College Drinking in Maryland
What’s happening and what works!

Frostburg State University
Presented by: Jesse M. Ketterman, Jr., PhD
Correlations: Studying vs. Drinking Alcohol

- Hours Spent per Week
  - Studying: 8.7
  - Drinking Alcohol: 10.2

- Percentage Studying 6+
  - 1987
  - 2001
  - 2009

N=30, 183 first-year students (drinkers only)

50% of students who drink spend more time drinking than studying

Source: Babcock and Marks (2009), AlcoholEdu
Comprehensive Environmental Strategies

Prevention

Engagement

Deterrence

Made by a couple geniuses who want your money or want you to get drunk so they can take advantage of you.
FSU Aim Statement

Frostburg State University will establish a culture that actively supports, educates, and empowers students to make healthy choices about alcohol consumption, while engaging the university community with innovative, evidence-based, student-driven alcohol awareness and prevention programs.

Through meaningful endeavors and intentional initiatives, Frostburg State University will reduce its current binge drinking rate (43% as measured by the 2009 Core Survey) by 25% to a binge drinking rate of 32% within 4 years as measured by the 2015 Core Survey.
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FSU’s NCHIP Team is currently tackling 21 different strategies that promote our aim of reducing high risk drinking.

- More efforts are being reviewed and vetted as we continue to move forward.
Perceptions of the Number of Patrols
Fall vs. Spring

- 2+ Per Night
- 1/2 Per Night
- 1/2 Per Week
- 1/2 Few Weeks
- No Patrols

Frostburg State University
PDSA – GIS Mapping

Frostburg Rental Housing
Compare Registered Rentals and Student Violations

Violations
MAP LEGEND ▼

Rental Housing
MAP LEGEND ▼

122 S Grant St
Status: Data Import
MaxOccup: 0
YearBuilt: 2004
NextInspect: 2012

122 S Grant St
Zoom to

Address: 166 Bowery
Date: 22 Sep 2011
Violation: noise warning
Zoom in

[Map and data points]
NOBODY LIKES A SLOPPY ZOMBIE.

When Out in the Burg...
...Avoid Carrying This:

So you don’t have to sign this.

IF YOU CHOOSE TO CONSUME ALCOHOL...

1. BEWARE OF THE ALCOHOL CONTENT IN YOUR DRINK.
2. PACE YOURSELF AND LIMIT YOUR NUMBER OF DRINKS...
   BEING WASTED CAN GET SCARY.
3. DON’T BE AN ANGRY GHOUL - RESPECT ALL.
Students:
We hope your semester is off to a great start. I would like to take a very brief moment to remind you to enjoy this great time in your life. As you attend classes, study, and connect with new and old friends, please be mindful of the choices you make that can have a significant impact on your future. Here are a few quick tips:
• 1 out of 3 FSU students aren’t consuming alcohol regularly. Not everyone’s doing it.
• If you choose to go out, avoid carrying an open container (cup, can, or bottle) in any public space including streets, alleys, and sidewalks. You’re inviting the police to stop you.
• Selling alcohol (charging to get in your house) or providing alcohol to minors is illegal. You could be fined up to $2,500 by the State of Maryland and suspended from the University.
• If you are cited off-campus for any violation of law, the University will hold you accountable in a separate proceeding from the courts.
• In spite of recent developments in other states, marijuana remains a criminal violation of law in Maryland. Imagine trying to explain an arrest to future employers and your parents.
College can be a great time for you. Remember to focus on your priorities and work toward accomplishing goals daily.
Priorities of the Frostburg Community Coalition:

- Decrease underage drinking in the Frostburg community
- Decrease young adult binge drinking

Intermediate Objectives:

- **Social/Community Norms:** Decrease the social access of alcohol to underage persons through off-campus house parties and rural drinking locations
- **Social Availability:** Shift the culture surrounding alcohol consumption in the off-campus neighborhoods and the outlying rural areas
- **Enforcement and Adjudication:** Deter underage and binge drinking in the neighborhoods surrounding FSU through increased law enforcement efforts and increased Code of Conduct penalties
- **Retail Availability:** Decrease alcohol availability to underage persons and promote responsible alcohol service through enforced regulations within alcohol establishments
Retail Availability

Not Cool.

Public Urination could be embarrassing and costly:

$125 fine

... and, it’s just nasty.
Challenges:

- Persistent culture of drinking on college campuses with the intention of getting “drunk” versus “social” drinking
- Perceived lack of consequences from the judicial side for getting an alcohol citation
- Sophistication of today’s student in evading responsibility and detection (black-out windows, invitation only affairs, designated door security, and groups intentionally “rolling parties” from location to location on different nights)
- High intoxication rate of students consuming grain alcohol and other hard liquors from pre-gaming
- Entrepreneurial characteristics of small groups of students who are renting older, larger houses
- Low-cost drink specials and super-sized, super-charged drinks at some college bars
Lessons Learned

- Leadership commitment is key
  - And must be communicated throughout the University
- Building a team with diverse strengths
  - Achievers, Collaborators, and Activators
- Research must always inform and sustain our practices
- Be aware of the unique nature of your environment
- Intentional rapid-cycling allows our team to try new initiatives without a long-term commitment
- Financial resources must be allocated
- Address binge drinking with a comprehensive strategy
- Success is earned through partnerships (University, City, Law Enforcement)
- Perseverance, persistence, and patience
The Data

Current Instruments Used In Measurement

- CORE Survey
- National College Health Assessment (NCHA)
- AlcoholEdu
- Student conduct statistics (on/off campus)
- Medical transport data
- PDSA (Learning Collaborative Efforts)
Frostburg’s Core Survey Results

2 Week Binge Drinking Rate

- 2006: 54%
- 2009: 43%
- 2012: 41%

FSU
National Avg
Students Reported Drinking 5 or More Drinks in one Setting

- Our **NCHIP** data binge drinking rate average for 2011-12 is **41%**
- Our **CORE 2012** results indicate our average student binge drinking rate of **41%**
Here’s where it ends...
Don’t Sidetrack Your Goals...

...by participating in high-risk drinking. You have huge plans for your life.