Adding to Your Super Hero Toolbelt

Using Multi-Tiered Prevention Strategies

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Learning Outcomes

★ Use a social ecological framework to evaluate your current programs

★ Consider new ideas to address multiple dimensions of campus

★ Learn how to develop a multi-tiered strategy to address a key risk factor or targeted behavior related to health behavior on campus.
About UNCW

• 20+ Years Commitment to AOD Prevention
• Director-level position, plus two staff and 6 campus peer educators
• Policy & enforcement valued
• AOD understood as endemic problem needing a long-term approach
• Conducive cultural values: collaboration, relationships, innovation
What is a Social Ecological Framework?
What is a Social Ecological Framework?

★ **Individual**: attitudes, beliefs, and knowledge

★ **Group**: norms, communication, and relationships of groups or social networks

★ **Institutional**: Include rules, messages, and cultures within the organization

★ **Community**: Include community organizations, activities, and campaigns

★ **Policy**: The rules, regulations, and laws that govern the environment
What is happening on your campus?

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<th>Social Ecological Framework</th>
<th>Current Efforts</th>
<th>New Target Strategies</th>
<th>Changes to Support Target Strategies</th>
<th>Evaluation</th>
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Individual Interventions

- Freshmen Seminar Classes
- Residence Hall Programs
- Individual Consultations
- Passive and Active Information Programs
- Orientation Programs
- Judicial Sanction Education
Group Interventions

- Greek New Member Education
- Greek Chapter Presentations
- Sport Club presentations
- Other student organizations
Institutional Interventions

- Social Norms Campaigns
- Awareness Weeks/Months
- Learning Communities/Living Floors
- Campus-wide speakers and events
- Attractive alternatives – UNCWeekends, ACE, movies, etc
Other Interventions

• **Community**
  
  Campus Community Coalition
  Advocacy on advertising, drink specials, etc

• **Policy**
  
  Strong policies
  Enforcement of policies by campus police, RAs, etc
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What do we mean by multi-tiered?

- Interventions along the social ecological framework
- Targeting the same mediator/risk factor
- Creates synergy
- Strong saturation
Finding your focus

- Hunches
- Campus-specific problems
- Incidents
- Responding to funding
The Goals of Our Project

• To reduce the level of high-risk drinking and alcohol-related consequences among college men and women at UNCW.

• To create a climate in which the gender-specific risk factors for high-risk drinking and its consequences are identified and reduced.

• To challenge the cultural aspects of masculinity and femininity that perpetuate high-risk drinking.
Gender

Real Men... care.
2 of every 3 UNCW men take care of their friends when they've had too much to drink.

Men of '10
male leadership floor

UNCW Women
Eat, like math and use a condom.
Most UNCW women eat a full meal before drinking alcohol. They count how many drinks they have and they use safe sex practices - even under the influence.

Men's Leadership Summit

Most UNCW women take care of themselves.
Project Outcomes

• High-risk drinking:
  – reduced 18% for men, 14% for women.

• Targeted consequences cut:
  – Men driving after drinking
  – Women having unplanned or unprotected sex

• Protective strategies increased:
  – Eating a full meal before drinking
  – Watching out for a friend who had too much
Brainstorming Your Idea

★ What does your institutional value?
★ What gets students engaged with you?
★ What shifts the conversation away from what is expected/assumed about you?
★ Some ideas: student activism, athletic pride, honor code
Effective Prevention Strategies

What works?

★ Focus on healthy majority
★ Accurate, non-judgmental information
★ Realistic harm reduction strategies
★ Create a healthy environment to assist individuals in making healthy decisions
Effective Prevention Strategies

Where to look?

★ NIAAA: collegedrinkingprevention.gov

★ Alcohol & Other Drug Abuse & Violence Prevention: higheredcenter.gov

★ Healthy Campus 2010: www.acha.org/Info_resources/hc2010.cfm

★ Perspectives on Health Promotion: www.csupomona.edu/~jvgrizzell/