

# ALCOHOL HARM REDUCTION PLAN

## 2013-2016

# WE'RE MAKING PROGRESS!

High-risk drinking is a serious public health issue being addressed on just about every college campus across the county. At the University of Iowa, student success is our top priority and we know that alcohol misuse jeopardizes success for far too many students. That is why we take a proactive, evidence-based, and comprehensive approach to alcohol harm reduction.

Our first Alcohol Harm Reduction Plan covered the period 2010-2013. We accomplished a great deal in a short period of time. The data below show progress toward our primary metrics of success from 2009 (pre-Harm Reduction Plan) through 2013, the last year of the 2010-2013 plan.

“The consequences of high-risk drinking jeopardize success for far too many college students, whether or not they choose to drink. Today’s students will be tomorrow’s leaders. Therefore we owe it to them, to their parents and to society to do everything we can to create a campus culture that promotes healthier choices around alcohol.

**OUR PLAN IS RESEARCH-BASED, IT’S COMPREHENSIVE,  
AND BEST OF ALL, IT’S WORKING.”**

**Sally Mason, University of Iowa President**

17%

Average number of students  
engaging in high-risk drinking  
decreased 17% from 2009 - 2013

20%

Average number of drinks  
consumed per occasion decreased  
20% from 2009 - 2013

25%

Average number of students  
drinking 10 or more days per month  
decreased 25% from 2009 - 2013

## OUR PROGRESS IS SOMETHING TO CELEBRATE BUT WE HAVE MUCH MORE WORK TO DO

Data from the National College Health Assessment<sup>1</sup> shows that, though they are improving at a faster rate than the national sample, UI students continue to drink more and experience more negative consequences than college students nationally. For continued progress, we must sustain our comprehensive campus-wide effort for many years to come.

1. American College Health Association-National College Health Assessment II: University of Iowa Executive Summary Spring 2013 available at <http://studenthealth.uiowa.edu/assets/2013-NCHA-Report2.pdf>.

# ALCOHOL HARM REDUCTION PLAN 2013-2016

The 2013-2016 University of Iowa Alcohol Harm Reduction Plan (AHRP) was developed with broad input from a multi-disciplinary group of faculty, staff and students who participate in the Alcohol Harm Reduction Committee, using data and the best available research to guide our decisions.

We know this is not just a student problem. For wide-spread and sustained change on this important public health issue, we need to do more than just educate students about making safer choices with alcohol. We need to decrease conditions on our campus and in our community that make high-risk drinking more likely and increase those conditions that make it less likely.

Research on effective practices in reducing high-risk drinking on college campuses points to a need for a comprehensive approach employing a wide range of strategies that simultaneously impact individual students, the campus as a whole, and the surrounding community. An effective plan must include educational and early intervention initiatives, policies that decrease easy access and availability of alcohol, strong and consistent enforcement of alcohol laws and campus policies, and changing messages students receive that suggest high-risk drinking is a normal or expected part of student life.

All tactics in the University of Iowa AHRP relate to evidence-based practices in student success and/or from the National Institute on Alcoholism and Alcohol Abuse (NIAAA) College Drinking Task Force recommendations for changing the culture of drinking at US Colleges<sup>2</sup>.

AHRP METRICS OF SUCCESS	2009	2011	2012	2013	Target 2013-16
Percent of students engaging in high-risk drinking in past two weeks	70.3%	64.5%	64.1%	58.7%	49%
Average number of drinks per occasion	7.43	6.39	6.26	5.92	4
Percent of students drinking 10 or more days per month	36.4%	30.4%	29.8%	27.4%	20%

"The University's **ALCOHOL HARM REDUCTION PLAN** continues to meet its goals of reducing negative consequences from drinking. At the end of the day, these initiatives exist to help students academically, physically, and socially and improve the holistic experience at the University of Iowa."

**Katherine Valde, University of Iowa Student Government President**

2. Task Force of the National Advisory Council on Alcohol Abuse. (2002). A Call to Action: Changing the Culture of Drinking at US colleges, NIH Publication No.02-5010, Bethesda, MD: National Institute of Alcohol Abuse and Alcoholism.

# UNIVERSITY OF IOWA

## ALCOHOL HARM REDUCTION PLAN 2013-2016

### GOAL 1:

#### ATTRACT MORE LOW-RISK DRINKERS/ABSTAINERS

1. Promote norms of well-being and student success in pre-admission material
2. Counter unhealthy expectancies about the role of alcohol in college life
3. Investigate marketing and communications that target undergraduate academic experiences and engagement
4. Promote healthy student traditions through Campus Activities Board (CAB) activities

### GOAL 2:

#### MORE STUDENTS REMAIN LOW-RISK DRINKERS/ABSTAINERS

1. Build on successful 2010-2013 initiatives:
  - Onlowal pre-semester program implemented for first-year students
  - Parent handbook given to all parents of first-year students
  - Parent session offered during Orientation reinforcing parent handbook
  - Pick One initiative promoted to first-year, first semester students to encourage involvement in meaningful campus activities
  - Living Learning Communities for all first-year students in residence halls
  - First-Year Seminars
  - Late night programming offered Thursday-Saturday nights
  - Expand Friday Night Series Intramural events to increase participation by first-year students
  - Alcohol and Your College Experience course offered for General Education Requirement credit
  - e-Checkup To Go implemented with:
    - Incoming first-year and transfer students
    - Intramural participants
    - College Transitions courses
  - Health Risk Assessments (HRA) offered to entire sophomore class with BASICS (Brief Alcohol Screening and Intervention) offered to students indicating high-risk alcohol use
  - Collect and analyze alcohol-related withdrawal data through Office of Retention
2. Collaborate with the Iowa City Downtown District to expand alcohol-free entertainment or leisure options

# UNIVERSITY OF IOWA

## ALCOHOL HARM REDUCTION PLAN 2013-2016

### **GOAL 2:** CONTINUED

3. Form statewide and Big Ten college drinking task forces focused on information sharing, advocacy, and facilitating delivery of consistent messages about college drinking culture and effective strategies
4. Form committee to identify strategies to build social support for students who do not drink alcohol
5. Explore feasibility of using Cambus services for Residence Hall activities and events
6. Evaluate tailgating policies and make recommendations
7. Make use of Living Learning Community (LLC) structure in residence halls to promote healthy student norms

### **GOAL 3:** MORE HIGH-RISK DRINKERS LOWER THEIR DRINKING WHILE AT THE UNIVERSITY OF IOWA

1. Build on successful 2010-2013 initiatives:
  - Implement Critical MASS (Mentoring and Student Support) program through the Office of the Dean of Students for students who have violated the Code of Student Life
  - Offer and encourage Red Watch Band Program CPR and alcohol bystander intervention training for all students
  - Provide brief motivational enhancement interventions for students in violation of housing or Code of Student Life policies
2. Implement universal Screening Brief Intervention and Referral for Treatment (SBIRT) by medical providers at Student Health & Wellness
3. Evaluate level of use and success of BASICS and SBIRT provided on campus through Student Health & Wellness
4. Evaluate conduct standards, policies, and practices of all student organizations to determine degree to which they normalize, promote, or permit high-risk drinking activities

# UNIVERSITY OF IOWA

## ALCOHOL HARM REDUCTION PLAN 2013-2016

### **GOAL 4:**

#### MORE HIGH-RISK DRINKERS ARE ACCOUNTABLE FOR UPHOLDING COMMUNITY EXPECTATIONS

1. Build on successful 2010-2013 initiatives:
  - Code of Student Life expansion to include off-campus offenses
  - Fraternity & Sorority Life arrest & citation policy
2. Evaluate Code of Student Life expansion to off-campus offenses anywhere in Johnson County
3. Identify strategies that hold adult providers responsible for providing alcohol to students under the legal age
4. Implement arrest and citation policies with additional student organizations with membership lists

### **GOAL 5:**

#### INSTITUTIONALIZE THE COMMITMENT TO EVIDENCE-BASED ALCOHOL HARM REDUCTION EFFORTS FOR LONG-TERM SUSTAINABILITY

1. Provide consistent professional development opportunities to Alcohol Harm Reduction Committee members and other Division of Student Life staff
2. Develop training for faculty and teaching assistants to build knowledge and skills needed to support campus and community alcohol harm reduction efforts
3. Develop a communication plan, including a website, to build greater awareness of and support for campus and community alcohol harm reduction efforts

# WHAT YOU CAN DO TO SUPPORT THE SUCCESS OF ALCOHOL HARM REDUCTION PLAN

## STUDENTS:

- Be engaged in the University's Alcohol Harm Reduction Committee and/or the Partnership for Alcohol Safety ([www.alcoholpartnership.org](http://www.alcoholpartnership.org)) to give student input and perspective on how to create a healthy campus and community environment that supports student success.
- Take a leadership role in changing messages students receive that suggest high-risk drinking is a normal or necessary part of the college experience.
- Stay informed about evidence-based practices in alcohol harm reduction. Share the information with peers to debunk myths about what works and what doesn't

## FACULTY, TEACHING ASSISTANTS, AND STAFF:

- Become engaged in the University's Alcohol Harm Reduction Committee and/or the Partnership for Alcohol Safety to learn more about and provide input into efforts to create a healthier campus and community environment that supports student success.
- Share the Alcohol Harm Reduction Plan with your colleagues and encourage them to get engaged.
- Invite staff from the Office of the Vice President for Student Life to present information about simple things faculty, TA's, and all University staff can do to change the culture of high-risk drinking on a college campus.

## PARENTS AND COMMUNITY MEMBERS:

- Learn about the University's Alcohol Harm Reduction Plan and the Partnership for Alcohol Safety so you can support efforts to create a healthier, safer, and even more vibrant campus and community environment for all of us to live, learn, work, and play.
- For more information about this plan or to learn more about how you can become engaged in alcohol harm reduction efforts contact the Office of the Vice President for Student Life at 319-335-3557, <http://studentlife.uiowa.edu/> or email [vp-student-life@uiowa.edu](mailto:vp-student-life@uiowa.edu)
- For more information about the Partnership for Alcohol Safety visit <http://www.alcoholpartnership.org/>

# UI ALCOHOL HARM REDUCTION ADVISORY COMMITTEE

## CHAIR

### **Susan Assouline**

*Faculty/College of Education/  
Belin-Blank Center*

## COORDINATOR

### **Kelly Bender**

*Coordinator of Campus  
Community Harm Reduction  
Initiatives*

## STUDENTS

### **Logan Hood**

*Campus Activities Board,  
Comedy Director*

### **Kathleen Kuhar**

*Campus Activities Board,  
Vice President (also an RA)*

### **Brad Bleeker**

*Interfraternity Council President*

### **Paulina Kennedy**

*Panhellenic Council President*

### **Brian Poulter**

*IFC VP Risk Reduction  
& Management*

### **Devon FitzGerald**

*Panhellenic Council VP for Risk  
Reduction and Management*

### **Jeralyn Westercamp**

*Student/UISG Safety  
Initiatives Liaison*

## FACULTY/STAFF

### **Nancy Abram**

*Division of Student Life  
Marketing + Design*

### **Michael Barron**

*Admissions*

### **Shelly Campo**

*Faculty/College of Public Health*

### **Michelle Cohenour**

*Office of Retention*

### **Wayne Fett**

*Recreational Services*

### **Kate Fitzgerald**

*Residence Life*

### **Anne Gaglioti**

*Faculty/Family Medicine*

### **Nellie Hermanson**

*Center for Student Involvement  
and Leadership*

### **Will Jennings**

*Faculty/College of Liberal Arts  
and Sciences*

### **Theodore John**

*Veteran Association*

### **Susan Junis**

*RVAP*

### **Paula Keeton**

*University Counseling Service*

### **Bill Nelson**

*Center for Student Involvement  
and Leadership*

### **Nancy Parker**

*Athletics*

### **Eugene Parker**

*Graduate Student/TA*

### **Tom Rocklin**

*Vice President for Student life*

### **Jon Sexton**

*Orientation Services*

### **Art Spisak**

*Director of Honors Program*

### **Michael Takacs**

*Faculty/Emergency Medicine*

### **Shaun Vecera**

*Faculty/Department of  
Psychology*

### **Lucy Wiederholt**

*Department of Public Safety*

## EX OFFICIO MEMBERS

### **Nick Pottebaum or Jessie Tobin**

*UI Student Government*

### **President-elect Katherine**

**Valde & Vice President-elect**

**Jack Cumming**

### **Linda Snetselaar**

*President of Faculty Senate*

### **David Grady**

*Office of the Dean of Students*

### **Sarah Hansen**

*Office of the Vice President for  
Student Life*

### **David Kieft**

*Business Manager's Office*

### **David Drake**

*President's Office*

### **Tanya Villhauer**

*Student Health & Wellness  
(from Health Iowa)*

### **Randy Nessler**

*President of Staff Council*