburg's Core Survey Results



2 Week Binge Drinking Rate

Lessons Learned

- Leadership commitment is key
 - And must be communicated throughout the University
- Building a team with diverse strengths
 - Achievers, Collaborators, and Activators
- Research must always inform and sustain our practices
- Be aware of the unique nature of your environment
- Intentional rapid-cycling allows our team to try new initiatives without a long-term commitment
- Financial resources must be allocated
- Address binge drinking with a comprehensive strategy
- Success is earned through partnerships (University, City, Law Enforcement)
- Perseverance, persistence, and patience