How can NIAAA help you?
Results and Recommendations
from the
Task Force on College Drinking

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March 19, 2005
NIAAA: Bringing Science to the Field

Lead federal agency for research on the causes, consequences, prevention, and treatment of alcohol abuse, alcoholism, and alcohol problems

Responsible for 90% of U.S. research in this area

Disseminate research findings to scientists, practitioners, policy makers, and public (urging adoption of science-based information)
NIAAA Task Force on College Drinking

- **Chairs:** Rev. Edward Malloy (Notre Dame) and Dr. Mark Goldman (South Florida)

- **Members:**
  - college presidents
  - researchers
  - students

- **Timeframe:** 1998 – 2002
Task Force Roster: Presidents

- Rev. Edward Malloy, Notre Dame (co-chair)
- Tomas Arciniega, Cal. State Bakersfield
- Robert Carothers, URI
- John Casteen, UVA
- Edward Foote, U of Miami
- Michael Hooker, UNC Chapel Hill
- William Jenkins, LSU
- William Kirwan, Ohio State
- James Lyons, Cal. State Dominguez Hills
- Susan Resneck Pierce, U. of Puget Sound
- Judith Ramaley, U of Vermont
Task Force Roster: 
Researchers and Practitioners

- Mark Goldman, USF (co-chair)
- Marilyn Aguirre-Molina, Columbia U.
- David Anderson, George Mason
- Michael Fleming, Wisc-Madison
- Bill DeJong, HEC
- Ellen Gold, Eastern Michigan
- Ralph Hingson, BU
- Harold Holder, PIRE
- Patrick Johnson, CASA, Columbia
- Donald Kenkel, Cornell
- G. Alan Marlatt, U of Washington
- Marcus Rothschild, VA Med. Cntr
- Robert Saltz, PIRE
- Kenneth Sher, U of Missouri
- Henry Wechsler, Harvard
- Sharon Wilsnack, U. of North Dakota
- Robert Zucker, U of Michigan
NIAAA Task Force on College Drinking

• Why created?
  – Increased Public and NIAAA concern
  – Congressional Inquiries
  – Gaps in Research
  – Need to provide science-based information to colleges
  – Bring research to the forefront of the discussion
NIAAA Task Force on College Drinking

• **Goals**
  – Source of new, comprehensive analysis and data on extent of the problem
  
  – Science-based recommendations to presidents and administrators
  
  – Science-based recommendations to NIAAA and the research community
  
  – Encourage all stakeholders to embrace rigorous methodology and research-based solutions; assist with new initiatives
Why was this task force unique?

- First project of such length (3 years) involving presidents and researchers who deliberated to reach their conclusions

- First NIH report on college drinking to offer recommendations based on a comprehensive review of the research literature

- First report to offer tiered, research-based recommendations to presidents and staff

- Offers a comprehensive research agenda to address gaps in knowledge
Task Force Report and Related Materials

- Task Force Report
- Related materials include--
  - 2 Panel Reports
  - 3 Brochures
  - Planning and evaluation handbook
  - Journal articles
A Call to Action: Changing the Culture of Drinking at U.S. Colleges

Task Force Report

• Key Features:
  • Analysis and extent of the problem
  • Research-based recommendations for presidents & administrators
  • Recommendations for future researchers
  • Recommendations to NIAAA for supporting future research
  • “3 in 1 Framework”
  • 4 Tiers

Originally published April 9, 2002
Planning and Evaluation Handbook

- Saltz and DeJong co-authors
- Complements and extends Task Force Report - “nuts and bolts” strategies
- Low-cost options for all staff
- Integrating evaluation early in process
- User-friendly - intended for all staff
Results and Recommendations
Snapshot of College Drinking Consequences
(all statistics are annual)

- **Death:** 1,400 Alcohol-Related Unintentional Injury Deaths
- **Injury:** 500,000 unintentional injuries
- **Assault:** 600,000 assaults
- **Sexual Abuse:** 70,000 victims of sexual assault
- **Unsafe sex:** 400,000 had unprotected sex; 100,000 too intoxicated to give consent
- **Drunk Driving:** 2.1 Million Drove Under the Influence
- **Academic problems:** 25% report negative academic consequences
Other relevant trends

- Students who drink most include:
  - Males
  - Whites
  - Members of fraternities and sororities
  - Athletes
  - Some first year students

- Schools where excessive drinking is more likely to occur:
  - Greek systems dominate
  - Athletic teams are prominent
  - Schools in Northeast

- Schools where excessive drinking is least likely to occur:
  - 2-year institutions
  - Religious schools
  - Commuter schools
  - HBCUs
Recommendations

The **3-in-1 Framework** -- “a useful introduction to encourage presidents, administrators, college prevention specialists, students, and community members to think in a broad and comprehensive fashion about college drinking”

- Individuals, including at-risk or alcohol-dependent drinkers
- Student body as a whole
- College and surrounding community
Recommendations

• **Tier 1**: Evidence of Effectiveness Among College Students

• **Tier 2**: Evidence of Success With General Populations That Could Be Applied to College Environments

• **Tier 3**: Evidence of Logical and Theoretical Promise, But Require More Comprehensive Evaluation

• **Tier 4**: Evidence of Ineffectiveness
Tier 1

• Combining cognitive-behavioral skills with norms clarification and motivational enhancement interventions

• Brief motivational enhancement interventions

• Challenging alcohol expectancies
Tier 2

• Increased enforcement of minimum drinking age laws

• Implementation, increased publicity, and enforcement of other laws to reduce alcohol-impaired driving

• Restrictions on alcohol retail outlet density

• Increased prices and excise taxes

• Responsible beverage service policies

• Formation of campus and community coalition involving all major stakeholders (for implementation)
Tier 3

• Adopting and evaluating promising campus-based policies and practices, such as:
  • Friday classes and exam
  • Expanded alcohol-free late night student activities
  • Eliminating keg parties where underage drinking is prevalent
  • Alcohol-free dormitories
  • Older, salaried resident assistants
  • Controlling or eliminating alcohol at sports events; prohibiting tailgating parties that model heavy alcohol use
  • Refusing sponsorship gifts from alcohol industry
  • Banning alcohol on campus, including at faculty and alumni events
Tier 3 (continued)

- Increasing enforcement at campus-based events that promote drinking
- Increasing publicity about enforcement of underage drinking laws on campus and eliminating “mixed messages”
- Consistently enforcing disciplinary actions associated with policy violations
Tier 3 (continued)

- Conducting marketing campaigns to correct student misperceptions about alcohol use
- Provision of “safe rides” program
- Regulation of happy hours and sales
- Informing new students and parents about alcohol policies and penalties before arrival and during orientation periods
Tier 4

• Informational, knowledge-based, or values clarification interventions about alcohol and problems associated with excessive use, when used alone

• Providing blood alcohol content feedback
Conclusions

• Problems associated with abusive and underage college drinking are more widespread than previously recognized

• NIAAA report and conclusions are not an end, but a beginning – we want to continue to be a resource for information and research

• Provide the foundation for science, rather than anecdote, to guide college drinking prevention efforts
On-going Products and Activities

- NIAAA College Drinking Web site
- Orientation Fact Sheet
- New College Bulletin
- Regional Workshops
- Curriculum for Campus Health Care Providers
- NIAAA Rapid Response Grant Program
NIAAA College Web site

www.collegedrinkingprevention.gov

• Full reports
• Online alcohol policies
• Interactive body
• New expanded parents section coming soon
• Continued popularity: 21 million hits to date, and growing each month (Feb. 05: 1.2 million hits)
Orientation Fact Sheet

• Excerpts from Task Force Report
• Focus on first 6 weeks
• Media Release 2003–2.7 million impressions
• Univ. Rhode Island – 2004 Orientation

For more information on printing with your logo, contact Fred Donodeo at NIAAA
An important update: New College Bulletin

- New Statistics
- New Definition of Binge Drinking
- New Discussion of Alcohol Poisoning
- New Chart of Drinking Patterns during Freshman Year
- Updates on NIAAA’s “Rapid Response” Grant Program and “Underage Steering Committee”
Regional Workshops

- Wake Forest (North Carolina)
- U. of Puget Sound (multi-state)
- Many in conjunction with HEC statewide coalitions
- More to come…..
Curriculum for Campus Health Care Providers

- For campus-based health clinics

- Identify and treat students either at risk for, or having, alcohol problems

- 4 modules:
  - Epidemiology and Prevention
  - Screening and Assessment
  - Brief Interventions
  - Motivational Interviewing
Continued Support for Research

• Rapid Response Grants

• “Investigator-initiated” Grants

• NB: Loyola Marymount and Fordham
For materials and more information:

www.collegedrinkingprevention.gov

or

NIAAA College Task Force Publications Catalog

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