



A Matter of Degree: The National Effort to Reduce High-Risk Drinking Among College Students





- The project is funded by the Robert Wood Johnson Foundation-nation's largest philanthropy devoted exclusively to health and health care. Ten colleges across the country are funded under this effort.
- A multi-year, national project designed to test an environmental approach to reducing college high-risk drinking and its harmful consequences for campus-communities.



Environmental Approaches

Environmental approaches use policy interventions to create an alcohol environment that supports healthy, safe behavior. Policy interventions include media advocacy, public policy or practice changes that promote long-term, sustainable change.



UW-Madison **PACE** Partnership Coalition

**Policy, Alternatives, Community,
Education**

PACE Coalition

The University of Wisconsin, Madison



- Members: Chancellor's Office, Provost's Office, Faculty, Other local college and technical college reps., Dean of Students, Campus Police, Community Police, Student Union, County AODA Services, Student Government Reps., Fraternities and Sororities Rep., Alumni Rep., Local Tavern Rep., *ALRC, Local Elected Officials, Major Landlords, and Neighborhood Associations

The Coalition meets four times in an academic year for an extended lunch period.

* Alcohol License Review Committee

U N I V E R S I T Y H E A L T H S E R V I C E S





UW-Madison Policy/Environmental Efforts

- Chancellor assigned responsibility for alternative programming to the student union
- Campus participates in alcohol licensing decisions for downtown taverns and businesses
- Keg delivery registration ordinance
- Development of a safe house party guide and improved police/landlord relations
- Community-wide discussion of price and consumption related to drink specials
- Creation of Alcohol Policy Group on campus
- Creation of Alcohol Policy Coordinator in City of Madison



UW-Madison Policy/Environmental Efforts (Continued)

- Crime analyst in Madison Police Department focused on alcohol-related crimes and problem-oriented policing responses
- Doubling of municipal fines related to alcohol-related crimes
- No empty alcohol containers in residence halls; no drinking in residence halls where both residents are under the age of 21
- Consistency of discipline across DoS, Residence Halls, Police
- Parental Involvement Guidelines



Data Trends

- Annual College Alcohol Survey. - Binge drinking rate is 66%.
- Students who reported 5 or more problems as a result of drinking fell from 30% in 1999 to 25% in 2005. (Problems are defined as doing something one regrets, engage in unplanned sexual activity, damage property, miss a class, etc.)
- Detox admissions are double same period last year (30 vs. 14).

Data Trends (Continued)

The University of Wisconsin, Madison



- Drug and cigarette use fell from 44% in 1999 to 38% in 2005.
- 2005 Housing Survey - 26% of students identify as non-drinkers.



Challenges

- Limited statewide leadership on the issue
- Lack of legislative tools (keg registration, drink special regulations, social host, etc.)
- High adult binge drinking rates in general population
- #1 Party School ranking



Opportunity

- Create a statewide coalition with diverse representation to address high risk drinking from a health and safety perspective.



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