Campus/Community Coalition Overview
University of Massachusetts, Amherst

Campus and Community Coalition

“A diverse group of leaders from UMass and the community who’ve come together to make a difference. Using environmental management strategies, we’re working to change aspects of our culture which promote, support, or allow dangerous drinking.”
UMass Campus & Community Coalition

• Founded in 2005

• Members:
  – University members, area beverage retailers, chamber of commerce, fire/health/police departments, city council, board of health, area housing association, family/youth strategic planning group.

• Subcommittees:
  – Academic Engagement, Event Planning, Communications, Municipal Strategies, OUI Awareness, Retail Partners
Shared set of guiding principles

• Focused efforts toward harm reduction
• Viewed as a shared responsibility of campus and community
• Used best practices and comprehensive approach to prevention
• Funding was provided for data collection
Data

- Campus police data
- Amherst police reports
- Campus judicial reports
- Environmental scan
- Campus alcohol assessments and surveys
- Neighborhood forums
- Focus groups to evaluate marketing
U Mass Campus Police Efforts

**Enforcement - UMPD**
- Protective Custody
- OUI

**Minor in Possession**
- Minor in Possession


Data Points:
- Protective Custody: 27, 43, 52, 68, 83, 100
- OUI: 21, 46, 55, 79, 64
- Minor in Possession: 225, 233, 199, 242, 325, 421
Town of Amherst Police Efforts
Change in Student Binge Drinking
UMass Campus & Community Coalition

• Impacts:
  – Researched legal avenues that led to implementation of stricter bylaws and regulations in area communities.
  – Elimination of drink specials
  – Used national expert Peter Lake to help review/revise campus alcohol policies. As a result, consequences on campus were strengthened; drinking games/paraphernalia banned.
**Social Norms Marketing Campaign**

**Informational posters**

**IT’S THE LAW 102: TOWN BYLAWS**

- **NOISE** — Excessive noise that disturbs others is illegal. This includes loud music & yelling.
- **KEGS** — It’s illegal to have a keg without a permit. Get these through your local police department.
- **OPEN CONTAINERS** — It’s illegal to have an open container of alcohol on public property.
- **NUISANCE HOUSE** — Throwing a rowdy off-campus party can cost you your housing, cash & more.
- **FIRE SAFETY** — Tampering with smoke detectors or alarms is unsafe & illegal.

Did you know ... 72% of UMass students support the campus alcohol policies?

We got the facts from you.
“The St. Cloud Community Alliance is a coalition with a simple mission: Making St. Cloud a better place for everyone. Our primary focus is the reduction of high-risk drinking and the associated negative impacts that it has on our community.”
SC Community Alliance

• Formed in 2006
• Chaired by St. Cloud Mayor and SCSU President.
  – SCSU Dean of Students and Coordinator of Alcohol Prevention serve as project directors.
• Subcommittees:
  – Sociable City, K-16, Neighborhood, Campus
SC Community Alliance

• Department of Ed Grant awarded to fund off campus initiatives ($299,000)
• Advised by consultant Tom Workman (University of Houston) – currently National Chair of AOD Knowledge Community for NASPA
Social Host

Goals:
• Decrease loud, disruptive, and dangerous house parties
• Decrease underage drinking

Obstacles:
• Educate leaders on social host
• Landlords worried about "strike"
• Student concerns
• Complacency: "that's what college students do..." "aren't there serious crimes to respond to..."
Social Host

- Partnership with University
- Partnership with Health and Inspections
- Campaign to spread awareness
  - Letter to landlords
  - Door to door
- Training of officers and developing support for enforcement
- Move In Day enforcement
Loud Party, Loud Music, and Noise Calls for Service
Average 2006-2009 vs 2010
Admissions to St. Cloud Emergency Room For Alcohol Ages 18-24
Fall Months 2007 - 2010
Key findings from the 2010 Last Drink Data Report:

• Data was collected July 1, 2010 – July 31, 2010 and again Sept. 10, 2010- Oct. 31, 2010

• Total sample size: 723

• Age Range of sample: 16-66

• 65% reported the location of their last drink as a private residence, 14% reported their last drink occurring at a bar/night club, the other 21% reported other various locations (street, parking lot, restaurant, liquor store, other)
BAC By Licensed vs. Non-Licensed Location of Last Drink:

Ave BAC
By Bar vs Not Bar

Bar & Taverns: 0.17
All Non-Bars & Taverns: 0.12
Incidents at Bars

- Press Bar: 11
- McRudy's: 9
- Red Carpet: 9
- Rum Runners: 6
- D.B. Searles: 2
- McCann's: 2
- Ace Bar: 1
- Bookems: 1
- G Allens: 1
- Lincoln Depot: 1
- MC's Dugout: 1
- Old Chicago: 1

Legend:
- Under 21
- Of Age
“Our vision is to create a community/campus culture that supports responsible, low-risk drinking, including abstinence.”
NU Directions Coalition

• Founded in 1998.
• Support and Commitment from Mayor and Chancellor
  – Co-chaired by City of Lincoln chief of police and UNL vice chancellor for student affairs.
• Funded through Robert Wood Johnson Foundation ($1M over 5 years).
• Members:
  – City Council, Mayor’s Office, Hospitality Industry, City and County Police, Local Prevention Organizations, City/County Medical, Student Government, University Members
Coalition Philosophy

- **Focus efforts toward harm reduction**

- **Adopt a comprehensive approach incorporating both individual and environmental strategies**

- **Shared Responsibility**
  - Responsibility for individual behavior is shared between the individual and the environment
  - All stakeholders within the environment need to share the responsibility for the condition of the environment

- **Inclusive Process**
  - All Stakeholders have responsibility, and therefore a place at the table
  - Focusing on a common vision for an ideal environment leads to consensus
  - Community-wide consensus is critical for long-term environmental change
Evidence of Success with General Populations Applied to College Environments

• 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
• Formation of a campus-community coalition involving all major stakeholders
NU Directions Coalition

• Data
  – Police reports/GIS map
  – Student self-report data
  – Neighborhood complaints
  – Focus groups
  – Market trends
  – Student retention data
  – Last Drink data
  – Anecdotes and stories
NU Directions Coalition

- **Wild Party Patrol**
  - Identify Locations w/ GIS mapping and posted advertisements.
  - Coordination with UNLPD
  - Dispatched calls for service
  - Party House list from prior complaints
  - Observations by Officers
2007 Wild Party Density

North Bottoms Neighborhood
UNL Campus

Density of Party Complaints Near UNL Campus 2007
Response to Alcohol-Related Problems in Neighborhoods

Policy:
• Community alcohol violations adjudicated on campus
• Consequences for violating municipal ordinance
• Revised Tenant/Landlord Contracts

Enforcement:
• Wild Party Patrol
• Landlord’s cited for Disorderly House

Education:
• REOMA Problem Landlord Initiative
• “We Agree” Campaign
• Lincoln Police Department website for landlords
• Resident Roundtable Project
• Community-based service
Wild Party Dispatch – Repeat Offenders

Addresses with Multiple Wild Party Calls to Same House

- 2005: 154
- 2006: 148
- 2007: 78
- 2008: 61
- 2009: 44
Response to Irresponsible Sale and Service of Alcohol

Policy:
• State policy – Digital Driver’s License
• Additional conditions attached to licenses in high dense areas
• Special Designated Permit restriction on game day
• Mandatory Management Training Program
• Mandatory Seller/Server Permit
• Local ordinance – prohibiting use of false identification

Enforcement:
• Special emphasis on sales to intoxicated
• Increased tavern checks
• Badges in Bars
• Citations to commercial landlords

Education:
• Last Drink Data
• Internal Liquor Committee
• Bar Walks, Community Forums
• Voluntary Compliance Checks and Pseudo Intoxicated Patron Study
Binge vs. Non-Binge Rate 1993 – 2012

The graph shows the rate of binge and non-binge drinking from 1993 to 2012. The blue line represents the binge rate, and the red line represents the non-binge rate. The data indicates a fluctuation in the binge rate over the years, with some periods showing a decrease in the number of binge drinkers and others showing an increase. The non-binge rate, represented by the red line, shows a generally steady trend with minor fluctuations.
NU Directions Coalition

• Great Neighbors Campaign
NU Directions Coalition

• Suggested reasons for success:
  – Coalition staff and members understood and appreciated community organizing and environmental management
  – The focus remained on reaching consensus among stakeholders though meaningful dialogue
  – Commitment to continuously scanning the environment for emerging trends and/or opportunities
  – To accommodate the fluid environment, strategic plans remained flexible
  – Coalition members took advantage of unanticipated opportunities to forward agenda
  – Strategic use of communications critical to coalition success
  – Full utilization of resources available on campus and in the community
  – The coalition publicly celebrated positive change
Final thought...

Community coalitions are not themselves interventions but instead provide infrastructure to support planning and services to address a specific community concern. Those services and plans should be based on the most current research and local data.