



**Alcohol Priority Group - University of Kansas
Final Report – May 2008**

Submitted by:
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“The higher education community in the United States can rightfully be proud of its success in educating America’s young people, preparing them not only for the world of work but also for a lifetime of learning...they are also a means of transmitting to each new generation of students the values, ideals and traditions of humankind. It is in this context that college and university presidents must address the many problems caused by student drinking. In our view, student binge drinking and the many problems that arise from it are among the most serious threats faced by our nation’s institutions of higher education.”

President’s Leadership Group
The Higher Education Center for Alcohol and Other Drug Abuse and Violence Prevention

I. EXECUTIVE SUMMARY

High-risk use of alcohol is a concern at the University of Kansas.

- Data presented from the National College Health Assessment Survey (conducted on Lawrence Campus in 2003 and 2006)

	<u>2003</u>	<u>2006</u>	<u>Survey Average*</u>
▪ Binge drinking (3-5 times in 2 weeks)	16%	21%	11%
▪ Alcohol used 10-29 days in last 30 days	18%	24%	15%
▪ Drinking and driving	44%	47%	23%
▪ Negative consequences of drinking:			
▸ Doing something they regret	37%	53%	36%
▸ Forgetfulness	30%	46%	30%

*Average of all survey respondents in 2006

- Alcohol Education/Sanctions Program for residents in Student Housing (implemented in 2004)

<u>Year</u>	<u>Number of Sanctions Issued</u>
2004	481
2005	412
2006	363
2007	380

- Douglas County Citizens Commission on Alcoholism (DCCCA) Counselor at CAPS (since January 2008)
 - 32 students (22-DUI, 4-MPI, 6-self referred)
- Lawrence Memorial Hospital
 - 81 inpatient admissions of college-age students with alcohol poisoning in 2007

This data exemplifies the need for the University of Kansas to create an environment and provide support services that both assist high-risk drinkers and teaches responsible drinking behavior. We need to help our students to make well-informed, safe and healthy decisions that can be applied throughout their lives.

Factors contributing to the high-risk use of alcohol are:

- Widespread availability of alcohol to underage and intoxicated students
- Aggressive social and commercial promotion of alcohol
- Large amounts of unstructured student time
- Inconsistent publicity and enforcement of state/local laws and campus policies
- Student perceptions of heavy alcohol use as the norm

With the full support of the executive leadership of KU, a long-term comprehensive program must be implemented to counteract these influences. KU's program must include:

- Elimination of mixed messages regarding alcohol on campus.
- Identification of individual students who are exhibiting risky behaviors and providing them with the necessary support systems to make better choices.
- Creation of a healthy learning and living community that supports safety, obeying the law and responsible decisions regarding the consumption of alcohol

While undertaking this significant program, KU also has a responsibility to contribute to the field of knowledge regarding successful alcohol intervention and risk reduction strategies by collecting data and publishing our findings.

The following report further details the Alcohol Priority Group's recommendations.

II. ALCOHOL PRIORITY GROUP

Charge

Alcohol consumption continues to be a serious concern on campuses across the country. This group will review what KU is currently doing to address the problems associated with alcohol, examine best practices at other institutions, and recommend models that can be implemented at KU.

Outcome

Develop a proposal which will review current practices, interventions, programming, and education as it relates to excessive student consumption of alcohol. Recommend practices that should be implemented at KU to increase educational components for students and decrease risk.

Facilitator: Lori Reesor, Associate Vice Provost for Student Success

Co-Leaders: Diana Robertson, Department of Student Housing
Carol Seager, Student Health Services

Members: Schuyler Bailey, Public Safety
Kara Boston, Undergrad. Student, Student Health Advisory Board
Chris Dyba, Undergrad. Student, RA in McCollum Hall
Heidi Garcia, Student Health Services
Mike Harrity, Kansas Athletics, Inc.
Bill Larzalere, Legal Services for Students
Amber Long, Undergrad. Student, KU Recreation Services
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Leslie Rhoton, Undergraduate Student, Panhellenic Association
Wendy Rohleder-Sook, KU Law School
Michelle Smith, Grad. Student, Student Involvement and Leadership Center
Chris Stoppel, New Student Orientation
Jay Vaglio, Undergrad. Student, RA in Oliver Hall
John Wade, Counseling and Psychological Services

Administrative

Support: Mary Anne Coleman, Student Health Services
Isabelle Odegi, Department of Student Housing

III. OVERVIEW OF PROCESS

The group first met on November 13, 2007 to receive their charge. Sub-groups were formed to explore various aspects of this broad-based topic. The sub-groups were:

- Review of current policies at KU
- Review of current practices and programs at KU
- Review of current practices and programs at peer institutions
- Review of best practices and current literature

The sub-groups worked independently throughout December and January, submitting reports of their findings in late January (see Appendix A). The full group continued to meet for 1.5 hours every two weeks, with meetings becoming two hours in length after March. At the beginning of each full-group meeting, a guest speaker was invited to address the group regarding their perspective on the subject of alcohol (see Appendix B).

In January, three members of the group attended the NASPA Strategies Conference on Alcohol Abuse Prevention and Intervention in Tampa, FL. Attending the conference was an important addition to the information gathered by this group. Appreciation is extended to the Vice Provost for Student Success for making this trip possible. The conference served to not only validate and supplement the awareness of best practices, it also provided an analysis matrix structure that the group later adapted to formulate its recommendations.

The matrix was originally presented in a publication of the Higher Education Center for Alcohol and Other Drug Abuse and Violence Program. It outlines four areas of strategic intervention:

- prevention
- environmental change
- health protection*
- intervention*

*For reporting purposes, the group collapsed the “health protection” and “intervention” categories into one category.

In addition, the matrix classifies interventions directed at four levels:

- individual
- group
- institution
- community

The sub-group work, conference information, guest speakers, and group discussion all served to inform group members’ understanding of the subject.

IV. RECOMMENDATIONS

Utilizing the matrix, the group identified thirty-six recommendations specific to The University of Kansas (See Appendix D). Ten items were designated as “Top Priorities” for immediate pursuit and implementation and are described below.

Prevention - Efforts related to prevention serve to change people’s knowledge, attitudes, and behaviors regarding alcohol consumption.

1. Eliminate mixed messages regarding alcohol on campus.

- Review and affirm KU alcohol policy
- Clarify goals/expectations of:
 - a. Alcohol policy (including special events/locations/circumstances that authorize alcohol use on campus)
 - b. Wellness Committee/Alcohol Task Force
 - c. Wellness Resource Center/“Alcohol Office”
- Develop and disseminate policy statements and marketing messages that accurately reflect the policy

2. Mandatory alcohol use assessment of all incoming students and follow-up with those identified as high risk users.

- Distribute a brief alcohol risk assessment document to all incoming students.
- Identify those students at risk via assessment results.
- Initial meeting of high risk students with peer health educator.

3. Establish a community coalition to address concerns related to alcohol use.

The justification for this coalition is that many students come to KU already using alcohol, and the majority of alcohol consumption takes place in the local community. The function of the coalition will include:

- Active approach to education of Jr. and Sr. high school students
- Collaborate with community vendors to increase socially responsible messaging
- Promote and provide mandatory server training.

Environmental Change - Environmental change as it relates to alcohol is about modifying or eliminating environmental factors that contribute to the problems associated with excessive alcohol use.

1. Establish a centralized office for alcohol and other drugs that is funded and staffed adequately to oversee promotion of educational services and resources.

- Readily identifiable entity serving as main source of information.
- Web site that includes policy, penalties, programming and services related to alcohol.
- Coordination of collaborative programs and services.

2. Extend hours of operation in University facilities on evenings and weekends in order to make the campus a social “destination” for multiple and regular alcohol free events. Examples might include:

- Extend food service
- More Hawk Night-type of activities

3. Develop multiple marketing messages that:

- Use current technology and contemporary messages (perhaps in collaboration with other Regents institutions).
- Send consistent messages.
- Coincide with predictable times of increased alcohol consumption.
- Acknowledge the needs of our diverse student populations:
 - a. drinkers and non-drinkers,
 - b. underage and of-age student,
 - c. undergraduate
 - d. graduate/professional
 - e. male/female
 - f. domestic/international

Health Protection and Intervention - Efforts aimed at health prevention and intervention are about harm reduction and providing responses to problem drinking.

1. Review Student Code of Conduct, seeking to hold students accountable for their behavior while a KU student (on- or off-campus).

Currently, KU's Code of Conduct holds students accountable for on-campus behavior only. By holding students accountable for their behavior regardless of where it occurs, on campus or in the community, we can:

- Improve our ability to identify and intervene in high-risk behaviors.
- Reinforce the concept of social responsibility and accountability.
- Reduce personal and academic harm and/or destruction.

2. Revamp SafeRide, SafeBus, and JayWalk programs to eliminate wait time and expand use. Promote these services in a coordinated and seamless manner. Educate students about how to best utilize these services.

- SafeRide has good ridership, but complaints arise about the wait time for the ride. There is also a misconception that one must be 'drunk' to use the service.
- SafeBus has been a good addition to the harm reduction offerings this past year, but wait times average forty minutes or more, resulting in lack of use. Adjustments by Student Senate are planned for this service for the coming year.
- JayWalk has struggled for leadership and volunteers and has not functioned for several years now. The Campus Safety Advisory Board needs to be consulted and resources provided to adequately operate and support this program.

3. Provide more on-campus treatment options for students.

Options could include:

- Alcoholics-Anonymous meeting held on campus limited to KU students.
- Expand services from DCCCA.
- Substance-free lifestyle residence hall.

- 4. Incorporate an update of student emergency contact information via the Enroll & Pay system**, resulting in updated emergency contact information each semester.

A holistic approach to any health care problem must involve efforts on all four levels of prevention, environmental change, health protection, and intervention. Implementing these recommendations will move the University of Kansas much further down the path of effectively addressing students' alcohol use and would align us with current best practices and peer institutions.

See Appendix E for a breakdown of implementation details for each of the thirty-six recommendations.

V. APPENDICES

APPENDIX A - SUB-COMMITTEE REPORTS

Alcohol Priority Work Group

Policy Review Sub Committee

Committee Members – Schuyler Bailey, Jay Vaglio, Karalyn Boston

Goal: Review applicable state laws, municipal ordinances, and university policies that relate to the possession and/or consumption of alcohol on university of Kansas property.

Resources Reviewed: Kansas Statutes, City of Lawrence Criminal Code, KU Department of Student Housing contract terms & policies, KU Alcohol & Drug Policy Brochure, KU Regulations governing the use of alcoholic liquor at University events, and the University Support Staff Handbook.

Kansas Statute 41-719: sec. C—“No one shall consume alcohol on public property”. sec. F – “Specified property which is under the control of such board and which is not used for classroom instruction, where alcoholic liquor may be consumed in accordance with policies adopted by such board”.
(The state gives authority to the Board of Regents, who in turn pass the authority to designate areas for alcohol to the individual campuses)

Local Criminal Code:

- 4-103 Minor in Possession (MIP), \$300--\$500.00 fine—30 days in jail—40 hrs Community Service or Alcohol Education class—DL suspended 30 days, 90 days (2nd), 1 yr (3rd)
- 4-103.1: Hosting Minors -- \$1000.00 fine
- 4-105: No possession or consumption in Public -- \$500.00 fine (Max), 40 hrs Community Service
 - or Alcohol Education class—DL suspended up to 1 yr
- 14-706: Illegal to furnish alcohol/CMB to minor -- \$300.00 (minimum fine)

* The above violations are usually handled by issuing the violator a Notice to Appear (NTA) in Municipal court. The subsequent arrest report would be “Public Record” for 24 hours after the arrest. After that any information pertaining to it must come from the prosecutor’s office.

University of Kansas Alcohol & Drug Policy—(see brochure: <http://www.vpss.ku.edu/alcoholbrochure.pdf>)

University Department of Student Housing terms & Conditions: Possession or Consumption of alcoholic beverages by any person is prohibited in student housing facilities and on university owned property. Sanctions are based on seriousness of the violation and/or number of violations. Sanctions may include online education course, classroom education course, reassignment to different living area or removal from student housing.

POLICY TITLE: Alcoholic Liquor at University Events, Regulations Governing the Use of

POLICY PURPOSE: To describe the conditions under which alcoholic liquor may be served/consumed at University events on campus.

APPLIES TO: All faculty, staff, students and campus visitors.

POLICY STATEMENT: Regulations Governing the Use of Alcoholic Liquor at University Events

Under circumstances permissible by State Statutes and Regulations of the Alcoholic Beverage Control Commission, official University academic and administrative units and University affiliated organizations may serve alcoholic liquor at approved events in designated non-classroom areas on the University campus.

Alcoholic liquor service may only be provided at campus events which are related to legitimate functions of the University. Such events cannot be opened to the general public and only members of the sponsoring organizations, their spouses and invited guests may participate. Such events may not be of a commercial nature, but rather occasions which are luncheons, dinners or receptions in honor of certain individuals, and which occur in connection with official University events and/or fundraising activities for University programs.

The following guidelines will be observed in serving alcoholic liquor at approved University events and locations (except that the Regulations Governing the Use of Alcoholic Liquor in the Scholarship Suites at Memorial Stadium and during home football game fundraising events shall govern the use of alcoholic liquor in the Scholarship Suites and in designated parking areas):

- A. No liquor license will be held by the University of Kansas or by any units of the University. No sale of alcoholic liquor is permitted on the University campus.
- B. At all times, the serving of alcoholic liquor on the KU campus will be in compliance with the Kansas Liquor Control Act.
- C. All events on the University campus at which alcoholic liquor will be served must be approved by the Chancellor. A University unit or affiliated organization wishing to serve alcoholic liquor on campus must submit a detailed plan to the Provost and Executive Vice Chancellor for review prior to any public announcement, but in no case less than two weeks before the event. The Provost and Executive Vice Chancellor shall recommend to the Chancellor whether the event should be approved.
- D. Alcoholic liquor served at approved campus events must be provided by the group or organization hosting the event.
- E. The Kansas and Burge Union (Union) shall be the exclusive caterer of alcoholic liquor on campus. The Union shall provide all qualified personnel necessary for and have full control over dispensing alcoholic liquor at approved events. The Union may furnish,

for a fee, all setups and services needed. The Kansas Union will adhere to the following definitions and regulations in its capacity as the caterer of alcoholic liquor:

1. The terms used herein shall have the following meanings:
 - a) Events, as used in this policy, shall mean prearranged functions not advertised to the general public and limited in attendance to members of the sponsoring organization(s) and their guests.
 - b) Members -- Shall mean the basic makeup of the sponsoring organization.
 - c) Guests -- Shall mean the spouse of a member of a sponsoring organization and/or invited personal friends of a member in attendance.
 2. The length of pre-dinner alcoholic beverage service shall be determined between the sponsoring organization and the Union. A service period of between one hour and an hour and a half is advised.
 3. It shall be a responsibility of the Union to designate those areas in approved buildings that have appropriate and adequate facilities for the service of alcoholic beverages and for control of the patrons to be served.
 4. No alcoholic beverages other than those served by the staff of the Union may be dispensed.
 5. Members and guests of the sponsoring organization may not carry alcoholic beverages outside the area in which they are being served.
 6. The Union reserves the right to refuse alcoholic beverage service to any individual under the age of twenty-one or who appears to be intoxicated. Staff members in charge shall have this authority.
- F. Alcoholic liquor shall be defined as those beverages containing alcohol, including beer, wine, spirits, etc., but does not include cereal malt beverages. Unused quantities of alcoholic liquor shall remain the property of the host group or organization and will be removed from University property at the conclusion of the event. Nonalcoholic beverages and food must be provided at all events where alcoholic liquor is served.
- G. Use of alcoholic liquor is permitted only for approved events held in Allen Field House, Anschutz Sports Pavilion, the Art and Design Gallery, Baehr Center (1120 W. 11th Street), Continuing Education Building (Commons and Patio areas), Eaton Hall (Carl Locke Atrium and Zimmerman Adam Dean's Suite), Edwards Campus (designated areas), Green Hall (Rice Room), Hall Center for the Humanities, International House (704 W. 12th Street), the Kansas and Burge Unions, Lied Center, Lippincott Hall, Max Kade Center, Multidisciplinary Research Building, Murphy Hall, Museum of Natural History, Robert J. Dole Institute of Politics, Spencer Museum of Art, Spencer Research Library, Spooner Hall, Structural Biology Center, Summerfield Hall (School of Business Placement Center), Scholarship Suites or home football game fundraisers (Memorial Stadium and designated parking areas, in accordance with the following specific regulations for that location).
- H. Alcoholic liquor service shall be available from 10:30 a.m. until midnight daily.

II. Regulations Governing the Use of Alcoholic Liquor* in the Scholarship Suites of Memorial Stadium and during Home Football Game Fundraising Events.

*Note: For purposes of the regulations governing the use of alcoholic liquor in the scholarship suites of Memorial Stadium and during home football game fundraising events, the term "alcoholic liquor" shall also include cereal malt beverages. Alcoholic liquor will not be used, consumed, possessed or permitted near the premises or in Memorial Stadium except in accordance with the following policy:

- A. The only location in which alcoholic liquor is permitted in Memorial Stadium is in the Scholarship Suites.
- B. The only time that alcoholic liquor may be consumed in the Scholarship Suites is on home game days for the University's intercollegiate football team, during the period commencing two hours prior to kickoff, and ending two hours after the end of the football game (or one and a half hours after the game if the game begins later than 5 p.m.) The Chancellor, upon recommendation by the Provost and Executive Vice Chancellor, may approve exceptions to this time limitation, but requests for exceptions must be made in writing not later than two weeks prior to the event and will not be deemed approved unless written approval is granted prior to the event.

The Chancellor, upon recommendation by the Provost and Executive Vice Chancellor, may approve written requests by Kansas Athletics, Inc. (Athletics) to allow consumption of alcoholic liquor in the Scholarship Suites at other athletic related events, but such approval will be subject to all conditions specified in the approval by the Chancellor.

- C. Alcoholic liquor to be consumed in the Scholarship Suites shall not be brought into Memorial Stadium and the Scholarship Suites on game days. The only time alcoholic liquor may be brought into Memorial Stadium and the Scholarship Suites is during a designated period of time for stocking the bars in the suites. Athletics shall be responsible for advising the suite holders of the time during which they may stock their bars. Alcohol shall not be consumed in the Scholarship Suites during the designated periods for stocking the bars.

If anyone attempts to bring alcoholic liquor into Memorial Stadium at any time other than the designated stocking times, it will be confiscated and disposed of.

- D. Athletics, suite holders, and their guests in the Scholarship Suites shall be responsible for ensuring compliance with this policy and all applicable laws and regulations governing consumption of alcoholic liquors, including but not limited to all laws governing age of consumption of alcoholic liquors.
- E. Each suite holder shall provide liability insurance and name Kansas Athletics, Inc., the University of Kansas, the Board of Regents and the State of Kansas as additional insureds. Such policy shall provide full liquor legal liability insurance coverage up to \$1,000,000.
- F. Sale of alcoholic liquor in the Scholarship Suites is prohibited.
- G. Food and non-alcoholic beverages must be available in each suite during any times in which alcoholic liquor is available for consumption.
- H. The only people permitted to consume alcoholic liquor in the Scholarship Suites are those people of lawful age for such consumption who possess a pass or ticket to sit in the Scholarship Suites.
- I. After the last home football game, each suite holder will be responsible for removing all alcoholic liquors. No alcoholic liquor will be stored in the Scholarship Suites or at any other site in the Stadium or on campus, at any time other than during the football season. Athletics will provide to the suite holders locked cabinets in which they may store their alcoholic liquor during the football season. As

a condition of being permitted to use a Scholarship Suite, each suite holder must agree that the State of Kansas, the Board of Regents, the University of Kansas, and Athletics will bear no responsibility for loss of any alcoholic liquor the suite holder chooses to store in the suite. Suite holders will be required to remove all alcoholic liquor from their suites immediately following the final home football game of the season. Athletics shall be responsible for removing and disposing of any alcoholic liquor remaining in any suite after the last home football game of the season.

- a. On a limited basis, certain fundraising events to benefit KU programs have been approved. These fundraising events will be conducted in conjunction with home football games and will take place concurrent with traditional tailgating activities. As described in detail below, alcoholic beverages may be consumed during tailgating activities during the three hours preceding kick-off and during half-time in designated parking areas and in designated areas on the Campanile Hill. Not later than 30 minutes following kick-off, consumption of alcoholic beverages will end. Consumption during half-time will end 15 minutes following the second half kick-off; no further consumption will be permitted. Remaining beverages will be transported off-campus following the end of the game. Alcoholic beverages will not be consumed in areas outside those designated by this policy. Sale of alcoholic beverages will be prohibited. This policy does not provide authority for University of Kansas organizations to serve alcohol as part of tailgate fundraisers. Containers of a capacity in excess of one gallon will not be permitted. The legal drinking age of 21 years will be enforced, and individuals consuming alcoholic beverages at tailgates will be responsible for their conduct and that of their guests. Food and non-alcoholic beverages must be available at any location where alcoholic beverages are consumed. Consumption of alcohol in conjunction with fundraiser tailgate activities will be permitted on a one-year test basis in lots 1, 3 (excluding the canopy and other designated areas), 33, 36, 39, 50, 52, 53, 54, 55, 56, 57, 58, 59, 63, 72, 91, 94, 124, and 130, and in the Mississippi Street Parking Garage as well as in designated areas. No cooking is permitted in the Parking Garage. Consumption of alcohol will not be permitted on city streets, including Mississippi, Maine, and 11th Streets. The southern and western perimeters for alcohol consumption on Campanile Hill will be designated by a boundary line established by the University Public Safety Office in consultation with Athletics.
- b. Failure to comply with this policy or any law governing the consumption of alcoholic liquor will result in loss of the privileges granted under this policy.

EXCLUSIONS OR SPECIAL CIRCUMSTANCES:

Alcoholic liquor may be served only at the locations listed in section I.G, II.A, and II.J Events hosted in accordance with Section I must be related to legitimate functions of the University, may not be opened to the general public, may not be of a commercial nature, and must occur in connection with official university events and/or fundraising activities.

CONSEQUENCES:

Loss of the privileges outlined in this policy

CONTACTS:

Contact: Jeannette Johnson
Assistant to the Provost and Executive Vice Chancellor
Office of the Provost and Executive Vice Chancellor
University of Kansas
1450 Jayhawk Blvd., 250 Strong Hall
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APPROVED BY:

The Chancellor

APPROVED ON:

March 1, 1988

EFFECTIVE ON: March 1, 1988

REVIEW CYCLE: Annually

RELATED DOCUMENTS:

Policies:
Board of Regents Policy on Cereal Malt Beverages and on Service Classroom Areas. Sections G.13 and G. 14.

http://www.kansasregents.org/download/aca_affairs/policymanual/021607%20Policy%20Manual%20revised.pdf

Kansas Statute 41.719, Subsection (c), 11(f)

<http://www.kslegislature.org/legsrv-statutes/getStatute.do>

Forms:

University of Kansas Alcoholic Beverage Request Form

http://www.provost.ku.edu/policy/updates/alcoholic_liquor_at_university/alcoholic_beverage_request_0105.pdf

KEYWORDS: Alcoholic Liquor, Tailgating, Football Games, Cereal Malt Beverages

REVIEW/CHANGE HISTORY: Amended July 22, 1988; November 16, 1993; August 31, 1994; November 12, 1996; November 6, 1998; March 22, 1999; July 6, 2000; August 29, 2001; January 8, 2002; August 19, 2002; June 18, 2003; February 4, 2004; January 4, 2005; June 15, 2005; October 9, 2006; March 5, 2007; May 9, 2007; November 7, 2007

**Alcohol Priority Group
Current Practices and Programs at KU
Subcommittee**

Below is a summary of current practices and programs at KU within the Office of the Vice Provost for Student Success, KU Public Safety Office, Athletics, Tailgating, Human Resources and Equal Opportunity, Graduate Schools, and the University Daily Kansan.

VPSS

- Alcohol & Drug Policy
 - Available in the Student Handbook, USS Handbook, and a brochure is mailed to every faculty and staff member as well as placed in various locations across campus.
 - Provides a variety of information regarding the use of alcohol and drugs on campus and in the workplace.
- Celebrations Committee
 - Formed in 1988 after the Men's Basketball Championship.
 - Committee consists of: Student Body President, Student Union Activities, FO, Athletics, VPSS, Chancellor's office, parking and transportation services, University Public Relations, Public Safety office, and the Lawrence City Police.
 - In the past they were mostly concerned with what happened on campus but, they are growingly concerned about what is happening off campus (i.e. Downtown).
 - This group meets only as needed.
 - They do not address any tailgating issues at this time.
- Central Filing System for Alcohol Sanctions
 - Any person in violation of the Clery Act (crimes against persons or serious crimes against property) will be presented to VPSS. Jane Tuttle is responsible for maintaining records.
 - Alcohol-related violations are not reported to VPSS as not required by the Clery Act so rarely does an alcohol violation, on its own, affect student status.
 - Conduct records are kept for 7 years as required for the Clery Act.

Academic Achievement & Access Center

- PRE 101
 - Two-credit course designed to enable new KU students make a successful transition to the University.
 - Topics include an introduction to university history, resources, policies and procedures; the diverse KU community; and basic academic skills.
 - Sections are small--no more than 25 students--and are taught by experienced university staff and faculty.
 - The course is open to any student with fewer than 30 credit hours and counts as elective credit toward graduation.

- SHS-WRC provides a session giving information on alcohol facts, binge drinking, combining alcohol & sex, statistics, the right to choose to drink or not to drink, and a multitude of resources.

Counseling and Psychology Services

- Various brochures regarding alcohol use and abuse.
- Students can make an appointment with a counselor to discuss any concerns of an alcohol-related issue.
- A DCCCA counselor is available two afternoons a week to meet with students with alcohol-related issues.

Department of Student Housing

- Alcohol Education Sanctions Program (administered in conjunction with Student Health Services)
- Educational Sanctions
 - Tailored to the situation.
 - May include: letter of apology, reflective paper, research project, etc.
 - The student is given a “status” of either Conditional or Probationary depending on the severity and number of sanctions
 - The status remains for 1 year in the student’s file that is kept within housing.
 - These files are kept for 5 years within housing.
- Programming
 - Staff has requirements to assess and meet the needs of the community. In doing so, they may provide presentations, activities, bulletin boards, etc.

KU Memorial Unions

- SUA – Provide many alcohol-free activities for students.
 - Committees include:
 - Cultural Arts
 - Films
 - Games
 - Hawk Nights
 - Alcohol-free activities for late night and weekend programming for the entire KU community.
 - All of the excitement occurs after dark.
 - Events are extremely varied and cover every aspect from talent shows and game shows to intramural tournaments to multicultural programs.
 - Live Music
 - Social Issues
 - Special Events

Legal Services for Students

- Assist students with legal representation only; furthermore, they provide no counseling or assessment.
- Suggest that students who have alcohol-related violations take an alcohol education course from various resources.
- Depending on the offense, an alcohol education course or alcohol evaluation may be required by a court approved center (DCCCA).
- If requested, a lawyer will present to student groups or classes about the legal risks of alcohol use.

New Student Orientation

- Orientation Guide - Information is included about the alcohol policy.
- Making Smart Choices
 - Presentation for students and parents
 - Information from SHS, ETWRC, and KUPSO.
- Hawk Week
 - A week full of alternative events geared at showcasing university departments and providing students with alcohol-free entertainment and activities.
 - Different departments on campus work together to make this event a success.
 - The week is primarily sponsored and organized by the office of New Student Orientation and Student Union Association.
- Success Week: It's All Academic to Me
 - Provide opportunities for students to learn about KU academic services and resources.
 - Provide opportunities for students to connect with faculty and staff .
 - Inform students on how to graduate in a timely manner (Grad in 4).
 - Answer students questions related to how to become a successful student.
 - Celebrate student success.

Student Health Services

- Wellness Resource Center
 - Provides multitude of resources – health educators, educational materials, presentations, campaigns, activities, events, info fairs, Health Hut, etc.
 - Peer Health Educators – Peers supporting peers on alcohol-related topics.
 - Diversity Coordinator that supports ethnic minority students.
 - Alcohol Education Sanctions Program
 - e-CHUG (Electronic Check-Up To Go) – Confidential online self-assessment providing information on alcohol use.
 - NSO
 - NCHA Survey – Administered every three years to students.
- General Medicine
 - Providers will provide information or referrals as needed.

Student Involvement and Leadership Center

- Fraternity and Sorority Life
 - Work with an educational judicial process.
 - When the alcohol policy is violated in any way, a complaint is filed with the appropriate judicial board.
 - The Judicial board is then charged with coming up with determining responsibility. If the group or individual is found responsible for the violation, the judicial board will determine appropriate sanctions. Most cases heard are group cases.
 - Possible sanctions:
 - Reprimand
 - Monetary Fine
 - Community Service
 - Probation
 - Suspension
 - Expulsion
- Emily Taylor Women's Resource Center
 - Videos/DVDs
 - Alcohol and sexual violence
 - Alcohol and advertising
 - Presentations to classrooms and student groups concerning sexual violence and alcohol.
 - NSO

KUPSO

- Pamphlets concerning personal safety, safe spring break, DUI/OUI, underage drinking, etc.
- Presentations to groups as requested: Greeks, residence halls, etc. – about 22 requests per year.
- NSO
- Union Fest – information on fake IDs, MIPs
- “Drinking Olympics” at residence halls
 - Use of fatal vision goggles
 - Drink of choice - root beer
- Check Yourself Before You Wreck Yourself
 - Event associated with the Greek system
 - 800-1000 students attend
 - Students (in a controlled environment) actually get drunk
 - Do field sobriety tests
 - Talk about effects of alcohol at different BAC

ATHLETICS

- Rock Chalk Responsible Choices
 - To promote responsible choices regarding alcohol use among the student population to enhance the students' academic and social experience, and their overall well-being.
 - Committee consists of: SHS-WRC, Student Union Activities, Fraternity and Sorority Life, MRC, NSO, and the Department of Housing.
 - Activities within the first year
 - Kick-Off Panel
 - Check Yourself Before You Wreck Yourself
 - "Alcohol: A Powerful Lesson"
 - Pre-Game Party
- Intervention for athletes – At the discretion of the coach.

TAILGATING

- Areas supervised by KU, Lawrence Police, and Alcoholic Beverage Control.
- Alcohol not permitted in the stadium.
- University sponsors alcohol-free tailgates – food, soda, games, etc.

HUMAN RESOURCES AND EQUAL OPPORTUNITY

- Purpose - Employees are the State of Kansas' most valuable resource, and therefore, their health and safety is a serious concern. The State of Kansas will not tolerate substance abuse or use which imperils the health and well-being of its employees or threatens its service to the public.
- Policy - It shall be the policy of the State of Kansas to maintain a workforce free of substance abuse.
- Assistance Program - The LIFeline Employee Assistance Program is available to state employees and their families for substance abuse education, counseling or rehabilitation. The State of Kansas encourages voluntary treatment from substance abuse.
- Awareness Program - The State of Kansas will strive to educate employees about the dangers of substance abuse.
- Applicability - This Substance Abuse Policy applies to all state agencies. The term employees, as used in this Substance Abuse Policy, means all University Support Staff and Unclassified Professional Staff state employees including student employees at the Regent's institutions.
- Effective Date - This Substance Abuse Policy is effective May 31, 1989.
- Complete policy:
http://www.hreo.ku.edu/files/documents/Substance_Abuse_Policy.pdf

GRADUATE SCHOOLS (Absinthe Algaier on behalf of Dean Sara Rosen)

- Follow the standard Alcohol and Drug Policy policy.

UDK

- No regulations or policies concerning alcohol-related advertising.
- Rates are the same for bars/liquor stores to advertise.
- There is no limit as to how many alcohol-related ads there are at one time.

MISC. -- Chalking - It is a practice that anyone can do on campus sidewalks to inform students on various topics (i.e. drink specials at local bars).

Alcohol Priority Group

Subcommittee: Review of Current Practices and Programs at Peer Institutions

Members: Leslie Rhoton, Wendy Rohleder-Sook, Chris Stoppel

Institutions Reviewed:

University of Colorado, Boulder
University of Iowa
University of North Carolina, Chapel Hill
University of Oklahoma
University of Oregon
Baylor University
Iowa State University
Kansas State University
University of Missouri, Columbia
University of Nebraska, Lincoln
Oklahoma State University
Texas A&M University, College Station
Texas Tech University
University of Texas, Austin
University of Illinois, Urbana-Champaign
Indiana University
University of Michigan
Michigan State University
University of Minnesota, Twin Cities
The Ohio State University
Purdue University
University of Wisconsin, Madison
University of Wyoming
Colorado State University

Topics Reviewed:

In approaching Current Practices and Programs at Peer Institutions, this sub-group initially looked at the following topics at each university's web site:

Alcohol Stated in University Code/Regulations/Policy
Student Code of Conduct/Rights and Responsibilities
Alcohol Education Office
Student Judicial Affairs/Student Conduct Office
Amnesty Policy
Alcohol Policy in Student Housing
Alcohol Policy in Greek Affairs
Alcohol Advertising/Policy in Student Newspaper
Other Alcohol Education Programs
Other Alcohol Policies (i.e. tailgating, alcohol served on-campus)
Alcohol Philosophy/Approach

In reviewing these topic areas, we discovered many schools did not address these topics on their web site. Some rules or codes of conduct did mention a statement on alcohol, but did not go into depth on how the university actually went about using those rules or codes of conduct. “Philosophy statements” or “approaches to college drinking” were very few and offered limited details on the culture of drinking on these college campuses.

General Impressions:

Some schools had separate alcohol education offices, either in a wellness/health center or part of the counseling center. We were not able to tell just from basic searches how visible these offices were. Most of the schools included alcohol education programming in their wellness programs.

The programming that most of the schools offered related to alcohol was preventative in nature. They also focused on addressing students in the high risk category. These schools have alcohol assessment programs (AlcoholEdu, e-CHUG, BASICS, etc.) and guidelines for responsible drinking. A few schools had BAC calculators on their web sites and one school had a Smart Party Planning Guide. Most schools had student judicial boards that handled violations of the student or university code involving alcohol. These were operated through a Student Conduct/Judicial Affairs office on campus.

Alcohol regulations were included in many university policy/regulation statements, but rarely expanded upon. Overall, the schools we researched did the same types of programs and rarely moved beyond the 20% of students usually associated with having alcohol issues. Those schools looking to address alcohol on a community level and campus environment level are detailed in the next section.

Specific Examples:

The Ohio State University

The Ohio State University (<http://www.swc.osu.edu/alcohol.asp>) had the most comprehensive preventative alcohol program. The program is based on two concepts, managing the campus environment and forming alliances on campus and in the surrounding community. By creating a safe and educational environment and by teaming up with faculty, staff, and students, the OSU prevention plan hopes to affect the way students think about alcohol use. There are nine key components to the Alcohol Prevention Plan.

The first component is to assess the alcohol situation on campus and to evaluate the existing approaches the institution has taken to confront alcohol issues. The second component is to review the campus policies on alcohol. Late night programming is the third component, which is designed to give students the option of “going out” without alcohol being the main focus. The fourth component, hospitality initiatives, educates party hosts of the risks associated with alcohol abuse. Social norm campaigns are the fifth component and the purpose of these is to inform students of the behaviors of other students in order to give them a better understanding of where they fit among their peers. The sixth component is educational programming in which students are made aware of the risks, consequences, and alternatives to drinking. Student assistance, the seventh component, provides physical, social, academic, and psychological support for students suffering from alcohol abuse problems. The last two

components employ faculty and student support to assist in the development and evaluation of alcohol prevention strategies.

University of North Carolina-Chapel Hill

UNC-Chapel Hill's Alcohol Education office is under the Dean of Students. Students, faculty, and staff have access to MyStudentBody.com. Through this site, participants work through information on alcohol assumptions, risks involved with excessive alcohol use, being involved in social scenes while maintaining reasonable alcohol use, and the trouble signs of possible alcohol problems. The social norms advertising UNC-Chapel Hill uses is called "2 out of 3" (<http://www.2outof3unc.org/>). It references that 2 out of 3 UNC students return home on Thursday, Friday, and Saturday nights with a BAC of .00. Also on the Alcohol Education site is a detailed alcohol policy for the campus. It includes a statement of why the University is incorporating an alcohol policy, expectations of student groups when dealing with alcohol in their programming, and what is involved in the enforcement of the policy (http://deanofstudents.unc.edu/policies/sub_policies.alcohol.html).

University of Wyoming

While the University of Wyoming is a smaller university (enrollment around 13,000), it has a proactive approach to alcohol. In a state with some of the country's highest rates per capita for underage binge drinking, drinking and driving, and suicide; addressing alcohol is important. The Alcohol Wellness Alternatives, Research, & Education (AWARE) (<http://uwadmnweb.uwyo.edu/AWARE/>) program leads the alcohol education efforts on campus. The office is the primary alcohol education venue for student discipline cases on campus. It also coordinates a peer education group that presents harm-reduction information to classes and student groups. The AWARE program also sponsors the A-Team (<http://uwadmnweb.uwyo.edu/aware/ATeam.asp>), the Laramie-University of Wyoming community coalition focused on alcohol usage within the city. Law enforcement, community members, local judges, and students share information about alcohol in the area. The group has been meeting since 2002 and lists their timeline of significant events on their website. In addition to these larger efforts, UW's Residence Life & Dining Services has a unique Alcohol Education program housed within the halls. Through the efforts of a Graduate Assistant and Area Coordinator, programs were developed to educate residents on responsible alcohol usage and actual college student drinking behaviors (social norms) during the first 6-8 weeks of the semester. Every spring, data is collect from the residents. It is used in the next's year programming and social norm advertising. The collaboration between RL&DS and AWARE allows UW to educate over 2000 residents and numerous other groups/organizations on alcohol every year.

One of the few schools that seems to be heading in the right direction and having successes in their approach, UW's programs are similar to the University of Nebraska-Lincoln, but on a smaller scale (10,000 students compared to 25,000+ students). Wyoming's is a good model to research more and use.

University of Nebraska-Lincoln

The University of Nebraska-Lincoln has a comprehensive Alcohol and Drug Services office (<http://www.unl.edu/health/students/education/alcohol/>) to provide campus information, education, interventions, and peer education. With a user-friendly website, people can access help quickly and without confusion. The University's philosophy on college student drinking is stated on the site. It is:

“We prefer that underage UNL students abstain from alcohol and those age 21 or older drink moderately and safely, if at all. But the reality is that many underage students drink and a portion of students drink more much than is safe regardless of their age. We work to help students move safely through this "window of risk," using a risk-reduction approach.”

The “NU Directions” (<http://www.nudirections.org/>) program encourages and supports responsible low-risk drinking, including abstinence, through a campus-community coalition. The coalition has members from law enforcement, student affairs, Lincoln businesses association, and bar owners. By approaching college student drinking through a harm-reduction approach, UN-L is taking an active interest in how their students drink in the community. NU Directions also provides information to drinking establishments through a program called Responsible Hospitality Training. The coalition collects data on alcohol from various groups to create a singular data source for alcohol education.

Nebraska is another great example of how to do it right and have success in addressing college alcohol use. Similar in size and resources as KU, it could be the model to follow. Lincoln, Nebraska is much larger than Lawrence, Kansas, but UNL has been successful in starting a strong campus-community coalition focused on reducing the harmful effects of binge drinking.

Other Resources:

<http://www.higheredcenter.org/ideasamplers/> - The U.S. Department of Education's Higher Education Center for Alcohol and Other Drug Abuse and Violence Prevention details what other schools are doing on their website. It categorizes schools by Education (changing knowledge, attitudes, and behavioral intentions), Early Intervention, Treatment, Health Protection/Promotion, and Environmental Management.

SUBCOMMITTEE WORKSHEET

University	Website	Alcohol Stated in University Code/Regulations/Policy	Student Code of Conduct Rights and Responsibilities	Alcohol Education Office	Student Judicial Affairs Student Conduct Office	Amnesty Policy	Alcohol Policy in Student Housing	Alcohol Policy in Greek Affairs	Alcohol Advertising/Policy in Student Newspaper	Other Alcohol Education Programs	Other Alcohol Policies (i.e. tailgating, alcohol served on-campus)	Alcohol Philosophy/Approach
Baylor University	www.baylor.edu	Take a "spiritual" development-in compliance with federal/state law	Nothing included within the Student Honor Code	Recommends to Student Counseling services	Only offers links to other policies and programs		No direct student housing policies; links back to the university's general policy	Nothing listed through the Greek Life webpage	No advertising policy which addressed alcohol	"E-Chug" allows students to assess their personal alcohol intake through an on-line program		Seems much more disciplinary than preventative
Colorado State University	www.colostate.edu		Yes - http://www.studentaffairs.colostate.edu/resources/students/policies.asp	Yes - http://www.colostate.edu/Depts/CFDAE/	Yes - http://www.studentaffairs.colostate.edu/departments/#CRSCS	Yes - State of Colorado	Not allowed in all residence halls - http://www.housing.colostate.edu/halls/handbook.pdf					
Indiana University	www.iub.edu		Yes - http://www.dsa.indiana.edu/Code/Code%20of%20Student%20Rights,%20Responsibilities,%20and%20Conduct%202005.pdf	Yes, but few details - http://dsa.indiana.edu/adic.html	no	no	Alcohol is prohibited	Follows the Code of Conduct				
Iowa State University	www.iastate.edu		Yes - http://www.dso.iastate.edu/ja/rights/	No, but some information is available at the Wellness Center	Yes - http://www.dso.iastate.edu/ja/	No	Yes - Over 21 is allowed except in certain halls		Allowed		Tailgating is allowed. On-site alcohol sales in the Union	
Kansas State University	http://www.k-state.edu/	yes	yes	Alcohol & Other Drug Education Service (Counseling Services)	SGA Judicial Branch		yes - 3.2% allowed if =>21; not allowed in common areas	GAMMA		KSU Project Wellness	alcohol served is specific areas only	
Michigan State University	www.msu.edu			Offer Alcohol Education links to programs on their sight			Will notify parents, education classes or end contract	Only a brief statement given but no policy		offer edu. Programs		Overall very hard to find information- did offer some educational programs
Ohio State University	http://www.osu.edu/		yes	Student Wellness Center	Office of Student Judicial Affairs		allowed if =>21; prohibited in public areas	yes		Environmental Management; Campus & Community Alliances; various sources of assessment and evaluation data		9 point comprehensive prevention plan

University	Website	Alcohol Stated in University Code/Regulations/Policy	Student Code of Conduct Rights and Responsibilities	Alcohol Education Office	Student Judicial Affairs Student Conduct Office	Amnesty Policy	Alcohol Policy in Student Housing	Alcohol Policy in Greek Affairs	Alcohol Advertising/ Policy in Student Newspaper	Other Alcohol Education Programs	Other Alcohol Policies (i.e. tailgating, alcohol served on-campus)	Alcohol Philosophy/Approach
Oklahoma State University	http://osu.okstate.edu/	no	yes	Alcohol & Substance Abuse Center	University Counseling Services Student Conduct Office; Student Judicial Affairs		all alcohol prohibited			OSU Campus Coalition for Substance Abuse Prevention; AlcoholScreening.org; e-CHUG Assessment		National Collegiate Alcohol Awareness Week
Purdue University	www.purdue.edu	In regulation of Student conduct, states that alcohol is not allowed on university property	Nothing stated in honor code or Student Bill of Rights	Nothing through student health services	Students go before the Dean of Students for hearings							Preventative
Texas A&M University	www.tamu.edu	States that-unlawful if student is under 21	Student Code-Alcohol not allowed by students while on campus	Alcohol Education workshops/ Presentations-most offered through Student Counseling Services			Residents must comply with laws/use of university disciplinary system	No Policy offered on line		Most offered through Student Counseling services	Allowed at tailgate events as long as in compliance with local law	Educate on local punishments
Texas Tech University	http://www.ttu.edu/		yes	Texas Tech Student Health Services	Student Judicial Programs					Alcohol Edu;		
University of Colorado-Boulder	http://www.colorado.edu/	yes	yes	no	Restorative Justice Program			Greek community has pledged to have alcohol-free events and activities.		"A Matter of Degree" program, AlcoholEdu, Alcohol Strategies Group, G.O.R.D. (Guidelines and Objectives of Responsible Drinking)	no beer sold at football games	The Smart Party Planning Guide, BAC calculator
University of Illinois-Urbain Champaign	www.uiuc.edu	Found in Student Code	Follows Local and State law	offers education programs mainly- little prevention programs	Nothing stated through student judicial affairs		If 21 students may have in housing	No policy on line				Not preventative, more educational

University	Website	Alcohol Stated in University Code/Regulations/Policy	Student Code of Conduct Rights and Responsibilities	Alcohol Education Office	Student Judicial Affairs Student Conduct Office	Amnesty Policy	Alcohol Policy in Student Housing	Alcohol Policy in Greek Affairs	Alcohol Advertising/ Policy in Student Newspaper	Other Alcohol Education Programs	Other Alcohol Policies (i.e. tailgating, alcohol served on-campus)	Alcohol Philosophy/Approach
University of Iowa	www.uiowa.edu	All students must take AlcoholEDU (part before they start, the rest after they get on campus)	Yes - http://student-services.uiowa.edu/students/policies/2a.php	No	No	No	Substance free living; discipline action can include alcohol education, fine (\$200-\$500), removal from housing unit, in the presence of alcohol can also include discipline action - http://housing.uiowa.edu/res-hall-guidebook/Guidebook_07-08.pdf	Could not find - http://www.uiowagreeks.com/default.asp?contentID=1	Allowed	All students must take AlcoholEDU (part before they start, the rest after they get on campus) - http://www.uiowa.edu/~aedu/Aedu/ ;	Tailgating allowed (only beer and wine); an alcohol-free tailgating is offered - http://news-releases.uiowa.edu/2006/august/082906guidelines.html	Not stated
University of Michigan	http://www.umich.edu/		yes	Wolverine Wellness	Office of Student Conflict Resolution			no		Ann Arbor Campus Community Conversations; Substance Abuse Education Network; My Student Body Interactive Alcohol Program; e-CHUG; Brief Alcohol Screen and Intervention for College Students (BASICS)		
University of Minnesota, Twin Cities	www.umn.edu		Yes - http://www1.umn.edu/regents/policies/academic/Student_Conduct_Code.pdf	Yes - http://www.mentalhealth.umn.edu/alcohol/index.html	Yes - http://www1.umn.edu/oscai/	No		Provides information, but did not see a reference to an alcohol policy				

University	Website	Alcohol Stated in University Code/Regulations/Policy	Student Code of Conduct Rights and Responsibilities	Alcohol Education Office	Student Judicial Affairs Student Conduct Office	Amnesty Policy	Alcohol Policy in Student Housing	Alcohol Policy in Greek Affairs	Alcohol Advertising/Policy in Student Newspaper	Other Alcohol Education Programs	Other Alcohol Policies (i.e. tailgating, alcohol served on-campus)	Alcohol Philosophy/Approach
University of Missouri	www.missouri.edu	University Drug/Alcohol Policy required to est. a drug/alcohol prevention program	Based only on academic conduct	Student Health Center/Alcohol and drug abuse prevention team	Students held to State and local laws as well as university policies- if under 21 the university many notify parents		Under Student Rules and Regulations Handbook	Joint IFC/PHA policy but considered off-campus. Events must be regulated with the councils		Only allowed in chancellor or presidents' residence		Provide some prevention programs
University of Nebraska-Lincoln	www.unl.edu		Yes - http://stuafs.unl.edu/ja/code/	yes - http://www.unl.edu/health/students/education/alcohol/	no		yes - http://housing.unl.edu/parents/pdf/rightsresponsibilities.pdf			NU Directions, a campus-community coalition - http://www.nudirections.org/		
University of North Carolina-Chapel Hill	www.unc.edu	See Policy on Student Possession and Consumption of Alcoholic Beverages	Student Honor Code only addresses sanctions of alcohol related issues- which mainly results in education/counseling or community service	Alcohol Edu. Classes held through the Campus health services and are required for alcohol related misdemeanors			Links back to University Alcohol Policy	See Appendix II			See University Alcohol Policy	Informative and detailed in the information they make available to their students/public
University of Oklahoma	http://www.ou.edu/	yes	yes	Student Counseling Services	Office of Judicial Services					city programs and "various OU orgs and depts";		counseling services; BAC calculator
University of Oregon	www.uoregon.edu	Not Found	Yes - http://studentlife.uoregon.edu/programs/student_judi_affairs/FinalCode16Oct.pdf	Substance Abuse Prevention and Education - http://studentlife.uoregon.edu/programs/substance_abuse_prevention/index.htm	Yes - http://studentlife.uoregon.edu/programs/student_judi_affairs/index.htm	No	21 and over can consume alcohol unless in a substance free area - http://housing.uoregon.edu/rehalls/alcohol_drugs.php	Substance free living environment in all Greek houses	No policy stated		Designated Driver Shuttle - http://gladstone.uoregon.edu/~asuodds/	Not Stated

University	Website	Alcohol Stated in University Code/Regulations/Policy	Student Code of Conduct Rights and Responsibilities	Alcohol Education Office	Student Judicial Affairs Student Conduct Office	Amnesty Policy	Alcohol Policy in Student Housing	Alcohol Policy in Greek Affairs	Alcohol Advertising/ Policy in Student Newspaper	Other Alcohol Education Programs	Other Alcohol Policies (i.e. tailgating, alcohol served on-campus)	Alcohol Philosophy/Approach
University of Texas, Austin	www.utexas.edu		yes - http://deanofstudents.utexas.edu/sjs/conduct.php	In student health services - http://healthyhours.utexas.edu/education/alcohol.html	yes - http://deanofstudents.utexas.edu/sjs/		21 or older, certain locations - http://www.utexas.edu/student/housing/index.php?site=2&scode=0&id=347	Some mention of alcohol during recruitment - http://deanofstudents.utexas.edu/gle/downloads/GrkGde07.pdf				
University of Wisconsin, Madison	www.uisc.edu		Yes - http://www.uisc.edu/students/saja/misconduct/UWS17.html	Within student health services - http://www.uhs.wisc.edu/display_story.jsp?id=593&cat_id=38	Yes - http://www.uisc.edu/students/saja/misconduct/misconduct.html		Yes, varies on age of resident - http://www.housing.wisc.edu/expectations/viewsection.php?id=expectations#71	?				
University of Wyoming	www.uwyo.edu	Yes	http://uwadmnweb.uwyo.edu/dos/filesPDF/code.pdf	AWARE Program - http://uwadmnweb.uwyo.edu/dos/programs/aware/	Yes - http://uwadmnweb.uwyo.edu/dos/programs/services/judicial/	Exploring a possible policy	Yes - http://uwadmnweb.uwyo.edu/reslife-dining/Halls.asp	Greek standards statement - http://www.uwyo.edu/greeklife/documents/GREEK_RELATIONSHIP_STATEMENT.doc	Only allowed as classified ads	RL&DS has an alcohol education program that works with the AWARE program; A-Tream, a campus-community coalition	Tailgating allowed, but only in designated areas; alcohol sales in the Union bar	Follows many of the best practices and research-based approaches being promoted across the country

Best Practices: Alcohol Reduction on College Campuses
Report to KU Alcohol Priority Group - Subcommittee
1.28.08

John Wade, Bill Larzalere, Mindy Rendon

I. Introduction:

“Underage drinking and excessive drinking have negative effects of everything we’re trying to do as a university. They compromise the educational environment, the safety of our students, the quality of life on campus, town/gown relationships, and our reputation.”

Dr. Judith Ramaley, Former President, University of Vermont

Based on meta-analyses comparing drinking patterns in various countries, cultural groups with comparatively low rates of alcoholism consistently share these four characteristics regarding alcohol use:

- Drinking alcohol is accepted and is governed by social custom, thus individuals in these cultures learn constructive norms for drinking.
- Differences between “good” and “bad” patterns of drinking are explicitly taught.
- Skills for drinking responsibly are taught.
- Drunkenness and misbehavior under the influence of alcohol are disapproved.

Source: J.E. Maddux & B.A. Winstead (2005), (Eds.), *Psychopathology: Foundations for a Contemporary Understanding* (pp. 312-313). Mahwah, NJ: Lawrence Erlbaum Associates.

II. Conceptual (and Empirical) Framework for Designing Campus Alcohol Reduction Programs:

Source: *A Call To Action: Changing the Culture of Drinking at US Colleges* (report from Task Force of the National Advisory Council on Alcohol Abuse and Alcoholism, April 2002, sponsored by NIMH)

Focus is not on drinking per se, but with the consequences of excessive drinking.

One reason for lack of effectiveness of prevention efforts is that often they are not research based. Recommendations identified through research indicate that to achieve change in the drinking culture on college campuses, schools must intervene at three levels:

- 1) Individual student level
- 2) Level of entire student body
- 3) Community level

Engage students as early as possible. The first six weeks at the university seem most critical.

Address the student body as a whole, not just students identified as problem drinkers. The key to affecting the behavior of the general student body is to address factors that encourage high risk drinking. These include:

- Widespread availability of alcohol to underage and intoxicated students
- Aggressive social and commercial promotion of alcohol
- Large amounts of unstructured student time
- Inconsistent publicity and enforcement of laws and campus policies
- Student perceptions of heavy alcohol use as the norm

Drinking needs to be reframed as a community problem, not just a campus problem. Involve retailers, local police and the court system.

Presidential leadership is important to ensure that recommendations are incorporated into practice. Also important is the need for student leadership and community involvement.

The following chart illustrates which program strategies have been empirically shown to be effective:

3-in-1 Framework				
Tier	Strategy	Level of Operation		
		Individuals, including At-Risk and Dependent Drinkers	Student Population as Whole	Community
1: Effective among college students	Combining cognitive-behavioral skills with norms clarification & motivational enhancement intervention	Yes	No	No
	Offering brief motivational enhancement interventions in student health centers and emergency rooms	Yes	No	No
	Challenging alcohol expectancies	Yes	No	No
2: Effective with general populations	Increased enforcement of minimum drinking age laws	No	Yes	Yes
	Implementation, increased publicity, and enforcement of other laws to reduce alcohol-impaired driving	No	Yes	Yes
	Restrictions on alcohol retail density	No	No	Yes
	Increased price and excise taxes on alcoholic beverages	No	No	Yes
	Responsible beverage service policies in social & commercial	No	Yes	Yes

	settings			
	The formation of a campus/community coalition	No	Yes	Yes
3: Promising	Adopting campus-based policies to reduce high-risk use (e.g., reinstating Friday classes, eliminating keg parties, establishing alcohol-free activities & dorms)	No	Yes	No
	Increasing enforcement at campus-based events that promote excessive drinking	No	Yes	No
	Increasing publicity about enforcement of underage drinking laws/eliminating "mixed" messages	No	Yes	Yes
	Consistently enforcing campus disciplinary actions associated with policy violations	No	Yes	No
	Conducting marketing campaigns to correct student misperceptions about alcohol use on campus	No	Yes	No
	Provision of "safe rides" programs	No	Yes	Yes
	Regulation of happy hours and sales	No	Yes	Yes
	Enhancing awareness of personal liability	Yes	Yes	Yes
	Informing new students and parents about alcohol policies and penalties	Yes	Yes	No
4: Ineffective	Informational, knowledge-based or values clarification interventions when used alone	N/A	N/A	N/A

Tier 1: Evidence of Effectiveness Among College Students

Strong research evidence (two or more favorable studies available) supports the strategies that follow. All strategies target individual problem, at-risk, or alcohol-dependent drinkers. *Their efficacy as part of a campus-wide strategy has not been tested.*

- Combining cognitive-behavioral skills with norms clarification and motivational enhancement interventions.
- Offering brief motivational enhancement interventions.
- Challenging alcohol expectancies.

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

The Task Force recommends that college presidents, campus alcohol program planners, and student and community leaders explore the strategies listed below because they have been successful with similar populations, although they have not yet been comprehensively evaluated with college students (Hingson et al., 1996b; Holder et al., 2000; Saltz and Stangetta, 1997; Voas et al., 1997; Wagenaar et al., 2000). These environmental strategies are not guaranteed to alter the behavior of every college student, but they can help change those aspects of the campus and community culture that support excessive and underage alcohol use.

- Increased enforcement of minimum drinking age laws
- Implementation, increased publicity, and enforcement of other laws to reduce alcohol-impaired driving
- Restrictions on alcohol retail outlet density
- Increased prices and excise taxes on alcoholic beverages
- Responsible beverage service policies in social and commercial settings

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

The Task Force recognizes that a number of popular strategies and policy suggestions make sense intuitively or have strong theoretical support. Many also raise researchable questions that may be crucial in reducing the consequences of college student drinking. Although the Task Force is eager to see these strategies implemented and evaluated, it cautions interested schools to assemble a team of experienced researchers to assist them in the process.

- Adopting campus-based policies and practices that appear to be capable of reducing high-risk alcohol use, such as reinstating Friday classes and exams to reduce Thursday night partying, implementing alcohol-free, expanded late-night student activities, and establishing alcohol-free dormitories.
- Increasing enforcement at campus-based events that promote excessive drinking
- Increasing publicity about and enforcement of underage drinking laws on campus and eliminating "mixed messages."
- Consistently enforcing disciplinary actions associated with policy violations
- Conducting marketing campaigns to correct student misperceptions about alcohol use
- Provision of "safe rides" programs
- Regulation of happy hours and sales
- Informing new students and their parents about alcohol policies and penalties before arrival and during orientation periods

Tier 4: Evidence of Ineffectiveness

The Task Force also notes that some interventions may be ineffective when used in isolation, but might make an important contribution as part of a multi-component integrated set of programs and activities (Larimer and Cronce, 2002). However, until there is evidence of a

complementary or synergistic affect resulting from inclusion with other strategies, college administrators are cautioned against making assumptions of effectiveness without scientific evidence.

- Informational, knowledge-based, or values clarification interventions about alcohol and the problems related to its excessive use, when used alone
- Providing blood alcohol content feedback to students.

III. Selected Examples of Award Winning Programs

Source: Alcohol and Other Drug Prevention on College Campuses - Model Programs

U.S. Department of Education
Safe and Drug-Free Schools Program

A publication of the Higher Education Center for Alcohol and Other Drug Prevention
Funded by the U.S. Department of Education

<http://www.higheredcenter.org/pubs/model.html#doing>

Programs and Policies That Make a Difference

The following are examples of the strategies many colleges and universities are implementing that can have a positive influence on the campus culture regarding alcohol and other drug use:

- Forming partnerships with local communities to ensure that alcohol is not served to minors or to intoxicated students;
- Strengthening academic requirements;
- Scheduling classes on Fridays (This strategy emphasizes the importance of academics and discourages the alcohol-fueled partying that may occur on Thursday nights if student do not need to attend classes on Fridays.);
- Keeping the library and recreational facilities open longer;
- Eliminating alcohol industry support for athletics programs (Accepting such funding can be seen as sending a mixed message to students.);
- Restricting alcohol promotions and advertising on campus and in campus publications, especially promotions or ads that feature low-cost drinks;
- Monitoring fraternities to ensure compliance with alcohol policies and laws;
- Providing a wide range of alcohol-free social and recreational activities;
- Disciplining repeat offenders and those who engage in unacceptable behavior associated with substance use;
- Notifying parents when students engage in serious or repeated violations of alcohol or other drug policies or laws; and
- Launching a media campaign to inform students about the actual amount of drinking that occurs on campus, since most students overestimate the number of their classmates who drink and the amount that they drink.

Campuses with Award-Winning Programs :

Auburn University - Auburn University, Alabama

The Auburn University Health Behavior Assessment Center provides services to college students who have exhibited problems related to alcohol use. The program utilizes Brief Alcohol Screening and Intervention for College Students (BASICS), a program developed by researchers at the University of Washington. Students complete a questionnaire and, during one or two individual meetings with a counselor, receive feedback about how their drinking habits compare with those of the student body as a whole. They also learn how they might benefit by making some changes in their behavior. These sessions are supportive rather than confrontational and are designed to increase the student's motivation to reduce alcohol consumption and related harm.

Boston College - Chestnut Hill, Massachusetts

The University Committee on Alcohol and Drug Abuse (UCADA) works to support policy and programs across the university, including athletics, dining services, and law enforcement. Ongoing training is provided for faculty, staff, and student leaders. The assistant dean for alcohol and drug education works with residential life staff to provide a specific, needs-based referral program for students who violate the university alcohol and drug policy. The comprehensive alcohol policy includes server guidelines, a ban on the use of student fees to purchase alcohol for university-sponsored events both on and off campus, and a ban on the marketing and promotion of alcohol on campus.

Lehigh University - Bethlehem, Pennsylvania

Lehigh's Project IMPACT was launched in 1996 and has since established a campus and community coalition to address the problems of abusive drinking and its secondhand effects. Lehigh has implemented an environmental approach to transform the campus and community culture by making it more acceptable for students to choose not to drink and to encourage those students who do drink to do so in moderation. The program has raised awareness of the problems of high-risk drinking, expanded the number and type of alcohol-free social events for students, and improved relationships and cooperation with residents in the surrounding neighborhoods.

San Diego State University - San Diego, California

San Diego State University's Community/Collegiate Alcohol Prevention Partnership (C-CAPP) program is a comprehensive and ongoing alcohol prevention effort. Beginning in 1997, C-CAPP has developed and implemented a science-based, data-driven alcohol prevention program that strategically works to change environmental conditions related to alcohol use and misuse within the college student population residing in San Diego.

Southwestern Indian Polytechnic Institute - Albuquerque, New Mexico

The Twelve Feathers Program is a culturally appropriate alcohol and other drug prevention program that targets high-risk students. Experiential Group Counseling provides an alternative therapeutic approach that incorporates adventure-based activities such as river rafting and rope climbing. Problem solving in a safe environment allows students to build self-esteem and teamwork and directs students to seek help and assistance when needed.

The State University of New York at New Paltz - New Paltz, New York

With the strong support of university leaders, the State University of New York at New Paltz has been successful in developing and implementing a comprehensive alcohol prevention program since 1986. In order to achieve these objectives, the following six strategies are being implemented:

- freshman initiatives that provide theatrical skits, parental involvement, and curriculum infusion;
- community/university collaboration that includes a Tavern Owner's Agreement to reduce high-risk specials and a risk management policy for Greek Letter organizations;
- multimedia social marketing campaigns that disseminate posters, print ads, TV ads, radio ads, fortune cookies, and mousepads;
- campus activities such as "Major Connections" events (where students interact with faculty), coffee houses, video dance parties, late movie and gym hours, shopping trips, and pizza parties;
- policies and enforcement that include clearly communicated policies and an institutional response to each incident; and
- intervention strategies that include parental notification of student infractions, along with education and/or referral to counseling for those found in violation of campus policies.

Cal State San Diego (2005)

- Created ASPIRE program (Alcohol and other Substance abuse Prevention Re-directive Effort) for students with alcohol violations. Students undergo Motivational Interviewing and a 1-3 session treatment plan.
- ECHUG – used to conduct on-line assessments and provide immediate feedback, including comparisons with other drinkers. ECHUG has been found to have empirical support.
- CHOICES – provides peer counselor facilitated groups using a motivational, cognitive skills based, harm reduction model allowing students to “try on” strategies to reduce risk.

UC San Diego (2005)

- SAFE Program (Substance/Alcohol Feedback and Education Program), designed to be comprehensive:
- SAFE Outreach – National Alcohol Screening Day – over 600 students complete screening, and brief, motivational interviewing provided to students at risk by peer educators and professional staff.
- Students complete WebSAFE – online assessment.
- Peer SAFE – students mandated for alcohol policy violations are referred by Deans to undergraduate peer educators trained in Motivational Interviewing

UC Santa Barbara (2004)

Established programs in which health professionals and residence life staff are trained to provide brief, non-judgmental, motivational interviewing interventions to encourage behavior changes in at risk students. Professional alcohol and drug abuse counselors were added at residence halls

IV. What Makes a Good Program?

Source: Reducing Drinking and Driving on Campus: Best Practices from the College and University Drinking and Driving Prevention Awards Program (1998-2006). Automobile Club of Southern California.

The best programs tend to have certain elements in common:

- *Pre-assessment.* Assessing a school's alcohol, other drug, and drinking and driving problems before creating a program not only establishes a benchmark against which later changes can be measured, it also helps to determine the kinds of programs needed. On-line student AOD use surveys are now possible, and quick and easy to administer.
- Clear specification of *who or what are the targets or target groups.* Targets may be campus or community policies or practices or problem groups on campus.
- Firm grounding in a *theoretical (or other applied) framework.* Theory-driven programs are better at defining the nature of the problem, linking the problem with activities and solutions and guiding development of effective countermeasures.
- Materials that *reach the target groups and effectively use available media outlets.* For messages to be effective in changing attitudes and behavior, raising awareness, and altering behavior, they need to be directed through as many different information channels as possible and be seen on a regular and repeated basis. Brochures and posters are important tools, but newspapers, radio and TV—media that schools often ignore—can reach many more people, including concerned individuals in the community.
- Be *institutionalized.* For programs to show long-term effects, particularly where audiences change as quickly as colleges, they need to be linked to continued sources of funding and administrative support. Specific staff should be assigned specific administrative responsibilities to assure that major tasks are regularly completed.
- *Student and/or community involvement.* Student involvement can reduce the cost of operating programs. Also, students are typically considered a more credible source of information for fellow students than authority figures. Communities often have similar interests as the campuses in their midst and can provide excellent assistance to campus programs, including administrative expertise, media coverage, and funding.
- *School commitment* promotes not just continued funding and administrative support, but allows for long-range program planning.
- Strong *campus involvement and collaboration.* Programs work best when they include as many avenues of campus life as possible, including athletics, residential life, health services, academic life, Greeks, policymakers. Widespread campus collaboration compliments and fortifies desired prevention messages.

- Employ *coordinating committees or task forces*. Effective programs require a broad spectrum of program strategies implemented by a wide range of campus offices. Only coordinating committees or task forces can provide the kind of overview likely to develop long-term, multi-faceted solutions.
- *Program evaluations of process and outcome*. Evaluations can help focus resources on the most effective elements of a program, help document levels of knowledge and attitude change, establish the degree of program and problem awareness, and locate problems in program administration.

V. Conclusions and Recommendations

The amount of information and the scope of the problem can feel overwhelming. However, an acknowledgement of the large effort required to make a difference seems like a good starting point. It seems evident from the review of the literature that successful programs are multifaceted, recognizing that a single intervention will do little to change the campus culture or impact more than a select few people. Different approaches will impact different causal elements of the problem, and different students will respond to different strategies, so it is important to cast a wide net. Successful programs also operate with strong administrative support, strong alliances with student and community leaders, and a large scale, long-term perspective on the problem, e.g., English 101 has to be taught each semester, it can't be assumed that because it has been taught for a few years that the work is done.

Additional Resources

Noteworthy programs and materials that deal with campus alcohol problems include:

- The *US Department of Education's Higher Education Center for Alcohol and Other Drug Abuse and Violence Prevention* is the primary national resource for assisting colleges and universities develop and carry out alcohol and other drug problem prevention on campuses and in surrounding communities. www.higheredcenter.org
- The *Department of Education* annually sponsors a National Meeting on Alcohol and Other Drug Abuse and Violence Prevention in Higher Education. www.higheredcenter.org/natl
- *National Highway Traffic Safety Administration* (NHTSA), of the US Department of Transportation, has been working with the *North American Interfraternity Council (NIC)*, a 67-member fraternity confederation, to address the issue of binge drinking in the Greek community. www.nhtsa.dot.gov
- *Safe Lanes on Campus* (2003), a report by the Higher Education Center, provides a guide for preventing impaired driving and underage drinking on campus. The report was funded by the Department of Education and NHTSA. www.higheredcenter.org/pubs/safelanes/
- Campus Health and Safety is a national resource Web site hosted by the Education Development Center, Inc., with support from the Robert Wood Johnson Foundation. The purpose is to assist colleges and universities in developing, implementing, and evaluating prevention policies and programs to address a broad range of health and safety issues at institutions of higher education. www.campushealthandsafety.org/

- *Promising Practices: Campus Alcohol Strategies*, produced from 1995-2001, sourcebooks regularly showcased outstanding alcohol programs at America's colleges and universities. www.promprac.gmu.edu
- *National Institute on Alcohol Abuse and Alcoholism (NIAAA)* April 2002 release of its college drinking panel report, *A Call to Action*, analyzing prevention approaches and recommending those based on campus or community effectiveness. www.collegedrinkingprevention.gov/ or www.niaaa.nih.gov
- MADD's 2001 report *College Commission to Address Alcohol's Impact on America's College Campuses: A Report to the National Board of Directors*. www.madd.org/home
- UMADD is a campus-based student organization composed of student and campus leaders concerned about underage drinking, high-risk drinking, and impaired driving. www.madd.org/madd_programs/9963
- *American Medical Association Office of Alcohol and Other Drug Abuse*. Coordinates *A Matter of Degree (AMOD)* program to support colleges and communities in which they are located to reduce the adverse consequences of high-risk alcohol use. www.alcoholpolicysolutions.net
- *BACCHUS Network* is an international association of college/university based peer education programs focused on alcohol abuse prevention and other related student health/safety issues. www.bacchusgamma.org/index.asp Their website on impaired driving is at www.friendsdrivesober.org .
- The *Core Institute* is a not-for-profit organization based at Southern Illinois University whose main purpose is to assist institutions of higher education in drug and alcohol prevention efforts. They offer information about the Core Survey and survey findings at www.siu.edu/~coreinst/.

APPENDIX B – GUEST SPEAKERS

GUEST SPEAKERS

Each meeting began with invited speakers sharing their thoughts related to the role or impact of alcohol in the lives of students and in the University community. The invited speakers were:

- Matt Harms, MD, Lawrence Memorial Hospital
- Panel of Student Leaders (representing Student Senate, Panhellenic Association, Student Housing, SUA, and School of Law)
- Heidi Garcia, Student Health Services
- Diana Robertson, Department of Student Housing
- Phil Bradley, Kansas Licensed Beverage Association
- Trent McKinley, Lawrence Police Department Neighborhood Resource Officer (with materials provided by Jen Brinkerhoff, Director of Prevention, DCCCA)
- Dave Ruhlen, Director of Outpatient Services, DCCCA
- Jon Schlitt, Sales and Marketing Director, University Daily Kansan

This format allowed the group to hear experiences, concerns, ideas and suggestions from a variety of perspectives. Matt Harms, from **Lawrence Memorial Hospital**, provided statistics that indicated ten percent of cases seen in the emergency room each night involve alcohol. He suggested that students need to be educated about how to identify when someone has had too much to drink. He also suggested that the university provide the hospital social workers with referral information for campus resources.

The **student leaders** expressed concern about the mixed messages regarding alcohol that are given on campus. For instance, more than 250 events held in the Kansas Union involved the serving of alcohol, yet this is a ‘dry campus’. Tailgating was cited as another example of the sanctioning of alcohol use, given that the majority of space allotted for tailgating has been designated as allowing alcohol. Perhaps the most notable comments from the student leader panel was their perception or definition of binge-drinking, which is no longer defined by them as 4-5 drinks in a row, but rather drinking to the point of passing out.

Heidi Garcia, from **Student Health Services**, presented KU data from the National College Health Associate Survey. KU students’ use of alcohol has increased and is higher than national statistics. The increase and frequency of binge-drinking is of particular concern. KU students report more incidents of regrettable actions and memory loss as a consequence of their drinking than do national statistics.

Diana Robertson, from the **Department of Student Housing** shared impacts of alcohol use on residence life. Specifically she spoke of vandalism and policy violations tied to alcohol use, and the impact of high volume incidents on the residence life staff. She also explained the sanctions imposed when the alcohol policy is violated, and indicated that the effectiveness of the sanctions needs to be assessed.

Phil Bradley, from the **Kansas Licensed Beverage Association**, educated the group on the laws and regulations that govern drinking establishments, and the challenges faced by these businesses. Chiefly, the bars face substantial consequences for serving alcohol to underage individuals, so most work very

hard to reduce this occurrence. He stated that over sixty-five percent of underage drinkers get the alcohol from a source other than a licensed establishment.

Trent McKinley, from the **Lawrence Police Department**, explained the role of the Community Services Division of which he and the school resources officers are a part. He described the efforts of the Lawrence Police Department, coupled with the Alcohol Beverage Control, to enforce underage drinking and social hosting laws. He also spoke about efforts to address football game day violations. These efforts are labor intensive and difficult to sustain without additional resources. He suggested that the University and the Lawrence Police Department could collaborate in distributing flyers to inform students of how the police will address party houses and nuisance complaints.

Denise Darby-Haynes, Outreach Counselor with DCCCA, described her role in serving KU students. Some students are assigned to her through the courts after receiving Minor in Possession or Driving Under the Influence citations, others through sanctions with Student Housing or a referral from CAPS. She indicated a need for more treatment services for KU students. Her role is only half-time. The Alcohol Anonymous group that meets on campus is not student-only, and students tell her they would prefer a peer group-only treatment option. She said this would have to be arranged through Michael Black, and that she hopes students will pursue such a group. She perceives students as more stressed out than in the past, and has seen 22 students for DUI since January. She would like to see CAPS expand the drug and alcohol services, and groups and interventions need to be marketed to the student body on campus. Support teams with the student housing units and or within Athletics would also be helpful.

Jon Schlitt is the advertising advisor for the **University Daily Kansan**. He said that ads provide about 90% of the funding for the paper, and approximately 70% of the ads are local, and mostly restaurants and bars. Standards for ads are that they cannot include obscenities or nudity. From there it is about training the students to judge decency. Mr. Schlitt indicated a willingness to partner on training regarding 'social responsibility' issues, such as not running advertisements with beer pong or similar drinking activities highlighted.

APPENDIX C - EFFECTS OF ALCOHOL USE

ALCOHOL USE AS AN IMPEDIMENT TO ACADEMIC SUCCESS AND PERSONAL SAFETY

ALCOHOL USE ON COLLEGE/UNIVERSITY CAMPUSES

Use of alcohol by underage drinkers:

- Is the leading contributor to death from injuries
- Plays a significant role in risky sexual behavior
- Increases risk of physical and sexual assault
- Is associated with academic failure
- Is associated with illicit drug use
- Is associated with tobacco use
- Can cause physical consequences ranging from hangovers to death from alcohol poisoning.
- Can cause alterations in the structure and function of the developing brain
- Creates secondhand effects that can put others at risk (unruly behavior, unintentional injuries, violence, death)

Source: *The Surgeon General's Call to Action to Prevent and Reduce Underage Drinking, 2007*

Negative consequences of alcohol use on college campuses:

- Estimated 1700 deaths from alcohol-related unintentional injuries
- Approximately 600,000 students unintentionally injured while under the influence of alcohol
- Approximately 700,000 students are assaulted by other students who have been drinking
- About 100,000 students are victims of alcohol-related sexual assault or date rape

Source: Hingson et al.2005, *Be Vocal, Be Visible, Be Visionary*, Higher Education Center for Alcohol and Other Drug Abuse and Violence Prevention, (2007).

ALCOHOL USE IN KANSAS

- 23% of eighth grade students in Kansas (24% Lawrence) reported having drunk alcohol at least once in the last 30 days.
- 9% of eighth grade students in Kansas (11% Lawrence) reported having 5 or more drinks in a row in the last two weeks.

Source: Citizens that Care Survey (2007), Kansas Department of Health and Environment

ALCOHOL USE IN LAWRENCE

- Douglas County Citizens Commission on Alcoholism (DCCCA) Counselor at CAPS (since January 2008)
 - 32 students (22-DUI, 4-MPI, 6-self referred)
- Lawrence Memorial Hospital
 - 81 inpatient admissions of college age students with alcohol poisoning in 2007

ALCOHOL USE AT KU

- National College Health Assessment Survey (conducted on Lawrence Campus 2003 and 2006)

	<u>2003</u>	<u>2006</u>	<u>Survey Average*</u>
▪ Binge drinking (3-5 times in 2 weeks)	16%	21%	11%
▪ Alcohol used 10-29 days in last 30 days	18%	24%	15%
▪ Drinking and driving	44%	47%	23%
▪ Negative consequences of drinking:			
› Doing something they regret	37%	53%	36%
› Forgetfulness	30%	46%	30%

*Average of all survey respondents in 2006

- Alcohol Education/Sanctions Program for residents in Student Housing (implemented in 2004)

<u>Year</u>	<u>Number of Sanctions Issued</u>
2004	481
2005	412
2006	363
2007	380

APPENDIX D - RECOMMENDATIONS MATRIX

**ALCOHOL PRIORITY GROUP
University of Kansas
May 2008**

RECOMMENDATIONS

Areas of Strategic Intervention	INDIVIDUAL	GROUP	INSTITUTION	COMMUNITY
<p>PREVENTION - changing people's knowledge, attitudes and behavioral intentions regarding alcohol consumption <u>Priorities</u></p> <p>1. Eliminate mixed messages regarding alcohol on campus.</p> <p>2. Mandatory alcohol use assessment of all incoming students and follow-up with those identified as high risk users.</p> <p>3. Establish a community coalition to address concerns related to alcohol use.</p>	<ol style="list-style-type: none"> 1. <u>Mandatory alcohol use assessment</u> of all incoming students and follow-up with those identified as high risk users. 2. <u>Educational materials</u> for on- and off-campus living environments that communicate effects of alcohol, alcohol policies and consequences, defines binge-drinking, and provides resources and alternative activities in Lawrence. 3. Materials to communicate <u>hosting responsibility</u> for off-campus students, including risks of providing alcohol to minors, regulations, and consequences. 4. Promote <u>fitness</u> as an alternative to drinking alcohol. 	<ol style="list-style-type: none"> 1. Expand <u>collaboration</u> on alcohol education presentations and programs provided by Public Safety, Wellness Resource Center, Women's Resource Center, Counseling & Psychological Services with groups such as Greek Life, Student Housing, and Athletics. Develop passive program (bulletin board) materials for use in group living and other environments. 2. Develop focused prevention messages for <u>incoming freshmen</u> and their families. 3. Emphasize alcohol education and alcohol-free events <u>during first six weeks</u> of the semester. Train student organizations and promote this emphasis through SILC and PRE 101. 	<ol style="list-style-type: none"> 1. Coordinate prevention messages with <u>peak drinking times</u> of week/year. 2. Create a <u>website</u> with clear definitions of alcohol policies (including group policies, such as Greek Life, Student Housing, Athletics, SILC), prevention materials, treatment options and other resources. Website to be maintained Wellness Resource Center or AOD office. 3. <u>Eliminate mixed messages</u> regarding "dry campus" by developing clear policy and consistent standards, then educate and train broadly with support and commitment of top-level administration. 4. Document and publish findings related to alcohol services, programs and interventions. 	<ol style="list-style-type: none"> 1. Establish a <u>community coalition</u> as follows: <ol style="list-style-type: none"> a. Convened by provost/chancellor, to include: LMH, DCCCA, law enforcement, public schools, Kansas Licensed Beverage Association, and KU administration. b. Work with junior high and high schools to educate on alcohol-related issues. c. Monitor community advertisements for compliance with KLBA and ABC standards, including campus chalking. d. Promote mandatory server training. e. Pursue agreement among bar owners to eliminate drink specials. f. Review viability of establishing a Lawrence detoxification center.

Areas of Strategic Intervention	INDIVIDUAL	GROUP	INSTITUTION	COMMUNITY
<p>ENVIRONMENTAL CHANGE - eliminating or modifying environmental factors that contribute to the problem (ex: alcohol free options, alcohol availability, alcohol marketing and promotion, policy development and enforcement.</p> <p><u>Priorities</u></p> <ol style="list-style-type: none"> 1. Establish a centralized office for alcohol and other drugs that is funded and staffed adequately to oversee promotion of educational services and resources. 2. Extend hours of operation in University facilities on evenings and weekends. 3. Develop marketing messages aimed at drinkers and non-drinkers, and underage and of-age students. Seek to coordinate message with other Regents institutions. 	<ol style="list-style-type: none"> 1. Develop <u>marketing messages</u> aimed separately at drinkers and non-drinkers, and underage and of-age students; perhaps coordinate with Regents institutions 2. Establish <u>peer educator</u> groups through the Wellness Resource Center that promote and relate to those choosing not to drink, and those who are high risk alcohol users. 	<ol style="list-style-type: none"> 1. Coordinate with Alumni Association, Homecoming Committee, and KU Athletics to provide information to <u>alumni</u> regarding responsible alcohol use (i.e. “celebrate safely” messages, like for NCAA Tournament) 2. Provide assistance to UDK in developing <u>training</u> and standards for social responsibility in advertising. 	<ol style="list-style-type: none"> 1. Change <u>Stop Day</u> to eliminate prolonged weekend and to make it a day of clear academic focus (encourage review sessions, office hours). 2. Extend hours of University facilities on <u>evenings and weekends</u> (Union, Recreation Center, sports facilities) 3. Establish <u>a centralized alcohol and other drugs office</u> that is funded and staffed adequately to oversee promotion of educational services and resources. 4. Determine what office will provide oversight and administration of the University <u>alcohol policy</u>, including making any exceptions to the policy and establishing standardized requirements for events that include alcohol (beverage options, food, etc.) 5. Establish a <u>task force</u> that is responsible for the following: <ol style="list-style-type: none"> a. Promote alcohol education information from E-chug and other resources through table tents and other means of distribution. b. Train peer educators on alcohol policies, legal implications, and intervention strategies. c. Promote designated driver program. d. Establish a 21st birthday card program. e. Oversee pursuit of recommendations of Alcohol Priority Group. f. Establish a social norms campaign regarding how many students drink, occurrences of unwanted sex, etc. 6. Increase the amount of <u>alcohol-free tailgating</u> at football games. 7. Popularize and designate consistent location for regularly scheduled alcohol/drug free activities. Provide <u>open campus venues</u> (football field) and extend hours of access (Unions) to promote campus-based alternatives to the bar scene. 8. Standardize and regularly offer <u>Hawk Night</u> events, beginning with Hawk Week. 	<ol style="list-style-type: none"> 1. Support <u>legislative action</u> that serve to reduce underage drinking and alcohol abuse. <p>See “Prevention” (community coalition).</p>

Areas of Strategic Intervention	INDIVIDUAL	GROUP	INSTITUTION	COMMUNITY
<p>HEALTH PROTECTION AND INTERVENTION - protecting students from the short-term consequences of alcohol consumption (harm reduction) and providing responses to problem drinking</p> <p><u>Priorities</u></p> <ol style="list-style-type: none"> 1. Review Student Code of Conduct, seeking to hold students accountable for their behavior while a KU student (on- or off-campus). 2. Revamp SafeRide, SafeBus, and JayWalk programs to eliminate wait time and expand use. 3. Provide more on-campus treatment options for students. 4. Incorporate an update of student emergency contact information in semesterly academic enrollment process. 	<ol style="list-style-type: none"> 1. Provide more on campus <u>treatment options</u> for students. 2. Teach students to identify and respond to <u>signs of alcohol poisoning</u>. 3. Review <u>amnesty</u> programs for potential to be effective at KU. 	<ol style="list-style-type: none"> 1. Train student leaders to identify <u>signs of alcohol abuse</u>, and resources available for intervention and treatment of alcohol abuse. 	<ol style="list-style-type: none"> 1. <u>Revamp SafeRide, SafeBus and JayWalk</u> programs to eliminate wait time and expand use. 2. Assess effectiveness of existing <u>alcohol sanctions</u> program and make recommendations for any needed changes. 3. Review <u>parental notification</u> policy for alcohol/drug violations. 4. Incorporate an update of <u>student emergency contact information</u> in the semesterly academic enrollment process. 5. Establish a <u>centralized student conduct office</u> that would serve to standardize consequences for alcohol policy violations. 6. Review <u>Student Code of Conduct</u>, seeking to hold students accountable for their behavior while a KU student (on- or off-campus). 	<ol style="list-style-type: none"> 1. Promote availability of <u>Tipsy Taxi</u> program. 2. Garner resources to sustain <u>additional officers</u> for game days and educational programming.

Matrix adapted from Experiences in Effective Prevention, a publication of the Higher Education Center for Alcohol and Other Drug Abuse and Violence Program.

APPENDIX E - IMPLEMENTATION DETAILS FOR RECOMMENDATIONS

ALCOHOL PRIORITY RECOMMENDATIONS

University of Kansas

May 2008

PREVENTION			
RECOMMENDATION	COMPONENTS	DESIRED OUTCOME	INVOLVEMENT
Alcohol Use Assessment	Require completion of brief assessment and follow up with students identified as high risk	Identify high risk students at matriculation	NSO, Housing, CAPS, SHS, graduate schools
Educational Materials	Develop and disseminate educational materials that address the diversity of our <u>student</u> population. Develop and disseminate information to <u>parents</u> of incoming freshman that can facilitate discussions about responsible alcohol use. Prior to special events, send messages to <u>alumni</u> about being good mentors (examples) for current students' alcohol use during special events.	Provide materials that educate members of the university community. Affirm that alcohol use and/or abuse does not have to be part of the college experience. Reduce high risk behaviors of students. Mentor/demonstrate responsible alcohol use.	Off campus: landlords/property managers; Greeks; neighborhood associations; bars/vendors On campus: DSH Parents: Parent Association Alumni: Alumni Association
Hosting Responsibility	Provide training regarding penalties for serving alcohol to minors for individuals and groups that are serving alcohol	Reduce the provision of alcohol to underage drinkers by other students.	KLBA, law enforcement, SILC, SUA
Fitness	Encourage regular physical activity and an active lifestyle	Increase focus on benefit of being healthy and reducing risky behavior	Rec Services, SHS, CAPS
Collaboration	Team approach to alcohol education	Consistent messages and combined resources	Wellness Task Force
Training UDK	Provide training and mentoring to students responsible for UDK advertisements	More socially responsible advertising	UDK, School of Journalism, Wellness Resource Center, KLBA, ABC
Incoming Freshmen and families	Provide a framework for parents and students to discuss potential impact of alcohol on the college experience	Counter the "culture" that drinking must be a part of the college experience and provide families with a framework for discussion prior to arrival.	Housing, NSO, SHS, CAPS, WRC, Public Safety, PRE 101, Parents Association
Peak Drinking Times	Coordinate prevention messages and non-drinking alternatives with predictable times of peak drinking.	Reduce the excessive use of alcohol during predictable times such as football games and spring break.	Wellness Committee
Website	Create an intuitively located website that provides an overview of university and community policies and support systems.	Easy access to information regarding policy, programs, enforcement and services.	ATS, Housing, Athletics, SILC, SHS, CAPS, VPSS
Eliminate Mixed Messages	Confirm our policy and send consistent and accurate messages.	Reduce inconsistencies—clarify expectations	KU Administration
Community Coalition	Combine efforts to reduce high risk drinking	Reduce opportunities for high risk drinking off campus	KU admin, local vendors, landlords, LMH, CHIP, DCCCA. Law enforcement, public schools, WRC
Incoming Freshmen	Programming concentration during first six weeks of fall semester	Avoid development of high risk behaviors.	DSH, WRC, SILC, PRE 101, NSO

ENVIRONMENTAL CHANGE			
RECOMMENDATION	COMPONENTS	DESIRED OUTCOME	INVOLVEMENT
Marketing Messages	Eliminate broad stroke approach— emphasize central message with variations relative to student demographics	Convey alcohol information by stratifying student populations.	Student Success marketing staff, Wellness Task Force, Peer Health Educators
Peer Educators	Provide peers/mentors that are focused exclusively on counseling, programs and services that encourage students to either abstain or drink responsibly. Meet with students identified as high risk.	Peer education that augments other university services.	WRC, SHS, CAPS, SILC, DSH
Messaging to Alumni	In collaboration with Alumni Association send messages prior to special event to emphasize celebrating safely.	Set a good example for students.	KU Alumni Association, Athletics
Stop Day	Avoid Friday—academic emphasis, to include faculty office hours, permitting students to work, and continuing committee work.	Reduce the use of this day for high risk drinking on a long weekend.	KU Admin
Evenings And Weekends	Increase options for students to socialize and recreate on campus on evenings and weekends (examples may include extended dining hours and open athletic fields)	Establish campus as a destination—a safe and fun place to socialize.	Unions, Athletics, Information Services
Office for Alcohol and Other Drugs	Coordinates campus-wide programs and services. Responsible for collection and dissemination of data.	Identifiable source of information and services.	Wellness Task Force
Alcohol Policy	Clearly define accountability for the content of alcohol policy—centralize approval process for events requesting to serve alcohol.	Consistency	KU Administration
Alcohol Task Force	Oversee environmental management activities and programs.	Coordinated approach to provision and review of services and program	Currently established Wellness Task Force
Legislative Action	Support local and state initiatives that impact on alcohol usage by underage drinkers.	Effect laws and regulations that serve to reduce underage drinking and high risk behavior.	Government Relations
Alcohol Free Tailgating	Equalize the amount of space made available for alcohol-free tailgating and include organizational and departmental sponsorship of alcohol- free tailgating.	Increase opportunities for socializing without using alcohol.	KUAC, Unions, KU Administration
Hawk Nights	Increased frequency of Hawk Night events provided consistently over a 5-6 year period.	Provide regular, frequent, and large campus event alternatives.	SUA, Unions, NSO, Wellness Task Force+

HEALTH PROTECTION AND INTERVENTION			
RECOMMENDATION	COMPONENTS	DESIRED OUTCOME	INVOLVEMENT
On-campus treatment options	Expansion of DCCCA services	Provide a range of treatment options	CAPS, DCCCA, SHS, Bert Nash
Signs of Alcohol Poisoning and Alcohol Abuse	Educational materials aimed at teaching students the signs of alcohol poisoning and alcohol abuse (Door hangers, Bookmarks, NSO presentation, etc.)	Better informed students in order to reduce likelihood of serious injury or loss of life	WRC, SHS, DSH, SILC, NSO, LMH, Athletics, graduate and professional schools
Amnesty	Committee to review amnesty policies at other institutions; make recommendation regarding applicability at KU.	Eliminate any barriers to a student helping another student in need	VPSS office, DSH, Public Safety, SHS, General Counsel (may be combined with Parental Notification group)
Revamp SafeRide, SafeBus, JayWalk, and Tippy Taxi programs	Expand availability of SafeRide, SafeBus, and Tippy Taxi services to increase ridership. Revitalize JayWalk program	Provide efficient, accessible and safe means of transportation	Campus Safety Advisory Board, SILC, Student Senate, Public Safety
Alcohol Sanctions	Assess effectiveness of current sanctions program.	Determine if sanctions have been successful and merit use on a broader basis.	DSH, WRC
Parental Notification	Committee to review parental notification policies at other institutions; make recommendation regarding applicability at KU.	Determine whether this is an appropriate and effective means of reducing high risk behaviors	VPSS office, DSH, Greek Life
Student Emergency Contact Information	Prompt on Enroll & Pay requiring update or approval of emergency contact information at time of enrollment each semester.	Current and accurate emergency contact information	Student Information Systems, Registrar
Centralized Student Conduct Office	Committee to outline and implement strategy to establish a student conduct office to oversee non-academic misconduct and to advise faculty and academic units on academic misconduct.	Improved identification and intervention with students exhibiting high risk behaviors	VPSS office, DSH, SILC, Public Safety
Student Code of Conduct	Change Code to allow the University to address student behavior while an enrolled student, on- and off-campus.	Improved identification and intervention with students exhibiting high risk behaviors.	VPSS office, Student Senate, SHS, Public Safety, DSH, SILC
Additional Officers for football game days	Increased officer patrol in neighborhoods surrounding football stadium on home game days	Harm reduction	Public Safety, Lawrence Police Department, Athletics

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