

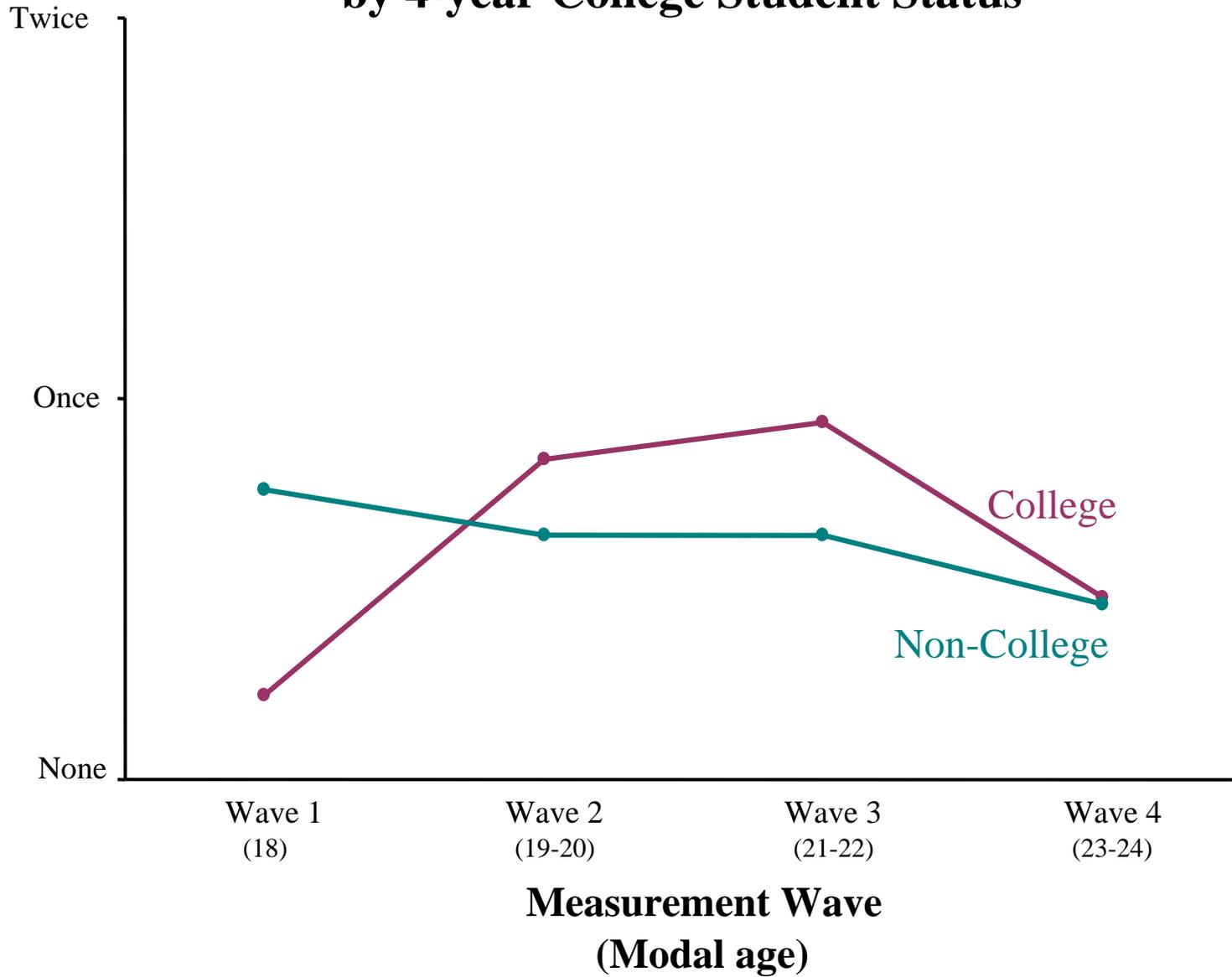
**A Call to Action:
Changing the Culture of
Drinking at U.S. Colleges**

**Recommendations for
Colleges and Universities**

**"I'm in my prime drinking years,
and I intend to take full
advantage of it!"**

- College student, after a few
drinks at a wedding

Mean Score for 5+ Drinks in a Row in Past 2 Weeks by 4-year College Student Status



Excessive Drinking During College as a “Developmental Disturbance”

Developmental disturbance features:

- **Time-limited deviance**
- **Unpredictable in advance based on individual risk factors**
- **Not predictive of future functioning (if you are lucky)**

The 3-in-1 Framework

- 1. Individuals, Including At-Risk or Alcohol-Dependent Drinkers**
- 2. Student Body as a Whole**
- 3. College and the Surrounding Community**

Human Ecology Approach

- **Individual embedded in social context**
- **To change behavior, best bet is to intervene at both individual and context level**
- **Demand and supply**

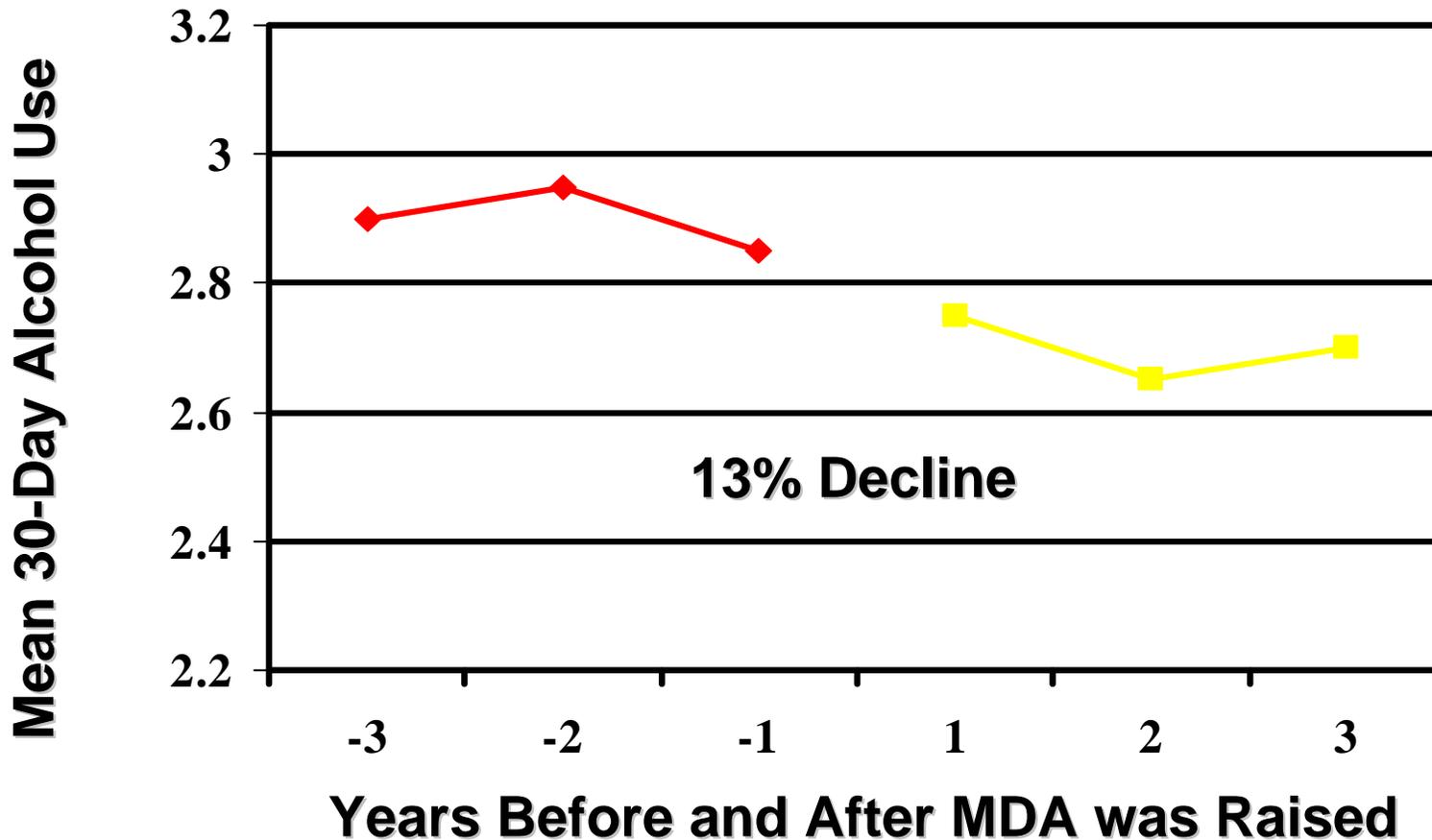
Tier 2

**Evidence of Success With
General Populations
That Could Be Applied to
College Environments**

Recommendations – Tier 2

- (1) Increased enforcement of minimum drinking age laws**

Alcohol Use (30-day mean) Before and After Minimum Drinking Age (MDA) was Raised--United States



Source: O'Malley & Wagenaar (1991)

**Minimum age to 21 reduces youthful single
vehicle nighttime crashes (-20%)**

(O'Malley and Wagenaar, 1991)

Recommendations – Tier 2

- (2) Implementation, increased publicity, and enforcement of other laws to reduce alcohol-impaired driving**

Reduce Alcohol-Impaired Driving

- Lower legal blood alcohol limits reduces alcohol-related crashes (e.g., Hingson et al., 1996, 2000)
- Make it illegal for those under 21 to drive after any drinking
- Administrative license revocation

Recommendations – Tier 2

(3) Restrictions on alcohol retail outlet density

Local Outlet Density

- Higher levels of drinking and “binge” drinking with higher number of alcohol outlets within one mile of campus (Chaloupka & Wechsler, 1996)
- Even simple mapping may suggest interventions

Recommendations – Tier 2

- (4) Increased price and excise taxes on alcoholic beverages**

Pricing

- Many studies show association of price with consumption and harmful outcomes, especially for young heavy drinkers (Toomey & Wagenaar, 2002)
- For example:
 - Restrictions on happy hours or price promotions
 - Excise taxes on alcohol

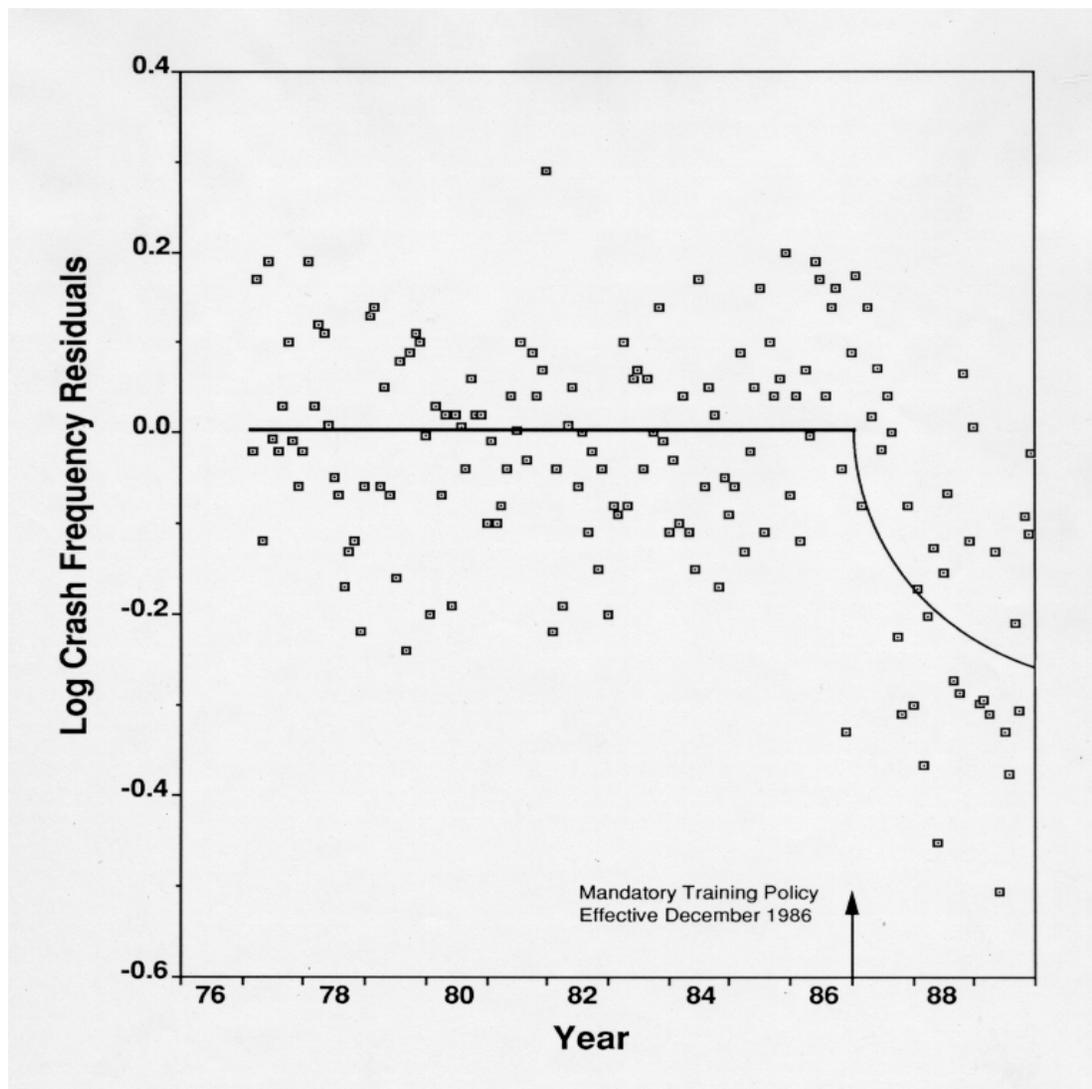
Recommendations – Tier 2

- (5) Responsible beverage service policies in social and commercial settings**

Server Training and Responsible Policies (Saltz, Holder, et al.)

- Limiting sales of pitches
- Alcohol-free drinks and food
- No more last call
- ID Checks

Alcohol-Involved Traffic Crashes Before and After Mandatory Server Training Policy in Oregon, USA



Recommendations – Tier 2

- (6) The formation of a campus and community coalition may be critical to implement these strategies effectively**

Community Interventions

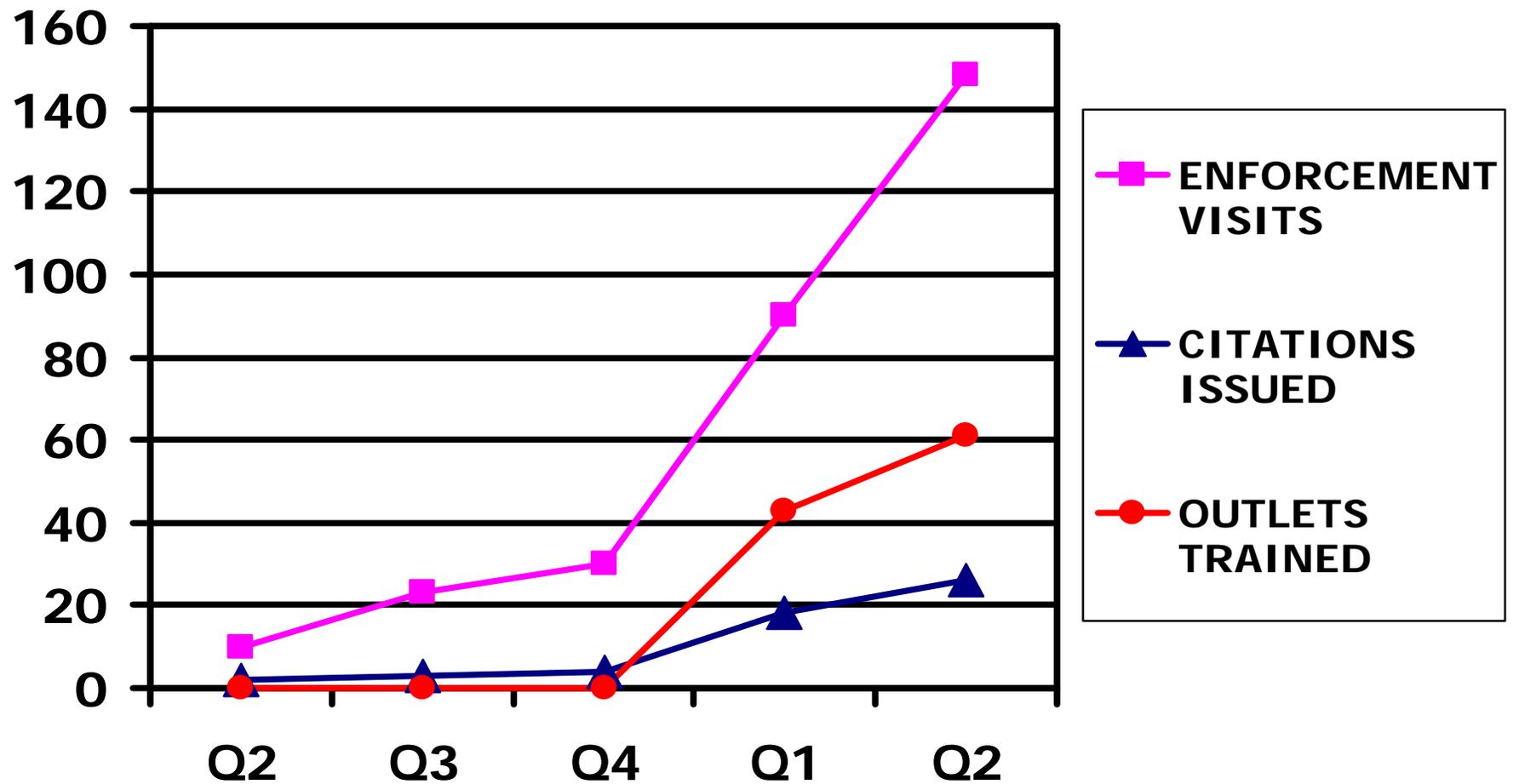
- PRC Community Trials Project (Holder, Saltz et al.)
- Communities Mobilizing for Change (Wagenaar et al)
- Massachusetts Saving Lives Program (Hingson et al.)

Concluding Thoughts

- Try to keep major players moving in the same direction
- Keep trying (even when you succeed)
- Involve local researchers for design and evaluation

(Extra slides from Bob Saltz follow)

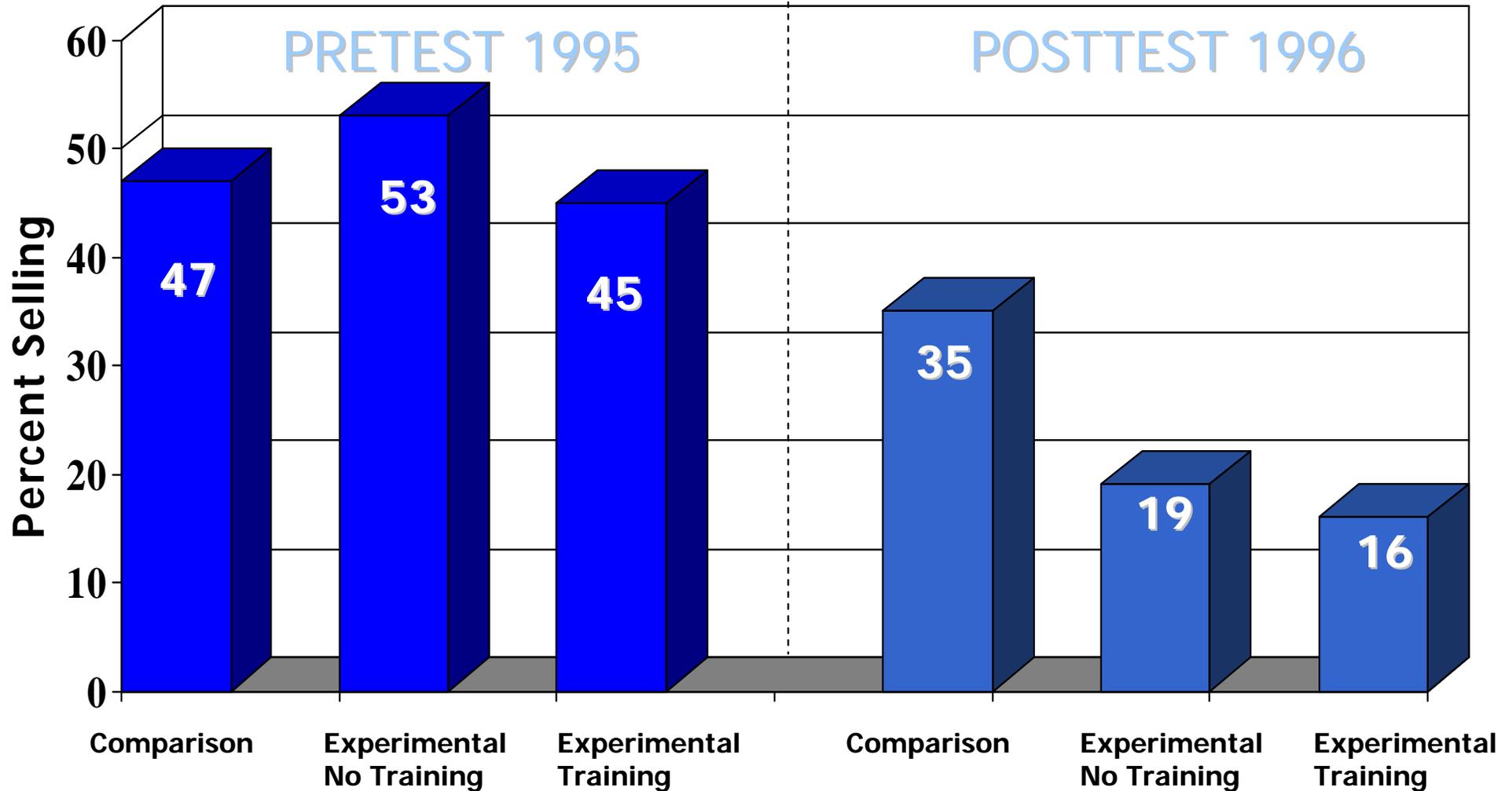
Cumulative Underage Access Activities



Underage Access

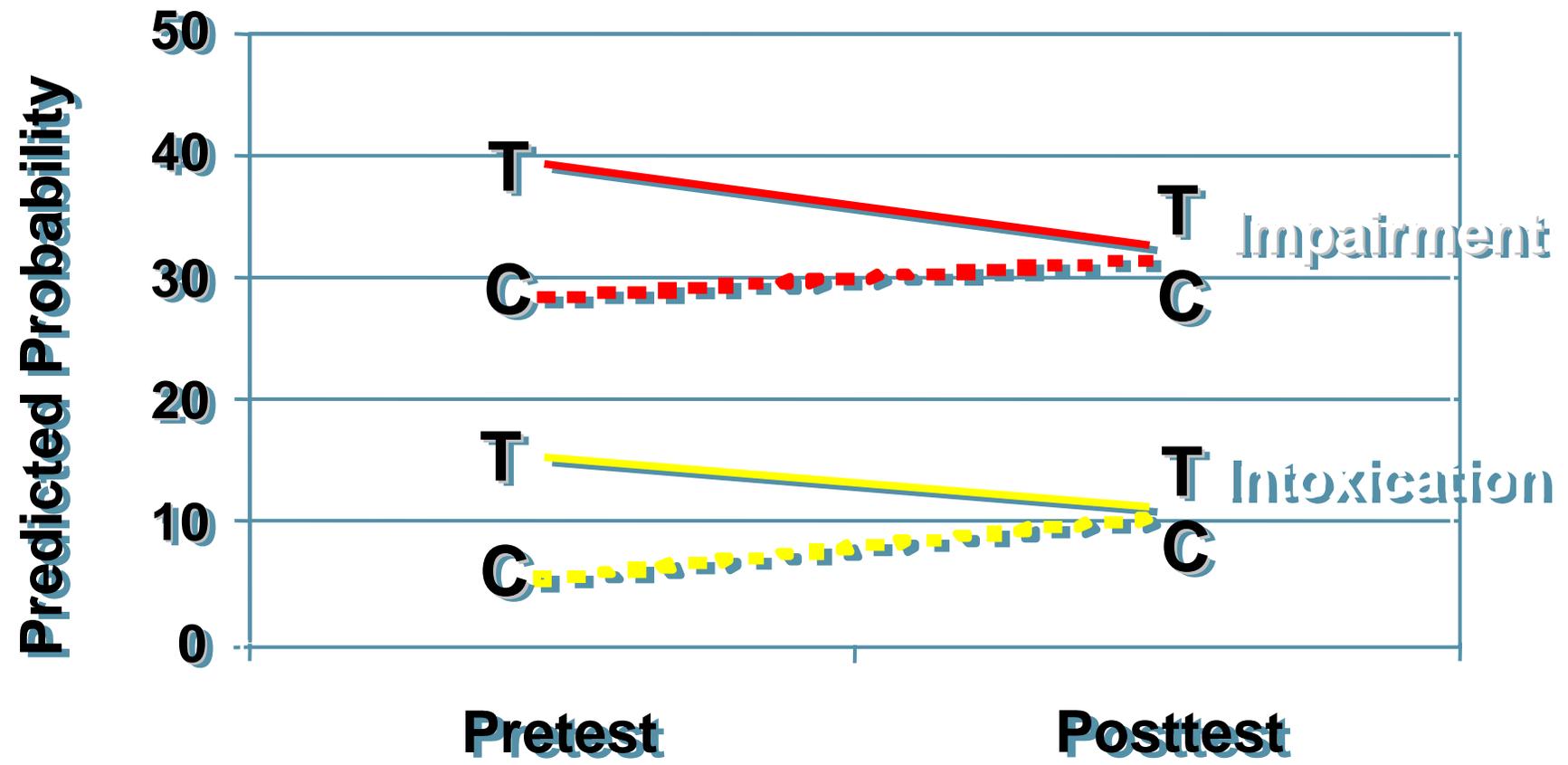
Underage Purchase Survey

-All Communities-



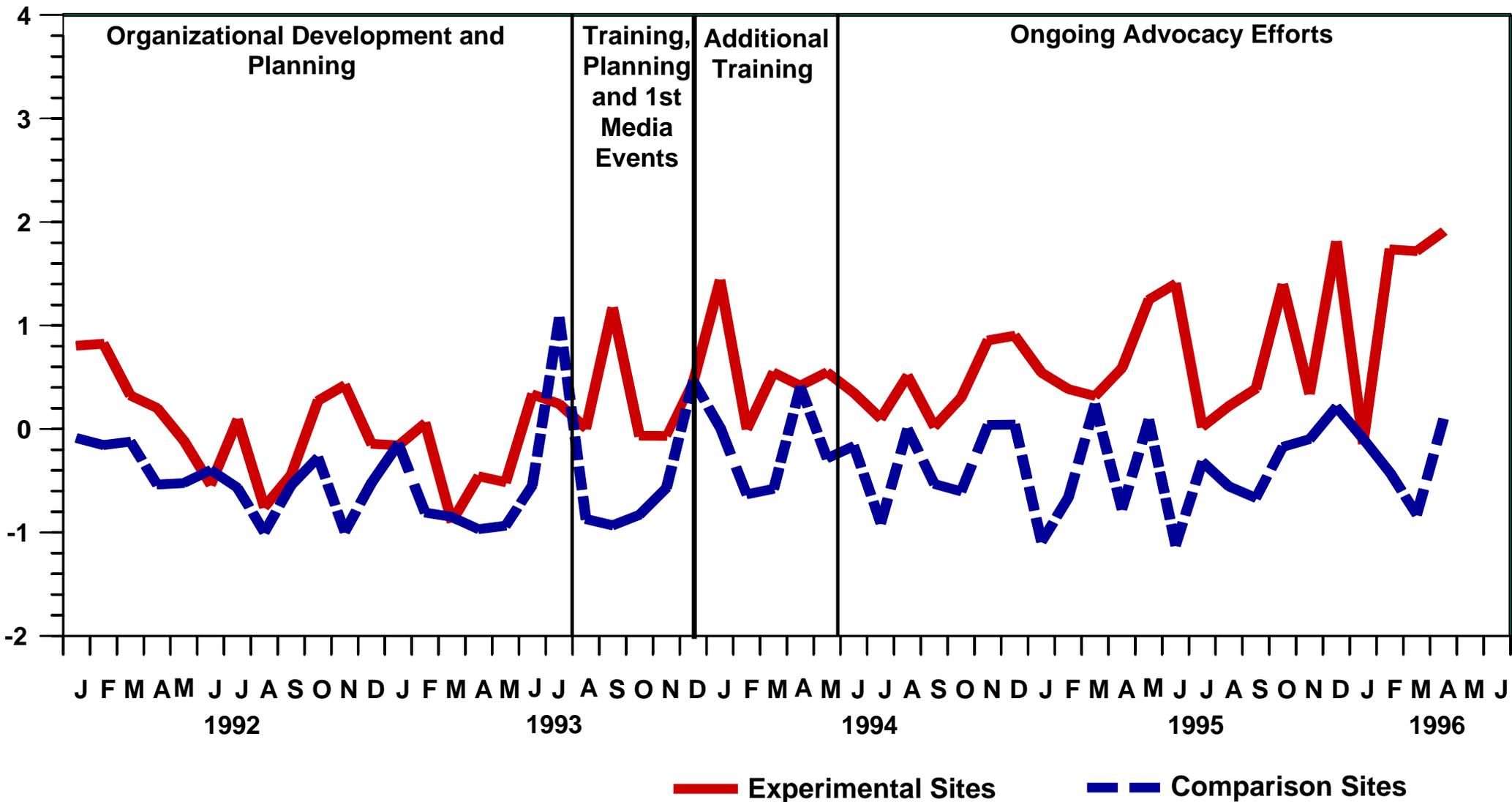
Probability of Impairment and Intoxication Following Alcohol Beverage Server Training

Santa Cruz, CA



T = Server Training Site, C = Comparison Site
Saltz and Hennessy, 1990

Newspaper Score - Local Stories



Examples of Tier 2 Interventions

Northwest Region

Willamette University

- Community Task Force
- Greater Enforcement – Underage
- Training in Controlled Dispersal

University of Portland

- Community Substance Abuse Prevention Team
- End of Finals Night
- Business Training in Marketing & Pricing
- Integrated Evaluation Data

Washington State University

- Comprehensive Community Program
- Greater Enforcement – Proactive
- Coupled with extensive Normative Education

END

Thank you!