



ALCOHOL-FREE PROGRAMMING

An Environmental Strategy for
Reducing Alcohol Abuse on College Campus

Lyndsey Hawkins, MA, CPS
Bradley University



LEARNING OBJECTIVES

1. Understand the **importance** of alcohol-free campus events.
2. Examine **ways to implement** alcohol-free events at your institution.
3. Examine **ways to improve** alcohol-free events at your institution.
4. Summarize research findings on the **effectiveness** of alcohol-free campus events at reducing alcohol abuse on college campuses.

+ QUESTION:

Do you currently do alcohol-free programming at your campus?

+ QUESTION:

What do you hope is addressed in today's webinar?

+ LATE NIGHT BU



- Campus tragedies, 2007-2008
- Alcohol Action Plan, 2008
- First year challenges
- Changes



www.bradley.edu/campuslife/latenightbu



+ IMPORTANCE

Why alcohol-free programming?



NIAAA



- **Tier 1: Evidence of Effectiveness Among College Students**

- Examples: combining cognitive-behavioral skills, norms clarification and motivational enhancement interventions; brief motivational enhancement interventions; challenging alcohol expectancies.

- **Tier 2: Evidence of Success With General Populations That Could Be Applied to College Environments**

- Examples: enforcement of minimum drinking age laws, alcohol-impaired driving prevention, alcohol retail outlet density restrictions, increased alcohol prices and taxes, responsible beverage service.

- **Tier 3: Evidence of Logical and Theoretical Promise, But Require More Comprehensive Evaluation**

- Examples: enforcement of underage drinking laws on campus, consistently enforcing disciplinary actions associated with policy violations, conducting marketing campaigns to correct student misperceptions about alcohol use, “safe rides” programs.

- **Tier 4: Evidence of Ineffectiveness**

- Examples: informational, knowledge-based, or values clarification interventions about alcohol problems related to excessive use, when used alone; providing blood alcohol content feedback.



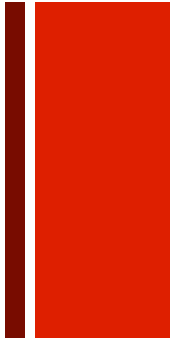
A TYPOLOGY FOR CAMPUS-BASED ALCOHOL PREVENTION: MOVING TOWARD ENVIRONMENTAL MANAGEMENT STRATEGIES



- On campus, an alcohol and other drug task force should conduct a **broad-based examination** of the college environment, looking not only at alcohol and other drug-related **policies and programs**, but also the **academic** program, the academic **calendar** and the entire college infrastructure.
- The objective is to identify ways in which the **environment** can be changed **to clarify the college's expectations for its students**, better integrate students into the intellectual life of the college, **change student norms away from alcohol and other drug misuse** or make it easier to identify students in trouble with substance use.
- <http://www.collegedrinkingprevention.gov/supportingresearch/journal/dejong.aspx>



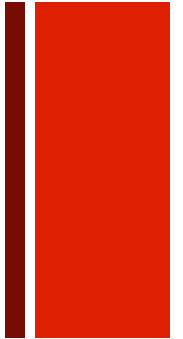
CONTINUED



- The typology divides the environmental change category into five subcategories of strategic interventions:
 - (1) **offer and promote social, recreational, extracurricular and public service options that do not include alcohol;**
 - (2) *create a social, academic and residential environment that supports health-promoting norms;*
 - (3) *limit alcohol availability both on- and off-campus;*
 - (4) *restrict marketing and promotion of alcoholic beverages both on- and off-campus; and*
 - (5) *develop and enforce campus policies and local, state and federal laws.*



CONTINUED



- In advance of outlining recommendations for effective prevention, the report provides an overarching framework upon which to consider them. This framework presents three targets for college alcohol prevention efforts: 1) the high-risk student drinker, 2) the student body as a whole, and 3) the campus and community environment.
- The panel suggests adopting a **comprehensive prevention approach** that targets interventions and approaches for **each of these audiences**. While some policies and programs may be more beneficial to the high-risk drinker, others may be **more effective across the campus as a whole or even in the community**. Therefore, a sound and comprehensive prevention program will include elements targeting each of these audiences in a specific way.
- <http://www.campushealthandsafety.org/niaaa/>
- http://www.collegedrinkingprevention.gov/niaacollegematerials/taskforce/CallToAction_02.aspx

+ IMPLEMENTATION

How do you make it happen?

What do you need?

How can you make it better?



KEY ELEMENTS

- Strategic Plan
- Resources
- Collaboration
- Creativity
- Support
- Organization
- Evaluation



STRATEGIC PLAN



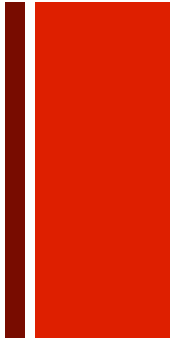
- Purpose of event
- Frequency
- Attendance goal
- Longevity
- Decision-makers



+ RESOURCES



- Money
- Space
- Staff



+

COLLABORATION

- Logistics
- Planning
- Marketing







PROM NIGHT

Tuesday, May 1st
10 pm - 2 am, Markin Center



Live Performance By:
SOUTH JORDAN

Inflatable Obstacle Course Indoor Paintball
Chalkboard Clipboards CD Scratch Art
Exotic Animal Petting Zoo
Oxygen Bar Spin Art Shutter Shades
Henna Tattoos Giant Board Games

NOVEMBER

LATE NIGHT BU

SOUND WARS: EPISODE II




Late Night BU

THIS WEEK

 /LateNightBU  @LNU



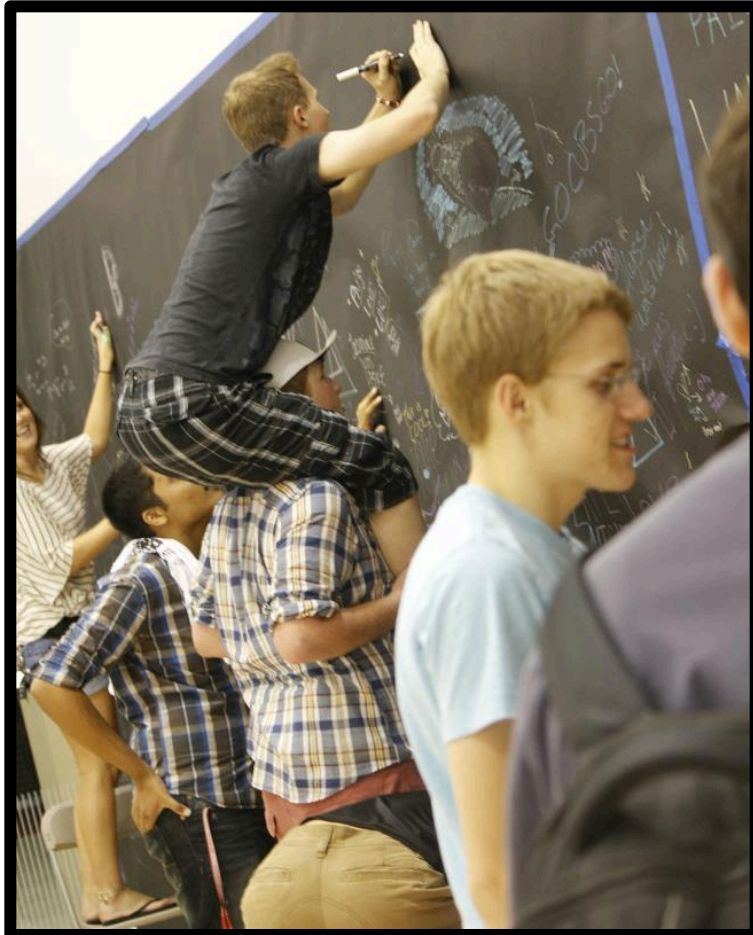


VOCABULARY LESSON FOR FINALS WEEK

STUDY (verb.)
*taking a textbook with
you to Late Night BU*



+ CREATIVITY













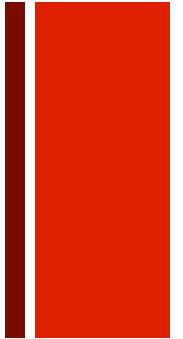




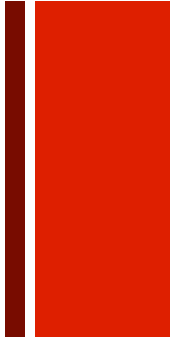


SUPPORT

- President
- Academics
- Student Affairs
- Student Leaders
- Student Staff



+ ORGANIZATION



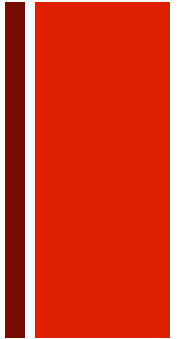
■ Prior

- *Job descriptions – clear expectations*
- *Handbook*
- *Working event log*
- *Layout*

■ Night-of

- *Event log*
- *Technology/supply log*
- *Assignments*

+ *Job descriptions – clear expectations*



Title: Graphic Designer

Job Description: The Graphic Designer will be responsible for all marketing associated with all of the Late Night BU events in 2015. The Graphic Designer will meet weekly with the Late Night BU team in order to evaluate past events, develop plans for future events, and help each other improve the Late Night BU program. The Graphic Designer must be willing to work in a team environment, give and take constructive criticism, and be a hard worker.

Specifically, the Graphic Designer will be responsible to complete the following for each event:

- Evaluate all marketing needs with the Event Coordinators
- Create any posters or printed materials to advertise the event
- Create posters for the night of the event
- Create a poster of the schedule of the night
- Work with possible vendors to provide logos and other artwork
- Work with LNBU advisors to order any promotional products
- Put up posters
- Put out sandwich boards and banners
- Use social media to promote event; focus primarily on Facebook
- Create mailbox stuffers and distribute them (if needed)
- Other duties as assigned

Getting Started

Choose a Theme

The theme for a LNBU is important as it sets a tone and provides continuity for the event. **Be creative and think outside of the box when you choose a theme.** A good theme generates excitement among students before they even hear what activities will be involved.

The following are some items to consider when choosing a theme:

- What time of year is it? Are there any big events taking place in the nation or world around that time?
- How many activities can be tied into your theme?
- Is the theme universally appealing (will segments of the student population be turned off by the theme)?
-

Choosing Locations for Attractions

When selecting locations for attractions, there are several factors you need to keep in mind.

- Size of attraction and access to electrical outlets

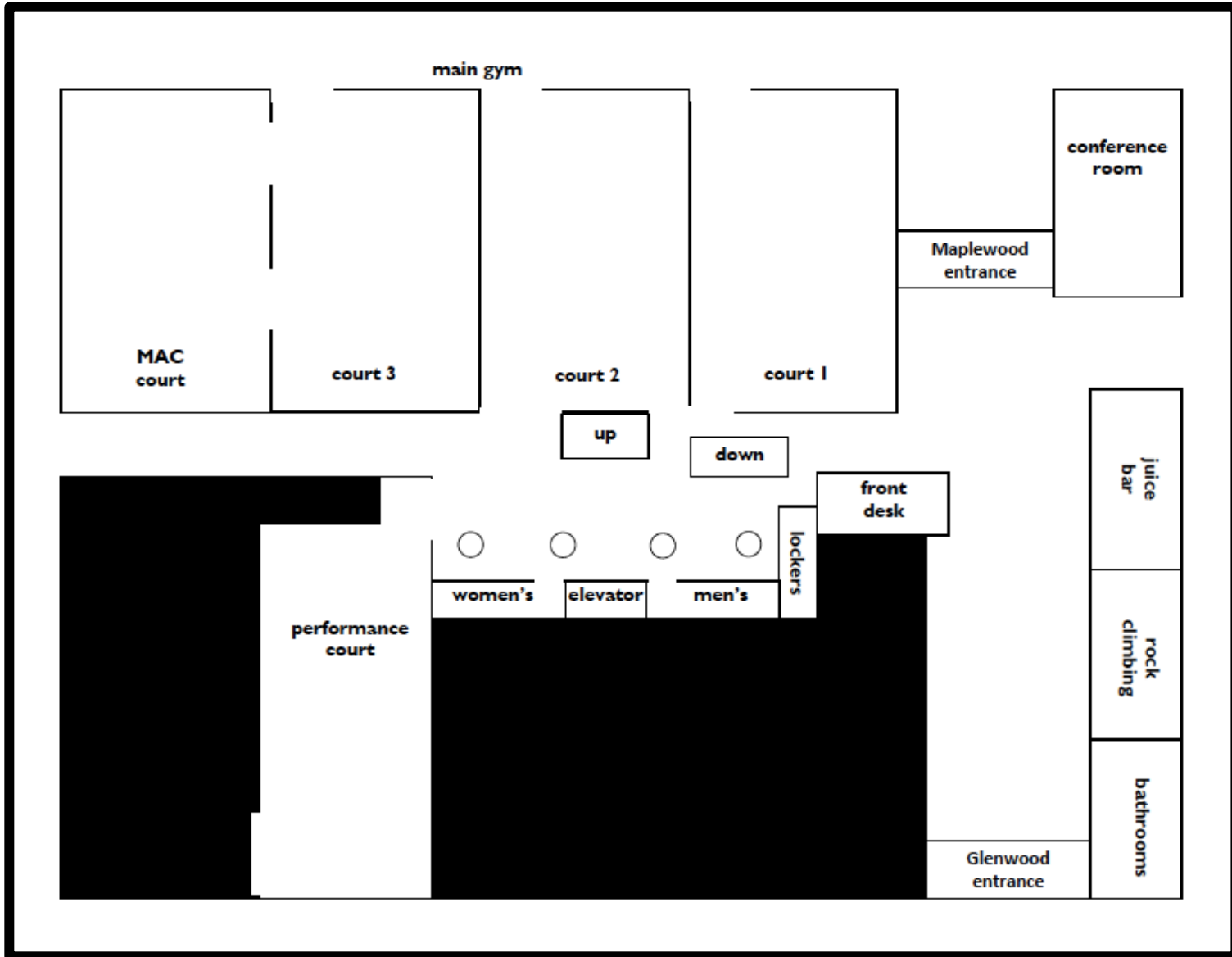
+ Working event log



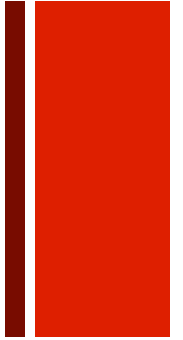
LNBU: Blizzard Bash

Event/Activity	Time	Location	Contact	Set-Up Time	Needs	Volunteers	Cost
Sleigh Rides/Reindeer Display	9-1 am	Outside- pick up outside on Tobias- go down Bradley, L on Elmwood and around Founder's	Lindsay Sierpien 815-568-9052	8:30 pm	-Area blocked off for their trailer -Stanchions	2 working the line	\$2,425
Surveys-	9-1 am	Lobby	Lyndsey Hawkins	7 pm.	-2 tables/4 chairs -loads	-1 grad -2 volunteers	-
Hidden Reindeer Competition	Once every hour	-Around Markin -Prizes at survey tables	Casey Molloy- 708-217-7866	7 pm.	-	-	\$13.97
Life-sized Gingerbread House Contest- Judging at 11:30 pm	9-11:30 pm	Court 3	Casey Molloy	7 pm.	-Cardboard -Duct tape -Decorations -Dumpster -1 table	-LNBU staff	\$157.50 \$200 prize
Hot Chocolate Bar	9-1 am	Court 1/2	Casey Molloy	8 pm.	-2 tables -Outlets -Spoons	2	~\$400
Cookie decorating	9-1 am	Court 1/2	Casey Molloy	7 pm.	-5 Tables, 1 table for cookies/icing -40 Chairs -Garbage cans -Paper plates	2	-

+ Layout



+ EVALUATION



- End of each event – AT event, electronically
- Rating of activities
- Ideas
- Demographics
- *“Would you have been drinking had you not attended?” – usually about 25%+*

+ EFFECTIVENESS

Does it work?



RESEARCH

- North Dakota State University
– Club NDSU
- University of Michigan – UMix
Late Night
- University of North Carolina at
Chapel Hill
- Purdue University
- Late Night Penn State

<http://www.outsidetheclassroom.com/Upload/PDF/AlcoholFreeOptions.pdf>

<http://www.alcoholeducationproject.org/DOEModelPrograms2008.pdf>

http://www.ndsu.edu/fileadmin/alcoholinfo/Club_NDSU_NASPA_natl_2009.pdf



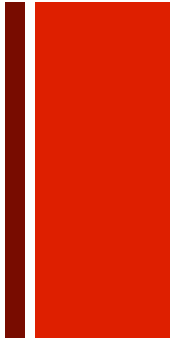
BENEFITS @ BRADLEY

- Non-drinkers
- Moderate/social drinkers
- Heavy drinkers
-
- Community-builder
- Tradition



OUR RESEARCH

Thanks to Dr. Lizbeth Crawford, Bradley University



- Longitudinal – freshman year
 - *Beginning of semester*
 - *End of fall semester*
 - *End of spring semester*
- “University Experience” class – about 80%+
- *Drawbacks*



FINDINGS



- The results of a series of OLS regressions indicated that the number of school-sponsored, alcohol-free late night events attended was **inversely related** to end-of-term drinking among females in both the 2010 and 2012 sample.
- Among the 2010 freshman cohort, frequent attendance of alcohol-free late night events **reduced levels of alcohol use** primarily among males who exhibited limited drinking, or abstained from alcohol, during high school.
- In contrast, among freshmen males in 2012, program participation **reduced drinking** most among individuals who drank heavily in high school and at the beginning of their first college semester.
- Moreover, among freshman males in 2012, attendance of alcohol-free late night events was associated with **low levels of alcohol consumption** mainly among Greek participants.
- Program attendance had little effect on **end-of-semester drinking** among males not affiliated with the Greek system.



OTHER MEASURES



- Alcohol violations

- Tickets

- Referrals

- Incidents

**+ WHAT THEY
DON'T TELL YOU...**

+

THE BAD/UGLY



- Inconsistency with mission
- Criticism
- Risk
- Time – planning, execution
- Stress



+

“OTHER”

- LONG nights - slap happy becomes the norm
- “Why did I get my master’s?”
- ...but, INCREDIBLY rewarding



+ **QUESTIONS?**

+ **THANK YOU!**

lhawkins@bradley.edu

(309) 677-3381