

COMMITTEE ON EDUCATIONAL POLICY

CSU Alcohol Policies and Prevention Programs: Third Biennial Report

Presentation By

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Summary

The Board of Trustees approved a resolution at its July 10-11, 2001 meeting to adopt and implement the recommendations of the Alcohol Policies and Prevention Programs Committee Final Report consistent with the individual missions of each campus and that a report be made to the Board of Trustees every two years assessing the outcomes of campus alcohol education and prevention programs. In addition, the resolution called for the Chancellor to report at that time on the success of obtaining external funding for system and campus programs.

This report is the third biennial report on the implementation of the Trustees' Alcohol Policies and Prevention Programs adopted in July 2001. It summarizes activities that have occurred on campuses in the last two years since the second biennial report was presented to the Board of Trustees in July 2005.

CSU's alcohol policy is called the most comprehensive alcohol policy of any university system in the country. The policy is visionary and ambitious. In order for the CSU to be successful in its effort to address student alcohol abuse, collaboration and cooperation with others, including public agencies, is necessary. In the first compact of its kind in California, a memorandum of understanding was signed on February 13, 2002 involving the following six state agencies and the CSU to fight alcohol abuse on and off university campuses: the Business, Transportation, & Housing Agency, Alcoholic Beverage Control (ABC), Alcohol and Drug Programs (ADP), the California Highway Patrol (CHP), the Department of Motor Vehicles (DMV), and the Office of Traffic Safety (OTS).

The Office of Traffic Safety (OTS) funded eight CSU campuses totaling \$750,000 for the period of October 1, 2002 through December 31, 2004 to (1) reduce alcohol abuse and alcohol-impaired driving by 18 to 39 year old college students; (2) strengthen peer education programs related to alcohol abuse and driving under the influence of alcohol; (3) strengthen peer education programs, utilizing social norms marketing strategies, focusing on reducing alcohol-impaired driving; and (4) offer responsible beverage service training.

CSU received a second Office of Traffic Safety (OTS) two-year grant that funded ten CSU campuses totaling \$750,000 for the period of February 1, 2005 through December 31, 2006. This grant is designed to reduce by 5 percent the incidence of driving after consuming alcohol by 18 to 25 year-old CSU students by December 30, 2006 and to reduce by 5 percent alcohol-related misconduct by CSU students by December 30, 2006. This grant addresses alcohol-related incidents at the college level, particularly driving under the influence of alcohol and general incidents related to alcohol abuse. The CSU Alcohol and Traffic Safety (ATS) Project was part of the California Traffic Safety Program and was made possible through the support of the California Office of Traffic Safety, State of California, and the National Highway Traffic Safety Administration.

Finally, many campuses have expanded campus policies on alcohol and other drugs to include the use of tobacco as well.

Campuses reported the following:

- A decrease in students driving after consuming alcohol;
- A reduction in alcohol -related misconduct;
- A reduction in the number of underage students who consume alcohol;
- A reduction in the number of students who reported binge drinking (5 or more drinks in one sitting);
- An increase in the number of students who seek medical assistance for intoxicated friends;
- A reduction in the number of DUIs ;
- An increase in the number of students receiving beverage service training; and
- An increasing number of campuses partnered with local law enforcement agencies, firmly enforcing alcohol-related laws.

Statement of the Problem

Recognizing that alcohol abuse is not just a national higher education problem but also a CSU problem, Chancellor Charles B. Reed appointed a committee in November 2000 to review the CSU's alcohol policies and prevention programs that would help to prevent alcohol-induced deaths and alcohol poisoning of students who attend CSU. The CSU Alcohol Policies and

Prevention Programs Committee, chaired by California State University, Fresno President John Welty, included presidents, students, vice presidents of student affairs, faculty, staff, and alumni. The committee concentrated on broad policies that would be realistic and effective at CSU's twenty-three unique campuses. Many CSU campuses serve traditional-aged students who are 18 to 22 years old, many of whom reside on campus. The majority of CSU campuses are campuses to which students commute and where the average age of the students are older.

Alcohol abuse is a threat to the health and academic success of CSU students, but prohibition of alcohol is not a realistic response to the problem. There is no single response to the issue that will solve the problem. Therefore, the Board of Trustees' policy requires each campus to design programs that are appropriate for its institution, student population, and location. Additionally, the federal Drug-Free Schools and Campuses Act of 1989 requires all colleges and universities receiving federal funds to maintain alcohol and other drug prevention programs and to review their effectiveness at least every two years.

Guiding Principles

Effective alcohol education and prevention programs being developed and implemented by campuses respond to the following principles adopted by the Board of Trustees in July 2001:

- Provide a safe and secure environment for all students;
- Encourage student health and wellness in an environment supportive of learning;
- Promote healthy choices for students;
- Enforce laws and policies consistently as regards the use of alcohol;
- Support safe, legal, responsible, moderate consumption of alcohol for those who choose to drink; do not punish responsible, legal behavior;
- Encourage students to take responsibility for each other; Good Samaritan behavior should be supported and recognized, and students should be supplied with the tools to help others practice safe and responsible behavior;
- Provide assistance, if appropriate, to those students who need support, treatment, and services;
- Involve students in all steps of the process and program development;
- Focus alcohol abuse prevention efforts on campus and community environments since the university is part of the surrounding community that influences students' behavior; and
- Use social norms principles and peer education as core components of an education and prevention program. (The Social Norms approach uses informational campaigns to

correct widespread student misperception of peers' drinking. Peer educator programs, such as the BACCHUS and GAMMA Peer Education Network, use students to encourage their peers to develop responsible habits and attitudes regarding alcohol and related issues.)

The Alcohol Policies and Prevention Programs Committee divided its work into six areas: (1) Policies; (2) Enforcement and Legal Issues; (3) Education and Prevention Programs; (4) Training, Intervention and Treatment; (5) Assessment; and (6) Resources. Below are the committee's recommendations adopted by the Board of Trustees that campuses and the CSU system are expected to follow to create and strengthen their alcohol-related policies and programs.

General Recommendations

1. The Chancellor should require campuses to develop comprehensive alcohol policies and programs that are consistent with each campus mission, have a commitment to holding individuals and student organizations accountable for their behavior and a commitment to offering effective education programs which are regularly assessed.
2. Each campus should actively apply its policies.
3. Each campus should communicate alcohol policies to new students and their parents before and when they arrive on campus.
4. Each campus should create a university-wide alcohol advisory council, including community membership, which annually develops and reviews programs and goals, assesses the effectiveness of the campus program, and makes recommendations to the president. These councils should be under the direction of the Vice Presidents for Student Affairs.
5. Each campus should gather data every two years to determine if its policies and programs are achieving the desired outcomes. Findings should be reported to the Chancellor and the Trustees.
6. The CSU should sponsor conferences in which campuses share best practices, policies and programs as well as feature state and national experts.
7. State laws should be reviewed by the campus alcohol advisory councils and recommendations made to trustees and presidents for any changes that can enhance and support campus policies.
8. The campuses and the CSU Chancellor's Office should devote sufficient campus and system resources to ensure the effectiveness of programs and policies.
9. Partner with the community and law enforcement agencies to provide a safe off-campus environment, to enforce applicable legal sanctions, and to encourage legal and responsible behavior among students.
10. Develop effective training, intervention and treatment programs that will work on all campuses.

Role of Vice Presidents for Student Affairs

The vice presidents for student affairs were charged with responsibility for developing and implementing campus alcohol education, prevention, and enforcement programs. In response to this charge, the vice presidents for student affairs appointed an Alcohol Policy Implementation Steering Committee which has met bi-monthly since the summer 2001 and has provided guidance to campuses about effective policy implementation strategies.

Campus Compliance with CSU Alcohol Policy

Since adoption of the CSU Board of Trustees' alcohol policy, campuses and the CSU system have continued to create, implement, and strengthen alcohol-related policies and programs in response to the following key recommendations developed by the Alcohol Policies and Prevention Programs Committee chairs by President John Welty:

- Campuses developed comprehensive alcohol policies and programs that were consistent with their campus missions.
- Campuses held individuals and student organizations accountable for their behavior and offered effective education programs that were regularly assessed.
- Campuses communicated alcohol policies to new students and their parents before and when they arrived on campus.
- Campuses created university-wide alcohol advisory councils, including community membership, which annually developed and reviewed programs and goals, assessed the effectiveness of the campus program, and made recommendations to the president.
- Campuses assessed the effectiveness of their policies and programs to determine if they were achieving the desired outcomes.
- The CSU sponsored annual alcohol conferences that enabled campuses to share best practices, policies and programs.
- Campuses partnered regularly with the community and law enforcement agencies to provide a safe off-campus environment, to enforce applicable legal sanctions, and to encourage legal and responsible behavior among students.
- Campuses developed effective training and intervention programs.

Governor's Interagency Coordinating Council for the Prevention of Alcohol and Other Drug Problems

Established in 2002, the Governor's Interagency Coordinating Council for the Prevention of Alcohol and Other Drug Problems coordinates California's strategic efforts to reduce the inappropriate use of alcohol and other drugs. California's high-level Council provides California with leadership continuity to advance alcohol and other drug prevention. This council deals exclusively with prevention issues unlike similar councils in other states that address all substance abuse issues including treatment. The Council provides coordinated direction and actions to alcohol, tobacco, and other drug prevention efforts that are delivered through a very broad range of disparate public and private sources attempting to address continually changing alcohol, tobacco, and other drug problems in various populations and settings. Activities include sharing prevention data, identifying effective approaches, establishing high-level prevention objectives, identifying means of working more efficiently with alcohol and other drug-related issues, leveraging or redirecting opportunities to achieve objectives, and partnering with law enforcement, ABC, and community organizations..

Key state agency staff members have been appointed from the Office of the Attorney General, Superintendent of Public Instruction, Department of Alcohol Beverage Control, Department of Health Services, Office of Criminal Justice Planning, Office of Traffic Safety, the Office of the President of the University of California, and the Office of the Chancellor, California State University. Upon the recommendation of Chancellor Charles B. Reed, the Governor appointed Dr. Paul Oliaro, Vice President for Student Affairs, CSU Fresno, and Mr. Allison G. Jones, Assistant Vice Chancellor, Academic Affairs, Student Academic Support, Chancellor's Office to represent CSU on this council.

Campus Funding

Several campuses applied for and received other grants to support campus alcohol education, prevention, and enforcement programs. These grants are listed by campus on Attachment A.

CSU Annual Alcohol and Education Conferences

CSU has sponsored six annual alcohol and other drugs education conferences since the implementation of the CSU Alcohol Policies and Prevention Programs was adopted by the Board of Trustees. Over 200 campus staff and students attended the 6th annual conference hosted by CSU, Monterey Bay in April 2007. Its theme *Alcohol and Other Drug Education: Planning and Practices for Engaging Students* recognized the significance of students in the process of educating their peers. Because the issue of student alcohol use and abuse is an issue that affects all students in higher education, the University of California was invited to participate in CSU's conference. Conference participants share their best practices, policies, and programs that promote responsible alcohol use and alcohol abuse prevention.

The theme of engaging students focused on five core areas: (1) prevention efforts to change student attitudes, motivation, and knowledge about alcohol and other drugs issues (Social Norms marketing, counseling programs), (2) prevention efforts that provide a channel for safer, less destructive behaviors (safe ride programs, substance-free parties, themes living area), (3) efforts to restrict access to alcohol to reduce harmful behaviors associated with excessive drinking (DUI checkpoints, shoulder tap enforcement, advertising restrictions), (4) activities to establish a supportive environment for achieving responsible drinking (town/gown coalitions, coordinated enforcement task force), and (5) systematic data collection and analysis that identify problem areas, and provide new ideas for program innovation and evaluation.

To recognize exceptional leadership and exemplary programs, the recipients of three awards are announced at the annual conference: (1) the Student Leadership Award, (2) the Champions Award that recognizes students, staff, and administrators who exhibit exceptional leadership in promoting alcohol and other drug initiatives on their campus, in their community, or for the CSU, (3) the Innovation Award for those who have created an innovative event, activity, or strategy to better and more effectively serve CSU students and the community.

CSU ALCOHOL AND TRAFFIC SAFETY (ATS) PROJECT
FEBRUARY 2005 – DECEMBER 2006

Purpose of the Grant

The Office of Traffic Safety (OTS) funded ten CSU campuses totaling \$750,000 for two years (2005 and 2006) to reduce by 5 percent the incidence of driving after consuming alcohol by 18 to 25 year-old CSU students by December 30, 2006 and to reduce by 5 percent alcohol-related misconduct by CSU students by December 30, 2006. CSU campuses Bakersfield, Chico, Dominguez Hills, Fullerton, Pomona, San Diego, San Luis Obispo, San Marcos, Sonoma, and Stanislaus were selected to participate in this project. This grant addresses alcohol-related incidents at the college level, particularly driving under the influence of alcohol and general incidents related to alcohol abuse. The CSU Alcohol and Traffic Safety Initiative supports and stimulates the environmental management approach by campus Alcohol Advisory Councils via mini-grant/special project funding. These mini-grants support interventions that could include such programs as safe rides programs, social norms marketing, and/or peer education activities. It is worthy to note that with the most recent grant, the ten campuses above agree to continue most if not all elements of this project for a third year using institutional funding.

The project objectives include the following:

- To improve and/or develop partnerships with law enforcement to increase DUI checkpoints, and campus policy enforcement;
- To assist campuses in developing or improving on-line personal drinking assessment programs similar to e-CHUG (Check Up to Go) and MyStudentBody.com;
- To work with each campus to identify strategies to reduce the availability and accessibility of alcohol, particularly to minors;
- To organize, schedule, and promote a minimum of four guest speakers for the CSU and/or CSU ATS campuses;
- To provide support to campus peer educators (Health Centers, Bacchus & Gamma clubs, SADD, etc.) through training and information dissemination efforts; and
- To work with media throughout the state and at each campus to keep the public informed about the intent and progress of the CSU Alcohol and Traffic Safety Initiative.

With this new traffic safety program, both Office of Traffic Safety grants have served sixteen CSU campuses (Chico and Sonoma are the only two CSU campuses to participate in both OTS grant programs).

Project Goals

To reduce the incidence of driving after consuming alcohol by 18-25 year-old CSU students 5% from each campus' 2003 base year total by December 30, 2006

Results:

- Accomplished*
 - *CORE or NCHA data pending at three campuses*
- ATS campuses reported an overall reduction of 14.60% in incidence of driving after drinking.

To reduce the incidence of alcohol-related misconduct by CSU students by 5% from each campus' 2003 base year total by December 30, 2006.

Results:

- Accomplished
- ATS campuses reported an overall reduction of 5.50% in incidence of alcohol-related misconduct.

Other Major Objectives

To improve and/or develop partnerships with law enforcement

- ATS campuses collaborated with ABC to train 203 beverage servers via Licensee Education on Alcohol and Drugs (LEAD) training
- Law enforcement officers provided 12 on-campus presentations to students
- Campuses reported 23 new partnerships with law enforcement and community agencies

To assist campuses in developing or improving on-line personal drinking assessment programs similar to e-CHUG

- ATS campuses utilized 144 peer education, 32 awareness, and 104 marketing and publicity events and activities to promote on-line assessment programs
- 500 students participated in internet/web-based training
- One campus, San Marcos, administered MyStudentBody.com to 2,025 students in fall 2005 and 2006. This administration of MyStudentBody.com was funded by the grant in 2005 and 2006 and will be continued annually by the campus from its own resources.

To work with ten CSU campuses to identify strategies to reduce availability and accessibility of alcohol, particularly minors

- 191 ATS staff and peer educators attended conferences to learn about new and effective strategies to reduce alcohol accessibility/availability to minors
- 47 beverage servers participated in TIPS training to curb alcohol sales to minors

To organize, schedule, and promote guest speakers on CSU campuses

- 35 presentations, 9 guest speakers, 7 staff sessions, and 12 law enforcement sessions were provided at ATS campuses
- Notable speakers included Randy Havenson, Mark Sterner, David Lee and Jim Merritt (former star athletes), and Katie Rubin (CSU Alcohol Conference)
- Webinar, "Understanding the Alcohol Blackout" was broadcast at several campuses

To provide support to campus peer educators (Health Centers, Bacchus & Gamma clubs, SADD, etc.) through training and information dissemination

- MADD/SADD presented 11 sessions to ATS campuses reaching an average of 775 students per session
- 144 peer education presentations were provided reaching 3,004 students

- 30 peer educators participated in trainings
- ATS campuses distributed over 16,200 pieces of information

To work with media throughout the state and at each campus to publicize the funding of the project and keep the public informed of its intent and progress

- ATS campuses created 78 PSAs, 13 promotional events, and 13 press conferences or news releases

Continuing Project Gains

Each campus committed to furthering ATS goals and objectives after OTS funding was completed. These campus commitments are reflected in the following activities, which represent a significant commitment of campus-based funding:

- 1 campus is establishing an alcohol education office
- 1 campus is establishing an AA chapter
- 4 campuses are designing safe rides programs
- 8 campuses will continue to meet with existing partners and to plan new programs
- 3 campuses will continue peer education and beverage server training
- 2 campuses will develop training videos (peer education, beverage server)
- 1 campus is purchasing an alcohol education program
- 4 campuses will expand on-line alcohol assessments
- 6 campuses will continue at least one ATS program or event
- 1 campus will extend project activities through grant development

Trends

- Campuses with lower initial (base year) rates produced lower rates of change (even increases).
- Campus with higher initial rates produced greater reductions in incidence of driving while under the influence of alcohol.
- Programs with a peer education and outreach focus generally achieved greater reductions.

Other ATS Campus Highlights

- Bakersfield 50% reduction, campus misconduct
- Chico 4.7% reduction, incidence of driving after drinking
- Dominguez Hills engaged 5,320 students via ATS activities
- Fullerton 50% reduction, incidence of driving after drinking
- Pomona trained 21 beverage servers via LEAD trainings
- San Diego 18.8% reduction, incidence of driving after drinking
- San Luis Obispo 24% reduction, alcohol-related misconduct
- San Marcos 25.5% reduction, alcohol-related misconduct
- Sonoma 7.7% reduction, incidence of driving after drinking
- Stanislaus trained 15 beverage servers via TIPS training

Conclusion

CSU ATS was successful in the completion of its two major goals. The project made 49,658 student contacts through the creation of 453 events and activities. The average change in the incidence of students driving after consuming alcohol was a mean reduction of 14.60%. The project-wide mean reduction for alcohol related misconduct by students was 5.5%.

Of the 9 program objectives, 8 were successfully accomplished. The only objective that was not reached was that of training 500 beverage servers via LEAD training. This objective and outcome number was originally intended as a mandatory component of each project, yet was later changed to optional as some campuses preferred TIPS or other trainings. Still, the 203 beverage students trained via LEAD was significant.

California State University, Fresno has submitted another grant to the Office of Traffic Safety in order to secure funding that will provide mini-grants to the remainder of CSU campuses that to this point have not received funding. Announcement of successfully funded projects for Fall 2007 is expected this summer.

CSU CAMPUS ACTIVITIES

Campus Programs

All CSU campuses have been active in developing and implementing alcohol education, prevention, and enforcement programs. While the following list provides a few examples of campus activities, each CSU campus' single, most effective alcohol education, prevention, and enforcement program that has affected student behavior in a positive way is provided in Attachment B.

- Regularly sponsoring education and prevention programs, e.g., during new student orientation programs, prior to spring breaks, and during "Greek Week";
- Sponsoring "Alcohol awareness weeks" or similar programs;
- Training all those who regularly interact with students, such as faculty advisers, resident advisers, coaches, peers, faculty, and student affairs professionals to understand and identify alcohol-related problems and to link students with intervention services;
- Targeting alcohol education and prevention programs with high-risk groups such as fraternities, sororities, athletes, housing residents, and student organizations;
- Limiting the sale of alcohol on campuses, e.g., reducing the number of hours alcohol is sold, reducing the size of drinks, implementing one-drink per ID rule;
- Notifying parents and legal guardians about students who violate campus drug or alcohol-related policies;
- Eliminating drink specials such as 2-for-1;
- Reducing the number of alcohol-related items sold in the campus bookstores (shot glasses and beer tankards, often super sized, bearing the seal of the university, may contribute to the myth that drinking alcohol in larger quantities is an indispensable part of the college experience);
- Establishing and continuing working relationships between campuses, municipal law enforcement, and ABC, e.g., to set up DUI checkpoints in and around campus;
- Engaging ABC licensing hearings to impose health and safety conditions on nearby alcohol licenses;
- Engaging alcohol retailers in continuing dialogue to promote sales and service practices (e.g., less reliance on low drinking prices as a marketing ploy to students) on a voluntary basis;
- Encouraging adoption of responsible beverage service practices by bars and restaurants on campus and in the surrounding community; and
- Establishing community-collegiate alcohol prevention partnerships that encompass wide participation from representatives of other area institutions of higher education.

Measurable Outcomes

The CSU Alcohol Policies and Prevention policy requires each campus to gather data every two years to determine if its policies and programs are achieving the desired outcomes. On the basis of these assessments, campuses report reductions on a variety of measures of alcohol abuse and alcohol-related incidents, including a reduction in alcohol use by students and a reduction in negative, alcohol related incidents. In some instances, the assessment represents a longitudinal study of behavior change while other studies assess student behavior about the consequences of alcohol and drug use to guide campus risk reduction efforts. The following section provides more information about campus assessment activities.

Assessment Instruments

- Several on-line alcohol interventional and personalized feedback tools have been introduced on CSU campuses.
 - Alcohol-Edu (Channel Islands)
 - AlcoholEdu is an online, science-based course that provides detailed information about alcohol and its effect on the body and mind.
 - Alcohol 101 (San Bernardino)
 - College Wise
 - e-Chug and e-Toke (Humboldt, Sacramento, SDSU)
 - Residence hall students at Humboldt found to be responsible for first-time alcohol or drug violations are required to complete on-line education. Students complete several computer-based modules on alcohol or drug education and receive immediate feedback on their current and past use/abuse.
 - Developed by counselors and psychologists at SDSU, these were designed as personalized “interventions” to reduce levels of hazardous use and the tragic consequences that too often follow, e.g., sexual assault, alcohol poisoning, DUI injuries and death, violence, unwanted pregnancies, poor academic performance.
- BASICS (Brief Alcohol Screening and Intervention for College Students)
 - Humboldt participates in this nationally-normed training process in which professional counselors are trained to engage students in three-sessions of an alcohol and drug therapy program. Specifically, psycho-educational components are utilized as well as motivational interviewing techniques.
- Campus survey
 - Several campuses have developed their own survey instruments, which involved a random sample.

- Surveys involve pre-test and post-test assessments to track longitudinal behavior trends
- CORE Alcohol and Drug Survey (Bakersfield, Sacramento, Sonoma)
- National Alcohol Screening Day each April (Monterey Bay, Sacramento)
 - Students are asked to complete an Alcohol Use Disorders Identification Test (AUDIT), which is reviewed by Counseling Center staff.
- National Collegiate Health Assessment (NCHA) (Fresno, Northridge, Pomona, Sacramento, Stanislaus)
 - This survey is coordinated by the American College Health Association, which initiated the survey in 1998
 - This survey is based upon a random sample to assess changes in drinking behavior and to determine attitudes, feelings, and perceptions of the students on campuses related to health and other issues. Campuses are transitioning from a paper only survey to a web-based survey.
 - It consists of 58 questions dealing with six areas of student health and demographic section.
 - The survey provides the largest known comprehensive data set on the health of college students, providing the college health and higher education fields with considerable research on student health.
 - Campus survey findings are compared with national norms (reference group).
 - Findings are used to achieve the following outcomes:
 - Determine priority health issues among student populations
 - Measure progress and effectiveness of intervention strategies
 - Support institutional policies and local laws that affect the health of a campus community
 - Monitor prevalence and care for specific chronic disease groups
 - Monitor acute illness and prevention efforts
 - Identify students' level of self-knowledge about health protection practices and illnesses
 - Identify students' perceptions about peer behavior
 - Assess the impact of health and behavior factors on academic performance
- Prevention Research Center's California Safer Schools Survey (Chico, Fullerton, Long Beach, Sacramento, San Jose, San Luis Obispo)
 - The primary purpose of the survey was to collect data on alcohol and other drug use on college campuses in the CSU and UC and to evaluate the efficacy of a "Risk Management" approach to alcohol problem prevention.

- This assessment utilized an internet survey as its mode of data collection.
- Each campus provided approximately 1,000 undergraduate students over the age of 18 for the study sample.
- The questionnaire asked up to 434 questions of each respondent, with skip logic used to minimize the number of questions.
- Questions included student demographic information, alcohol use, settings where alcohol was consumed, ease in obtaining alcohol, other drug use, and perceived use by other students.
- Campuses were paired with a campus with similar demographics and divided into control and intervention sites.

Trends

Based upon the surveys administered by CSU campuses, the following trends have been identified:

- The result from initial CORE surveys in 2005 identified issues about underage drinking, drinking and driving, unwanted consequences of student drinking patterns, and issues around alcohol dependence. The second survey administered in 2006 demonstrated a reduction in underage drinking, binge drink, drinking and driving, and unwanted consequences of students' drinking patterns. Campuses reported the decreases in the number of underage students who drink, who reported binge drinking, who drove while under the influence of alcohol, and other reductions. As an example, CSU Bakersfield reported the following reductions:
 - Number of underage (under 21) students who consumed alcohol in previous 30 days by 26.1%;
 - Number of students who reported binge drinking (5 or more drinks in one sitting) in prior two weeks by 4.2%;
 - Number of students who consumed alcohol in the past 30 days by 6.6%
 - Number of students who experienced peer pressure to drink or use drugs by 10.5%
 - Number of students who were hurt or injured as a result of drinking or drug use by 4.3%
 - Number of students who have driven a car while under the influence by 6.8%
 - Number of students who performed poorly on a test or important project as a result of drinking or drug use by 7.1%
 - (Sacramento) Data indicate a statistically significant reduction in problems related to drinking, including a 5.2% decrease in public misconduct (DWI/DUI, vandalism, trouble with police).

- Surveys that assess students' knowledge about alcohol and its effects on the body and mind, e.g., AlcoholEdu (CI), report the following key outcomes:
 - Students reported an increase in expressions of social concern through care-taking behaviors. An increase in care-taking behaviors can often contribute to increases in reported alcohol-related incidents. As a result of increased knowledge and social concern, students are more likely to seek medical assistance for intoxicated friends.
 - The percentage of students who reported thinking about their Blood Alcohol Concentration (BAC) while drinking increased substantially. Awareness of BAC is an important factor in moderating alcohol consumption and intoxication. Protective factors are behaviors likely to decrease the probability of experiencing alcohol problems.
 - The percentage of drinkers who developed an awareness of the need to change the way they drink alcohol increased from 18% in Survey 1 to an increase of 26% in follow-up Survey 3.
 - 63% of students said they knew more about Blood Alcohol Concentration (BAC) after taking the course. After having completed the AlcoholEdu the program resulted in: 63% of the students reported knowing more about BAC, 35% reported knowing the same and 2% reported knowing less.
 - 41% of the students said they knew more about the ways alcohol affects a person's ability to give consent for sex after completing AlcoholEdu:
 - Self-assessed knowledge about the effects of alcohol increased substantially after taking the course. When asked on a scale of one (1) know very little about the effects of alcohol to five (5) know very much about the effects of alcohol, the responses showed an increase of 44% and number five (5) showed an increase of 29%.

- Safer California University studies reported the following key findings on the consequences of alcohol and drug use that campuses use to guide risk reduction efforts:
 - 18.6% reported some form of public misconduct (trouble with police, fighting/argument/ DWI/DUI, vandalism) at least once during the past semester as a result of drinking (Fullerton).
 - 28.0% reported experiencing some kind of serious personal problems, e.g., contemplation of suicide, sexual assault, at least once during the prior term as a result of drinking (Fullerton).
 - 40.2% reported experiencing some kind of minor personal problems, e.g., missing class, memory loss, hangover, illness, at least once during the prior term as a result of drinking (Fullerton).
 - On average, when students drink, they consume 2.36 drinks (Long Beach).

- 55% of students reported they had not engaged in binge drinking in the past month (Long Beach).
- 80% of students had not driven under the influence of alcohol during the past term (Long Beach).
- The data results taken in the first term of 05-06 indicated a rise in student alcohol use. However, a random stratified sample taken in the second term of 2007 reveals that there has been decreasing drinking across a variety of student groups to a significant level (San Luis Obispo).
- A 24% decrease in the number of students reporting consumption of five or more drinks in a row and an 8% decrease in the number reporting consumption of 4 or more in a row. From 2003 to 2006, the number of students reporting driving after consuming too much alcohol at a party decreased 26.6% (Sacramento).
- Campuses that use the National Collegiate Health Assessment to assess changes in drinking behaviors report the following:
 - The percentage of students whose estimated blood alcohol content was $\geq .10$ the last time they socialized declined significantly from 18% to 14% (Fresno).
 - Driving after having five or more drinks declined from 5.9% to 4.1% (not significant, but at least an indication of a downward trend) (Fresno).
 - 5.2% reported alcohol use as one reason why academic performance declined in the prior school year, e.g., received incomplete grades, dropped a course, received a lower grade in the class or an exam (Northridge).
 - When going to a party or when going out, 34.6% of the students alternate non-alcoholic with alcoholic beverages, 52.9% determine in advance not to exceed a set number of drinks, 34.4% choose not to drink alcohol, 73.2% use a designated driver, 78.8% eat before and/or during drinking, 69.1% keep track of the number of drinks consumed (Northridge).
 - When compared with national norms, Pomona students generally showed higher incidents of responsible drinking (Pomona).
 - 1.9% believe their academic performance was affected by alcohol/other drug use (Stanislaus).
 - 26.6% reported never using alcohol (Fresno).
- Based upon the National Alcohol Screening Day each April (MB), survey results indicated the following:
 - The number of students requiring no follow up decreased from 84% of the participants (2005) to 71% (2006);
 - Of the remaining 16% (2005) and 29% (2006) who were provided feedback,
 - 36% and 32% respectively were advised to speak with their health provider (a reduction)

- 91% and 64% respectively were advised to reduce their drinking levels (a reduction)
- 27% and 43% respectively were advised to stop drinking (an increase)
- 36% and 21% respectively were referred to an out-patient providers (a decrease)
- .05% and .03% respectively were referred to the campus counseling center (a decrease)

Special Accomplishments

Campuses were asked to highlight any other special or unique programs and/or accomplishments that the campus believed helped to implement the CSU Alcohol Policy that had a positive, measurable, impact on students. The following examples are representative of the types of unique programs offered by campuses.

- Bakersfield established a full-time student conduct position within the division of student affairs to work closely with faculty, student services and the Alcohol Education Office in order to promote healthy, positive alternatives to drug/alcohol use among students.
- Fullerton began offering late night alcohol alternative events co-hosted by a collaboration of student groups including Peer Health University Network, Greeks Advocating Mature Management of Alcohol (GAMMA), and Resident Student Association (RSA).
- Fresno implemented strategies to create a better environment for football game day events through increased collaboration with on and off-campus law enforcement, creation of an alcohol-free family fun zone, development of PSAs on responsible alcohol use, and implemented early restrictions on alcohol sales and advertising subsequently issued in Executive Order 966.
- In 2005, Humboldt State implemented a mandatory alcohol assessment survey for students who violated the alcohol policy. A resident student who is found to be in violation of the alcohol policy is required to complete an on-line alcohol assessment survey, e.g., e-CHUG.
- Monterey Bay Offices of Residential Life and Personal Growth and Counseling collaborated with a local non-profit prevention and resource center on the production of a short educational public service announcement geared towards reducing the number of student alcohol related accidents. The message is designed to reduce the number of injuries and fatalities among the student population through anti-binge drinking education. The film, completed in the fall of 2006 is intended to be used by local high school as well as the university.
- Pomona teamed with other non-profit organizations in the Inland Empire (Pomona Valley Hospital, Citrus Community College, MADD) to develop a safe-driving campaign of radio station KOLA (99.9 fm) on three occasions: holidays of late-December, St. Patrick's Day, and Memorial Day. Each 30-second spot was read by a prominent figure

on campus. The messages were directed toward the greater community and campus that included the tagline “mixing drinking and driving is NEVER an educated decision.” Though no formal assessment has been done on the effectiveness of this campaign, the response from the community has been positive.

- Sacramento has implemented a mandatory class for first-time violators of the university alcohol policy. Students are required to attend a three-hour educational course utilizing E-Chug assessment, group discussion, and personal journals to explore and reflect on their drinking behavior. Since implementation, there has been a 55% reduction in reported on-campus alcohol-related violations (despite increased enforcement efforts) and a 50% reduction in repeat policy violations.
- San Bernardino’s Office of Housing and Residential Life implemented a large-scale alcohol program, which has led to a reduction in alcohol violations. In addition, there has been a reduction in repeat alcohol offenders because of a more stringent conduct process as well as the programs listed.
- San Diego State’s *Operation Campus Sweep (OCS)* seeks to reduce advertising that does not comply with campus posting policies. Many of these advertisements are for alcohol-related activities, so reducing these unauthorized postings has the benefit of both improving campus appearance and reducing knowledge of, and thereby access to, heavy drinking locales.
- SFSU developed a Neighborhood Task Force with members of the on- and near-campus community represented as well as campus policy. The Task Force is addressing the needs of the community through creating community events where students and non-students are invited to attend.

Alcohol Sales and Advertising Policy (Executive Order 966, December 23, 2005)

In response to the Board of Trustees approval of the CSU Alcohol Policy and Prevention Program in 2001 (REF 07-01-03), the CSU is constantly striving to enhance its alcohol education programs, reduce alcohol abuse, and strengthen its policy efforts to promote the legal and responsible use of alcohol. It is recognized that the majority of the students within the CSU, as well as faculty and staff, are of legal drinking age and use alcohol responsibly. For that reason, it is consistent with our systemwide policy to allow for the sale and advertising of alcoholic beverages on the campus as long as it is done legally and within guidelines that promote responsible use.

However, there has been a recent national trend to address the illegal use and abuse of alcohol at intercollegiate athletic events that has led to incidents of poor sportsmanship, disorderly conduct, and a negative game atmosphere for fans. For that reason, the CSU believes that service of alcoholic beverages at athletic events in university owned or operated facilities is contrary to its systemwide policy and to its purpose of promoting a safe and healthy learning environment for all members of the university community. In keeping with that purpose, the

CSU believes that campuses should not engage in any sale of alcoholic beverages in conjunction with athletic events conducted in university owned or operated facilities.

On December 23, 2005, Chancellor Reed issued Executive Order 966, *Alcohol Sales and Advertising*, which prohibits the sale of alcoholic beverages at any athletic event held in university –owned or –operated facilities and which limits alcohol advertising to beer and wine on CSU campuses in compliance with policy guidelines consistent with the “Guidelines for Beverage Alcohol Marketing” distributed by the National Inter-Association Task Force on Alcohol Issues, a higher education coalition dedicated to the responsible use and advertising of beverage alcohol.

CSU Protocol Recommendations

Responding to a request of the Alcohol Policy Committee chaired by President John Welty, the Chair of the CSU Alcohol Steering Committee Dr. Paul Oliaro, requested student intervention protocols from each CSU campus. Based upon campus responses and discussions by the vice presidents for student affairs, a protocol template has been provided to campuses to serve as a reference as each campus formulates and develops individual campus procedures in coordination with health, law enforcement, and legal departments. The general guidelines provide helpful information for response to alcohol emergencies such as an unconscious student or a student with symptoms of alcohol poisoning. Also included is information that addresses working with minors, confronting a student who is intoxicated, and other significant situations that campus personnel may encounter. The following topics are addressed in the CSU Protocol Recommendation: protocol to assist students who abuse alcohol, handling alcohol emergencies, caring for unconscious students, working with intoxicated students, counseling students who are minors, addressing clubs and organizations that abuse alcohol, and disciplinary issues regarding alcohol violations.

Conclusion

In general, campuses report a trend toward less alcohol use by students and a reduction in alcohol-related incidents. Specifically, they report the following:

- There is a pattern of reduction in alcohol abuse and driving under the influence of alcohol.
- Several efforts, such as the training of beverage servers, implementation of alcohol policies, and increase law enforcement operation in and around stadiums, combined to reduce alcohol-related problems at home football games.
- Fewer students report driving after drinking.
- Student misperceptions of peer alcohol consumption (quantity-per-occasion and prevalence) were reduced, which leads to more responsible drinking.

- Those who drink do so less frequently and are drinking smaller amounts.
- Campuses report a decline in the number of drinks consumed per week.
- The number of student alcohol-related misconduct incidents is declining.
- Campuses inform local retailers each fall about their obligations to the laws regarding sales of alcohol.

These measurable outcomes have been achieved by strengthening alcohol abuse training programs, using social norms theory marketing strategies, strengthening partnerships with local enforcement agencies, increasing peer training, creating feeder school training programs, and changing student perceptions about their peers' alcohol-related behaviors.

The 23-campus CSU system continues to establish partnerships to promote safe, healthy, and learning-conducive environments. The alcohol policy adopted by the California State University Board of Trustees in 2001 has generated additional resources from state and federal governments and reported progress in reducing alcohol-related problems.