

# Study to Prevent Alcohol Related Consequences

*Using a Community Organizing Approach  
to Implement Environmental Strategies  
in and around the College Campus*



Funding provided by  
the National Institute on Alcohol Abuse and Alcoholism,  
North Carolina Department of Health & Human Services, and  
Wake Forest School of Medicine



# Influences on the Idea of SPARC

CMCA  
EUDL  
RUD



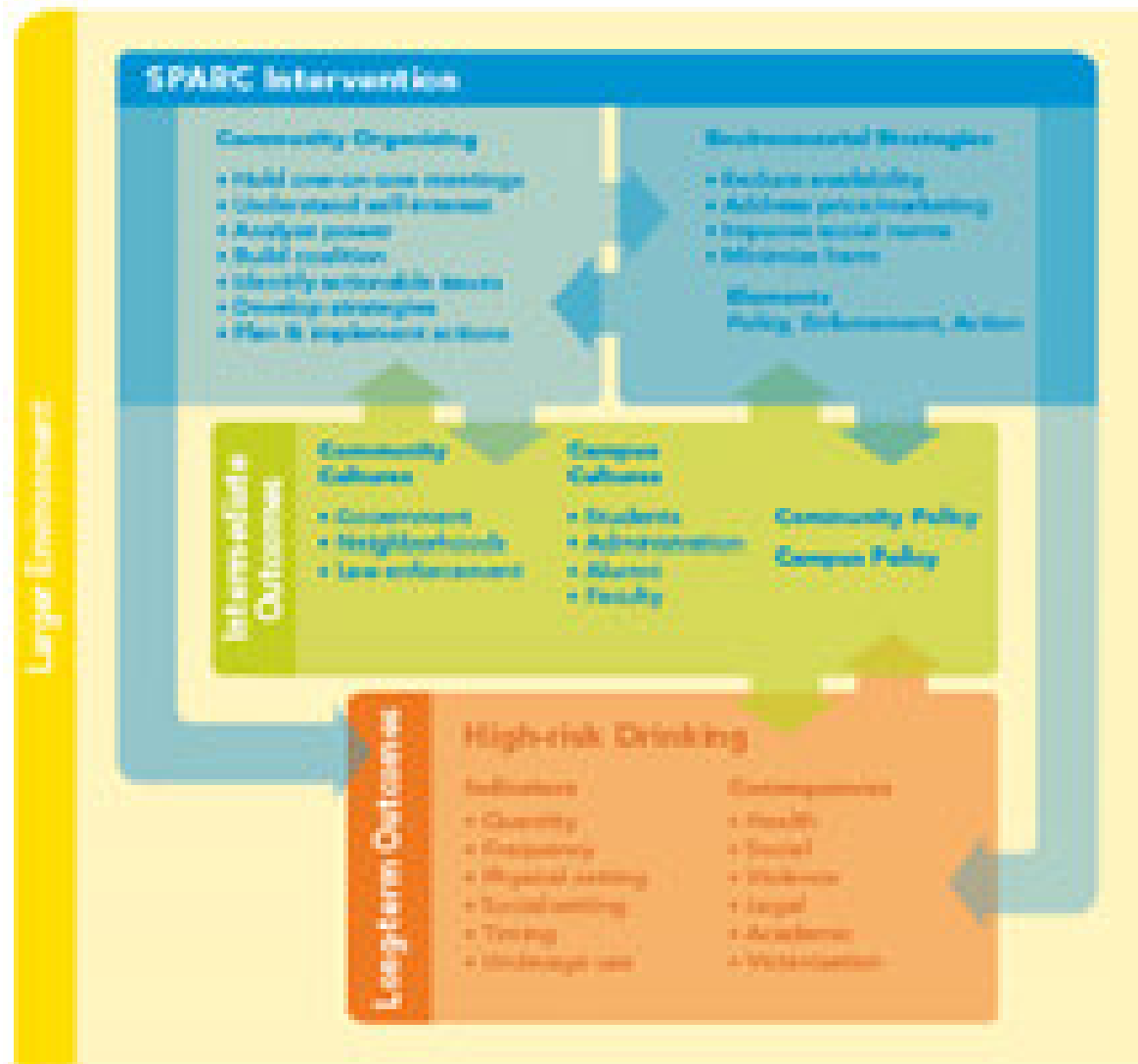
Town/Gown  
Coalitions

NIAAA  
RFAs  
A Call to Action



Wake Forest<sup>®</sup>  
School of Medicine

# SPARC Conceptual Model



# SPARC Design

## 5 Intervention



## 5 Comparison



**10 universities  
randomly assigned**

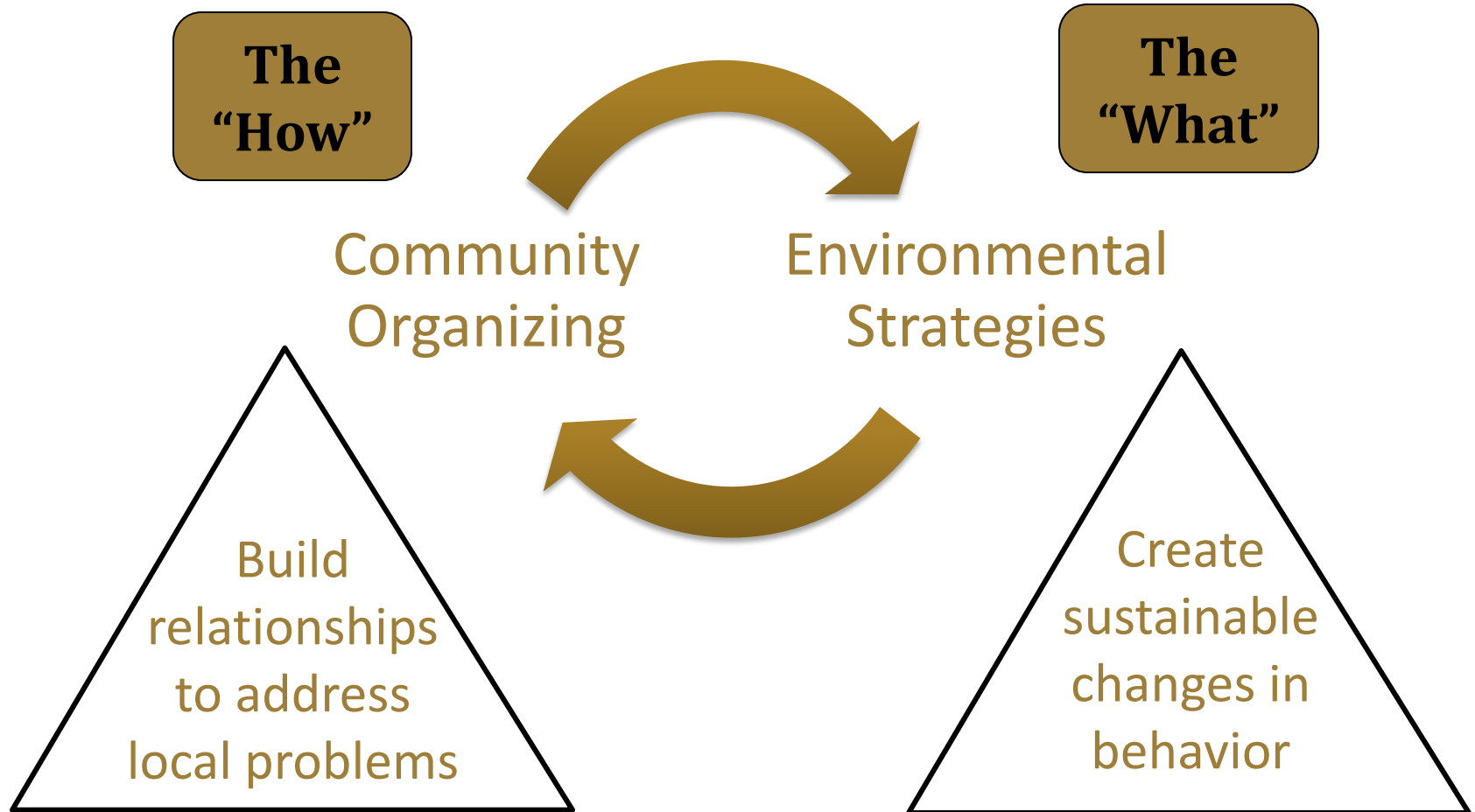
# SPARC Environmental Strategies

1. Reduce Alcohol Availability
2. Address Price/Marketing
3. Improve Social Norms
4. Minimize Harm

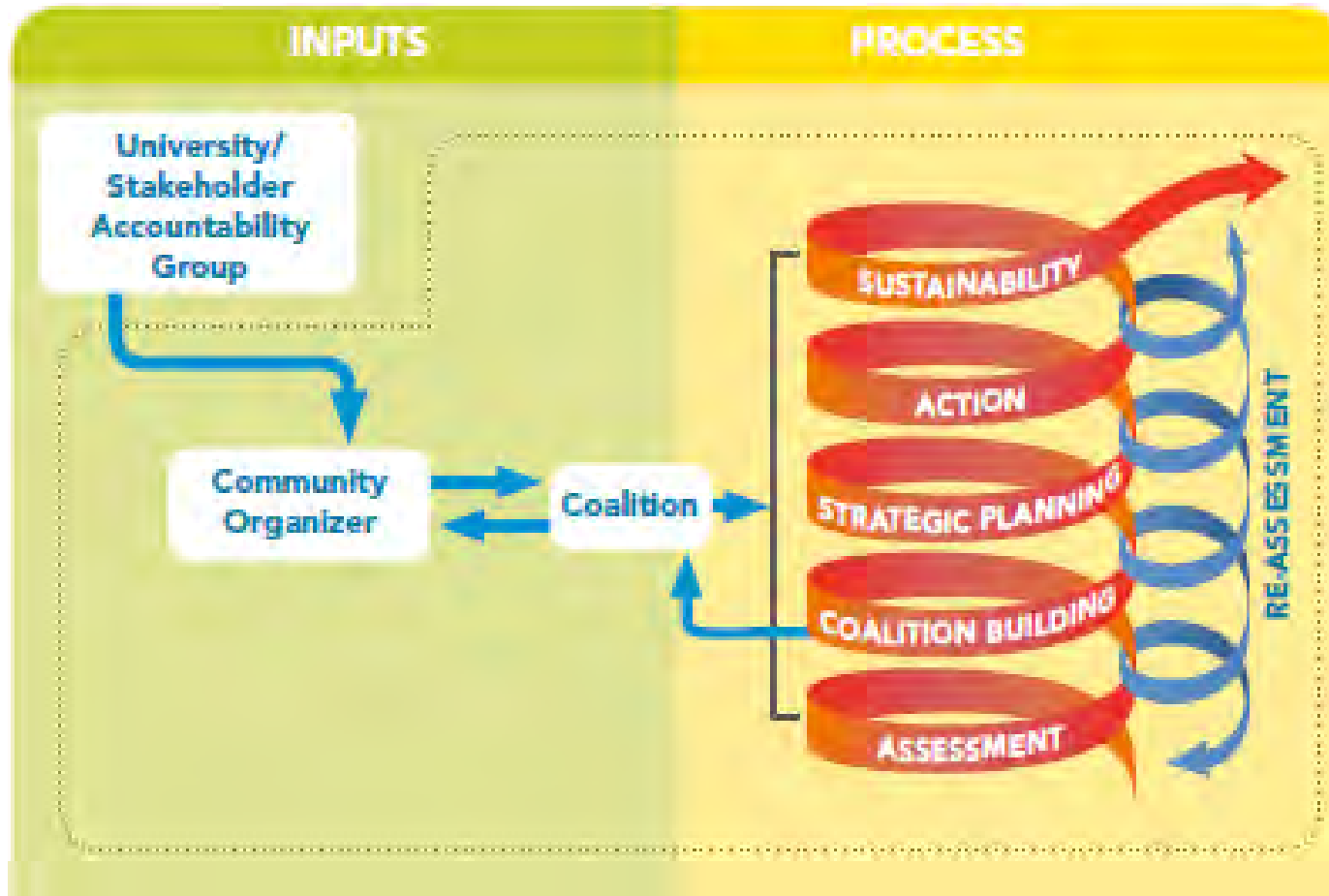
<b>SPARC Domain, Strategy</b>	<b># of sites using Strategy</b>
<b>Availability</b>	
Restrict provision of alcohol to underage or intoxicated students	5
Increase/improve coordination between campus & community police	5
Restrict alcohol purchases, possession	4
Restrict alcohol use at campus events	3
Increase responsible beverage service policies & practices	2
Conduct compliance checks	2
Educate landlords about their responsibilities and liabilities	2
<b>Price/Marketing</b>	
Limit amount, type & placement of pro-drinking messages seen on campus	2
<b>Social Norms</b>	
Establish consistent disciplinary actions associated with policy violations	5
Create campaign to correct misperceptions about alcohol use	4
Enhance awareness of personal liability	4
Provide notifications to new students, parents of alcohol policies, penalties	4
Provide alternative late night programs	2
Provide alcohol-free activities	2
Provide parental notification of student alcohol violations	1
Create policy to provide brief motivational module for all freshmen	1
<b>Harm Minimization</b>	
Enact party monitoring program	3
Create and utilize safe ride program	2
Increase harm reduction presence at large-scale campus events	1

# Community organizing: the “How”

Build relationships to address local problems



# SPARC Implementation Process



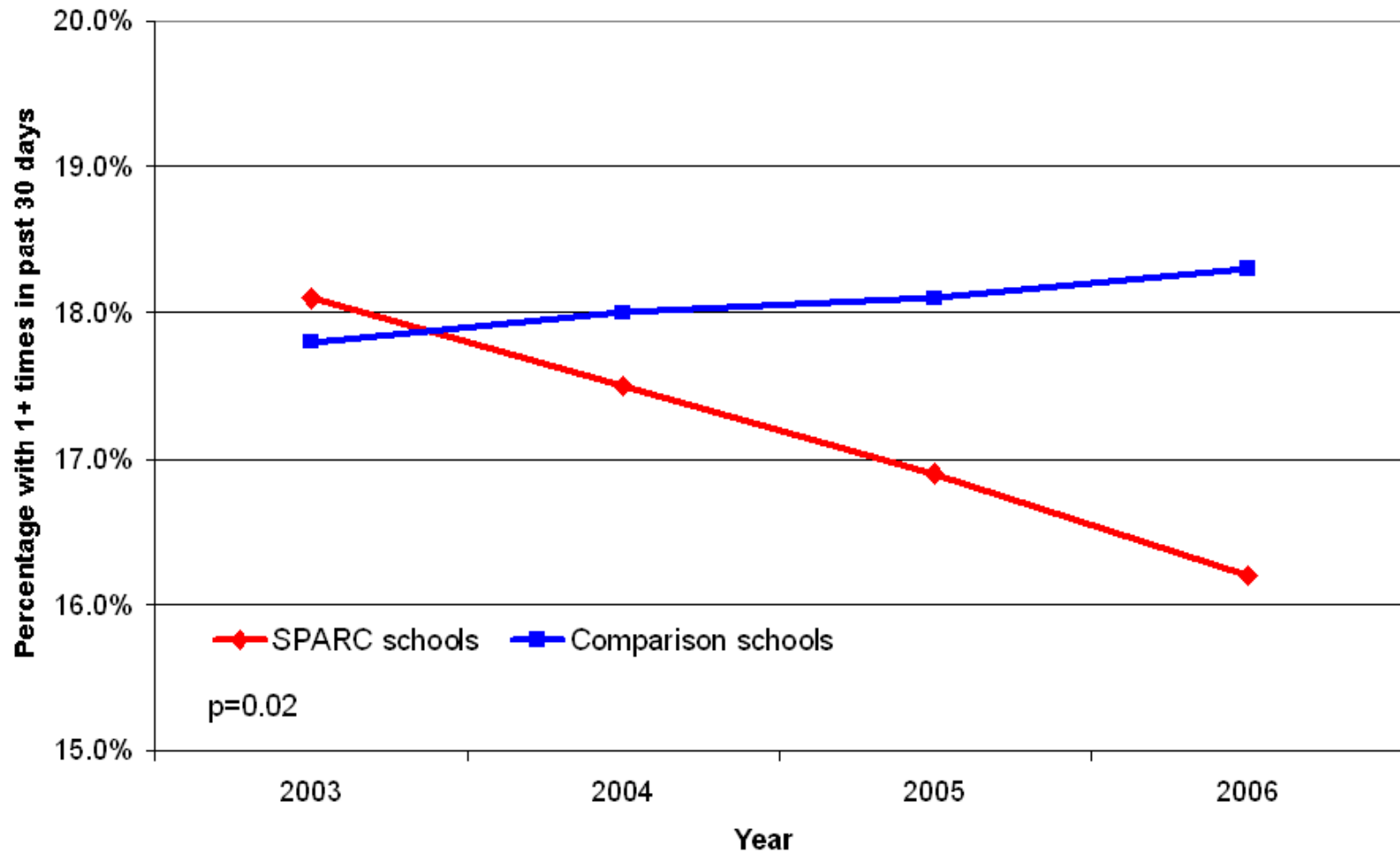


# SPARC Training Schedule

Topic(s)	Audience, Format <sup>1</sup>	Length
SPARC orientation, overview of environmental management & community organizing approach	CO, point person	3 days
Overview of environmental strategies	CO	2 days
Developing strategic plans; building coalitions	CO	3 days
Environmental management; coalition building	CO, coalition ( <i>on-campus site visits; topics varied</i> )	1-2 days
Effective facilitation of coalitions	CO	2 days
Using media advocacy	CO, coalition	2 days
Involving retailers	CO ( <i>audio teleconference</i> )	0.25 day
Conducting social norms campaigns	CO, coalition	2 days
Methods for improving communication	CO	1 day
Emerging coalition issues; strategic use of site-specific SPARC data to-date	CO	1 day
Emerging coalition issues	CO	1 day

# *Impact of SPARC*

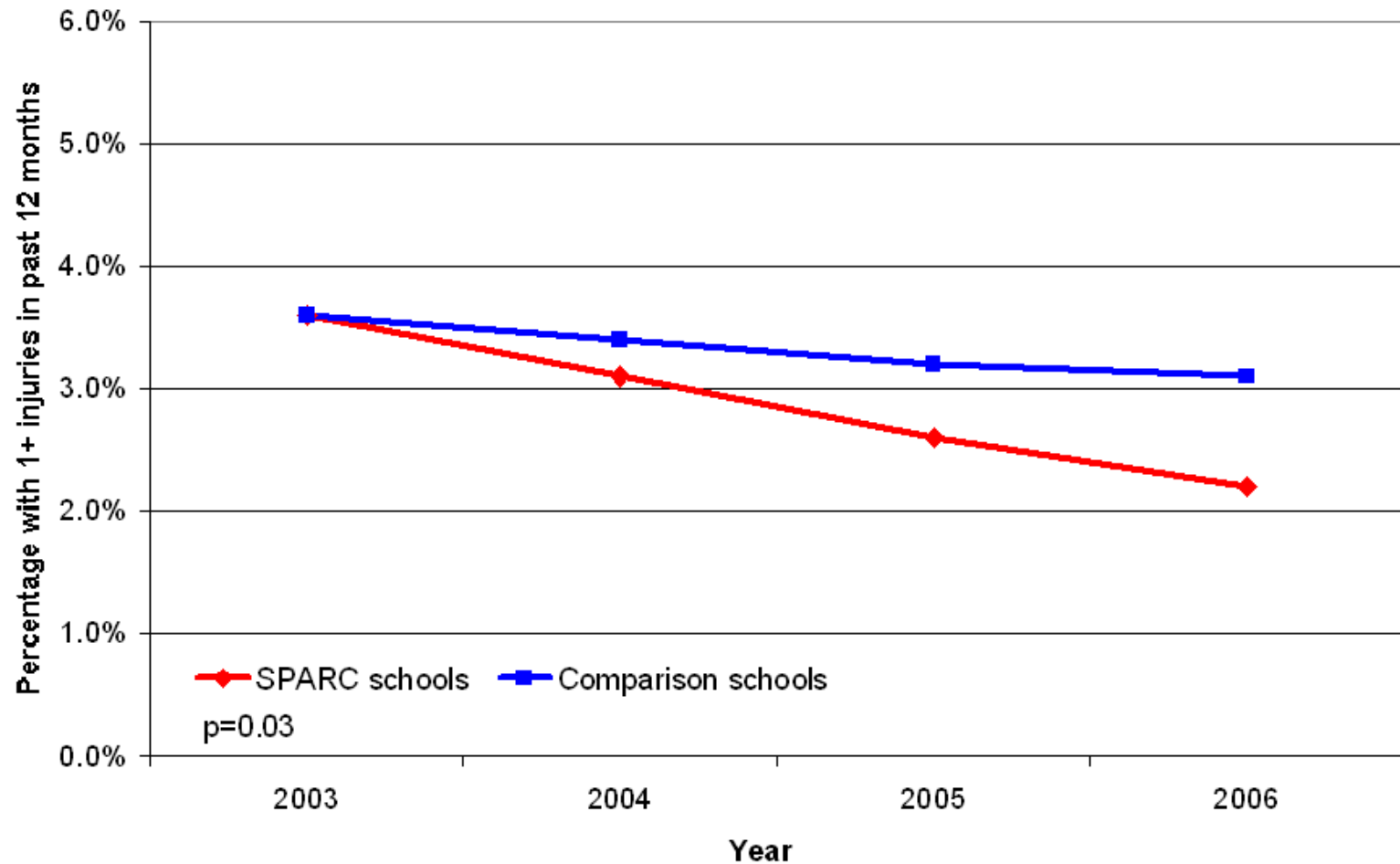
## Severe Consequences due to Own Drinking



This translates into an average of  
**228** fewer students  
in **each** intervention school  
experiencing 1 or more severe consequences  
due to their own drinking  
in the past 30 days

Compared with the Comparison Schools

### Alcohol-related Injuries Caused to Others Requiring Medical Treatment



This translates into an average of  
**107** fewer students  
in **each** intervention school  
causing alcohol-related injuries to others  
that required medical treatment  
in the 12 months preceding the survey

Compared with the Comparison Schools

# Evidence of Impact: Summary

## College Drinking Survey

- Severe Consequences, due to own drinking ( $p=.02$ )
- Alcohol-related Injuries, caused to others ( $p=.03$ )

## Resident Advisor Survey

- Consequences ( $p=.04$ )
- Environment ( $p=.01$ )
- Aggregate ( $p=.03$ )

## Injury & Incident Reports

- Police reports of alcohol-related incidents ( $p=0.04$ )
- Police reports of # of citations for underage alcohol use ( $p=.008$ )

# Takeaways

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## **The Approach**

- Community Organizing
- Environmental Strategies
- Focus on College Campus & Surrounding Community

## **Evidence of Effectiveness**

- Student Self Reports (1<sup>st</sup> and 2<sup>nd</sup>-hand consequences)
- RA Survey, Official Reports

## **Growing Evidence that this “Family” of Approaches Works**

- Saltz (2010)





# Impact of a Randomized Campus/Community Trial to Prevent High-Risk Drinking Among College Students

Mark Wolfson, Heather Champion, Thomas P. McCoy, Scott D. Rhodes, Edward H. Ip, J.H. Stocker, Barbara Alvarez Martin, Kimberly G. Wagoner, Mary Claire O'Brien, Erin L. Saffer, Amanda Mena, and Robert M. DuPont\*

**Background:** High-risk drinking by college students continues to pose a significant threat to public health. Despite increasing evidence of the contribution of community-level and campus-level environmental factors to high-risk drinking, there have been few rigorous tests of interventions that focus on changing these interrelated environments. The study to Prevent Alcohol Related Consequences (SPARC) assessed the efficacy of a comprehensive intervention using a community organizing approach to implement environmental strategies in and around college campuses. The goal of SPARC was to reduce high-risk drinking and alcohol-related consequences among college students.

**Methods:** Ten universities in North Carolina were randomized to an Intervention or Comparison condition. Each Intervention school was assigned a campus/community organizer. The organizer worked to form a campus-community coalition, which developed and implemented a strategic plan to use environmental strategies to reduce high-risk drinking and its consequences. The intervention was implemented over a period of 3 years. Primary outcome measures were assessed using a web-based survey of students. Measures of high-risk drinking included number of days alcohol was consumed, number of days of binge drinking, and greatest number of drinks consumed (all in the past 30 days), and number of days one gets drunk in a typical week. Measures of alcohol-related consequences included indices of moderate consequences due to one's own drinking, severe consequences due to one's own drinking, interpersonal consequences due to others' drinking, and community consequences due to others' drinking (all using a past 30-day time frame). Measures of alcohol-related injuries included (i) experiencing alcohol-related injuries and (ii) alcohol-related injuries caused to others.

**Results:** We found significant decreases in the Intervention group compared with the Comparison group in moderate consequences due to students' own drinking and alcohol-related injuries caused to others.

<http://onlinelibrary.wiley.com/doi/10.1111/j.1530-0277.2012.01786.x/abstract>

## Contact Info.

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To download the manual, access papers, etc:  
[WWW.WAKEHEALTH.EDU/SPARC](http://WWW.WAKEHEALTH.EDU/SPARC)