THE MARYLAND COLLABORATIVE
TO REDUCE COLLEGE DRINKING AND RELATED PROBLEMS

CAMPUS COUNCIL PEER EXCHANGE HIGHLIGHTS
November 8, 2023
Topic: Shifting Campus Drinking Culture Through Screening

Aimee Hourigan, Director of Substance Abuse Prevention and Education at the University of South Carolina, presented strategies for implementing screening outside of health care settings, including screening with high-risk populations, and discussed ways to use data to engage campus stakeholders in prevention efforts.

Why Screening?
- Screening/brief intervention is an evidence-based practice that has demonstrated efficacy with college students in a variety of settings.
- Online delivery of personalized feedback reduces student alcohol use as effectively as face-to-face.

USC's Comprehensive Approach
- Prevention
- Early Intervention
- Recovery Support
- Policy and Enforcement
- Environmental Management

Screening Sanctioned Students
- USC uses ScreenU and Alcohol 101+ for sanctioned students.
- ScreenU asks questions such as "What are some reasons you've thought about changing your drinking?"

Screening Fraternity and Sorority Members
- They give a small group presentation and discuss how risky is "X" activity? What is the impact?
- Chapter members complete ScreenU individually during the presentation, then see and discuss their group results.
  - As a group, are we worried about our results? Did we know x% don't use? Do we support them? What do we do about the people we're worried about? This requires a skilled facilitator.
- Chapters can request the presentation when they have new members or have an event coming up.

Screening Dry January Campaign - Implement screening in innovative ways.
- Tabling in the rec center Monday 4:00 – 6:00, and university union.
  - Use ScreenU and ask "how are your resolutions?". Best give away: bananas!
  - They use QR code for ScreenU and most students do it on their phone.
- They reached juniors and seniors much more than any other program.

Challenges and Tips
- Challenges: facilitating conversations, training peer educators, taking the first step
- Tips: demonstrations, use the data, build relationships, help students define problem drinking.

Taking the First Step
- They put it in places that were easy to start. Others soon approached them with other places to use it.
- They asked student leaders where to do demos. Providing data and information on risk level of their students is very effective in beginning the conversation.
- They give students clarity about what problematic drinking looks like and how to intervene.

Ideas for ScreenU Implementation
- Student organizations
- FSL new members
- U101assignment Websites
- Academic advising
- Students on academic probation
- Academic integrity sanction
- Blackboard announcement
- Waiting rooms

Discussion
Is there an ideal size?
- It depends on your facilitator. For a fruitful conversation, the group has to care about what that group approves of. The FSL chapters care about what the other people in the room have to say.

Is it customizable?
- You can add your own logo and create a new campaign for each group.
- The value of ScreenU is the brief intervention at the end. The hard part is the Motivational Interviewing - the conversation. ScreenU does that electronically.

How do you initiate the screening with fraternities and sororities?
- The group that gets in trouble is required to do the screening.
- The national orgs have requirements for education. There are chapter standards. They create a packet that shows how they meet those standards.
- Their student groups respond well to the incentives.

What about coordinating with the Mental Health Center?
- She has asked mental health center to add this to mental health screening. They have done co-sponsored programs with the mental health center. One will screen for mental health and the other will screen for substance use.

Are athletic teams a harder audience?
- It's the same idea: If they care about what others in the room think, that convo is successful.
- Sports teams are challenging. You have to build trust. Nobody in the room who will tell on them. This anonymous tool would be useful for that reason.