Fraternity & Sorority Values, Norms, and High-Risk Drinking: Facilitating Difficult Conversations

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Goals for Today

• describe the research and implementation of a small group norms intervention with clickers
• identify strategies and challenges of this intervention with fraternities and sororities
• discuss the evaluation process and evidence of effectiveness of this intervention
What is your primary role?

1. Substance Abuse Prevention
2. Counseling Services
3. Fraternity & Sorority Life
4. I do it all!
5. Health Education
6. Student Affairs Administrator
7. Something else
Were / Are you a member of a social fraternity or sorority?

1. Yes
2. No
## Intervention components at each level of the Social Ecological Framework (SEF)

<table>
<thead>
<tr>
<th>SEF Level</th>
<th>Interventions</th>
</tr>
</thead>
</table>
| **Intrapersonal**  | *Gender-specific prevention and harm reduction messages integrated into first-year academic seminars*  
|                    | One-day “Summit on Masculinity, Health, and Leadership”                       |
| **Interpersonal**  | “Men Advocating for Responsible Choices,” a men’s health advocacy student organization  
|                    | “Gender and Alcohol Peer Educators” peer facilitators  
|                    | Peer-led single-sex small group norms interventions  
|                    | “Gender Encounter” facilitated discussion groups                               |
| **Organizational** | *Gender-based harm reduction alcohol education for all new fraternity and sorority members*  
|                    | Living-Learning Community about gender, alcohol, and health  
|                    | Men’s leadership floor in a residence hall                                     |
| **Community/Policy** | National expert speaker presentation on gender and alcohol  
|                    | Gender-based social norms campaign targeting descriptive and injunctive norms  
|                    | Advocacy to address gender-based advertising in Wilmington                     |

*Items in red:* most rigorously evaluated, findings included in model program application.
Model Program Grant Enhancements

1. First-Year Seminar Classes
   ▫ Enhanced classroom-based interventions with freshmen student athletes and academically high-risk students

2. Gender-based Social Norms
   ▫ Expand our gender-based social norms campaigns
   ▫ Small group interventions with sport clubs and fraternities & sororities

3. Gender-based Interventions for Adjudicated Students

4. Gender-specific “Half Time/Prime Time” programming in residence halls, capitalizing on informal single sex gathering times and spaces.
Small Group Norms Presentations

• Based on the model developed at the University of Washington (Barnatt, Far, Mauss, & Miller, 1996)

• Intact student groups receive information about their normative beliefs related to their group behavior

• Our adaption:
  ▫ Sparks discussion of gender-based attitudes and behaviors regarding alcohol use and connection to group’s values
  ▫ Includes normative feedback about use of protective strategies, attitudes towards intervening in alcohol poisoning and high-risk sexual situations, impact of abuse on chapter, and gender-specific risk factors
Most AOD / mental health professionals think...

1. Drinking is never a good thing to do.
2. Drinking is ok, but getting wasted is not.
3. Getting drunk occasionally is ok, as long as it doesn’t interfere with academics or responsibilities.
4. Getting drunk is occasionally is ok, as long as it only interferes sometimes.
5. Getting drunk frequently is ok, even if it interferes regularly.
1. Drinking is never a good thing to do.

2. Drinking is ok, but getting wasted is not.

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<th>Getting drunk frequently is ok, even if it interferes regularly</th>
</tr>
</thead>
<tbody>
<tr>
<td>0%</td>
<td>47%</td>
<td>53%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>
# Attitudes about Drinking

<table>
<thead>
<tr>
<th>Attitude</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Traditional</strong></td>
<td>Drinking is never a good thing</td>
</tr>
<tr>
<td></td>
<td>Drinking is ok, but getting wasted is not</td>
</tr>
<tr>
<td><strong>Moderate</strong></td>
<td>Getting drunk occasionally is ok, if it doesn’t interfere</td>
</tr>
<tr>
<td><strong>Permissive</strong></td>
<td>Getting drunk occasionally is ok, if it only interferes sometimes</td>
</tr>
<tr>
<td></td>
<td>Getting drunk frequently is ok, even if it interferes regularly</td>
</tr>
</tbody>
</table>
Why Fraternities and Sororities?

• “Perceived alcohol use by proximate peers independently explained about 30% of the variance in personal drinking... These effects were slightly more pronounced among students who more frequently socially interact with alcohol-using peers.” Yanovitzky, I., Stewart, L.P., & Lederman, L.C. (2006).

Our Data

• Fall 2009 Surveys
• 15 UNI 101 sections completed surveys in class
  ▫ n=288, 45% men, 55% women
  ▫ 100% first year students
• New Members completed surveys online
  ▫ n= 170, 64% women, 36% men
  ▫ 63% first year students, 25% sophomores
How often have you had 5 or more drinks in one sitting in the last two weeks?

![Bar chart showing the percentage of students who drank 5 or more drinks in one sitting in the last two weeks for Total, Men, and Women, categorized into Freshmen and New Members. The chart indicates that the percentage is higher for Men compared to Women, with Freshmen having slightly lower percentages than New Members.]
How many drinks do you typically have?

- 0 drinks: 23.7% (Freshmen) 4.8% (New Members)
- 1-5 drinks: 48.3% (Freshmen) 61% (New Members)
- 5+ drinks: 28.2% (Freshmen) 34.3% (New Members)
Academic Consequences

- Performed Poorly: 15.3
- Missed class: 38.6
- Class hungover: 25.1

Legend:
- Freshmen
- New Members
Consequences of alcohol use

- Argument/Fight
- Drove Under Influence
- Unprotected sex

<table>
<thead>
<tr>
<th>Activity</th>
<th>UNI Men</th>
<th>Greek Men</th>
<th>UNI Women</th>
<th>Greek Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Argument/Fight</td>
<td>18</td>
<td>31</td>
<td>13</td>
<td>21</td>
</tr>
<tr>
<td>Drove Under Influence</td>
<td>7.8</td>
<td>9.6</td>
<td>9.6</td>
<td>10.9</td>
</tr>
<tr>
<td>Unprotected sex</td>
<td>10.9</td>
<td>3.1</td>
<td>3.1</td>
<td>3.1</td>
</tr>
</tbody>
</table>
Demonstrate intervention
Perception v. Reality

- In this presentation, we’re going to be looking at perceptions about alcohol and how your chapter feels and behaves.

- You will see your brothers’ answers instantly.

- Feel free to be honest – your answers are anonymous!
What are the values of (your fraternity)?
What have you done this week that demonstrates these values?
What is the best food to eat before drinking?

1. Bread or pasta
2. Cheese pizza
3. Cheeseburger
4. Salad
How does food help?

• Nothing “absorbs” the alcohol – it stays in your stomach

• Food gives your body fuel to process alcohol

• Protein stays in your stomach longer and helps digest alcohol

• Food reduces your risk of vomiting, blackouts, alcohol poisoning, and hangovers
Is it OK to drink a little if you are the Designated Driver?

1. Yes
2. No
3. It depends
How risky is...

• Some behaviors are more likely to lead to negative consequences than others.

• “Healthy” drinkers make decisions that involve lower risk.

• What would increase the risks?

• What would decrease the risks?

• What are the risks for the chapter?
How risky is... drinking heavily on Thursday night if you have classes on Friday?

1. Low risk
2. Moderate risk
3. High risk

- Low risk: 3%
- Moderate risk: 47%
- High risk: 50%
Drinking impacts academic performance, class attendance and reported stress level.
How risky is mixing energy drinks and alcohol?

1. Low risk
2. Moderate risk
3. High risk
Stimulants & Alcohol

5 Hour Energy: 138mg/2oz
Monster/Rockstar: 160mg/16oz
No-Doz: 100mg/pill
Red Bull/Amp: 75-80mg/8.5oz
Coffee: 60-80mg/8oz
Mt. Dew: 37mg/12oz
Coke/Pepsi: 23mg/12oz

- Stimulants = energy drinks, cocaine, Adderall, Ritalin, meth
- Combined effect is worse than either drug alone
- Stimulant masks the effects of alcohol
- Increased risk of alcohol poisoning, dehydration, bad hangover, and heart attack
- 4Loko & Joose = 686 calories + caffeine + 12% alcohol
Have you ended a night early to take care of a brother who had too much to drink?

1. Often
2. Sometimes
3. Never
How risky is buying a shot for a new member?

1. Low risk
2. Moderate risk
3. High risk
How risky is...
using a fake ID to drink at a Fraternity function?

1. Low risk
2. Moderate risk
3. High risk
How risky is... buying drinks for a girl who is clearly drunk?

1. Low risk
2. Moderate risk
3. High risk
How risky is... sex under the influence?

1. Low risk
2. Moderate risk
3. High risk
If I’m leaving with a girl who is way too drunk, I want my brothers to...

1. Call me in the morning
2. Make sure I have a condom
3. Tell me if the girl is sketchy
4. Keep me from going home with her
Is it ok to use Marijuana at a (fraternity) after party?

1. No way
2. Not really, but I probably wouldn’t say anything
3. Maybe, it depends
4. Only if you have enough to share
Could the alcohol or drug use of some of my brothers hurt the chapter?

1. Yes
2. Maybe
3. No
Challenges & Tips

• Getting invited to present to chapters = persistence and using your social capitol (and $$)
• Demonstrate to chapter leaders (Presidents’ retreat)
• Learn the culture and lingo in order to be relevant
• Tailoring presentation for each group
• Facilitation skills
  ▫ Balancing being fun and nonjudgmental with taking the issues seriously
  ▫ Asking the right questions to appropriately challenge and encourage “silent majority” to speak up
  ▫ Using peer educators?
• Logistics of data collection and clickers
What chapters say:
Is it ok for a member of your chapter to use marijuana at an after-party?

<table>
<thead>
<tr>
<th>Men</th>
<th>Women</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>41%</td>
<td>49%</td>
<td>No way</td>
</tr>
<tr>
<td>22%</td>
<td>27%</td>
<td>Not really, but I probably wouldn’t say anything</td>
</tr>
<tr>
<td>5%</td>
<td>12%</td>
<td>Maybe, it depends</td>
</tr>
<tr>
<td>32%</td>
<td>12%</td>
<td>Only if you have enough to share</td>
</tr>
</tbody>
</table>
Research Project

- September 2009 to November 2010
- Pre-test completed before the presentation, post-test completed approximately 30 days after, during their regular meetings.
- n=345 students
  - 4 sorority chapters and 8 fraternity chapters
  - 75 men and 110 women completed both (Fall 2009)
- Measured:
  - Quantity and frequency of alcohol and marijuana use
  - Perceptions of campus drinking
  - Use of protective strategies and related consequences
Men: Drove Under the Influence

Last 30 Days

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Pre-Test</th>
<th>Post-Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>79.7</td>
<td>85.7</td>
</tr>
<tr>
<td>Once</td>
<td>10.9</td>
<td>9.3</td>
</tr>
<tr>
<td>Twice</td>
<td>5.1</td>
<td>3.3</td>
</tr>
<tr>
<td>3-5 times</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>6-9 times</td>
<td>0.8</td>
<td>0.3</td>
</tr>
<tr>
<td>10+ times</td>
<td>0.5</td>
<td>0.3</td>
</tr>
</tbody>
</table>
Men: Had a Hangover

Last 30 Days

None | Once | Twice | 3-5 times | 6-9 times | 10+ times

Pre-Test: 19 | 24.3 | 21.3 | 25.6 | 6.8 | 3
Post-Test: 20.9 | 22.5 | 21.9 | 5.6 | 1.3 |
Men: Played Drinking Games

**Last 30 Days**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Pre-Test</th>
<th>Post-Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>27.8</td>
<td>27.8</td>
</tr>
<tr>
<td>Once</td>
<td>8.9</td>
<td>16.1</td>
</tr>
<tr>
<td>Twice</td>
<td>6.3</td>
<td>15.2</td>
</tr>
<tr>
<td>3-5 times</td>
<td>24.2</td>
<td>24.2</td>
</tr>
<tr>
<td>6-9 times</td>
<td>19.4</td>
<td>19.4</td>
</tr>
<tr>
<td>10+ times</td>
<td>17.7</td>
<td>17.7</td>
</tr>
</tbody>
</table>

Legend:
- **Pre-Test**
- **Post-Test**
Women: Average number of drinks per occasion

Last 30 Days

<table>
<thead>
<tr>
<th>Drinks per Occasion</th>
<th>Pre-Test</th>
<th>Post-Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>3.1</td>
<td>0.4</td>
</tr>
<tr>
<td>1 or 2</td>
<td>7.8</td>
<td>2.5</td>
</tr>
<tr>
<td>3</td>
<td>12.9</td>
<td>2.4</td>
</tr>
<tr>
<td>4</td>
<td>16.8</td>
<td>3.1</td>
</tr>
<tr>
<td>5</td>
<td>22</td>
<td>7.5</td>
</tr>
<tr>
<td>6 or 7</td>
<td>21.7</td>
<td>2.5</td>
</tr>
<tr>
<td>8 or 9</td>
<td>20.4</td>
<td>2.4</td>
</tr>
<tr>
<td>10 to 14</td>
<td>24.8</td>
<td>3.1</td>
</tr>
<tr>
<td>15+</td>
<td>23.5</td>
<td>0</td>
</tr>
</tbody>
</table>

The bar chart shows the average number of drinks per occasion for women last 30 days, comparing Pre-Test and Post-Test data.
Women: Played Drinking Games

Last 30 Days

None | Once | Twice | 3-5 times | 6-9 times | 10+ times
--- | --- | --- | --- | --- | ---
Pre-Test: 17.4 | 17.4 | 17.8 | 25.6 | 6.2 | 1.9
Post-Test: 28.6 | 21.7 | 19.9 | 26.7 | 5.6 | None
Women: Attended Class Drunk or Hung Over Last 30 Days

- None: 52.3% (Pre-Test) vs. 58.4% (Post-Test)
- Once: 25.6% (Pre-Test) vs. 24.2% (Post-Test)
- Twice: 14% (Pre-Test) vs. 12.4% (Post-Test)
- 3-5 times: 7% (Pre-Test) vs. 5% (Post-Test)
- 6-9 times: 0.8% (Pre-Test) vs. 0% (Post-Test)
- 10+ times: 0.4% (Pre-Test) vs. 0% (Post-Test)

Pre-Test vs. Post-Test comparison.
Women: Driven Under the Influence

Last 30 Days

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Pre-Test</th>
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</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>85.3</td>
<td>86.3</td>
</tr>
<tr>
<td>Once</td>
<td>9.7</td>
<td>9.3</td>
</tr>
<tr>
<td>Twice</td>
<td>3.9</td>
<td>4.3</td>
</tr>
<tr>
<td>3-5 times</td>
<td>0.8</td>
<td>0</td>
</tr>
<tr>
<td>10+ times</td>
<td>0.4</td>
<td>0</td>
</tr>
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</table>

Pre-Test vs Post-Test
Qualitative Evaluations

- Informal feedback prompted a survey sent to chapter leaders

- “Thank you so much for your time but I honestly can say that I have seen a decline in drinking and driving since you presented and there is not a thank you enough for that. Just wanted to let you know that you do impact people with your presentations. Even Frat Boys.”

- “Thank you so much for coming to talk to us tonight. After you left the chapter had a real positive conversation about what we really need to look out for and possibly change as a whole. So thank you for that push!”
Since the presentation, my chapter has... 

- 54.55% Talked about the information further
- 63.64% Had additional conversations about risk management
- 45.45% Had additional conversations about alcohol and drug use
- 63.64% Had additional conversations about our reputation on campus
- 27.27% Talked to a member about their use informally
- 9.09% Formally sanctioned a member because of their alcohol or drug use
Since the presentation, my chapter seems to...

• 54.55% Be more responsible when they drink
• 45.45% Encourage new members to make healthier decisions regarding alcohol or drug use
• 54.55% Put less pressure on each other to drink
• 72.73% Say something more often when a brother/sister is making a decision they might regret
Leaders described the presentation as...

- 81.82% Interesting
- 72.73% Informative
- 54.55% Non-judgmental

“It is a good decision to have CROSSROADS talk to the chapter so it can start a dialogue between members.”

“They did a great job providing us with information while being non-judgmental about our social and drinking habits.”

“The presentation was very effective and great for the chapter!” “I would suggest it. It is something that each chapter has to know.” “Very informative and helpful.”
What was the most important thing your chapter learned?

- “How bad four loko is for you” “Not to mix energy drinks and alcohol!”
- “How not to pressure one another to drink or abuse substances”
- “How to be smart while drinking.”
- “I definitely learned a lot about the dangers of alcohol. I mean of course I knew that when used in moderation it would be okay but I learned some helpful tips to make sure myself and my sisters are safe.”
- “To make sure that other brothers are responsible when they choose to drink.”
Resources

• Rebecca Caldwell: caldwellr@uncw.edu
• Aimee Hourigan: hourigana@uncw.edu

• For more clicker info & presentations:
  ▫ www.yourstrategy.org/clickers.html
  ▫ www.turningtechnologies.com