

## AlcoholEdu 2009-2010 Key Findings

AlcoholEdu 2009 cohort was compared with previous freshmen cohorts that had not taken AlcoholEdu

AlcoholEdu Students:

- Had fewer hangovers
- Had fewer blackouts
- Had fewer ETC transports
- Had fewer negative consequences overall

Healthy Campus:

- 57% of students reported they “don’t have to drink to have a good time” as reason for choosing not to drink

Obtaining Alcohol and Location:

- 51% of students reported mainly drinking at an off-campus residence
- 20% 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)
- 10% of students reported drinking in an on-campus residence
- 10% of students reported drinking at an athletic event, i.e. tailgating
- 9% of students reported drinking at other locations

Instances of Drinking:

- |  |   |
|--|---|
| • Survey 1 (taken prior to arriving on campus) | • Survey 3 (taken at the end of the course) |
| ○ Non-drinkers 53%                             | ○ Non-drinkers 42%                          |
| ○ 1 or more drinks 14%                         | ○ 1 or more drinks 14%                      |
| ○ 5 or more drinks 22%                         | ○ 5 or more drinks 27%                      |
| ○ 10 or more drinks 11%                        | ○ 10 or more drinks 16%                     |

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

By the summer of their senior year:

- 58% have chugged alcohol
- 74% have taken shots
- 59% have chosen a drink containing a higher alcohol percentage
- 70% pre-gamed

AlcoholEdu Students:

- 73% reported engaging in protective behaviors
- 51% indicate changing or thinking about changing their drinking behaviors as a result of AlcoholEdu
- 88% of students reported that as a result of taking AlcoholEdu it helped them learn new facts about alcohol
- 93% of students reported AlcoholEdu assisted in preparing them to express concern to someone about their alcohol use
- 80% of students reported that as a result of taking AlcoholEdu it helped them to establish a plan for responsible decisions around alcohol

# AlcoholEdu Executive Summary 2009-2010

The University of Iowa implemented AlcoholEdu for the third time in Fall 2009 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, Office of the Registrar, Academic Advising, Athletics, Information Technology Services, and Academic Technologies.

## Participation:

There were 4,012 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 3,568 students who completed part I of AlcoholEdu by August 21, 2009.

## Knowledge Gains:

30% increase in the mean score from the pre-test to the exam

56% of students reported that AlcoholEdu changed their perceptions of others' drinking related behaviors

## Experience with AlcoholEdu:

82% of students reported that AlcoholEdu prepared them to identify and/or help a friend or acquaintance who has alcohol poisoning

## 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, University of Iowa Student Government, University Counseling Service, and Civic Engagement Program and Residence Hall Organizations tied for the fifth most used link.

## 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 abstention 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 2009 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	2009-2010	2008-09	2007-08	2006-07
<b><u>Process Outcomes – Completion and Discussion</u></b>				
At least 85% of incoming students will complete the course within the required timeline.	89%	92%	98%	96%
<b><u>Health outcomes, based on Healthy Campus 2010 and AlcoholEdu content – Negative Consequences</u></b>				
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%)	35% (95% CI: 33-37%)	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%)	34% (95% CI: 33-36%)	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%)	29% (95% CI: 27-37%)	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	12 students transported, Fall 2009	14 students transported, Fall 2008	7 students transported, Fall 2007	29 students transported, Fall 2006
<b><u>Behavioral outcomes – Heavy drinking, risky behavior, and protective actions</u></b>				
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: 7-10%)	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%)	73% (95% CI: 72-75%)	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%)	58% (95% CI: 55-60%)	50% (95% CI: 48-52%)	48% (95% CI: 46-50%)	

### Comparison Reports – Big 10 and Nationally

The comparison data with the Big 10 institutions and institutions across the nation demonstrate the difference in students' acceptance or permissive attitude toward drinking, high risk drinking rates, and expectancies of using alcohol. The shaded boxes below indicate areas we appear to be statistically different than other institutions.

	<b>Iowa</b>	<b>Big 10</b>		<b>Iowa</b>	<b>National</b>
<b>Students Acceptance of:</b>					
Drink underage	64%	68%		64%	64%
Get drunk on school nights	30%	31%		30%	28%
<b>Students high risk drinking rates:</b>	58%	57%		58%	53%
<b>Expectancies of Alcohol – Reasons for Drinking:</b>					
To get drunk	57%	61%		57%	54%
To have a good time with friends	85%	88%		85%	85%
To celebrate	83%	86%		83%	83%
Because of anger or frustration	33%	33%		33%	34%
To decrease inhibitions	38%	41%		38%	42%
To feel less stressed	58%	61%		58%	58%
Feel more attractive	46%	50%		46%	46%
To be more confident or sure of yourself	55%	58%		55%	55%
Feel comfortable pursuing an opportunity to have sex	29%	32%		29%	31%
To be outgoing in social situations	67%	70%		67%	65%