

**ALCOHOL PRIORITY GROUP MEETING**  
**February 22, 2008**  
**1:00-2:30**

**Attending:** Carol Seager  
Heidi Garcia  
Jenny McKee  
Kara Boston  
Wendy Rohleder-Sook  
Kelly Chesire  
Bill Larzalere  
Chris Stoppel  
Michelle Smith  
Diana Robertson  
John Wade  
Jay Vaglio  
Amber Long  
Michael Harrity  
Chris Dyba

**NCHA Survey Presentation: Heidi Garcia**

Carol opened the meeting by introducing Heidi Garcia who presented the findings from the NCHA Survey (National College Health Assessment). Heidi passed out a handout with the information from the survey. The survey is from the ACHA which is the American College Health Association. The survey was first used in 1998. It is now the largest known comprehensive data set on the health of college students. KU used the survey for the first time in 2003. There were 540 respondents the first time the survey was taken in 2003. Participation was solicited by emails sent to students asking them to take the survey. In 2006 when the survey was taken again there were 1266 respondents solicited for participation in the classroom by professors. There were 94,806 respondents from the national reference group which included 117 colleges/universities to compare responses with responses from KU.

Please refer to Heidi's handout for the information given during the presentation. A few notes in regards to reading the handout:

Red=direction we do not want to go in

Green=direction we do want to go in

Following her presentation, the committee discussed the survey.

- Who plans the survey, where do questions come from?

The ACHA plans the survey. They try to keep the questions on the surveys the same. The University can pay an additional amount of money to have specific questions added to the survey. It is the intent of the University to do the survey every 3 years.

- How will the test be solicited in 2009?

It is unknown yet how the test will be solicited. Email is a great way with included incentives, but going to classrooms and getting face-to-face with professors and students proved most effective in the 2006 survey.

Going classroom to classroom is more labor intensive, but the survey gets better results.

- Has there been a follow-up?

No, there has not been a follow-up to the 2003 or 2006 surveys.

- Is it possible to do an age-based survey, possibly by paying additional money?

At this point there was a discussion regarding what student's perceive as one drink. Heidi stated some students perceive one drink as a 40-oz. can of beer whereas others perceive one drink as a 12-oz. can of beer. Students need to be educated as to what a drink is.

e-CHUG: Heidi explained the e-CHUG program. E-CHUG is an electronic check-up to go which is available for students online to take a self-test regarding how alcohol impacts their life. The program is available on the Student Health Services web page. Students go online and take a self-test by entering such information as their demographics, money spent on alcohol, housing situation, if they are an athlete, etc. The check-up is a free, confidential site, which allows students five different ways of looking at alcohol consumption. This year there was a mini campaign sponsored by the Wellness Resource Center which is within Student Health Services that included posters and table tents around campus to advertise the e-CHUG program. The campaign proved successful as 194 students utilized e-CHUG in one week compared to 156 in one year. Positive feedback from both students and professors has been reported. Currently once a student has gone online and taken the test, they cannot go back into their test and view it. The developers of e-CHUG are aware of this and are hoping to change it so a student can have a number or other form of password they could use to access their information. E-CHUG is funded through Student Health Services dollars.

### **Report from Housing—Impact of Alcohol Use in Residence Halls: Diana Robertson**

Diana reported Housing sees a lot of incidents involving alcohol. Seventy-five percent of all first year students live on campus. On an average, there are 10-12 alcohol poisonings a semester of which we are aware. Other incidents occur also that do not involve poisoning but do involve alcohol. Most of the students are caught as they come in by the RA or other individual working the front desk. This includes students who are intoxicated upon arriving at the hall. Diana said alcohol consumption goes beyond just the student and affects her staff as well in terms of having to call for assistance from other staff members to include directors, medical personnel, or law enforcement. It puts strains on the RAs and other staff within housing. She stated the events have increased over the past few years to the extent that her Associate Director can expect to get at least one phone call a weekend from a staff member regarding an incident which involves a student and alcohol. She worries about the effects of rising alcohol issues on her staff. Diana stated the sanctions programs are not evaluated; therefore, she does not know if they make much difference. She stated the violators who are caught are typically not repeat violators. Diana stated the volume of alcohol usage has gone up, there is a changing

definition of what binge drinking is and the number of students binge drinking has gone up significantly in the past five years, and more students are coming to college bringing their drinking behaviors with them from high school. A member of the committee asked Diana if students could be referred to CAPS (Counseling and Psychological Services). She stated every situation is unique and CAPS/mental health is not the usual initial step for a violator. John Wade stated mandated counseling has not proven effective. Plus, there would be adverse effects on the real mission of CAPS.

Diana stated a first violation involved attending “Under the Influence,” a self-evaluation online course to be completed which requires a fee. If a second violation occurs, a classroom course titled “Choices” must be completed which requires a fee as well. Both programs are administered through the Wellness Resource Center, Student Health Services. Diana stated after three or more violations, the student may lose housing.

Diana said most of the time the RA can handle any situation that comes up regarding alcohol; there is back-up assistance if needed. Usually it is a few students in a room and sometimes someone gets aggressive. Public Safety is notified if someone is unconscious, there is fighting, or if other drugs are suspected.

**Suggested questions for upcoming speakers:**

Phil Bradley, CEO, Kansas Licensed Beverage Association

- Are you checking IDs?
- Is there a standard for enforcing?
- Who is a member? (name of establishment)
- Policing within association—Do you talk amongst yourselves?
- How do bar owners handle excessive drinking if patron has had enough?
- Do they go through server training?
- Would you be willing to work together with KU to help each other?
- What are low areas—taxi? Not a lot of MIPs
- Do something uniform: “Designated driver gets free soda”, do a grant for free drinks.
- Does association have input to advertising?
- How will outside drinking be impactful? (drinking outside of establishment)  
Educate group from their perspective on this possibility.
- What is their view of responsibility?

Dr. Dave Ruhlen, Director of Outpatient Services, DCCCA

- Range of services, cost, how do students get to you? (court appointed)
- Are mandatory sessions more effective?
- What community outreach programs are available through DCCCA?
- What community needs are out there?
- Housing Survey—target group
- What interventions are most effective?

Heidi defined the purpose of DCCCA:

- individual/group settings, alcohol education school
- substance related
- substance abuse counselor of DCCCA at CAPS

Officers Trent McKinley and Tina Shambaugh, Neighborhood Resource Officers,  
Lawrence Police Department (LPD)

- What is the trend of drinking over the last 5 years?
- KU data compared to LPD data i.e. marijuana?
- What are they seeing with sports events?
- Is alcohol issue more prevalent during football games as opposed to basketball?  
(Tailgating vs. inside events)
- Attendance at drinking establishments during away games—Are there increased students for both football and basketball?
- What are social hosting laws? How has the law changed activity? Do they cite people?
- Can officers bring statistics with them?
- Keg registration?
- What is the perception of KUPD vs. LPD? (What is the relationship with each other?)
- Are alcohol violators looked at the same?
- What is LPD doing in high schools?

University Daily Kansas questions

- Do they have a limit?
- Is there a filtering process?
- Is Kansan a co-sponsor?
- Perception of role on campus?
- Price difference/cost of advertising?
- Does Kansas create ads?
  - \*Diana gave an example of an ad for Godfather's pizza
  - Carol stated the Kansas sends a proof for the ad to the establishment.
- What is the UDKs responsibility?
- Can the Kansas publish names of students who get DUIs?
- Are there limits to what will sell? (i.e. MU vs. KU) What are the policies and procedures?

Michael Harrity stated there is no alcohol advertising in Allen Fieldhouse.

**Alcohol Related Advertisements in the University Daily Kansas—Kara Boston**

Kara Boston, Peer Health Coordinator for the Wellness Resource Center, SHS, presented a handout to the group and reported her findings to the group. Kara collected UDKs for 21 consecutive days. She found that ads dominated the papers on Thursday and Friday. Jayplay, an insert in the UDK on Thursdays, contained a lot of alcohol-related advertising. The back page contained a lot of alcohol-related articles. Drinking establishments pay a lot of money to advertise on the back page. Alcohol ads are bigger and more colorful than other ads. If an add runs for several consecutive days, there is a discount to the purchaser. A full page ad is very expensive to run. Kara also noted there are more alcohol related ads in the sports section of the UKD in comparison to other sections. The special section of the UDK which students shake at basketball games is covered on the back side with alcohol related ads. There is also a large amount of alcohol

advertising in special sections of the paper such as *Sex on the Hill*. Kara noted that in the recent pull-out section celebrating 110 years of basketball there was a limited number of alcohol advertisements and the publication was kept “classy”. It was also noted that alcohol advertisements often appear near apartment complex ads and legal services ads.

### **Sub-groups/Grids**

Carol then had the committee break up into their sub-groups and begin entering data into the grid she had presented to the group at the last meeting. Carol asked the sub-groups for feedback on the form. The next two meetings will allow 1 hour each after the speaker to continue entering data on the grid.

Please see the updated information below regarding the location change for the remaining meetings and the guest speakers.

**Friday, March 7, 1:00-2:30, Relays Room, #301, Burge Union**  
**Speaker: Phil Bradley, Kansas Licensed Beverage Association**

**Friday, March 28, 1:00-2:30, Relays Room, #301, Burge Union**  
**Speaker: Officer Trent McKinley, Lawrence Police Department, Neighborhood Resource Officer,**  
**Jen Brinkerhoff, Director of Prevention at DCCCA (tentative)**

**Friday, April 11, 1:00-2:30, McCook Room, #308, Burge Union**  
**Speaker: Dr. Dave Ruhlen, Director of Outpatient Services, DCCCA**

**Friday, April 25, 1:00-2:30, Relays room, #301, Burge Union**  
**Speaker: Jon Schlitt, Sales & Marketing Director, University Daily Kansan**