

AlcoholEdu 2008-2009 Key Findings

AlcoholEdu 2008 cohort was compared with previous freshmen cohorts that had not taken AlcoholEdu

AlcoholEdu Students:

- Had fewer hangovers
- Had fewer blackouts
- Had fewer ETC transports

Healthy Campus:

- 71% of students reported they intend to “support the choice not to drink”

Obtaining Alcohol and Location:

- 43% of students reported mainly drinking at an off-campus residence
- 35% of students reported mainly drinking at a bar or restaurant (the majority of freshmen at the time of the survey are 18 years old so cannot legally enter downtown bars after 10pm)
- 9% of students reported drinking in an on-campus residence
- 3% of students reported drinking at an outdoor event, i.e. tailgating
- 2% of students reported drinking in a fraternity/sorority house

Instances of Drinking:

- | | |
|--|---|
| • Survey 1 (taken prior to arriving on campus) | • Survey 3 (taken at the end of the course) |
| ○ Non-drinkers 51% | ○ Non-drinkers 36% |
| ○ 1 or more drinks 49% | ○ 1 or more drinks 64% |
| ○ 5 or more drinks 36% | ○ 5 or more drinks 50% |
| ○ 10 or more drinks 12% | ○ 10 or more drinks 21% |

Many students coming to Iowa have already engaged in many high risk behaviors.

By the summer of their senior year:

- 59% have chugged alcohol
- 73% have taken shots
- 60% have chosen a drink containing a higher alcohol percentage
- 62% pre-gamed

AlcoholEdu Students:

- 66% reported engaging in protective behaviors
- 43% indicate changing or thinking about changing their drinking behaviors
- 81% of students reported their current understanding of BAC will change the way they consume alcohol
- 91% of students reported AlcoholEdu assisted in preparing them to express concern to someone about their alcohol use
- 90% of students reported that as a result of taking AlcoholEdu they learned new facts about alcohol

Comparison data with our Carnegie institutions and Select 6 colleagues indicates students coming to the University of Iowa have more permissive or accepting attitudes toward underage alcohol use, drinking alcohol, and getting drunk than students enrolling at other institutions and have a greater preference for attending events that include alcohol.

AlcoholEdu Executive Summary 2008-2009

The University of Iowa implemented AlcoholEdu for the third time in Fall 2008 requiring all incoming freshmen to complete the course for continued enrollment. AlcoholEdu for College is an objective, science-based, online alcohol prevention program designed specifically for college students as the cornerstone of a comprehensive campus prevention program. The purpose of AlcoholEdu for College is to prevent or reduce alcohol-related problems among college students while providing schools with a statistically accurate description of the alcohol-related attitudes, experiences, behaviors, and health education needs of their students.

Partners in this endeavor included: The Office of the Vice President for Student Services, The Office of the Provost, Student Health Service/Health Iowa, University Housing, The University of Iowa Parents Association, Admissions/Orientation, Women's Resource and Action Center, Office of the Registrar, Academic Advising, Athletics, Information Technology Services, and Academic Technologies.

Participation:

There were 4,199 students eligible to participate in AlcoholEdu and all completed the course by the start of spring semester.

Not all students are included in the dataset due to age restrictions and completion after the first deadline. Included in the dataset are 3,657 students who completed part I of AlcoholEdu by August 22, 2008.

Knowledge Gains:

53% increase in the mean score from the pre-test to the exam

Almost three-fourths of drinkers reported that the course changed the way they perceive other students drinking

Experience with AlcoholEdu:

76% of students reported that AlcoholEdu prepared them to help a friend or acquaintance in situations where they have identified an alcohol overdose

Custom Link Usage:

We are able to add custom website links in the course, such as links to pertinent UI information. The links included in the course are:

Office of Student Life	University Housing Guidebook Policies
Residence Hall Organizations	UISG
Sexual Harassment website	Public Safety
Civic Engagement Program	Student Health Service
University Counseling Service	UI AlcoholEdu website
RVAP	WRAC
Operations Manual on Sexual Harassment Policy	

Five links used most often in the course in rank order: University Housing Guidebook Policies, Student Health Service, Civic Engagement Program, Office of Student Life, and University of Iowa Student Government.

College Effect:

Research shows that the transition to college is regularly associated with significant increases in drinking, heavy-episodic drinking, and high-risk drinking behaviors, and with reductions in abstinence and protective behaviors. This transition -- the College Effect -- reflects the immersion of new students into the developmental and social context of college. When interpreting alcohol-related behaviors among our first-year students it is important to consider the influence of the College Effect. As expected, the 2008 AlcoholEdu cohort experienced an increase in drinking behaviors from the summer of their senior year to the fall of their freshmen year at Iowa, illustrating the College Effect. However, when compared with other past 'untreated' freshmen cohorts (prior to AlcoholEdu implementation) the current cohort experienced fewer negative consequences and a decrease in some risky behaviors.

Evaluation Plan for AlcoholEdu – First Year students

Highlighted boxes = result is statistically significant at $p < .05$

Note: For a difference to be statistically significant at the .05 level, the two confidence intervals must not overlap.

Outcome	2008-09	2007-08	2006-07
<u>Process Outcomes – Completion and Discussion</u>			
At least 85% of incoming students will complete the course within the required timeline.	92%	98%	96%
At least 85% of RAs will report having discussed AEdu with their floor members.	Still obtaining data	72.4% reported discussing 24.1 did a formal program or event	67% reported discussing 8% did a formal program
<u>Health outcomes, based on Healthy Campus 2010 and AlcoholEdu content – Negative Consequences</u>			
Reduce the proportion of students who report hangovers by 5% (2004 HIP data/2005 Harvard data, 65% of first year students report hangovers, 95% Confidence Interval: 55-69%)	38% (95% CI: 37-41%)*	46% (95% CI: 44-48%)*	50% (95% CI: 48-52%)*
Reduce the proportion of students who report negative consequences as a result of their own or another person's alcohol use by 5% (2004 HIP data, 64% of first year students reported at least one negative consequence as a result of drinking, 95% Confidence Interval: 57-70%)	63% (95% CI: 63-65%)*	54% (95% CI: 53-56%)*	67% (95% CI: 66-69%)
Reduce the proportion of students who report blackouts by 5% (2004 HIP data, 47% of first year students reported blackouts, 95% Confidence Interval: 41-55%)	32% (95% CI: 30-34%)*	38% (95% CI: 36-40%)*	37% (95% CI: 35-39%)*
Reduce the number of first year students transported to the ETC from the residence halls	14 students transported, Fall 2008	7 students transported, Fall 2007	29 students transported, Fall 2006
<u>Behavioral outcomes – Heavy drinking, risky behavior, and protective actions</u>			
Reduce the proportion of students who report that they drove after drinking alcohol by 5% (2004 HIP data, 17% of first year students reported driving after drinking, 95% CI: 14-24%)	8% (95% CI: 7-9%)*	15% (95% CI: 14-16%)	12% (95% CI: 11-13%)*
Increase the proportion of participants who report engaging in protective behaviors by 5% (2004 HIP data, 77% of first year students reported practicing at least one protective behavior, 95% CI: 70-82%)	66% (95% CI: 64-68%)	62% (95% CI: 63-66%)*	59% (95% CI: 57-61%)*
Reduce the percentage of students who report consuming 5 or more drinks on average by 5% (2006 HIP data, 58% of first year students reported having 5 or more drinks on average in one sitting, 95% CI: 54-61%)	50% (95% CI: 48-52%)*	48% (95% CI: 46-50%)*	

Comparison Reports – Carnegie Class

The comparison data with our Carnegie institutions indicates students coming to the University of Iowa have more permissive or accepting attitudes toward underage alcohol use, drinking alcohol, and getting drunk than students enrolling at other institutions. In addition, UI students indicate a stronger preference for attending events that include alcohol or where people will be drinking, while students at other schools report higher comfort and preference for non-alcohol centered events. The shaded boxes below indicate areas we appear to be substantially different than other institutions.

	Iowa	Carnegie Institutions
Students Acceptance of:		
Drink underage	76%	68%
Get drunk on school nights	37%	32%
Students Attitude toward Drinking:		
I don't like being around others who are drinking	53%	60%
Drinking is never a good thing to do	10%	15%
Drinking is all right but a person should never get drunk	17%	24%
Occasionally getting drunk is okay as long as it doesn't interfere with academics or other responsibilities	66%	54%
Occasionally getting drunk is okay even if it does interfere with academics or other responsibilities	4%	3%
Frequently getting drunk is okay if that's what the individual wants to do	3%	3%