TAKING A CLOSER LOOK AT CAMPUS STRATEGIES FOR DRUG AND ALCOHOL ABUSE PREVENTION: WHAT CAN WE LEARN FROM LONGITUDINAL RESEARCH?

David S. Anderson, Ph.D.
Professor
and
Elizabeth Hanfman, M.A.
Research and Evaluation Associate
THE COLLEGE ALCOHOL SURVEY:

The national longitudinal survey on alcohol, tobacco, other drug and violence issues at institutions of higher education

LONGITUDINAL TRENDS AND YEAR 2006 SUMMARIES
THE COLLEGE ALCOHOL SURVEY: 1979 - 2006

David S. Anderson, Ph.D.
George Mason University
and
Angelo F. Gadaleta, Ph.D.
West Chester University
Sample of 4-year colleges and universities
Conducted every 3 years since 1979
10 survey administrations
Respondents are chief student affairs officers
Response rate from 50% – 71%
Results available at www.caph.gmu.edu
OUTLINE

The Nature of the Problem
Context of Collegiate Efforts
Comprehensive Efforts
Policies and Procedures
Data Collection
Personnel and Funding
Education and Programming
Support Services
Perception of Effectiveness
Alcohol’s involvement with a wide range of campus issues remains high. Changes over time appear to be reduced to a very limited degree.
Alcohol's Involvement With Campus Behaviors: 2006

Violent Behavior: 58%
Residence Hall Damage: 57%
Campus Policy Violation: 55%
Campus Property Damage: 49%

Mean Percentages

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Alcohol's Involvement In Personal Behaviors: 2006

- Acquaintance Rape: 63%
- Unsafe Sexual Practices: 59%
- Physical Injury: 39%
- Emotional Difficulty: 36%
- Risk of Suicide: 32%
- Health Center Contacts: 23%

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Alcohol's Involvement In Academic Issues: 2006

- Missed Classes: 37%
- Diminished Performance on Test or Project: 33%
- Lack of Academic Success: 33%
- Student Attrition: 27%

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Alcohol's Involvement: Violation Of Campus Policy

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Alcohol's Involvement: Residence Hall Damage

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Alcohol's Involvement: Campus Property Damage

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Alcohol's Involvement: Violent Behavior

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Alcohol's Involvement: Physical Injury

Mean Percentages

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Alcohol's Involvement: Emotional Difficulty

Mean Percentages

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Alcohol's Involvement:
Unsafe Sexual Practices

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Alcohol's Involvement: Acquaintance Rape

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Alcohol's Involvement: Use Of Marijuana

Mean Percentages


From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Alcohol's Involvement:
Lack Of Academic Success

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Alcohol's Involvement: Student Attrition

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(based on assessment of the percent of time alcohol is involved with each of the following)

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<th>Alcohol Permitted</th>
<th>Alcohol Not Permitted</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Damage in residence halls</td>
<td>64%</td>
<td>34%</td>
<td>.000</td>
</tr>
<tr>
<td>Damage to other property</td>
<td>54%</td>
<td>30%</td>
<td>.000</td>
</tr>
<tr>
<td>Violation of campus policies</td>
<td>57%</td>
<td>44%</td>
<td>.019</td>
</tr>
<tr>
<td>Violent behavior</td>
<td>63%</td>
<td>41%</td>
<td>.002</td>
</tr>
<tr>
<td>Physical injury</td>
<td>43%</td>
<td>28%</td>
<td>.012</td>
</tr>
<tr>
<td>Acquaintance rape</td>
<td>69%</td>
<td>44%</td>
<td>.004</td>
</tr>
<tr>
<td>Unsafe sexual practices</td>
<td>62%</td>
<td>47%</td>
<td>.030</td>
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<tr>
<td>Use of marijuana</td>
<td>39%</td>
<td>28%</td>
<td>.044</td>
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From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
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**Where Alcohol Can be Purchased by the Drink and Those Where Alcohol Cannot be Purchased by the Drink**

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</table>

Use of other drugs

*(not sig., but noteworthy)*

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From College Alcohol Survey, 1979-2006 - Conducted by George Mason University and West Chester University.
<table>
<thead>
<tr>
<th>Event</th>
<th>Alcohol can be purchased by the drink</th>
<th>Alcohol cannot be purchased by the drink</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of academic success</td>
<td>30%</td>
<td>40%</td>
<td>.023</td>
</tr>
<tr>
<td>Student attrition</td>
<td>22%</td>
<td>35%</td>
<td>.005</td>
</tr>
<tr>
<td>Health center contacts</td>
<td>19%</td>
<td>30%</td>
<td>.005</td>
</tr>
<tr>
<td>Use of drugs</td>
<td>26%</td>
<td>37%</td>
<td>.051</td>
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THE CONTEXT OF COLLEGIATE EFFORTS

Alcohol use has reduced gradually over time

Heavy drinking has not changed over time

Collegiate efforts have increased, then decreased, and more recently stagnated

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
College Student Drinking Patterns

Year


Percent of Student Use

0 20 40 60 80 100

Heavier Drinking

Use in Last 30 Days

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
COMPREHENSIVE EFFORTS

Campus leaders express a desire for comprehensive campus-based efforts. A scale of “comprehensiveness” was creating using 18 data points from the CAS. A review of “comprehensiveness” shows variation and provides insights.
Comprehensive Program Elements

- Alternative beverage
- Food Served
- Survey on student behavior
- Survey on student knowledge
- Survey on student attitudes
- Survey on student perceptions
- Formal assessment
- Training for servers
- Training for paraprofessional staff on drinking problems
- Student programming/ peer education group
- Location for materials
- Orientation program
- Focus period of time
- Courses on alcohol issues
- Task force
- Designated coordinator/specialist
- Group counseling for problem drinkers
- Support group for those whose lives are affected
Number of Institutions for Each Level of Comprehensive Effort (0 – 18 scale)

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Comprehensive Program: Relationship Between Actual Level and Self-Assessment

our campus has a comprehensive approach to alcohol abuse p

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Comprehensive Alcohol Program: Demographic Review

- No significant difference between public and private schools in terms of having a comprehensive alcohol program
- No significant difference between rural, suburban, and urban schools in terms of having a comprehensive alcohol program
- Schools with an enrollment over 15,000 were significantly more likely to have a comprehensive alcohol program than schools with under 5,000 students enrolled
POLICIES AND PROCEDURES

Whether alcohol is permitted on campus has not changed over 27 years. However, the circumstances under which alcohol is permitted have changed. Most changes in policy have not been altered during the past 10 years.
Alcohol Permitted On Campus

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Permissibility of Alcohol on Campus

Mean Percentages

- Permit Beer
- Permit Liquor
- Permit Liquor if Beer Permitted
- Permit Beer if Liquor Permitted
- Permit Alcohol of Any Kind

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
• 77% of campuses permit beer
  • 66% permit liquor
• 88% of campuses that permit beer also permit liquor
• 100% of campuses that permit hard liquor also permit beer
• 76% of campuses permit some kind of alcohol on campus
Training Required Where Alcohol By the Drink is Available

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
• 44% of campuses have a place where individuals can purchase alcohol by the drink
• Of the schools where there is a place that individuals can purchase alcohol by the drink, 91% require training as a server
Event Advertising May Cite Alcohol Availability

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Alcohol at Tailgating Events

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Policy to Address Alcoholic Industry Sponsorship

From 1988 to 2006, the percentage of affirmative responses to various policies addressing alcoholic industry sponsorship has increased. The graph shows:

- Policies Present
- Prohibits Advertising
- Prohibits Promotions
- Prohibits Official Sponsorship
- Prohibits signs at major facilities

Data sourced from the College Alcohol Survey, 1979-2006, conducted by George Mason University and West Chester University.
On Campus Alcohol Advertisements

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Alcohol-Related Incidents
2006

Judicial Charges Faced for Alcohol-Related Behavior that Occurred Off Campus

Percent who are Repeat Offenders

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Campus Judicial Processes for Alcohol Involved Behavioral Infraction

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
DATA COLLECTION

Data collection on a wide range of issues has increased over the past two decades. Many data collection opportunities remain. Reviews of program effectiveness are limited.
Student Survey Done On Knowledge About Drinking In Last Two Years
Student Survey Done On Attitudes About Drinking In Last Two Years

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Student Survey Done On Knowledge About Other Drugs In Last Two Years

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Student Survey Done On Attitudes About Other Drugs In Last Two Years

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Student Survey Done On Tobacco Issues in Last Two Years: 2006

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Student Survey on Perceptions of Substance Use 2006

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Student Survey Done On Violence On Campus In Last Two Years

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Conducted Assessment: Legal Liability

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Conducted Assessment: Program Effectiveness

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Measuring Campus Efforts: 2006

- Student Use/Abuse Survey: 82
- Formal Research: 49
- Campus Environmental Scan: 37
- Compare efforts with standardized criteria: 24
- External Evaluator: 16
BAC Measures Used
2006

- Have methods to measure BAC in policy enforcement: 37
- Keep BAC records of students with alcohol violations: 27
- Routinely receive reports on ER visits resulting from alcohol: 52
- Correlate BAC with alcohol-related offenses or injuries: 10

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
PERSONNEL AND FUNDING

Professional personnel involved with drug/alcohol leadership have stabilized over the last 10 years.

Roles of peers have shifted recently.

Funding is relatively low, yet shows modest increase.
Designated Alcohol/Substance Abuse Educator Or Specialist

Percentage of Affirmative Responses

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Specialist Time Allocations

- Alcohol: 59.7%
- Drugs: 23.5%
- Tobacco: 10.1%
- Wellness: 16.3%

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Specialist Time Allocations 2006

Graduate Student: 1.58 FTE
Coordinator: 1.09 FTE

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
On Campus Coordinator Functions 2006
Part I

<table>
<thead>
<tr>
<th>Year</th>
<th>Direct Prevention Programming</th>
<th>Policy Development</th>
<th>Educational Programming for Judicially Sanctioned Students</th>
<th>Direct Counseling</th>
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<tbody>
<tr>
<td>1991</td>
<td>4.5</td>
<td>3.5</td>
<td>4.0</td>
<td>3.0</td>
</tr>
<tr>
<td>1994</td>
<td>4.4</td>
<td>3.6</td>
<td>4.1</td>
<td>3.1</td>
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<tr>
<td>1997</td>
<td>4.3</td>
<td>3.7</td>
<td>4.2</td>
<td>3.2</td>
</tr>
<tr>
<td>2000</td>
<td>4.2</td>
<td>3.8</td>
<td>4.3</td>
<td>3.3</td>
</tr>
<tr>
<td>2003</td>
<td>4.1</td>
<td>3.9</td>
<td>4.4</td>
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<td>2006</td>
<td>4.0</td>
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From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
On Campus Coordinator Functions 2006
Part II

Importance

Peer Leader Training
Faculty Training
Staff Training
Guest Lectures
Community Liason

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
On Campus Coordinator Functions 2006
Part IV

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Annual Funding For Alcohol/Substance Abuse
In 2006 = 56.91% of Wellness Funding

Wellness Funding = $38,319

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Leadership With Campus Efforts: 2006

- Alcohol/Substance Abuse Coordinator: 3.56
- Counseling Center: 3.38
- Residence Life: 3.33
- Health Center: 3.3
- Dean Of Students: 3.22
- Wellness Center: 3.09
- Campus Police: 3.04
- Student Activities: 2.83

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Alcohol Programming:
External Funding Attempted and Acquired

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Other Health Issues: External Funding Attempted

- Violence prevention efforts
- Tobacco reduction efforts
- Overall wellness efforts

Percentage of Affirmative Responses

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
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Where Alcohol Is Permitted and Those Where Alcohol Is Not Permitted

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<td><strong>Coordinator</strong></td>
<td><strong>Task force or</strong></td>
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<tr>
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<td></td>
<td></td>
<td><strong>problem drinkers</strong></td>
</tr>
<tr>
<td><strong>by an alcoholic/problem</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>drinker</strong></td>
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Difference in Campus Efforts:
Alcohol By Drink Permitted vs. Not Permitted

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
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From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Alcohol’s involvement with a wide range of campus issues remains high. Changes over time appear to be reduced to a very limited degree.
Location For Resources

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Student Orientation Program
Includes Substance Abuse

Percentages of Affirmative Responses

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Parent Orientation Program
Includes Substance Abuse

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Focus Period Of Time For Alcohol Education/Prevention

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Focus Period Of Time For Drug Education/Prevention

Percentage of Affirmative Responses

0 10 20 30 40 50 60 70 80 90 100


From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Included in Campus Efforts 2006: Awareness & Information

- Poster Campaigns: 2.74
- Educational Handouts: 2.73
- Information/Articles: 2.72
- Campaigns on (+) Social Norms: 2.7

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Included in Campus Efforts 2006:
Support Services

- Substance Abuse Problem: 3.09
- Individual Motivational Interviews: 2.58
- Services for Recovering Students: 2.42
- Designated Driver: 2.15
- Safe Rides Program: 2.07

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Included in Campus Efforts 2006: Interactive Approaches

- Workshops: 2.72
- Technological Approaches: 2.52
- Speakers: 2.4
- Discussion Groups: 2.39
- Peer Theatre: 1.69

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Special Attention Paid to Group Needs: 2006

- Freshmen Students: 3.7
- Fraternity/Sorority: 3.3
- Athletes: 3.2
- Women: 2.7
- People of Color: 2.4
- Commuter Students: 2.2
- Gays/Lesbians/ Bisexuals: 2.1
- Persons with Disability: 2

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Special Attention Paid to Group Needs: 2003

- Freshmen Students: 3.6
- Fraternity/Sorority: 3.2
- Athletes: 3
- Women: 2.5
- People of Color: 2.2
- Commuter Students: 2
- Gays/Lesbians/ Bisexuals: 2
- Persons with Disability: 1.9

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Special Attention Paid to Group Needs: 2000

- Freshmen Students: 3.6
- Fraternity/Sorority: 3.2
- Athletes: 3.1
- Women: 2.5
- People of Color: 2.1
- Commuter Students: 1.9
- Gays/Lesbians/ Bisexuals: 1.8
- Persons with Disability: 1.8

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
SUPPORT SERVICES

Support services tend to decline over time.

Community collaboration has increased; campus and state-based efforts have stabilized.
Group Counseling Experience For Problem Drinkers

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Support Group For Those Negatively Affected By An Alcoholic

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Employee Assistance Program

Percentage of Affirmative Responses

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Campus, Community, and State Efforts

Percentage of Affirmative Responses

- **State Efforts**
- **Community Partnership**
- **Campus**

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Alcohol’s involvement with a wide range of campus issues remains high. Changes over time appear to be reduced to a very limited degree.
Perceived Effectiveness for AOD Efforts
Part 1

- Campus Police/Security Enforcement: 3.63
- Sanctions for Infractions: 3.61
- Policies/Procedures: 3.59
- Staff Enforcement of Policies: 3.55
- Treatment & Referral Resources: 3.52
- First-year Targeted Efforts: 3.39

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Perceived Effectiveness for AOD Efforts
Part 2

- Alcohol Education and Prevention Efforts: 3.34
- State and Federal Laws: 3.31
- Alcohol-Free Social Events: 3.18
- Local Police Enforcement: 3.16
- In-Depth Assessment of Repeat Offenders: 2.98
- Athletes Targeted Efforts: 2.98

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Perceived Effectiveness for AOD Efforts
Part 3

- Individualized Motivational Interviewing: 2.76
- Accessibility of On-Campus Treatment: 2.7
- Use of Peer Educators: 2.65
- Staff Training: 2.44
- Social Norms Marketing: 2.43
- Campus Task Force: 2.41

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Perceived Effectiveness for AOD Efforts
Part 4

- Targeted Greek Efforts: 2.46
- Technological Approaches (Web or CD): 2.43
- Joint Campus/Community Efforts: 2.31
- Collaboration between Student Services & Faculty: 2.22
- Infusion of Prevention Education into the Curriculum: 1.6
- Faculty Training: 1.16

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
PHILOSOPHICAL UNDERPINNINGS

A range of perspectives guiding leaders are found.

Planning efforts for campus efforts are modest.

The preferred minimum drinking age is increasing.
Administrative Assessment: Overall Approach

- Our campus remains committed to finding and applying effective alcohol abuse prevention strategies. Score: 4.1
- Our alcohol abuse prevention efforts have been institutionalized. Score: 3.26
- Our campus has a comprehensive approach to alcohol abuse prevention. Score: 3.25
- Adequate funding is being spent on our campus for alcohol abuse prevention. Score: 2.34
Most student alcohol abuse occurs in off-campus uncontrolled settings.

Our campus alcohol abuse problems are minimal.
Our campus utilizes the most effective alcohol abuse prevention strategies.

Our campus has clearly defined goals and objectives for alcohol abuse prevention.

Our campus has formally identified the principles/philosophical underpinnings of its alcohol abuse prevention efforts.

Our campus has consensus between students and administrators on the direction of our alcohol abuse prevention efforts.
Prevention Approaches Guiding Campus Efforts Part 1

- Responsible Decision-Making: 4.35
- Harm Reduction: 4.35
- Establishing Healthy Norms: 4.19
- Healthy Life Choices: 4.13
- Problem Reduction: 4.07
- Responsible Drinking: 3.94

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Prevention Approaches Guiding Campus Efforts Part 2

- Alcohol-Free Activities: 3.89
- Lifelong Skills: 3.77
- Values Development: 3.42
- Social Norms Marketing: 3.37
- Abstinence: 2.42

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Campus Efforts to Reduce Alcohol Abuse
Part I

Percentage of Affirmative Response:

- Harm Reduction
- Abstinence
- Problem Reduction
- Lifelong Skills

From College Alcohol Survey, 1979-2006, Conducted by George Mason University and West Chester University.
Campus Efforts to Reduce Alcohol Abuse
Part II

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Campus Efforts to Reduce Alcohol Abuse
Part III

Percentage of Affirmative Responses:

- Healthy Life Choices
- Responsible Drinking
- Values Development
- Alcohol-free Activities
- Other

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
Preferred Minimum Age

From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.
THE COLLEGE ALCOHOL SURVEY:
The national longitudinal survey on alcohol, tobacco, other drug and violence issues at institutions of higher education

LONGITUDINAL TRENDS AND YEAR 2006 SUMMARIES
OUTLINE

The Nature of the Problem
Context of Collegiate Efforts
Comprehensive Efforts
Policies and Procedures
Data Collection
Personnel and Funding
Education and Programming
Support Services
Perception of Effectiveness