CAMPUS-COMMUNITY COALITIONS: RECOMMENDATIONS OF THE NIAAA TASK FORCE ON COLLEGE DRINKING

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Community and Campus Committee to Reduce High-Risk Alcohol Use (CCC)
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GOALS OF PRESENTATION

• Brief history of NIAAA College Drinking Task Force
• 4-tier system for rating research evidence base
• Summary of Task Force recommendations
A Call to Action: Changing the Culture of Drinking at U.S. Colleges

National Institute on Alcohol Abuse and Alcoholism (NIAAA)
Task Force on College Drinking (2002-2007)
Task Force Roster: Presidents

- Rev. Edward Malloy, Notre Dame (co-chair)
- Tomas Arciniega, Cal. State Bakersfield
- Robert Carothers, URI
- John Casteen, UVA (co-chair, Causes/Consequences Panel)
- Edward Foote, U of Miami
- Michael Hooker, UNC
- William Jenkins, LSU
- William Kirwan, Ohio State
- James Lyons, Cal. State Dominguez Hills
- Susan Resneck Pierce, U of Puget Sound
- Judith Ramaley, U of Vermont (co-chair, Prevention/Treatment Panel)
Task Force Roster: Researchers and Practitioners

- Mark Goldman, USF (co-chair)
- Marilyn Aguirre-Molina, Columbia U
- David Anderson, George Mason
- Michael Fleming, Wisconsin
- Bill DeJong, HEC
- Ellen Gold, Eastern Michigan
- Ralph Hingson, Boston U (co-chair, Prevention/Trt Panel)
- Harold Holder, PIRE
- Patrick Johnson, Columbia
- Donald Kenkel, Cornell
- G. Alan Marlatt, U of Washington
- Marcus Rothschild, VA Med Ctr
- Robert Saltz, PIRE
- Kenneth Sher, U of Missouri
- Henry Wechsler, Harvard
- Sharon Wilsnack, U of North Dakota (co-chair, Causes/Consequences Panel)
- Robert Zucker, U of Michigan
NIAAA Task Force on College Drinking

Why created?

- Increased public and NIAAA concern
- Congressional inquiries
- Gaps in research
- Need to provide science-based information to colleges
- Bring research to the forefront of the discussion
NIAAA Task Force on College Drinking

Goals

• Source of new, comprehensive analysis and data on extent of the problem

• *Science-based recommendations* to presidents and administrators

• *Science-based recommendations* to NIAAA and the research community

• Encourage all stakeholders to embrace rigorous methodology and *research-based solutions*; assist with new initiatives
Task Force Report and Related Materials

• Task Force Report

• Related materials include --
  - 2 Panel Reports
  - 3 Brochures
  - Planning and Evaluation Handbook
  - Journal Articles
Task Force Report

Key Features:

• Analysis and extent of the problem
• Research-based recommendations for presidents & administrators
• Recommendations for future researchers
• Recommendations to NIAAA for supporting future research
• “3 in 1 Framework”
• 4 Tiers
Recommendations

The **3-in-1 Framework** -- “a useful introduction to encourage presidents, administrators, college prevention specialists, students, and community members to think in a broad and comprehensive fashion about college drinking”

- Individuals, including at-risk or alcohol-dependent drinkers
- Student body as a whole
- **College and surrounding community**
Evidence Base for Prevention Strategies: 4 Tiers

- **Tier 1:** Evidence of Effectiveness Among College Students

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

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

- **Tier 4:** Evidence of Ineffectiveness
Tier 1: Effectiveness with College Students

- Combining cognitive-behavioral skills with norms clarification and motivational enhancement interventions
- Brief motivational enhancement interventions
- Challenging alcohol expectancies
Tier 2: Success with General Populations

- 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
- Formation of campus and community coalitions involving all major stakeholders (for implementation)
Tier 3: Logical and Theoretical Promise

• Adopting and evaluating promising campus-based policies and practices, such as:
  - Friday classes and exams, Saturday morning classes
  - Expanded alcohol-free late night student activities
  - Employing older, salaried resident assistants, or hiring adults
  - Controlling or eliminating alcohol at sports events and prohibiting tailgating that models heavy alcohol use
  - Refusing sponsorship gifts from the alcohol industry
  - Banning alcohol on campus, even at faculty and alumni events
Tier 3 (continued)

- Increasing enforcement at campus-based events that serve alcohol
- Increasing publicity about enforcement of underage drinking laws
- Consistently enforcing disciplinary actions associated with policy violations
- Conducting social marketing campaigns to correct student misperceptions of alcohol use
Tier 3 (continued)

• Providing “safe rides” programs

• Regulating “happy hours” and sales

• Informing new students and their parents about alcohol policies and penalties before arrival and during orientation

• Alcohol-free dormitories
Tier 4: Evidence of Ineffectiveness

• Informational, knowledge-based, or values clarification interventions about alcohol and problems associated with excessive use, when used alone

• Providing blood alcohol concentration (BAC) feedback to students who are drinking
Conclusions

• Problems associated with abusive and underage college drinking are more widespread than previously recognized

• NIAAA report and conclusions are not an end, but a beginning – we want to continue to be a resource for information and research

• Provide the foundation for science, rather than anecdote, to guide college drinking prevention efforts
NIAAA College Website
www.collegedrinkingprevention.gov

- Full Task Force and panel reports (free)
- Online alcohol policies
- Resources for college presidents and administrators, parents, students, and community members
- Facts and myths about alcohol
- Alcohol research and prevention updates
THANK YOU

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