

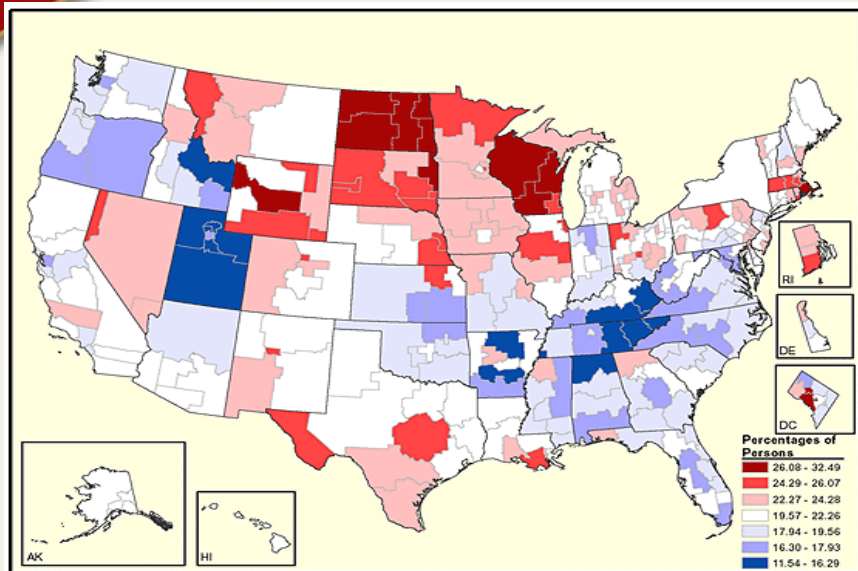


The Environmental Approach as used by the PACE Project at UW-Madison

**Presentation to the Education Committee
Board of Regents
December 6, 2007**

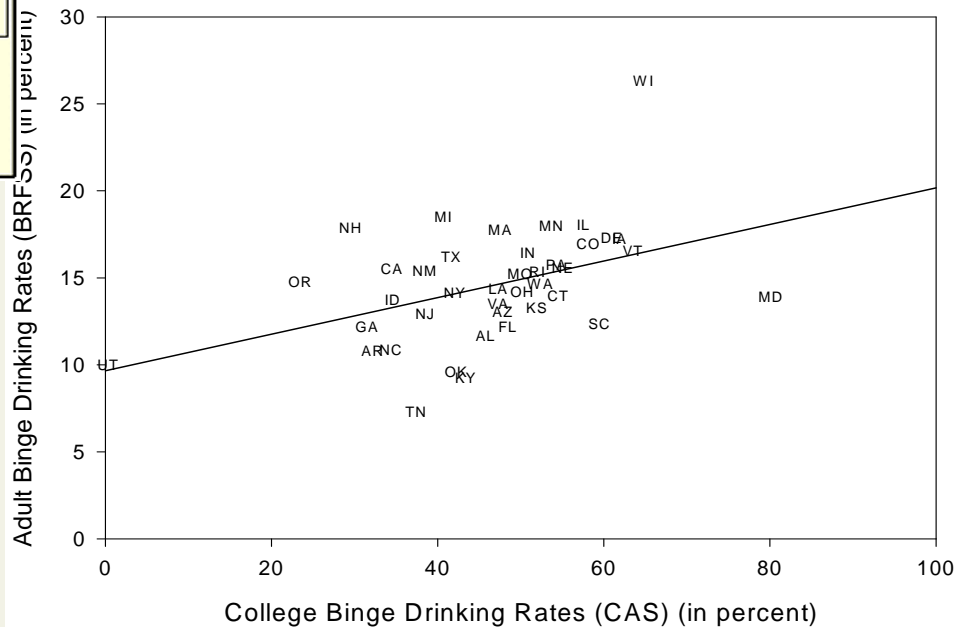
**Aaron Brower, Ph.D.
Vice Provost for Teaching and Learning
Professor, School of Social Work
Susan Crowley, MPA
Director, Prevention Services
University Health Services**

Wisconsin Binge Drinking Rates



Binge Alcohol Use in Past Month among Persons Aged 12 or Older

Figure 1. Correlation between binge drinking rates among college students and adults in the general population, by state ($r=0.43$, $N=40$ states).



The Environmental Approach

- Shared responsibility for problem--and solutions
- Creating and enforcing campus-community policy to produce an alcohol environment that supports healthy, safe behavior.

Students make personal decisions, but within an environment where they are continually bombarded by implicit and explicit messages about their decisions and their behaviors.

The PACE Project 1996-2006



How we publicized the issue:

- High-risk drinking compromises the health and safety of students and the community
- We focus on reducing the negative consequences of drinking (sexual and physical assault, academic failure, and property damage) rather than reducing drinking itself.

PACE Coalition

Members: Chancellor's Office, Other local college and technical college reps., Dean of Students, Campus Police, Community Police, Mayor's office, 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.

Coalition meets three times in academic year over an extended lunch.

Membership & meeting structure consistent since 1997.



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WISCONSIN
MADISON

*What Policy &
Environment Initiatives
have been Created?*

- Chancellor assigned responsibility for alternative programming to the student union
- Campus participates in alcohol licensing decisions for downtown taverns and businesses
- No empty alcohol containers in residence halls; no drinking in residence halls where both residents are under the age of 21
- Parental Involvement Guidelines
- 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
- 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
- Keg delivery registration ordinance
- Consistency of discipline across Dean of Students offices, Residence Halls, Police
- Development of a safe house party guide and explicit police/landlord contacts

Safe House Parties

- Safe house party guide
- Identify roles for interested stakeholders
 - Neighborhood associations sponsor welcome event for students, establish expectations
 - Landlords may be notified by police when citations are issued at their property so that landlords can discuss with tenants
 - Police issue citations when called for a disturbance
 - Students understand their role and responsibility as a tenant; receive training prior to leaving campus housing

Proposed Best Practices in Licensed Establishments

- *Eliminate Late-Night Drink Specials*
- *Examine Advertising Practices and Discourage Advertising in Student Papers*
- *Rigorous ID checks during sale of alcohol*
- *Require responsible alcohol beverage service (RBS) training for bar owners and servers*
- *Provide food service and non-alcoholic beverages for patrons*
- *Provide entertainment options for college students under the age of 21*

Milestones in Madison community begins to take shape:

- Accelerated discussions due to Overture Center and the changing populations downtown.
- Madison Police Dept. issues report that drinking in downtown sector costs city \$1.3 million.
- ALRC issues report on city alcohol policies focusing on strategies to address consumption in both commercial & private settings.



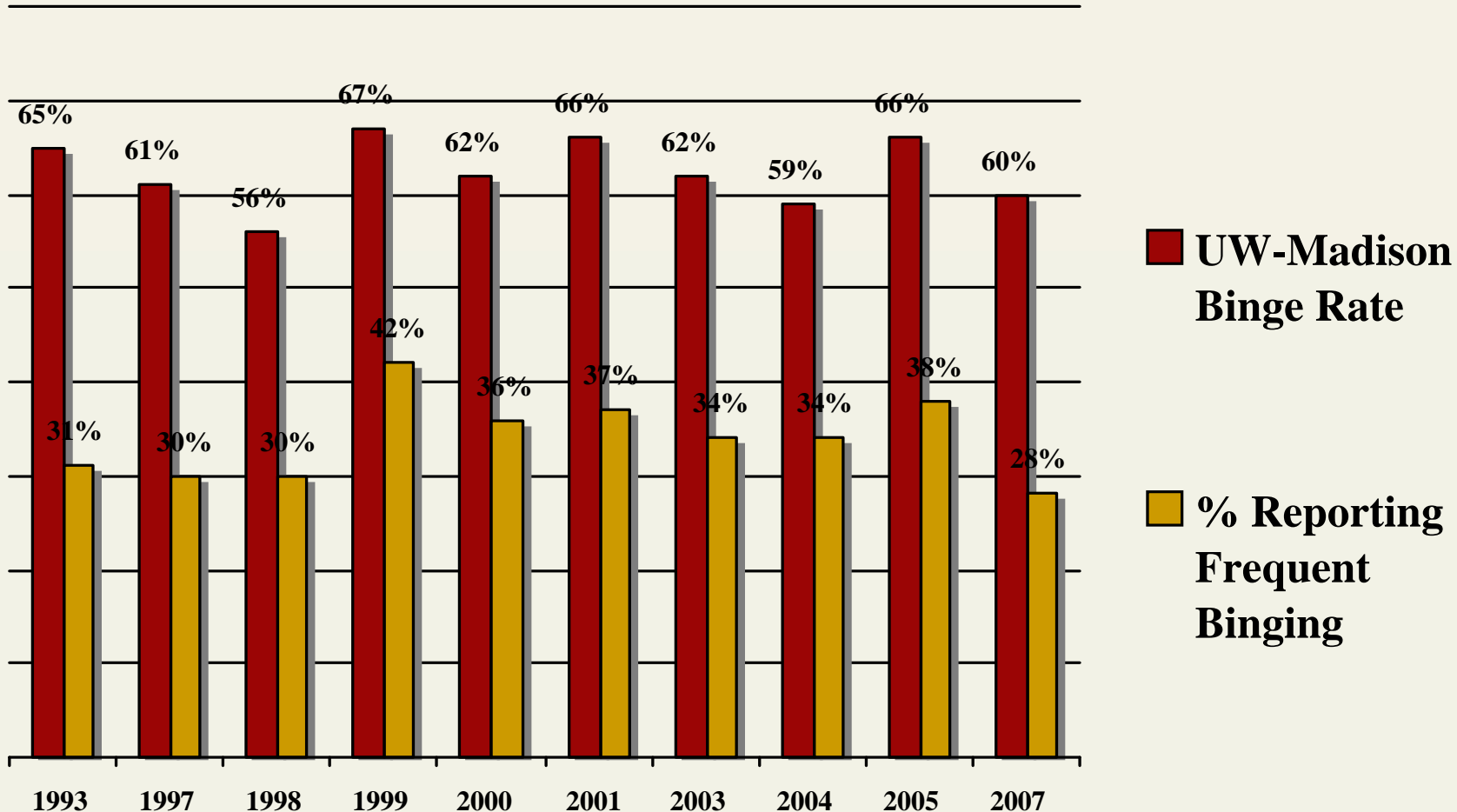
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How's it working...?

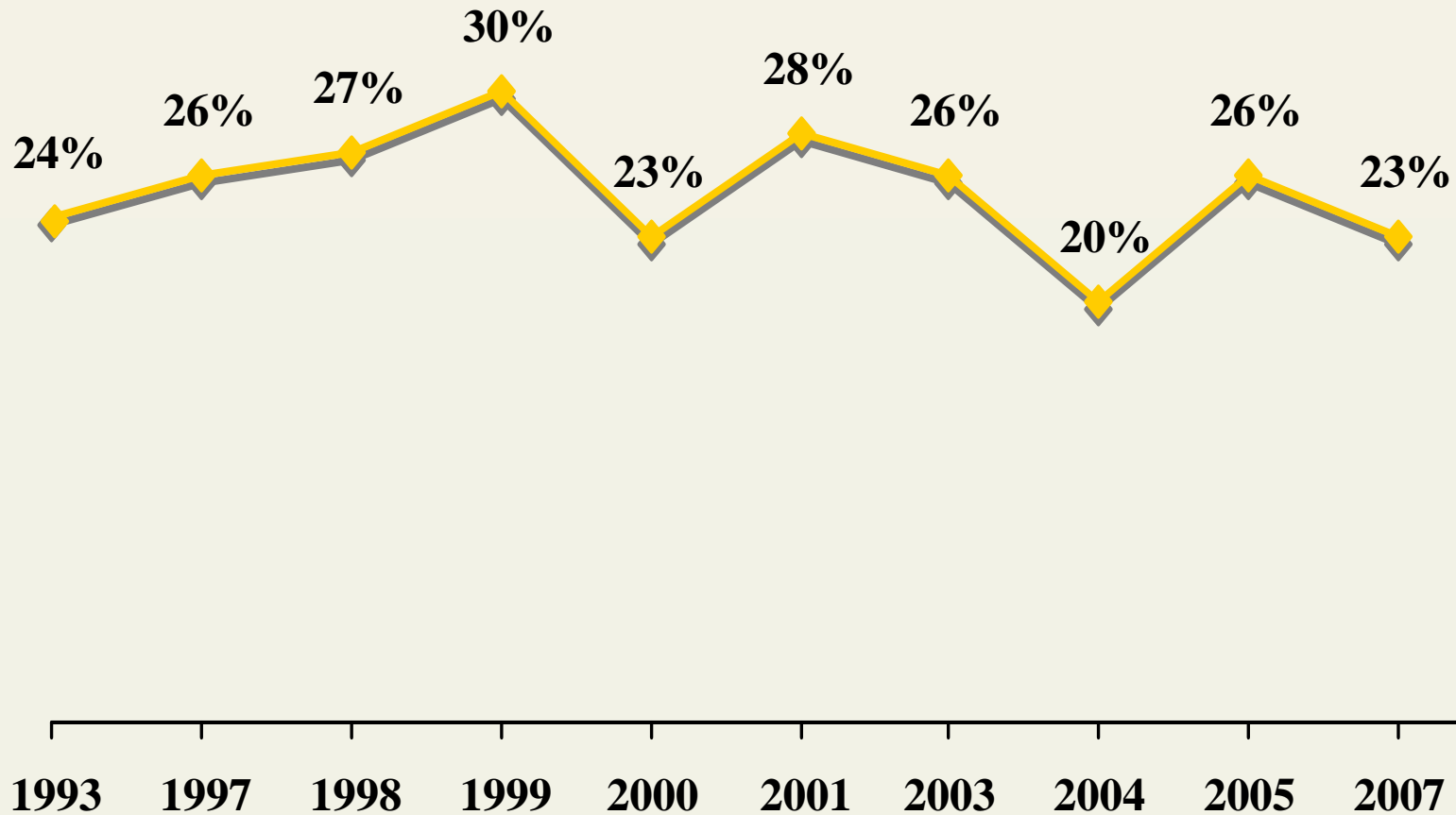
Data Trends at UW-Madison

- UW-Binge drinking rate remains between 60-66% (National rate is 44%)
- Students who reported 5 or more problems as a result of drinking fell from 30% in 1999 to 23% in 2007. (CAS definition: doing something one regrets, unplanned sexual activity, damage property, miss a class, encounter with police, etc.)
- Detox admissions doubled from 04-05 to 05-06 (30 vs. 14), and more than tripled from 05-06 to 06-07 (to 100). In fall 07 alone, 71 admissions

UW-Madison Binge Drinking Rates And Rates of Frequent Bingeing 1993-2007

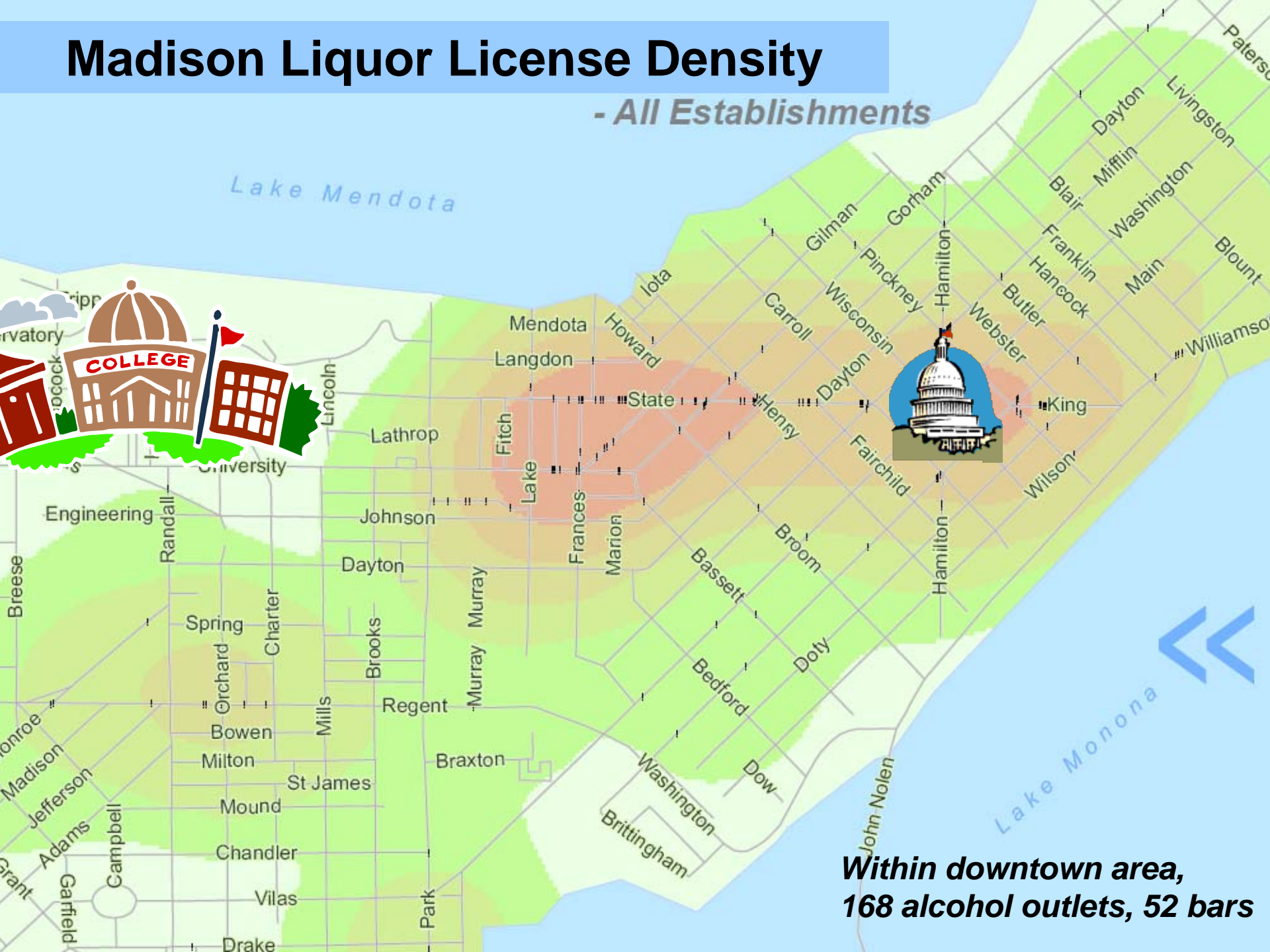


5 or More Problems as a Result of Drinking 1993-2007



Madison Liquor License Density

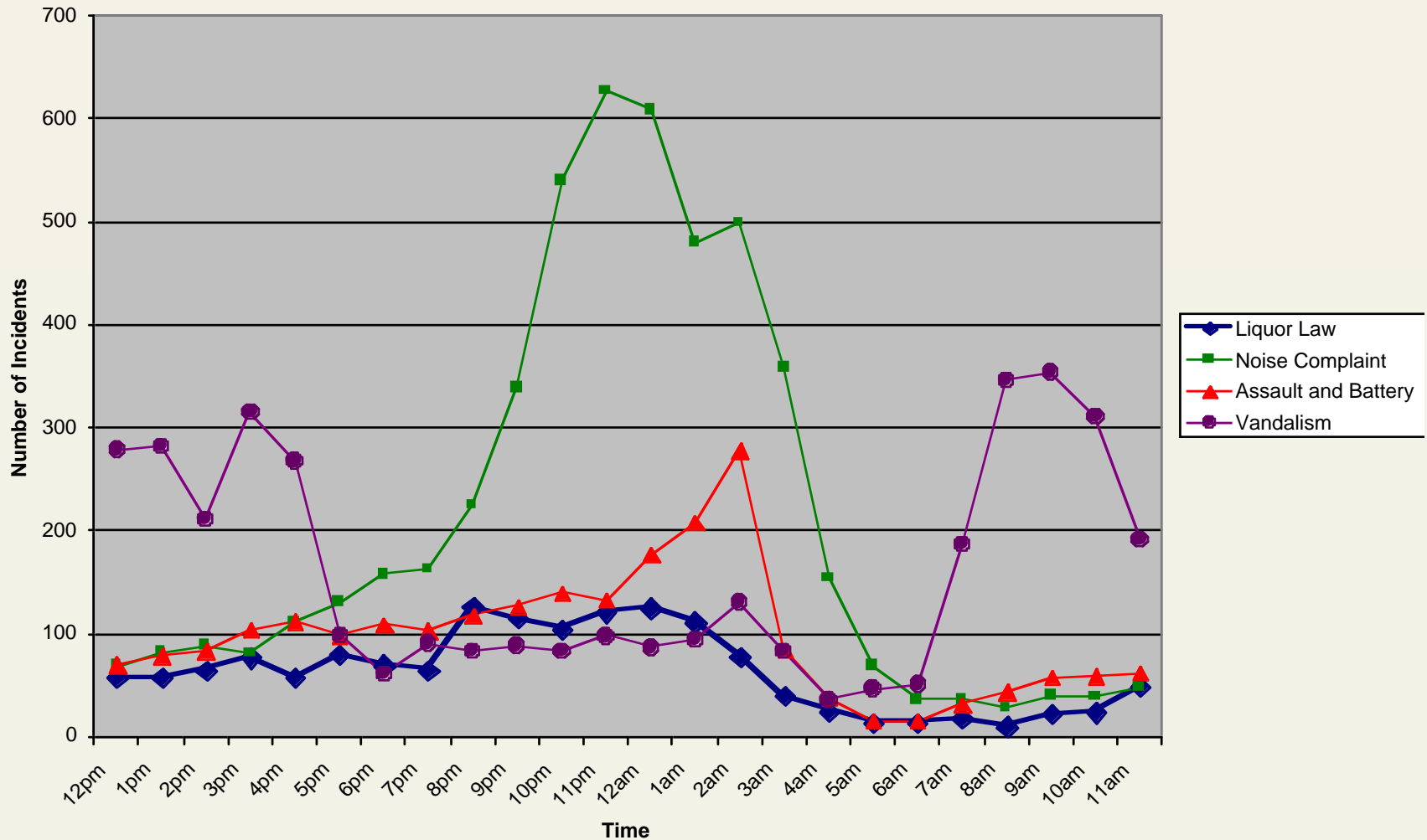
- All Establishments



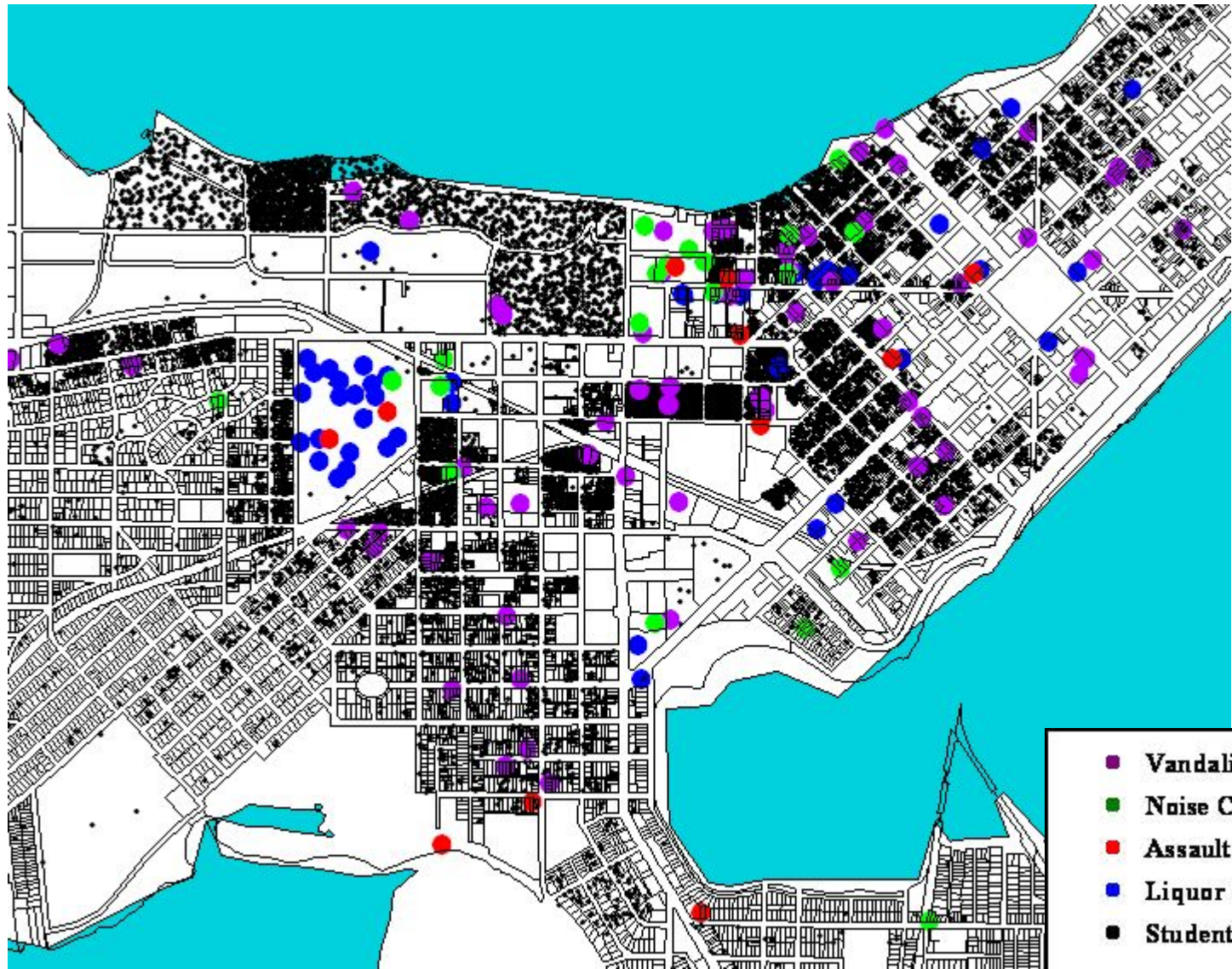
**Within downtown area,
168 alcohol outlets, 52 bars**

Crimes x Hour Downtown Madison 2003

All Incidents



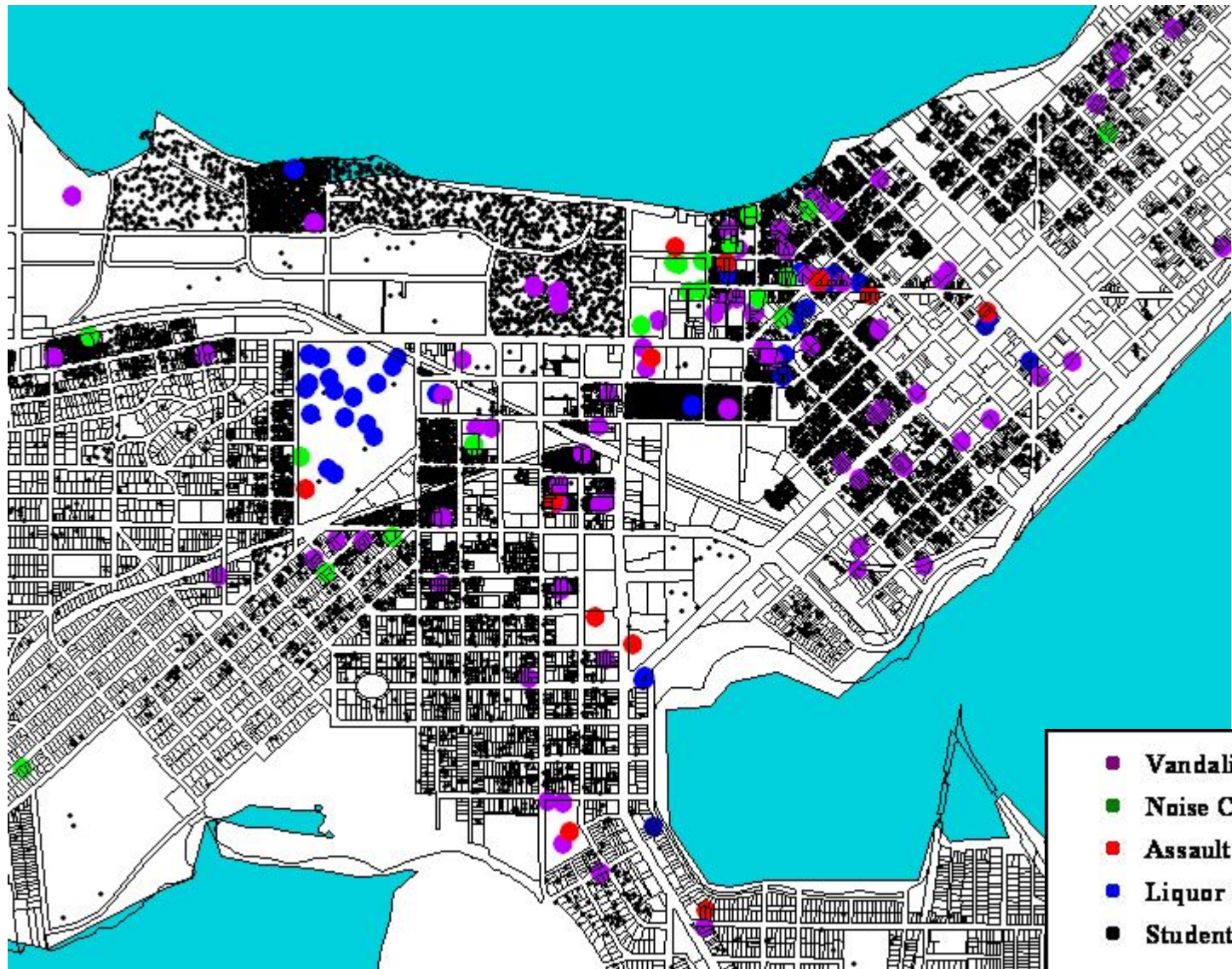
12pm-12:59pm



- Vandalism
- Noise Complaint
- Assault and Battery
- Liquor Law Violation
- Student Residence

1 dot = 1 incident
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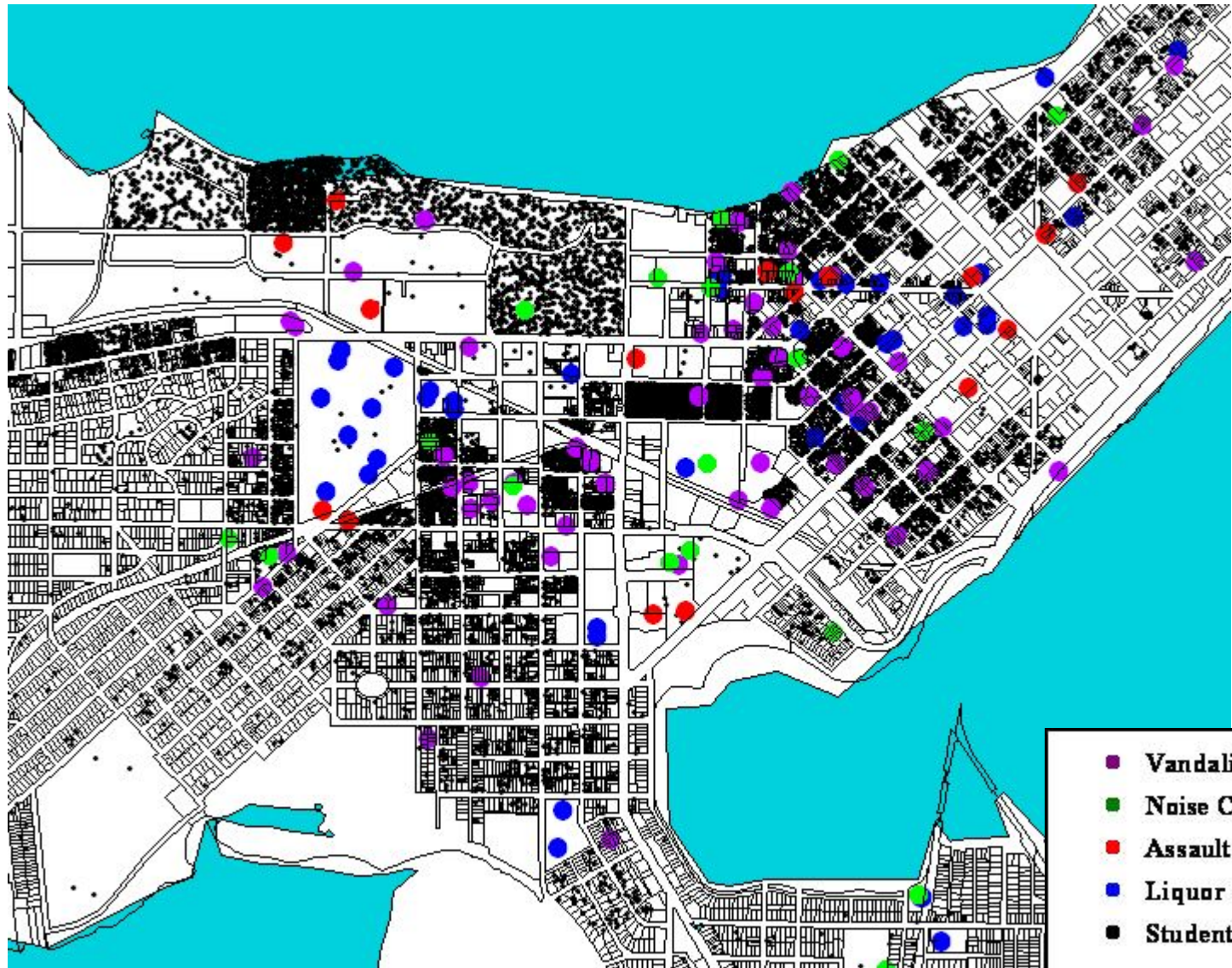
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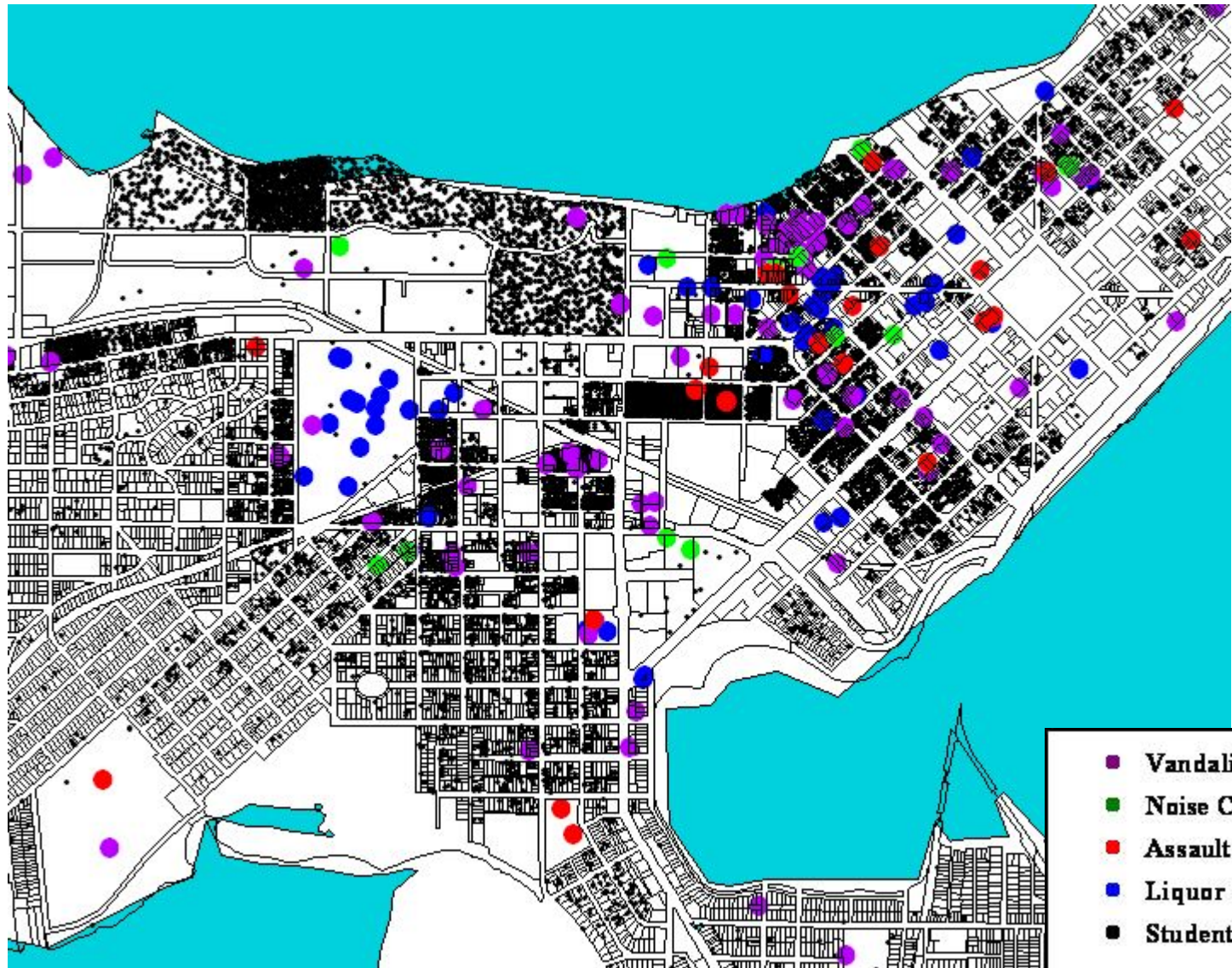
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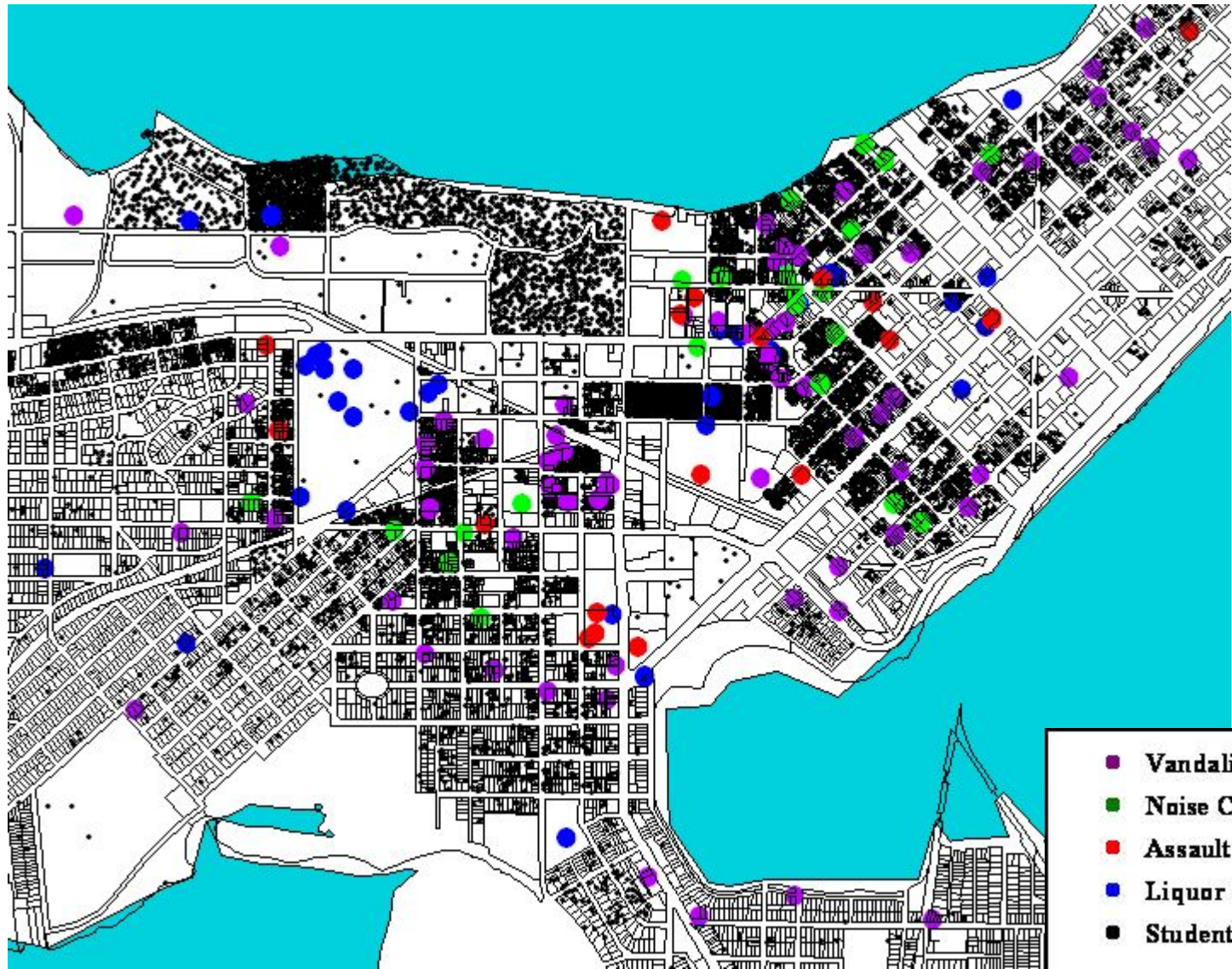
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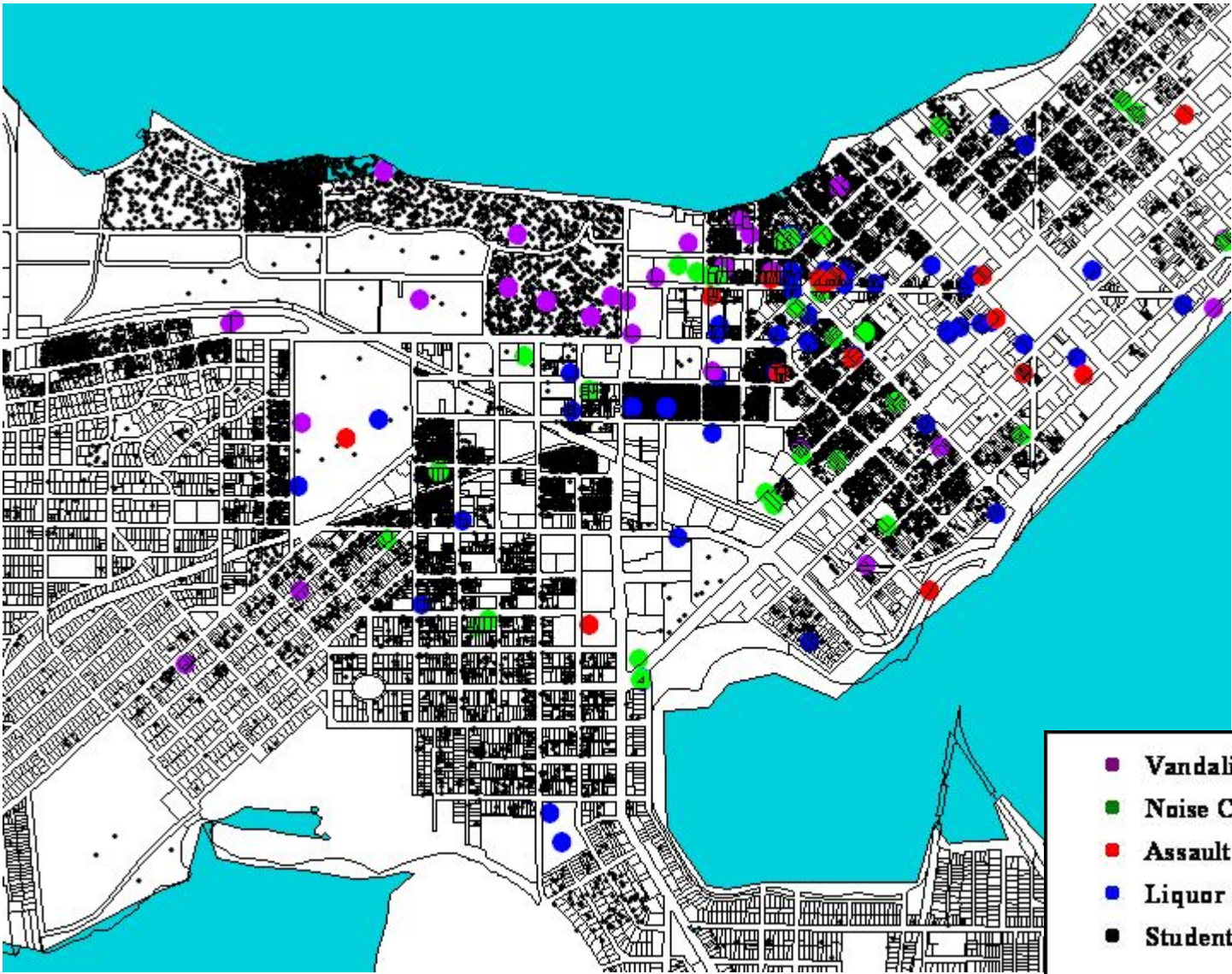
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4pm-4:59pm



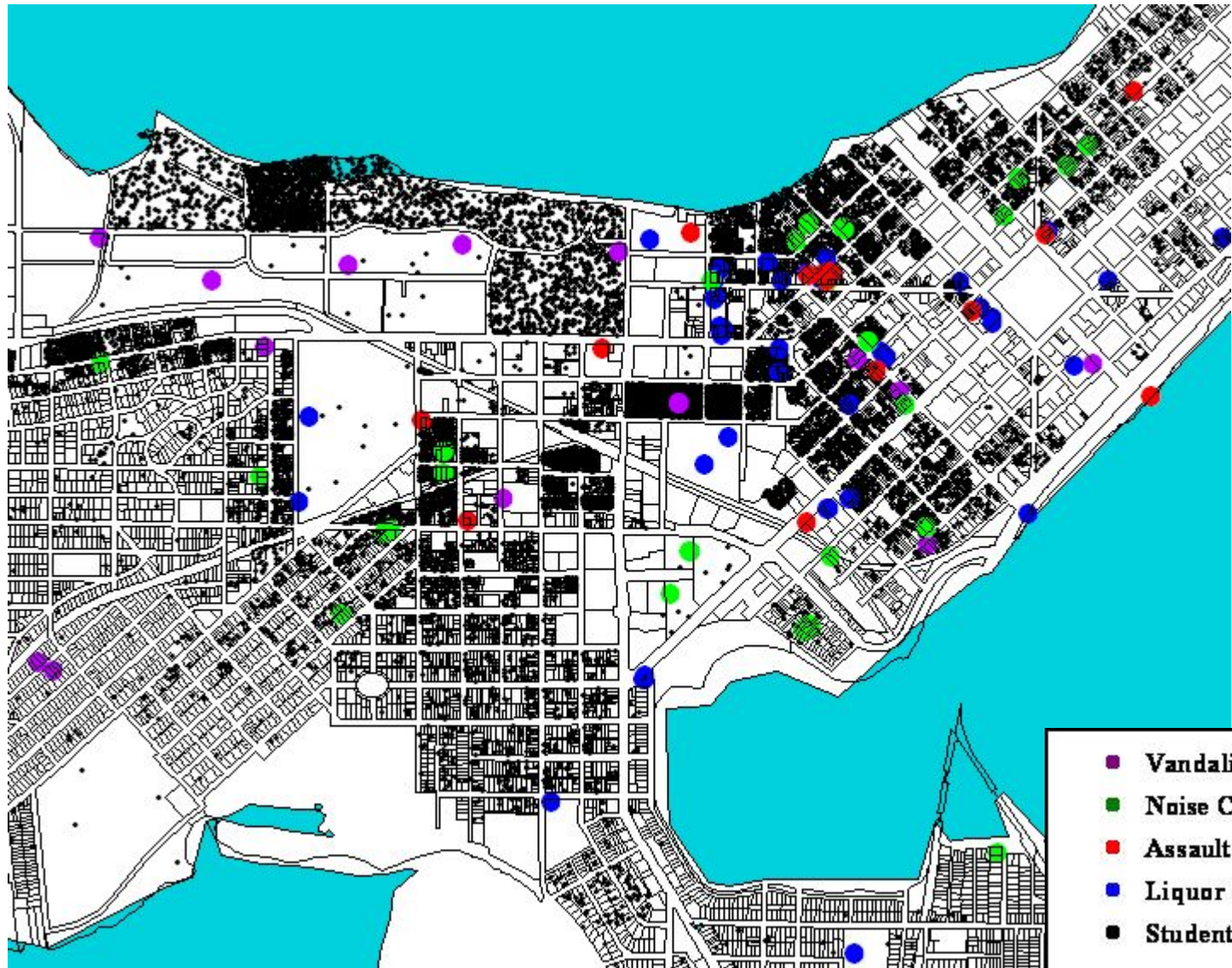
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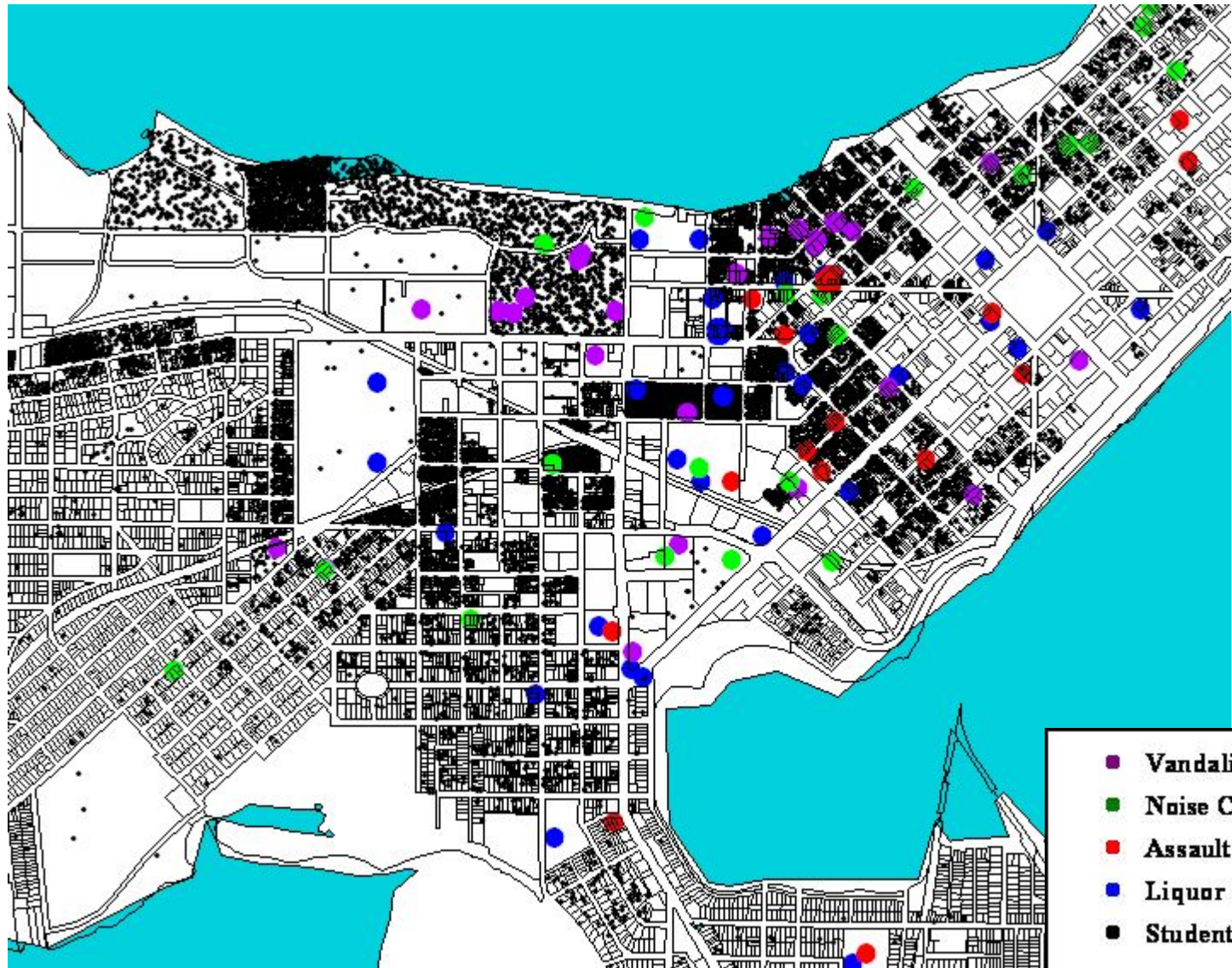
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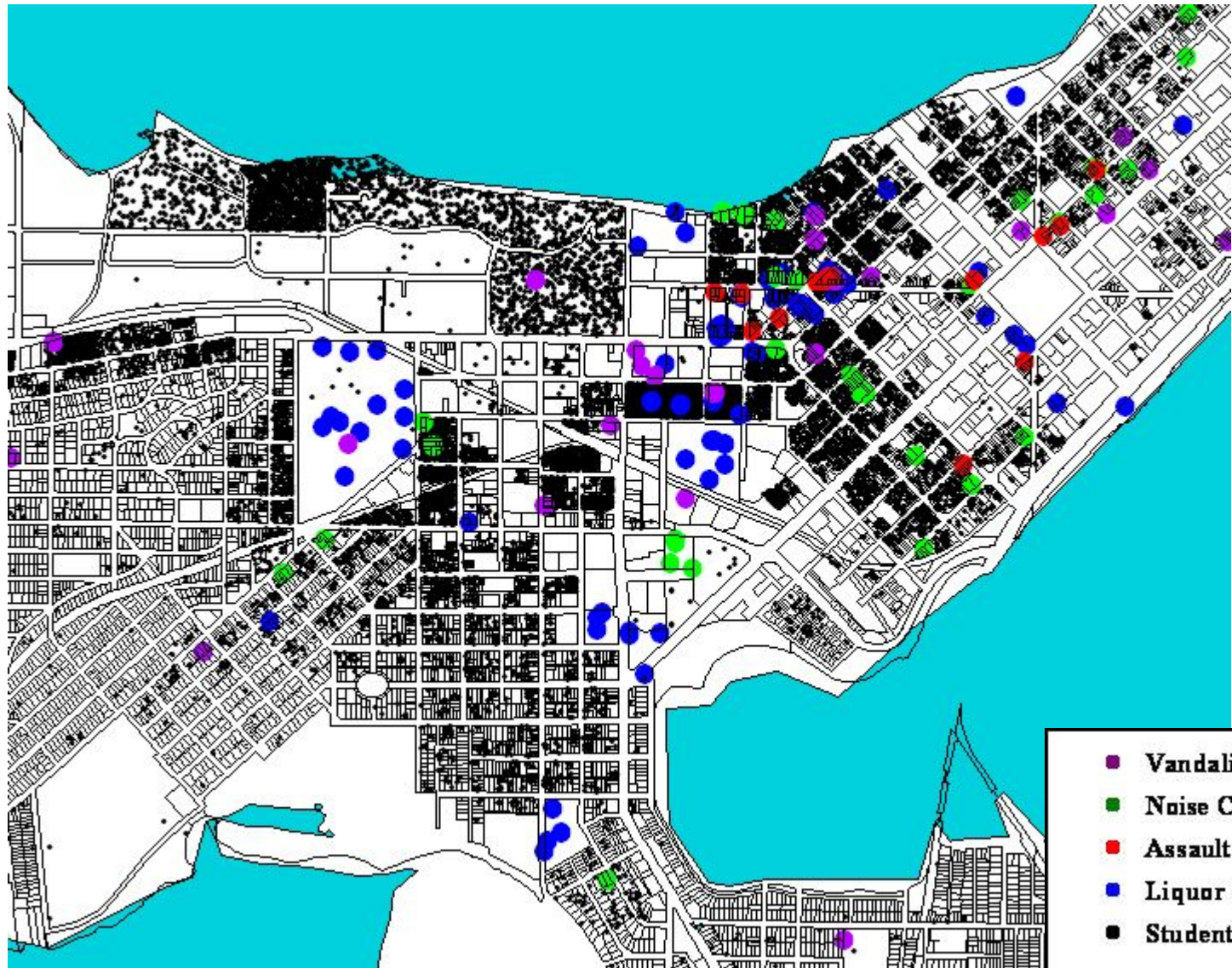
7pm-7:59pm



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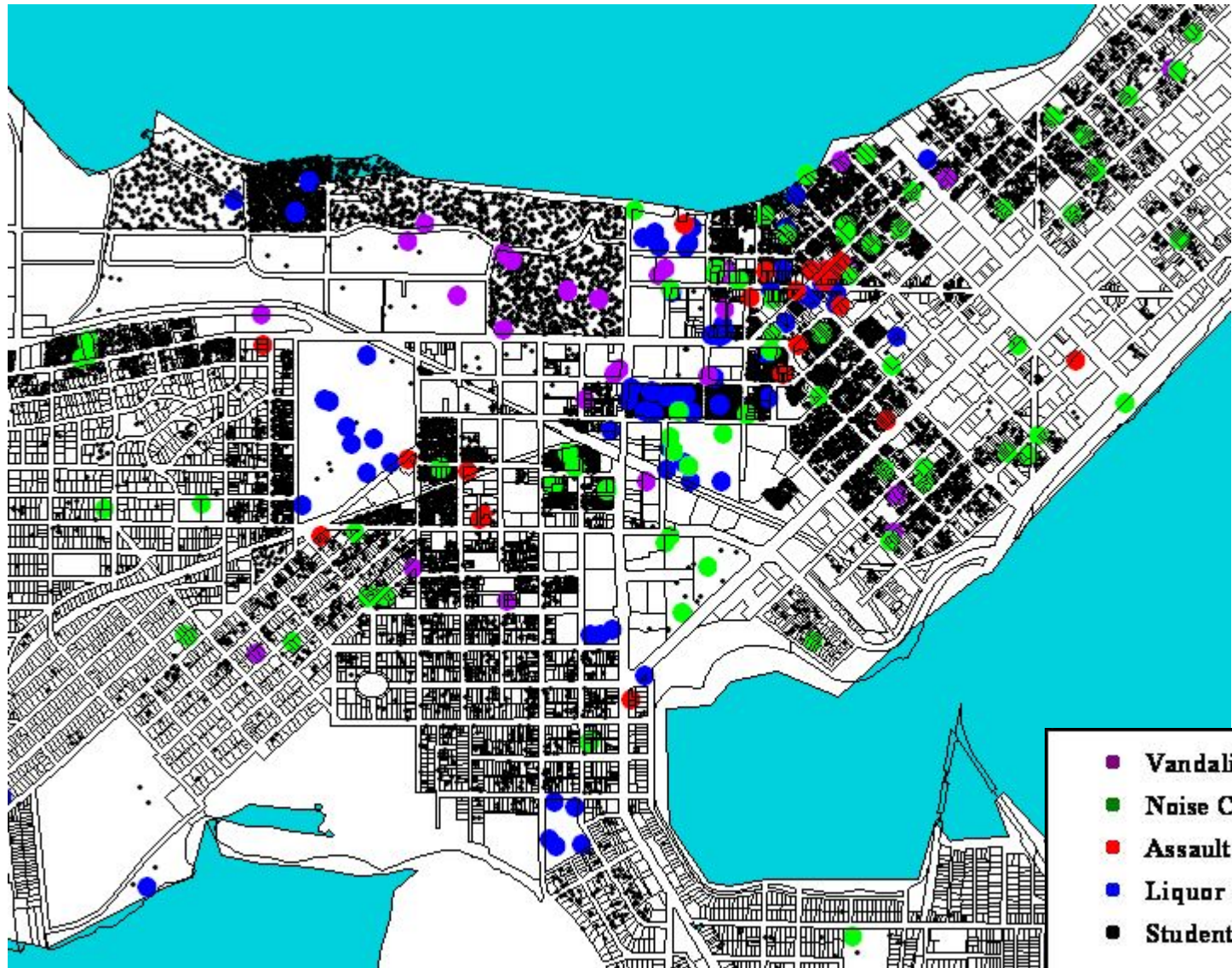
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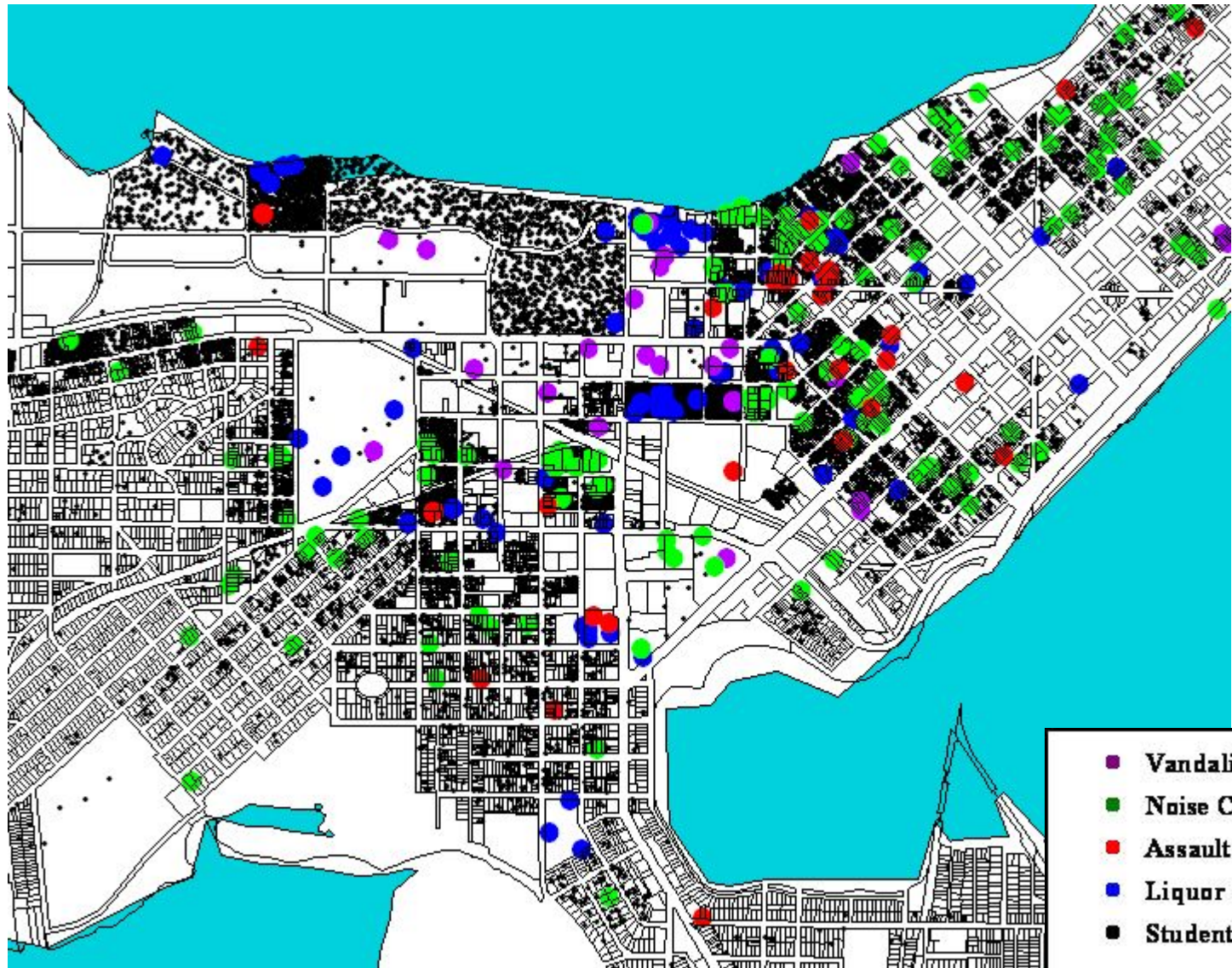
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9pm-9:59pm



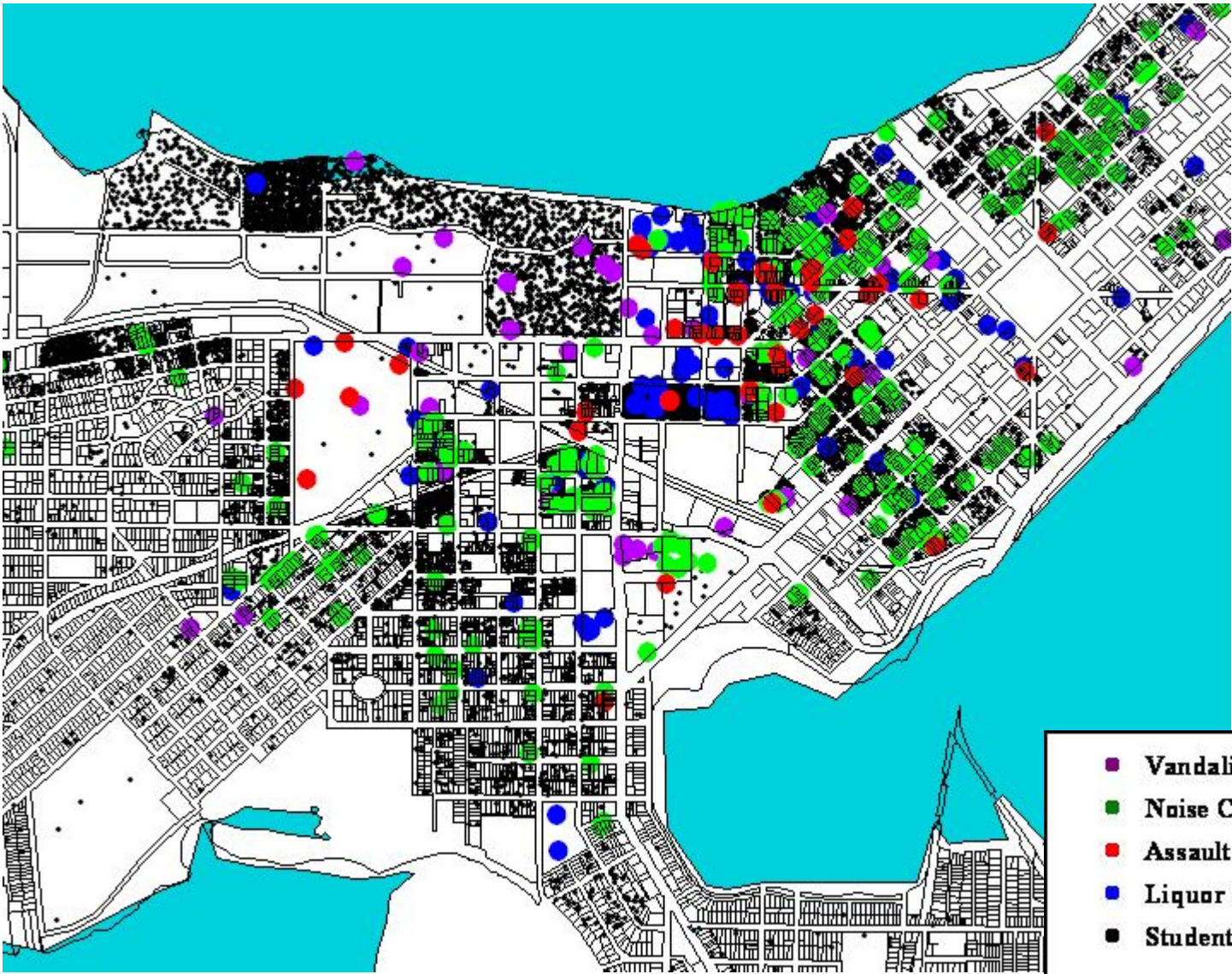
10pm-10:59pm



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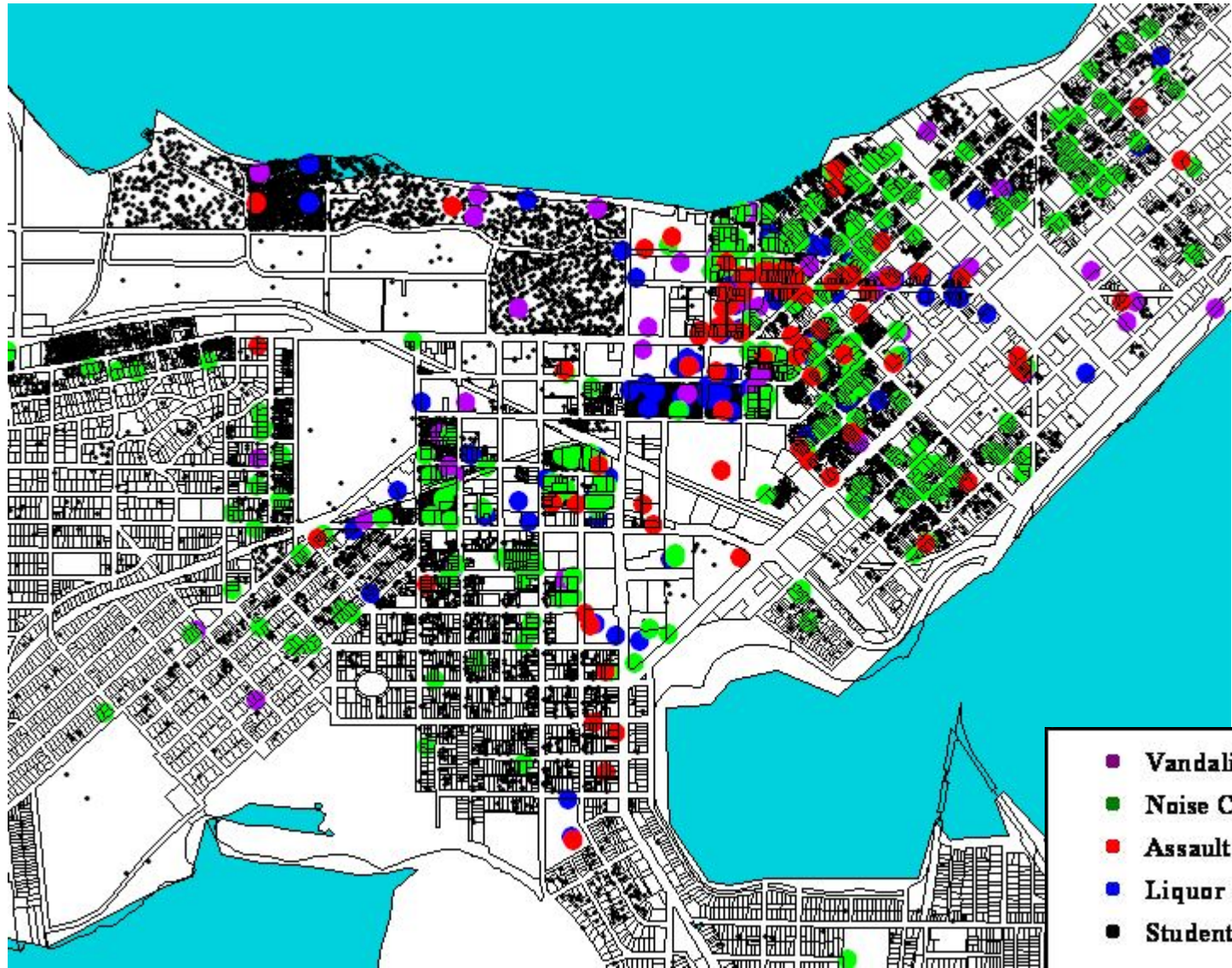
11pm-11:59pm



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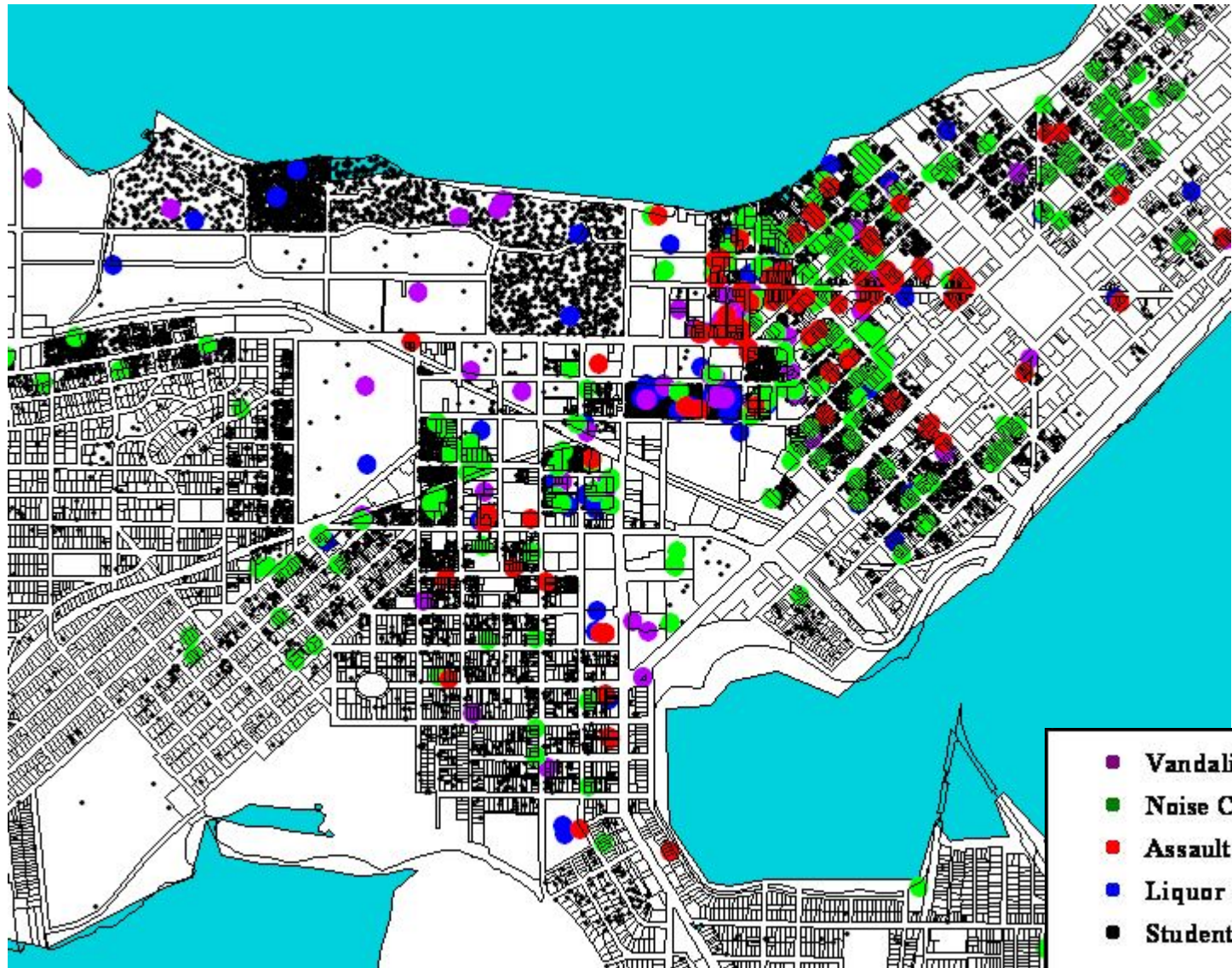
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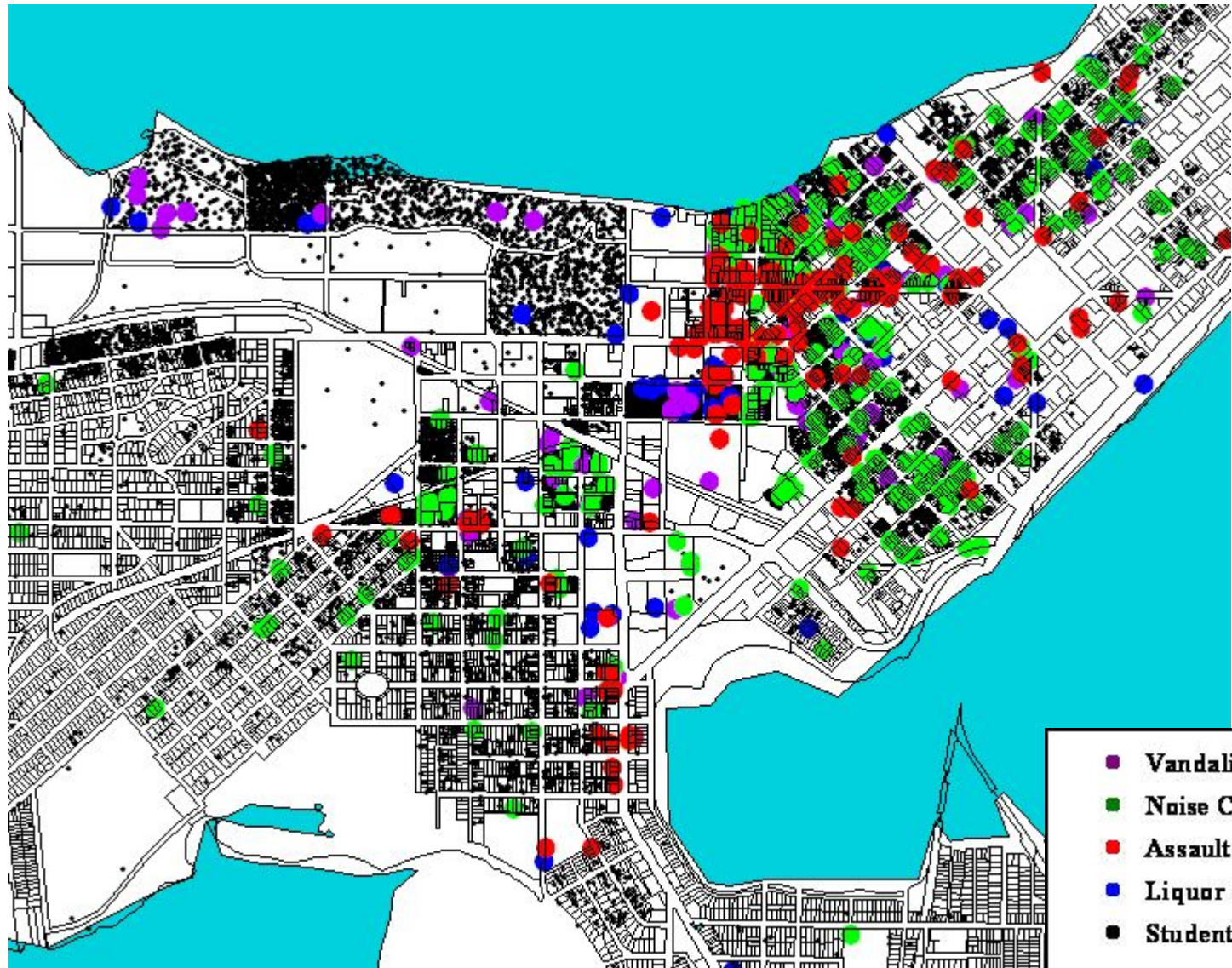
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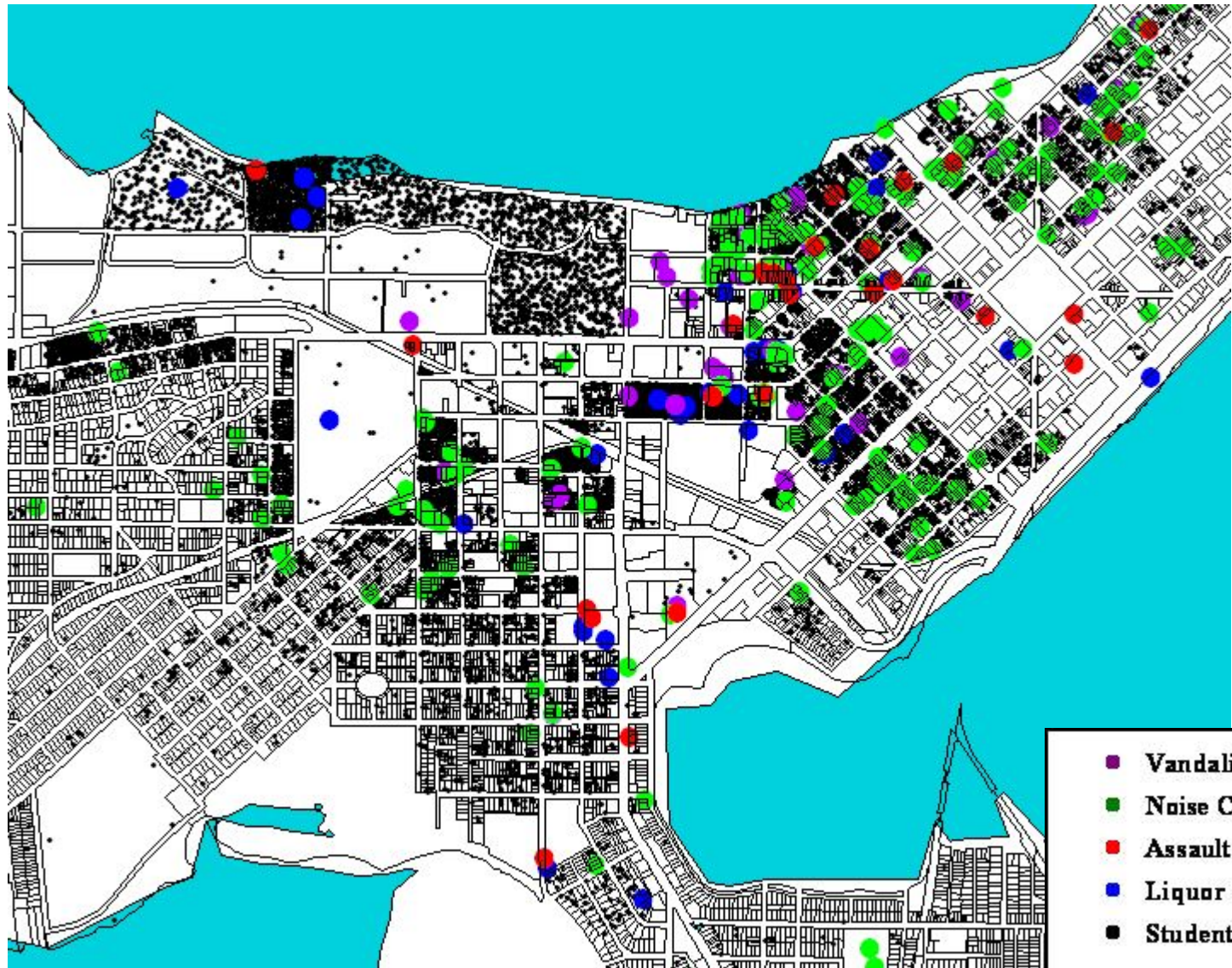
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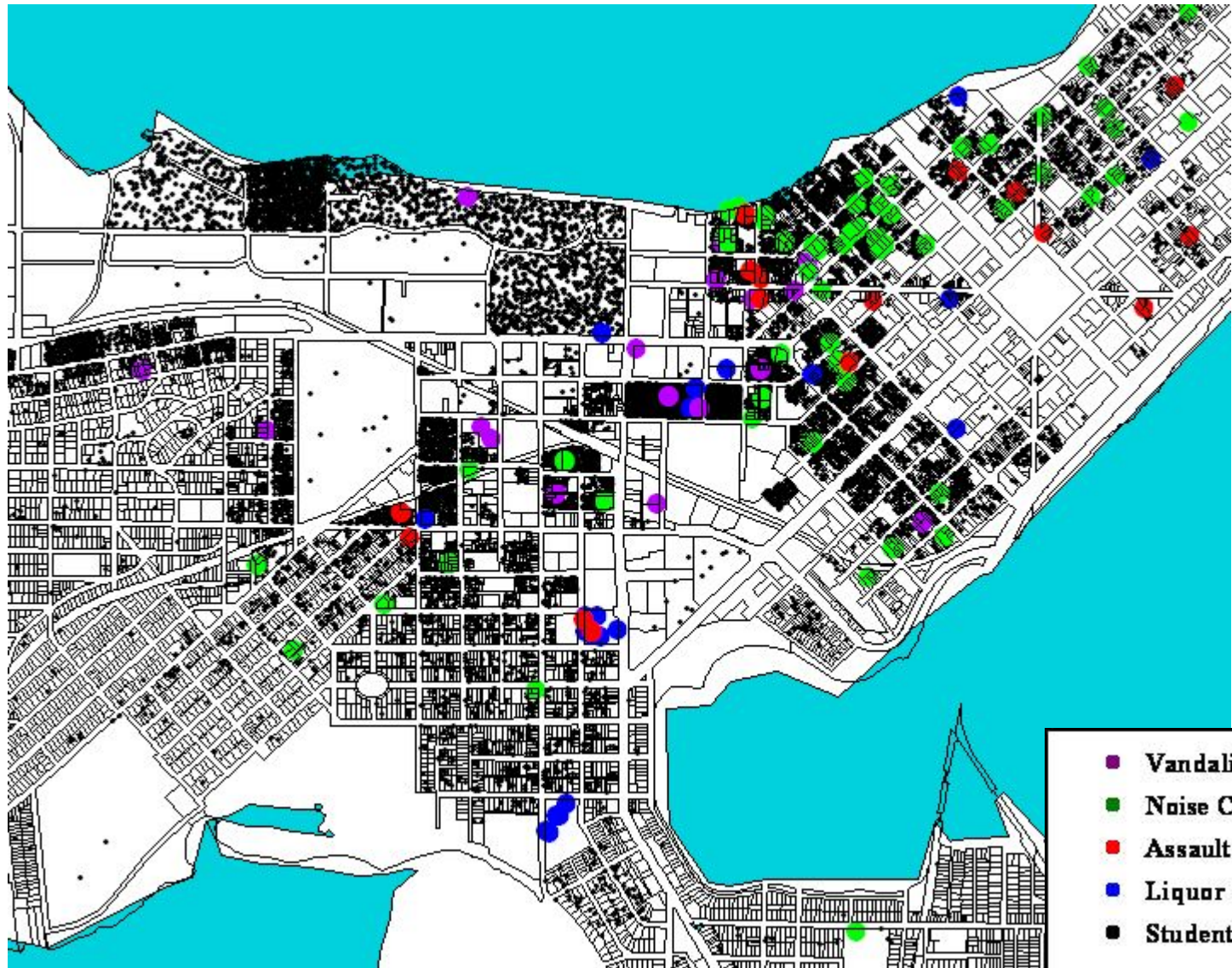
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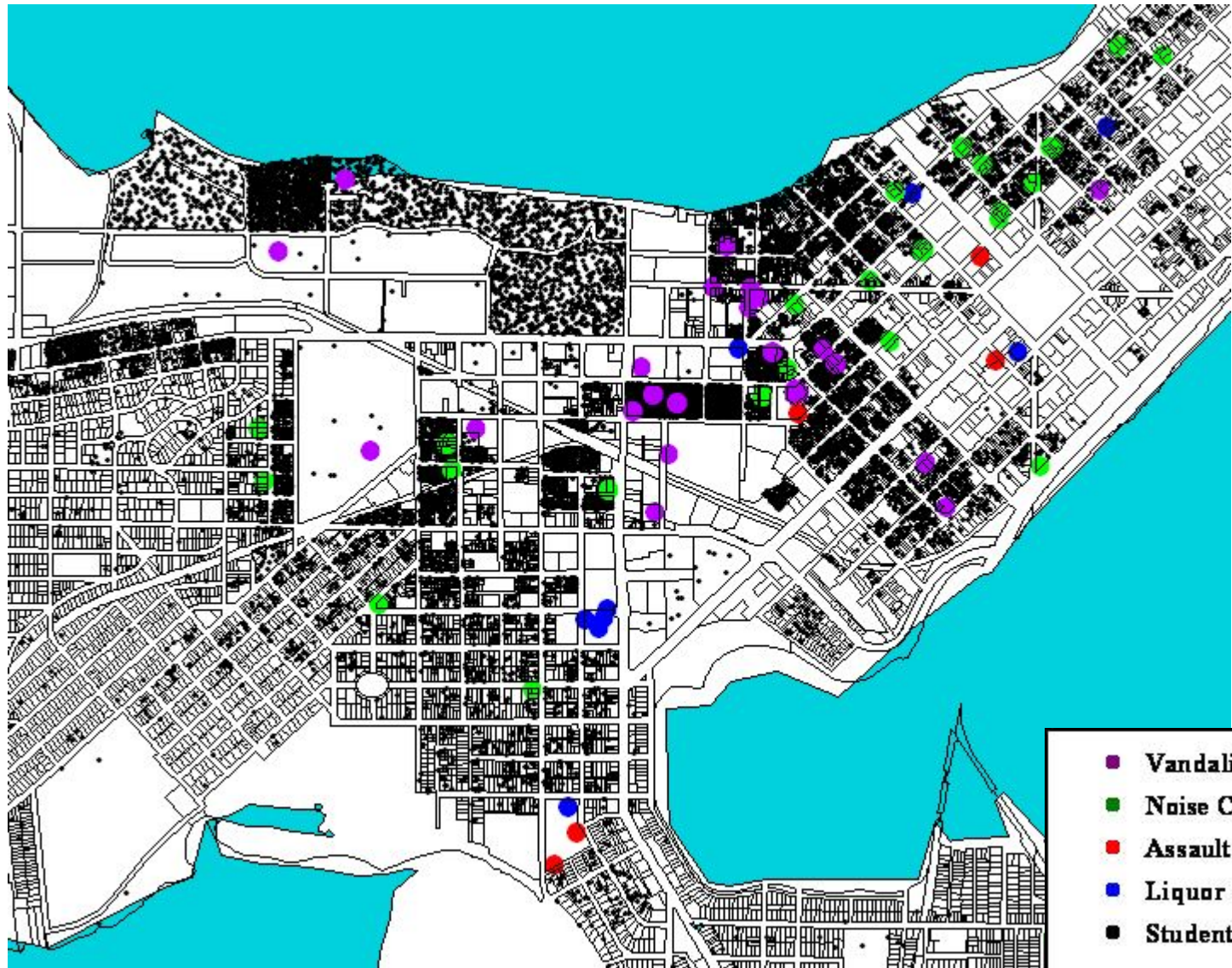
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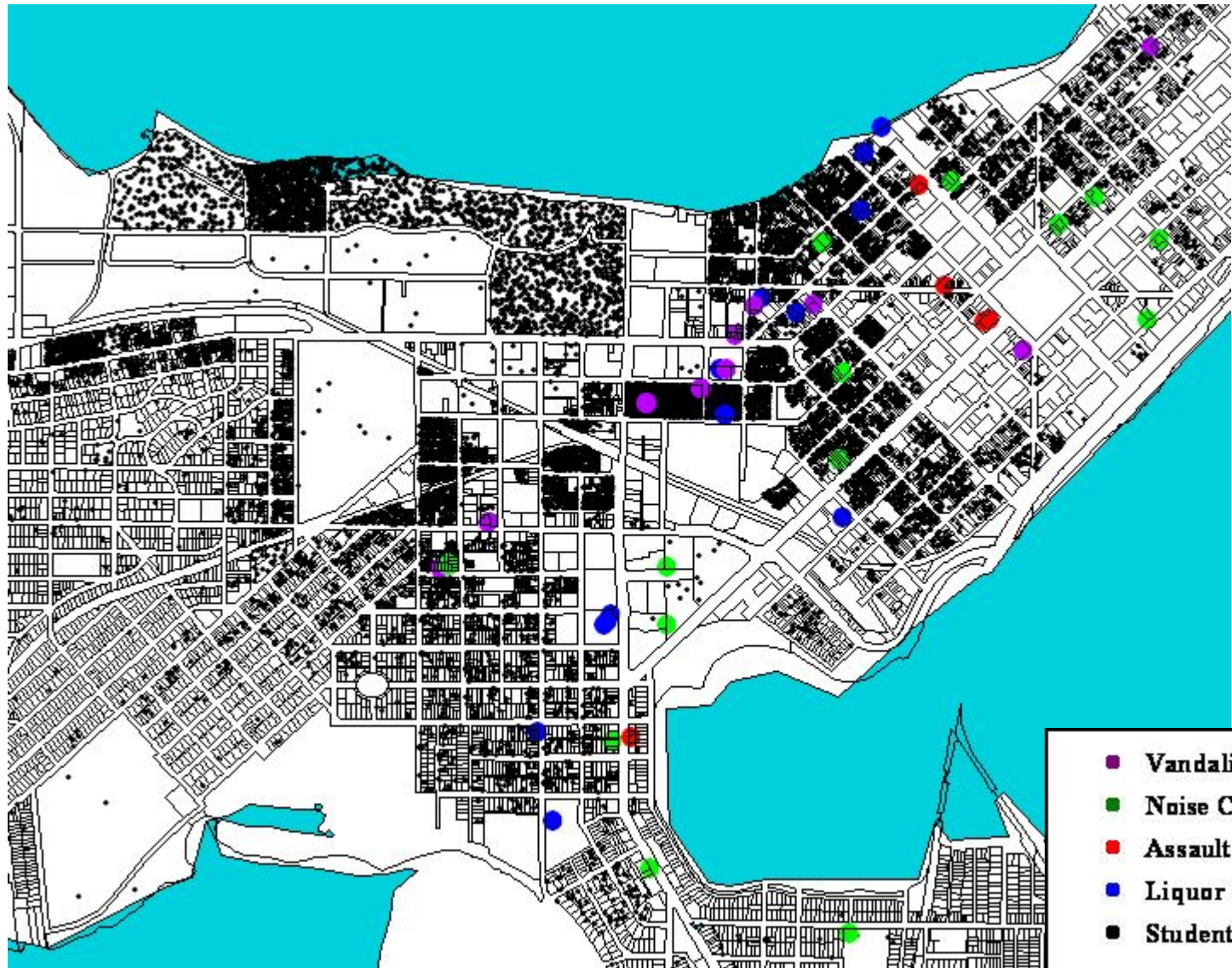
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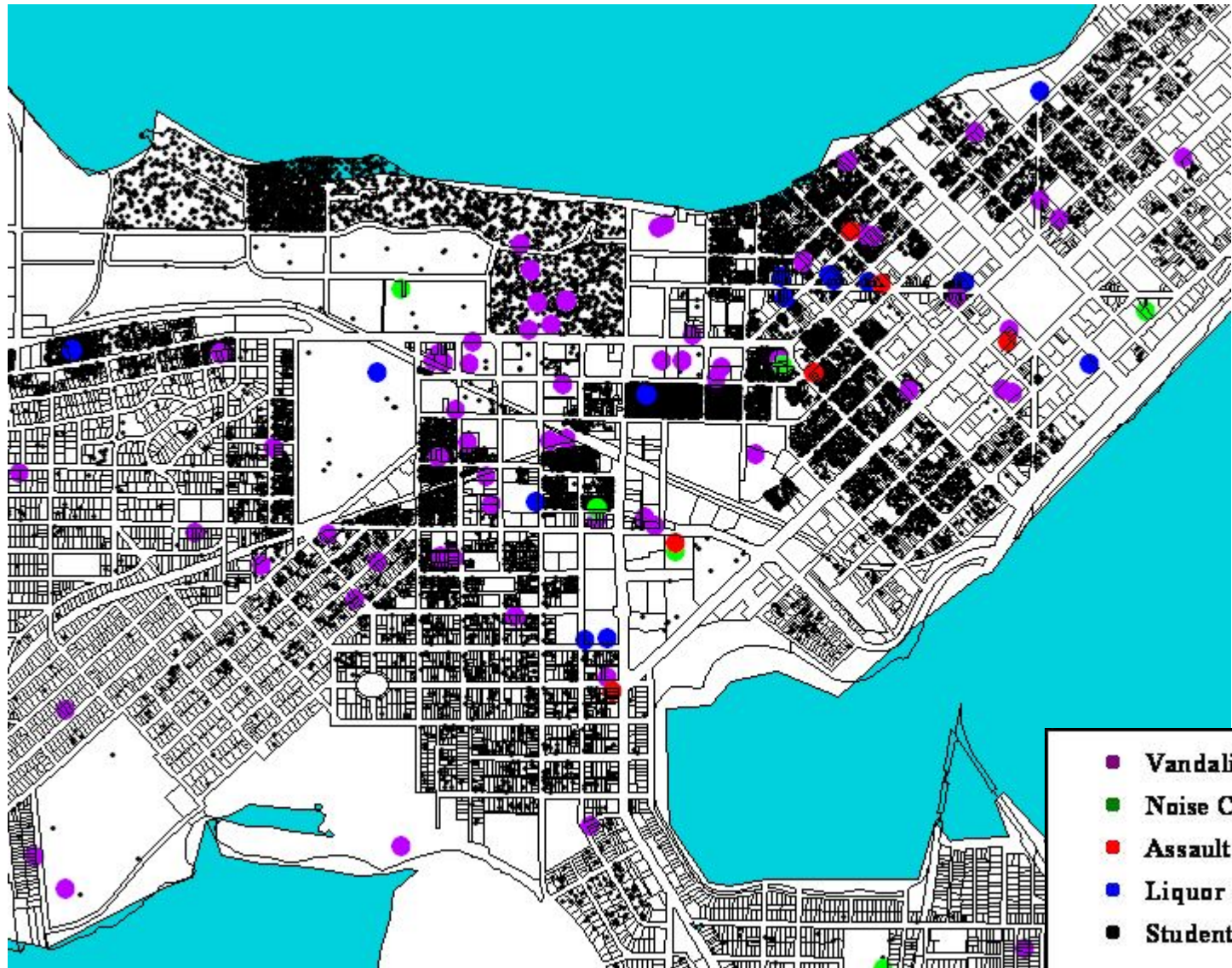
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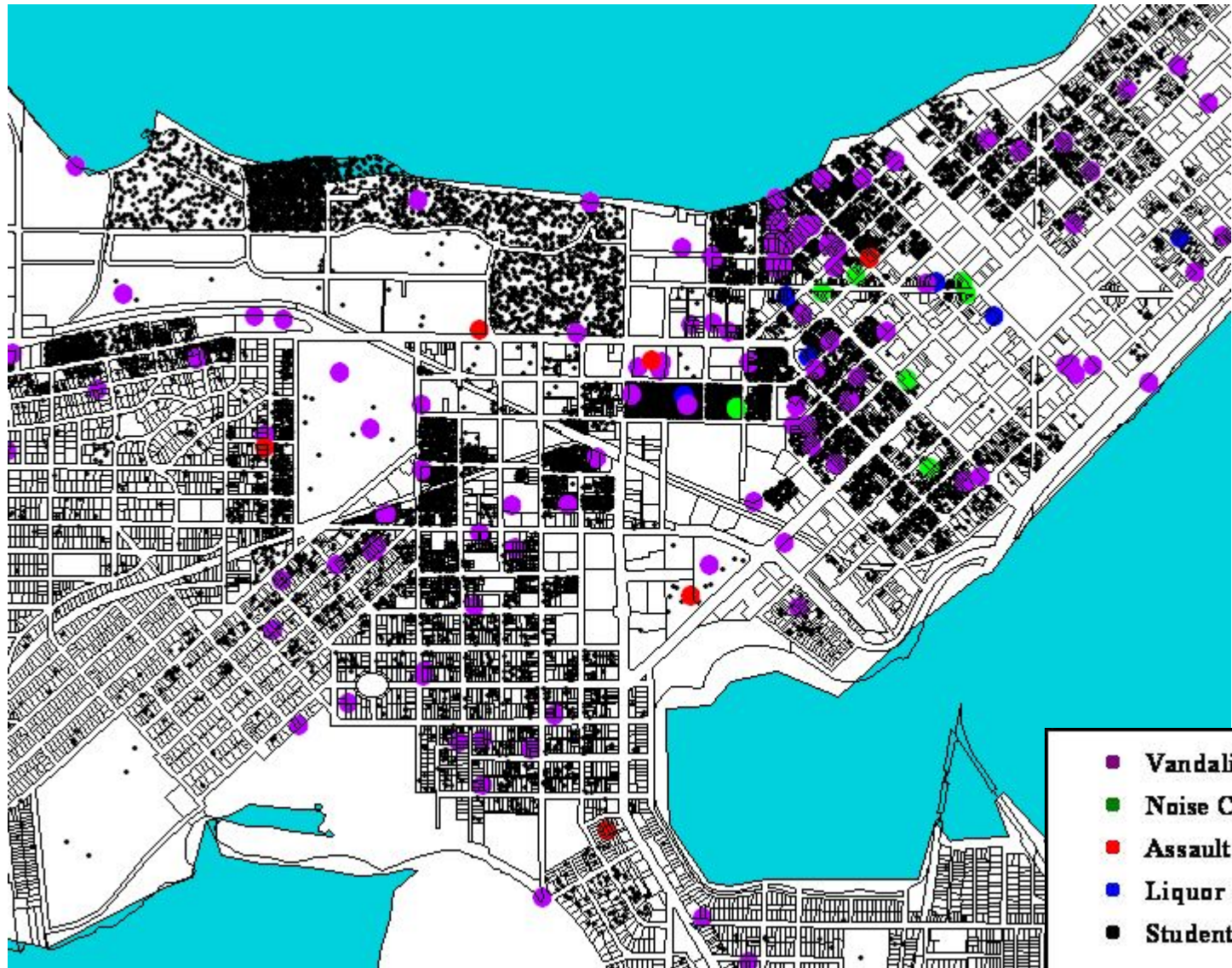
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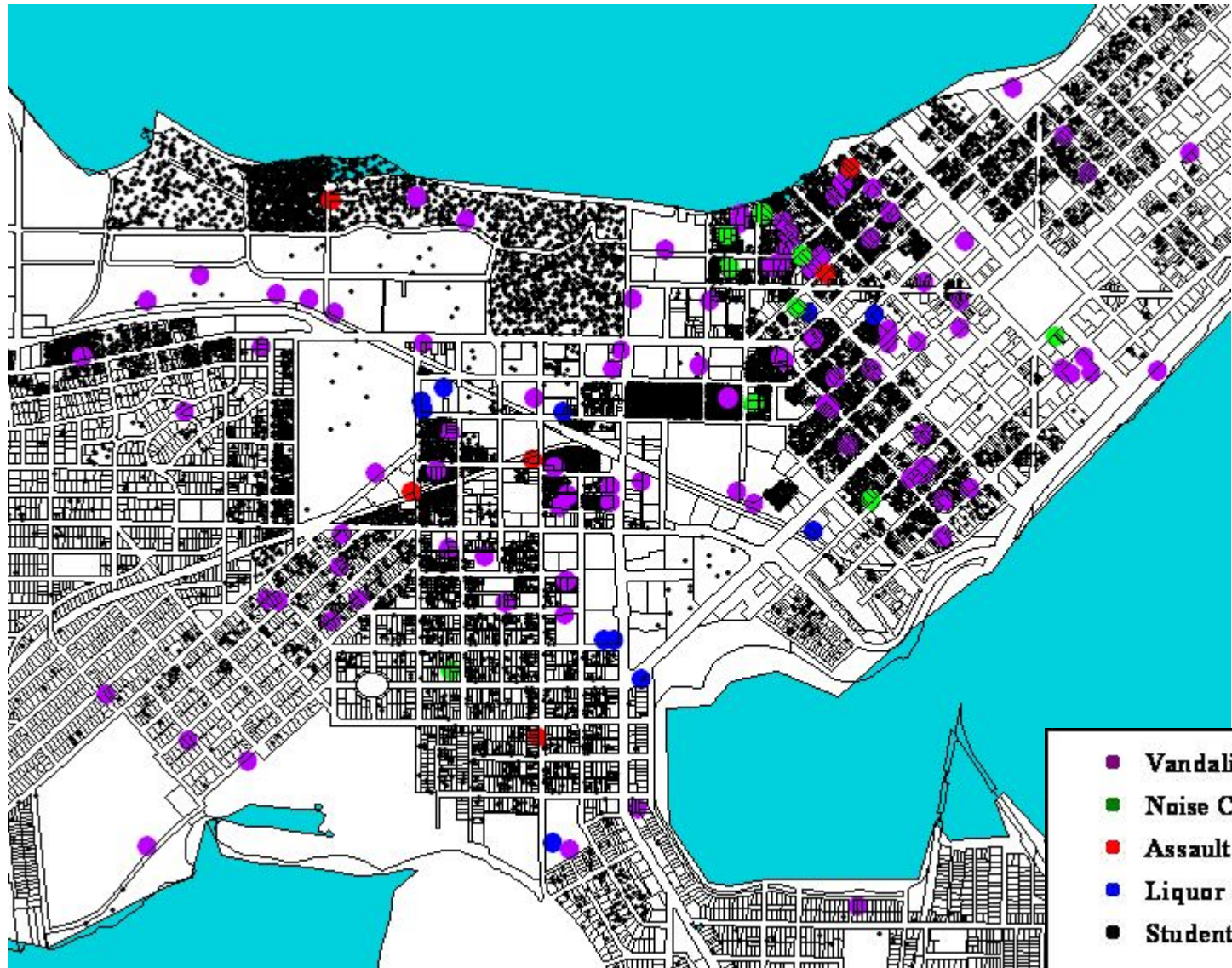
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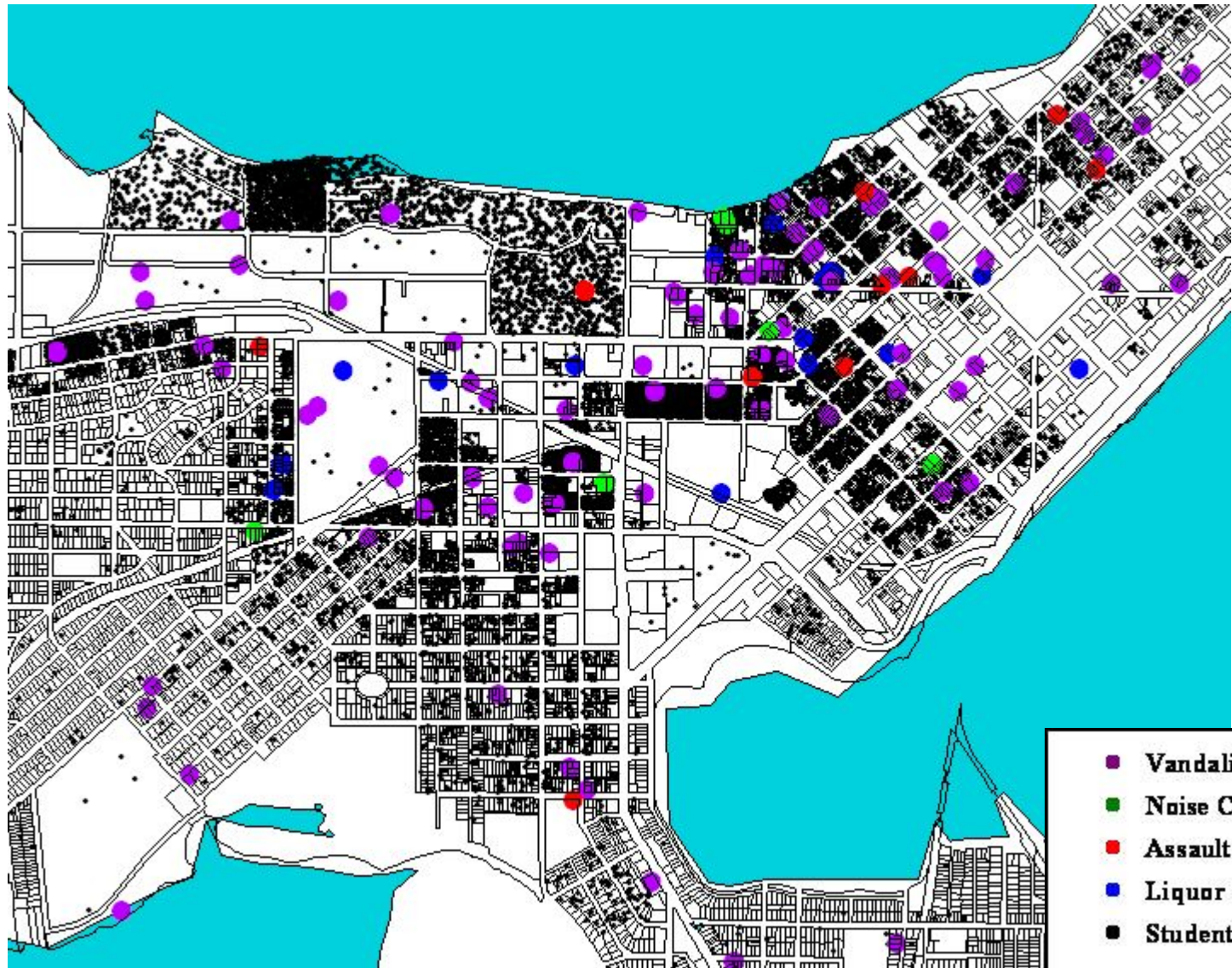
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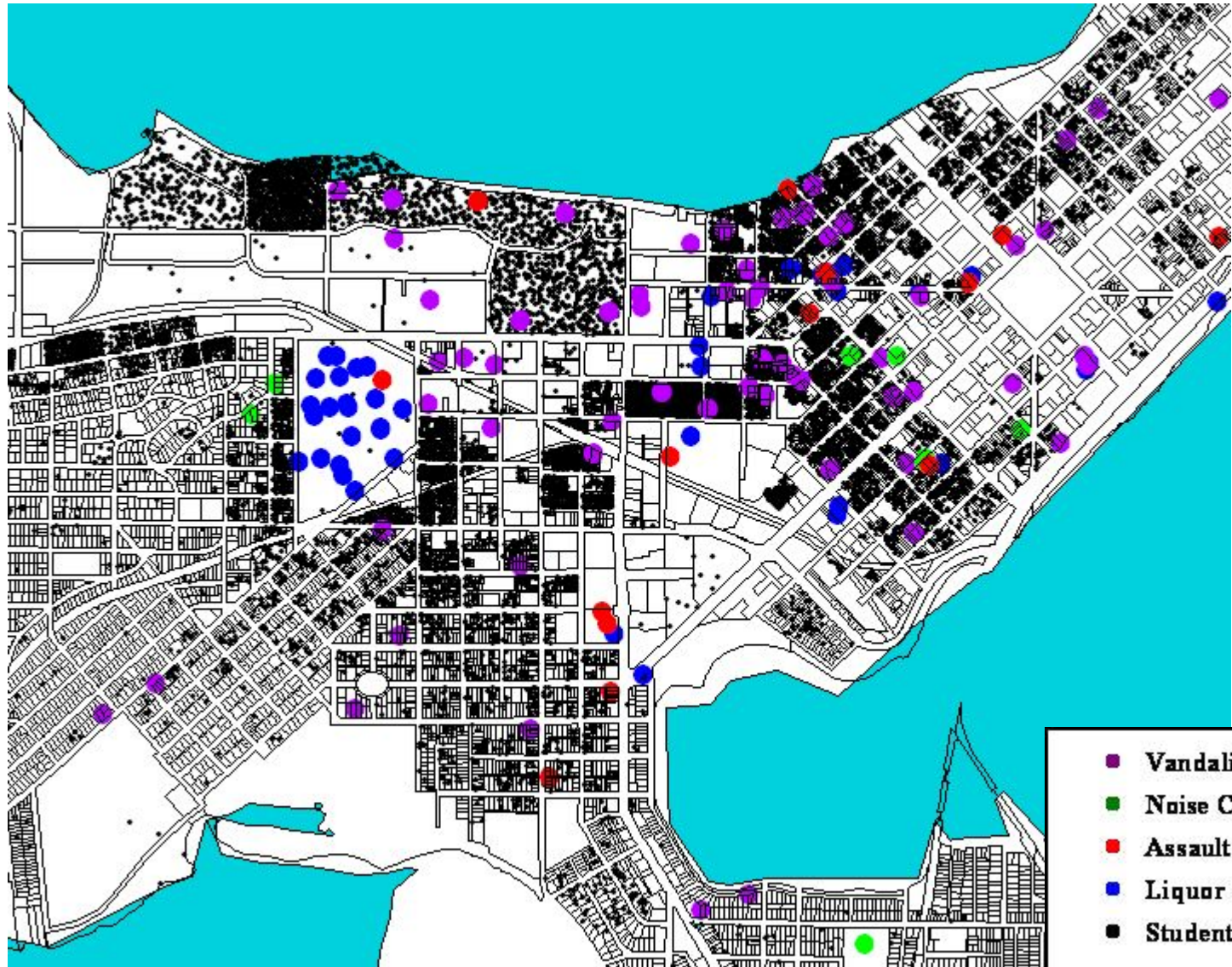
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Laws about Environmental Change

- Change happens slowly.
- Change in anywhere causes ripples throughout community “system.”
- Attempted change in any one factor is tempered by the stability of the entire “system.”
- If any one change is too abrupt or too large for a community, the change will be reversed.
- Change doesn't happen in an orderly, chain-reaction fashion; it's non-linear.

It bounces back and forth and skips around before entire “system” finds new stability containing the change.

Challenges

- Limited legislative leadership on the issue both on a state and local basis
- Lack of legislative tools (keg registration, drink special regulations, social host, etc.)
- High adult binge drinking rates in general population
- Party School rankings--our reputation remains, despite dropping off Princeton Review's Top 20 this year



If you want to get involved:

<http://pace.uhs.wisc.edu>

265-5231

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