

AlcoholEdu 2007-2008 Key Findings

AlcoholEdu 2007 cohort was compared with previous freshmen cohorts that had not taken AlcoholEdu

AlcoholEdu Students:

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

Healthy Campus:

- 79% of students reported they intend to “support the choice not to drink”
- 77% of students intend to “contribute to a healthier and safer campus environment regarding alcohol use”

Obtaining Alcohol and Location:

- 42% of students who drink reported they obtain their alcohol at parties
- 34% of students who drink reported they obtain their alcohol from persons who are 21 or older
- 47% of students reported mainly drinking at an off-campus residence
- 26% 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)

Instances of Drinking:

- | | |
|--|---|
| • Survey 1 (taken prior to arriving on campus) | • Survey 3 (taken at the end of the course) |
| ○ Non-drinkers 46% | ○ Non-drinkers 37% |
| ○ 1 or more drinks 54% | ○ 1 or more drinks 63% |
| ○ 5 or more drinks 38% | ○ 5 or more drinks 48% |
| ○ 10 or more drinks 12% | ○ 10 or more drinks 18% |

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

By the summer of their senior year:

- 47% have chugged alcohol
- 55% have taken shots
- 53% have chosen a drink containing a higher alcohol percentage
- 41% pre-gamed
- 71% have played drinking games

AlcoholEdu Students:

- 62% reported engaging in protective behaviors
- 61% reported knowing more about alcohol and its effects on the ability to give consent for sex
- 89% of students reported AlcoholEdu assisted in preparing them to express concern to someone about their alcohol use
- 91.8% of students reported that their knowledge of the effects of alcohol increased as a result of taking AlcoholEdu

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 2007-2008

The University of Iowa implemented AlcoholEdu for the second time in Fall 2007 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 4,240 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 4,219 students who completed part I of AlcoholEdu by August 24, 2007.

Knowledge Gains:

43% increase in the mean score from the pre-test to the exam

One-third of drinkers reported that the course changed the way they think about their previous use of alcohol

Experience with AlcoholEdu:

92% 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	

Four links used most often in the course in rank order: Student Health Service, University Housing Guidebook Policies, Operations Manual on Sexual Harassment Policy, and Public Safety.

Carnegie Class and Select 6:

New this year is the ability to compare our data with institutions in our Carnegie Class and 6 institutions we select that use the same course format.

Our Carnegie Class is defined as Doctoral/Research Universities - Extensive (Doc/Res Univ-Extensive). Institutions in this class offer a wide range of baccalaureate programs and are committed to graduate education through the doctoral level. They award 50 or more doctoral degrees per year across at least 15 disciplines. Institutions in this classification include: Harvard University, Columbia University, Dartmouth College, University of California-Berkeley, Duke University, Tulane University, University at Buffalo, University of California-Santa Cruz, Emory University, University of Connecticut, Georgia Institute of Technology, University of Maryland, Indiana University, University of Miami, Johns Hopkins University, University of Pennsylvania, North Carolina State University, University of South Florida, Oxford College, University of Southern California, Princeton University, Vanderbilt University, Stanford University, Washington University, and SUNY at Stony Brook.

Our Select 6 institutions are institutions similar to us in either educational mission or region/location and use the same course format. We chose to compare our data to that from Indiana University, University of Maryland, Luther College, University of Southern California, Texas Tech University, and Washington University.

Comparison data is provided in the evaluation plan that follows.

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 2007 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

- ❖ = objective/goal met
- ◆ = objective/goal not met
- ◇ = insufficient data

* = 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.

Process goals – Completion and Discussion

- At least 85% of incoming students will complete the course within the required timeline.
 - ❖ 96% completed within required timeline (2006-2007)
 - ❖ 98% completed within required timeline (2007-2008)
- At least 85% of RAs will report having discussed AEdu with their floor members.
 - ◆ 67% reported discussing; 8% did a formal program (2006-2007)
 - ◆ 72.4% reported discussing; 24.1% did a formal program or event (2007-2008)
- At least 50% of College Transition instructors will report having discussed AEdu with their students.
 - ❖ 67% reported discussing AEdu with their classes. (2006-2007)
 - ◇ no data (2007-2008)

Health objectives, based on Healthy Campus 2010 and AlcoholEdu content – Negative Consequences

- 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%)
 - ❖ AEdu 06-07: 50% (95% CI: 48-52%)*
 - ❖ AEdu 07-08: 46% (95% CI: 44-48%)*
- 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%)
 - ◆ AEdu 06-07: 67% (95% CI: 66-69%)
 - ❖ AEdu 07-08: 54% (95% CI: 53-56%)*
- 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%)
 - ❖ AEdu 06-07: 37% (95% CI: 35-39%)*
 - ❖ AEdu 07-08: 38% (95% CI: 36-40%)*
- Reduce the number of first year students transported to the ETC from the residence halls
 - ◇ 29 students transported, Fall 2006
 - ❖ 7 students transported, Fall 2007

Behavioral objectives – Heavy drinking, risky behavior, and protective actions

- 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%)
 - ❖ AEdu 06-07: 12% (95% CI: 11-13%)*
 - ◆ AEdu 07-08: 15% (95% CI: 14-16%)

- 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%)
 - ◆ AEdu 06-07: 59% (95% CI: 57-61%)*
 - ◆ AEdu 07-08: 62% (95% CI: 63-66%)*
- 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%)
 - ◆ AEdu 07-08: 51% (95% CI: 54-58%)

Learning objectives –Sexual decision making

- At least 40% of those who complete AEdu will report knowing more about alcohol and its effects on the ability to give consent for sex
 - ❖ AEdu 06-07: 46%
 - ❖ AEdu 07-08: 61%

Comparison Reports – Carnegie Class and Select 6

The 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. 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	Select 6	Carnegie Institutions
Students Acceptance of:			
Drink underage	76%	68%	67%
Have a few drinks but not get drunk	85%	80%	80%
Drink every day and not get drunk	39%	39%	40%
Drink on school nights, but not get drunk	45%	43%	41%
Drink on weekends, but not get drunk	84%	79%	79%
Get drunk on weekends	75%	66%	64%
Get drunk on school nights	31%	30%	27%
Drink alone	23%	23%	23%
Play drinking games	72%	64%	60%
Compete with others on how much alcohol can be consumed	39%	34%	31%
Students preference to attend events where:			
No one drinks	82%	82%	84%
Some people have a few drinks but don't get drunk	86%	86%	86%
Most people have a few drinks but don't get drunk	86%	84%	84%
Some people get drunk	82%	77%	74%
Most people get drunk	71%	61%	56%