

National Conference on Law Higher Education
Stetson University College of Law & NASPA

***“Environmental Approaches for
Effective Prevention”***

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**Environmental Management
WHAT IS IT?**

***Strategies to reduce high-risk use
of alcohol and drugs through
changes in the physical, social,
legal or economic environment***

Understanding the Problems

Binge drinking on many campuses is widespread, unsafe, and in all cases illegal with minor involvement.

“Do you recognize any of these students”?





Drinking by American college students results in some 1,700 student deaths, 97,000 cases of sexual assault, 599,000 injuries, and 696,000 assaults each year, a study released by the National Institute on Alcohol Abuse and Alcoholism (NIAAA), April 2002 updated 2005

***3,000 student athletes' voices identify:
Environmental Problems***

- *Students drink to get drunk*
- *“Everyone’s doing it” – “Can’t have a good time without it”*
- *“Nothing else to do” Too Much Free Time*
- *Beer is “cheap” (less than orange juice). “Easy to get”*
- *Aggressive advertising “Ladies Free Night”-- “Free Till You Pee”*
- **Laws/policies are not enforced or prosecuted**
(Texas sport coalition-qualitative data-mhill 2002)



What do we do now?

What are Proactive Environmental Prevention Strategies?

Proactive Prevention

College and universities have an obligation to recognize environmental conditions that may negatively influence the safety of students and to propose interventions that neutralize such conditions (Council for Advancement of Standards -1986–present)

Should be proactive by:

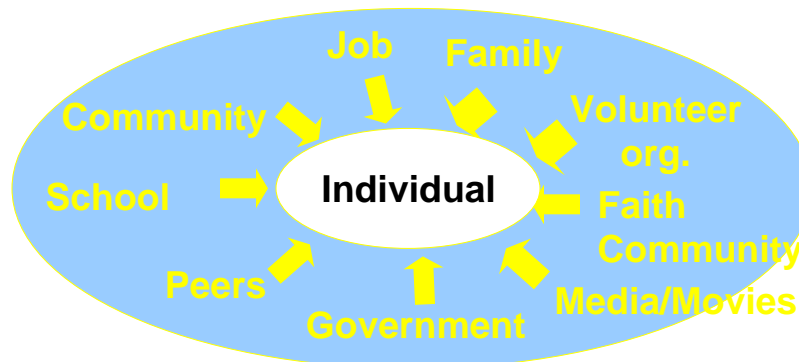
- Identifying foreseeable risks
- Making reasonable efforts to reduce risks

Environmental Strategies

What's So Great About Them?

1. Effective and Efficient
2. Immediate Results
3. Change environment (not directly individuals)
4. Reach entire populations
5. Long-lasting impact (sustainability)

An individual's environment helps shape decisions



None of Us Lives in a Vacuum

Offer and promote social, recreational, extracurricular, & public service options that are alcohol & drug free

Increase alcohol and drug free options

- ❑ Substance free residence system & student organizations
- ❑ Keep substance free recreational facilities open after hours
- ❑ Service learning activities
- ❖ Model or Exemplary Programs: Penn State, Ohio State and Grand Valley State

ACCESS

Restrict marketing and promotion of alcohol and other drugs on and off campus

Limitations on alcohol promotions

- ❑ Restrict or ban advertising and AOD party announcements
- ❑ Campus and Community work with retailers to restrict low-priced specials
- ❖ Model or Exemplary Programs: San Diego University & University of Incarnate Word (www.udetc.org Success Stories-2005)

ACCESS

Limit alcohol availability both on and off campus

Limitations on Access

- ❑ Ban on open parties and enforcement campaigns where alcohol is served
- ❑ Alcohol service guidelines
- ❑ Restrict at athletic events

- ❖ Model Programs: Syracuse Univ.
Univ. of Arizona and San Diego State

ACCESS

Create a social, academic, and residential environment that supports health-promoting norms

Expressions of Community Norms

- ❑ Social norms marketing campaigns
- ❑ Increased student, faculty, parent & community contact
- ❑ Substance-free housing

- ❖ Model Programs: University of Arizona
Bowling Green Ohio, and
Grand Valley State

Develop and enforce campus policies and enforce local, state, and federal laws

- ❑ **Enforce and adjudicate all federal, state and local laws and policies (DFSCA, biennial review & Jeanne Clery Act)**
- ❑ **Develop additional campus AODV policies and sanctions to reduce AODV on and off campus**
- ❖ **Model Programs: Syracuse Univ., San Diego State and Northern Colorado**



Develop & Enforce policies

Targeting Students to Change Behaviors

- ❑ **Alcohol screening and brief Intervention included as a sanction for policy violators**
- ❑ **Parental notification included as a sanction for all minors violating the AODV policies**
- ❑ **Risk management program for all student and advisors of student organizations**
- ❖ **Model or Exemplary Programs: Massachusetts Institute of Technology (MIT), Texas A&M University & Texas Statewide Initiatives (www.udetc.org success stories – 2004, 2005 & 2007)**

Facilitator Model

- Shares responsibility with students and empowers them to choose for themselves within a structured environment
- Identify environmental factors that influence student choices and conduct (example: campus policies and lifestyle management)
- ❖ Model or Exemplary Programs: Texas A&M University & George Mason University

Prevention Infrastructures

Campus Risk Management Teams

- **“Core” Team-Dean/judicial, univ. police, AOD coordinator & dir. of residence life or others**
 - **Meet weekly or as needed to plan reactive & proactive prevention**
- **Campus Team – All key stakeholders especially top level administration, faculty, staff especially legal counsel, students and parents**
 - **Meet semi-annually develop policies and prepare biennial review**
- ❖ Model or Exemplary Programs: MIT, Univ. of Rhode Island and SMU

Prevention Infrastructures

Campus/Community Coalitions Key stakeholders representing administration, community leaders including retailers, parents, enforcement, judicial, students, faculty/staff and campus risk management teams.

- **Meet monthly to plan and implement campus and community prevention plan. Tasks may include assessment of needs/problems, developing policies, law reform and ordinances.**
- ❖ **Model Programs: Univ. of Nebraska-Lincoln, Univ. of Missouri, Syracuse University & San Diego State**

Prevention Infrastructures

Statewide Initiatives/Centers - Institutions of higher education, state agencies, campus/community organizations and government officials that contribute to reducing high-risk alcohol and drug use.

- ❖ **Model or Exemplary Programs: Illinois Higher Education Center, Univ. of Nebraska-Lincoln & Texas Statewide Symposiums (www.udetc.org 2007)**

Planning for Success

- ❑ **Develop vision or mission**
- ❑ **Needs assessment of campus and community**
- ❑ **Research model programs**
- ❑ **Develop an action plan and/or logic model**
- ❑ **Continuous program evaluation**
- ❑ **Work toward program sustainability**

- ❖ **Model or Exemplary Programs: Univ.of Arizona, Syracuse Univ., Univ. of Missouri and Texas Statewide Initiatives**

“Evaluate Strategies on Campus”

(Where are you and where do you want to be?)

Activity to review handouts



In Conclusion ...

How do we address the
challenge with limited
resources...

*by Mary Gordon, Program Manager
Pacific Institute for Research and Evaluation -
Underage Drinking Enforcement Training Center*

Web Sites - Resources

- ❑ **College Drinking: Changing the Culture**
<http://www.collegedrinkingprevention.gov/>
- ❑ **U.S. Department of Education's Higher Education Center for Alcohol and Other Drug and Violence Prevention**
www.higheredcenter.org
- ❑ **DFSCA – Biennial Review**
<http://www.edc.org/hec/dfscacompchek.htm>
- ❑ **Pacific Institute for Research and Evaluation (PIRE) www.udetc.org (Success Stories 2004-2005-2007)**

Resources Continued

- ❑ **National Association of Student Activities -
www.naca.org**
- ❑ **2005 Texas College Survey Department of
Health Services
www.dshs.state.tx.us/sa/research/college**
- ❑ **National Academy of Science www.nap.edu**
- ❑ **Jeanne Clery Act www.securityoncampus.org**

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