Presidential Commission on Substance Abuse Prevention

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MSU Health Promotion
The mission of MSU Health Promotion...

- To advocate for the personal, social and academic health and well-being of all MSU students;
- To identify and implement evidence-based, data informed strategies;
- To apply national standards and guidelines:
  - build skills
  - provide education and services
  - support healthy behaviors
  - promote policies that create safer, more health-enhancing campus and community environments
Framework for Prevention

- National prevention research (NIAAA, SAMHSA, CDC, Dept. of Education, IOM, PIRE)
- Standards of practice for health promotion in higher education
- Public health model
- National and local data
- MSU Health Promotion and community efforts
- Barriers and opportunities
Challenge: conflicting values and competition for public attention

- People tend to see themselves as “experts” when it comes to prevention.
- Administrative cynicism – Can we even make a difference?
- Institutional focus on reactive, “crisis management” approaches versus proactive and strategic prevention
- Individual freedom versus public health and safety
- Personal responsibility versus institutional and societal responsibility
- Economic interests (revenue, lobbies)
- Fear of blaming the victim
- Competition for public attention and scarce resources
Challenge: conflicting values and competition for public attention

- Suspend individual experiences and biases.
- Consider the breadth of research, evidence-based and data informed approaches.
- Realize there are no “silver-bullets.”
- Substance abuse is ultimately a community responsibility, one in which the campus plays a key role.
- The culture of alcohol extends well beyond student drinking – boosters, alumni and the business community have a strong influence.
- Top administrative support is essential: setting clear expectations and establishing core values.
Alcohol is the top public health issue facing college campuses nationwide

- National Institute on Alcohol Abuse & Alcoholism (NIAAA)
  - 1825 college students die each year from alcohol-related injuries. (Hingson et al., 2009).
  - 3.6 million students drove under the influence of alcohol. (Hingson et al., 2009)
  - 25% of college students report academic consequences due to drinking (missed classes, falling behind, lower grades, etc.). (Hingson et al., 2009).
  - Between 1.2 and 1.5% of students indicate that they tried to commit suicide within the past year due to drinking or drug use. (Presley et al., 1998)

- Core Institute (Southern Illinois Univ., 2005) “Heavy & Frequent” drinkers (20+ drinks per week)
  - 4 yr. IHEs: 13 – 18% are “Heavy & Frequent” drinkers.
  - 66% of these reported drinking & driving, compared to 33% of all drinkers.
  - 2 times more likely to have suicidal thoughts; 3 times more likely to be involved in a sexual assault (victim or aggressor).
Alcohol is the top public health issue facing college campuses nationwide


- Research Institute on Addictions (SUNY-Buffalo, 2011):
  - 25% of young women who reported consuming 4 - 6 drinks in one sitting also reported having been sexually victimized in the past fall semester (from unwanted sexual contact to rape).
  - The more alcohol consumed, the greater the likelihood of sexual assault: of women who reported consuming 10 or more drinks in a sitting since starting college, 59% reported sexual victimization by the end of their first semester.
  - Women were found to be 9 times more likely to experience sexual aggression on days they reported “binge” drinking.
Other drug abuse

After Cannabis, Nonmedical use of Prescription and Over-the-Counter Medications Account for Most of the Commonly Abused Drugs in 12th Graders (in the past year)

Percent

Marijuana/Hashish
Synthetic Marijuana
Vicodin
Adderall
Salvia
Tranquilizers
Cough Medicine
MDMA/Ecstasy
Hallucinogens
OxyContin
Sedatives
Inhalants
Cocaine (any form)
Ritalin

Categories are not mutually exclusive
Source: University of Michigan, 2011 Monitoring the Future Study
Socio-ecological Model

- **Society**: State and national laws
- **Community**: Organizations, institutions, law enforcement
- **Campus**: Policies, leadership, norms
- **Interpersonal**: Social support, friendships, family, networks
- **Individual**: Knowledge, attitudes, skills, behavior
Campus ecology – influencing factors

- **Place**: (location, buildings)
- **People**: (organizations, groups, customs, values)
- **Student**
- **Institution**: (policies, support, activities)
- **Community**: (broader social scene, community laws)
- **Culture**: (economic/social environment, media)
‘Syndemics’ (CDC):

- Substance abuse
- Violence
- Depression and anxiety
The Alcohol Environment and Suicide

- Lower MLDA associated with increased suicide risk among 18-21 year olds
- Increased alcohol consumption associated with increased suicide mortality rates
- Restricting alcohol availability may reduce suicide mortality

Birckmayer & Hemingway (1999); Mann et al (2006); Pridemore & Snowden (2009); Varnik et al (2006)
Threshold for Action at MSU

- Few or no problems
- Mild problems
- Moderate problems
- Severe problems

- Brief Interventions
- Treatment

- Universal prevention
- Indicated prevention
- Selected prevention
Do college students drink more than other young adults?

- Young adults tend to accelerate drinking upon entrance to college.
- Young adults enrolled in college drink more than those not enrolled.
- In high school, college-bound students drink less than their non-college-bound peers, but their drinking accelerates upon college matriculation.
What do students think about drinking?

- In general, students are less concerned about alcohol than older community members.
- Some level and type of alcohol-related consequences are tolerable to most students.
- Most students have mixed feelings about alcohol but see drinking as a normal college experience.
- Younger students are far more likely to perceive alcohol use as central to their college experience.
How students view alcohol:

**Entering students**
- Prerequisite for having a good time and ensuring fun in college.
- A common denominator among all students on different campuses.
- Necessary for collegiate socializing.
- Serves as problem solver, reward, relaxant.
- Need to consume until intoxicated.
- THE reason for socializing.

**Experienced students**
- Way to release inhibitions and have fun.
- Common denominator between many students on different campuses.
- Often present, but not necessary for collegiate socializing.
- Celebratory or gregarious activity.
- Consumed, occasionally to intoxication.
- Part of socializing.
What factors influence drinking during college?

- **Demography:** Top risk factors include being male, white, or belong to a fraternity, sorority, or athletic team. New research illuminates risks for young women.
- **Personality:** Those who are more impulsive, depressed, or more social.
- **Environment:** Permissive expectations and norms around alcohol use, easier access to alcohol.
- Individual and environmental factors interact.
- Genetic factors are not strongly related to drinking during college.
Alcohol Use Constricts Thinking

Alcohol “myopia”

Range of concentration

BAC

Cherpitel et al (2004); Hufford (2001); Sher (2005); Steele & Josephs (1990)
Effective prevention: must be comprehensive

- **Individual approaches**: education, skill-building, screening and early intervention, motivational enhancement strategies, substance abuse treatment

- **Environmental approaches**:
  - Campus, community & state laws and policies
  - Alcohol-free social & housing options
  - Elimination of marketing that promotes alcohol and tobacco on campus
  - Limiting access and low-cost sources of alcohol, such as cheap drink specials and sporting events that encourage high-risk drinking
  - Policies and practices supporting healthy norms
Effective prevention: must be collaborative

- Campus committees & task forces
- Campus/community coalitions
- Community organizations
- Statewide initiatives & organizations
- National organizations
Task force recommends a “3 in 1” approach:
- With ‘at-risk’ or individual students
- With entire student body
- Within the broader campus community environment

Four tiers of effectiveness
- **Tier 1**: Known Effective for college students: combining cognitive-behavioral skills, brief motivational enhancement, challenging expectancies (BASICS)
- **Tier 2**: Effective with general populations: MLDA laws & other environmental strategies applied at the community level
- **Tier 3**: Promising: campus-based policies, safe ride programs, social norm campaigns, increasing policy awareness among students & parents, etc.
- **Tier 4**: Not effective: education when used alone
On-going research...

- National Institutes of Health report that highly visible cooperative projects, in which universities and their surrounding communities target off-campus drinking settings, can reduce harmful alcohol use among students. (American Journal of Preventive Medicine, Dec. 2010)
- Research from the Division of Epidemiology, School of Public Health, University of Minnesota:
  - Focus on individual efforts alone is not sufficient.
  - Support increased enforcement of MLDA, including those providing alcohol to underage youth.
    - Off-campus parties
  - Support limiting commercial access, i.e., cheap drink specials
  - Support strategies to de-emphasize the role of alcohol on campus.
### Estimated revenue lost from alcohol-related attrition:


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<tbody>
<tr>
<td>First-year students</td>
<td>2316</td>
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<tr>
<td>First to second year retention rate</td>
<td>72%</td>
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<tr>
<td>% of attrition related to alcohol</td>
<td>15%</td>
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<td>(George Mason University, College Alcohol Study)</td>
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<tr>
<td>Net in-state tuition</td>
<td>$6168</td>
</tr>
<tr>
<td># of first-year students lost to alcohol-relate attrition</td>
<td>97</td>
</tr>
<tr>
<td>Tuition inflation (avg. net tuition)</td>
<td>Year 2 Year 3 Year 4</td>
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<tr>
<td></td>
<td>3%</td>
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<tr>
<td></td>
<td>$6353</td>
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<td>Total revenue lost over 4 years</td>
<td>$1,910,092</td>
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Substance Abuse Prevention at MSU

- Alcohol & Drug Assistance Center – “Insight”:
  - Small group and individual early intervention (campus violations, MIPs and referrals)
  - Substance abuse treatment
  - Students in recovery program

- AlcoholEdu for College:
  - Administered at MSU since 2005
  - Required for all first-year students under 21

- Population-specific education:
  - Residence Life & Greek Life

- Late night social events:
  - Midnight Mania – Homecoming
  - Bobcat Challenge

- Community Alcohol Coalition:
  - Community policy known to be effective in other campus communities.
  - Focus on private parties, over-service and cheap drink promotions.
High-risk drinking (5 or more drinks in one sitting within
The past two weeks for men, 4 or more for women)

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<tr>
<th></th>
<th>MSU</th>
<th>National</th>
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<tbody>
<tr>
<td>Male</td>
<td>43%</td>
<td>42%</td>
</tr>
<tr>
<td>Female</td>
<td>34%</td>
<td>30%</td>
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Consequences of substance abuse at MSU

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<tr>
<th>Within the last 12 months...</th>
<th>MSU</th>
<th>National</th>
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<tbody>
<tr>
<td>Did something you later regretted</td>
<td>36%</td>
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<tr>
<td>Forgot where you were or what you were doing</td>
<td>30%</td>
<td></td>
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<tr>
<td>Had unprotected sex</td>
<td>17%</td>
<td></td>
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<tr>
<td>Physically injured yourself</td>
<td>12.5%</td>
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Marijuana use (used within the past 30 days)

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<th>National</th>
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<tbody>
<tr>
<td>Male</td>
<td>21.2%</td>
<td>18.9%</td>
</tr>
<tr>
<td>Female</td>
<td>12.7%</td>
<td>13.3%</td>
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Marijuana Use AlcoholEdu N=1779

**Students using marijuana within a 2 week period**

- Yes: 18%
- No: 82%

**Drinking behavior by students using MJ**

- Non-drinkers: 70%
- Light/ moderate drinkers: 16%
- High-risk drinkers: 15%
Fall 2011 AlcoholEdu highlights

N= 1779

- When measured at the beginning of the semester, MSU students’ drinking rates are above the national average.
- When measured midway through the fall semester, 29% reported drinking in a high-risk way (5 or more drinks for men, 4 or more drinks for women).
- 18% of MSU students reported drinking in a high-risk way 3 or more times in a two week period.
- Montana State students most commonly drink at an off-campus residence (63%) or in an on-campus residence (13%).
- The most common drinking-related risk behaviors students engage in are doing shots (37%) and pre-gaming (33%).