

The Maryland Collaborative to Reduce College Drinking and Related Problems:

Texas Behavioral Health Institute 2016

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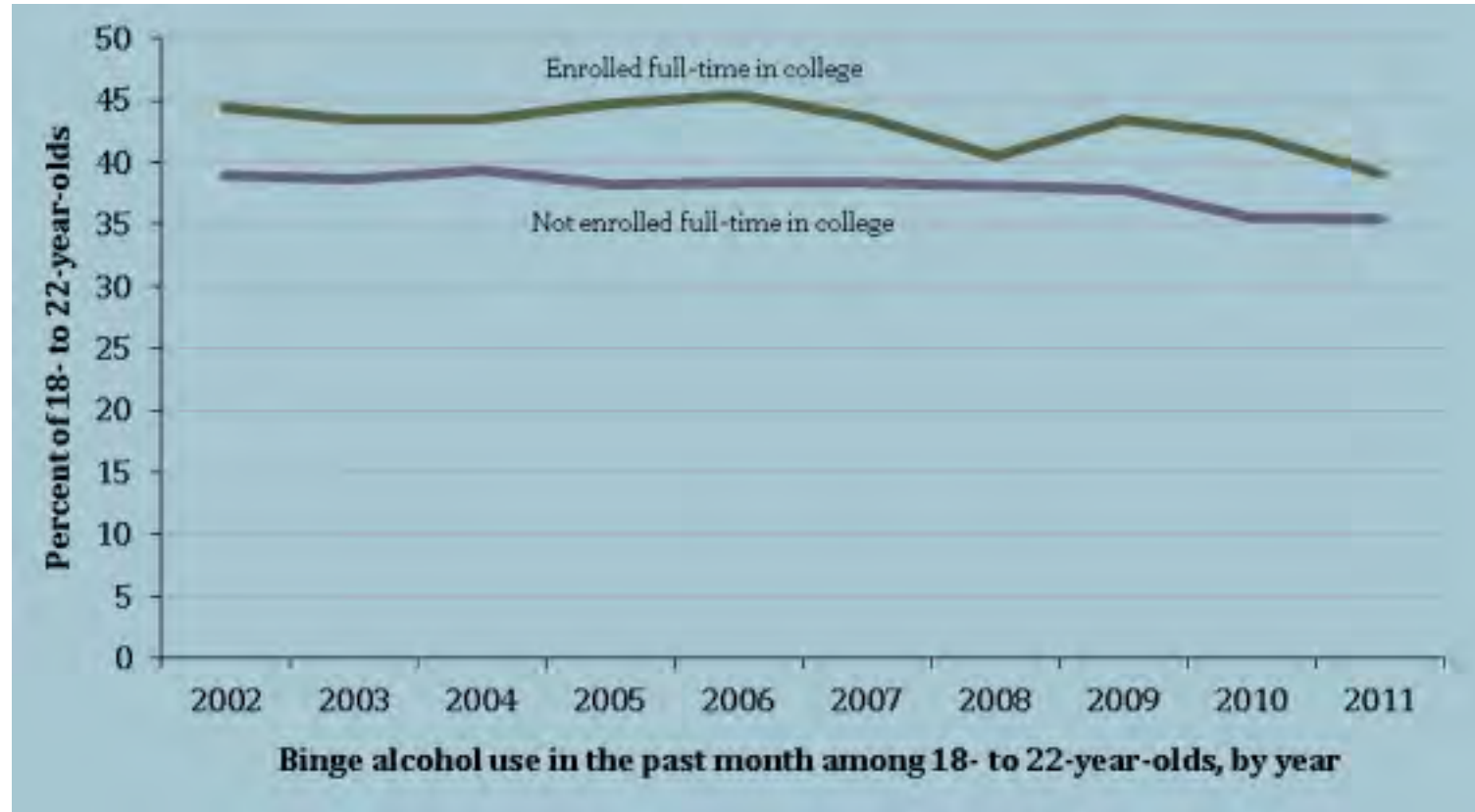
Acknowledgments

- University of Maryland, College Park
 - Amelia Arria PhD
 - Andrea Soong MPH
- Johns Hopkins Bloomberg School of Public Health
 - Molly Mitchell JD
 - Cassandra Greisen MPP

Overview

- Two parts:
 - Introduction to the Maryland Collaborative
 - Case study of how we work to bring about environmental change

Why Establish a Collaborative?



Why Establish a Collaborative?



In the past 30 days (2014):

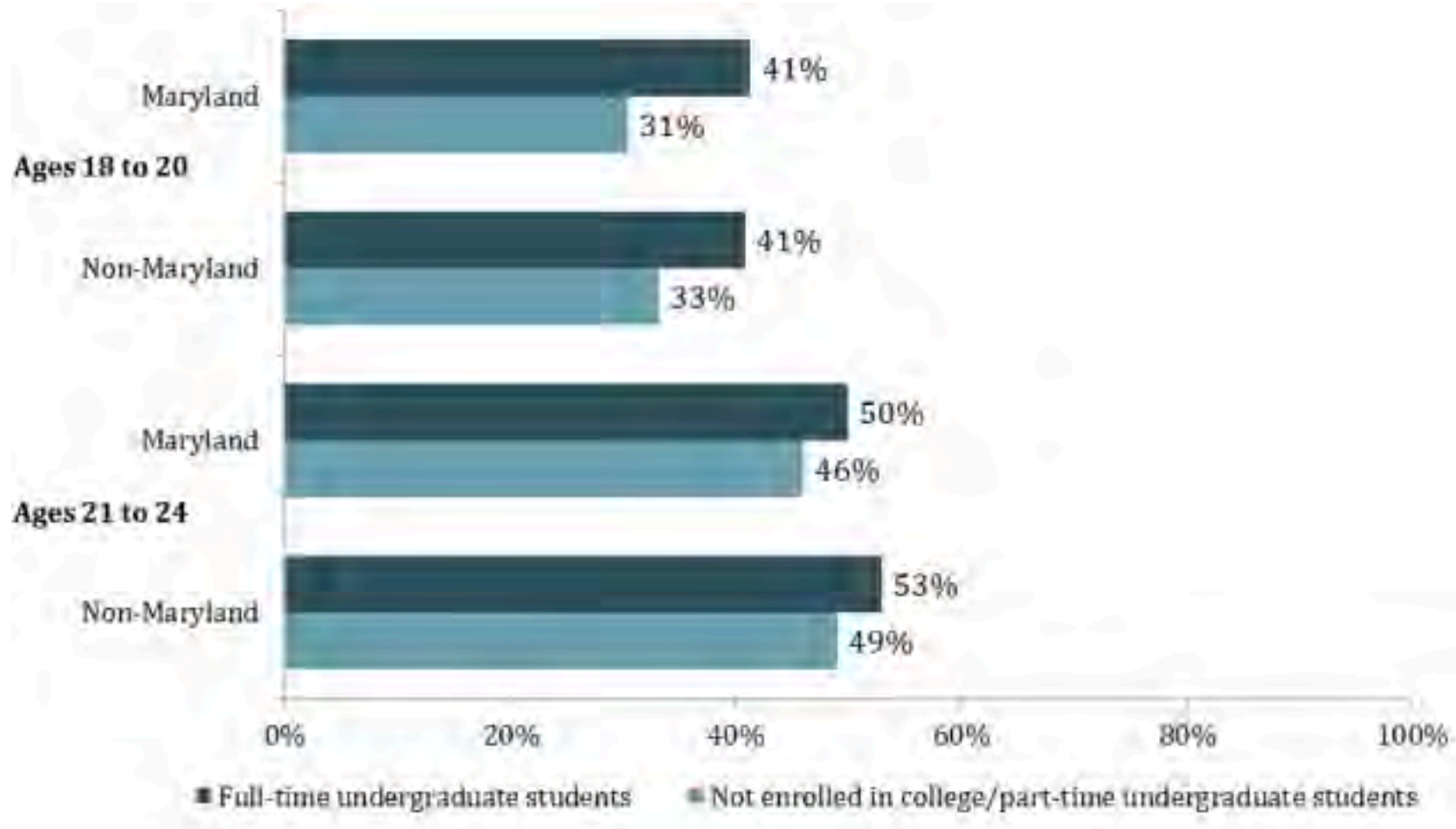
- 5.2 million (59.8%) full-time college students 18-22 drink alcohol
- 3.3 million (37.9%) engage in binge drinking (5+)
- 1.1 million (12.2%) engage in heavy drinking (5+ in 5+ days)

Consequences:

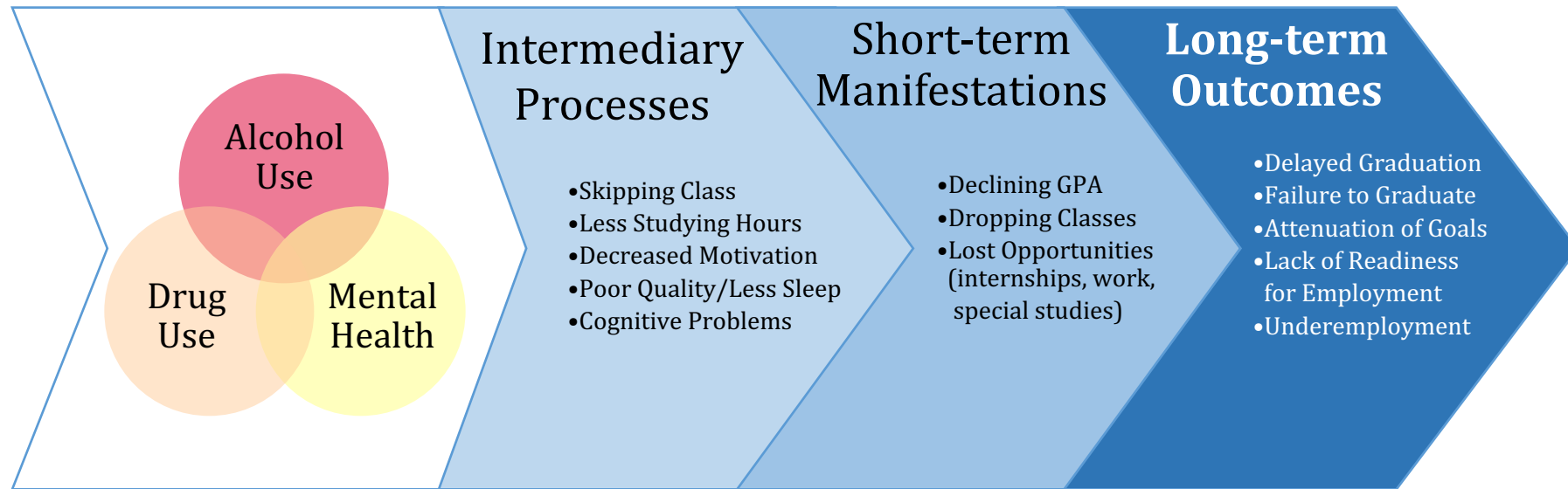
- 1825 deaths per year among 18-24 year-old college students
- 696,000 students assaulted by another student who had been drinking
- 97,000 students report experiencing alcohol-related sexual assault or date rape
- 1 in 4 college students reporting academic consequences – missing or falling behind in class, doing poorly on exams or papers, receiving lower grades overall

Maryland Data

Binged in past 30 days, 2012



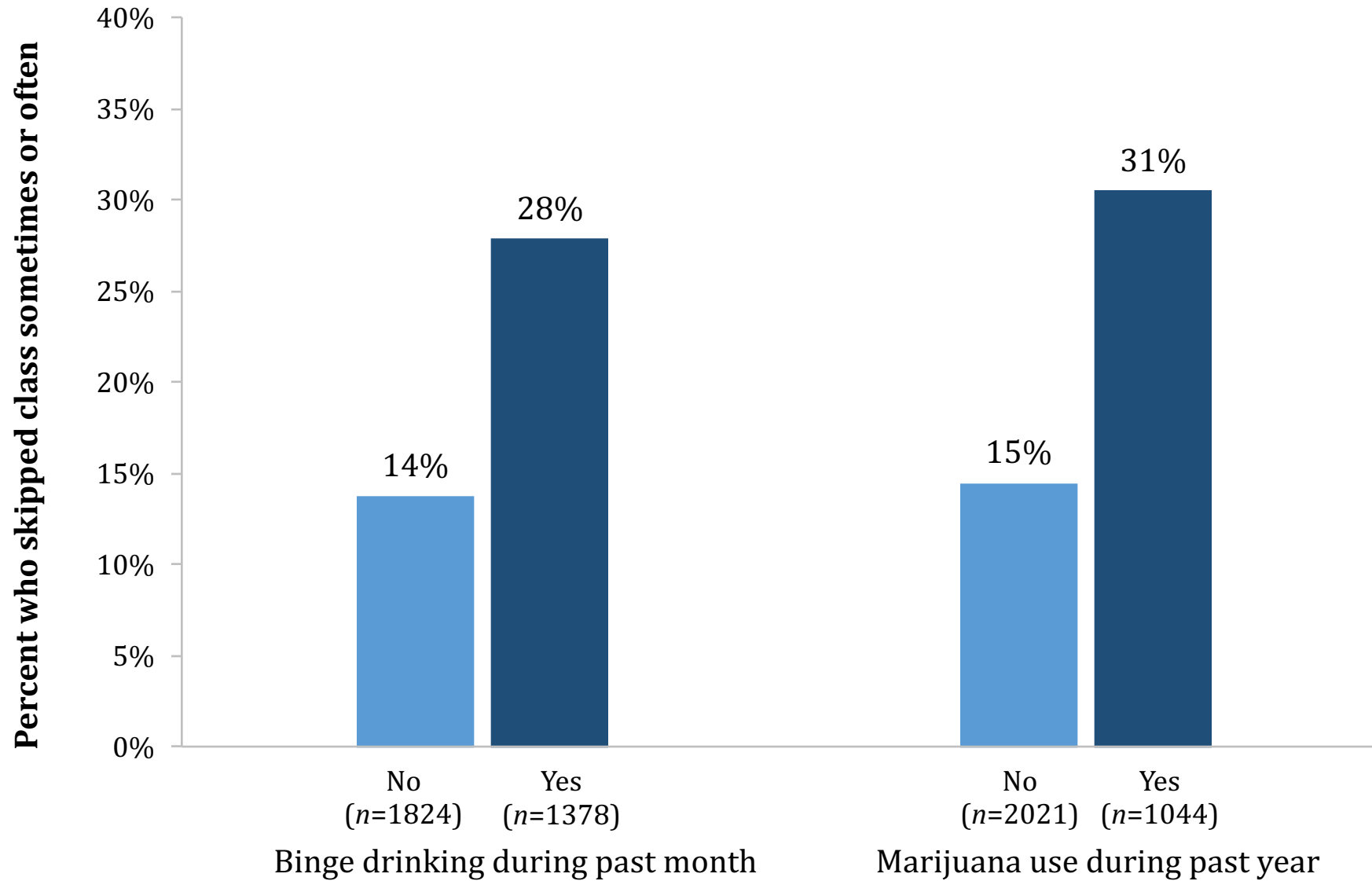
Excessive drinking is associated with short- and long-term academic difficulties during college



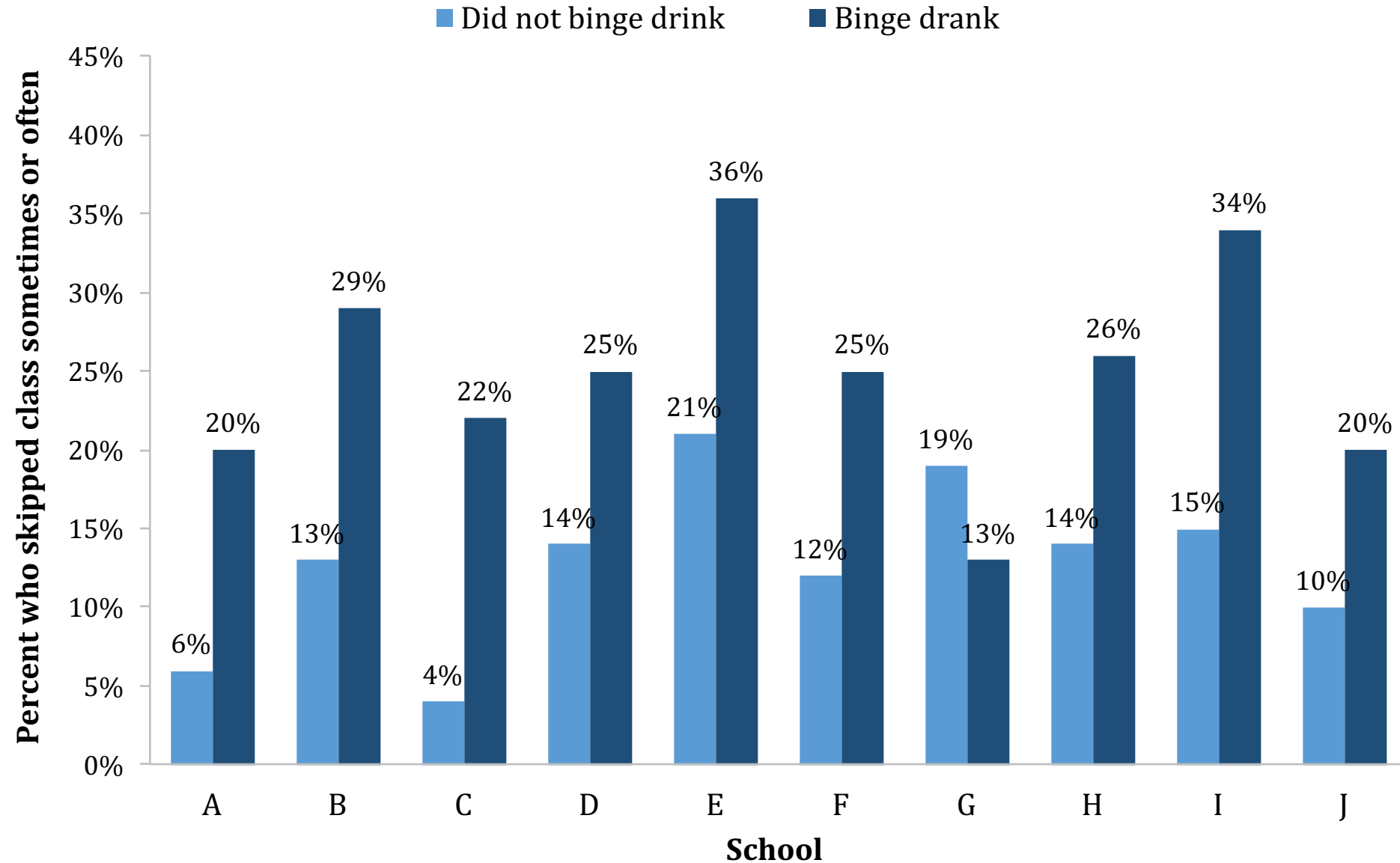
Impact on Educational Achievement of Maryland College Students

- High-frequency drinkers skip, on average, 17% of their classes compared to low-risk drinkers (9%)
- Excessive drinking is associated with fewer study hours/week.
- 38% of students report that they overslept and missed class due to drinking
- Marijuana use has an independent and even stronger impact on academic progress in college

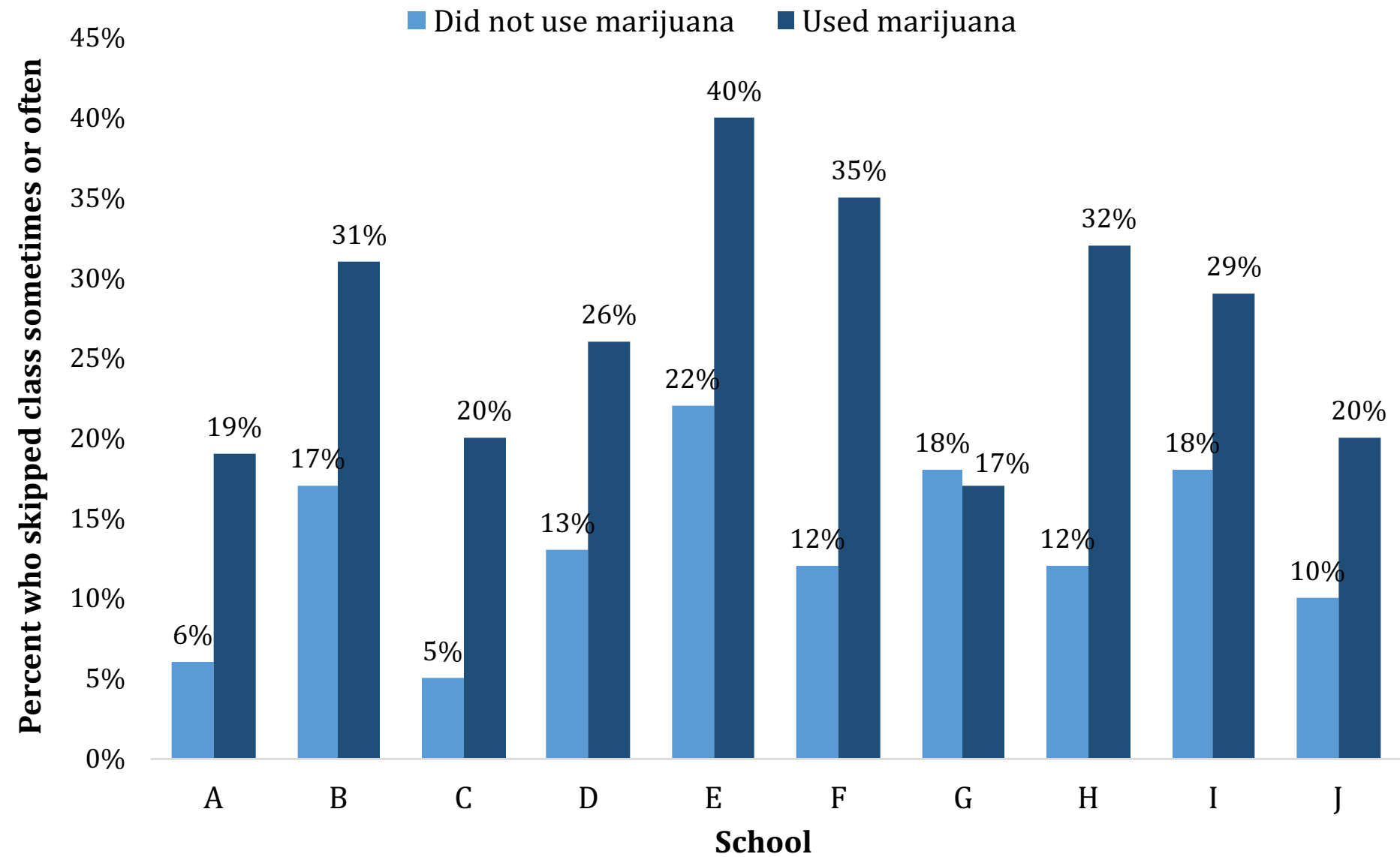
Skipping Class, by Binge Drinking and Marijuana Use



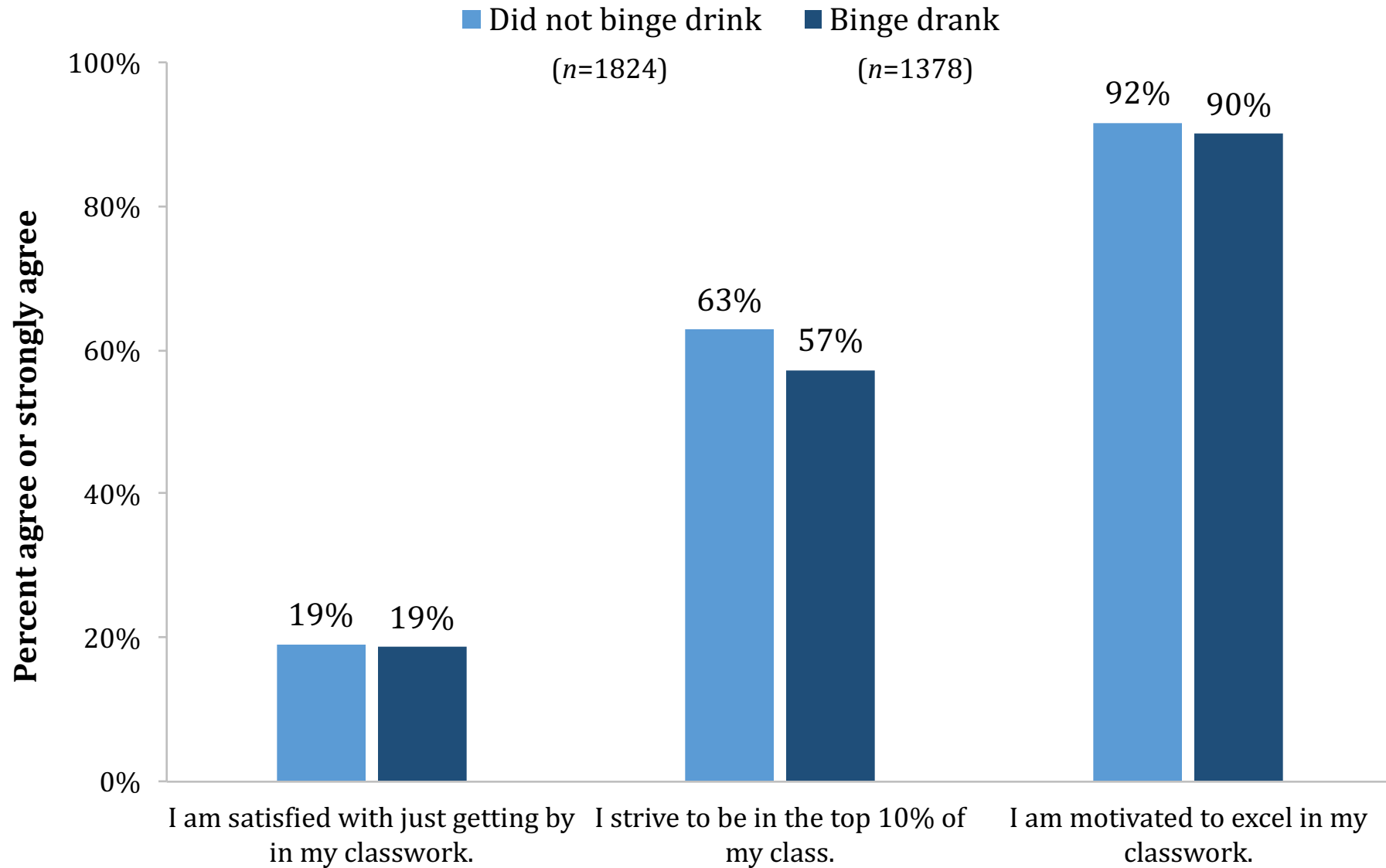
Skipping Class, by Past-month Binge Drinking and School



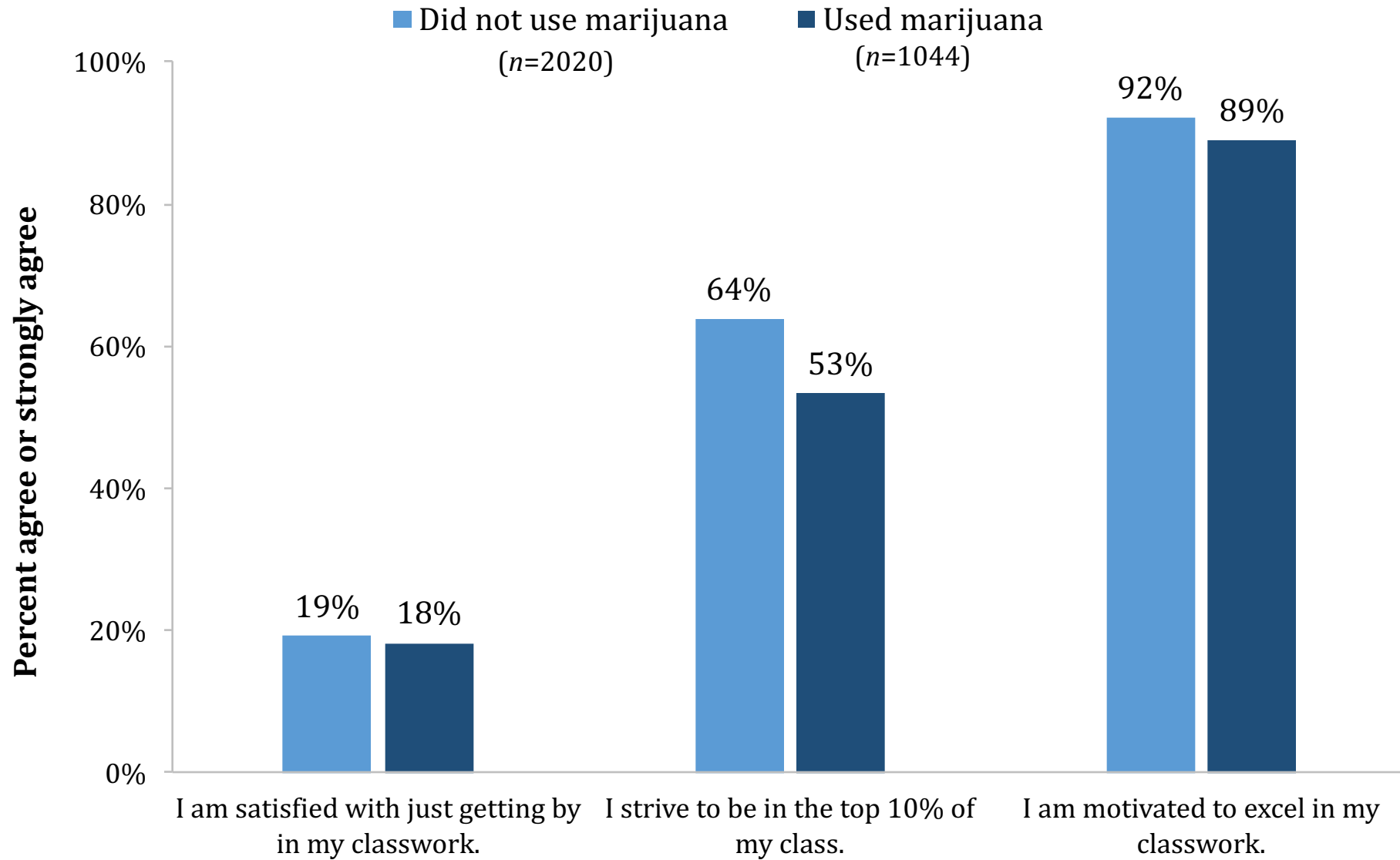
Skipping Class, by Past-year Marijuana Use and School



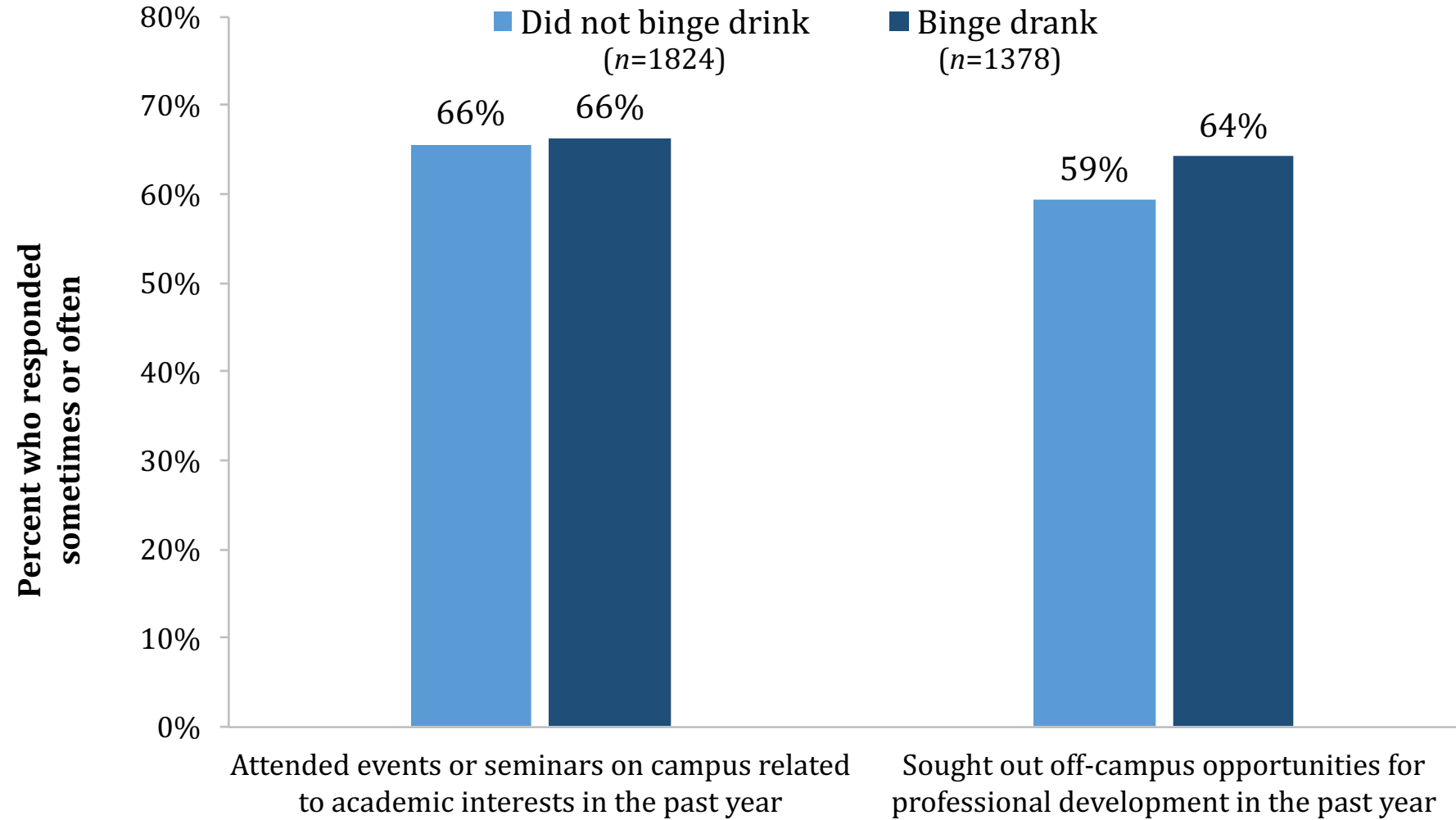
Academic Motivations, by Past-month Binge Drinking



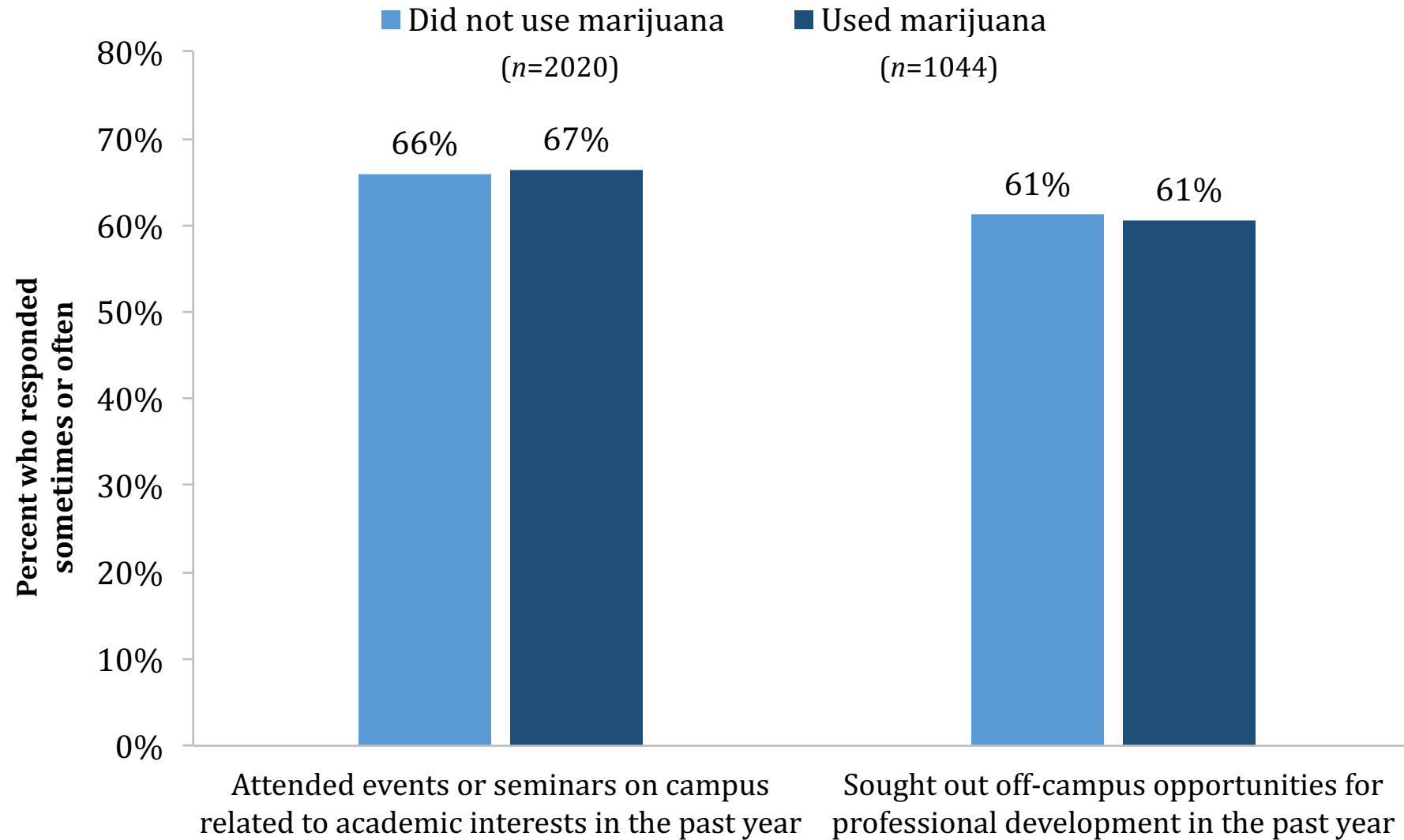
Academic Motivations, by Past-Year Marijuana Use



Academic-related Behaviors, by Past-month Binge Drinking



Academic-related Behaviors, by Past-Year Marijuana Use



Alcohol Drinking Patterns of Maryland College Students, 2016 (N=3,426 students)

LOW RISK

Students who ***did not drink*** during the past year (including lifetime abstainers)

MODERATE RISK

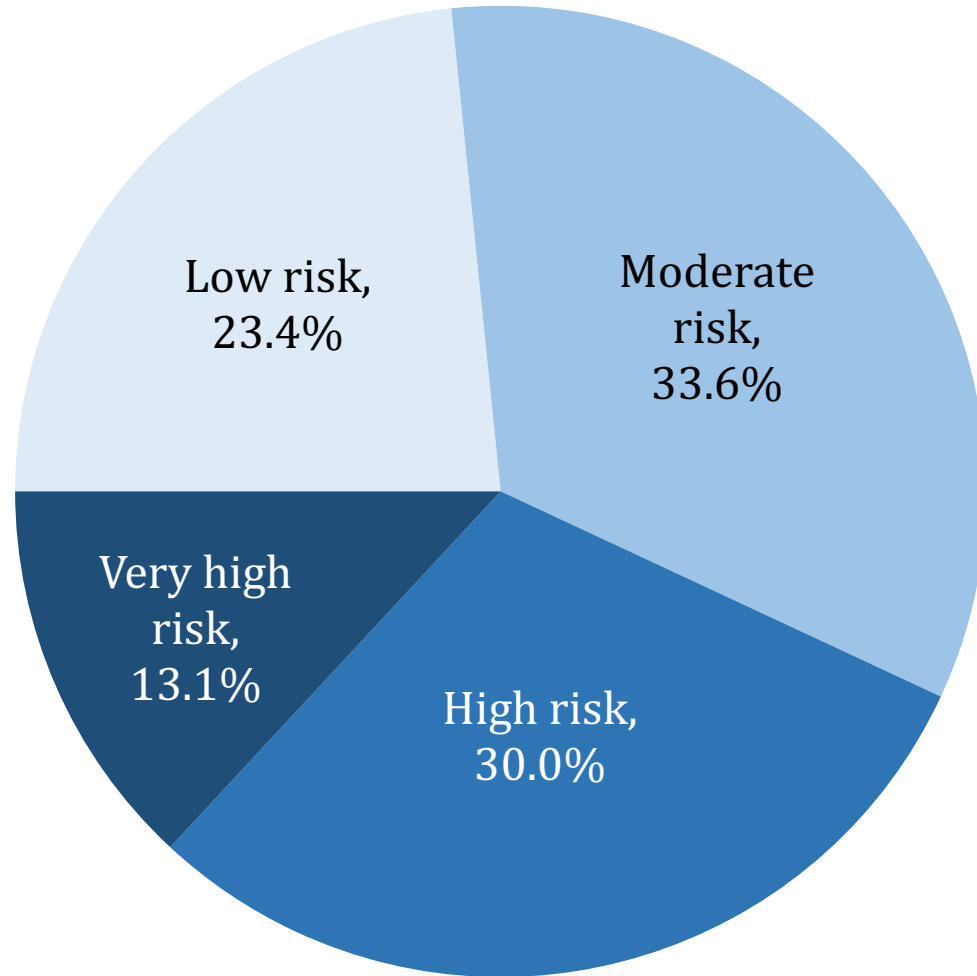
Drank during past year, but ***did not binge drink*** during the past month

HIGH RISK

Engaged in ***binge drinking one to four times*** during the past month

VERY HIGH RISK

Engaged in ***binge drinking five or more times*** during the past month

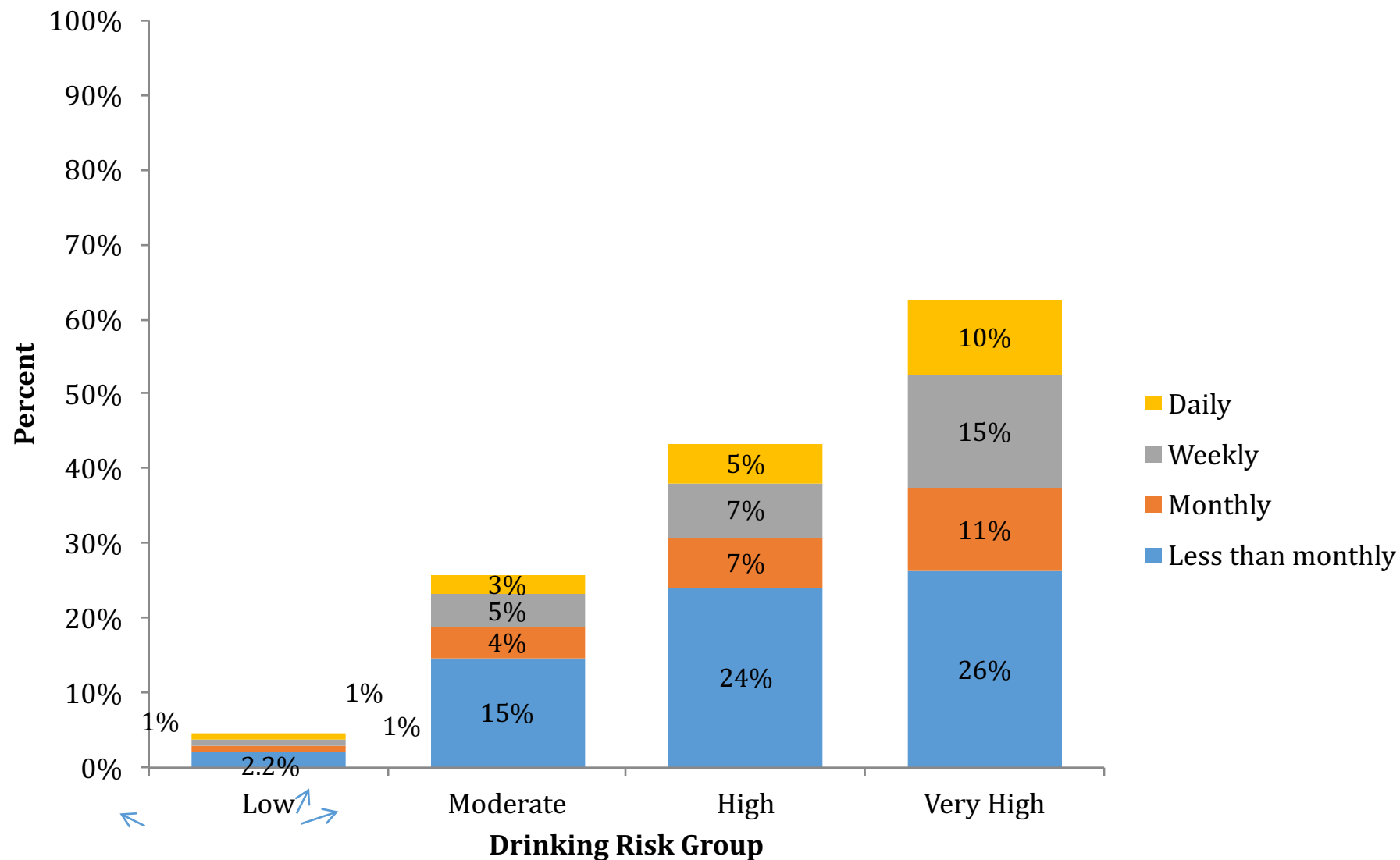


“Binge” Drinking:

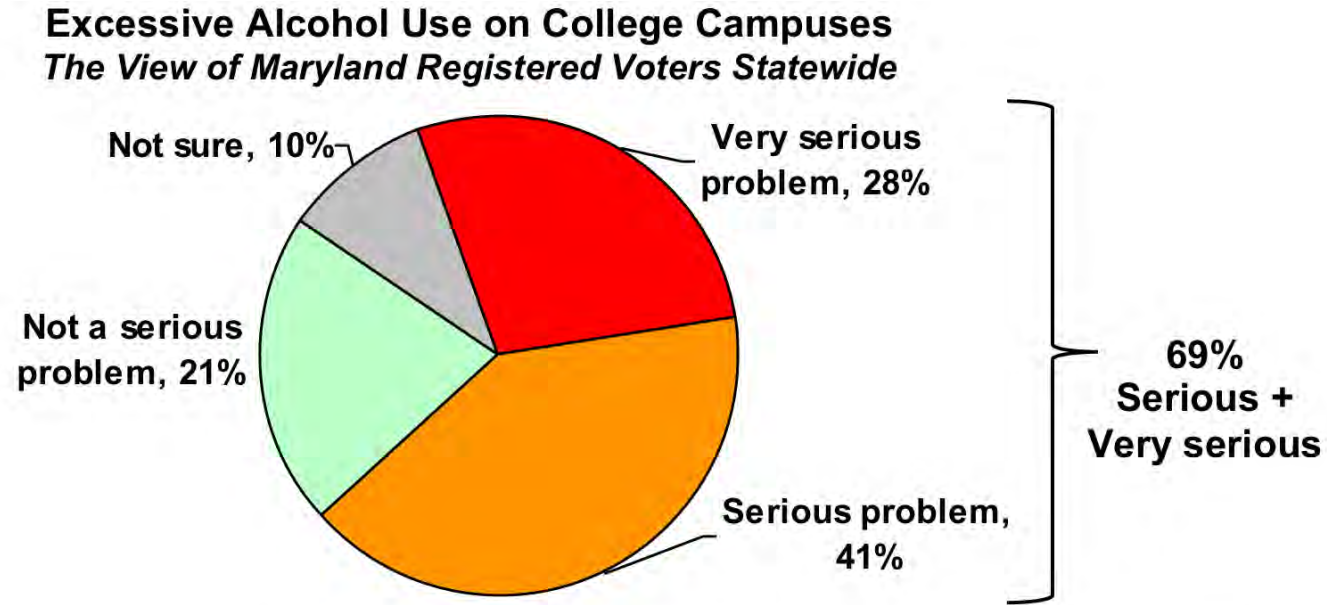
Females and transgender student: Four or more drinks in a row (or within a couple of hours) during the past month

Males: Five or more drinks in a row (or within a couple of hours) during the past month

Marijuana Use Frequency, by Drinking Risk Group (Used in the Past Year)



Marylanders Consider College Drinking To Be a Serious Problem



"How serious a problem do you consider excessive alcohol use on college campuses to be"? (Read list; rotate low to high and high to low.): "A very serious problem, a serious problem, not a serious problem."

Poll conducted by OpinionWorks January 2014

Why Establish a Collaborative?



The Collaborative:

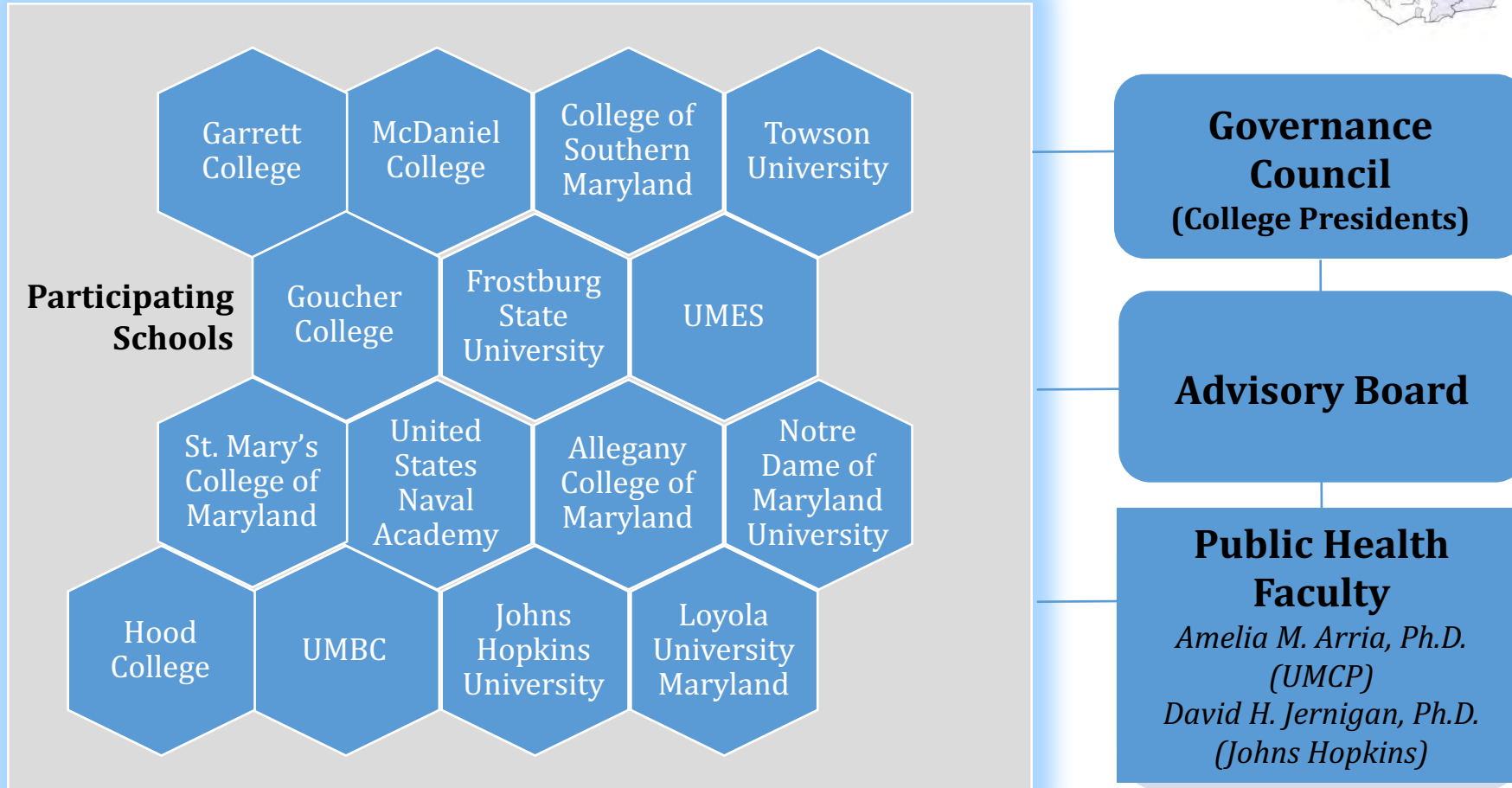
- Raises the profile of the problem and provides the momentum and leadership in bringing other partners to the table to be part of the solution;
- Provides public health expertise and support to implement effective interventions, change alcohol policies, and reduce alcohol problems;
- Provides a forum for sharing information and support among colleges statewide working to reduce college drinking;
- Expands funding opportunities for sustainability;
- Creates a standard measurement system for measuring progress

Long-term Goals



- Measurably reduce the current level of excessive alcohol use and alcohol-related harm among all colleges in Maryland
- Mobilize and sustain the commitment of campus and community leaders toward this goal

Maryland Collaborative *Structure*



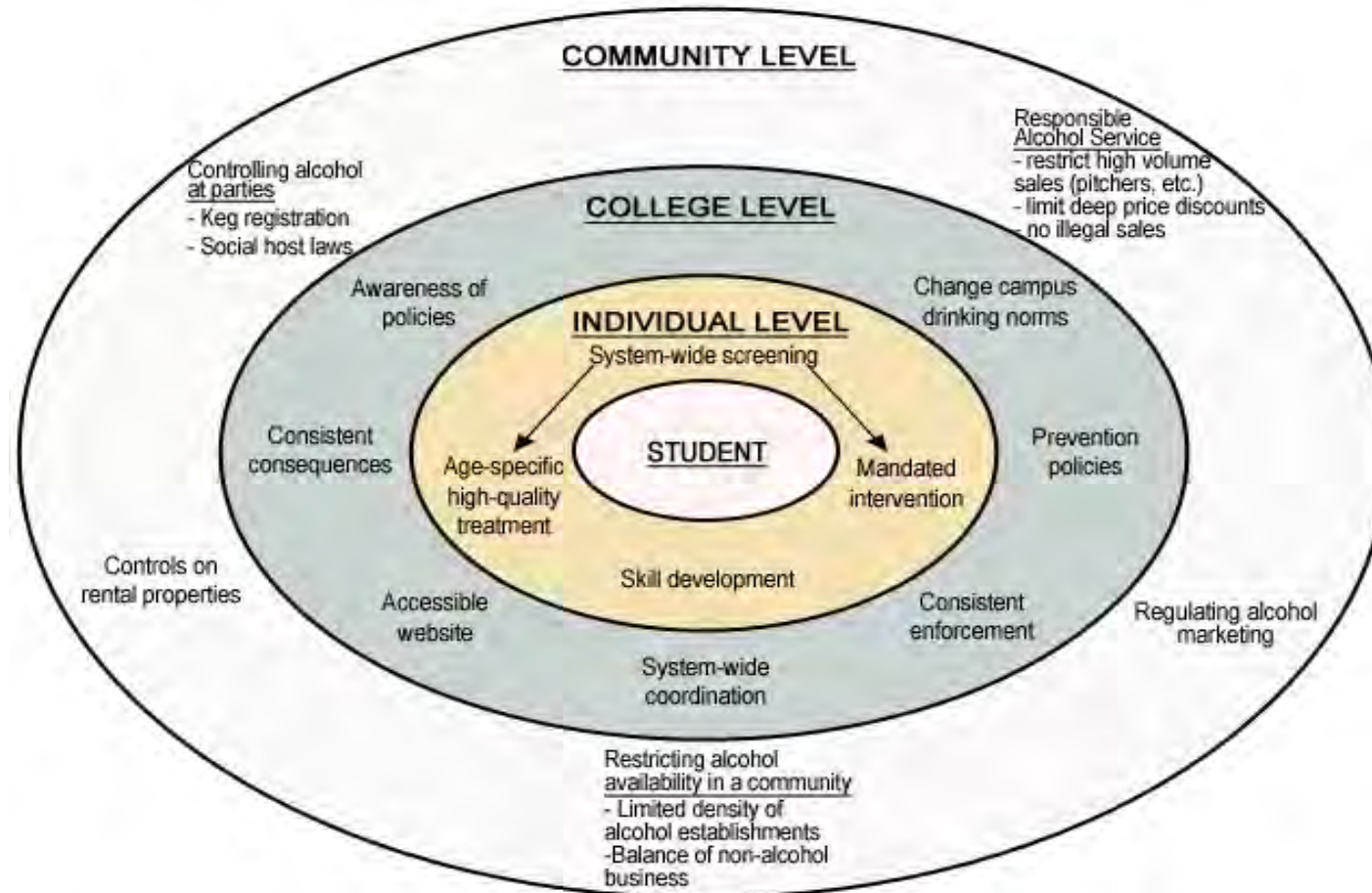
Funding Acknowledgment:
The Behavioral Health Administration (BHA)
Maryland Department of Health and Mental Hygiene

Major Barriers Identified by Colleges to Address Excessive Drinking

- Lack of information about effective strategies
- Budget limitations for alcohol prevention and intervention
- Inconsistent enforcement and judicial response
- Low visibility of the problem at non-residential colleges
- Proliferation of high-quality false IDs
- Limited understanding of how to broker community partnerships
- Limited capacity to measure alcohol use and related problems

What the evidence says...

College alcohol problems are systems problems, and require a multi-level, multi-component response. Educational approaches alone will be ineffective.



MD Collaborative TA Support

Individual Level

- College Park Team
- Dr. Amelia Arria

Environmental Level

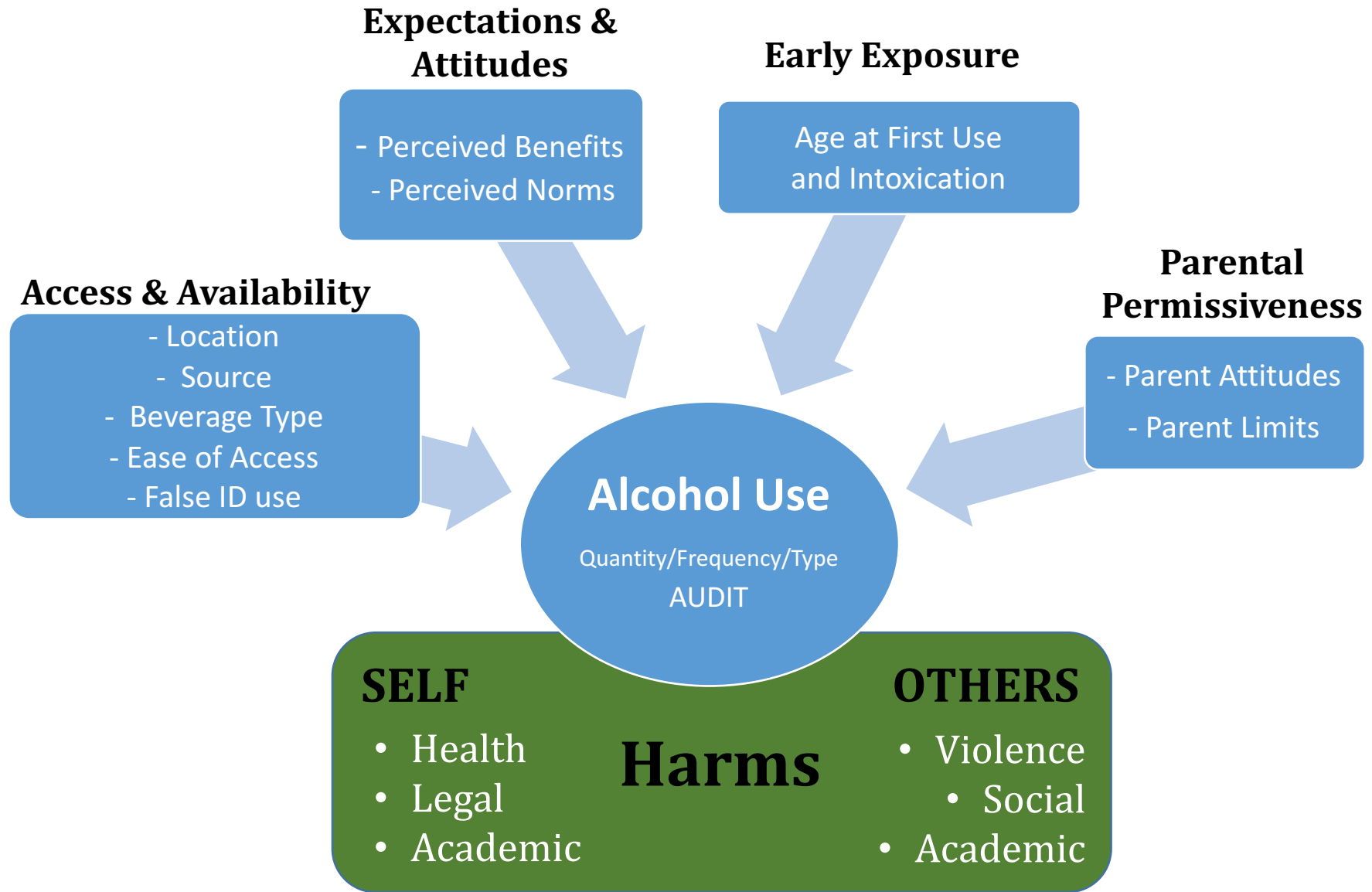
- JHSPH Team
- Dr. David Jernigan

Maryland College Alcohol Survey

MD-CAS

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



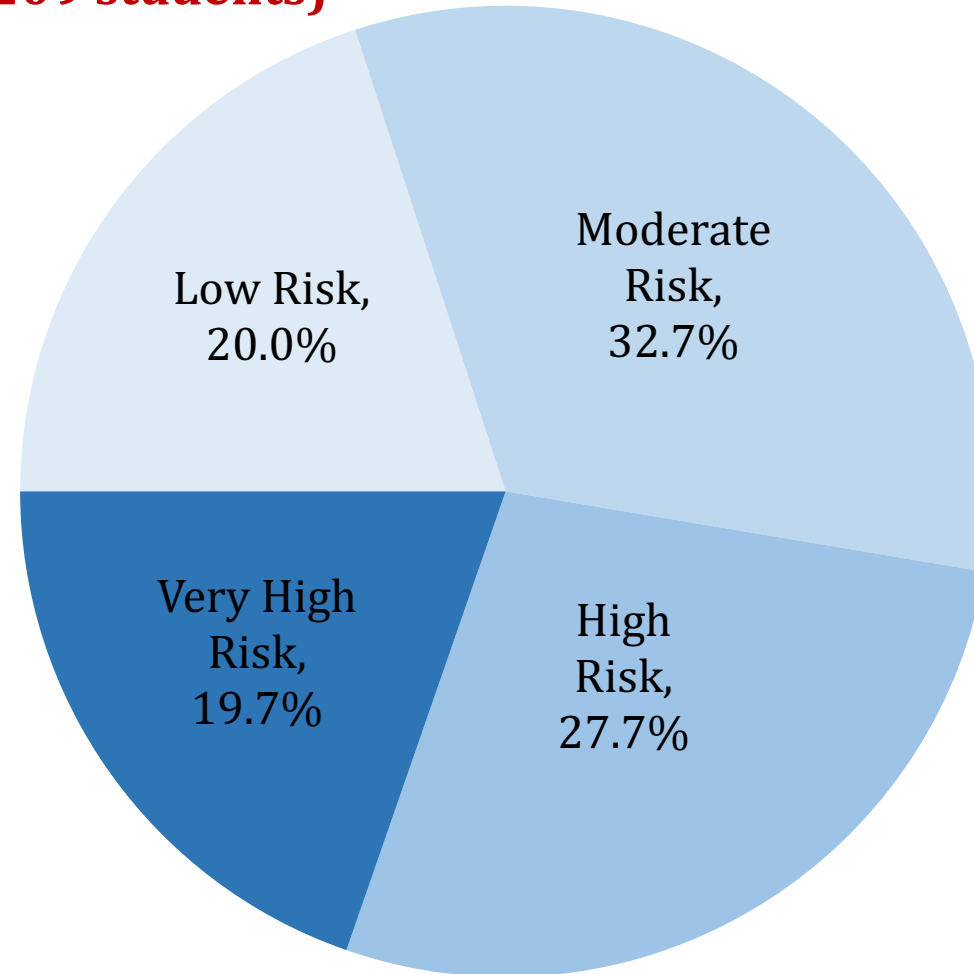
Alcohol Drinking Patterns of Maryland College Students, 2014 aggregate data (*n*=4,209 students)

LOW RISK
Students who **did not drink** during the past year (including lifetime abstainers)

MODERATE RISK
Drank during past year, but **did not binge drink** during the past month

HIGH RISK
Engaged in **binge drinking one to four times** during the past month

VERY HIGH RISK
Engaged in **binge drinking five or more times** during the past month

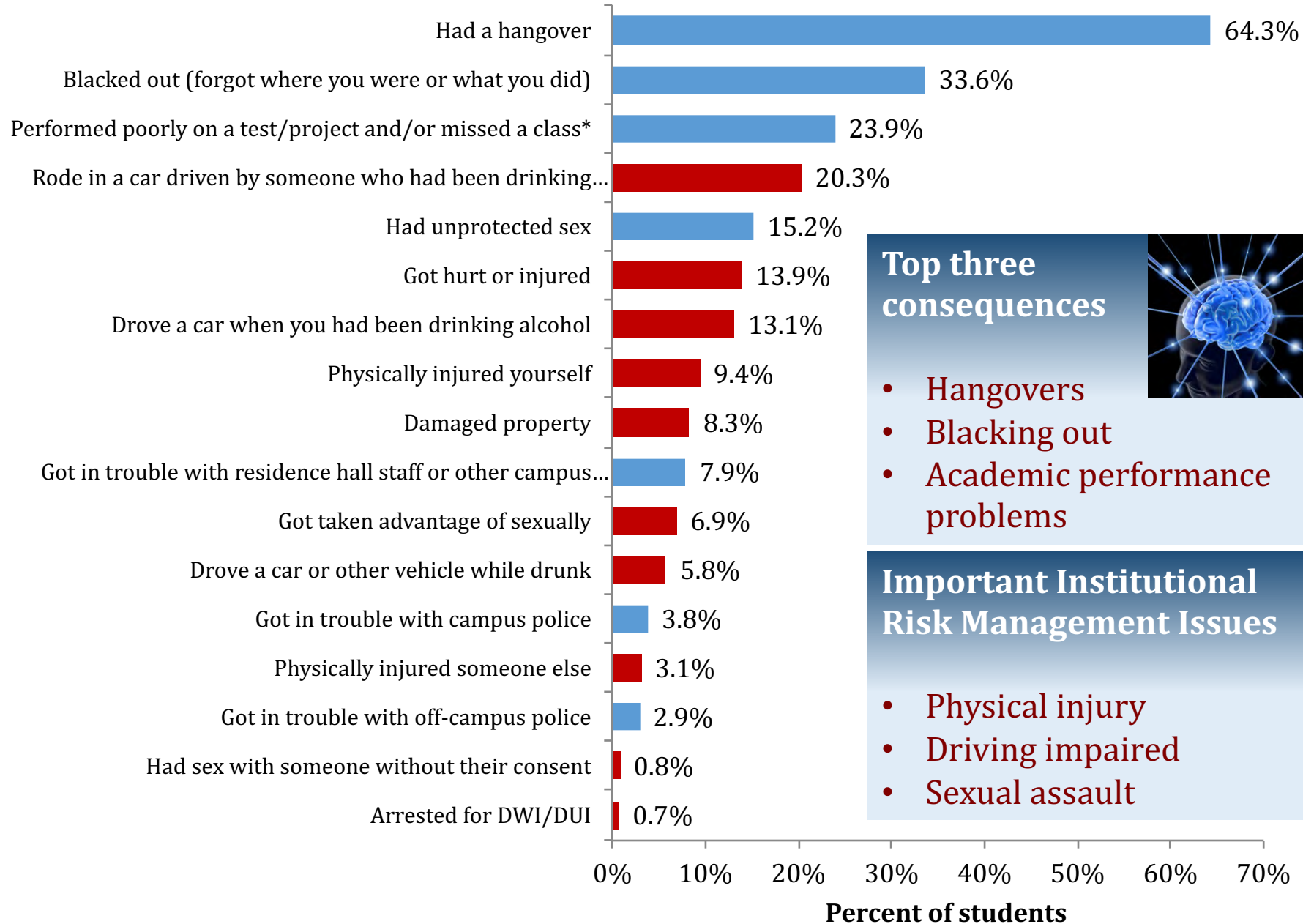


“Binge” Drinking:

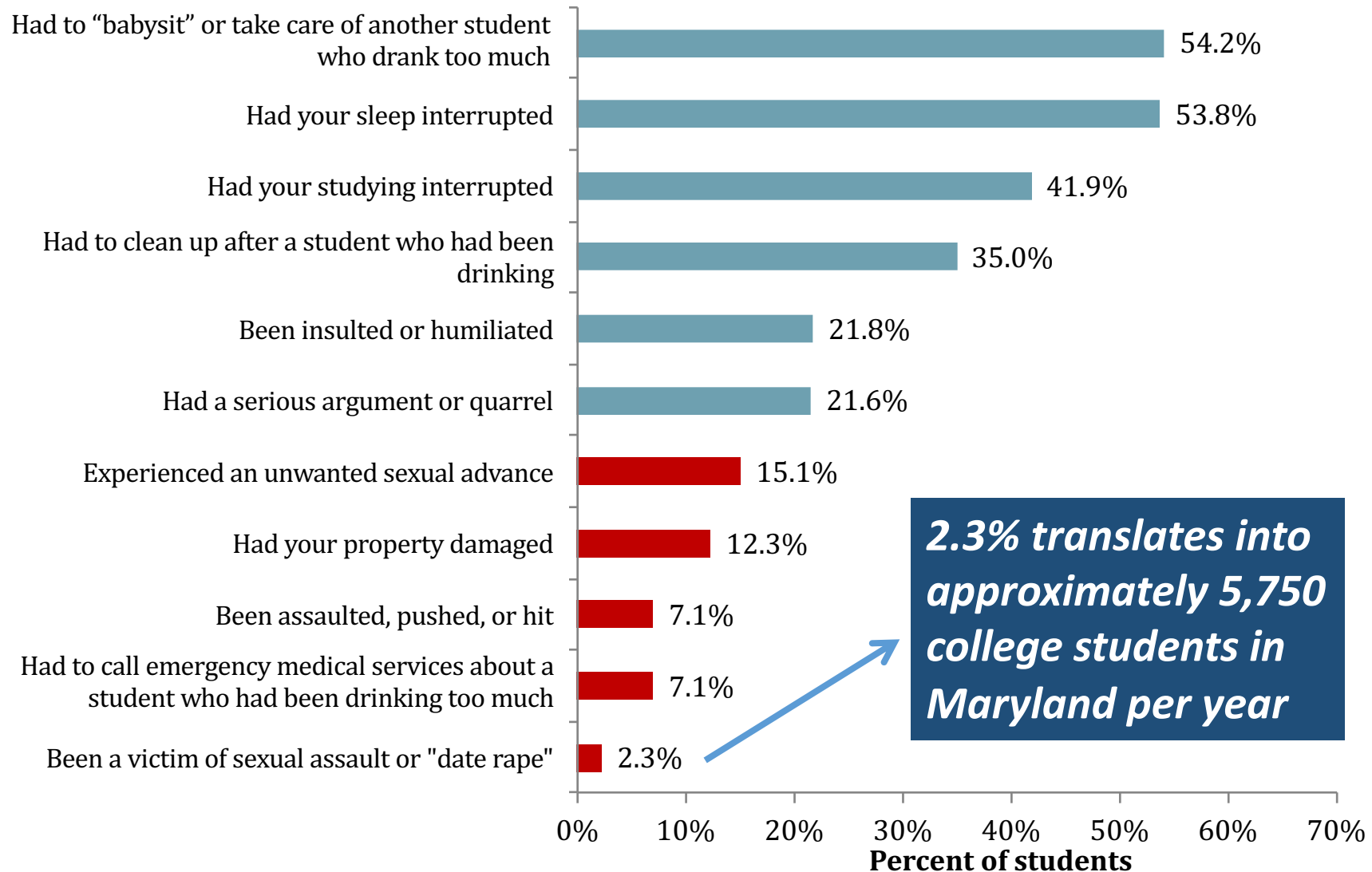
Females: *Four or more drinks in a row (or within a couple of hours) during the past month*

Males: *Five or more drinks in a row (or within a couple of hours) during the past month*

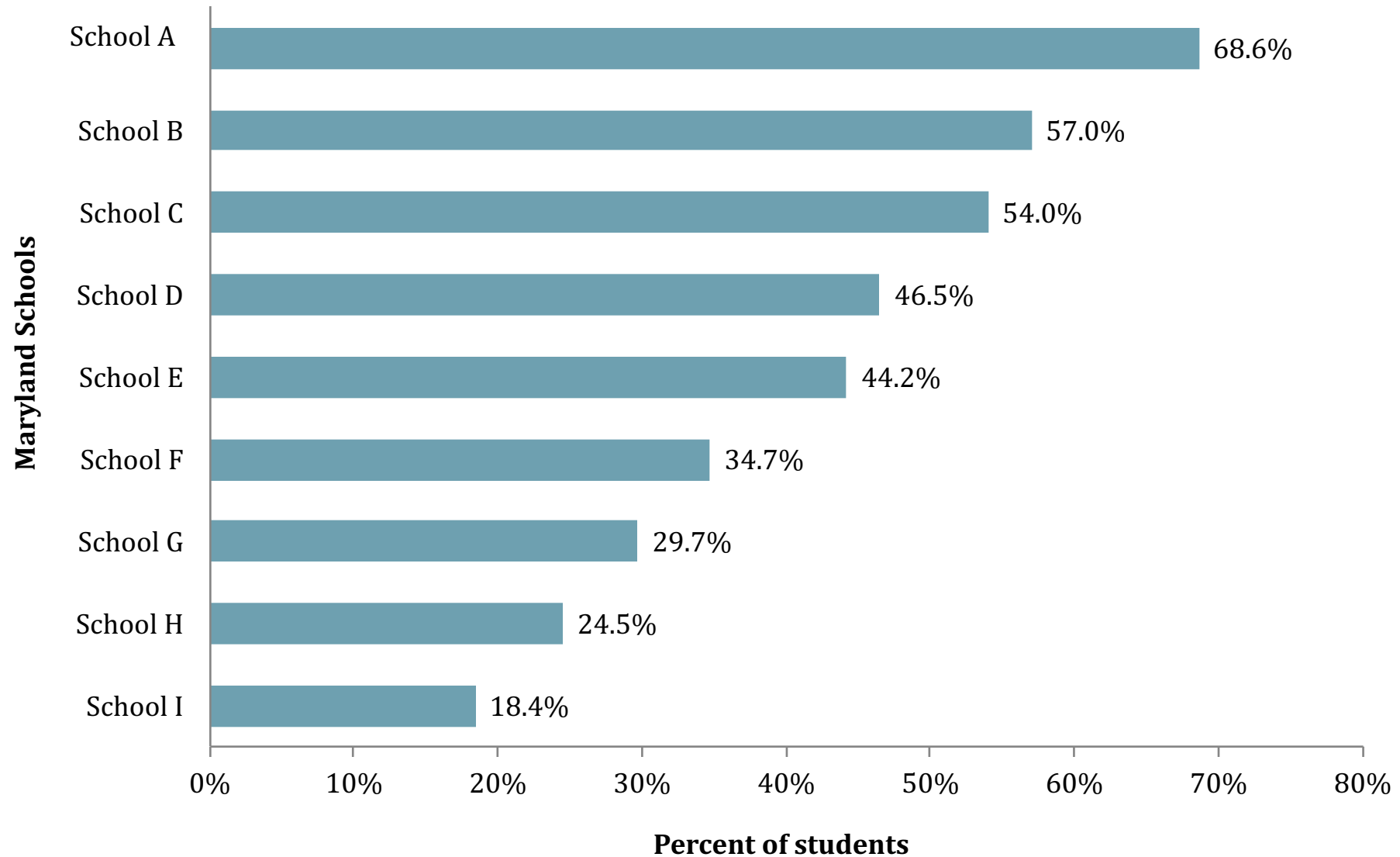
Alcohol-related Consequences



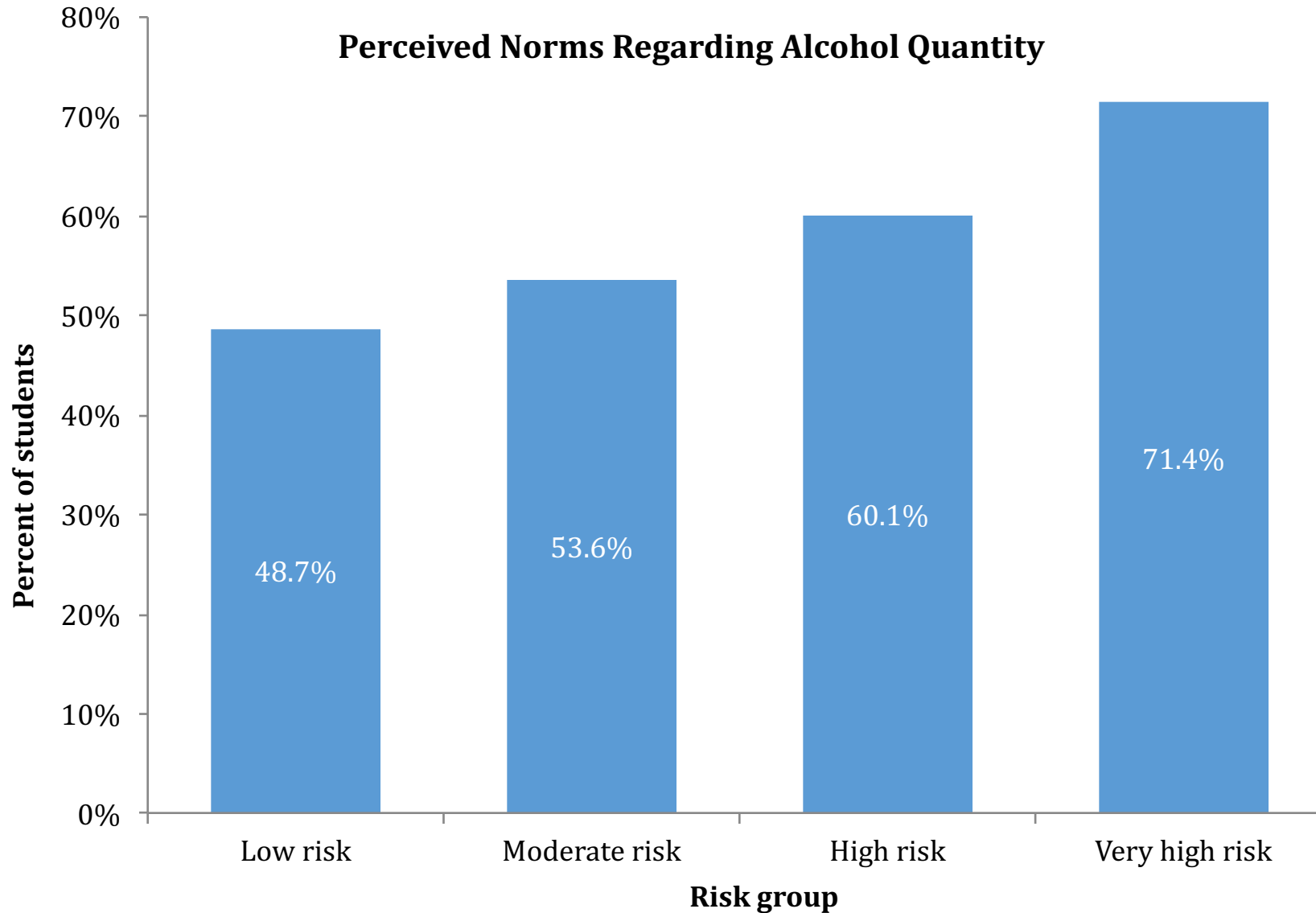
Alcohol-related “Harms to Others”



Is there School-level Variation in Past-month Binge Drinking?

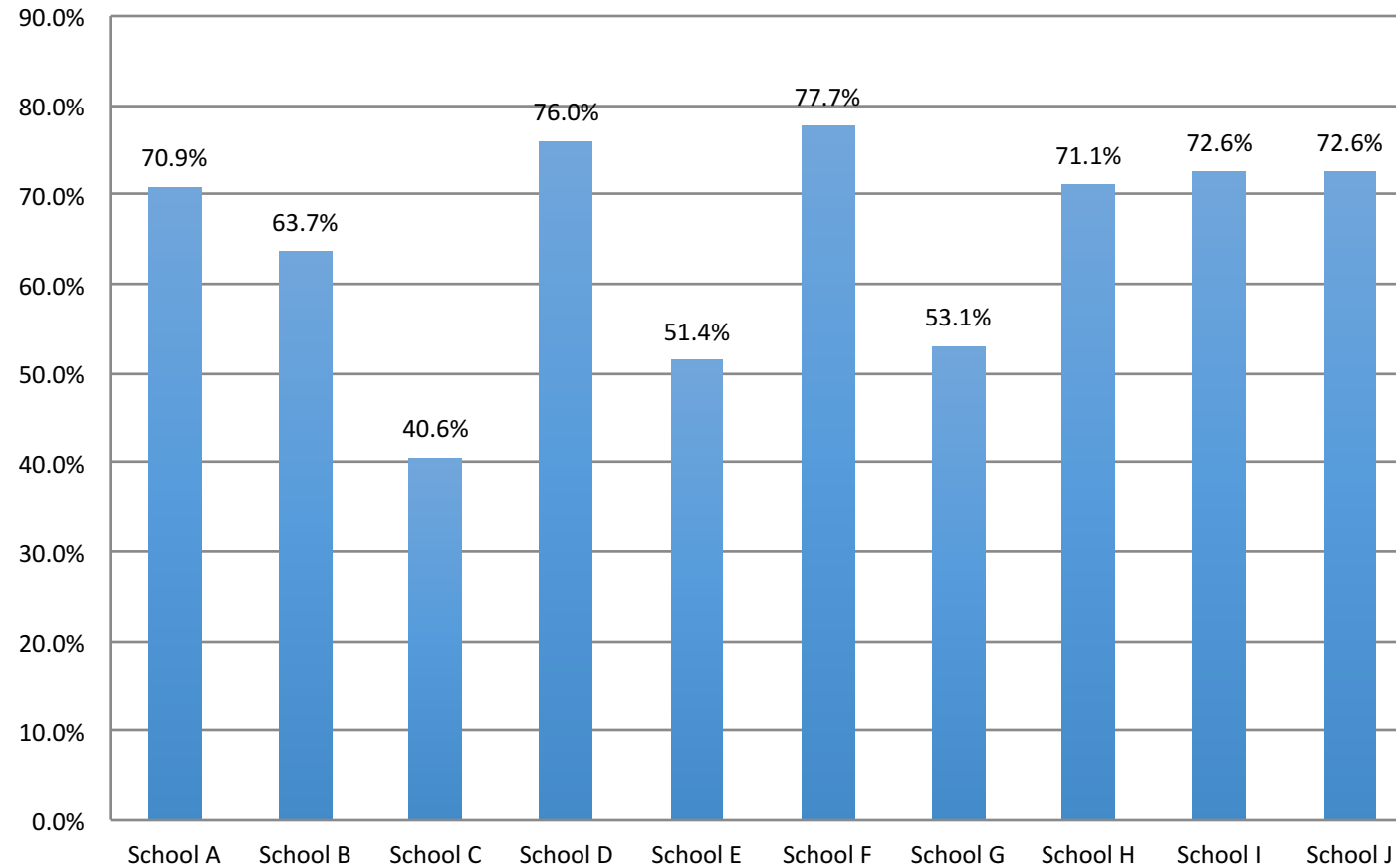


Risk Factor: Overestimating Peer Norms

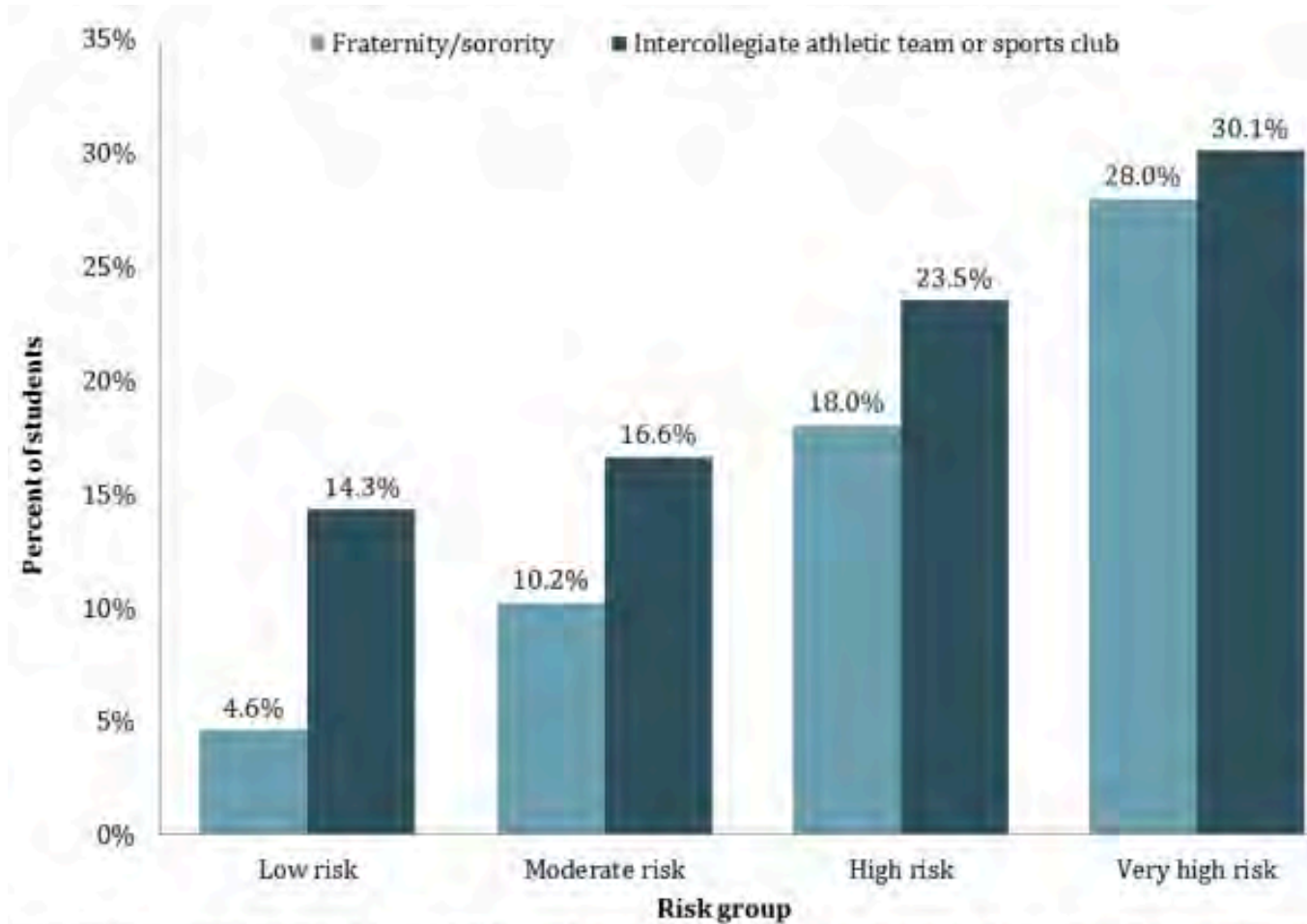


Protective Factor: Injunctive Norms

Percent of Students Who Said Peers Should Drink Two Drinks or Less Per Occasion



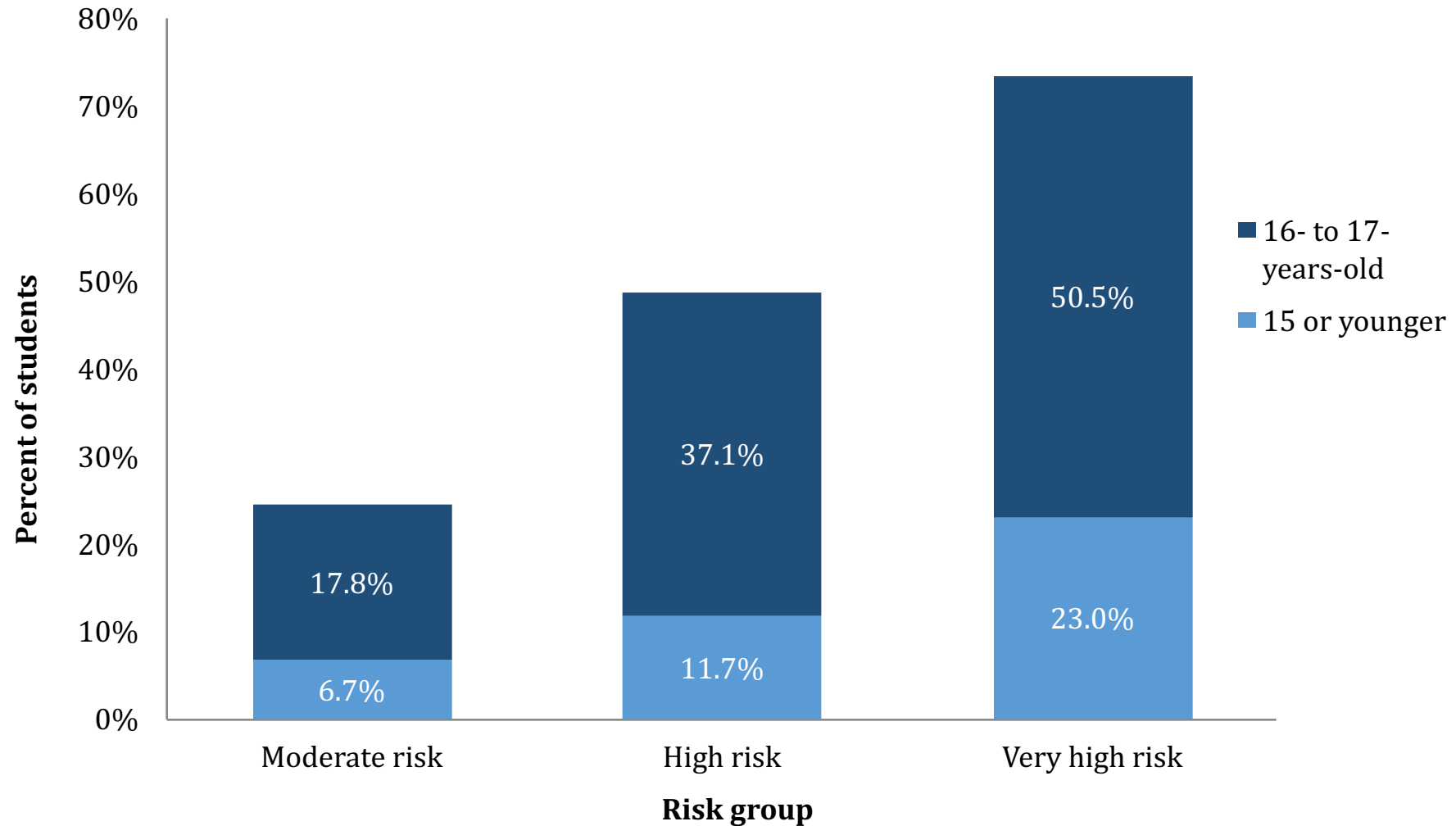
Risk Factor: Greek membership and athletic team involvement



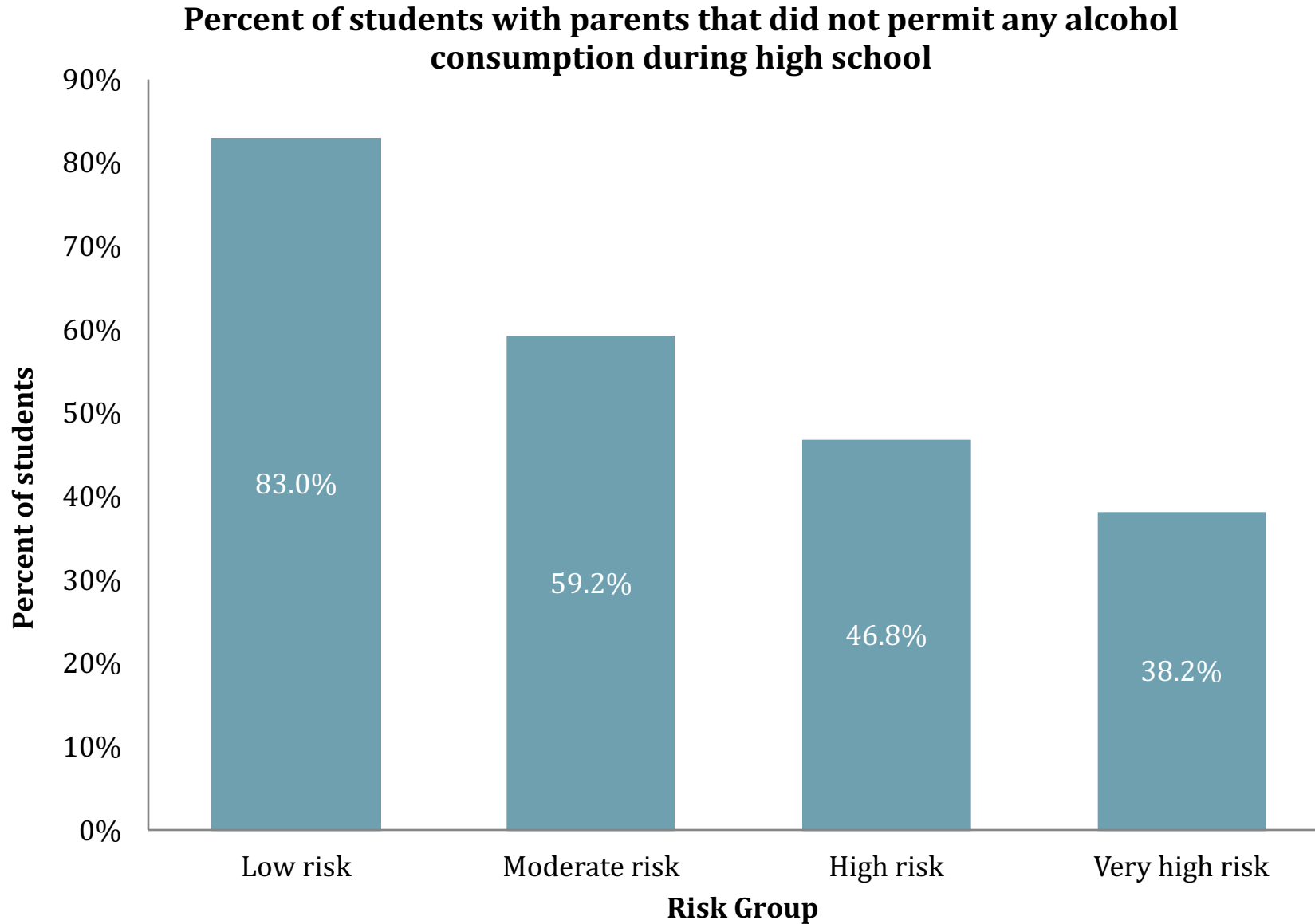
Note: Students were categorized into one of four risk groups (low, moderate, high, very high), based on their responses to questions about their alcohol consumption patterns during the past month, past year, and lifetime. See page 18 for a definition of each risk group.

Risk Factor: Early Exposure to Alcohol

Percent of Students who were First Intoxicated Before Age 18

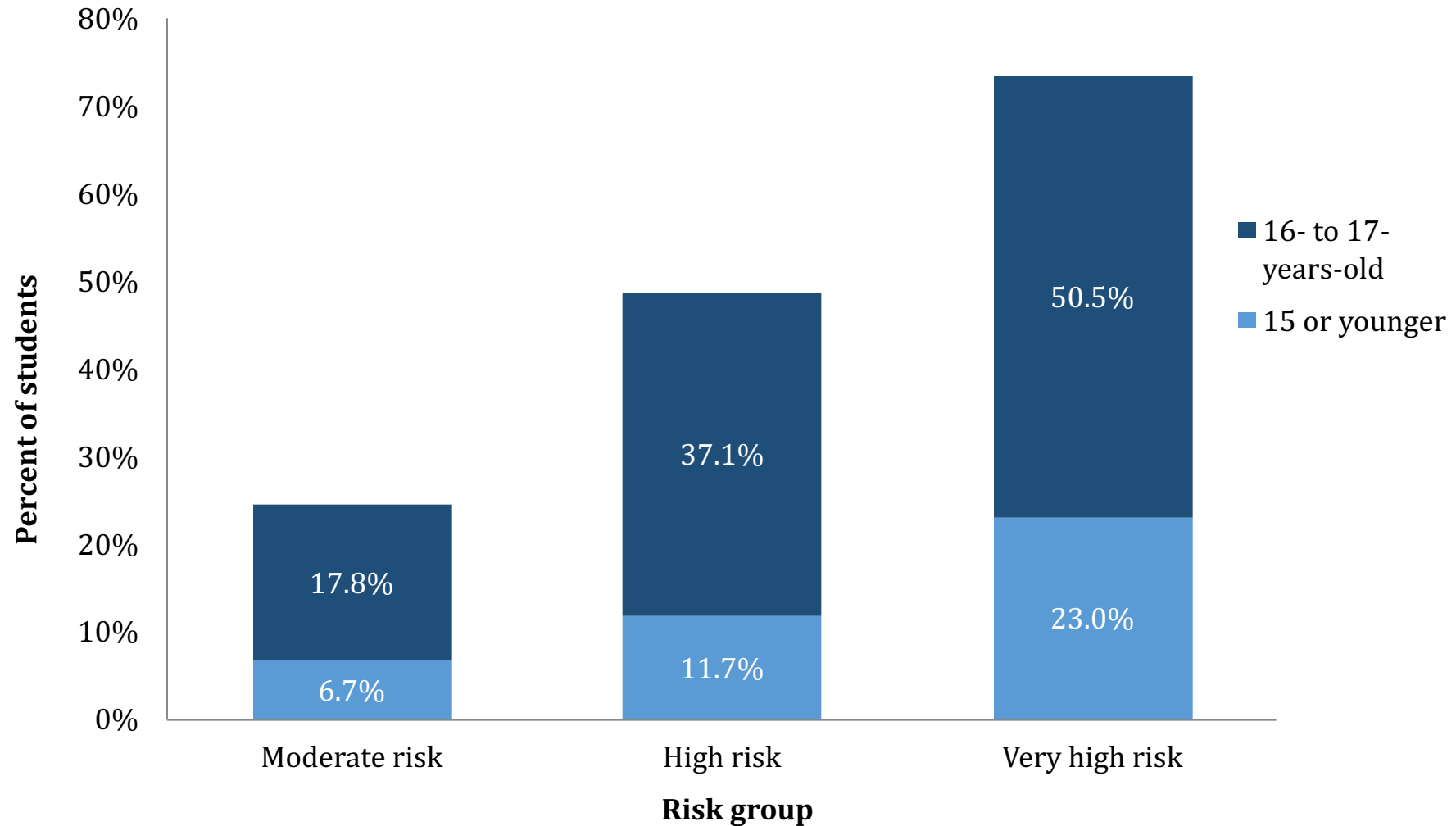


Protective Factor: Parent Limit-Setting

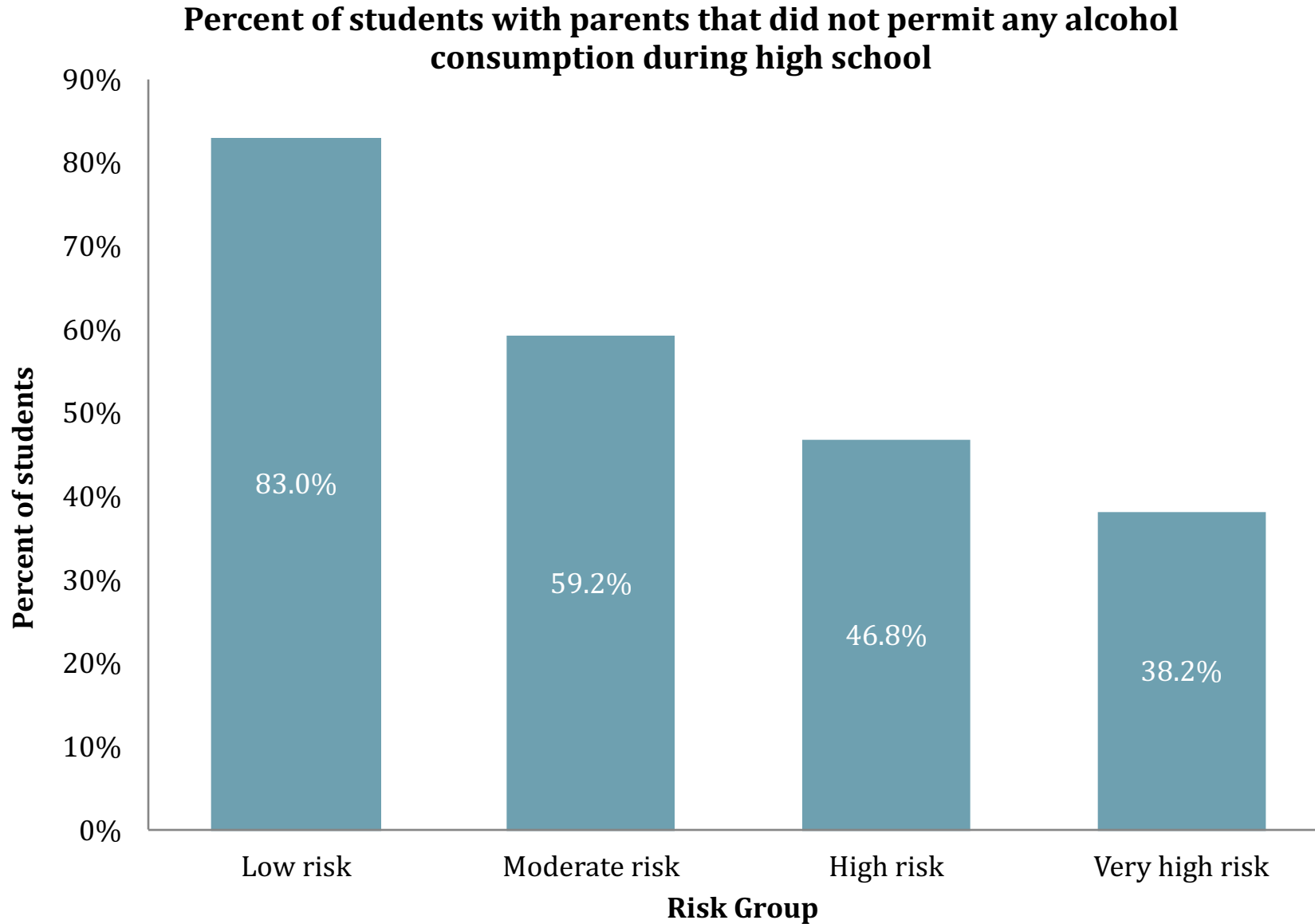


Risk Factor: Early Exposure to Alcohol

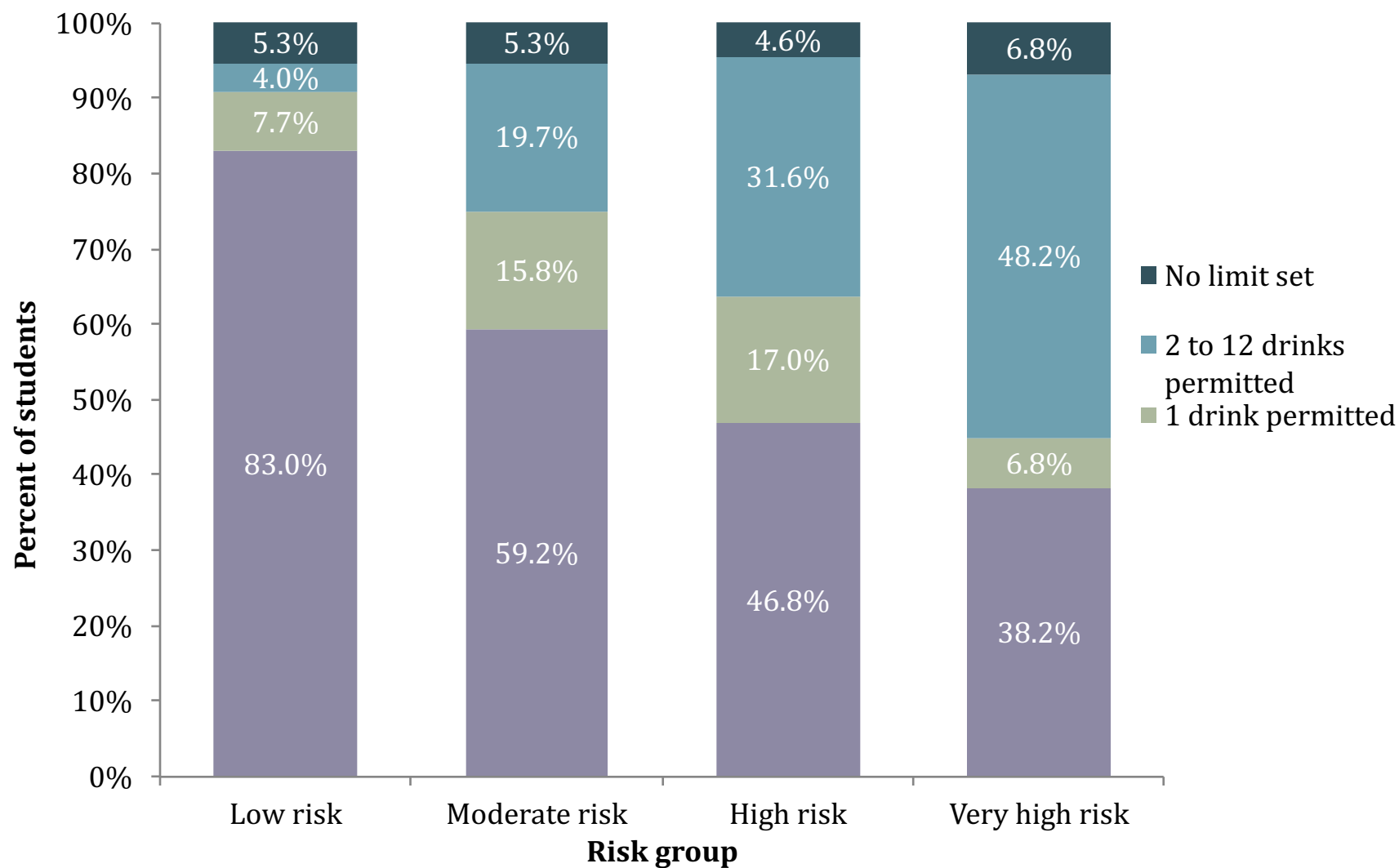
Percent of Students who were First Intoxicated Before Age 18



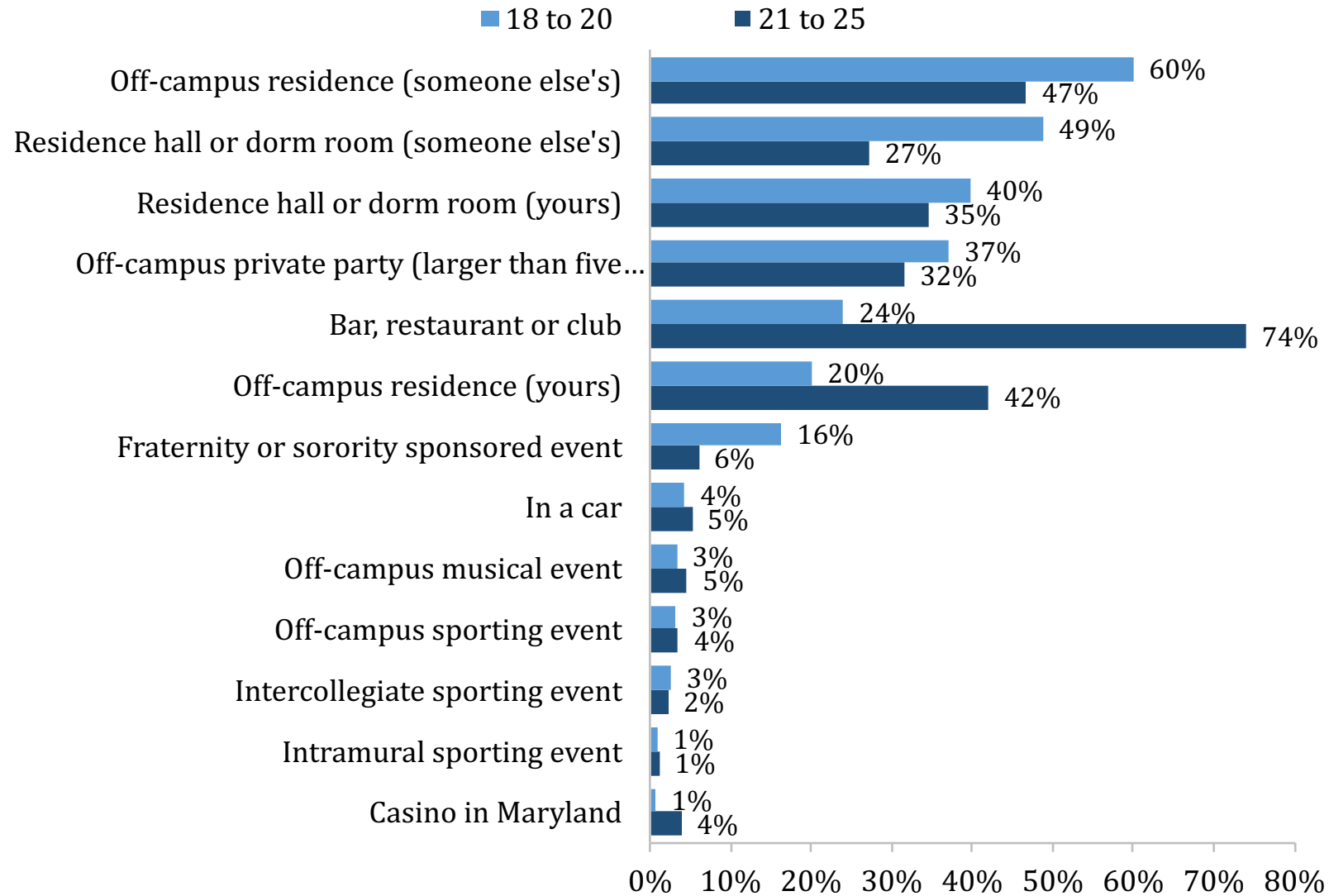
Protective Factor: Parent Limit-Setting



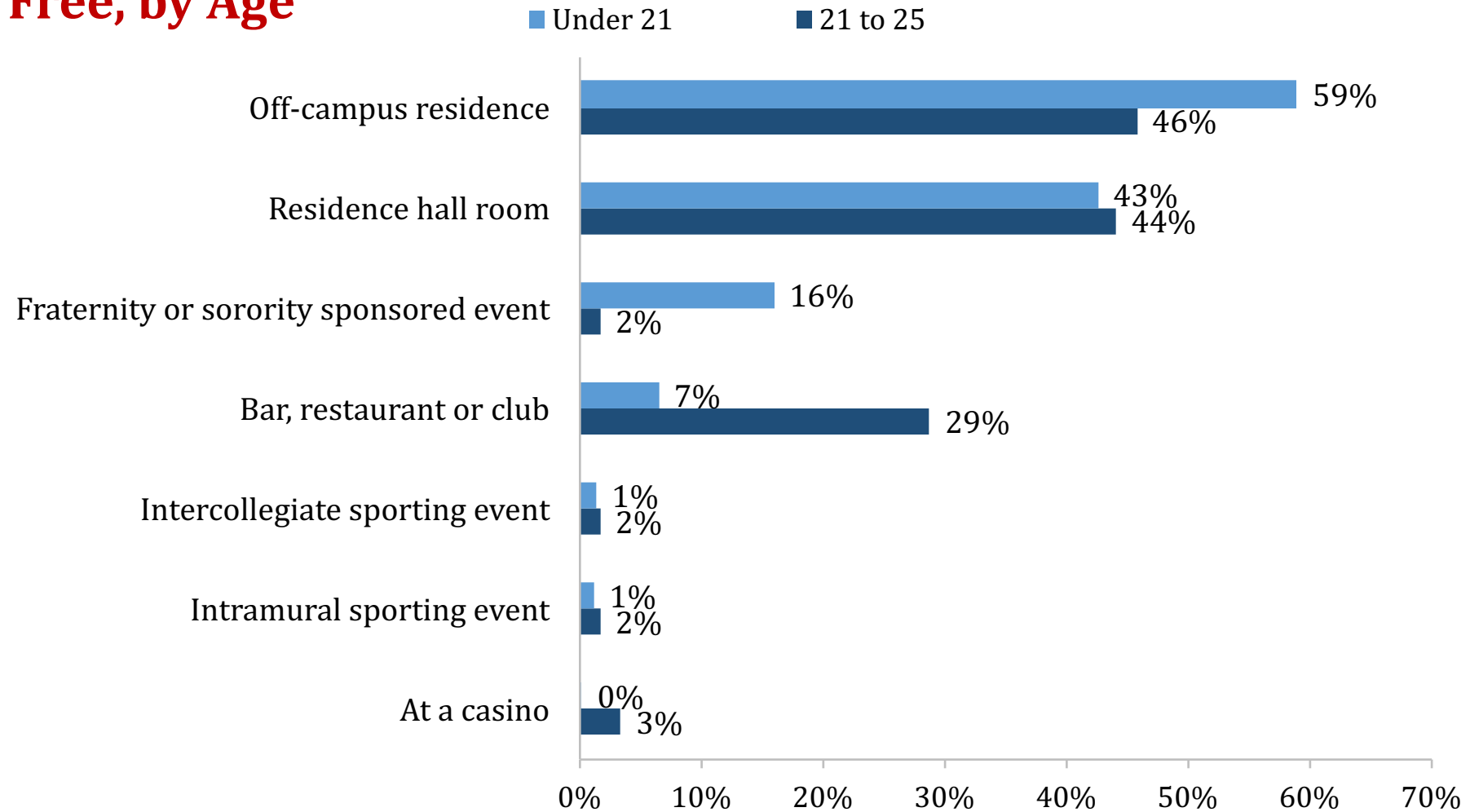
Prevalence of Parent Limit Setting Reported by Students, by Risk Group



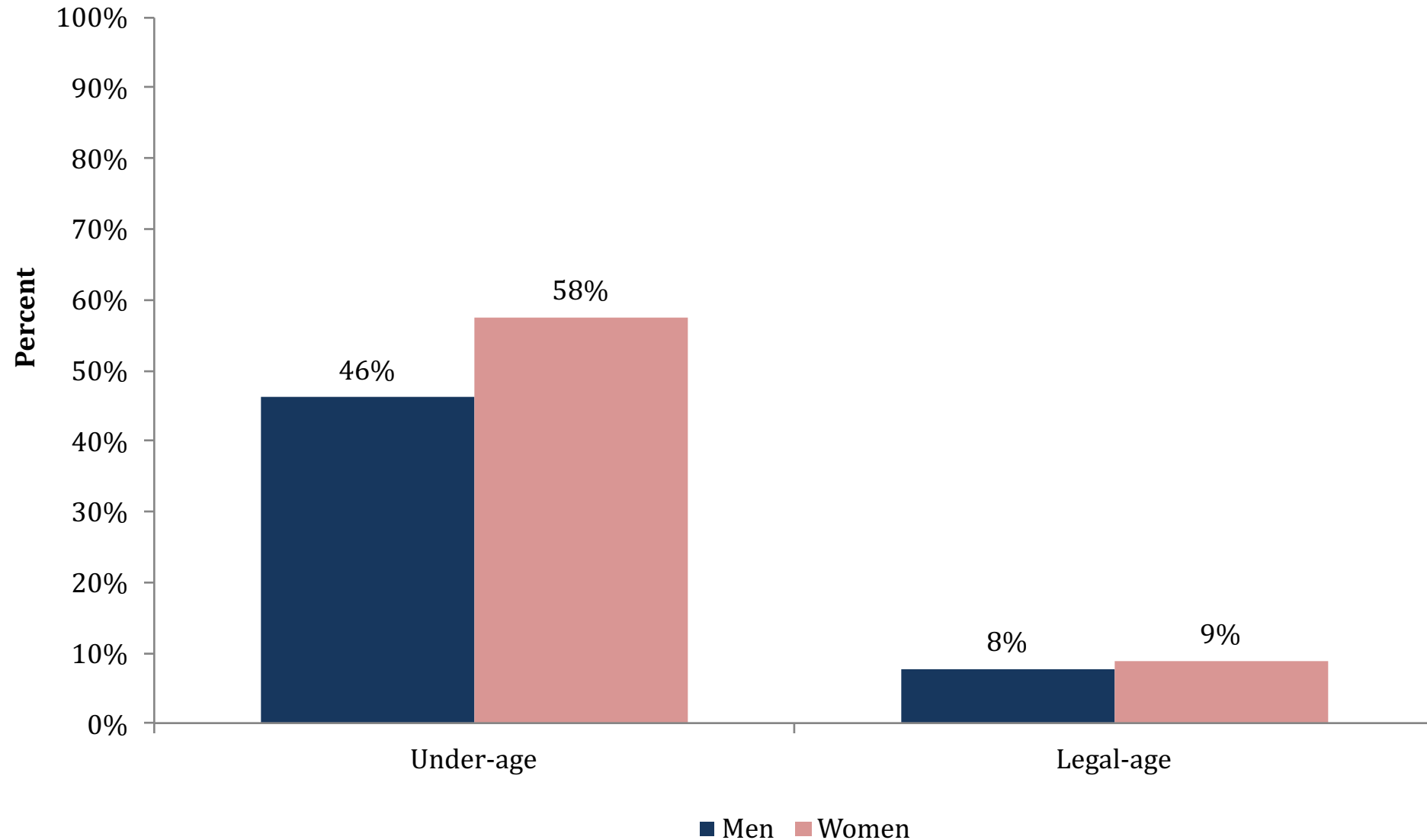
Risk Factor: Where Students Drank during the Past Month, by Age



Rsick Factor: Where Students Drank for Free, among Students Who Reported Typically Getting Their Drinks for Free, by Age



Risk Factor: Typically Get Drinks for Free, by Age and Gender



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Interventions

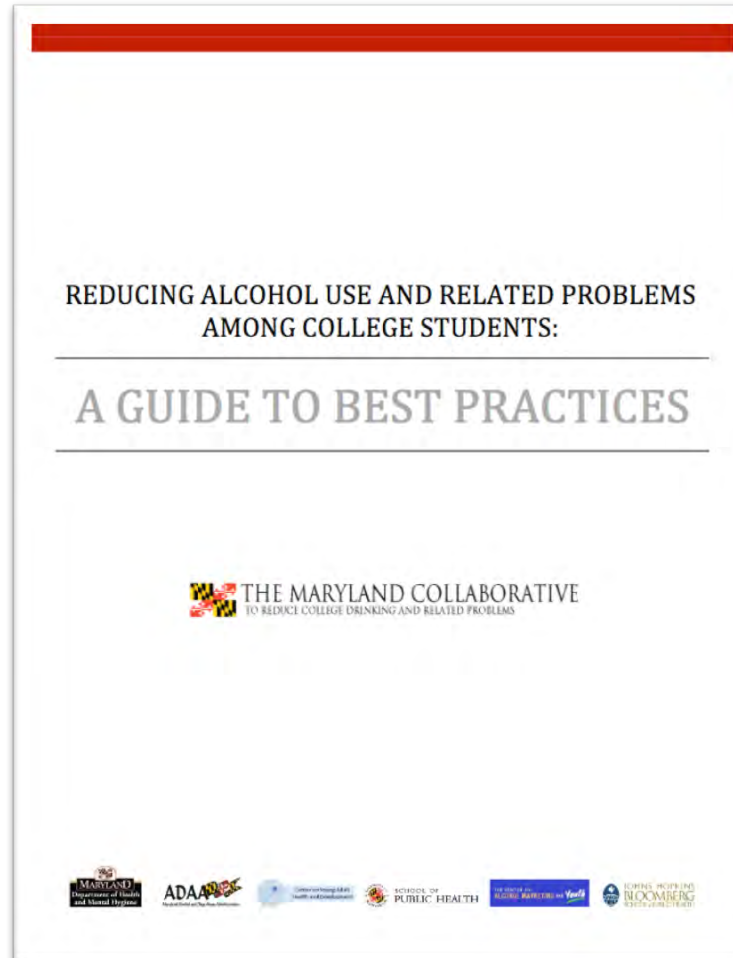
Trainings

- Environmental strategies
- Media advocacy
- Screening and Brief Intervention
- Athletic Departments
- Law enforcement and fake IDs
- Building coalitions
- Doing environmental scans

Other resources

- Webinars
- Fact sheets
- Individualized CAS reports and recommendations
- On-site TA
- Model legislation

Guide to Best Practices



College AIM

NIAAA's Alcohol Intervention Matrix

- New resource for schools to reduce excessive college drinking
- Extensive review of scientific literature
- Nearly 60 individual and environmental interventions rated for effectiveness
- <http://www.collegedrinkingprevention.gov/collegeaim/>

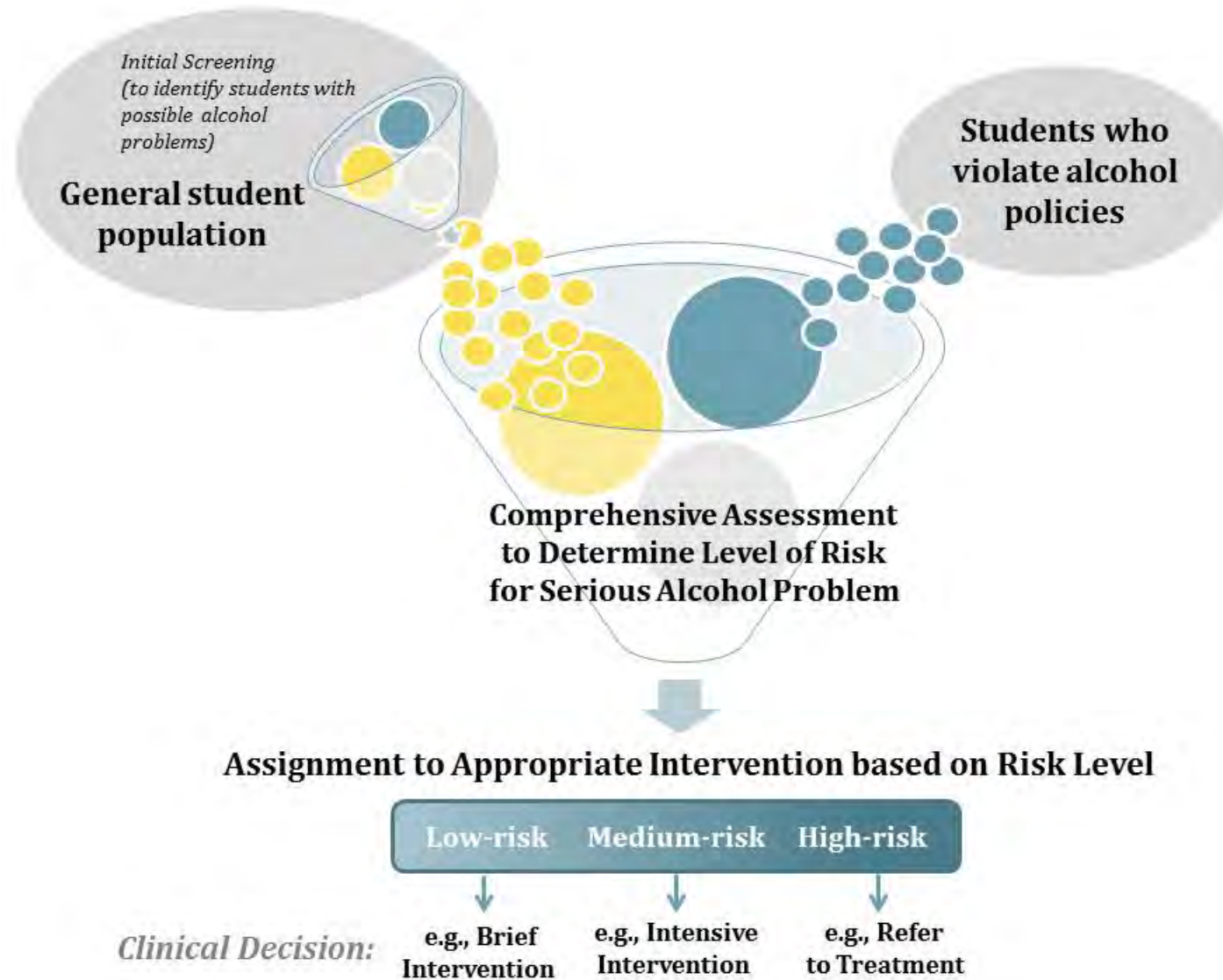
Individual-level Interventions

Key Findings of the Assessment

Individual Level Strategies

- Universal screening is very rare.
- 42% screen based on apparent need.
- Evidence-based interventions are offered at most 4-year schools (67% of public, 58% of private) and two 2-year schools (14%).
- 54% offer services on campus, such as counseling, 12-step meetings, and other support groups.
- Educational programs are commonly utilized.
(79% of 4-year schools and 57% of 2-year schools)
- There is a highly expressed need for more training.

A model for screening , identifying and intervening with college students with different levels of alcohol involvement



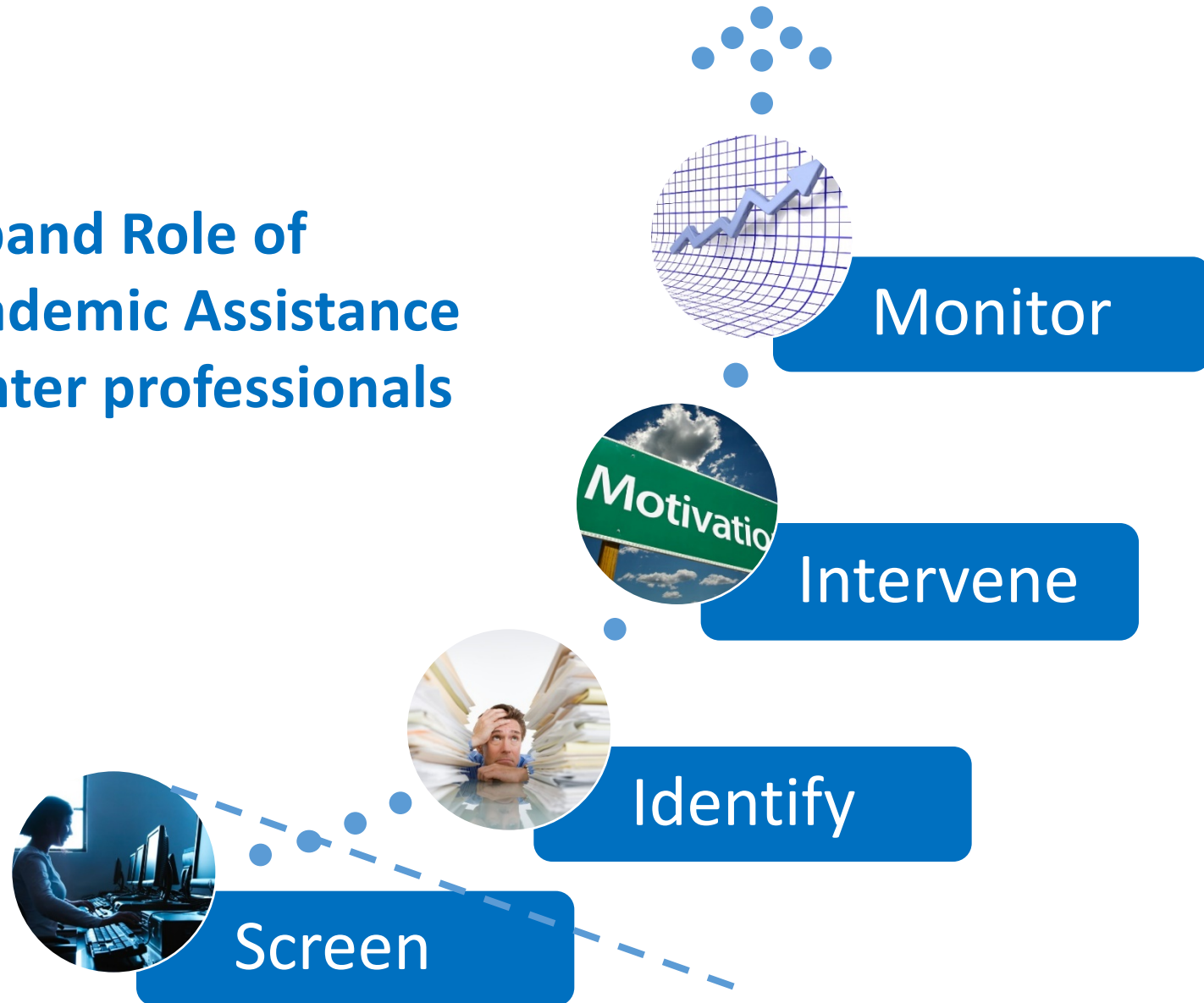
Involving Academic Assistance Centers

EXPAND ROLE OF ACADEMIC ASSISTANCE CENTERS

- Research shows a clear and compelling connection between AOD involvement and skipping class, and GPA
- Academic assistance centers might be an additional touchpoint to identify students at “dual risk” – for AOD problems and academic difficulties.
- Inquire about concentration problems, missed classes due to AOD use, and attenuation of personal academic goals.
- UMCP has developed a protocol and a screening tool for use in academic assistance centers.



Expand Role of Academic Assistance Center professionals



Parent-focused Website

www.CollegeParentsMatter.org

- Focus on parent-child communication
- Tips, tools, and scripts
- Alcohol-related topics
- Website is updated frequently

Topics Include:

- Spring break
- 21st birthday
- Off-campus parties
- Impaired driving



Upcoming:

- Sexual assault prevention
- Marijuana

www.CollegeParentsMatter.org

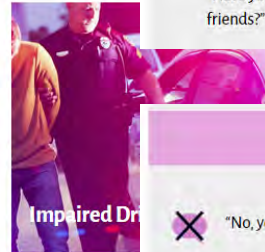
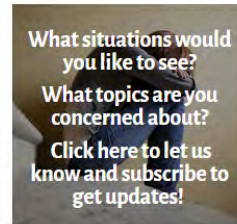
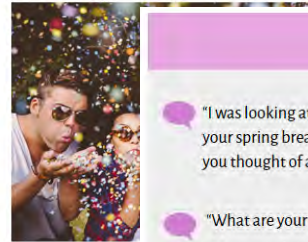
COLLEGE
PARENTS
MATTER
have the conversation

Tools and scripts to improve communication with your college student

[home](#) [who we are](#) [topics](#) [communication tips](#) [faqs](#) [contact us](#)

High Risk Drinking Situations To Talk About

Click on the image



Say this

"I was looking at the academic calendar and noticed that your spring break is between <insert dates here>. Have you thought of any plans for it?"

An easy way to start a conversation about spring break is by inquiring about their plans. Make sure to do this early on, before your child has any definite plans.

"What are your friends doing this spring break?"

You can ask your child what their friends are doing and suggest that they do something as a group that wouldn't be focused on alcohol.

"Have you thought about going on a _____ trip with your friends?"

Not this

✗ "No, you're absolutely not going."

Don't completely shut down when your child talks about going on a trip. You want to keep an open line of communication.

If you say, "No, you're absolutely not going," your child will most likely not tell you about their plans and you will be left in the dark.

✗ "You're doing something stupid."

If you say, "You're doing something stupid," your child might feel as though you are not respecting their decisions. It is important to establish a sense of trust and respect if you want your child to openly communicate with you about their plans.

Don't accuse your child of anticipated poor behavior on their intended trip.

Environmental-Level Interventions

Key Findings of the Assessment



On Campus

- While most schools provide information about campus alcohol policies in student handbooks, few (18%) integrate this information into classes.
- 23 schools allow alcohol use on campus; 80% of these report they prohibit it at intercollegiate sporting events and residence hall events.
- 57% limit the amount of alcohol available at events.

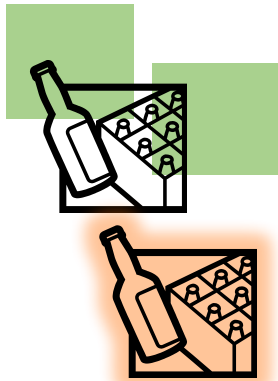
Off Campus

- Schools vary widely with respect to how involved they are with community partners to address local drinking problems and environments.
- At least four schools have worked with local authorities to address problematic service and/or pricing practices at local outlets.
- 13 of 38 schools work with a local law enforcement agency to enforce existing state and local alcohol laws.

There is a clear need to harmonize on- and off-campus policies and enforcement.

Ideally, reducing high levels of alcohol availability and easy access will decrease opportunities for high-risk drinking

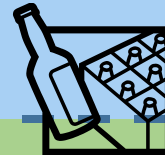
Retailers



**College
Campus**



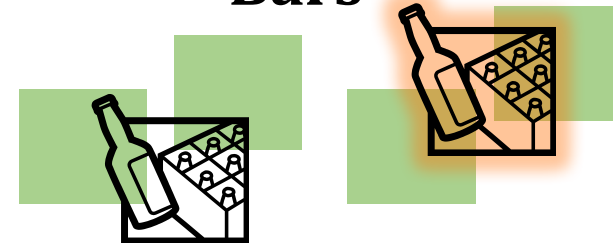
- Sporting Events
- Campus-sponsored Events
- On-campus housing



Off-campus housing



Bars



School-level Variation in the Proportion of Underage Students who Report that Obtaining Alcohol is “Very Easy” or “Easy”

