



**West Virginia Collegiate Initiative to  
Address High Risk Alcohol Use**

**WV Association of Student Personnel Administrators  
Fall Conference  
November 5, 2015**

# Today's Agenda

- WV College Student Health
- The WVCIA
- WV Specific Evidence-Based Strategies

# The Problem

# Consequences of College Drinking

- Each year, nationwide, it is estimated that of college students aged 18-24:
  - **1,825** die from alcohol related unintentional injuries, including crashes
  - **599,000** unintentionally injured under influence of alcohol
  - **696,000** assaulted by another student who has been drinking
  - **97,000** victims of alcohol related sexual assault

# Consequences of College Drinking

- About **1 in 4** college students report negative academic consequences due to their drinking
- Other consequences:
  - Health (physical and behavioral) problems
  - Criminal justice involvement
  - Suicide attempts

# West Virginia College Students

# The ACHA-NCHA

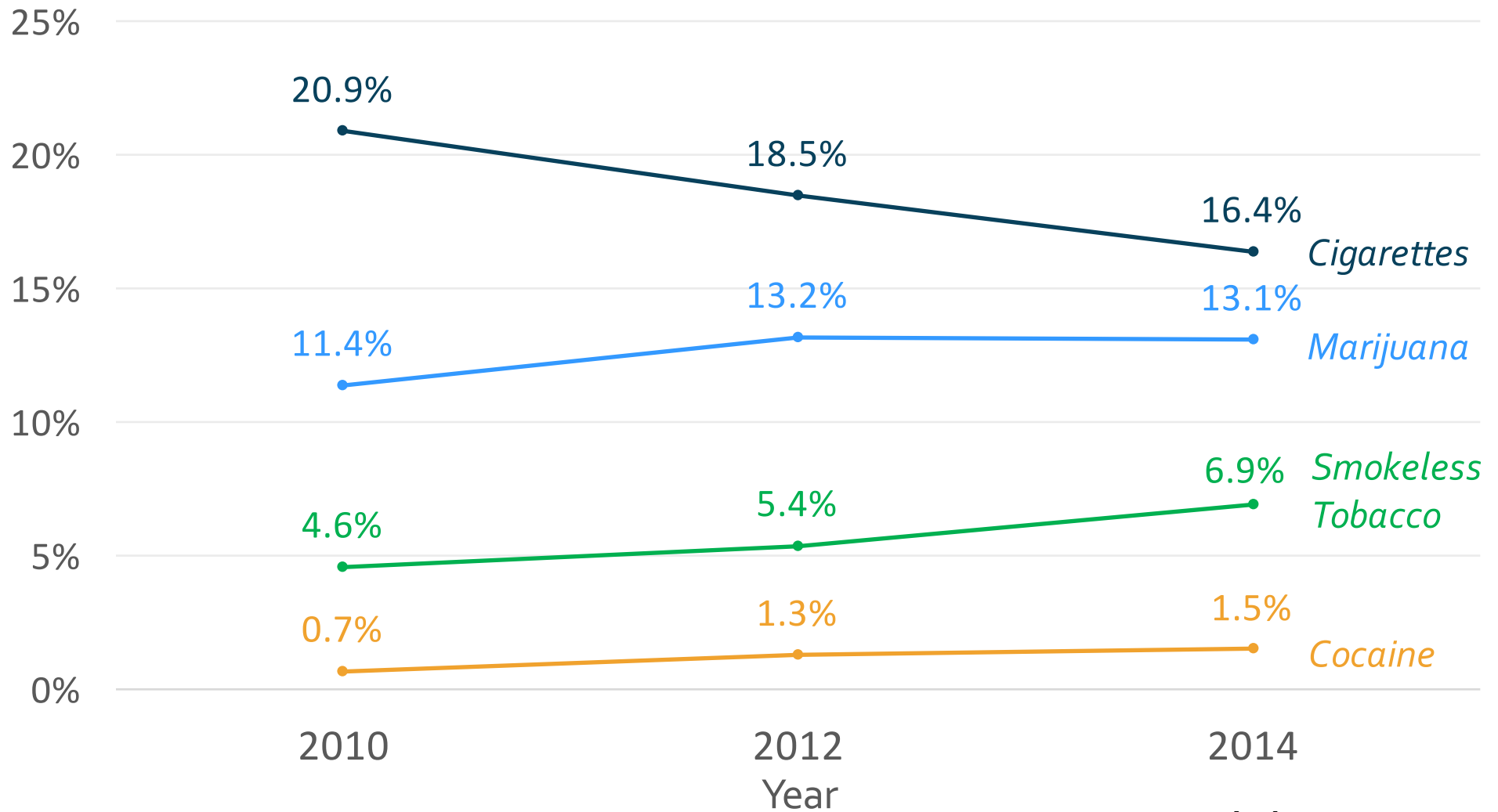
- Several domains:
  - Physical Health, Nutrition, Exercise, Sleep
  - Substance Use
  - Mental Health
  - Sexual Behavior
  - Violence and Safety
- WV Participation:
  - 9 schools in 2010 (n=2,655)
  - 12 in 2012 (n= 4,324)
  - 19 in 2014 (n= 5,238)

# Limitations

- Survey via web or paper administration
- Self-report data
- Timing of survey
- Generalizability
- Statistical significance is not assessed

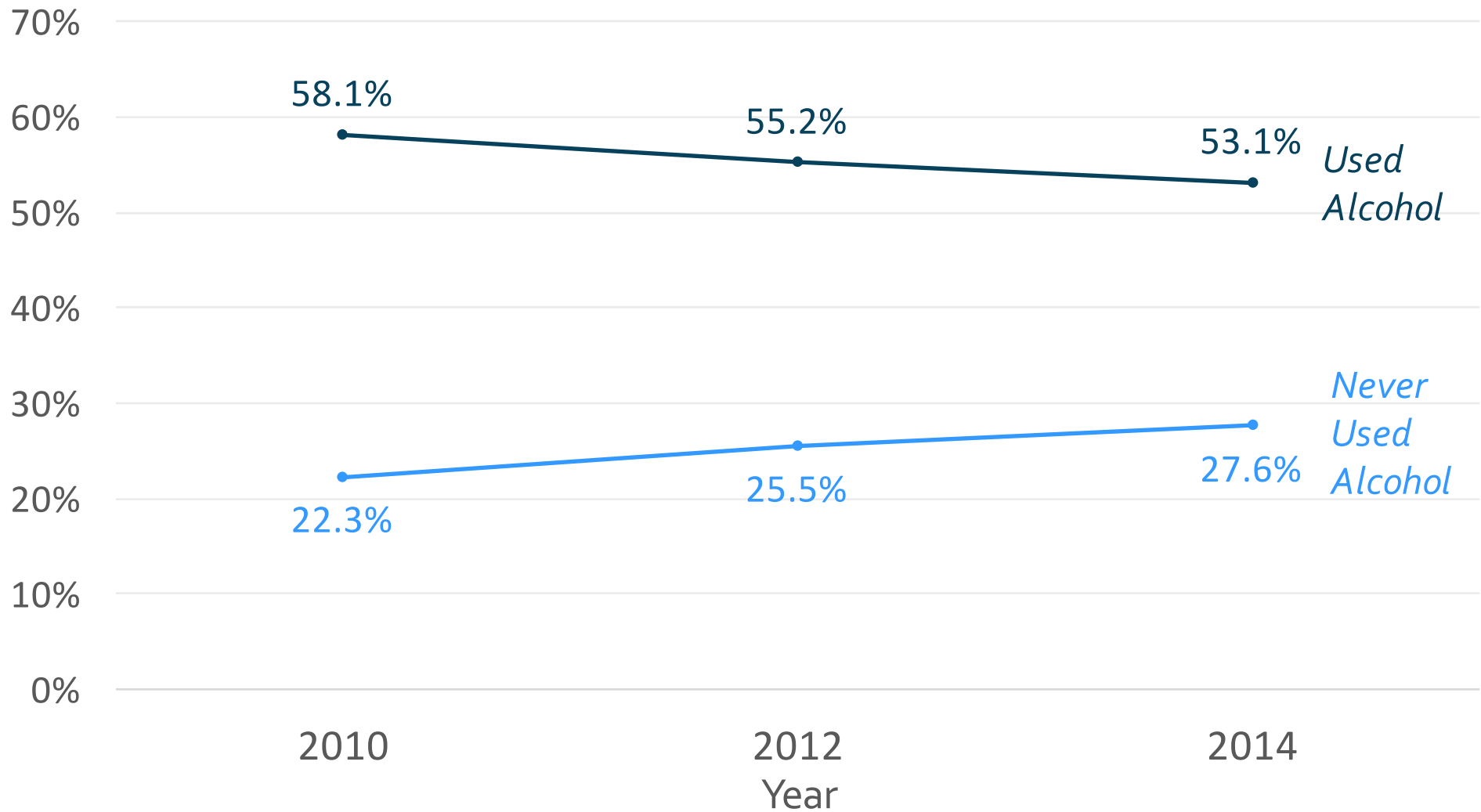


# Past 30 Day Use, Select Substances



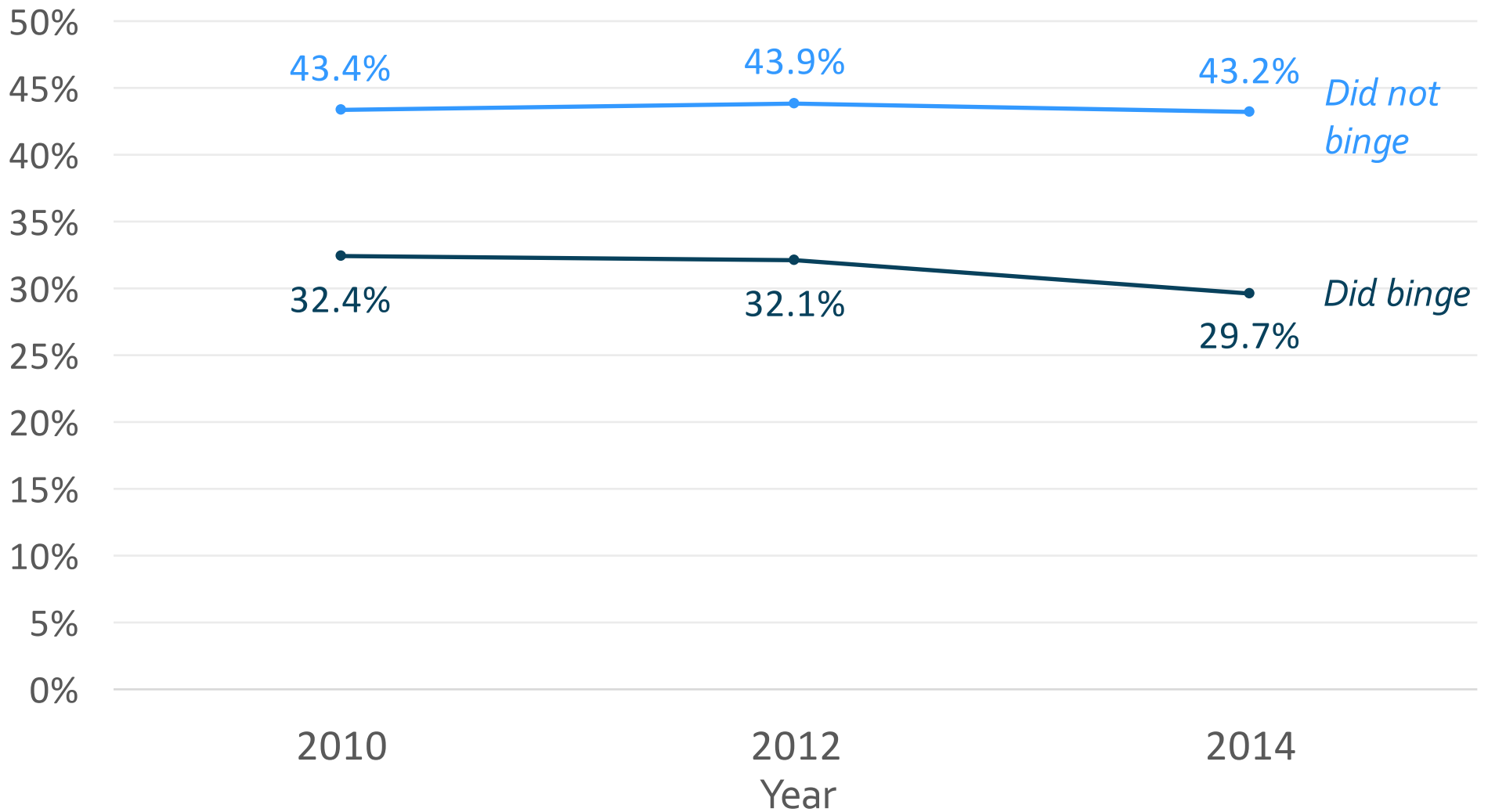
*\*Note: Axis does not go to 100.*

# Past 30 Day Use of Alcohol



*\*Note: Axis does not go to 100.*

# Past 2 Week Binge Alcohol Use

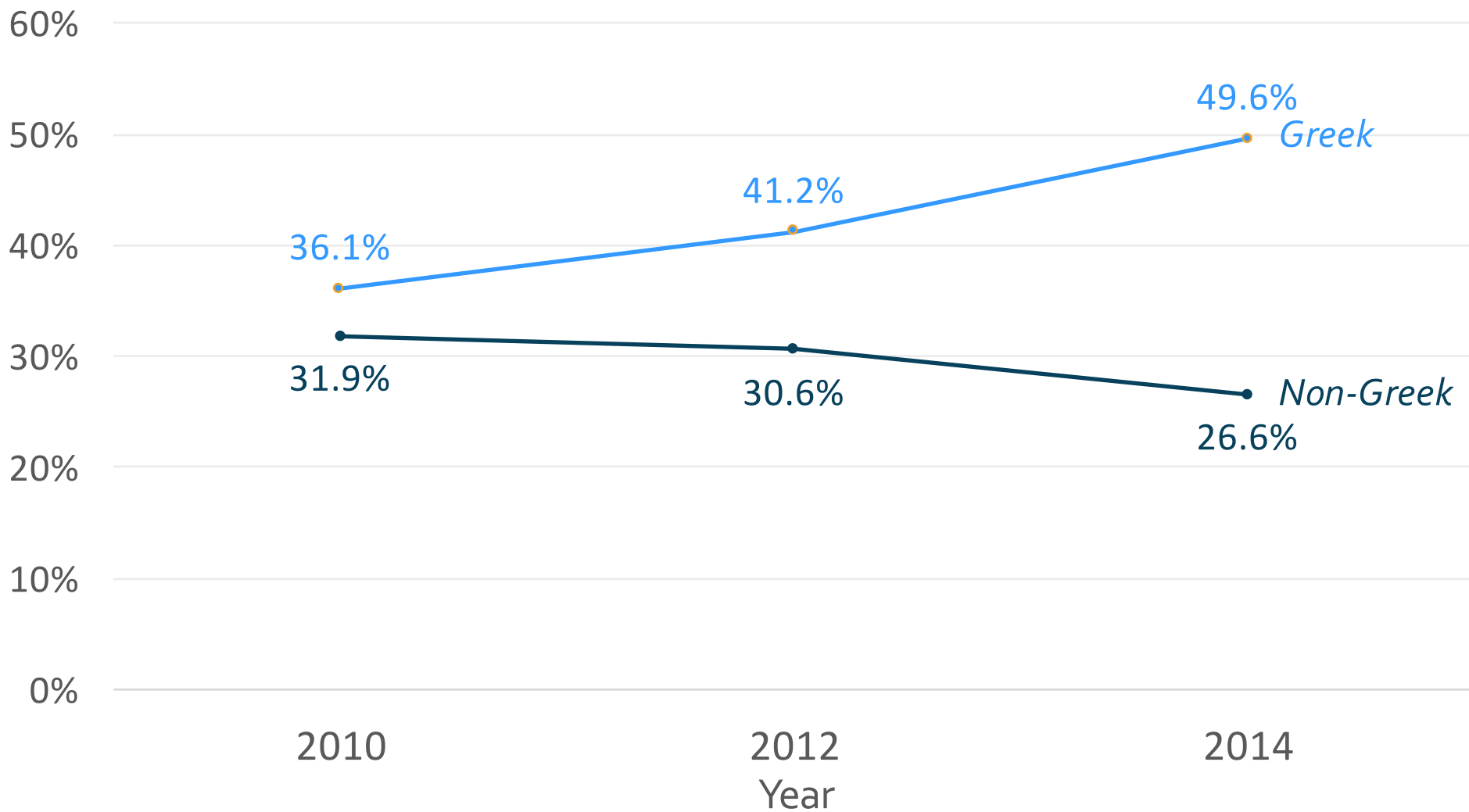


*\*Note: Axis does not go to 100.*

# 2014 Last Time “Partied”/Socialized...

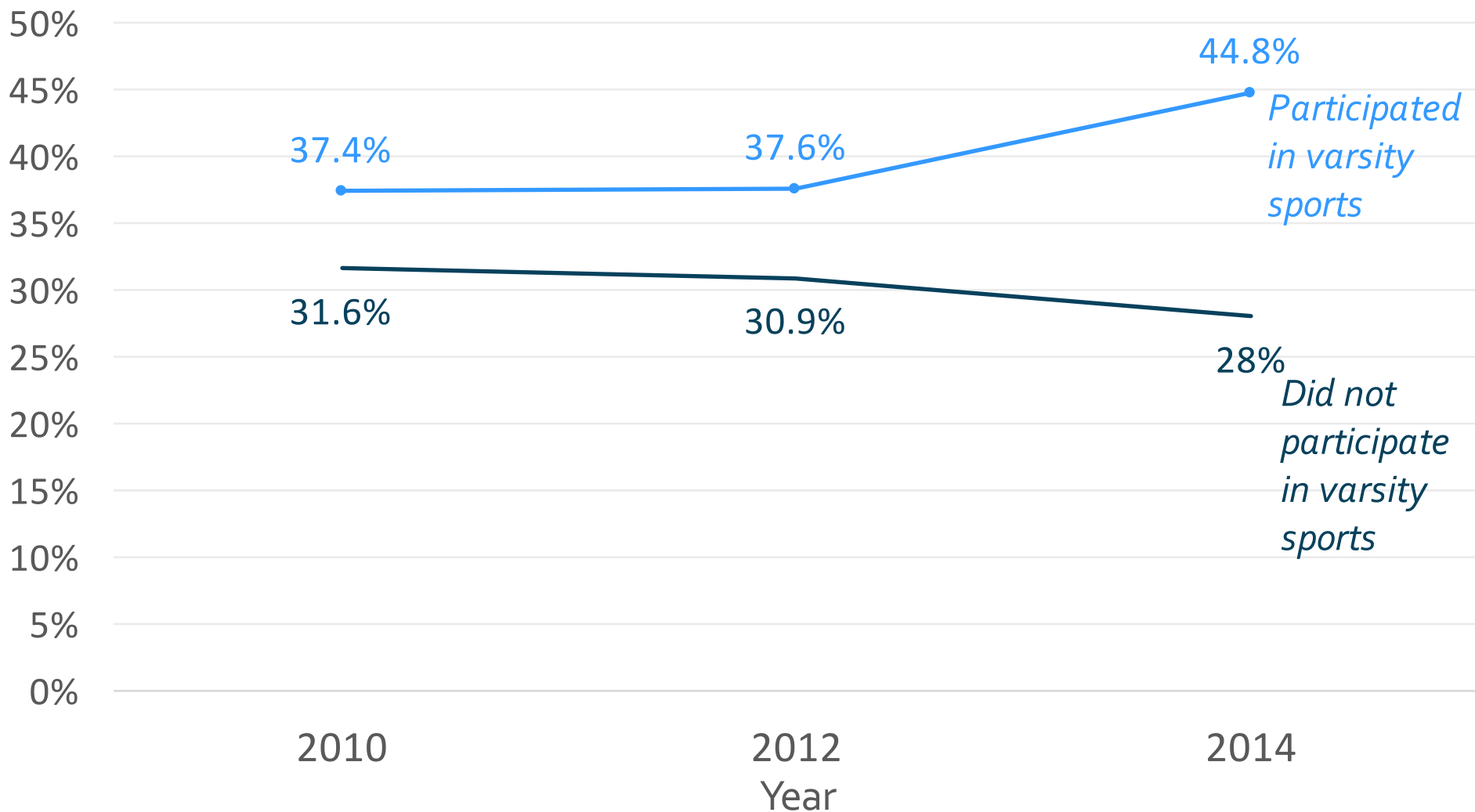
- Average number of drinks, all who drank:
  - 5.6
- Overall, one-third of students consumed 5 or more drinks the last time they “partied” or socialized
- Average number of drinks for those who consumed 5 or more:
  - 9

# Past 2 Week Binge Alcohol Use, by Greek Status



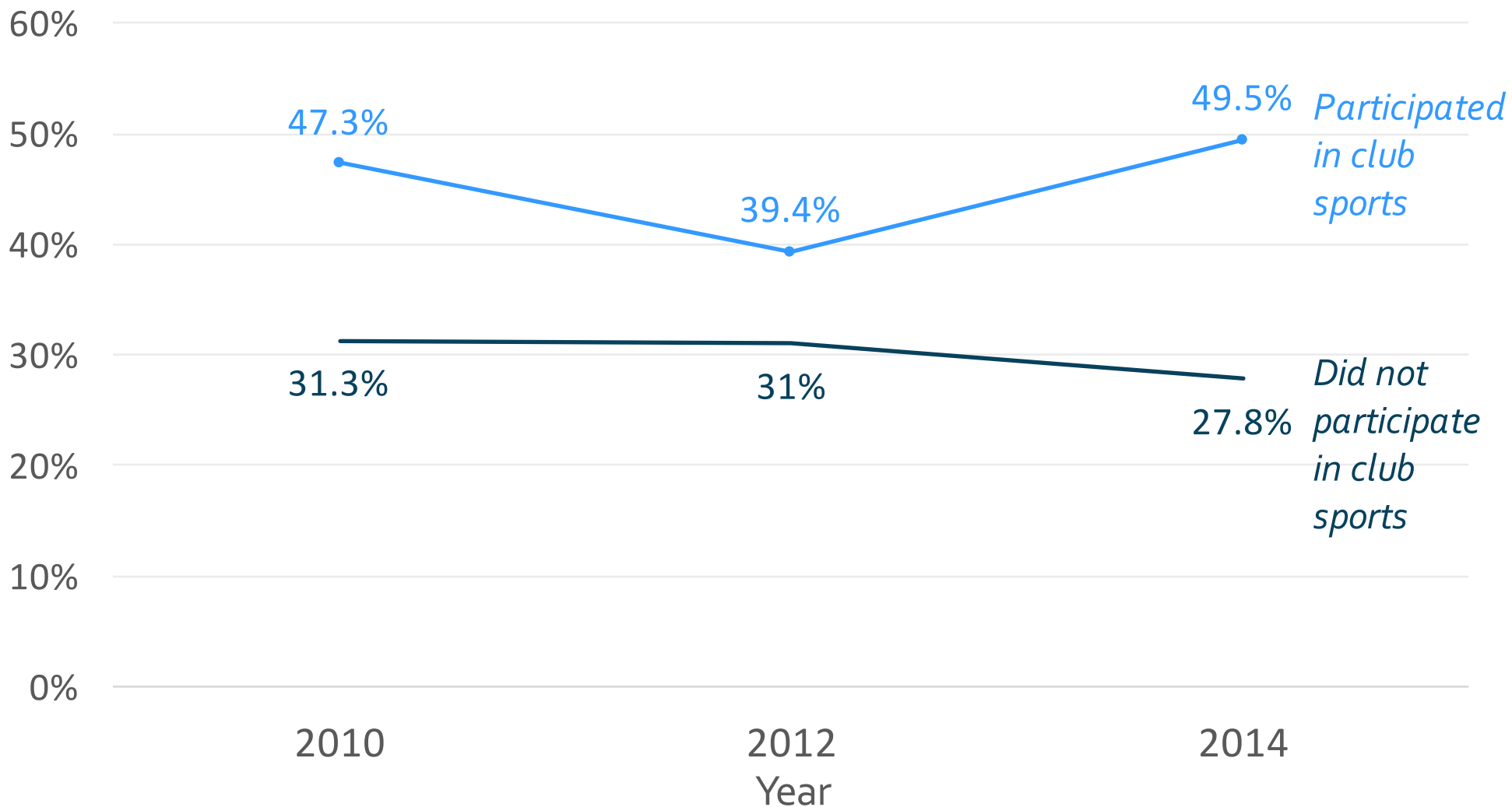
*\*Note: Axis does not go to 100.*

# Past 2 Week Binge Alcohol Use, by Varsity Sport Participation



*\*Note: Axis does not go to 100.*

# Past 2 Week Binge Alcohol Use, by Club Sport Participation



*\*Note: Axis does not go to 100.*

# 2014 Perceived and Actual Norms

- Overall, college students believe 67% used alcohol in the past 30 days.
  - Actual: 53%
- 18 to 20 year old college students believe that 95% of their peers have consumed alcohol at least once in their lifetime
  - Actual: 66%
- Overall, college students believe 39% used marijuana in the past 30 days
  - Actual: 13%



# Academic Consequences 2014

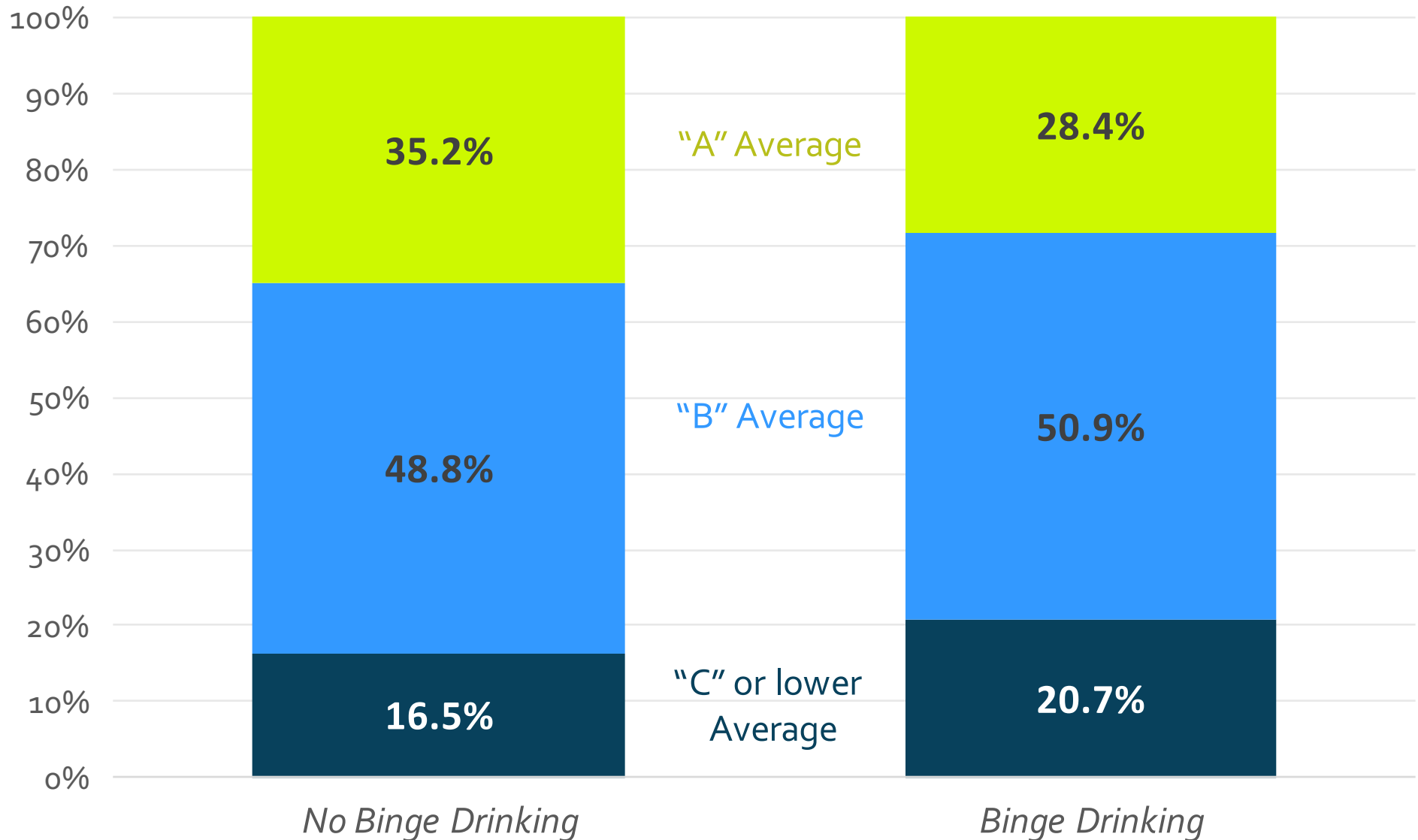
Within the last 12 months, has alcohol use affected your academic performance?	Any Alcohol Use in Lifetime	Binge Alcohol Use in Past 2 Weeks
Didn't happen to me, N/A	47.2%	37.2%
Experienced, academics not affected	46.0%	51.7%
Lower exam grade	4.0%	6.9%
Lower course grade	2.0%	2.9%
Incomplete or dropped course	0.4%	0.7%
Significant disruption to thesis	0.4%	0.6%

\* Caution must be made in comparing, as the consequence was measured in the past 12 months while alcohol use was measured for the respondent's lifetime and binge drinking was measured in the past two weeks.

# Alcohol and Sleep, 2014

- 3.9% reported alcohol affected academic performance
- 19.8% reported sleep difficulties affected academic performance
- Of those who identified sleep as affecting academic performance but not alcohol, 27.0% reported past 2 week binge alcohol use

# Cumulative GPA and Binge Drinking 2014



# Negative Consequences 2014

During the past 12 months, did you experience any of the following when drinking alcohol?	<u>WV Spring 2014 Data</u>	<u>National Spring 2014 Data</u>
Did something regret	30.6%	28.4%
Forgot where/what did	28.4%	25.1%
Trouble with police	4.4%	2.3%
Sex not giving consent	1.8%	1.7%
Sex not getting consent	0.9%	0.4%
Unprotected sex	24.2%	15.9%
Physically injured self	13.7%	11.6%
Physically injured other	2.8%	1.4%
Considered suicide	3.0%	1.9%



# Behavioral Health Indicators Past Two Weeks

	2012	2014	
Ever felt things were hopeless	15.2%	15.4%	
Ever felt very lonely	19.6%	21.6%	
Ever felt very sad	23.0%	22.7%	
Ever felt so depressed it was difficult to function	9.6%	10.4%	←
Ever felt overwhelming anxiety	19.5%	24.0%	←
Ever felt overwhelming anger	14.0%	14.8%	
Ever intentionally injured self	1.5%	1.6%	
Ever seriously considered suicide	1.6%	2.1%	←
Ever attempted suicide	0.4%	0.6%	

# Healthy Campus 2020, Select Indicators (Positive)

Healthy Campus 2020 Measure	<u>WV Spring 2014</u> Data	<u>National Spring</u> <u>2014 Data</u>
Reduce proportion reporting <b>academics adversely affected by stress</b>	26.8%	30.3%
Increase proportion reporting <b>receiving information on tobacco use</b>	55.5%	37.4%
Increase proportion reporting ever <b>been tested for HIV</b>	27.9%	25.3%
Reduce proportion reporting <b>using marijuana in past 30 days</b>	12.9%	18.3%
Reduce proportion reporting <b>high-risk drinking in past 2 weeks</b>	29.4%	34.6%
Reduce proportion reporting use of <b>prescription stimulants in last 12 months</b>	6.2%	8.3%

# Healthy Campus 2020, Select Indicators (Needs Work)

Healthy Campus 2020 Measure	WV Spring 2014 Data	National Spring 2014 Data
Increase proportion reporting <b>receiving information on alcohol/drug use</b>	65.5%	73.7%
Reduce proportion reporting being in <b>intimate emotionally abusive relationship</b> in last 12 months	12.4%	9.1%
Reduce proportion reporting <b>attempting suicide</b> in last 12 months	2.1%	1.3%
Increase proportion <b>at healthy weight</b>	45.6%	60.9%
Reduce proportion <b>who are obese</b>	24.3%	12.1%
Reduce proportion reporting <b>cigarette use</b> in 30 days	16.7%	12.2%
Reduce proportion reporting <b>nonmedical use of prescription antidepressants</b> in last 12 months	4.0%	3.0%

**The West Virginia  
Collegiate Initiative to  
Address High Risk  
Alcohol Use**



# A Solution?


- Complex problem requires a complex solution
- One key is an active collaborative coalition
  - Raises awareness of a problem
  - Provides expert advice on current, evidence-based, effective strategies
  - Coordinates organizational and community change
- Research has shown positive outcomes in areas where an active coalition exists

# The WVCIA


The WVCIA is the organization that proactively addresses alcohol, other drug, and associated violence issues at the college level.

[www.wvcia.com](http://www.wvcia.com)

October 2012



**Alcohol Impacts Student Success**  
A Report from The WV Collegiate Initiative to Address High Risk Alcohol Use



**The Problem**

In West Virginia, the direct cost of underage drinking in 2010 was estimated to be \$163 million, or \$1.29 per drink consumed (the average drink retails for \$1.08).<sup>1</sup> Nationally, one in seven college students both under and over the legal drinking age reported having 10 or more drinks in a row at least once in the prior two weeks of being surveyed, one 2009 study reported. The same study found that 40% of full-time students reported binge drinking (consuming five or more drinks in one sitting) in the prior two weeks of being surveyed.<sup>2</sup>

This picture is slightly better in West Virginia, largely due to collaboration between West Virginia's campuses and various state agencies. According to 2012 data from college students in West Virginia, approximately 34% engaged in binge drinking and 24% reported driving after having any amount of alcohol in the 30 days prior to the survey. Over 54% of West Virginia college students reported drinking three or more hours when asked how much time they spent drinking alcohol the last time they partied or socialized.<sup>3</sup> Table 1 below shows the reported negative consequences experienced by WV college students after drinking alcohol in the past year.

**Nationally, 40% of full-time students reported binge drinking, compared to 34% of WV college students. This is largely due to collaboration between WV campuses and various state agencies.**

**Table 1: Negative Consequences Reported by WV Students after Drinking Alcohol<sup>3</sup>**

Consequence	% of Students Reporting
Did something you later regretted	32.2%
Forgot where you were or what you did	30.3%
Had unprotected sex	26.2%
Physically injured yourself	15.7%
Physically injured others	3.2%
Reported one or more negative consequences	52.3%




*"I'll have an ounce of prevention."*


# Evidence-Based Strategies

# College Specific Strategies

- National Institute on Alcohol Abuse and Alcoholism 2002 Call to Action
  - Tier 1: Evidence of effectiveness among college students
  - Tier 2: Evidence of success with general populations that could be applied to college environments
  - Tier 3: Evidence of logical and theoretical promise, but require more comprehensive evaluation
  - Tier 4: Evidence of ineffectiveness

# CADCA's 7 Strategies for Community Change

1. Providing information
  2. Build skills
  3. Provide support
- 
- Individual Level

4. Change incentives / consequences
  5. Reduce barriers / enhance access
  6. Change physical design of environment
  7. Modify policies and broader systems
- 
- Environmental Level

# The 3 in 1 Approach

- Complex Problem → Complex Solution
- Interventions much simultaneously reach:
  - Individual Students
  - Campus as a whole
  - Greater college community

# *Experiences in Effective Prevention*

- U.S. Department of Education: 22 campus-based model programs (1999-2004)
- Core elements of effectiveness:
  - Exercise leadership
  - Build coalitions
  - Choose evidence-based programs and practices
  - Implement strategic planning
  - Conduct a program evaluation
  - Work toward sustainability
  - Take the long view



# *Field Experiences in Effective Prevention*

- U.S. Department of Education: 12 campus-based model programs (2005-2007)
- Insights on prevention programs, projects, campaigns:
  - Link prevention to the institution's mission, values, and priorities
  - Strategic planning is an ongoing, dynamic process
  - Engage the campus community in data collection and evaluation
  - Promote student involvement
  - Pay attention to strategic timing
  - Hone communication skills

# WV Specific Examples

# TIPS for the University

- Make safe, sound decisions about their own drinking behavior
- Enable students to intervene to prevent high risk behavior of peers
- Encouraged to act as change agents for peers
- Modules:
  - Informational Module
  - Skill-building Module
  - Behavioral Rehearsal Module

# Social Norms Marketing

- Social Norms Marketing: a marketing technique based on social norms theory, which holds that people's behavior is often based on what they think is "normal", but often this perception is wrong. This technique combines social norms theory with social marketing by correcting misperceptions about behavior.

Ex. "86% of MU students don't smoke.... Join the Herd"

# BASICS

- Brief Alcohol Screening and Intervention for College Students
- Prevention program designed to motivate students to reduce their alcohol use
- Similar to SBIRT and based on Motivational Interviewing:
  - Gathers info about student's drinking and beliefs about drinking, then provides personalized feedback and methods to monitor and change drinking behaviors

# AlcoholEDU and e-Checkup-to-Go

- Online educational programs that provide personalized feedback and motivates students to change their drinking behaviors

# Alcohol Literacy Challenge

- A one-time prevention program that reduces quantity and frequency of alcohol use
- Based on alcohol expectancies research
- Examines misperceptions of the “benefits” of alcohol use by examining popular alcohol advertisements

# QPR Gatekeeper

- An evidence-based suicide prevention program which stands for Question, Persuade, Refer
- Similar to CPR and the Heimlich Maneuver, helps recognize warning signs of suicide crisis and how to respond to get someone help



# Promoting Health and Wellness on WV Campuses

- **Develop partnerships on campus and in the community.**
  - WVCIA –resources and training opportunities, NCHA survey
  - Cabell County Substance Abuse Prevention Partnership –assist in purchase of AlcoholEdu
  - SBIRT: MU Student Health with Presteria Center
  - MU Wellness Coalition made up of campus offices and community groups working on similar issues and sharing resources Ex. Cabell Huntington Health Department and orientation vaccine clinics, STI Clinics, Condoms
- Who do you need around the table? What can you bring to the table for them?



## **Amy Saunders**

Director, Student Health  
Education Programs  
Marshall University  
saunde22@marshall.edu

## **Andrew Walker**

Instructor, Criminal Justice  
Criminal Justice Coordinator  
WVU at Parkersburg  
wwalker1@wvup.edu

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