

Reducing Underage Drinking Among Arizona College Students: A Statewide Approach

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National College Alcohol Use

	Annual Alcohol Use	30-Day Alcohol Use	Heavy Alcohol Use
Core	84.5%	72.8%	30.0%
Monitoring the Future	83.9%	68.1%	35.7%
National College Health Assessment	NA	69.6%	38.0%

A collage of four diverse college students (two women and two men) smiling and looking in various directions, overlaid on a red-tinted background. The students are positioned on the left side of the slide, partially overlapping the green circular graphic.

Arizona College Alcohol Use AZIHE Statewide Survey

	Annual Alcohol Use	30-Day Alcohol Use	Heavy Alcohol Use
All undergrads	80.2%	65.7%	29.0%
Under 21	75.5%	59.3%	34.0%

Consequences

	Drove under influence	Trouble with authorities
Core - all	26.3%	13.9%
AZIHE-all	14.5%	5.6%
AZIHE-under 21	13.5%	8.2%



NIAAA Recommendations

- Evidence-based practice to reduce underage use/abuse (require assessment)
 - ✓ Tier I – Programs effective with individuals (Cognitive-behavioral skills training)
 - ✓ Tier II – Programs shown to be effective with general population (Environmental strategies)
 - ✓ Tier III – Evidence of logical/theoretical promise
 - ✓ Tier IV – Evidence of ineffectiveness (Knowledge based, values clarification, etc. when used alone)



3 – in – 1 Framework

- Individuals including at-risk and dependent drinkers
 - ✓ Screening
 - ✓ Brief individual interventions (BASICS)
 - ✓ Diversion classes



3 – in – 1 Framework

- General student population
 - ✓ Social norms media
 - ✓ Presentations
 - ✓ Awareness day/week events



3 – in – 1 Framework

- Community
 - ✓ On-campus policy and enforcement
 - ✓ Off-campus community prevention partnerships



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Individual-level programming (Diversion)

- ✓ 1st offense – online alcohol course
- ✓ 2nd offense – BASICS (one-on-one intervention)
 - ❖ screening/comprehensive assessment
 - ❖ personalized feedback
 - ❖ advice and referral



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- General Student Population
 - ✓ Social Norms Campaign (correcting misperception that “all students are heavy drinkers”
 - ❖ State Press newspaper ads and articles
 - ❖ Posters
 - ✓ Presentations
 - ❖ Classes
 - ❖ BA
 - ❖ Residence Halls
 - ❖ Greeks
 - ❖ Athletes



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- General Student Population
 - ✓ Awareness events
 - ❖ Alcohol Awareness Day
 - ❖ Safe Spring Break Send Off
 - ✓ Student involvement
 - ❖ GAMMA
 - ❖ BACCHUS
 - ❖ UMADD
 - ❖ Adopt a Kiosk



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- Population Level Programming
 - ✓ Mandatory program for first-year students
 - ✓ Alcohol Wise
 - ✓ Residence Halls



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- Environmental strategies
 - ✓ Limit alcohol availability
 - ✓ Restrict marketing and promotion
 - ✓ Provide alcohol-free leisure time options
 - ✓ Provide health promoting normative environment
 - ✓ Enforce laws and policies
 - ✓ Collaborate with a Campus/Community Coalition



Northern Arizona University

- Primary Prevention
 - ✓ E-CHUG online screening/education
 - ✓ Social norms campaign
 - ❖ Posters
 - ❖ Screen savers
 - ❖ Union wide-screen monitors
 - ❖ Table tents



Northern Arizona University

- ✓ Presentations/curriculum infusion of AOD prevention messages into other health topics
- ✓ Articles in Parents E-Newsletter
 - ❖ Spring Break safety tips
 - ❖ Drinking and driving campaign awareness
 - ❖ Winter driving safety (AOD message)



Northern Arizona University

- Campus/Community Programming
 - ✓ Greek Life (online programming)
 - ✓ NAU Police Dept. – classroom and residence hall AOD and laws presentations
 - ✓ Collaboration with Sexual Assault prevention/education
 - ✓ Safe-Ride
 - ✓ After Hours (alternative activities)



Northern Arizona University

- Secondary Prevention/Intervention
 - ✓ Diversion program using AlcoholEDU
 - ✓ Alcohol violation triage protocol
 - ✓ Project Daylight (BASICS)
 - ❖ Self-referrals
 - ❖ Court-ordered
 - ❖ University sanctioned



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- Individual level Programming
 - ✓ BASICS
 - ❖ Self-referral through outreach
 - ❖ Medical referral through Campus Health
 - ❖ Mandated
 - ✓ SHADE Diversion
 - ❖ Classroom
 - ❖ Online
 - ✓ Screening
 - ❖ E-CHUG with all freshmen
 - ❖ Campus Health Service Health History Form



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- General Student Population
 - ✓ Social norms campaign
 - ❖ Wildcat student newspaper ads
 - ❖ Posters
 - ❖ Newsletters
 - Residence Halls
 - Parents Association
 - ❖ Curriculum infusion through classroom presentations



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- Community/Environmental Strategies
 - ✓ Reduce alcohol availability
 - ✓ Increase enforcement
 - ✓ Publicize laws
 - ✓ Influence policies related to special events and athletic events
 - ✓ Collaborate with Dean of Students Office for disciplinary actions



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Campus/Community Partnerships

- ✓ Pima County-Tucson Commission on Addiction, Prevention and Treatment
 - ❖ Pima County Task Force to Reduce Underage Drinking
- ✓ UA Campus/Community Coalition for AOD and Violence Prevention
- ✓ Southern Arizona DUI Task Force



Arizona Institutions of Higher Education Network for AOD Prevention (AZIHE)

Current Member Institutions:

- ✓ ASU (Tempe and Downtown Campuses)
- ✓ NAU (Flagstaff and Yuma)
- ✓ UA (Tucson)
- ✓ Mesa Community College (new member)



AZIHE

Mission

To assist Arizona colleges and universities in creating healthy campus and community environments that reduce prevalence of heavy and high-risk student AOD use, including underage drinking and related negative consequences, and ultimately increase student retention and success.



AZIHE

- ✓ Strategic planning (3-year plan)
- ✓ Statewide online survey (biannually)
- ✓ Annual training
- ✓ Joint programming (current)
 - ❖ GOHS grant to reduce underage drinking/drinking and driving:
 - Pedway campaign
 - Newspaper ads
 - Theatre ads
 - Screen savers



AZIHE

State collaborations:

- ✓ Arizona Substance Abuse Partnership
- ✓ Underage Drinking Committee of the Arizona Strategic Prevention Framework-
State Incentive Grant



Contact Information

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