

AlcoholEdu and Haven

Intentional Prevention: Operationalizing the Data

Why does it matter?

- Institutional Impact
- Student success
- Retention
- Reputation
- Liability/legal costs
- Risk Management
- Regulatory Pressure
- State /Federal Aid



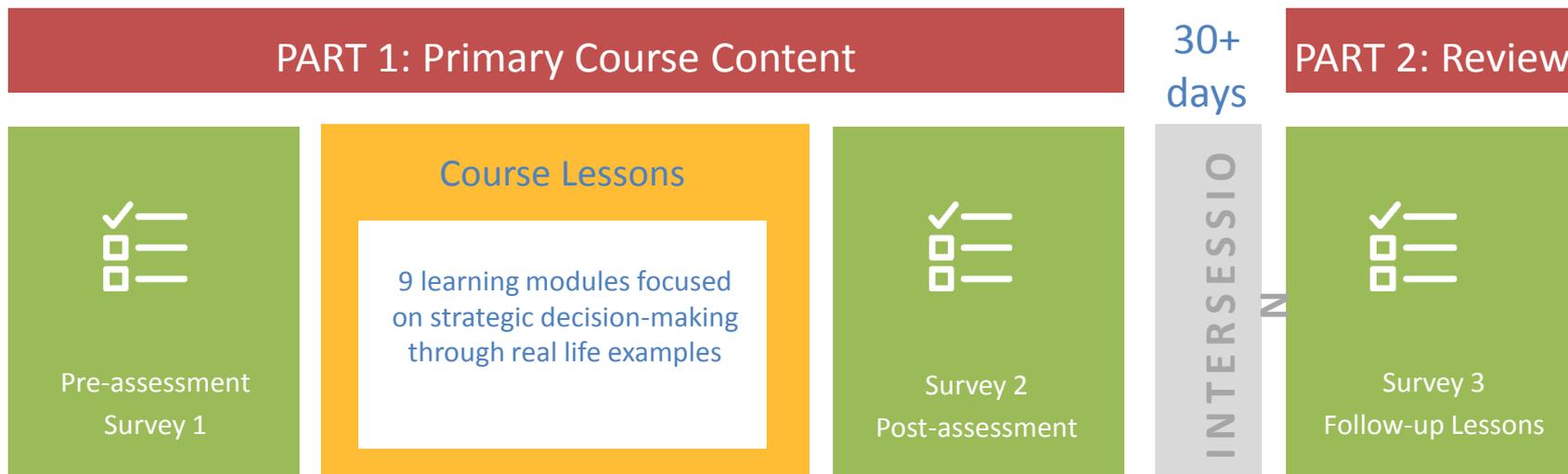
What does UofL's contract include?

- AlcoholEdu and Haven (Population Level Intervention)
- AlcoholEdu for Sanctions
- AlcoholEdu Innerview
- AlcoholEdu Resource Center for Parents
- Ever-Fi Coalition



AlcoholEdu and Haven Course Structure

EVERFI



Part 1 is completed in late July/August

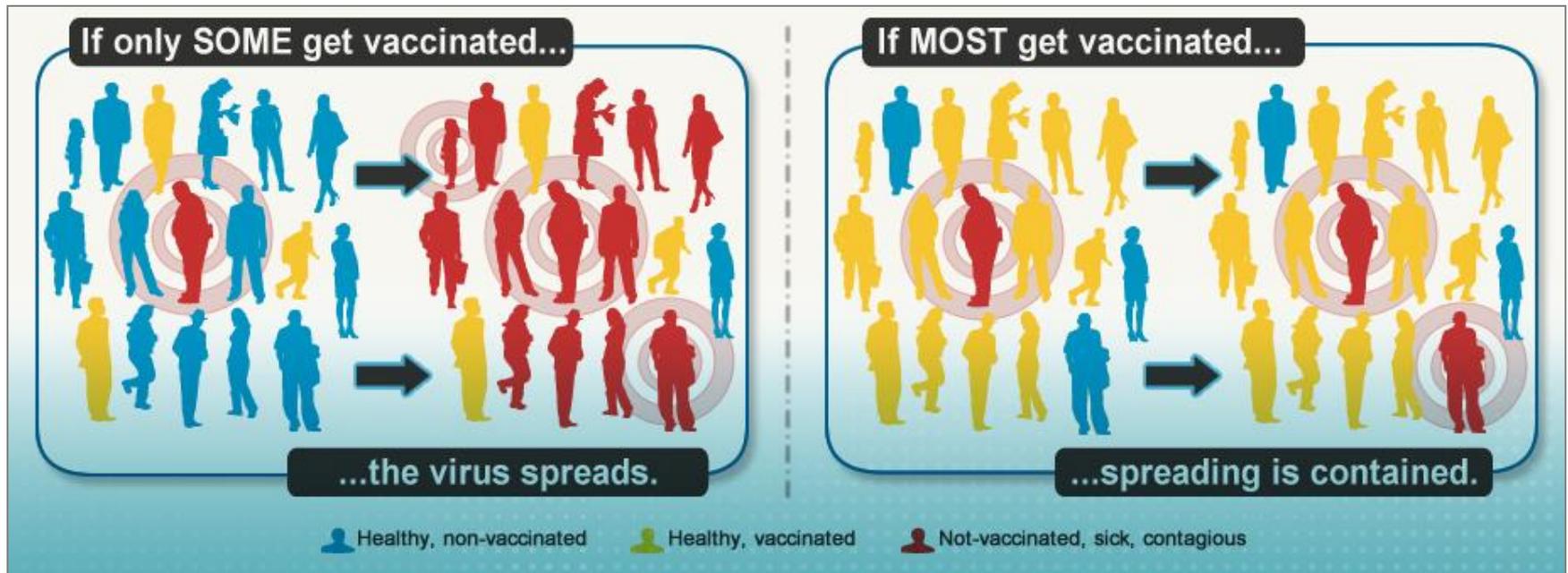
Part 2 Sept/October

SURVEYS measure changes in attitudes and behaviors

ASSESSMENTS are tests and quizzes that measure student knowledge



AlcoholEdu and Haven act as a form of immunization creating a counter epidemic of healthy behaviors



Moves from victim focus to addressing population-wide approaches

Increasing Institutional Priority for Alcohol Prevention

Building Resiliency In Campus Community Public Health Model:

-BRICC's present membership includes over one hundred and sixty individuals and agencies

AlcoholEdu-Haven Online Alcohol and Sexual Assault Prevention Education:

-One of our BRICC Coalition committees develops into a university-wide task force

-President adds metric to University Score Card

-Provost mandates online prevention for every incoming student

-University commits discretionary funds to four-year contract

-Campus Health funds administrator

-Population level intervention, provides data and national benchmarking

**Gen 101 A&S Classes integrating information from AlcoholEdu and Haven into curriculum

**Increased prevention programming in targeted student communities



AlcoholEdu Key Data Points from 2014

UofL students reported that AlcoholEdu prepared them to:

88% prevent an alcohol overdose

89% establish a plan ahead of time to make responsible decisions

Impact for High-risk Students:

Among the high risk drinkers (**352 students**) who saw “**no need to change the way they drink**” before taking AlcoholEdu, (**205 students**) indicated their readiness to change after completing the course.

Alcohol is #1 Issue: Of the 323 marijuana users only 13 are non-drinkers.

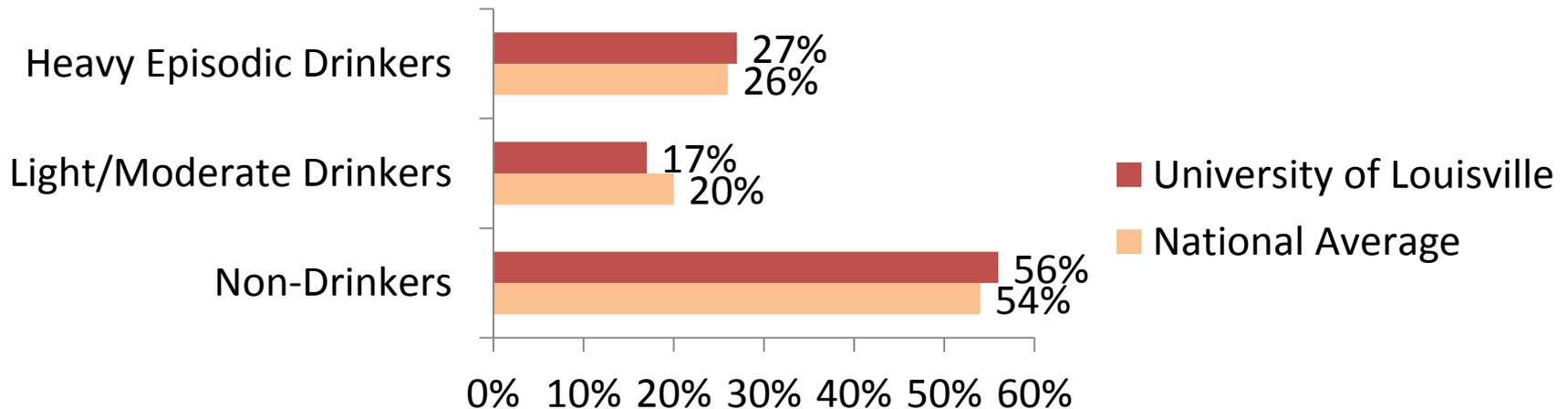


Research shows that increasing resilience also decreases high-risk drinking.

What percentage of freshmen do you think are heavy drinkers?

- ❖ **Note: Heavy-Episodic drinkers:** 4 or more drinks for females; 5 or more drinks for males on at least one occasion in the past two weeks

Aggregate AlcoholEdu Data from 2014



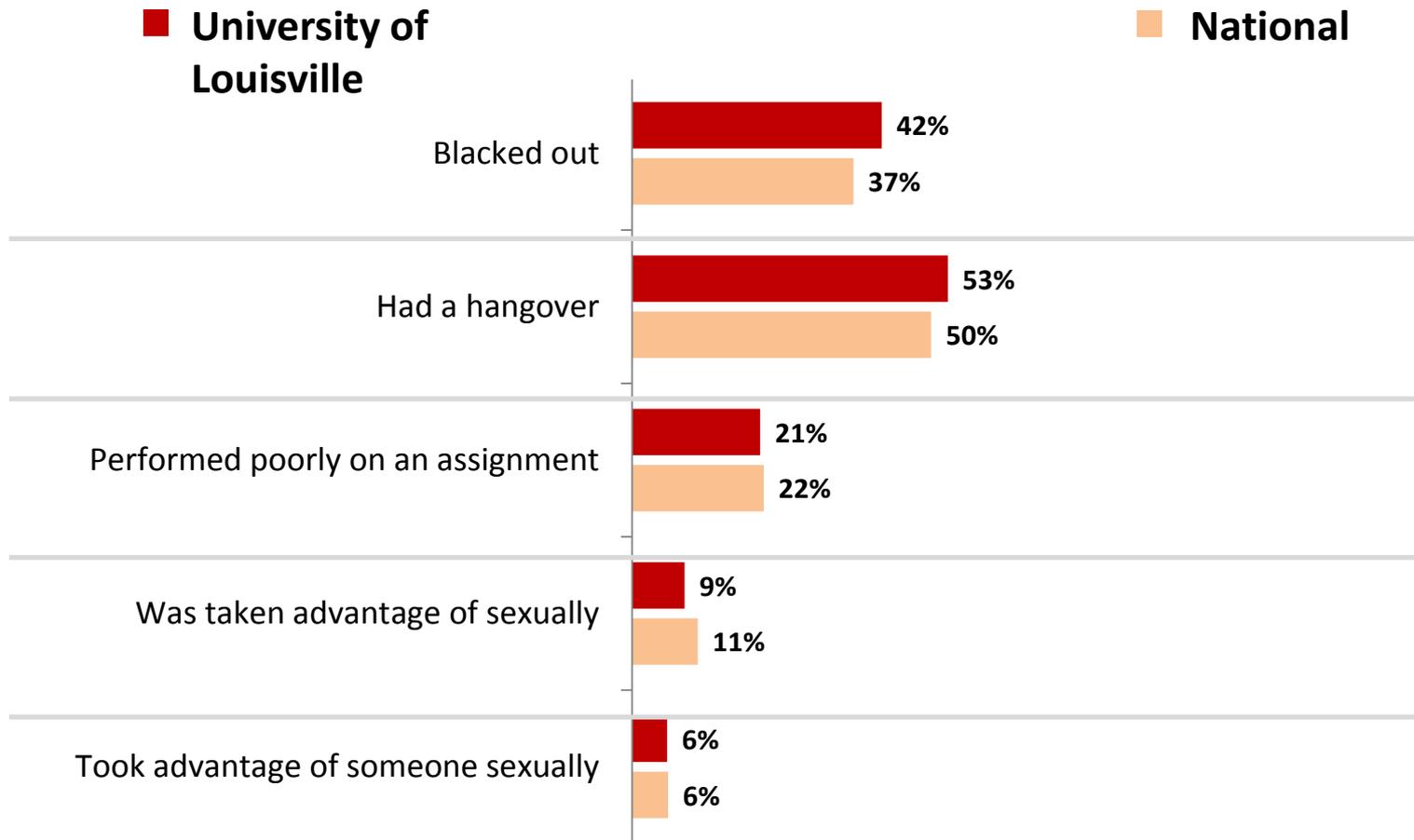
- National data estimates that 27% of first year students that drop out, leave related to drugs or alcohol.
- 29% of UofL students said that they knew someone who left the university related to alcohol or other substances. (UofL National College Health Assessment Data).

If 56% of incoming students don't drink, why is it important for us to share alcohol prevention information with everyone?



What are our students experiencing most frequently?

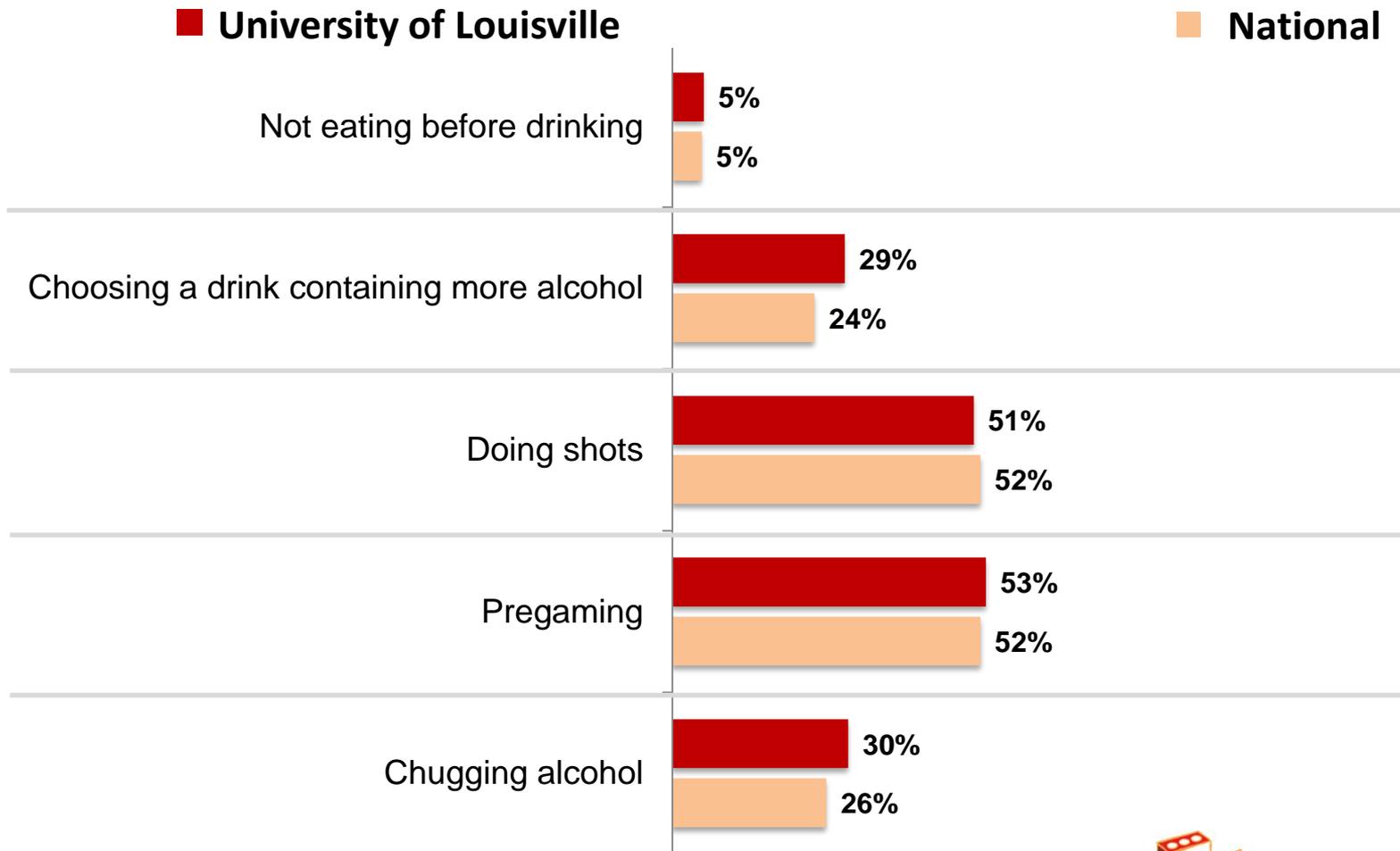
Students who reported drinking in the last two weeks experienced the following negative consequences (Survey 3, n = 2337):



Percentages represent responses 2-7 on 7 point Likert scale, 1=Never experienced)

Most common high-risk behaviors

These are some of the most common risk-related drinking behaviors reported by students who had a drink in the past two weeks (Survey 3, n = 2337):



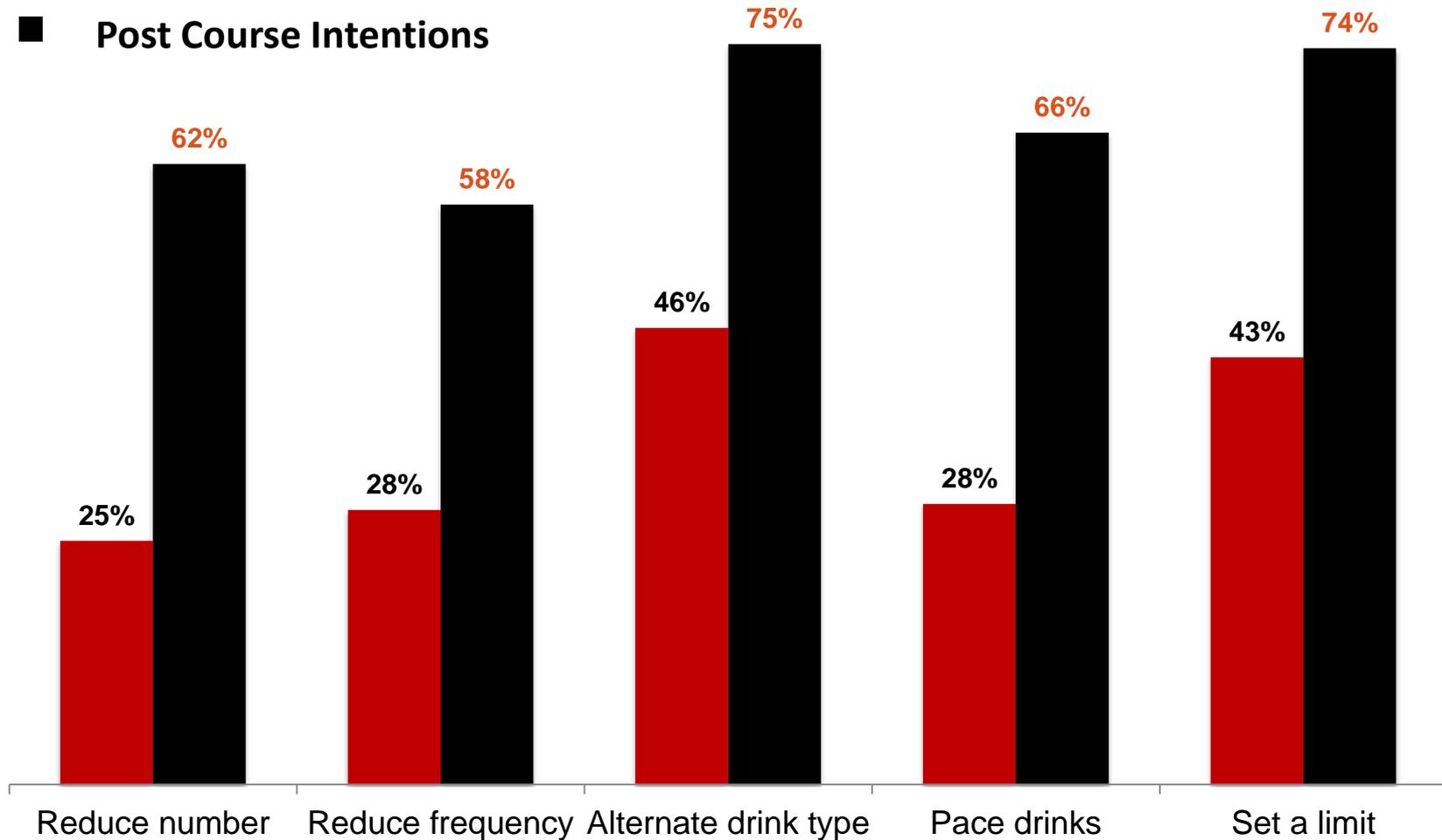
Percentages represent responses 5-7 on 7 point Likert scale, 1=Never

Increase in Positive Behavioral Intentions

After completing *AlcoholEdu*, students reported an increase in several positive behavioral intentions.

■ Pre Course Intentions

■ Post Course Intentions



How are we addressing the issue?



Resilience is the learned skill of increasing protective factors.

Risk Factors

- Genetic vulnerability to substance use
- Mental Health issues
- Low self esteem
- Poor nutrition
- Poor impulse control
- Unsafe physical environments
- Physical Health issues
- Learning or other disability
- Lack of caring parent
- Overly controlling parents
- Low family income

Protective Factors

- Ability to adapt
- Problem-solving skills
- Humor
- Involvement in helping others
- Good health
- Communication skills
- Seeking out caring & supportive adults
- Policies that promote justice and inclusion
- Involvement in healthy day-to-day physical activities

BRICC Coalition Key Metrics

- **Increase in operationalizing data and benchmarking**
 - Implementation of AlcoholEdu and Haven
 - UofL's Diagnostic Report- Ever-Fi Coalition Partnership
 - UofL's Biennial Review- Part 86 Drug Free Schools Campus Regulations
- **Increase in evidence-based prevention efforts**
 - TIPs Certifications
 - Brief Alcohol Screening and Intervention for College Students
 - Mental Health First Aid
- **Targeted prevention Greeks and Athletes**
 - Voice of Reason National Pilot & GAMMA
 - Increased programming for Athletes
- **Increase in broader community strategies**
 - Drug Toss Events
 - High Visibility Enforcement Events
- **Increase in policy supporting student wellbeing**
 - KRS 244 Medical Amnesty Law
 - Good Samaritan Policy

National Requirements

The reauthorization of the *Violence Against Women Act* in 2013 included new requirements covering several important areas:

- prevention/education
- policy
- response
- crime reporting



The 2014 *White House Task Force Report* gave universities specific recommendations for preventing sexual assault and responding effectively as well.

National Data: The Alcohol and Sexual Assault Intersection

- High-risk drinkers are **8 times more likely** to commit sexual assault as low risk drinkers.
- **70% of offenders** had been drinking at the time of the sexual assault.
- **89% of victims** had been drinking at the time of the incident.



EVERFI

Healthy majority 65%

- Healthier SA responses
- Primarily female
- More likely to abstain from alcohol and drugs
- Less likely to drink underage and get drunk underage
- Lower rates of reported victimization/perpetration

Unhealthy Minority 35%

- Primarily Male
- More likely to be athletes and Greek members
- MUCH more likely to experience negative consequences from drinking
- More likely to report sexual assault victimization and perpetration
- Wide variety of SA responses



UofL Key Data Points

15.5%

Before coming to campus I experienced unwanted sexual contact (female).

1.8%

After coming to campus I experienced unwanted sexual contact (female).

97%

I would take action in a situation in which someone was trying to take advantage of someone sexually.*

63%

Most students at my school would take action if they saw someone trying to take advantage of someone sexually.*

*Response by Healthy Majority





Ongoing Prevention: How are we addressing this issue?

- The Red Zone: High risk timeframe during first 6-8 weeks
- Green Dot Bystander Campaign at UofL
- Sexual violence is a community problem, not an individual problem
- Perceived norm vs. Actual norm
- Implementing campus climate survey this fall to measure prevalence rates on our campus among sophomores and juniors

97%

of UofL students were able to identify effective bystander strategies after completing Haven.





DIRECT DISTRACT DELEGATE



[louisville.edu/
peacc](https://louisville.edu/peacc)
(502) 852-2567

Like us on
Facebook:

[U of L PEACC](#)

Or follow us at:
[@UofLPEACC](#)

The PEACC Program

ADVOCATE FOR VICTIMS
EDUCATE OUR PEERS
challenge norms
utilize the arts
MOBILIZE STUDENTS
LIVE THE GREEN DOT
create a safe and
healthy community

Action Steps: How can you help?

- Remind your students to complete AlcoholEdu and Haven
- Encourage students to participate in Training for Intervention Procedures (TIPS) Certification and Green Dot Bystander Training by providing extra credit for attendance
- Distribute info cards for BRICC and PEACC at your next department meeting or have them visibly available in your office
- Have a representative from BRICC or PEACC come speak to your class, staff, or department
- Add a link to our websites on the web pages over which you have influence
- Become certified in Mental Health First Aid
- Like us on Facebook www.facebook.com/bricc.coalition and UofLPEACC

