

# 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



**BRICC COALITION**

*Building Resiliency in Campus Community*



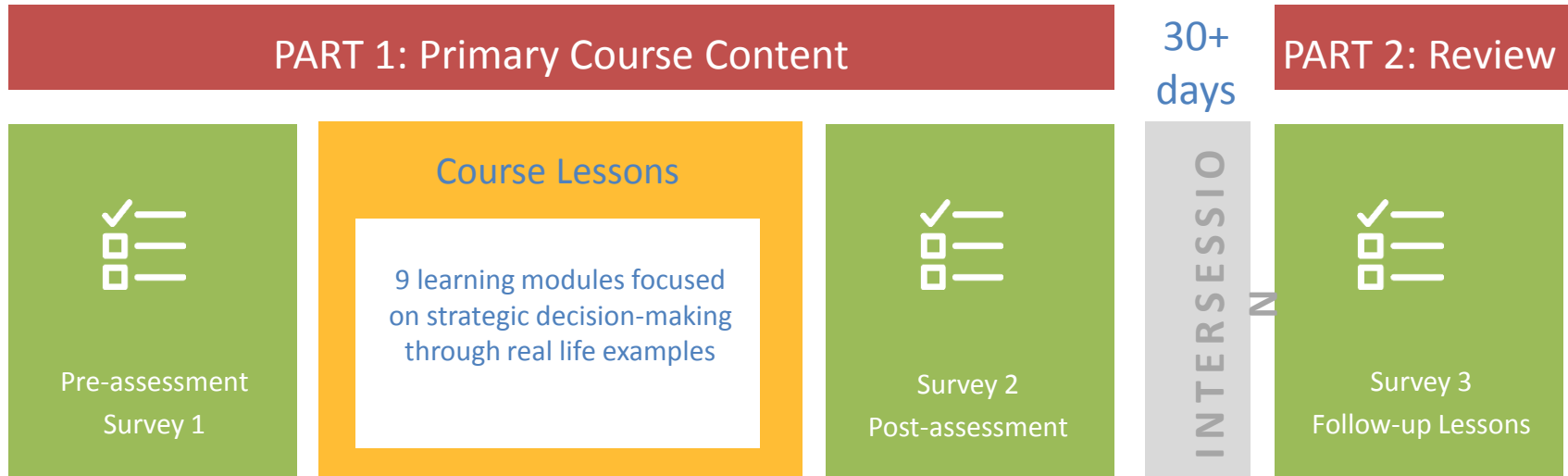
# What does UofL's contract include?

- 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

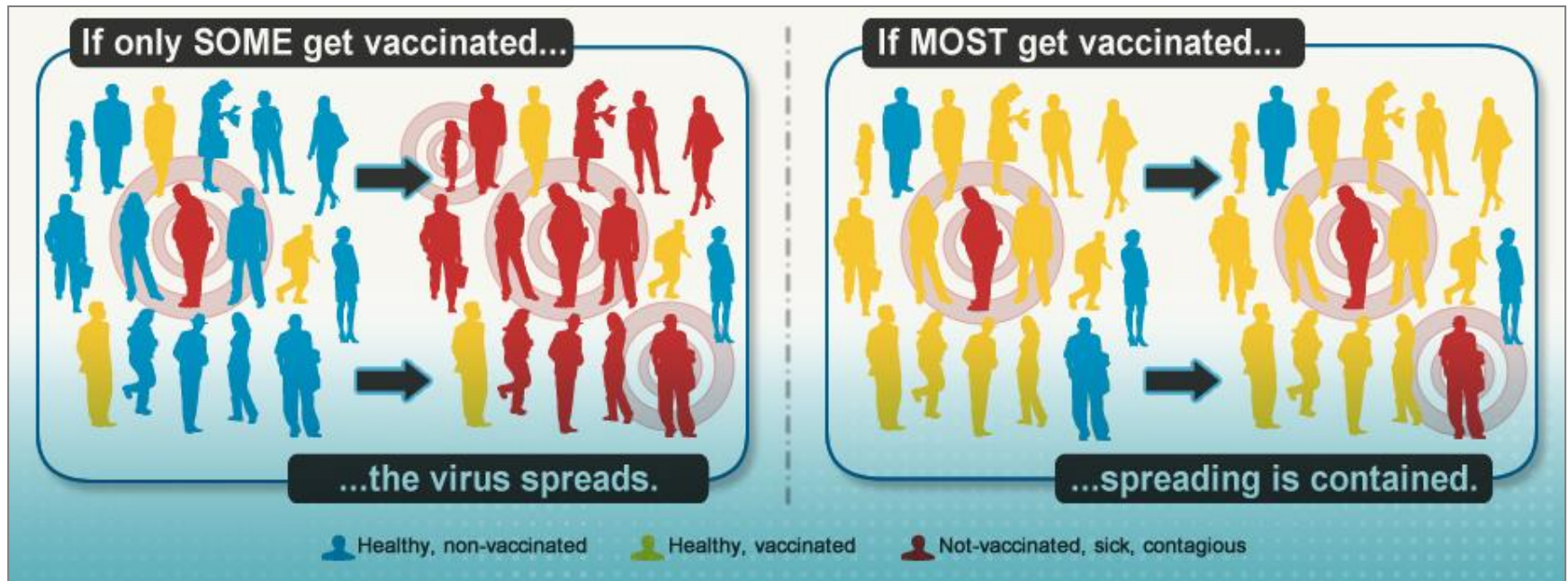
**SURVEYS** measure changes in attitudes and behaviors

**ASSESSMENTS** are tests and quizzes that measure student knowledge

Part 2 Sept/October



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.

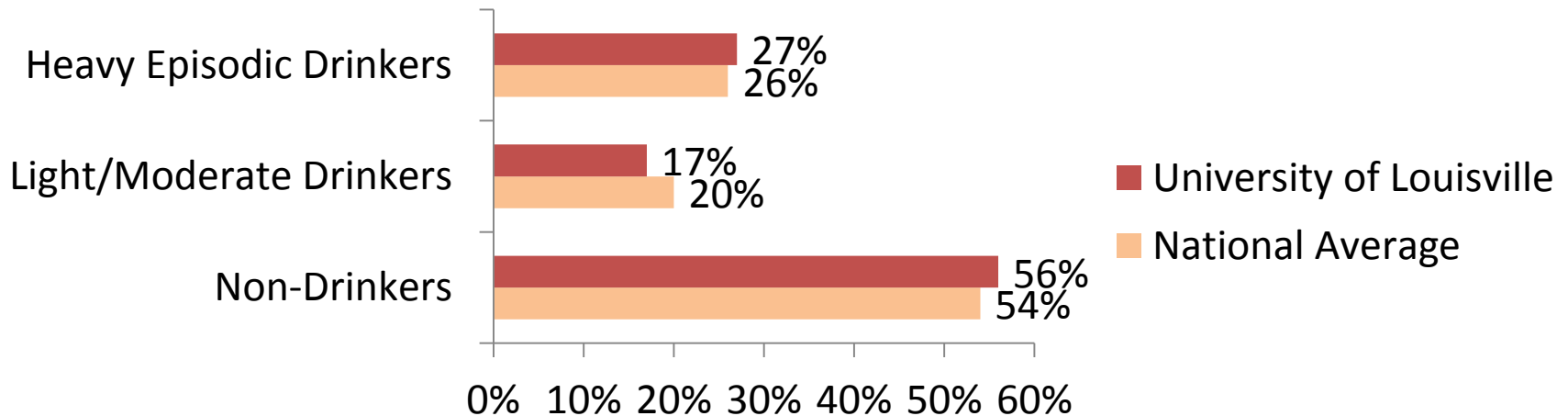
**Alcohol is #1 Issue:** Of the 323 marijuana users only 13 are non-drinkers.

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).

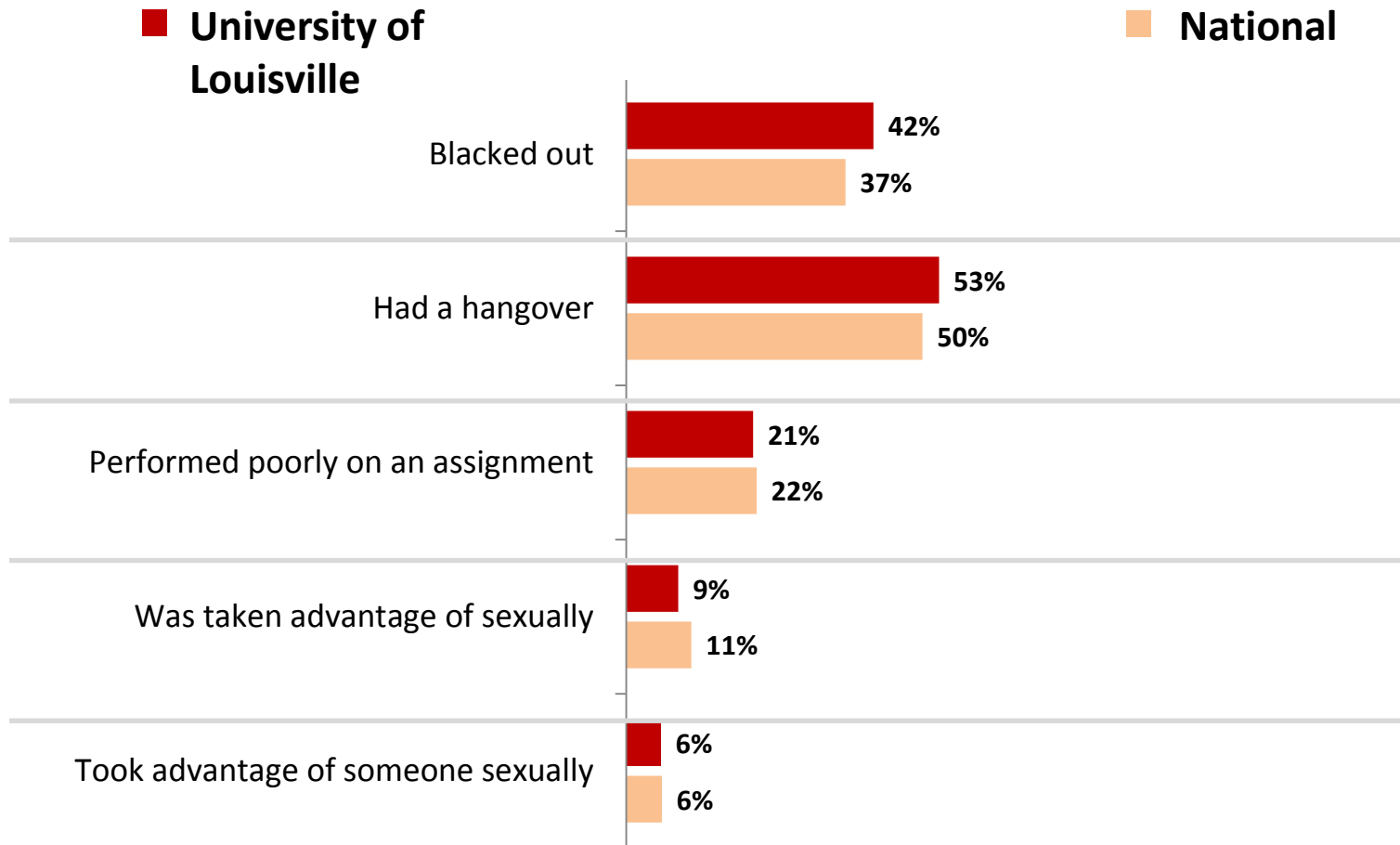


If 56% of incoming students don't drink, why is it important for us to share alcohol prevention information with everyone?



# What are our students experiencing most frequently?

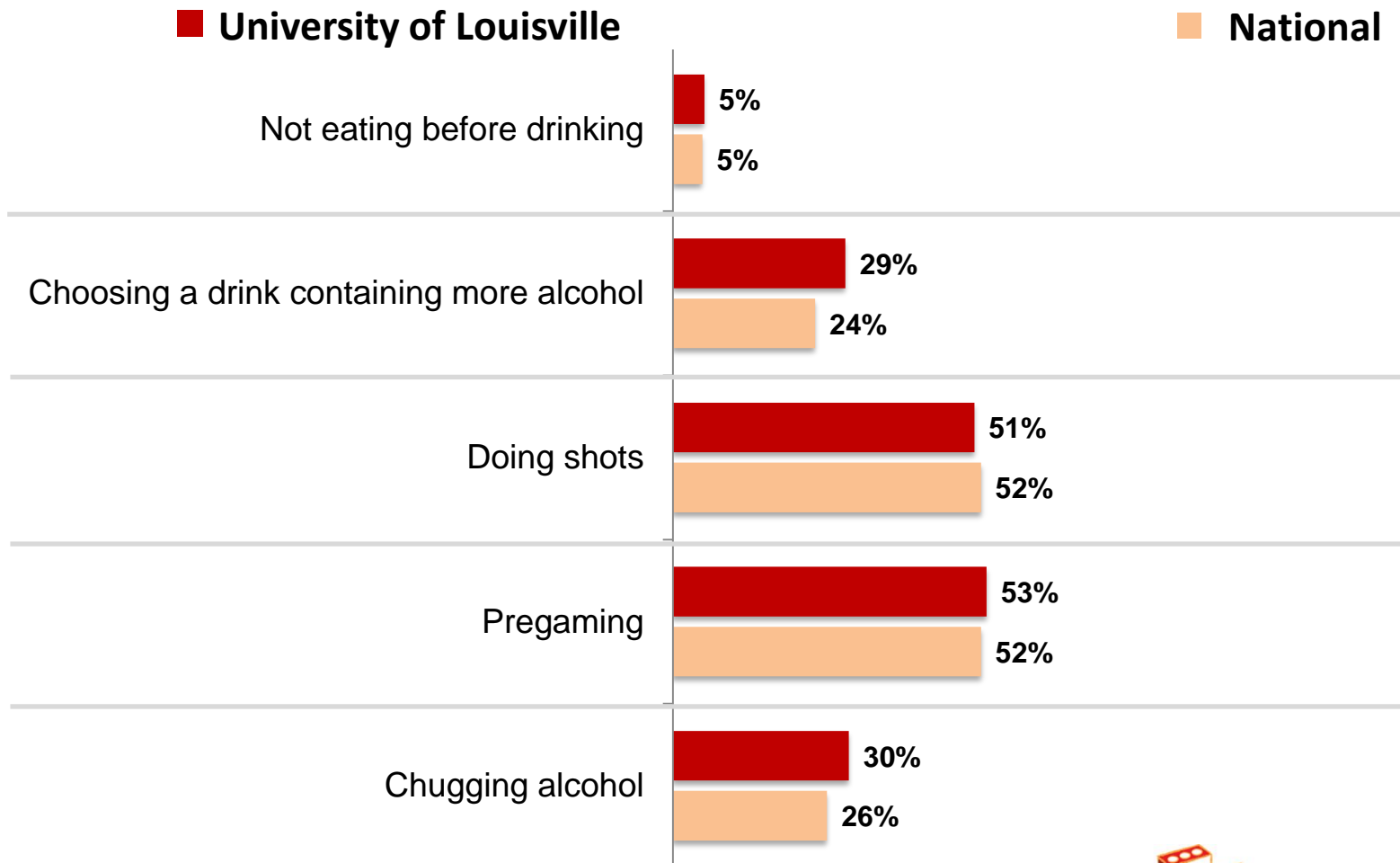
Students who reported drinking in the last two weeks experienced the following negative consequences (Survey 3, n = 2337):



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):



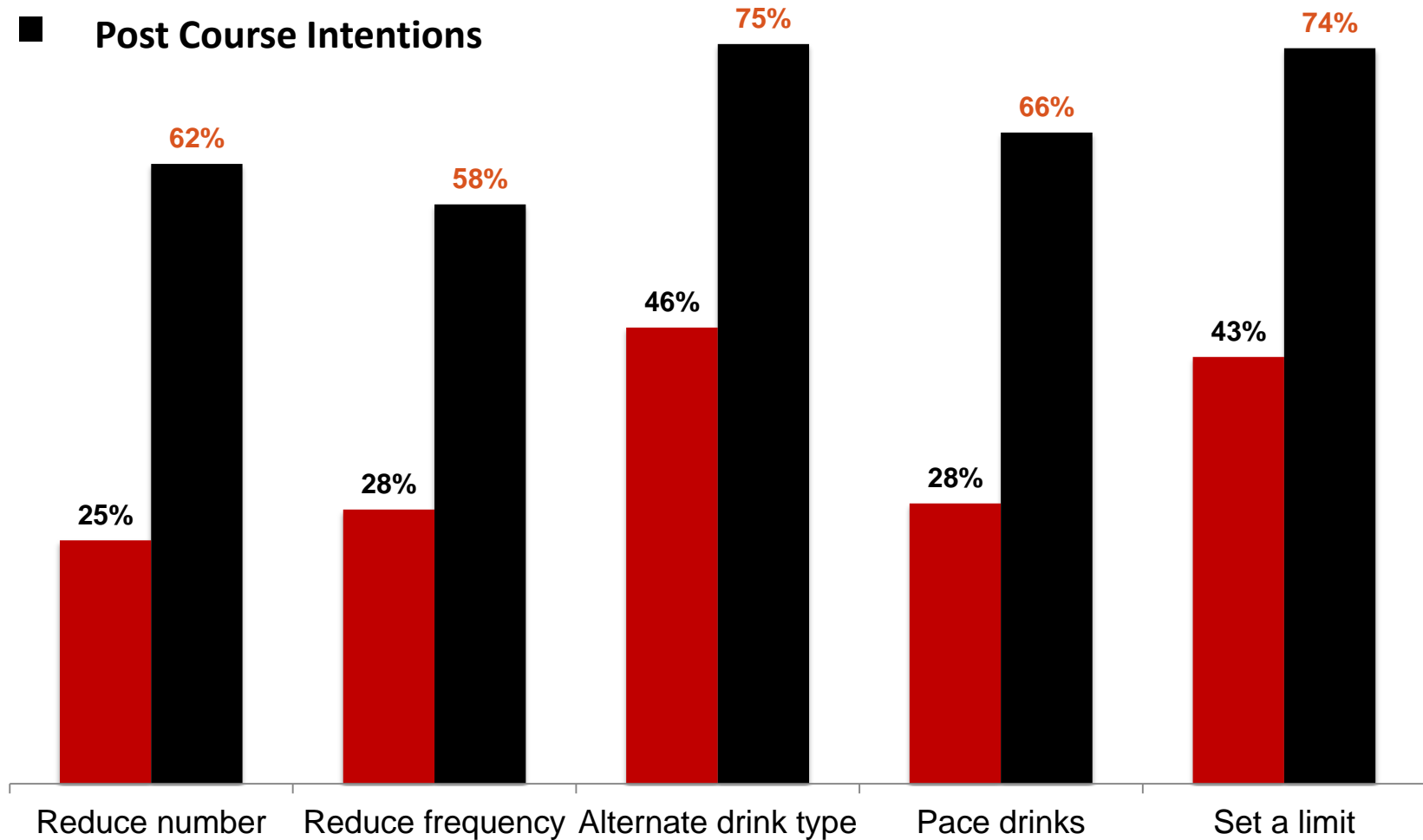
Percentages represent responses 5-7 on 7 point Likert scale, 1=Never

# 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.



## 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.





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# 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](http://www.facebook.com/bricc.coalition) and UofLPEACC