College Drinking in Maryland: What’s Happening and What Works

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THE MARYLAND COLLABORATIVE
TO REDUCE COLLEGE DRINKING AND RELATED PROBLEMS
UNDERSTANDING THE PROBLEM
Understanding the Problem

Annual National Snapshot of Problems related to college drinking

1825 alcohol-related deaths
599,000 unintentional injuries
696,000 assaults
97,000 sexual assaults/date rape
150,000 alcohol-related health problems
400,000 students having unprotected sex
3,360,000 students driving under the influence
Understanding the Problem

Annual National Snapshot of Problems related to college drinking

25% Students reporting an alcohol-related academic problem

11% Student drinkers reporting damaging property while under the influence

19% Students meeting criteria for alcohol abuse or dependence
On average, college students drink more than their non-college attending peers

“Binge” alcohol use among 18-22 year olds, national data

Understanding the Problem
Alcohol use is associated with short- and long-term academic difficulties during college

Understanding the Problem

Alcohol Use

Drug Use

Mental Health

Intermediary Processes

- Skipping Class
- Less Studying Hours
- Decreased Motivation
- Poor Quality/Less Sleep
- Cognitive Problems

Short-term Manifestations

- Declining GPA
- Dropping Classes
- Lost Opportunities (internships, work, special studies)

Long-term Outcomes

- Delayed Graduation
- Failure to Graduate
- Attenuation of Goals
- Lack of Readiness for Employment
- Underemployment

Alcohol consumption affects brain development.

Younger individuals are more vulnerable to the adverse neurobiological effects of alcohol use.
Understanding the Problem

A substantial proportion of first-year students arrive on campus as heavy drinkers

Alcohol Quantity
(drinks consumed per drinking day)

- None
- 1 to 2
- 3 to 5
- More than 6

26% High-risk
40% Medium-risk
12.4% Low-risk

Annual Prevalence of Alcohol Abuse and Dependence among College Life Study Participants, by Age

Source: The College Life Study. Not to be shown or redistributed without written consent from Amelia M. Arria, PI.
Community-level problems

- Noise
- Nuisance
- Vandalism
- Student safety
- Health care costs/burden
- Law enforcement costs/police calls for service
- Town-gown relationships
- Violence
- Drinking-driving
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The Planning Year

• Listening, learning
• Guide to Best Practices
• Statewide Conference
• Governance Council of college Presidents
• Assessment of and Report on College Drinking in Maryland
Assessment

- Conducted assessments with
  - 38 colleges and universities
  - 4 Community Coalitions
Assessment (continued)

• Comparison of college attending vs. non-college attending peers in Maryland (from the NSDUH)

• Web-based search on alcohol-related campus policies

• Review of administrative data

• Total of 42 Maryland colleges and universities
WHAT’S HAPPENING
Maryland colleges see a connection between student alcohol use and other problems, including:

- Assaults
- Injuries
- Lack of motivation
- Sexual Assaults
- Noise violations
- Unsafe sex
- DUI’s
- Sleep disruption
- Hospitalization
- Drug use
- Theft
- Dropping out of college
- Vandalism
- Lower grades
- Fights
- Public urination
- Students passed out on street
- Overcrowded parties
Maryland colleges

• Every residential college in Maryland addresses college drinking.

• Most non-residential colleges acknowledge that although they see little evidence of alcohol problems on campus, they don’t have the data to know where it is a problem for their students.
General Findings

- 63% of 4-year campuses and 36% of 2-year campuses have a “task force, coalition, or working group”
- Evidence-based practices used inconsistently
- The desire exists to learn more to improve existing approaches.
- Training gaps have been identified.
- The methods being used to measure alcohol use and related problems vary widely.
Number of Alcohol-related Incidents reported by 4-year IHEs in Maryland, 2009-2012*

<table>
<thead>
<tr>
<th>Type of Incident</th>
<th>Number of Colleges reporting</th>
<th>Number of Incidents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alcohol use/violations</td>
<td>4</td>
<td>1893</td>
</tr>
<tr>
<td>Ambulance transports</td>
<td>13</td>
<td>470</td>
</tr>
<tr>
<td>Arrests</td>
<td>5</td>
<td>240</td>
</tr>
<tr>
<td>Citations</td>
<td>5</td>
<td>379</td>
</tr>
<tr>
<td>Alcohol-related deaths</td>
<td>11</td>
<td>0</td>
</tr>
<tr>
<td>Drunk driving cases</td>
<td>8</td>
<td>147</td>
</tr>
<tr>
<td>Emergency department visits</td>
<td>2</td>
<td>39</td>
</tr>
<tr>
<td>Assaults</td>
<td>9</td>
<td>127</td>
</tr>
<tr>
<td>Residence hall complaints</td>
<td>7</td>
<td>1923</td>
</tr>
<tr>
<td>Disciplinary actions</td>
<td>12</td>
<td>3261</td>
</tr>
</tbody>
</table>

* Not all colleges provided data for all years
Number of schools (by type) that reported a way to measure and collect data around problems related to alcohol

<table>
<thead>
<tr>
<th>Methods</th>
<th>4-Year (Public) n=12</th>
<th>4-Year (Private) n=12</th>
<th>2-Year n=14</th>
</tr>
</thead>
<tbody>
<tr>
<td>CORE survey</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>NCHA survey</td>
<td>4</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Home-grown survey</td>
<td>1</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>Judicial/disciplinary/incident statistics</td>
<td>9</td>
<td>8</td>
<td>7</td>
</tr>
<tr>
<td>Self-report</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>NCHIP survey</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Online program</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>No method</td>
<td>1</td>
<td>1</td>
<td>4</td>
</tr>
</tbody>
</table>
When a student is identified, are evidence-based interventions available?

<table>
<thead>
<tr>
<th>Type of Interventions Available</th>
<th>4-Year n=24</th>
<th>2-Year n=14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evidence-based individual interventions</td>
<td>38%</td>
<td>7%</td>
</tr>
<tr>
<td>Peer-education only</td>
<td>8%</td>
<td>14%</td>
</tr>
<tr>
<td>The remaining do not offer individual interventions</td>
<td>21%</td>
<td>71%</td>
</tr>
</tbody>
</table>

3 out of the 9 schools (4-year) that have evidence-based interventions do not provide further evaluation/ referral to treatment either on- or off-campus.
### When are Parents Involved?

<table>
<thead>
<tr>
<th>Parent Involvement</th>
<th>4-Year n=24</th>
<th>2-Year n=14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personnel available to speak with parents about strategies</td>
<td>15</td>
<td>3</td>
</tr>
<tr>
<td>Mailing to parents when students enroll as a first-year student</td>
<td>9</td>
<td>0</td>
</tr>
<tr>
<td>Orientation session for parents lasting one hour or less</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td>Orientation session for parents lasting more than one hour</td>
<td>7</td>
<td>0</td>
</tr>
<tr>
<td>Parent-focused website (unsure how often updates are made)</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>Mailings to parents more than once a year</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>Parent-focused website that is updated with new information on alcohol prevention strategies at least twice a year</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>Mailings to parents once a year</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>
When are Parents Notified?

<table>
<thead>
<tr>
<th>Parent Notification</th>
<th>4-Year n=24</th>
<th>2-Year n=14</th>
</tr>
</thead>
<tbody>
<tr>
<td>After alcohol-related violations</td>
<td>13</td>
<td>7*</td>
</tr>
<tr>
<td>Only after alcohol-related ambulance transport</td>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td>Do not notify</td>
<td>5</td>
<td>6</td>
</tr>
</tbody>
</table>

*Parental notification for alcohol-related violations at 2-year schools are mostly for those under 18 or if it meets FERPA guidelines of a “health and safety” issue
Does your school have written policies that require any of these items for on-campus events (i.e., athletic events, receptions, dances, concerts, homecoming celebrations, fine arts events, etc.)?  
*Note: dry institutions were excluded from analysis
Are there policies in place prohibiting campus media from accepting alcohol ads or promoting on-campus or off-campus events featuring alcohol?

Policies prohibiting alcohol ads in campus media

- 4-Year
- 2-Year
Does your school work with local law enforcement to conduct compliance checks of retail alcohol establishments in your community to monitor alcohol sales to underage patrons?

- Yes, we actively work with local law enforcement to conduct compliance checks of retail alcohol outlets.
- Local law enforcement regularly conducts compliance checks, but the university is not involved.
- We are planning compliance checks with local law enforcement, but they have not been conducted yet.
- We have held discussions with local law enforcement about compliance checks, but have not yet taken action.

2 Year | 4 Year
Has your school worked with advocacy groups or local or state authorities to place restrictions on the number of retail alcohol outlets or liquor licenses available in your local community?

- Yes, we have successfully worked with local authorities to place restrictions on the number of retail alcohol outlets.
- We are planning restrictions on retail alcohol outlets with local law enforcement, but they have not been conducted yet.
- We have held discussions with local law enforcement about reducing alcohol outlets, but have not yet taken action.

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**Chart:**
- **No:**
  - 2 Year: 20
  - 4 Year: 10

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**Legend:**
- 2 Year
- 4 Year
Has your school worked with advocacy groups or local or state authorities to increase the price of alcohol in your community, through increasing excise or sales taxes or eliminating the practice of drink specials?

Yes, we have worked with advocacy groups or local or state authorities to increase the price of alcohol in our community.

We are planning efforts to increase alcohol prices with local or state authorities, but they have not yet been implemented.

We have held discussions with local law enforcement about increasing alcohol prices, but have not yet taken action.
5.28) Has your school worked with advocacy groups, local or state authorities, or retail alcohol outlets to mandatory responsible beverage service training policies for servers in your local community?

Yes, we actively worked with local authorities to establish mandatory responsible beverage service training policies for servers in our community.

Mandatory responsible beverage service training policies for servers is already practiced in our community, but the university is not involved.

We are planning mandatory responsible beverage service training policies for servers with local authorities or retail alcohol outlets, but training has not yet been conducted.

We have held discussions with local authorities or retail alcohol outlets about mandatory responsible beverage service training policies for servers, but have not yet taken action.
Challenges

Expectations
Challenges

Events
Challenges

Parents
Challenges

Financial
Data
Institutional
Tradition
Challenges

Off-campus Availability

- Off-campus house parties and friends
- Neighborhoods with a high density of alcohol outlets
- Fake IDs
- Problem outlets
What Works
College Alcohol Systems Model

Adapted from McLeroy et al. 1988 by Toomey et al., U. of Minnesota
Overall Philosophy:
Focus on system-wide solutions

- Reducing college drinking is a shared responsibility
- Consistently enforced policies
- Consistent message
- Evidence-based programs, policies and practices
- Strategic plan
Ideal interventions with high-risk drinkers

- ID high-risk students
- A roadmap to follow once a problem is found
- Training for key personnel
- Appropriate parental involvement
- Standardized method of measuring alcohol use and related problems
Ideal interventions for alcohol environment

• Alcohol is “not an ordinary commodity.”

• Alcohol marketing

• Alcohol pricing

• Alcohol availability

• Alcohol promotions
Frieden pyramid in action: alcohol

**Smallest Impact**
- Alcohol education and counseling, SBIRT
- Evidence-based treatment and other medical interventions
- Population-level access to treatment and SBIRT, strong media campaigns
- Remove dangerous products, e.g. AEDs; increase alcohol excise taxes; reduce alcohol outlets; restrict and reduce alcohol marketing

**Largest Impact**
- Reduce poverty
- Increase education and employment opportunities
- Improve human rights

**Little political will needed**
**Much political will needed**
YEAR TWO
The Maryland Collaborative

- Raise the profile of the problem, provide momentum, leadership
- Public health expertise and support
- Forum for sharing and support
- Funding opportunities
- Standard measurement tool
Year Two

Training and T.A.

- Strategic plan
- Interventions
- Student alcohol policies
- Measurement
Year Two

Environmental Strategies Best Practices

• Town-gown community coalitions
• Promotions including prices on and off-campus
• Proactive enforcement of laws
Year Two

Individual Strategies Best Practices

• System of screening and brief intervention
• Cognitive behavioral therapy
• Parents
Year Two

- Web-based Resource for Parents and Students
- Model statewide legislation
- Model local ordinance
There are many influences on college student drinking

Student

- Family history
- Personality
- Mental health
- Distorted expectations of consequences

Parent

- Expectations
- Vigilance
- Modeling
- Disapproval

Community

- Enforcement of Laws (e.g., false IDs, social hosting, nuisance)
- Alcohol availability
- Alcohol pricing
- Alcohol promotion

Campus

- Norms
- Policy enforcement
- Availability of resources
- Screening and intervention services

THE MARYLAND COLLABORATIVE
TO REDUCE COLLEGE DRINKING AND RELATED PROBLEMS
Multi-level approaches are necessary

- Universal Screening
- Personalized Interventions
- Parent Training
- Clearer and Enforced Policies
- Reduced Environmental Risk