

2013 Statewide Educational Conference

College Drinking In Maryland: What's Happening and What Works

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UNDERSTANDING THE PROBLEM



THE MARYLAND COLLABORATIVE
TO REDUCE COLLEGE DRINKING AND RELATED PROBLEMS

“Alcohol plays a part in the majority of conduct cases and major problems. It effects judgment and results in students being belligerent while drunk, DUIs, assaults, and public urination”

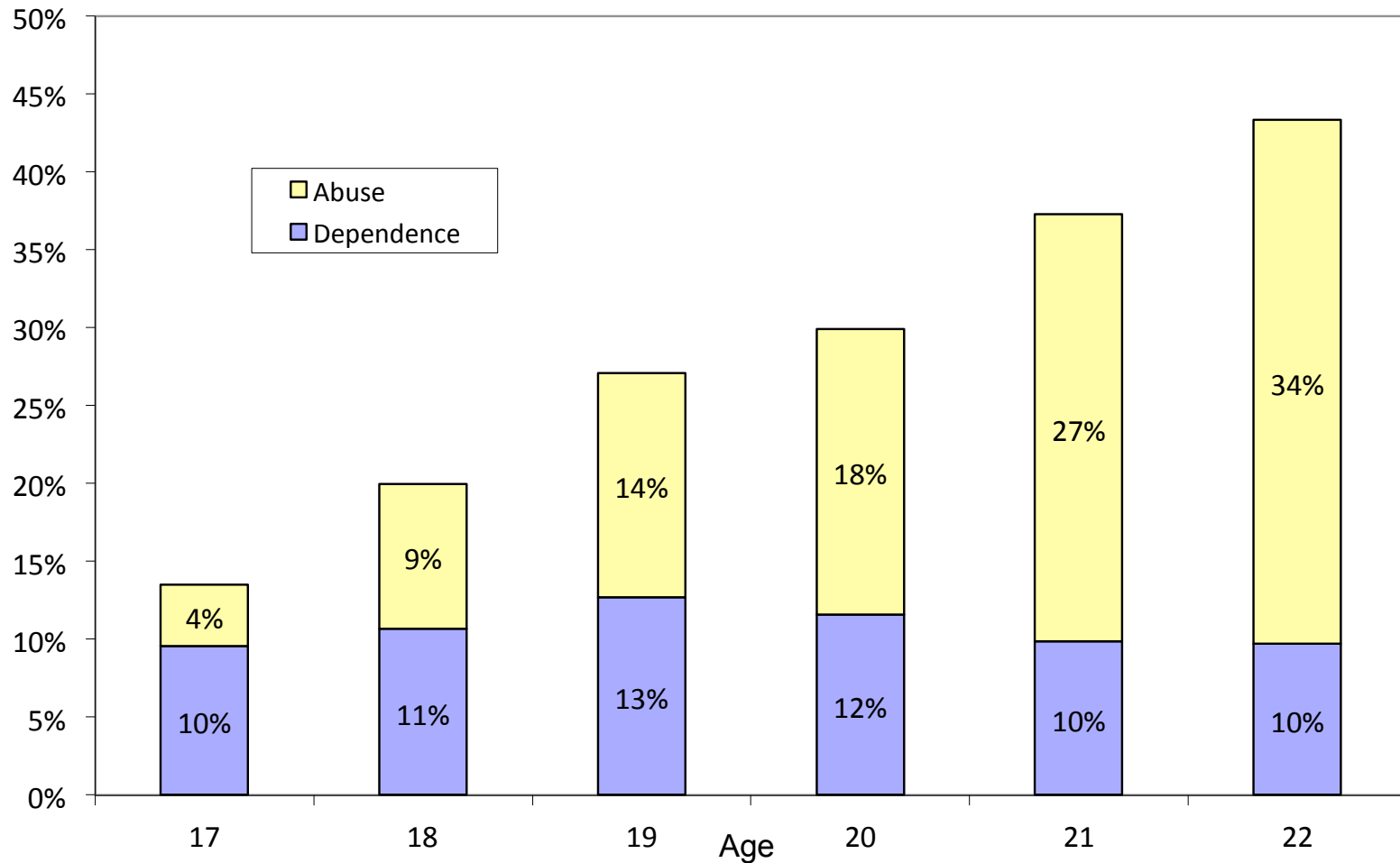
Annual National Snapshot of Problems related to college drinking

- 1825** alcohol-related deaths
- 599,000** unintentional injuries
- 696,000** assaults
- 97,000** sexual assaults/date rape
- 150,000** alcohol-related health problems
- 400,000** students having unprotected sex
- 3,360,000** students driving under the influence

Annual National Snapshot of Problems related to college drinking

- 25% *Students reporting an alcohol-related academic problem* like missing class, falling behind, *doing poorly on exams/papers, or receiving lower grades overall*
- 11% *Student drinkers reporting damaging property while under the influence*
- 19% *Students meeting criteria for alcohol abuse or dependence*

Annual Prevalence of Alcohol Abuse and Dependence among College Life Study Participants, by Age



Source: College Life Study, 2013

Alcohol-Related Hospitalizations

	Ambulance Transports	Emergency Department visits
4-year	470	39
2-year	0	0
	Ambulance Transports	Emergency Department visits
Residential	470	39
Non-residential	0	0

Maryland colleges see a connection between student alcohol use and other problems, including:

- Assaults
- Student's passed out on street
- Lack of motivation
- Sexual Assaults
- Noise violations
- Unsafe sex
- DUI's
- Sleep disruption
- Hospitalization
- Drug use
- Theft
- Dropping out of college
- Vandalism
- Lower grades
- Fights
- Public urination
- Injuries
- Overcrowded parties



Information-gathering Activities of the Statewide Collaborative



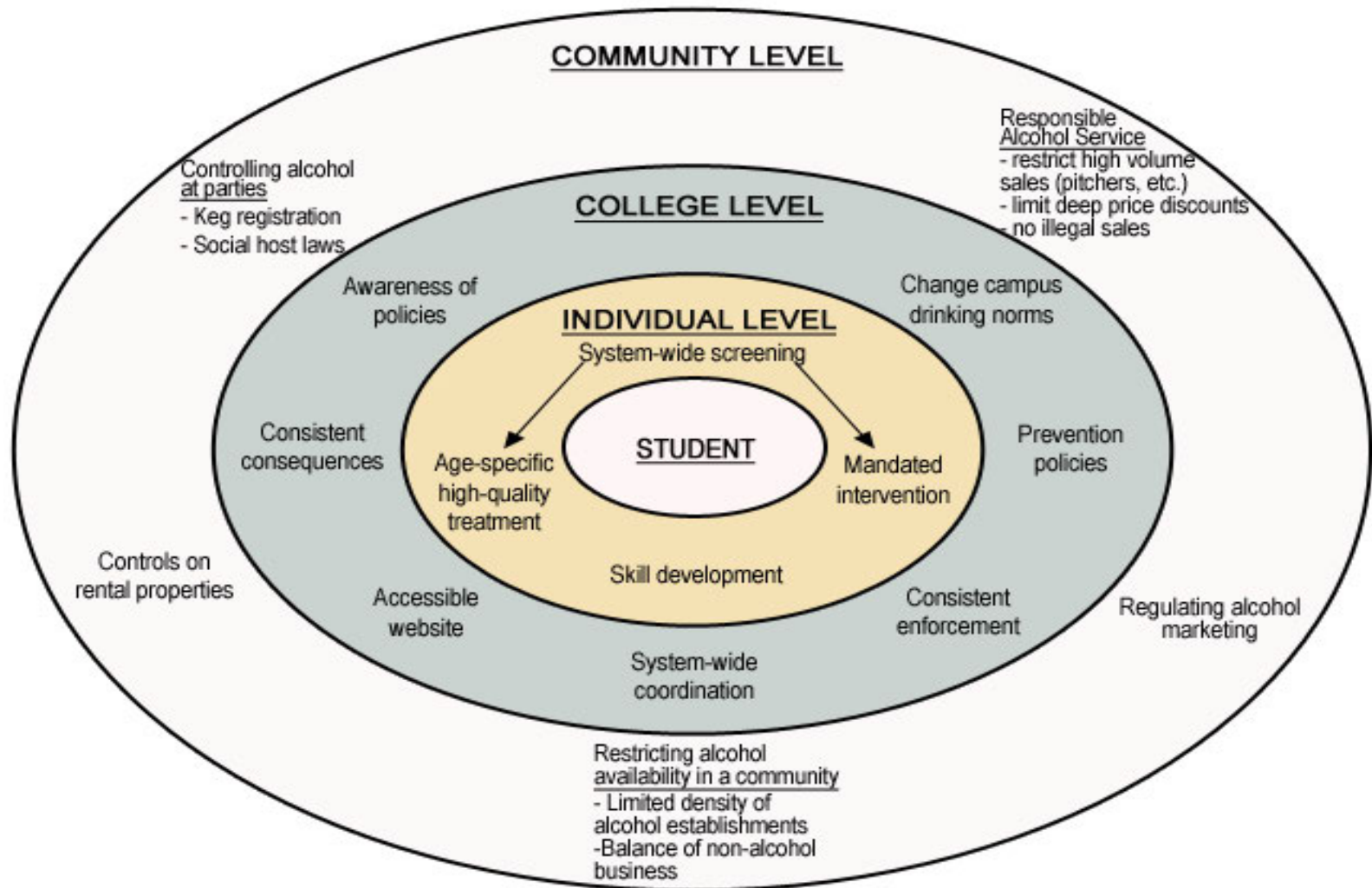
- Comparison of college attending vs. non-college attending peers in Maryland (from the NSDUH)
- Informal dialogue with campus leadership
- Structured interview
- Web-based search on alcohol-related campus policies
- Review of administrative data
- Total of 42 colleges and universities in Maryland

Overall Philosophy:

Focus on system-wide solutions, not just programs

- Reducing alcohol use is a shared responsibility
- Bring everyone to the table
- Policies should be consistently enforced
- A similar message should be given across all settings
- Evidence-based programs, policies and practices should be used
- Think systems, not modules; develop a strategic plan

College Alcohol Systems Model



INTERVENING AT THE ENVIRONMENTAL-LEVEL



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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.

What works?

CDC Community Guide to Preventive Services

- Recommended interventions:
 - Regulation of outlet density (physical availability)
 - Maintaining limits on days of sale (physical availability)
 - Increasing alcohol taxes
 - Enhanced enforcement of laws banning sales to minors
 - Enhanced dram shop liability law
 - Range of DUI measures

What works?

CDC Community Guide to Preventive Services

- Recommended interventions:
 - Range of DUI measures
 - .08 laws
 - Lower BACs for young or inexperienced drivers
 - Maintaining MLDA laws
 - Sobriety checkpoints
 - Server intervention training
 - Mass media campaigns on DUI
 - Multicomponent interventions with community mobilization
 - Ignition interlock
 - School-based education not to ride with drinking-driver only

On-campus strategies

- Evidence-based:
 - Prohibit alcohol consumption on campus
 - Restrict alcohol consumption in specific places or events
 - Substance-free residence halls
 - Tailgating restrictions
 - Ban alcohol sales at specific places or events
 - Sporting events
 - Social events such as concerts and festivals

Promising but little or mixed evidence of effectiveness:

- Restrict alcohol marketing
 - Support in laboratory settings
 - Effective when implemented along with other strategies such as RBS, restricting sales to certain areas
- Prohibit open beverages
- Ban kegs
- Social norms campaigns
 - Injunctive versus descriptive norms
- Mass media campaigns to reduce drinking-driving
- Ineffective if used in isolation:
 - Alcohol-free alternatives

Off-campus strategies

- Evidence-based policies:
 - Regulate alcohol outlet density
 - Maintain limits on days and hours of sales
 - Maintain limits on privatization of alcohol sales
 - Enforce minimum legal purchase age
 - Implement compliance checks for alcohol outlets
 - Restrict price promotions, discounts, happy hour specials, etc.
 - Increase alcohol pricing through taxation
 - Restrict alcohol marketing
 - Implement multi-component interventions with community mobilization
 - Implement drinking-driving prevention and deterrence strategies:
 - 0.08 g/dL BAC laws
 - Zero tolerance
 - Graduated driver's licensing (GDL)
 - Sobriety checkpoint programs
 - Ignition interlocks

Off-campus Strategies

- Promising policies, but little or mixed evidence of effectiveness:
 - Regulating free alcohol, sampling and tastings
 - Enforcing laws prohibiting the possession and/or manufacturing of false IDs
 - Shoulder tapping campaigns
 - Responsible Beverage Service (RBS)
 - Minimum age of sellers
 - Dram shop liability
 - Restricting use in public places and at public events
 - Social host ordinances
 - Host party laws
 - Restricting adults from supplying alcohol to underage persons
 - Noise ordinances
 - Restricting home deliveries
 - Mass media campaigns to reduce drinking-driving

A GLIMPSE OF THE CURRENT SITUATION



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Student handbook policies-4 year colleges

- 35% of colleges don't prohibit public consumption of alcohol by students
- Nearly 2/3 of colleges don't have policies prohibiting public intoxication for students 21+
- More than 80% of colleges don't prohibit alcohol at athletic events
- 53% of colleges don't require ID's to be checked at events
- Nearly 80% of colleges don't prohibit alcohol advertising or promotions on campus
- Half of the colleges don't prohibit alcohol on campus for college-sponsored events

Student handbook policies-4 year colleges

- 80% of colleges prohibit alcohol use in residence halls by underage residents
- 2/3 of colleges prohibit alcohol possession/use in common areas of residence halls
- Over half of the colleges require responsible beverage service at events
- 70% of colleges require authorization of alcohol at student events by campus leadership

On-campus strategies to reduce alcohol pricing on campus

***Note: dry campuses were excluded from analysis**

	2 Year Institutions (n=3)		4 Year Institutions (n=21)	
	Yes (n%)	No (n%)	Yes (n%)	No (n%)
Restrictions on free samples or free tastings	0	11 (100%)	3 (14%)	18 (85%)
Restrictions on happy hour specials	0	11 (100%)	4 (19%)	17 (81%)
Restrictions on all-you-can-drink specials	0	11 (100%)	3 (14%)	18 (85%)
Restrictions on 2-for-1/buy one, get one free specials	0	11 (100%)	3 (13%)	18 (85%)
Restrictions on population-specific specials (e.g., ladies night)	0	11 (100%)	4 (19%)	17 (81%)
None	0	11 (100%)	0	21 (100%)

Off-campus collaboration to reduce alcohol outlet density

	2 Year	4 Year
We have held discussions with local law enforcement about reducing alcohol outlets, but have not yet taken action.	1 (7%)	5 (21%)
We are planning restrictions on retail alcohol outlets with local law enforcement, but they have not been conducted yet.	0	1 (4%)
Yes, we have successfully worked with local authorities to place restrictions on the number of retail alcohol outlets.	0	2 (8%)
No	12 (86%)	14 (58%)

Off-campus collaboration to increase the price of alcohol

	2 Year	4 Year
We have held discussions with local law enforcement about increasing alcohol prices, but have not yet taken action.	1 (7%)	3 (13%)
We are planning efforts to increase alcohol prices with local or state authorities, but they have not yet been implemented.	0	0
Yes, we have worked with advocacy groups or local or state authorities to increase the price of alcohol in our community.	0	0
No	10 (71%)	17 (71%)

Off-campus collaboration to reduce alcohol sales to minors and intoxicated patrons

	2 Year	4 Year
We have held discussions with local authorities or retail alcohol outlets about mandatory responsible beverage service training policies for servers, but have not yet taken action.	0	4 (17%)
We are planning mandatory responsible beverage service training policies for servers with local authorities or retail alcohol outlets, but training has not yet been conducted.	0	0
Mandatory responsible beverage service training policies for servers is already practiced in our community, but the university is not involved.	0	0
Yes, we actively worked with local authorities to establish mandatory responsible beverage service training policies for servers in our community.	0	0
No	10 (71%)	12 (50%)

Barriers & Limitations