

Alcohol and Other Drugs: Prevention and Intervention

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Utilizing Evidence Based and Promising Practices

The institutions comprising the University of Wisconsin System are all involved in an effort to reduce the negative impact of student use of alcohol and other drugs. Campuses utilize a wide variety of evidence based and promising practices, including the following:

Evidence Based Practices

- Combining cognitive-behavioral skills with norms clarification & motivational enhancement intervention
- Offering brief motivational enhancement interventions in student health centers and emergency rooms
- Challenging alcohol expectancies

Evidence Based Practices

- Implementing, increasing publicity, and enforcing other laws to reduce alcohol or drug impaired driving
- Increasing enforcement of minimum drinking age laws
- Establishing responsible beverage service policies in social & commercial settings

Promising Practices

- Conducting marketing campaigns to correct student misperceptions about alcohol/drug use on campus (Social Norms Marketing)
- Informing new students and parents about alcohol/drug policies and penalties
- Increasing publicity about enforcement of underage drinking laws/eliminating "mixed" messages
- Enhancing awareness of personal liability

Promising Practices

- Consistently enforcing campus disciplinary actions associated with policy violations
- Providing "safe rides" (or "safe walks")
- Adopting campus-based policies to reduce high-risk use (e.g., reinstating Friday classes, eliminating keg parties, establishing alcohol-free activities & dorms)
- Regulating happy hours and sales

Categories defined by NIAAA
(National Institute on Alcohol Abuse and Alcoholism)

Prevention and Intervention

Initiatives and Ongoing Services

University of Wisconsin-Whitewater

Prevention and Intervention Services UW-Whitewater

Communicating with students in order to change expectations, perceptions and behavior

Preview, New Student Seminars, Personal Health and Fitness Classes, Residence Hall Programs, Peer Education, Media Campaigns

Organizing and encouraging the community to take an active role in prevention

Alcohol and Other Drug Abuse Prevention Coalition, City Council, City/Campus Police, Student Government, Parents, Local Businesses

Working with students at risk

Judicial Programs, Counseling, Workshops, Referral for Treatment

Recent Initiatives

- Established Alcohol and Other Drug Abuse Prevention Coalition (February, 2003)
 - Curricular Infusion
 - ER Referral Process
 - Peer Educator Group (The STAR* Team)
 - Saint Patrick's Day Hotline/Faculty Staff Survey
 - Meeting with Tavern Owners
- Gathered Data on Alcohol Related Student Misconduct
 - DOT Funded Grant
- Developing Media Campaign
 - DOT Funded Grant
- Developed Tiered System of Intervention Services
 - Student Life, Residence Life, Athletics

Challenges to the Comprehensives

- AODA Coordinators are often appointed to deal with all AOD related concerns. One person may serve as a mental health counselor, prevention specialist, programmer, health educator, community organizer, campus representative to UW System, state and national organizations.
- In institutions where there is no professional AOD researcher, measuring success of efforts requires either comparing results of large scale surveys like the UW System AODA Survey or the CORE Survey or using more informal surveys that identify mainly the impact of specific programming on participants.

Challenges to the Comprehensives

- It can be difficult to hold students accountable for AOD related misconduct that takes place off campus, especially for institutions that have a majority of students living off campus. This can place an institution and its surrounding neighborhoods in an adversarial relationship.
- AOD misuse creates a challenge in the area of student retention: while we struggle to educate and promote the growth of students who misuse alcohol and/or other drugs, we risk losing the students who have been negatively impacted by the problems (assault, vandalism, noise, etc.) created by others' AOD misuse.

UW System Support

- UW System consistently offers valuable support to AODA prevention efforts
 - Provides organizational structure for campuses to work together and share resources
 - UW System AODA Committee
 - AODA Coordinators Group
 - Inclusion of Independent and Technical College Systems as Partners in Prevention
 - Accesses and distributes grants to UW institutions
 - DOT Grants, Phases I and II

UW System Support

- Identifies the means and supports the process for assessing the impact of student alcohol and other drug use
 - UW System AODA Survey
 - Environmental Scan
- Provides opportunities for advanced training and education
 - Higher Education Center Trainings
 - UW System AODA Symposium