



AlcoholEdu for College 2011/2012 Executive Summary

Florida Atlantic University
January 2012

Roadmap of This Report

I. A profile of Florida Atlantic University Students' Drinking Behavior

- » 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?

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

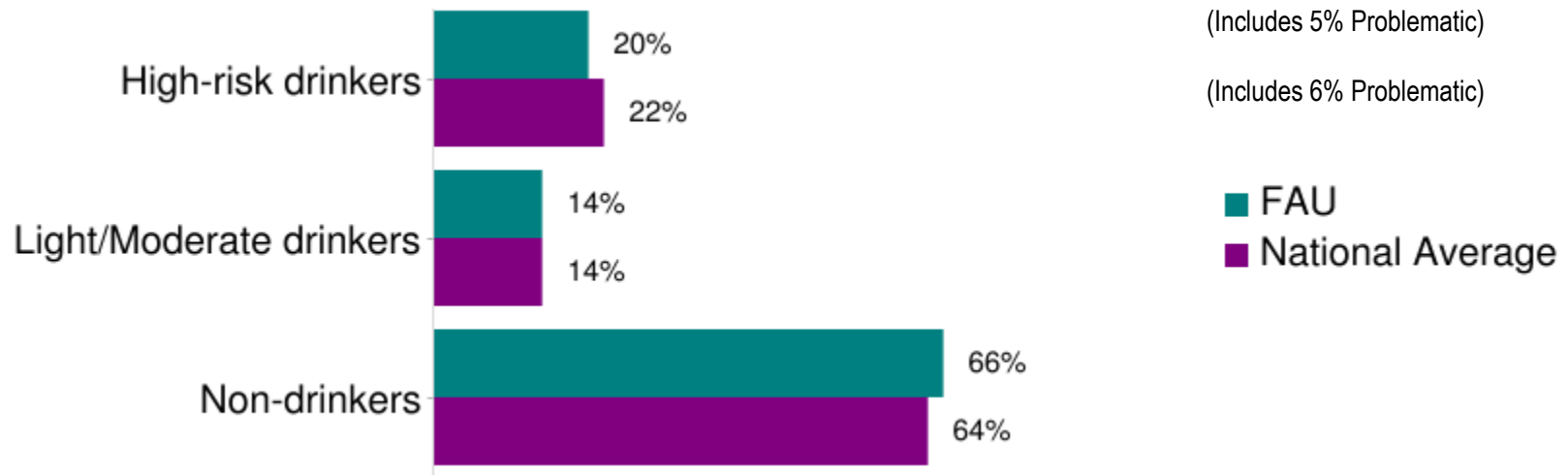
This Executive Summary contains data from your institution's 2011 implementation of AlcoholEdu for College. Findings are based on self-report data obtained from 2154 first-year FAU students who completed all three AlcoholEdu for College Surveys.

Note: An additional 775 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 similar to 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 at Off-campus residence or Bar or nightclub.
- » The most common drinking-related risk behaviors that your students engage in are doing shots and pregameing.
- » Drinking rates are similar for men and women. Women are drinking in a high-risk way less frequently than 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, 45% 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 slightly below the national average for high-risk drinkers. Understanding these pre-college drinking behaviors can help your campus establish appropriate messaging that sets clear behavioral expectations early in the semester.



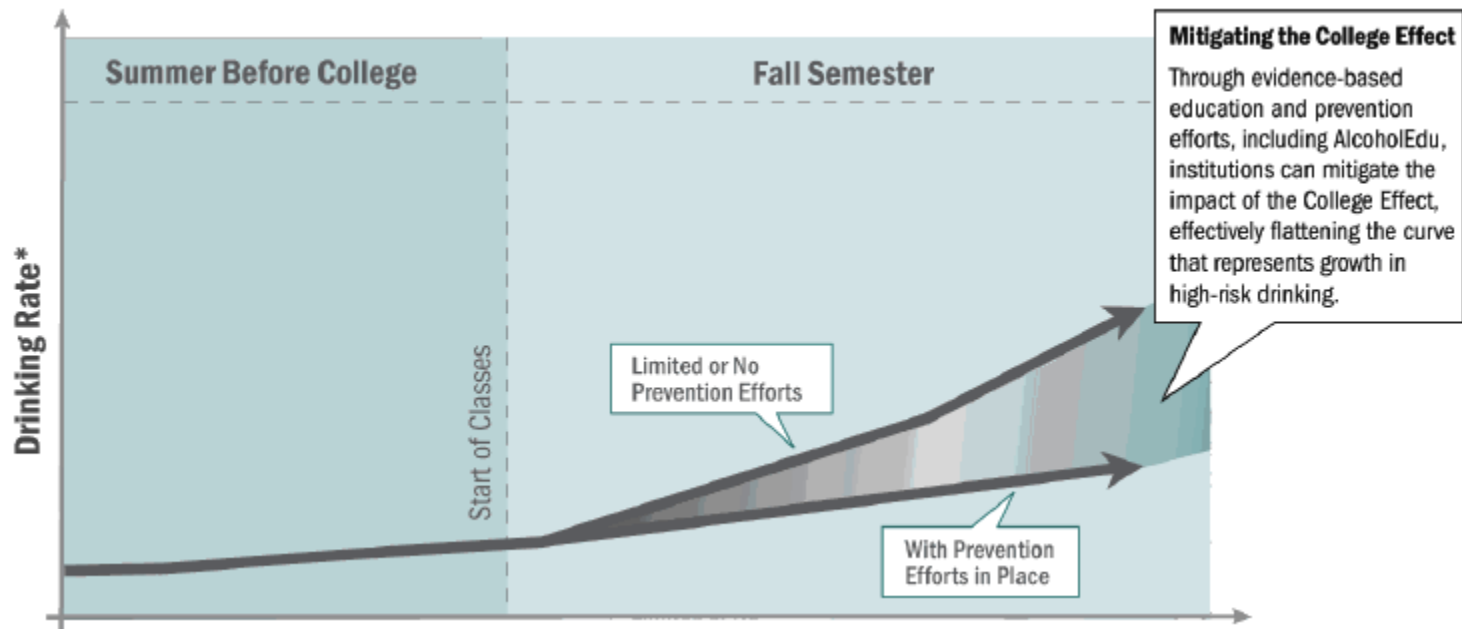
Non-drinkers: 0 drinks in the past two weeks

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 or more drinks for women; 10 or more drinks for men)

Understanding "The College Effect"

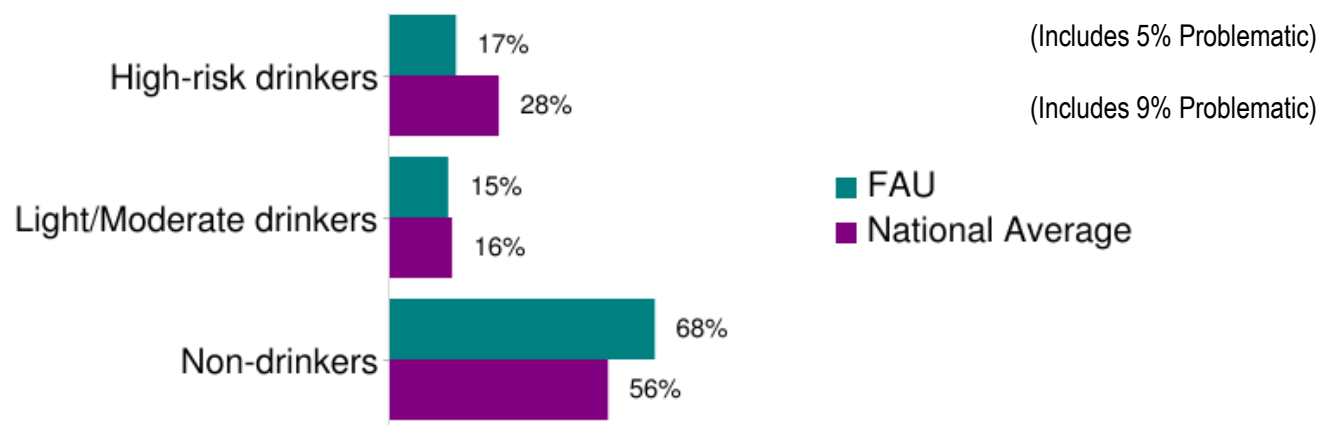
Student drinking rates nationally follow a typical pattern: alcohol use generally rises the summer before a student enters college, and then increases substantially after arriving on campus. This phenomenon, known as the "College Effect," is represented by the conceptual graphic below.



*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

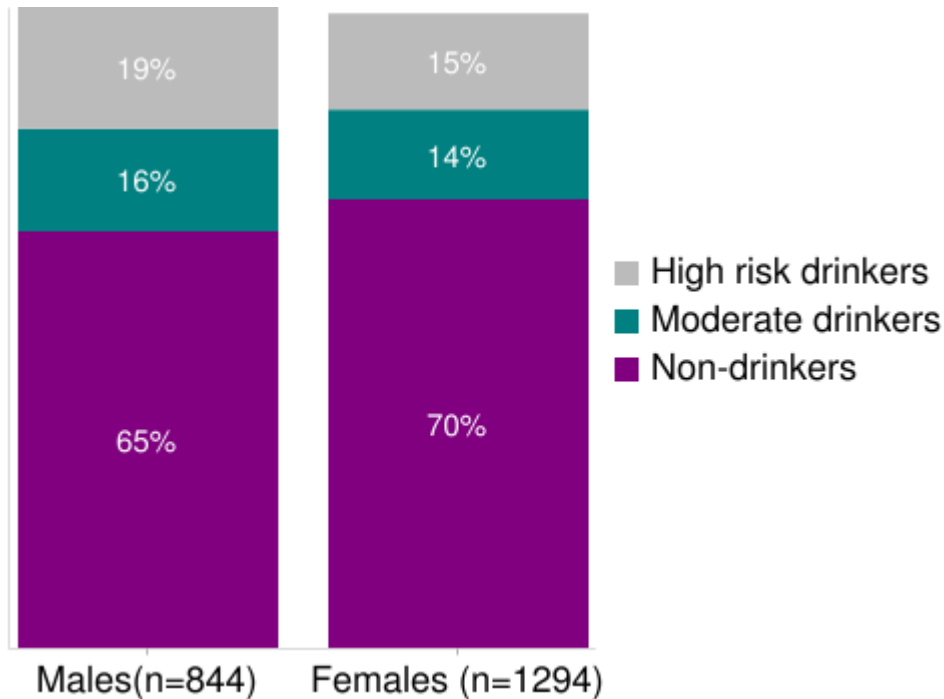
The data below show your first-year student drinking rates measured midway through the fall semester (Survey 3) as compared to the national aggregate for all students taking AlcoholEdu during the same time period.



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 Service Director.

Examining Gender Differences

Midway through the fall semester (Survey 3), the drinking rates differ for men and women.



Additionally, women report drinking in a high-risk way* less frequently than men.

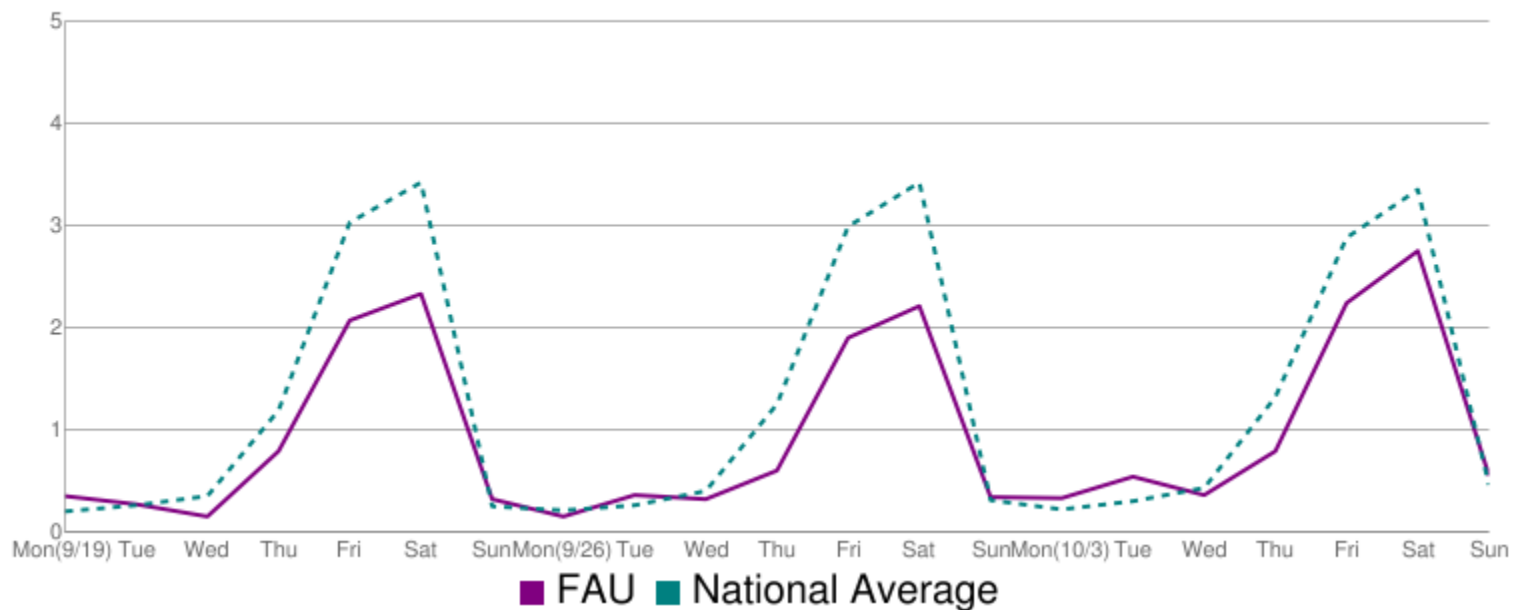
Frequency of high risk drinking in the past two weeks (Drinkers only)	Males	Females
Never	50%	61%
Once	24%	24%
Twice	13%	8%
Three or more times	13%	6%

*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?*

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.

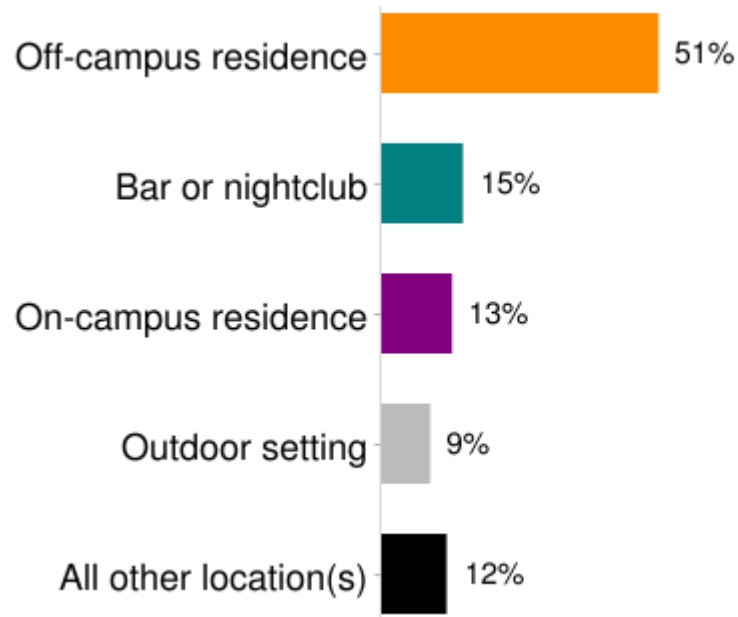
Average number of drinks per day



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 at an off-campus residence or 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	51%	41%
Bar or nightclub	15%	9%
On-campus residence	13%	21%
Outdoor setting	9%	7%
All other location(s)	12%	22%

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

Reasons for Drinking or Not Drinking

In Survey 3, FAU students indicated their top 5 most important reasons for choosing to drink (drinkers only) or not drink (all students) on a particular occasion.

How important to you is each of the following reasons for drinking alcoholic beverages:	Percentage Important/Very Important	
	FAU	National
To celebrate	49%	56%
To have a good time with friends	46%	57%
To be more outgoing	28%	35%
Like the taste	27%	26%
To feel connected with people	24%	29%

How important to you is each of the following reasons for not drinking alcoholic beverages:	Percentage Important/Very Important	
	FAU	National
I'm going to drive	72%	72%
I don't have to drink to have a good time	61%	60%
I have other things to do	60%	61%
I don't want to spend the money	58%	56%

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:

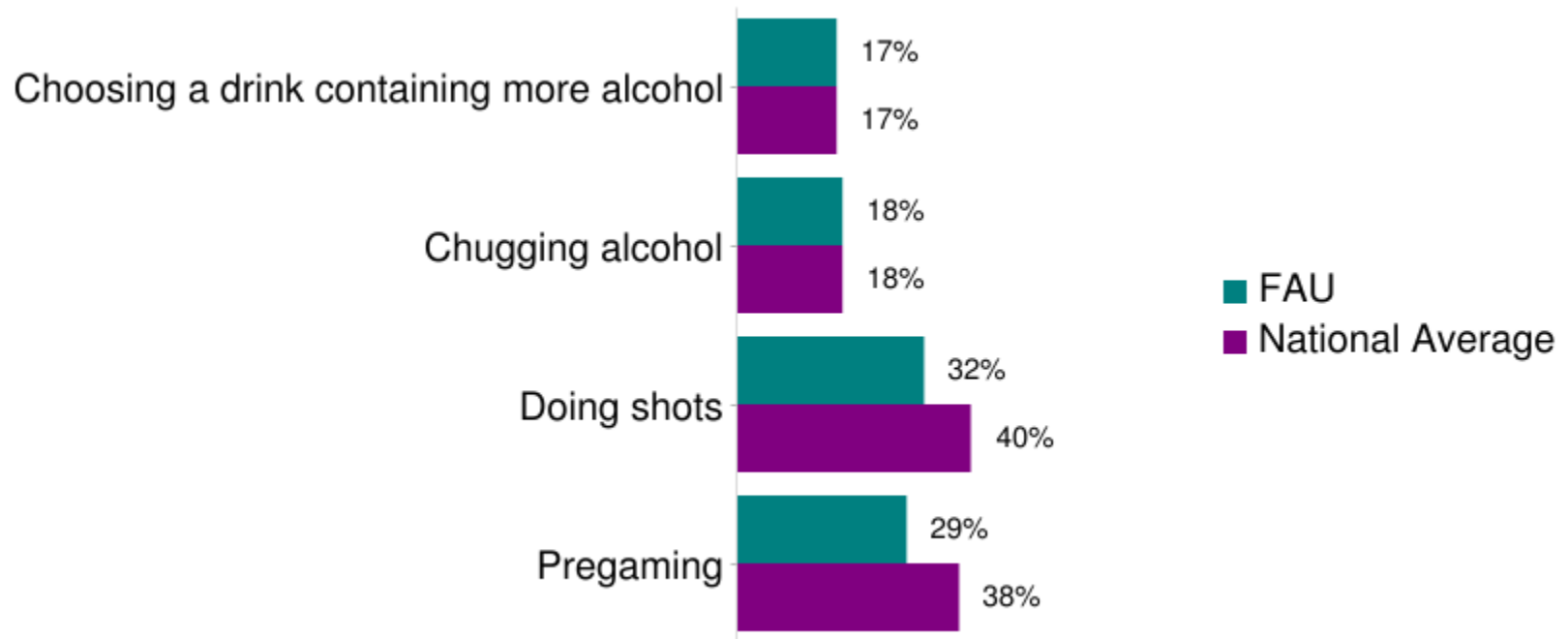
#1 Movie Nights	1265 students
#2 Live Music	1137 students
#3 Fitness Classes (pilates, yoga, spinning)	1062 students
#4 Nothing Specific - just a cool place to hang out	947 students
#5 Bowling	856 students
#6 Outdoor Adventures	817 students

In addition, this year 533 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 pregaming. FAU may consider dedicating educational efforts that highlight the risks associated with these specific behaviors.

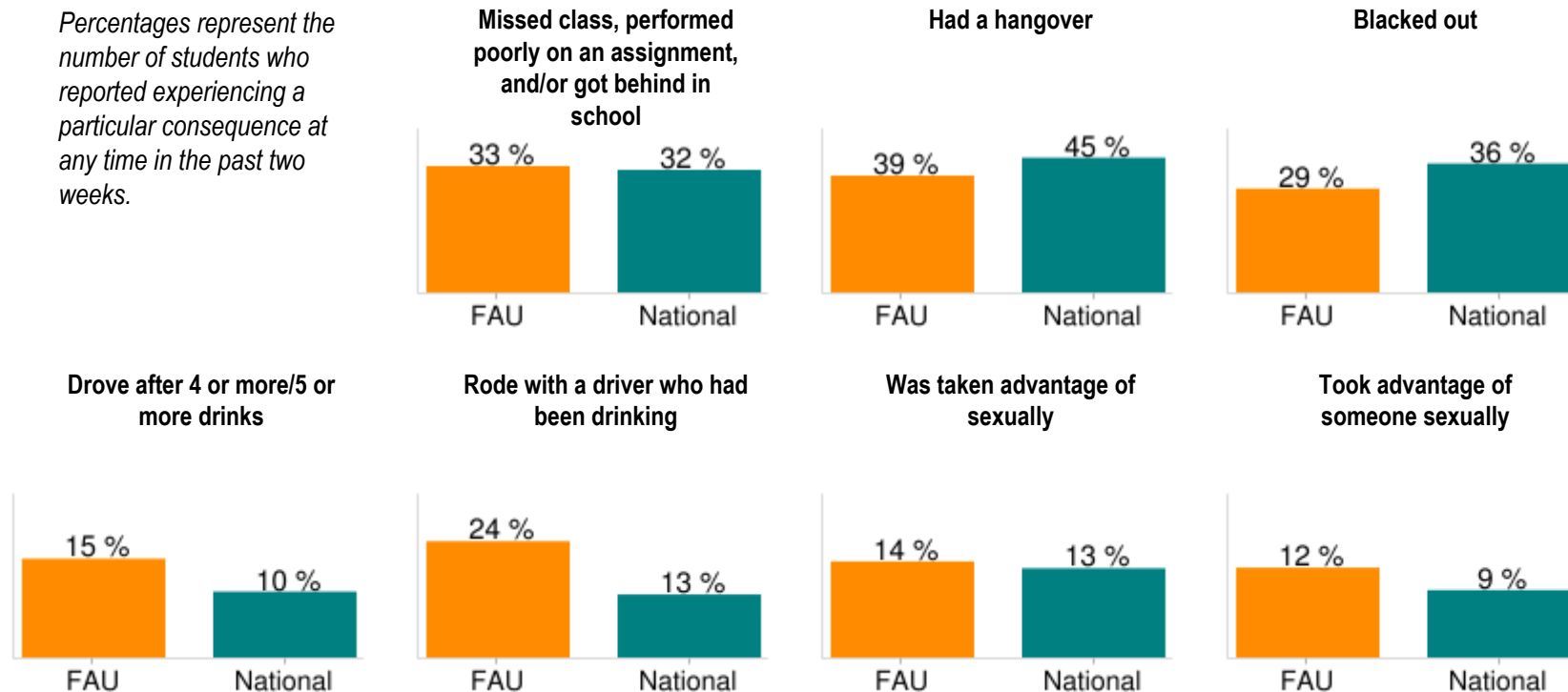


Note: Graph represents grouped responses of 5, 6, and 7 on a 7-point scale (1 = not at all; 7 = always) for drinkers only.

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.

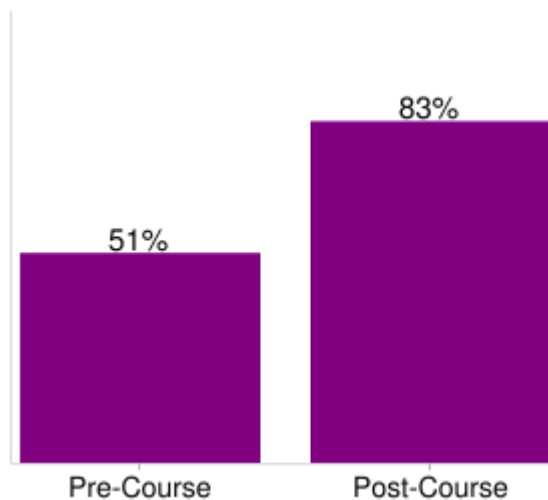
Percentages represent the number of students who reported experiencing a particular consequence at any time in the past two weeks.



Gains from AlcoholEdu

AlcoholEdu has enabled FAU to provide students with a baseline of knowledge and decision-making strategies around alcohol use.

Exam Scores, Fall 2011



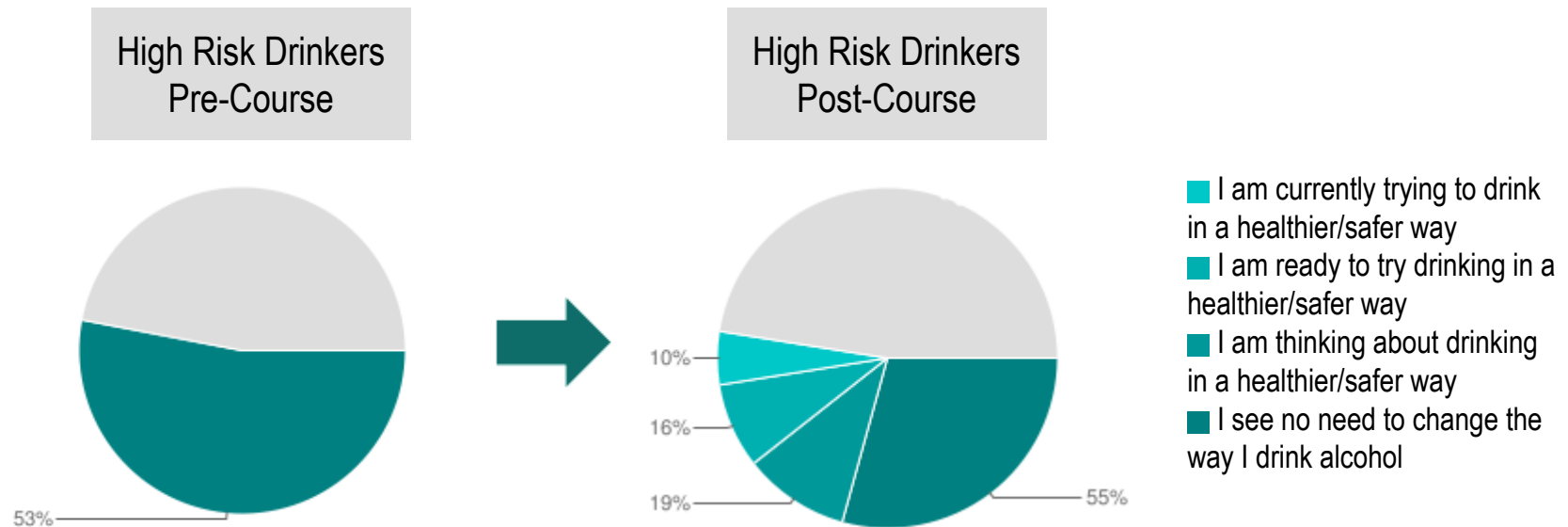
In Fall 2011, students reported that AlcoholEdu...



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 53% of high risk drinkers (305 students) who saw "no need to change the way they drink" before taking AlcoholEdu, 45% (137 students) indicated their readiness to change after completing the course.

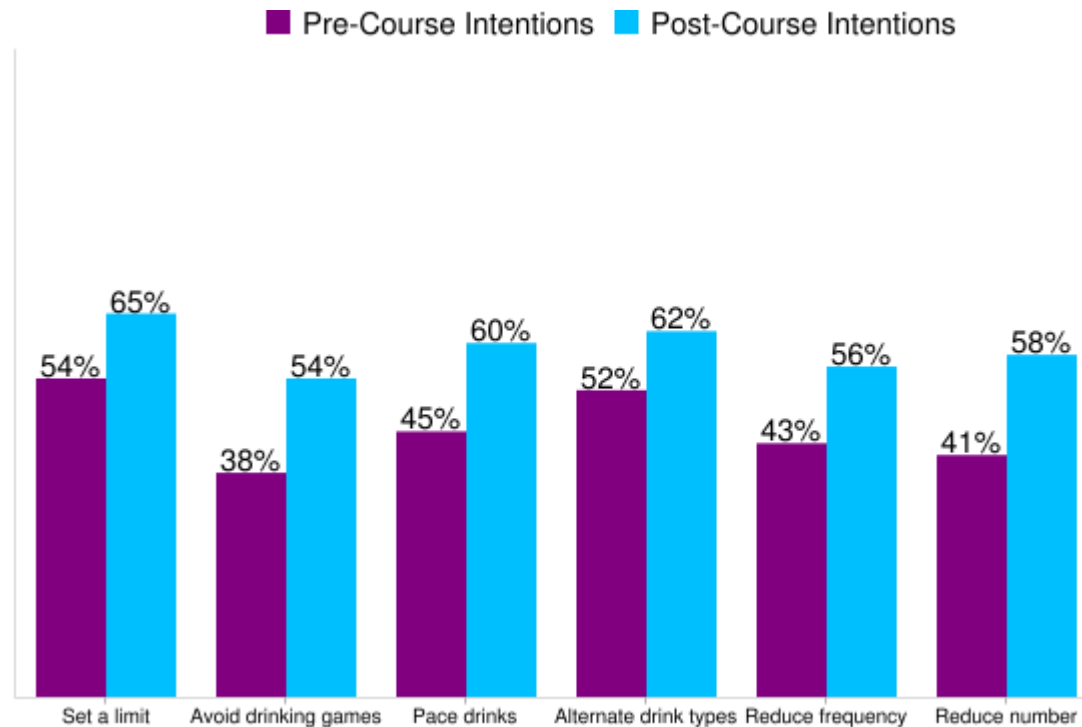


Data represents student responses collected just before (Survey 1) and immediately following (Survey 2) Part 1 of AlcoholEdu for College.

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.

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



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.

Additional Resources

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 Service Director.

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