But how do we get it to happen?

Moving comprehensive college interventions into practice

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Why Care About College Student Drinking?

- Over 1,700 deaths among 18-24 year old college students
- 590,000 unintentionally injured under the influence of alcohol
- More than 690,000 assaulted by another student who has been drinking
- More than 97,000 are victims of alcohol-related sexual assault or date rape
- About 25 percent of college students report academic consequences of their drinking including missing class, falling behind, doing poorly on exams or papers, and receiving lower grades overall
Recommendations – Tier 1

- Combining cognitive-behavioral skills with norms clarification and motivational enhancement interventions
- Offering brief motivational enhancement interventions
- Challenging alcohol expectancies
but what about other, universal prevention strategies?
Recommendations – Tier 2

- 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 price and excise taxes on alcoholic beverages
- Responsible beverage service policies in social and commercial settings
Logistical Challenges for Research in Community Interventions
Challenges to Implementing Campus or Community Interventions
Typical Hurdles for Comprehensive Prevention Strategy

- Implicit assumption that the only “target” is high-risk drinkers
- Ambivalence about student drinking
- Low perceived efficacy of preventive interventions
- Challenges of coordination and resource allocation
- Possible fears of “backlash”
APPROVAL FOR ALCOHOL POLICIES

CAMPUS POLICIES TO ADDRESS ALCOHOL ABUSE AND PROBLEMS

ESTIMATED PERCENT OF UNDERGRADUATES

PROHIB. TAILGATE  SUSP. FALSE ID  PROHIB. STUDS.  PROHIB. KEGS  PROHIB. ALCOHOL  PROHIB. DORM
NO ADVERT. PARTY  BAN ADVERT.  NO SPONSORS  ENF. AGE PRITY  ENF. INDIV.  CITE DRINKS
PROOF AGE PRITY  RES. DORM  SAFE PLACE  REQUISITE FOOD  RED.
ALC. ALTERNWS  ALC. FREE EVENT  ALC. FREE RES.  DES. DRN. PRITY

SELF APPROVAL  OTHER APPROVAL
Unique Hurdles for College Prevention

- Emphasis on “process” over “outcome”
- Preference for persuasion over control
- Universities are complex, diffuse organizations
- Prevention staff trained in education, awareness strategies
- Prevention staff usually lacks authority to launch initiatives
Example
Implementation Strategies
Study to Prevent Alcohol Related Consequences:

Using a Community Organizing Approach to Implement Environmental Strategies in and around the College Campus
Study to Prevent Alcohol Related Consequences

**Larger Environment**

**SPARC Intervention**
- Community Organizing
  - Hold one-on-one meetings
  - Understand self-interest
  - Analyze power
  - Build coalition
  - Identify actionable issues
  - Develop strategies
  - Plan & implement actions
- Environmental Strategies
  - Reduce Availability
  - Address Price/Marketing
  - Improve Social Norms
  - Minimize Harm
  - Elements: Policy, Enforcement, Awareness

**Culture / Context**
- Community cultures
  - Government
  - Neighborhoods
  - Law enforcement
  - Retail/business
  - Community Policies
- Campus cultures
  - Student
  - Administration
  - Alumni
  - Faculty
  - Campus Policies
  - Larger political, socio-economic, and historical context

**High-risk Drinking**
- Indicators
  - Quantity
  - Frequency
  - Physical setting
- Consequences
  - Health
  - Social
  - Violence
  - Social Setting
  - Timing
  - Underage use
  - Legal
  - Academic
  - Victimization

**Intermediate Outcomes**

**Long-term Outcomes**
Severe Consequences due to Own Drinking

Percentage with 1+ times in past 30 days

Year

2003 2004 2005 2006

SPARC schools
Comparison schools

p=0.02
Evidence of Impact: Summary

CDS
- Severe Consequences, due to own drinking (p=0.02)
- Alcohol-related Injuries, caused to others (p=0.03)

RA Survey
- Consequences: p=0.04
- Environment: p=0.01
- Aggregate: p=0.03

I & I Reports
- Police reports of alcohol-related incidents (p=0.04)
- Police reports of # of citations for underage alcohol use (p=0.008)
Campus Community Strategy to Change the Drinking Culture

Western Washington University
Bellingham, Washington
Project Components

- Neighborhoods Engaging with Students (NEST)
- Enforcement
- LateNight@WWU
- Campus Community Coalition work groups were involved in planning, implementation, and process evaluation.
Project Evaluation

- 3 intervention neighborhoods (Bellingham)
- WWU and two comparison campuses
- Student Voices Survey,
  » Online, Fall 05 and Fall 06
  » Sample size, response rates
  » Incentive structure
- Enforcement data
- Implementation/process measures
Estimated Marginal Means of Think back over the last two weeks. How many times, if any, have you had five or more alcoholic drinks at a sitting?
Estimated Marginal Means of Any binge drinking in the past 2 weeks

Survey year

Estimated Marginal Means

School
- WWU
- 2nd Intervention
- Comparison
Safer California Universities

Project Goal

To evaluate the efficacy of a “Risk Management” approach to alcohol problem prevention

NIAAA grant #R01 AA12516
with support from CSAP/SAMHSA.
Random Assignment

**Intervention Sites**
- CSU Chico
- Sacramento State
- CSU Long Beach
- UC Berkeley
- UC Davis
- UC Riverside
- UC Santa Cruz

**Comparison Sites**
- Cal Poly SLO
- San Jose State
- CSU Fullerton
- UC Irvine
- UC Los Angeles
- UC San Diego
- UC Santa Barbara
Strategies for Implementation

- Focused on one (at most two) settings
- Focused on beginning of academic year
- Highly-specified planning and implementation process
- Minimal attention to motivation
- Maximum attention to tasks and implementation per se
- Planned mid-course correction
Integrated Intervention Strategies for Off-Campus Drinking

- Compliance Checks
- DUI Check Points
- Party Patrols
- Social Host “Response Cost” Ordinance
- Social Host Safe Party Campaign
Practical Significance

- At each campus, 900 fewer students drinking to intoxication at off-campus parties and 600 fewer getting drunk at bars/restaurants during the fall semester at intervention schools relative to controls.

- Equivalent to 6,000 fewer incidents of intoxication at off-campus parties and 4,000 fewer incidents at bars & restaurants during the fall semester at Safer intervention schools relative to controls.
Future Research: Where are we heading?

- Evaluating Full-Spectrum Comprehensive Interventions
- Replications
- Diffusion Research
- Implementation Research
Implementation Research Questions

- Do I need a coalition?
- What is a minimum “dose” for getting an impact?
- Which components of an intervention are truly necessary?
- What are general principles of organizational or community change?
Value of Collaborative Research

- “Pure,” independent research studies will always be insufficient
- Collaboration may be the only way to get an intervention done
- It opens up opportunities to address key questions of interest to practitioners
Challenges to Collaboration

- Often requires multiple communities
- Nearly always requires evidence-based intervention
- Nearly always requires “same” intervention
- Nearly always requires comparison sites
- Always pressure for random assignment
So, how can we do it?

- Well…really, isn’t that the key question?
- Several different approaches or “bets” about how best to work together AND achieve success
- Researchers must be flexible about which questions to ask
- Community partners must be flexible in what and when to implement
...by the way

This is also how we close the gap between science and practice
“My question is: Are we making an impact?”
Thank You!
Frequency of drinking and of getting drunk during the last 30 days among European and American 15- and 16-year-olds, 2003. Data on European adolescents were taken from the 2003 European School Project on Alcohol and Other Drugs (ESPAD).

RELATIVE PRODUCTION OF PROBLEMS BY FREQUENT BINGE VS. NON-BINGE DRINKERS
(CAMPUS SAMPLE, '98 - '99 SCHOOL YEAR)

PROBLEM CATEGORY
- CRIME VICTIM
- OVERDOSE
- SCHOOL TROUBLE
- POLICE TROUBLE
- PHYSICAL VICTIM
- SEX VICTIM
- SEX PERP
- SEX PERP 2
- SEX VICTIM 2
- SCHOOL TROUBLE 2
- SEX TROUBLE
- SEX PERP 1
- SEX VICTIM 1
- UNPROTECT SEX
- UNPLANNED SEX
- POORLY PERFORM
- DAMAGE THINGS
- INJURED
- ARGUE
- DUI
- DRINK DRIVING
- RIDE WITH DUI
- CRITICIZED
- FORGET
- RIDE WITH VOMIT
- REGRETS
- MISS CLASS
- BELIE TRAIN
- HANGOVER

NUMBERS OF PROBLEMS
- FREQUENT BINGE DRINKERS
- NON-BINGE DRINKERS
- FIFTY-PERCENT CONTROL LINE