

The Maryland Collaborative

Measuring College Student Drinking and Related Problems on Your Campus

November 7, 2013

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Introductions

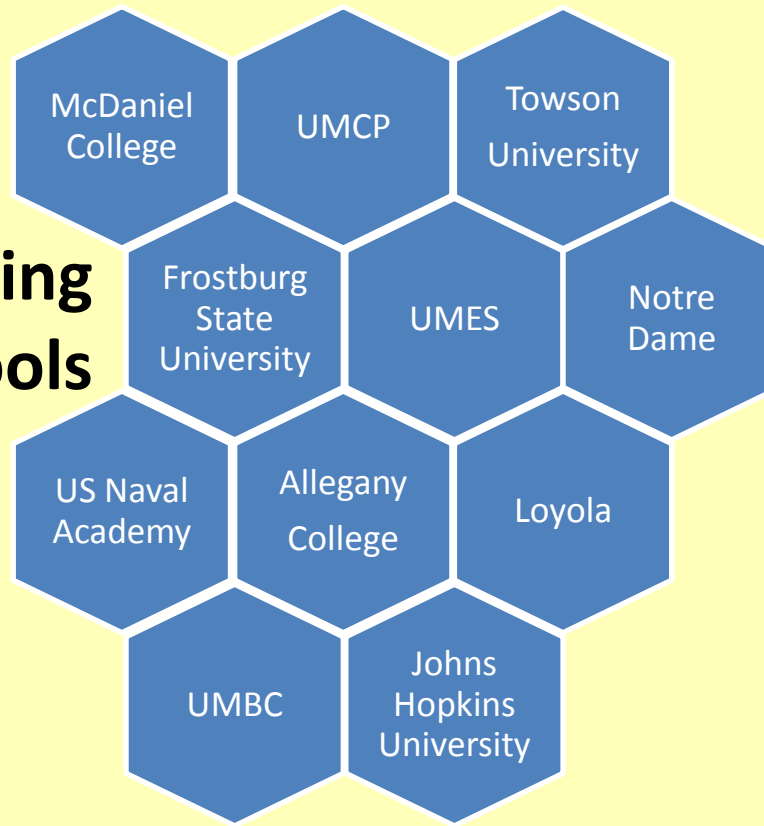


- **Campus Representatives**
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 - **Brittany Bugbee**
 - **Kim Caldeira**
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 - **Kathryn Vincent**
- **Johns Hopkins Bloomberg School of Public Health**
Center on Alcohol Marketing and Youth
 - **David Jernigan**
 - **Molly Mitchell**
 - **Rebecca Ramirez**
 - **Alicia Sparks**

Maryland Collaborative *Structure*



Participating Schools



**Governance
Council**
(College Presidents)

Advisory Board

**Public Health
Faculty**



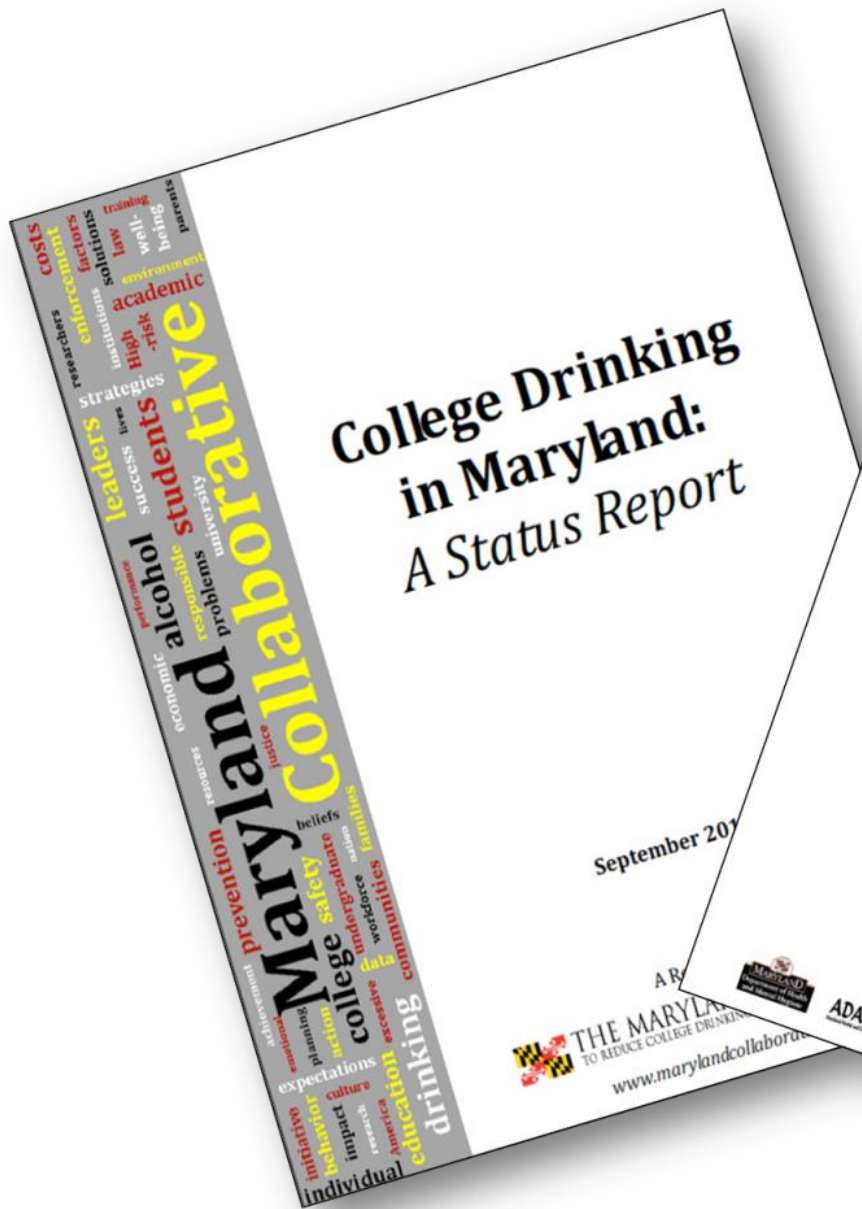
THE MARYLAND COLLABORATIVE
TO REDUCE COLLEGE DRINKING AND RELATED PROBLEMS

Maryland Collaborative

First Year Accomplishments



- Assessed current strategies of 38 college campuses and authored *“College Drinking in Maryland: A Status Report”*
- Reviewed scientific literature and authored *“A Guide to Best Practices”*
- Held an Educational Conference
- Created Collaborative Website
- Designed Measurement System



THE MARYLAND COLLABORATIVE
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LOYOLA UNIVERSITY MARYLAND



CHRYSTEN

Next Training – November 7, 2013

Measuring College Student Drinking and Related Problems on

Resources

College Drinking in
Maryland:
A Status Report



Compendium: A Guide to
Best Practices



Blog



Maryland Collaborative

Current Activities



- Providing Training and Technical Assistance on Environmental Strategies
- Developing Model Legislation (i.e., Grain Alcohol)
- Developing Training on Individual-level Interventions
- Designing and Developing a Parent-focused Website
- Implementing the Measurement System

Today's Goals

- Describe “Measurement System”
- Unveil General Student Survey
- Discuss domains, items & rationale
- Compare and contrast with CORE, ACHA
- Review proposed sampling methods and procedures
- Review methods for maximizing participation
- Develop Campus Implementation Plans in accordance with Institutional Review Board (IRB) requirements

Goals of Measurement System

- 1) To track the level of college student drinking in Maryland
- 2) To measure the impact of interventions aimed at reducing the problem

Components of Measurement System

1. General Student Survey
2. Assessment of Academic-Related Harms
3. Administrative Data Gathering

Measurement System Implementation

Timeline of Activities

November 7, 2013:	Collaborative meeting on the measurement system
Mid-November 2013:	Submission of primary IRB application to UMCP
Nov 2013-January 2014:	Submission of specific college IRB applications
January-February 2014:	Promotional Activities
March 2014:	Final Sample Selection
March 2014:	Administration of General Student Survey

General Student Survey

B.C. Before Collection

- Rationale behind the survey items
- Sampling Issues
- Strategies for Maximizing Participation
- IRB issues

General Student Survey

Rationale for Items

Main variable:

Student Alcohol Use

(how much?, how often?, how intensively?)

General Student Survey

Rationale for Items

*We designed the survey to assess both
the most important “drivers” of the problem
(that can be targeted through our interventions)*

AND

*outcomes of student alcohol use
(that can tell us if those interventions are
having an impact)*

For example,
we know that students believe that
alcohol has positive social benefits...

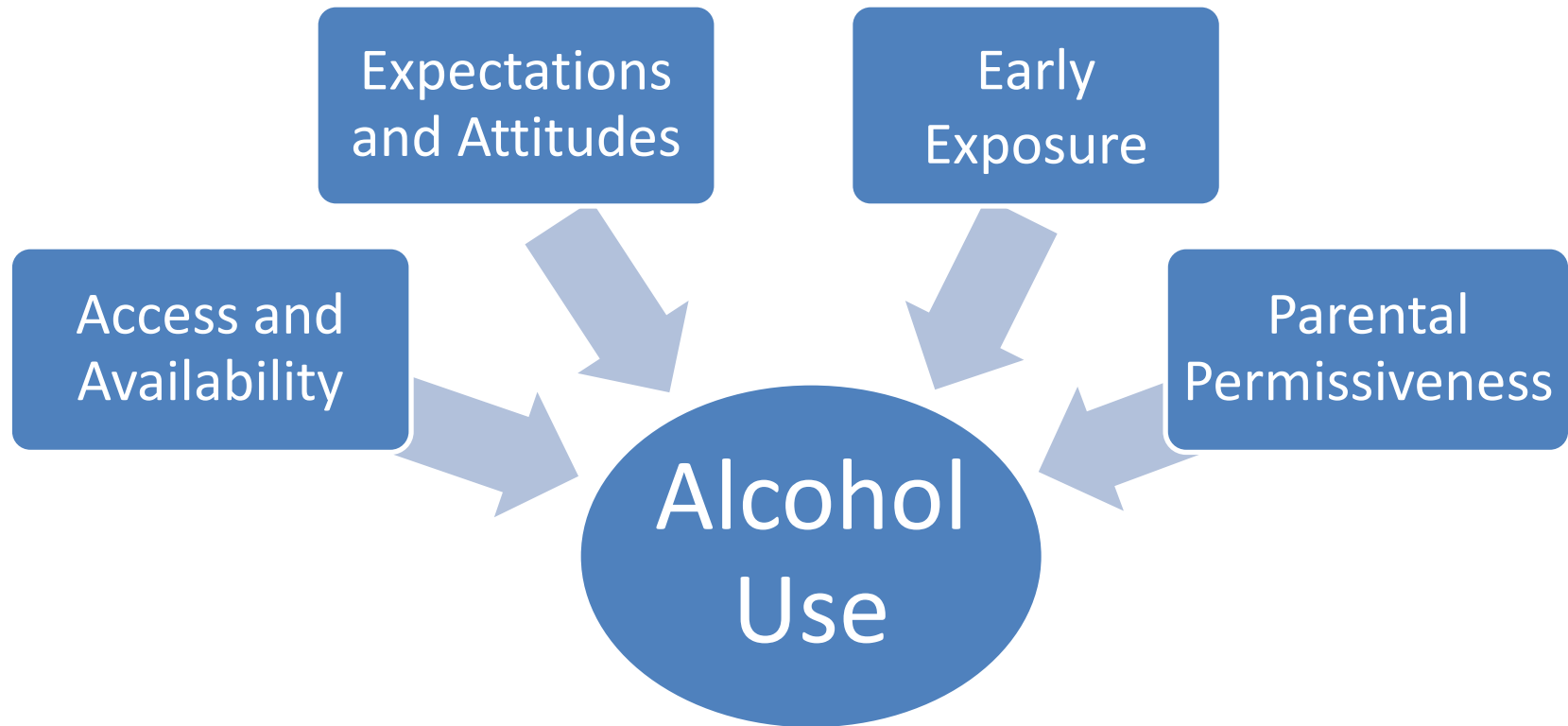
But science tells us that
those expectations are overblown.

Expectations and attitudes are one set of “drivers” of excessive drinking...

Here are some others that can be the targets of multi-component, multi-level interventions.

General Student Survey

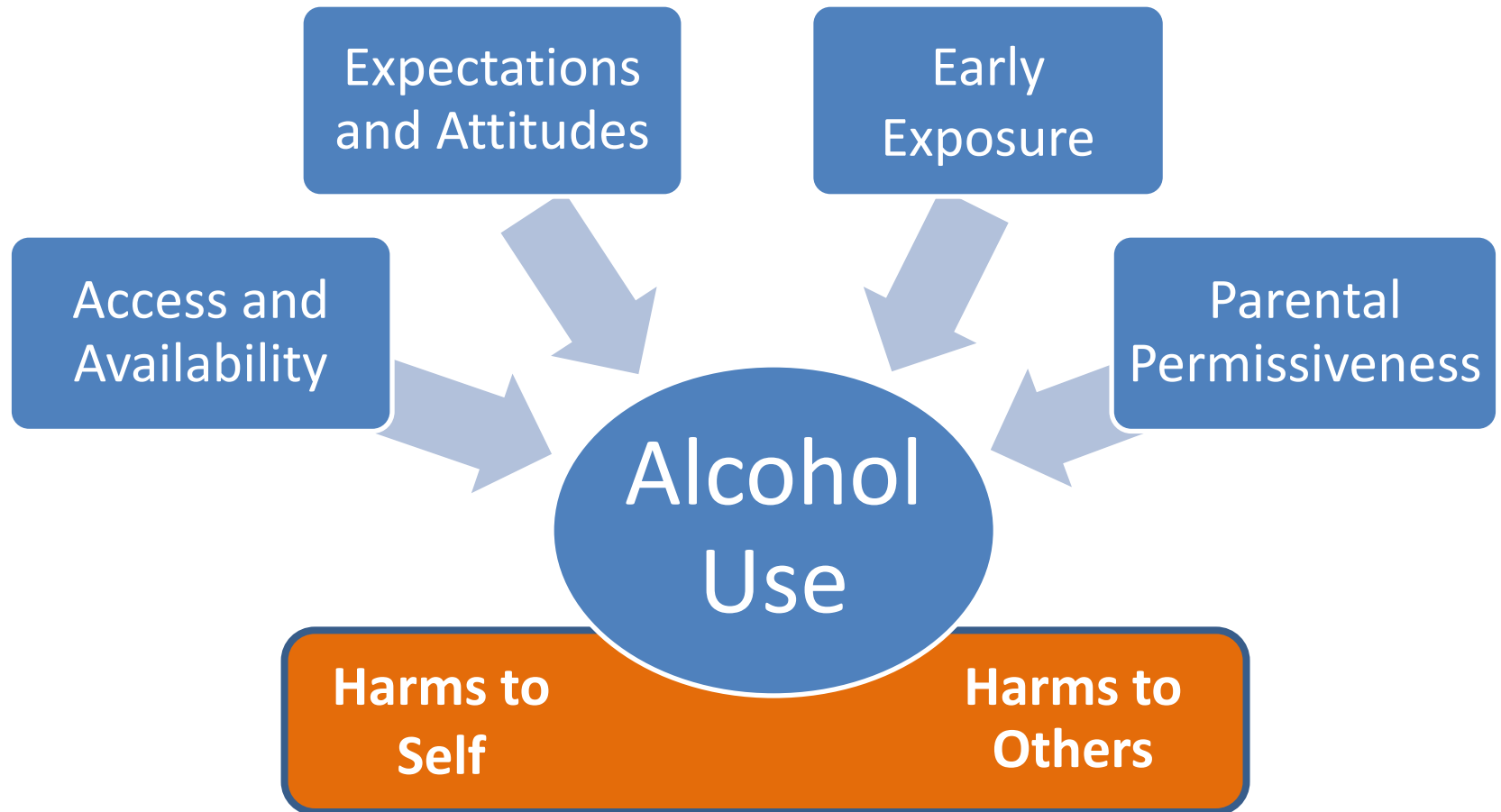
Assessing the Drivers of Student Alcohol Use



And what about the consequences?

General Student Survey

Assessing the Drivers and Outcomes of Student Alcohol Use

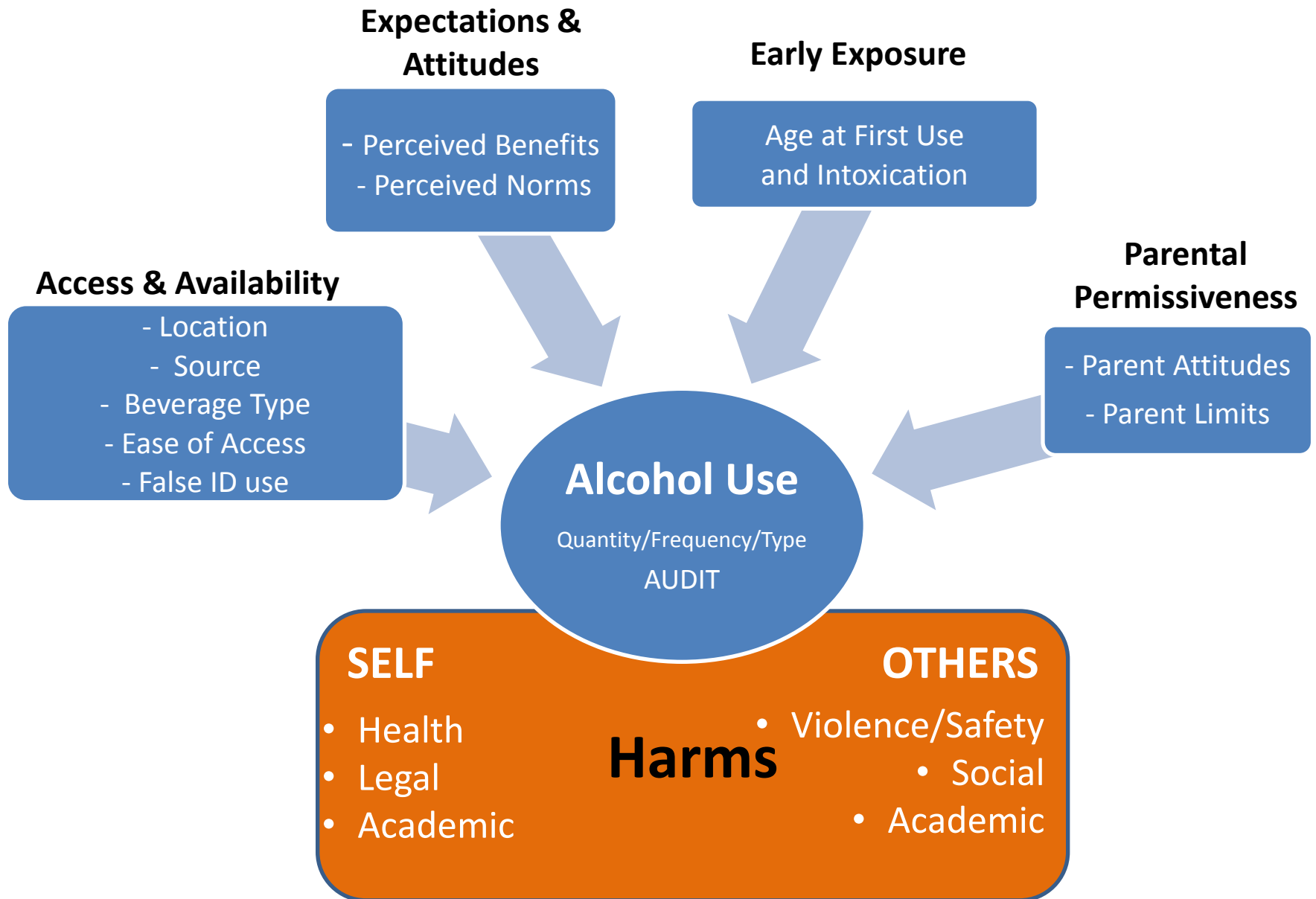


Also Measured: Risk for Alcohol Use Disorders (AUD)

- Alcohol Use Disorders Identification Test (AUDIT)
- During data analysis phase, the AUDIT will be scored to give schools a sense of the proportion of students who need different levels of intervention
- Should be useful for resource allocation
- Can also compare other alcohol use measures (i.e., quantity/frequency) to AUDIT results

Moving from constructs to survey items...

See Handout



General Student Survey

Comparison to CORE & ACHA

See handout

Sampling Issues

Determining the Sample Size

- Calculations for precision were based on “Binge Drinking” variable (40%) and an expected annual change of 2%
- Precision (or margin of error) was calculated at 2%, 3%, 4%
- 95% Confidence Interval used
- Initial run to determine sample sizes was based on total undergraduate population at each campus

Determining the Sample Size for number of completed student surveys

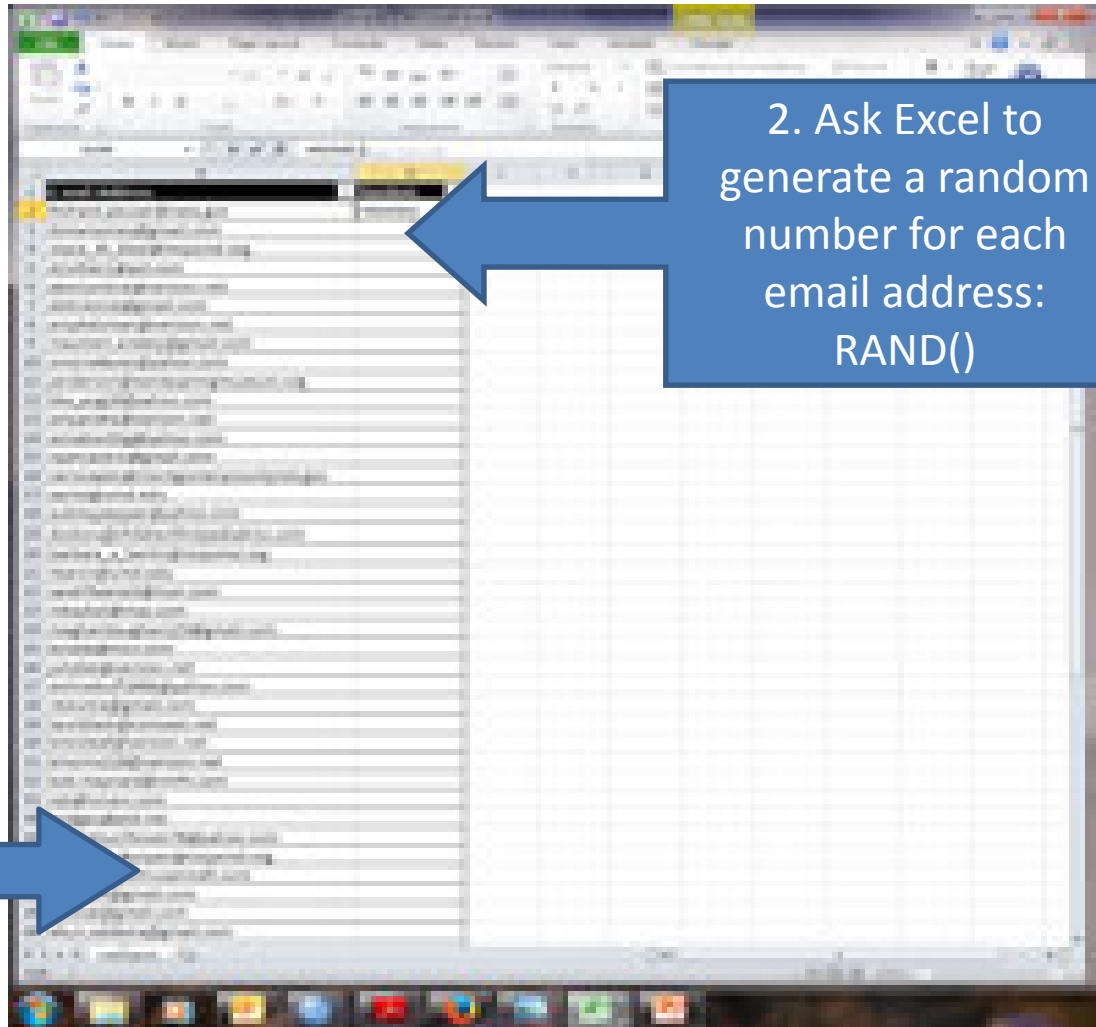
		Precision		
Institution	Total Undergraduate Population	2%	3%	4%
Allegany College of Maryland	3770	1431	806	500
Frostburg State University	4731	1551	843	514
Johns Hopkins University	5837	1653	872	525
Loyola University Maryland	3863	1444	810	502
McDaniel College	1584	940	623	423
Naval Academy	4576	1534	838	512
Notre Dame of Maryland University	1293	829	572	399
Towson University	17517	2038	968	577
University of Maryland, Baltimore County	10573	1893	935	547
University of Maryland, College Park	26826	2125	1025	577
University of Maryland, Eastern Shore	3862	1444	810	502
Total Sample Size		16,882	9,102	5,578

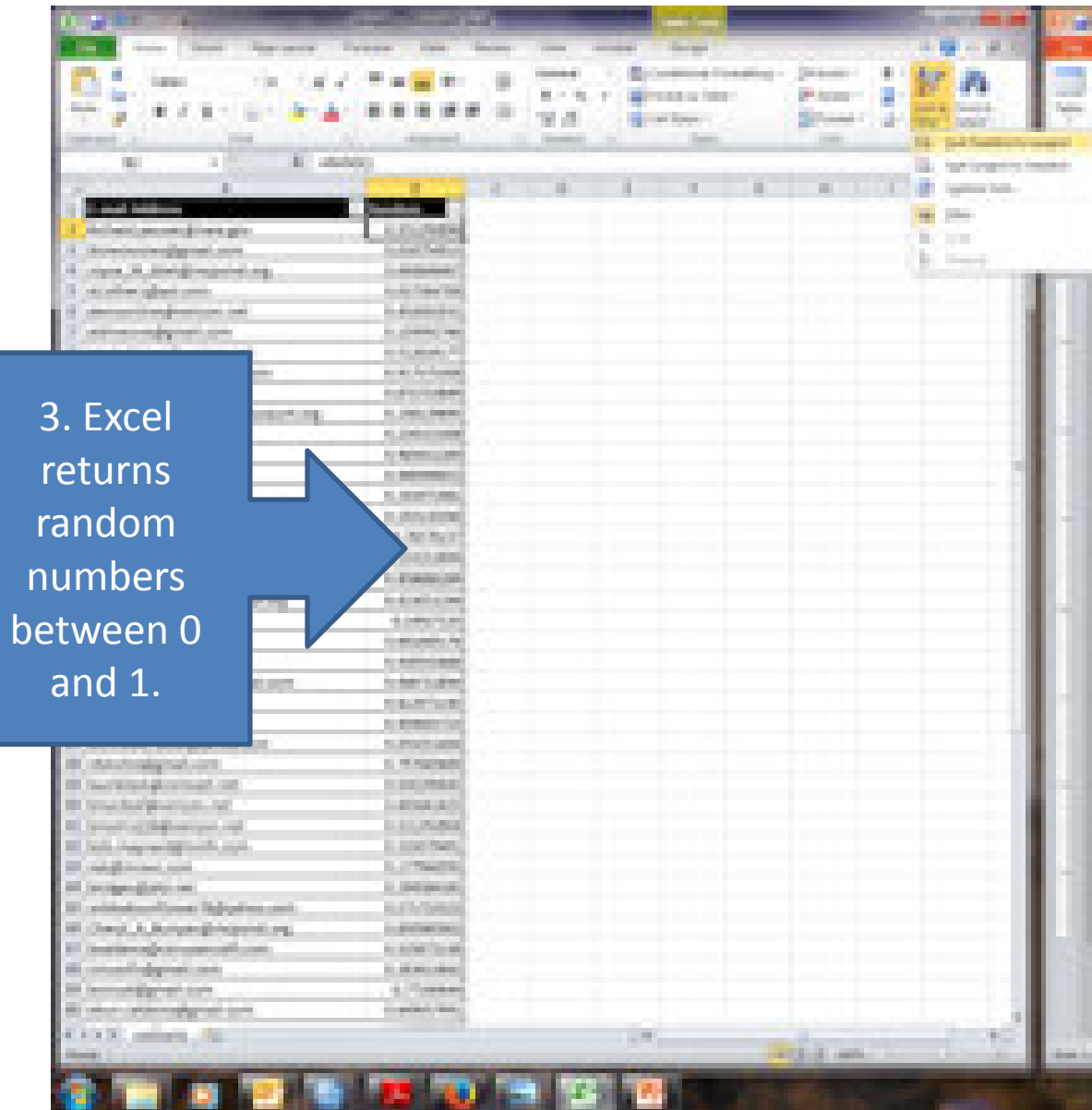
For Example: Simple Random Sampling

Say we want to randomly select a sample of 20 email addresses from a list of 60.

1. Start with an Excel file listing email addresses for 60 individuals

2. Ask Excel to generate a random number for each email address:
RAND()



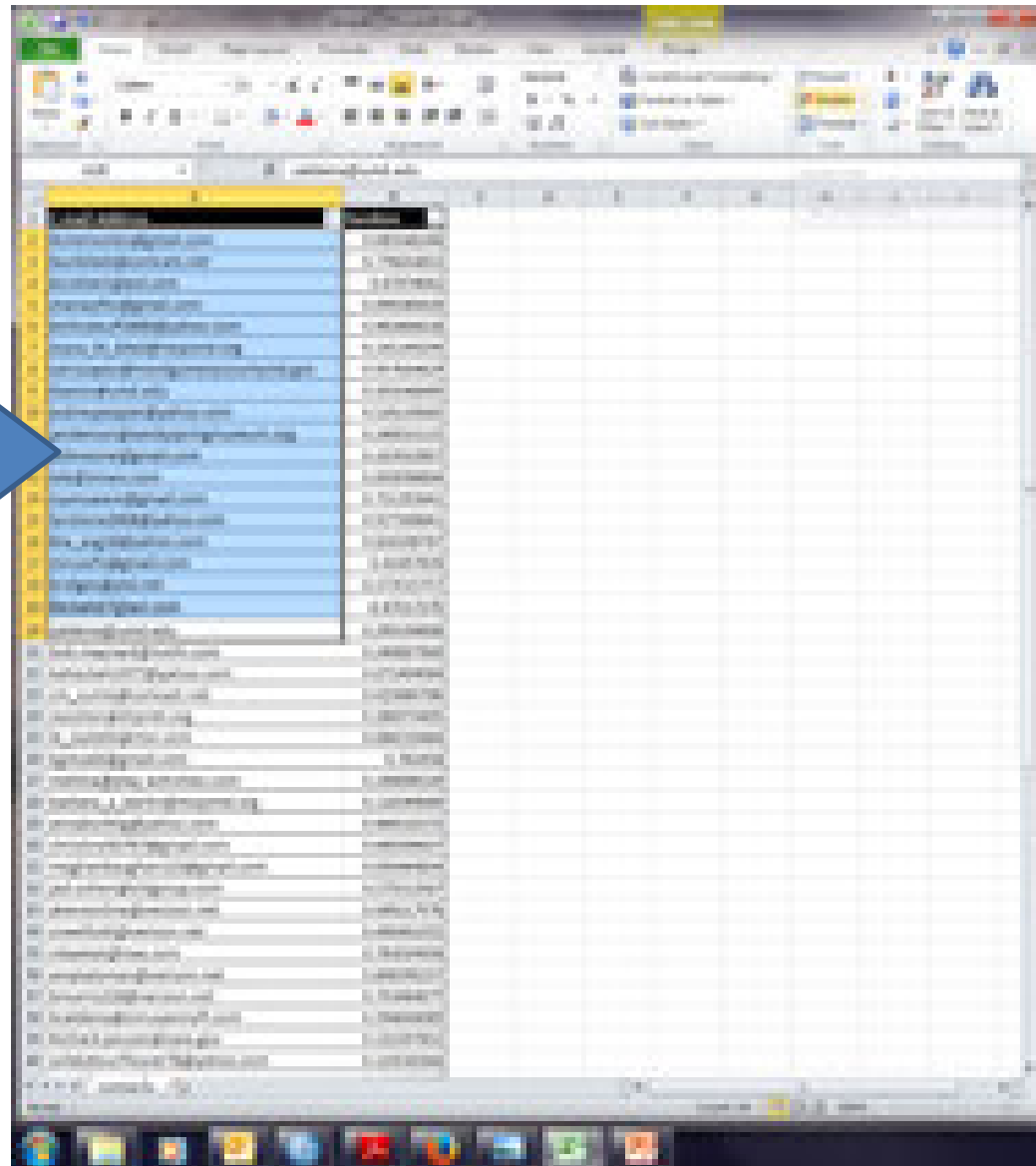


3. Excel returns random numbers between 0 and 1.

4. Sort the file by the random number.



5. Select the first 20 email addresses from the sorted file.



Boosting the Response Rates

**Maximizing Participation,
Minimizing Burden**

Student Engagement and Promotional Activities

- College presidents highly in favor of student involvement
- General Email message to students from key administrator?
- Branding ideas??
- Messaging about the survey – easy, painless...
Other ideas?
- Description of promotional activities must be reviewed by the IRB

Informed Consent and Confidentiality

- Survey participation is voluntary
- Email addresses will only be used to recruit participants.
- No identifying information will be linked to survey responses.
- Data will be stored in accordance with IRB regulations.

Follow-up Efforts

- Reminder emails will be sent only to students who have not completed the survey.
- Pre-determined schedule for reminder emails
Recommendation: every four days for four weeks
(about 10 follow-up reminders)
- The timing of the emails will vary.

Participant Incentives

- State money cannot be allocated for student incentives
- College contributions?
- Raising matching funds through community outreach? Donors?
- Other ideas?

A.D.

After Data (is collected)

- Data Management and Analysis
- Report Writing
- Uses of the Data
- Data Storage

Uses of the Data

- Prevalence over time
- Relative magnitude of specific variables (e.g., location, beverage type)
- Examine particular risk factors for your campus that can be the target of new interventions
- Assess the impact of specific interventions