

# AlcoholEdu<sup>®</sup> for College 2010/2011 Executive Summary

Florida Atlantic University

January 2011



# Roadmap of This Report

## **I. A Profile of Florida Atlantic University Students' Drinking Behaviors**

- What are the drinking behaviors of students before they arrive on campus?
- How often, where, when and why do your first-year students drink?
- How do your students compare to students nationally?
- What is the impact of high-risk drinking on your students?
- How have drinking rates changed from year to year (if at all)?

## **II. Mitigating Risk and Impacting Culture**

- What did your students gain from taking AlcoholEdu?
- How can your campus engage students to change the drinking culture?

## **III. Implications for Your Institution's Prevention Strategy**

- How can these data inform your prevention efforts moving forward?

# Highlights from Your Data

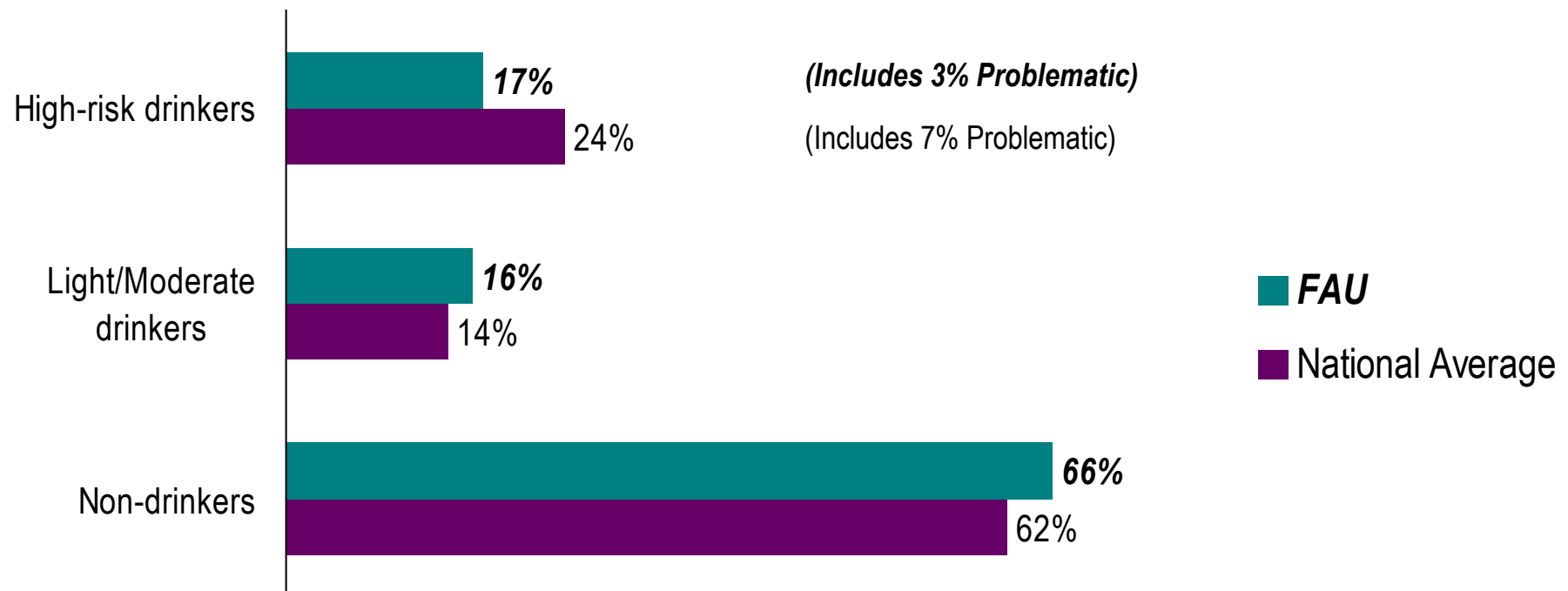
This Executive Summary contains data from your institution's 2010 implementation of AlcoholEdu for College. Findings are based on self-report data obtained from 982 first-year FAU students who completed all three AlcoholEdu for College Surveys.

**Note:** An additional 796 students completed Part 1 of the course, but did not complete all three surveys so were not included in the final data set.

- When measured prior to their arrival on campus, your students' drinking rates are below the national average.
- When measured midway through the fall semester 17% of FAU students reported drinking in a high risk way.
- FAU students are most commonly drinking in an off-campus residence (50%) or at a bar or nightclub (18%).
- The most common drinking-related risk behaviors that your students engage in are doing shots (33%) and pre-gaming (25%).
- Drinking rates differ for men and women. Women are drinking in a high-risk way as frequently as men.
- After completing AlcoholEdu, students reported increases in positive behavioral intentions. Among high-risk drinkers who did not see a need to change their drinking behavior before the course, 41% indicated a readiness to change their drinking after completing the course.

# A Profile of Your Incoming Students

In looking at the drinking rates of students prior to their arrival on campus (Survey 1), your institution is below the national average for high-risk drinkers. Understanding your students' pre-college drinking behaviors can help your campus establish appropriate messaging that sets clear behavioral expectations early in the semester.



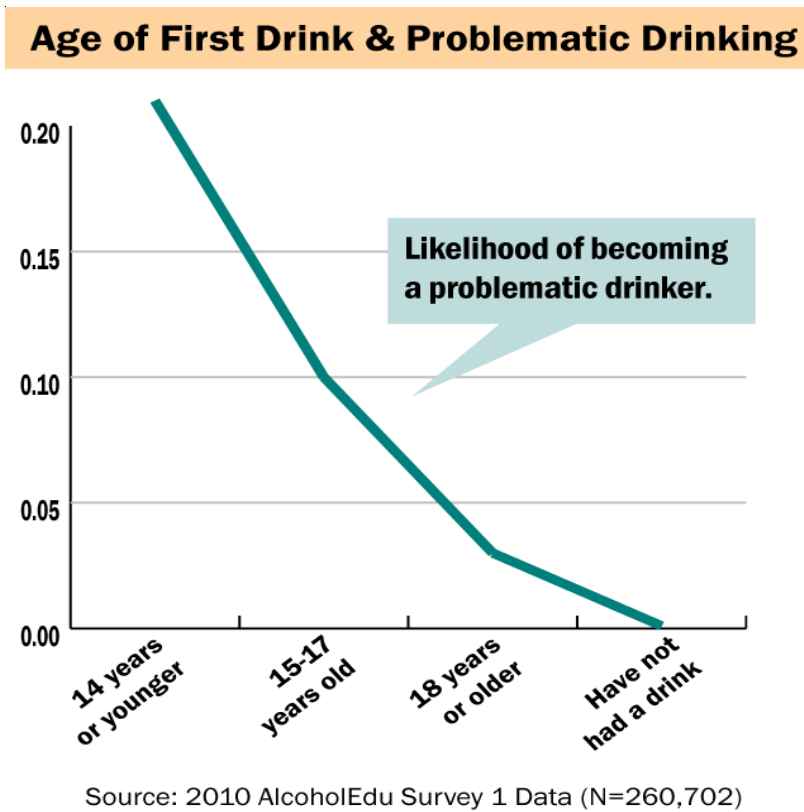
**Non-drinkers:** 0 drinks in the past two weeks

**Light/Moderate drinkers:** 1-3 drinks for women; 1-4 drinks for men on at least one occasion in the past two weeks

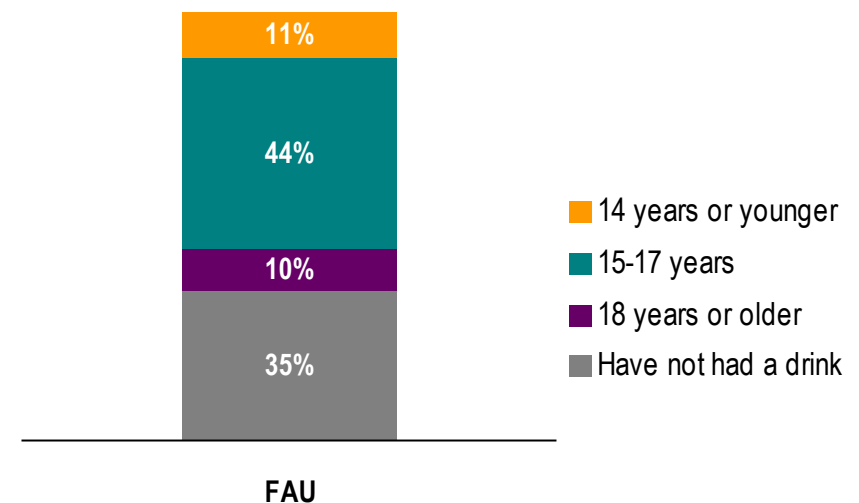
**High-risk drinkers:** 4 or more drinks for women; 5 or more drinks for men on at least one occasion in the past two weeks (includes Problematic drinkers - 8-plus drinks for women; 10+ drinks for men on at least one occasion in the past two weeks)

# Incoming Students: Additional Insights

Findings from AlcoholEdu for College Survey data supports previous studies (1) that demonstrate a relationship between the age of first drink and the likelihood of developing alcohol problems as adults. Your institution's data also support these findings.



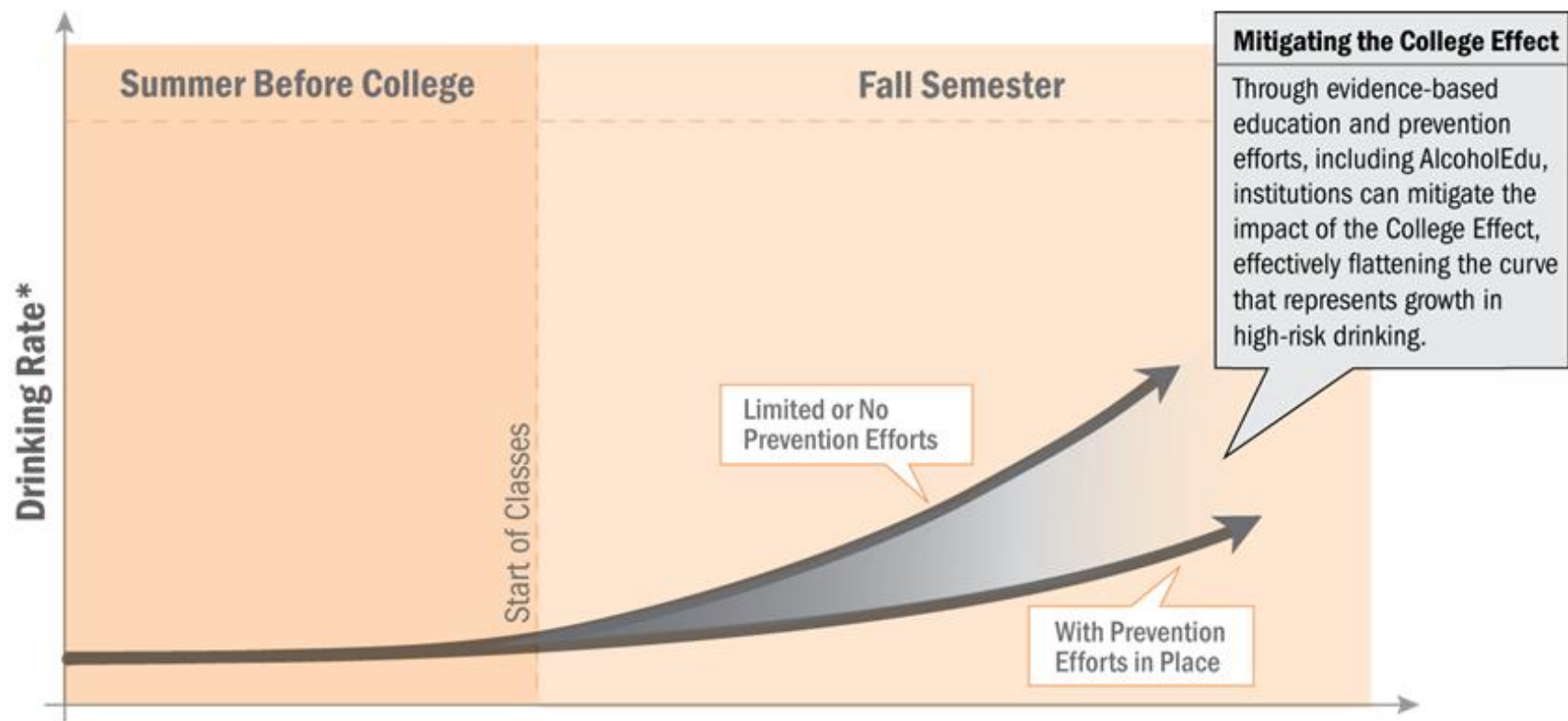
While 35% of FAU students have never had a drink, 11% were age 14 or younger when they first started drinking (25% of these students are currently high-risk drinkers).



(1) Grant Dawson, Journal of Substance Abuse (1997); Norberg et al., Alcoholism: Clinical and Experimental Research (2009)

# Understanding The "College Effect"

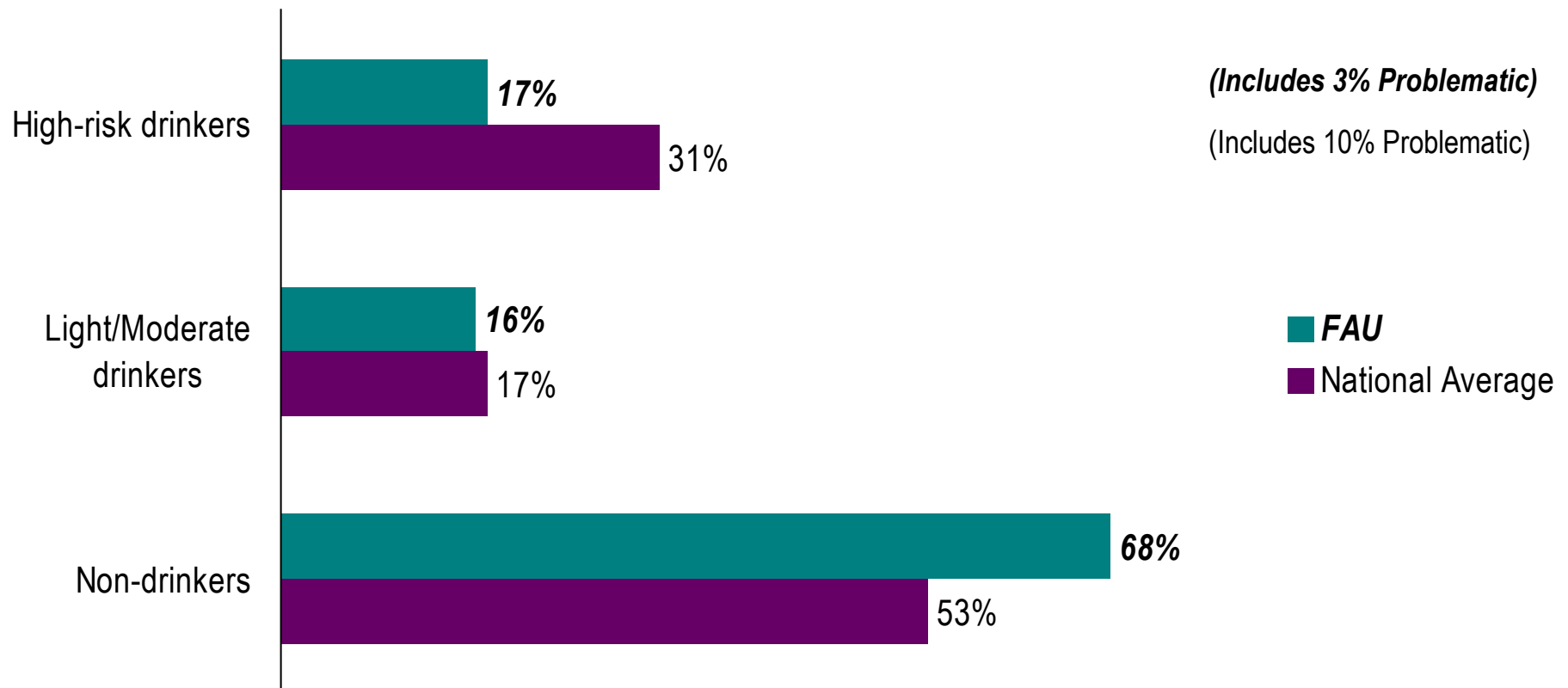
Student drinking rates nationally follow a typical pattern: alcohol use generally rises the summer before a student enters college, and then increases substantially after arriving on campus. This phenomenon, known as the "College Effect," is represented by the conceptual graphic below.



\*Drinking rate is the proportion of students who have had more than a taste or sip of alcohol in the two weeks prior to the survey.

# Benchmarking Your Drinking Rate Data

The data below show your first-year student drinking rates measured midway through the fall semester (Survey 3) as compared to the national aggregate for all students taking AlcoholEdu during the same time period.

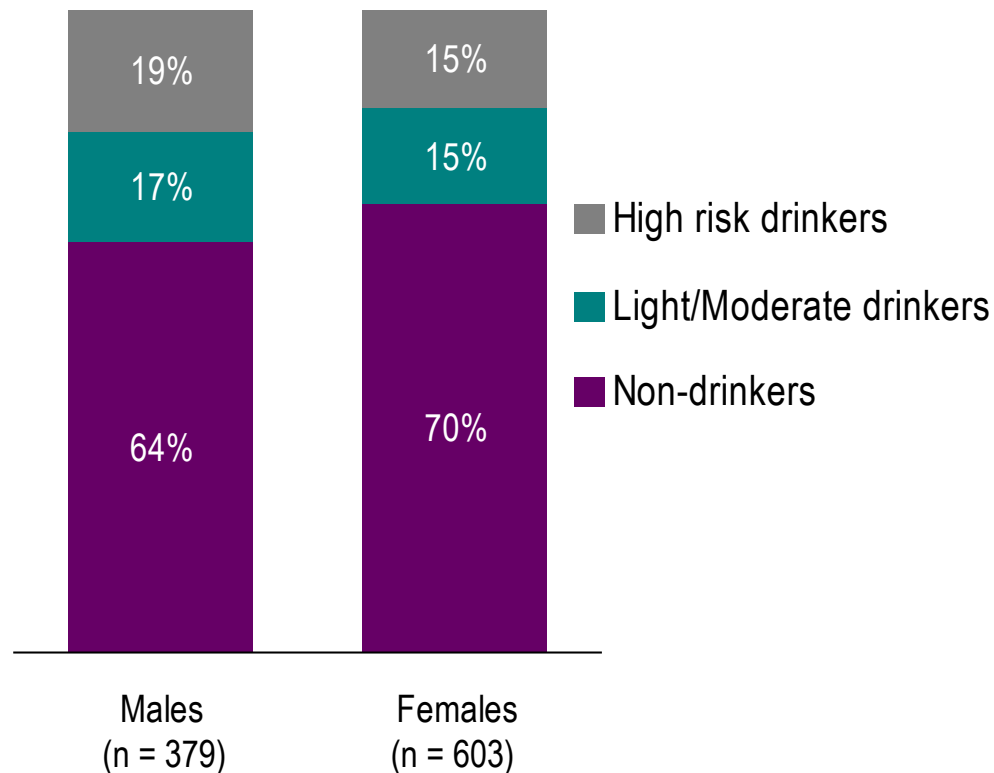


Note: As drinking rates vary from campus to campus, it may be helpful to also compare your rates to those of a peer group (by region, athletic conference, Carnegie classification, etc.). If you are interested in a peer benchmark report, please contact your Partner Services Director.

# Examining Gender Differences

The percentage of students in each drinking category differs for men and women.

Additionally, women report drinking in a high-risk way\* as frequently as men.



Frequency of high risk drinking in the last two weeks (Drinkers only)	Males	Females
Never	51%	59%
Once	30%	25%
Twice	13%	10%
Three or more times	7%	5%

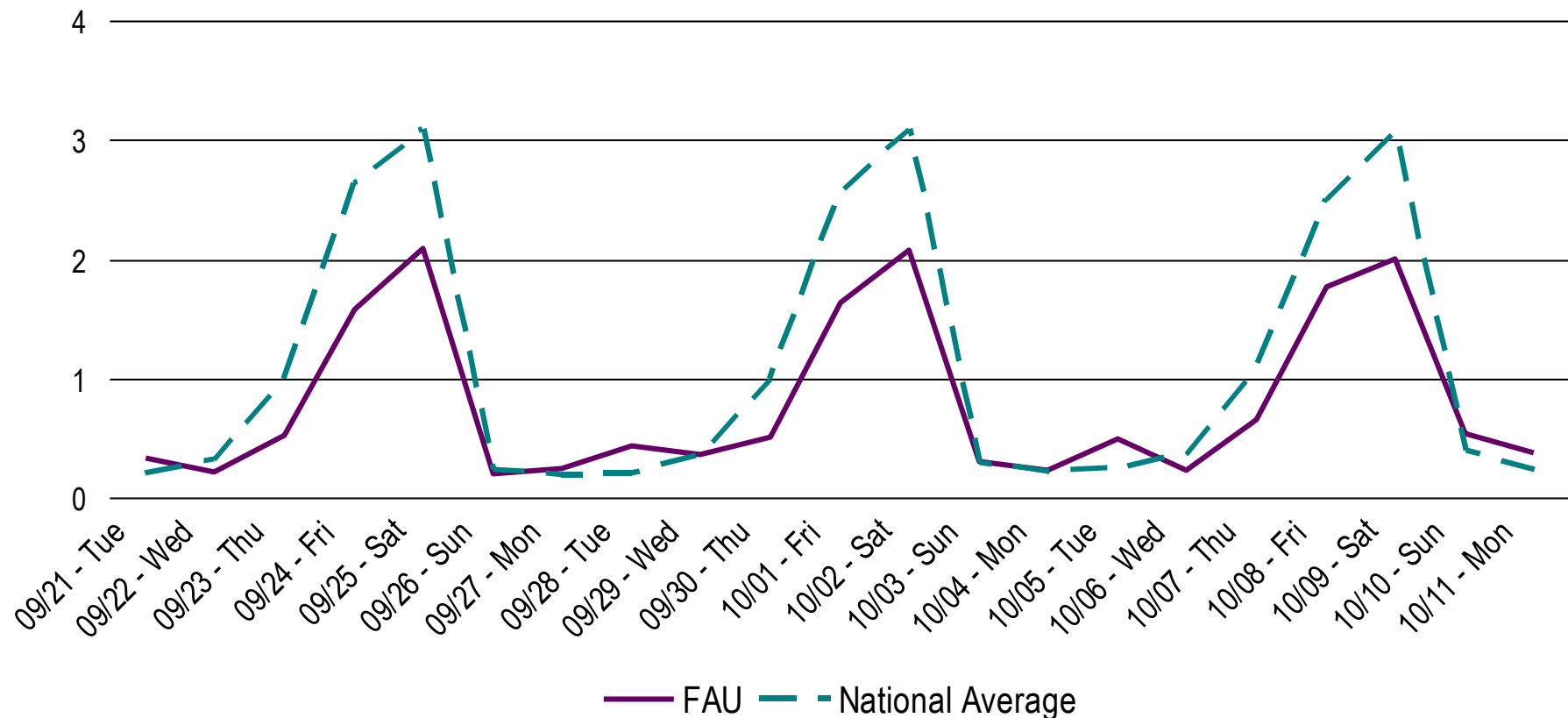
\*In response to the question: During the past two weeks, how many times have you had five or more drinks (for men)/four or more drinks (for women) in a row within a 2 hour period?

*Data represents student responses collected in Survey 3, 30-45 days after completing AlcoholEdu for College.*



# Identifying Peak Drinking Days

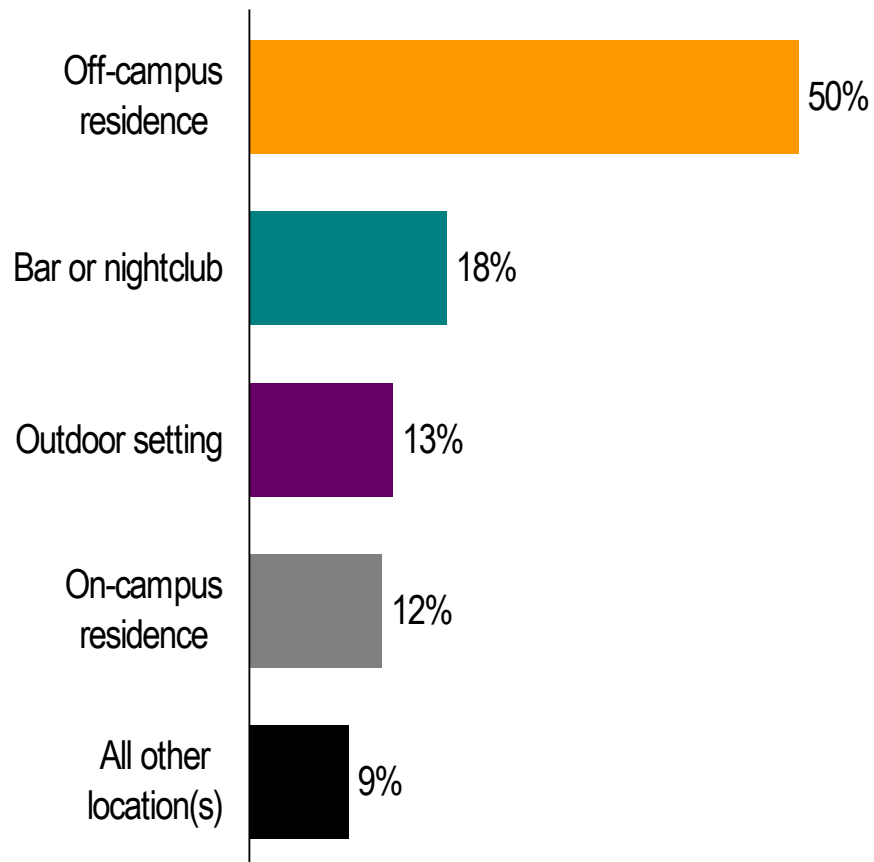
Understanding drinking behaviors across time may be useful for identifying weekly patterns or targeting highest-risk days/events for prevention and enforcement efforts.



*Note: This is a snapshot of a 3-week period of time during the fall semester. As drinking rates are impacted by academic calendars, campus-wide events, holidays, etc., these rates may not be reflective of drinking patterns across the entire semester.*

# Where Students Drink

FAU students are most commonly drinking in an off-campus residence or at a bar or nightclub. Every effort should be made to target these particular locations with increased prevention and enforcement initiatives.



	FAU	National
Off-campus residence	50%	41%
Bar or nightclub	18%	10%
Outdoor setting	13%	7%
On-campus residence	12%	21%
All other location(s)	9%	21%

Data represents student responses collected in Survey 3, 30-45 days after completing AlcoholEdu for College

# Why Students Drink

In Survey 3, FAU students indicated their top 5 most important reasons for choosing to drink on a particular occasion.

How important to you is each of the following reasons for drinking alcoholic beverages:	Percentage Important/ Very Important
To celebrate	51%
To have a good time with my friends	47%
Be outgoing in social situations	30%
Because you like the taste	27%
Feel happy	24%

Additionally, there were noteworthy differences between male and female responses for the particular reasons indicated below.

How important to you is each of the following reasons for drinking alcoholic beverages:	Percentage Important/Very Important		
	All	Males	Females
To feel more confident or sure of myself	19%	22%	17%

# Why Students Do Not Drink

In Survey 3, FAU students indicated their top 5 most important reasons for choosing not to drink on a particular occasion.

When you choose not to drink alcohol, how important are the following reasons:	Percentage Important/ Very Important
I'm going to drive	76%
I don't have to drink to have a good time	63%
I have other things to do	62%
I don't want to spend the money	59%
I don't want to lose control	54%

In addition, there were noteworthy differences between Survey 1 and Survey 3 responses for the particular reasons indicated below.

How important to you is each of the following reasons for not drinking alcoholic beverages:	Percentage Important/Very Important	
	Survey 1	Survey 3
I am worried about being caught by authorities	58%	48%
I'm not old enough to drink legally	50%	44%

# Prioritizing Student Engagement

Effective prevention includes actively engaging students to reinforce positive behavioral intentions of drinkers and non-drinkers alike. The data below can inform decisions around investments in planning and prioritizing alcohol-free activities.

**This year, your students are most interested in the following activities:**

#1	Movie Nights	878
#2	Live Music	810
#3	Nothing Specific – just a place to hang out	770
#4	Fitness Classes	725
#5	Outdoor Adventures	611
#6	Trips to Local Sporting Events	540

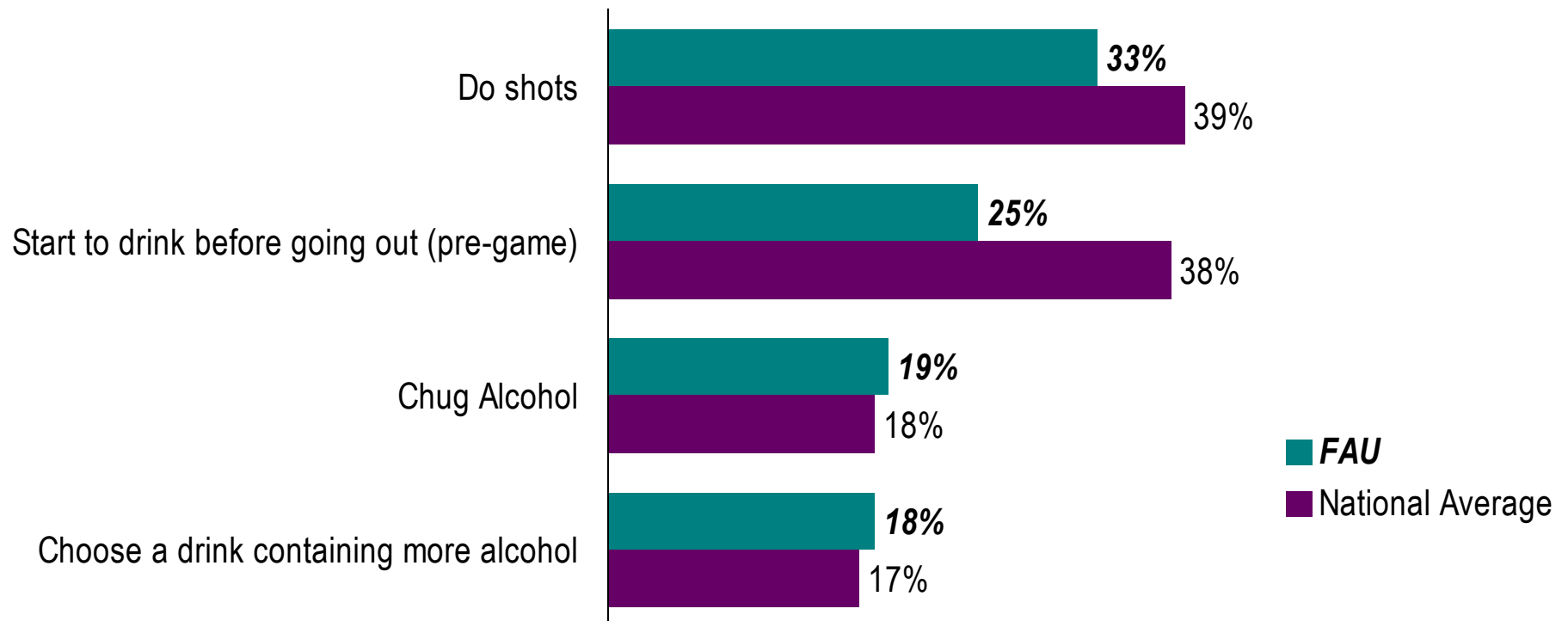
In addition, this year 233 students indicated an interest in planning alcohol-free events and activities.

*To download the names and contact information of students interested in these activities and others, or to view data on any custom activities you may have added to this exercise, please visit the Student Engagement section of the Hub.*

# Drinking-Related Risk Behaviors

The most common drinking-related risk behaviors that your students engage in are doing shots and pre-gaming. FAU may consider dedicating educational efforts that highlight the risks associated with these specific behaviors.

When you drink to what extent do you do the following?:



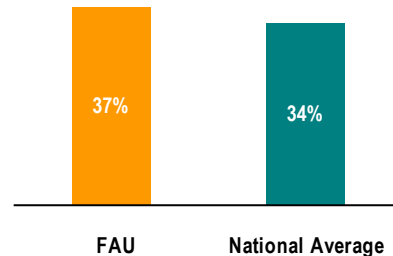
*Note: Graph represents grouped responses of 5, 6, and 7 on a 7-point scale (1 = not at all; 7 = always) for drinkers only.  
Data collected in Survey 3, 30-45 days after completing AlcoholEdu for College.*

# Negative Consequences of Drinking

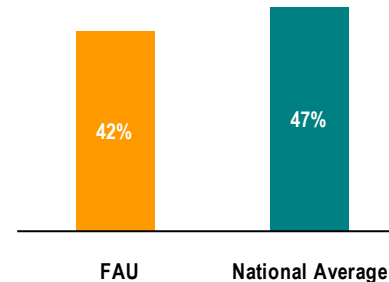
While a majority of students did not experience negative consequences as a result of their drinking, certain behaviors worth noting are detailed below.

*Percentages represent the number of students who reported experiencing a particular consequence at any time in the past two weeks.*

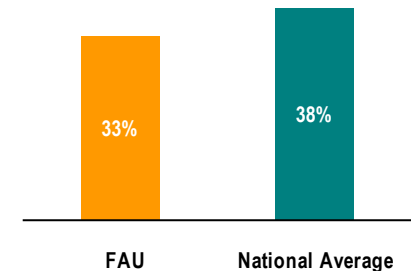
**Missed class, performed poorly on an assignment and/or got behind in school**



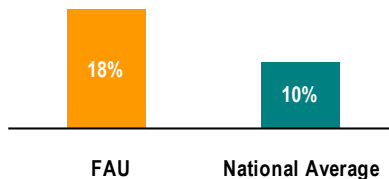
**Had a Hangover**



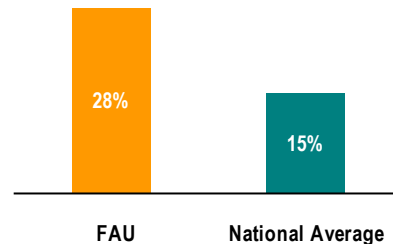
**Blacked Out**



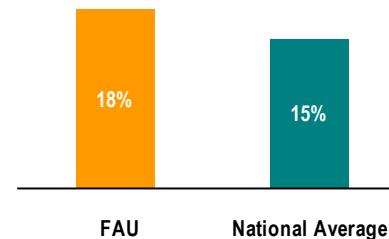
**Drove after 4 or more/5 or more drinks**



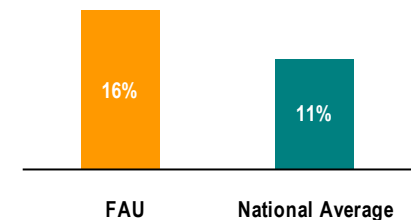
**Rode with a driver who had been drinking**



**Was taken advantage of sexually**



**Took advantage of someone sexually**

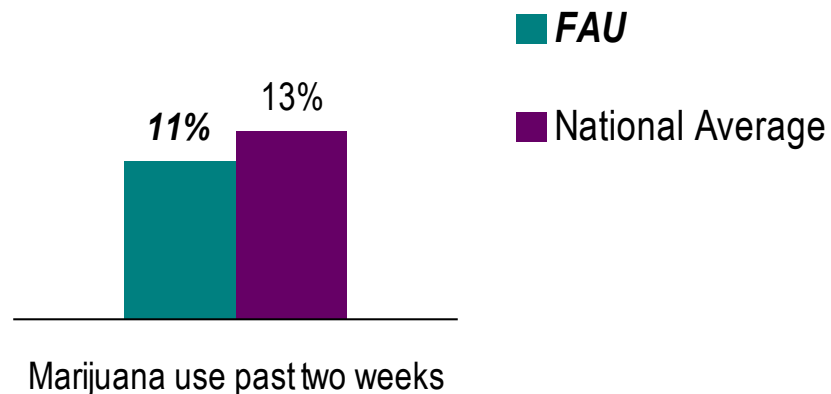


*Data represents student responses collected in Survey 3, 30-45 days after completing AlcoholEdu for College.*

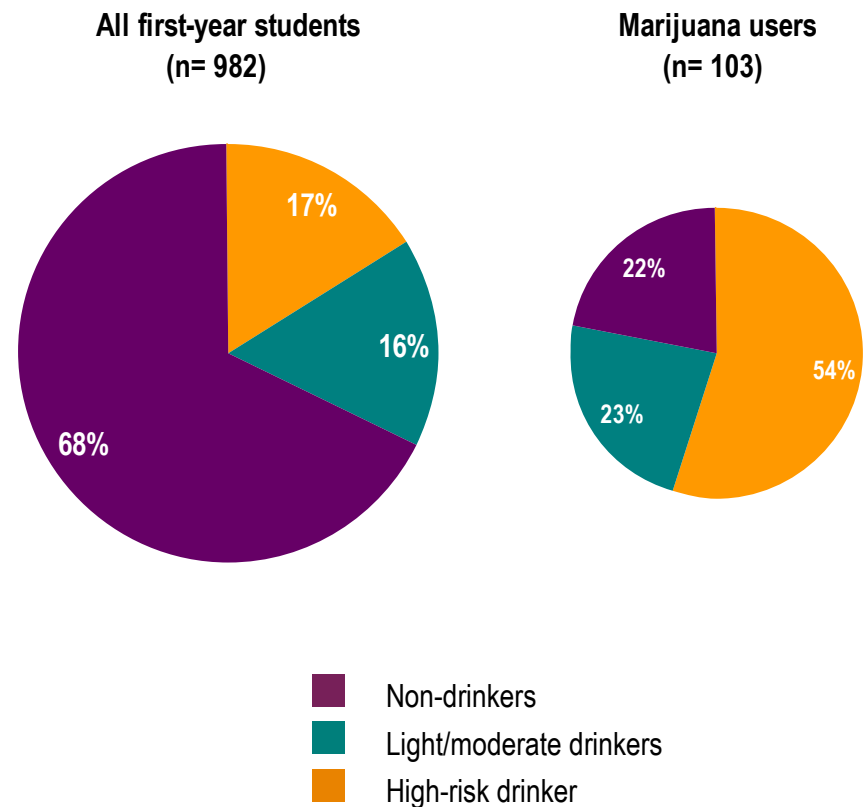
# Marijuana Use and High-Risk Drinking

The following data, collected midway through the fall semester (Survey 3), can help inform programs and policies related to marijuana use on your campus.

In Survey 3, Marijuana use by your students is slightly below the national average.



At FAU, the high risk drinking rate among students who have used marijuana is above that of your general first year population.

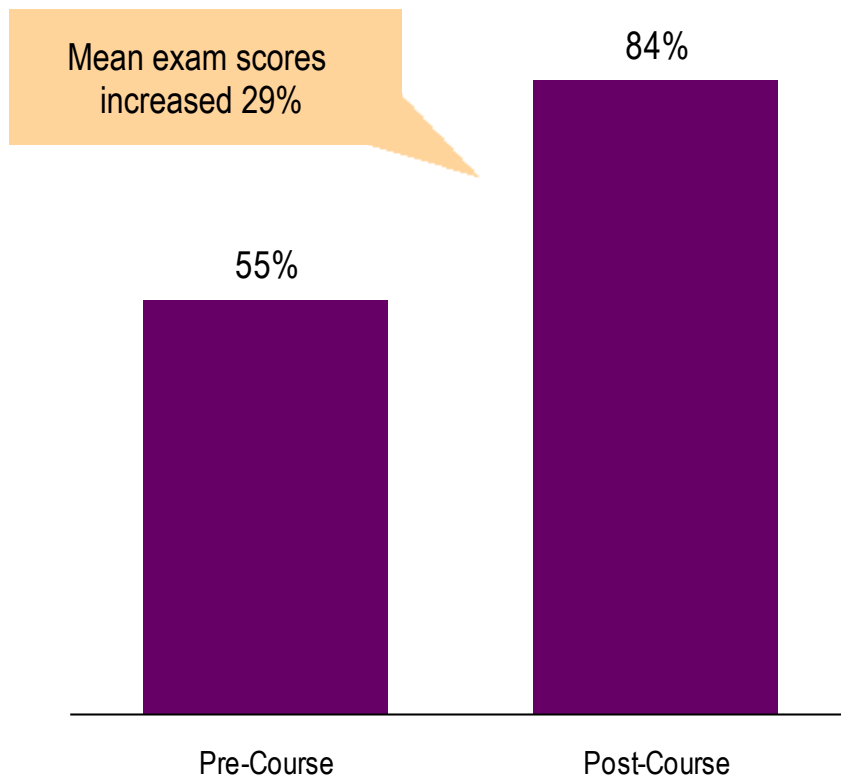




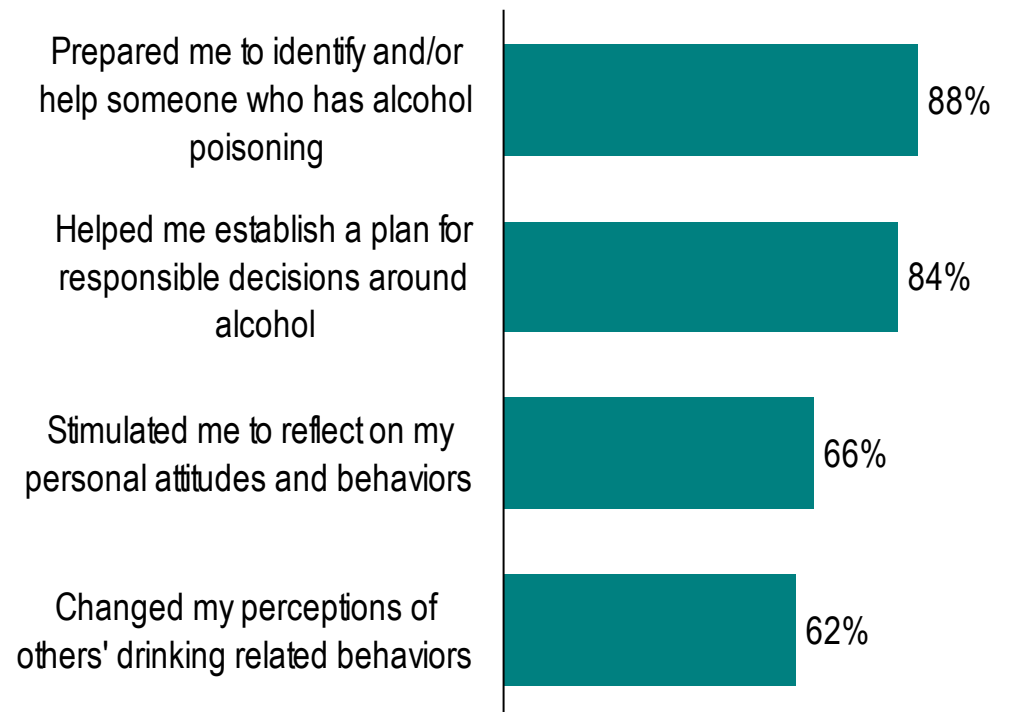
# Gains from AlcoholEdu

This year AlcoholEdu has enabled FAU to provide 1,778 students with a baseline of knowledge and decision-making strategies around alcohol use, translating to 4,445 hours of prevention education (based on average course time of 2.5 hours).

**Exam Scores, Fall 2010**



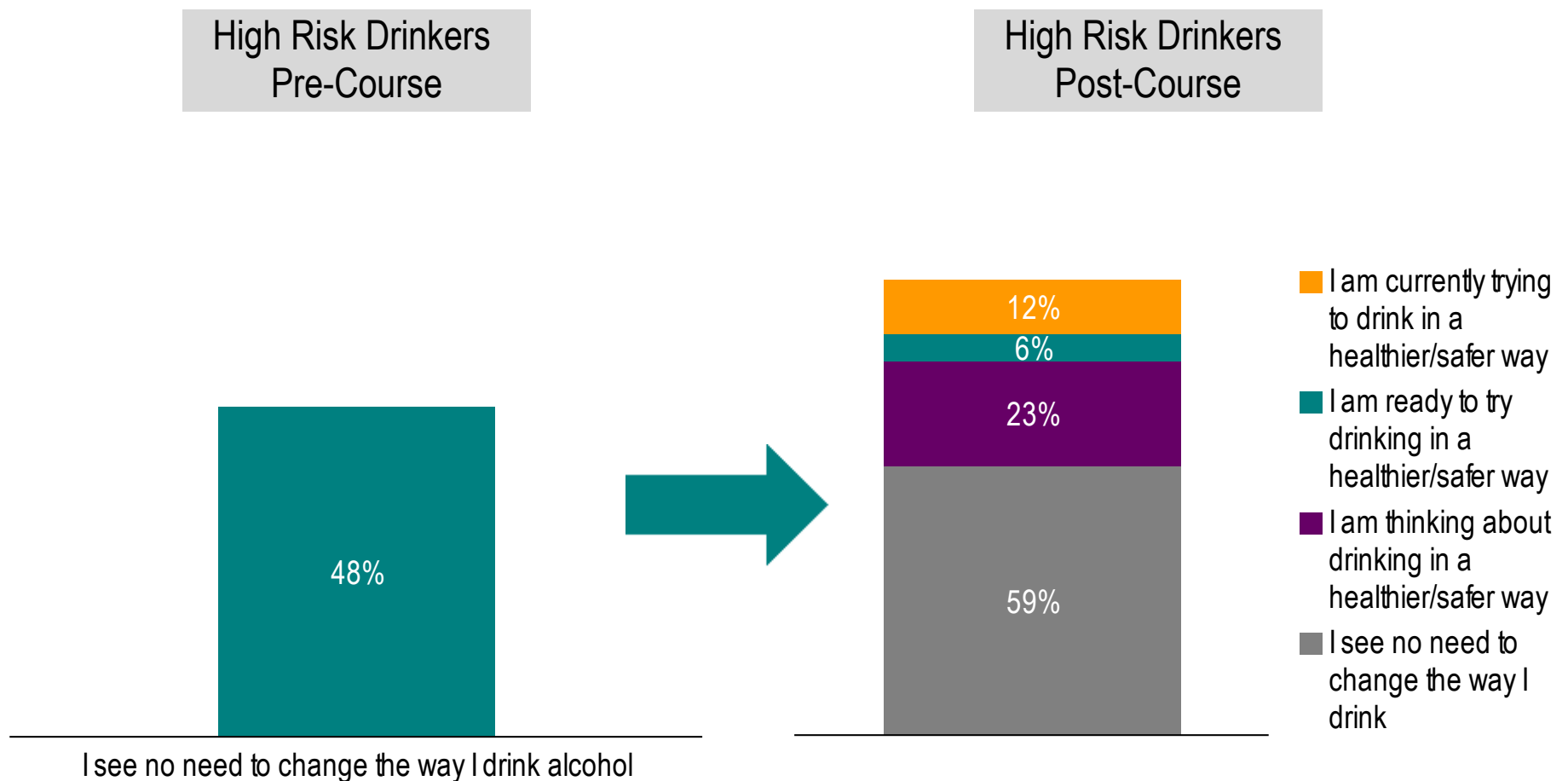
**In Fall 2010, students reported that AlcoholEdu...**



Data represents student responses collected in Survey 2, immediately following completion of Part 1 of AlcoholEdu.

# Course Impact on Those at Greatest Risk

Among the 48% (82 students) of high risk drinkers who saw “no need to change the way they drink” before taking AlcoholEdu, 41% (34 students) indicated their readiness to change after completing the course.

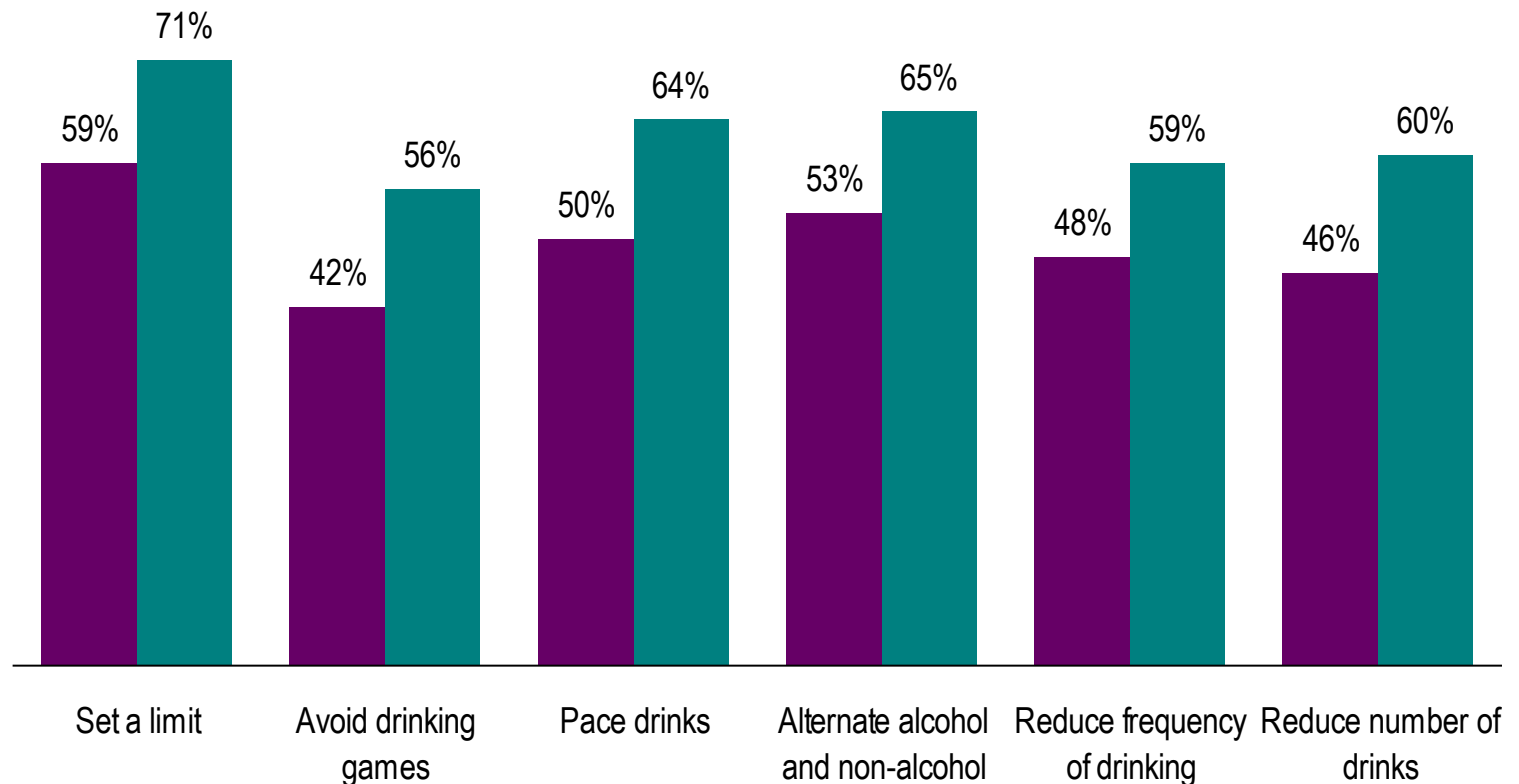


# Positive Behavioral Intentions

After completing AlcoholEdu, FAU students reported an increase in several positive behavioral intentions. Programming efforts aimed at further promoting these behaviors can reinforce the messages students received through AlcoholEdu.

■ Pre-Course Intentions ■ Post-Course Intentions

Intention has been shown to be the most important variable in predicting behavior change (Ajzen, 1991).



Data represents student responses collected just before (Survey 1) and immediately following (Survey 2) Part 1 of AlcoholEdu for College.

# Guiding Principles for Success

**Beyond what the data reveals, there are a number of guiding principles that drive successful prevention efforts.**

1. Be intentional with efforts and gather data on whether they succeed.
2. Don't try to do it all – a few targeted interventions can be very effective.
3. Stay attuned to new research to inform your efforts.
4. Implement programs strategically to mitigate costs.
5. Test your messages and strategies against the research base, behavior theory, and your instincts.
6. Develop a comprehensive prevention program that includes complementary efforts.
7. Ground all strategies in data.
8. Make decisions based upon your unique culture, allies, and resources.

# Additional Resources

A number of reports benchmarking your institution's data against the national average (i.e., drinking trends among women, other drug use on campus) are provided online via the Hub @ [www.outsidetheclassroom.com](http://www.outsidetheclassroom.com) (once you are logged in, click on the "Reports" tab).

You may also request reports that allow you to benchmark your data against that of specific peer groups such as athletic conferences, national affiliations, regional groups and others.

For assistance accessing your online reports, or to request peer benchmark reports, please contact your Partner Services Director.

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