

Resources for Evaluating Environmental Strategies: (Becky Markwell, Dir. of Illinois Higher Education Center for Alcohol, Other Drug and Violence Prevention – 2003)

**Examining Current Strategies for Prevention (According to NIAAA)
Practical Prevention Strategies and Their Effectiveness**

| Prevention Strategy | Evidence of Effectiveness | Current Institutional Practice |
|--|---------------------------|--------------------------------|
| Prevention Speakers and) Panel Discussions (only) | Low | |
| Alcohol awareness presentations | Low | |
| Blood Alcohol Level Information (only) | Low | |
| Health Fair (only) | Low | |
| Car crash scene (only) | Low | |
| Informational presentation on consequences of alcohol use | Medium | |
| First Year Student Orientation with Alcohol Information | Medium | |
| Courses with alcohol education infused as part of curriculum | Medium | |
| First Year Student Seminar with alcohol education | Medium | |
| Alcohol-Free Alternative Events and Alcohol Free Halls | Medium | |
| Social norms messages through media (flyers, newspapers, screen savers, etc.) and presented to groups. | Medium | |
| Technology delivered alcohol education (Alcohol 101, outsidetheclassroom.com, mystudentbody.com) | Medium | |
| Campus Task Force and/or Campus/Community Coalition | High | |
| Brief screening and motivational interviewing | High | |
| Brief screening and brief individual feedback | High | |
| Consistent enforcement of underage drinking laws | High | |
| Consistent enforcement for disciplinary sanctions | High | |
| Policy bans alcohol advertising on campus | High | |
| Other: | | |
| Number of Low | | |
| Number of Medium | | |
| Number of High | | |

Environmental Management Strategies (Evaluation & Readiness)

| I. Increase development and enforcement of campus policies and local laws on AOD | Are you Doing? (Check) | Future Plan (Check) |
|---|--------------------------------|----------------------------|
| Revise/disseminate campus AOD policy | | |
| Increase disciplinary sanctions of students for AOD related offenses | | |

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|--|--|--|
| Increase criminal prosecution of students for AOD related offenses | | |
| Parental notification on first offense related to alcohol use | | |
| Parental notification at some point in judicial process when alcohol is involved | | |
| Require on-campus functions to be registered | | |
| Increase ID checks at on & off campus functions | | |
| Educate sellers/servers about potential legal liability | | |
| Decoy operations at campus pubs and on-campus functions | | |
| Undercover operations at local retail outlets | | |
| Increase police monitoring on & off campus parties. | | |
| II. Limit alcohol availability | | |
| Ban or restrict use of alcohol on campus | | |
| Prohibit alcohol use in public places on campus | | |
| Prohibit delivery or use of kegs on campus | | |
| Institute responsible beverage server training programs | | |
| Require use of registered and trained alcohol servers at campus pubs and on-campus functions | | |
| Disseminate guidelines for on & off -campus parties | | |
| Guidelines for Alcohol at Tailgate Parties – Athletic events. | | |
| Limit number and concentration of alcohol outlets near campus | | |
| III. Change the normative environment and correct misperceptions of social norms | | |
| Conduct social norms campaign to correct misperceptions of campus drinking behavior | | |
| Increase alcohol free residence units | | |

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|--|--|--|
| Curriculum infusion (i.e., inclusion of AOD-related issues into general academic courses) | | |
| Increase opportunities for student – faculty contact | | |
| Institute more early morning classes | | |
| Regularly schedule exams on Fridays | | |
| Increase academic standards | | |
| Shorten period between final exams and graduation | | |
| Eliminate Spring Break | | |
| IV. Promote alcohol-free social, recreational and extracurricular options | | |
| Create and promote new alcohol-free events and settings | | |
| Promote consumption of non-alcoholic beverages at events | | |
| Open/extend hours at student center, gym, or other alcohol-free settings | | |
| Expand/promote student service learning opportunities | | |
| Expand/promote volunteer opportunities for students | | |
| V. Restrict marketing and promotion of alcohol beverages both on & off of campus | | |
| Ban or restrict alcohol advertising on campus | | |
| Ban or restrict alcohol industry sponsorship of campus events | | |
| Institute cooperative agreements with bars & liquor stores to limit special drink promotions | | |
| Institute cooperative agreements to reduce alcohol promotions with special appeal to underage drinkers | | |
| Limit/ban alcohol advertising in the vicinity of campus | | |
| Limit/ban alcohol promotions that show drinking in high risk contexts | | |
| Require pro-health messages to counter balance alcohol advertising | | |

| Strength & Barriers of Prevention Efforts? | | |
|--|------------------|-------------------------|
| Category | Strengths | Areas for Growth |
| Campus "Core" Task Risk Management Team Dean/Judicial, AOD Coordinator, UPD & Dir. of Res. Life or others | 1. 2. | 1. 2. |
| Campus Risk Management Team Key Stakeholders on Campus | 1. 2. | 1. 2. |
| Campus/Community Coalition Key Stakeholder in Community | 1. 2. | 1. 2. |
| Administrative Support – President, & President Council | 1. 2. | 1. 2. |
| Sufficient Staff and Funding | 1. 2. | 1. 2. |
| Data Collection and Evaluation Process | 1. 2. | 1. 2. |
| New Prevention Strategies | What | Who & When |
| Increase development and enforcement of campus policies and local laws on AODV | 1. 2. | 1. 2. |
| Limit alcohol availability | 1. 2. | 1. 2. |
| Change normative environment by correcting misperceptions | 1. 2. | 1. 2. |
| Promote alcohol-free social & recreational options | 1. 2. | 1. 2. |
| Restrict promotion of alcohol beverages both on & off campus | 1. 2. | 1. 2. |