

The 9th Annual National Leadership Conference “Empowering Leadership to Enhance What Works”

***Blazing New Trails in Texas: Utilizing Statewide Initiatives
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Why Do We Need to Blaze New Trails? “College Drinking Is a Culture”

- Alarming research findings of underage and illegal drinking problem
- Excessive college drinking and alcohol-related tragedies
- Need to develop comprehensive approaches
- Education alone not effective
- Lack of documentation of evidence based interventions
- Emerging legal climate for lack of policy enforcement & adjudication

Listen to Student Voices

- ***Students drink to get drunk***
- ***“Everyone’s doing it” – “Can’t have a good time without it”***
- ***“Nothing else to do” Too Much Free Time***
- ***Beer is “cheap” (less than orange juice). “Easy to get”***
- ***Aggressive advertising “Ladies Free Night”-- “Free Till You Pee”***
- ***Laws/policies are not enforced or prosecuted***

Texas Core Survey – Executive Summary

(2003 – Core Institute - High Risks Groups)

Under 21 consumed in past 30 days

Freshman	67.1%
Athletes	69.3%
Greeks	71.6%

Binge Drinking in previous 2 weeks

Freshman	43.8%
Athletes	53.8%
Greeks	54.2%

Texas Sport Coalition (TSC)

- Texas Partners in Prevention created after reviewing qualitative research of TSC presented to 3,000 athletes in focus sessions.
- Research findings reported policies and laws were not being enforced or adjudicated.
- *(m.hill & j.maxwell, Texas Sport Coalition Evaluation-2002)*

Sittin' Around the Watering Hole

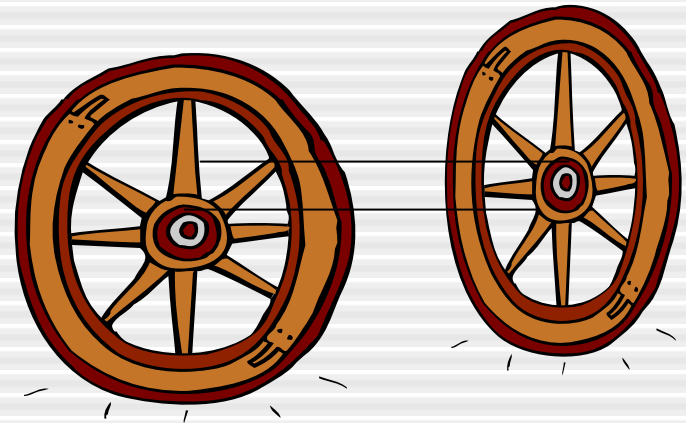


What will we do about the problem? What are the solutions and where do we go next?

Circle Up the Wagons!

And Round Up all the Trail Drivers to form a State Coalition

Higher Education Institutions
Higher Education State Organizations
Campus & Community Coalitions
Texas Alcohol Beverage Commission (TABC)
Texas Department of Health Services
Texas Department of Transportation
Texas Governor's Office
Texas Standing Tall State Coalition



“Think Tanks” to Determine Trail to Blaze

Gather key stakeholders (trail bosses) from each campus, community and agencies.



Engage Minds to Articulate Ideas, Visions and Statewide Initiatives.

Think Tanks & Focus Groups Outcomes

Solutions: University staff should be trained in enforcement and adjudication of policies. Special emphasis should be given to training residents assistants in enforcement of underage alcohol use. Statewide college assessment should be implemented. Develop state coalition

Results: Six Texas College and University Symposiums and Resident Assistant training developed by TABC. Texas College Assessment developed by Texas Department of Health Services

Texas State Coalition

“Partners in Prevention”

***Coalitions (all trail bosses & drivers) will be
the Wagon to Move our Prevention Efforts***



To Make Sure all Parts Work Collectively Together

“Before Wagon Leaves” –Develop a Road Map

Planning is essential:

Planning will help to figure out what you want and how to get there.
(Vision)

Planning will help you to know where you are before you can blaze a new trail. (Assessment)

Planning is identifying best practices (Resource assessment)

Planning is developing a “roadmap” for the prevention journey.
(Goals, objectives, activities and what, when and who)

Planning will tell you: (Evaluation)

If you need to detour or revise plans (feedback)

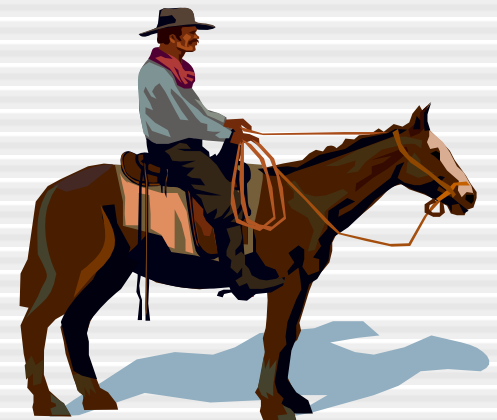
When you’ve made it - journey complete

How successful you were in blazing the new trail.



Texans Made the Move and Got it Started!!

Texas “Partners in Prevention” a statewide higher education prevention coalition, collaborates resources from institutions and professional organizations of higher education, state agencies, and community organizations to reduce underage and high risk alcohol use in Texas.



Texas Successful Trails

Texas Sport Coalition

President's Forum

Judicial Think Tank

University Police Forums

Six TABC Symposiums

RA Enforcement Training

OJJDP Success Awards

Statewide Assessment

DDRAC Recommendations

Recap of Think Tanks & Forums to determine problem & solution

- Texas Sport Coalition –Over 3,000 athletes
- President's Forum –26 Senior Administrators
- Judicial Think Tank –30 –campus & community law enforcement, judges and judicial officers
- University Chiefs Forum –16 university police chiefs
- 24 Key stakeholders from community & campus
- 2003 Core Survey & Clery Reports

Solution: Enhanced training on enforcement and adjudication of laws and polices

Texas College and University Symposium & Team Training

Goal: To strengthen college alcohol prevention teams with enforcement and prevention strategies, and to develop personalized action plans using evidence-based strategies that lead to healthy, safe and legal campus environments.

Hosted by Texas Alcoholic Beverage Commission with support from Office of Juvenile Justice and Delinquency Prevention

History: Symposium & Team Two Day Training

- Six annual symposiums 2003 –2006
- Prevention team of law enforcement, alcohol coordinator, administrator/judicial officer and residence system director
- Ninety-seven prevention teams developed and implemented action plan to guide prevention and enforcement efforts
- Training utilized evidence based strategies

Major Objectives of Symposiums

- Increase the enforcement & adjudication of alcohol policies and laws
- Decrease alcohol availability on campus and in community
- Decrease alcohol promotion
- Increase alcohol free options
- Increase normative behavior to limit alcohol use

Major Activities and Tasks for Symposiums

- Develop and Strengthen Prevention Teams
- Present Latest Enforcement and Prevention Evidence-Based Strategies
- Develop Personalized Campus Action Plan
- Develop Campus Task Force and Campus/Community Coalition

Evidence of Success

Symposium Follow Up Survey

- 100% (97 prevention teams) completed a strategic plan
- 93% used data assessment for decisions
- 95% increased enforcement
- 90% increased enforcement in housing
- 73% increased disciplinary sanctions
- 87% developed campus or community coalition
- 90% ban advertising & 87% restricted alcohol on campus
- 86% increased alcohol free options

Other Success - Report of Texas Core 2003 compared to 2006 data

Under 21 consumed in past 30 days

	<u>2003</u>	<u>2006</u>	<u>Reduction</u>
Freshman	67%	51%	(-16%)
Athletes	69%	58%	(-11%)
Greeks	72%	66%	(-6%)

2003 was first year for annual symposium - By 2006 had trained 97 prevention teams composed of Law Enforcement, Judicial officer, AOD Coordinator and Housing Director

Other Success- Report of Texas Core 2003– 2006 data

Binge Drinking in previous 2 weeks

	<u>2003</u>	<u>2006</u>	<u>Reduction</u>
Freshman	44%	32%	(-12%)
Athletes	54%	43%	(- 11%)
Greeks	54%	40%	(-14%)

Other Success -Report of Texas Core 2003—compared to 2006 Data

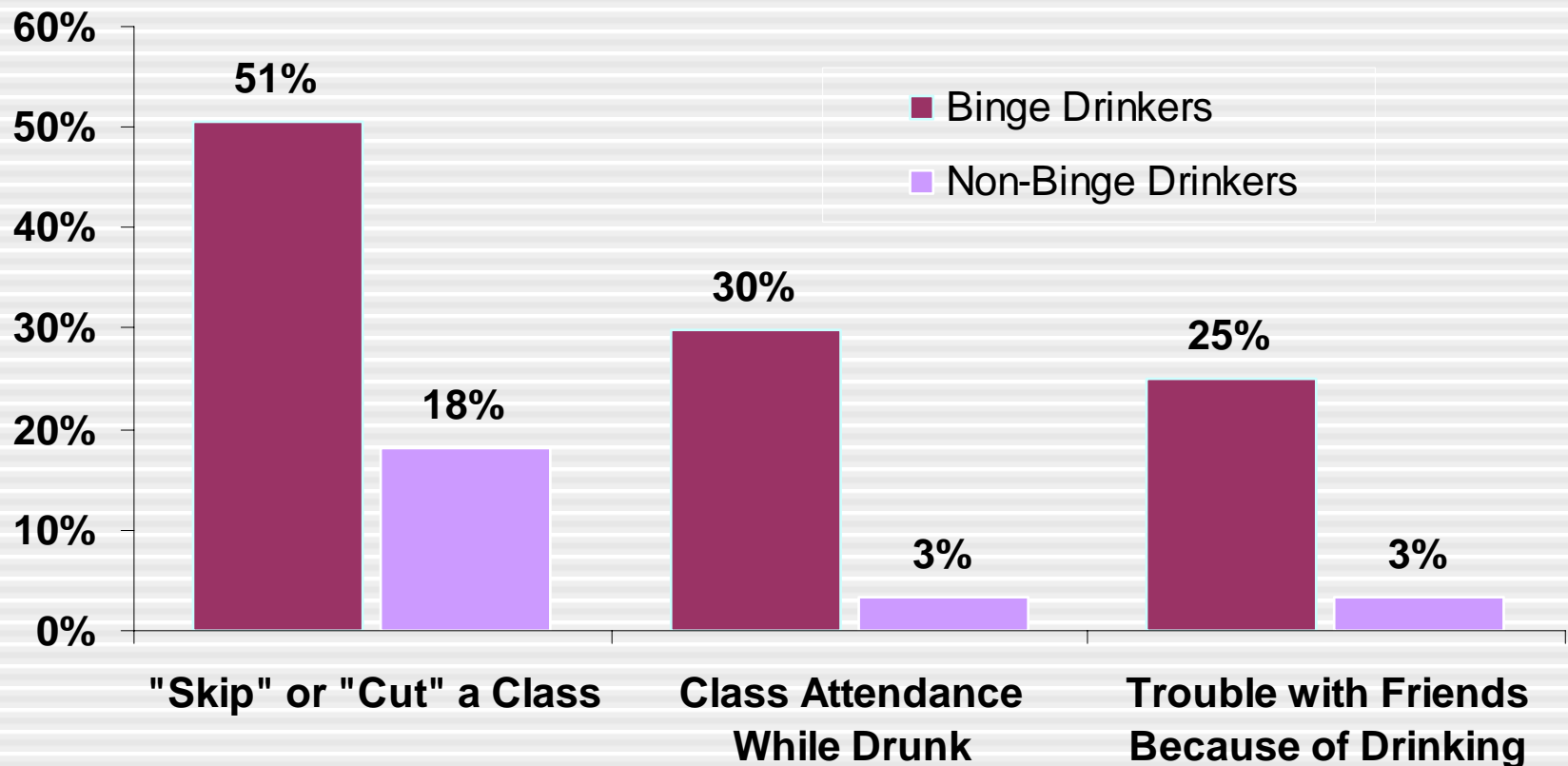
Driven a Car While Under Influence

	<u>2003</u>	<u>2006</u>	<u>Reduction</u>
Freshman	41 %	23%	(-18%)
Athletes	50%	36%	(14%)
Greeks	49%	32%	(-17%)

Trails with Road Blocks

- **Alarming data from recent state assessments**
- **Top Level Administration & State Agencies Support**
- **Lack of Fundraising/Grant Writing Skills**
- **Lack of Involvement with Community**
- **Campus Policies are not current**
- **Need for Enforcement & Adjudication AOD Policies**

Alcohol-Related Problems by Binge Drinking: Grades 7-12



What is Binge Drinking?

Secondary School Students:

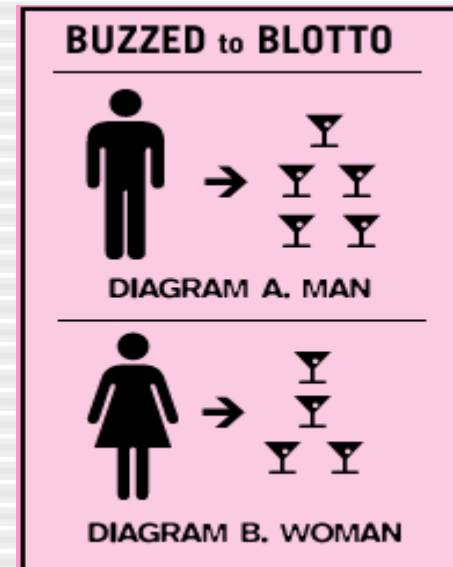
Having 5+ drinks on at least one occasion in the past month

* A “standard drink” is a beverage that contains 0.6 ounces of pure alcohol (e.g. 12 oz. of 5% beer)

College Students:

For men: 5+ drinks in a row at least two occasions in the past month

For women: 4+ drinks in a row at least two occasions in the past month



2005 Texas College Survey of Substance Problems for Future

- 81% get Alcohol from 21 or older
- 78% get Alcohol - off-campus private parties
- 40% binge- experience academic problems
- 35% binge-academic performance C+ or lower
- 65% drive after binge drinking
- 35% do not know AOD policies
- 87% want clear policies & enforcement
- 11% who binge attended religious services

2005 Texas College Assessment 2006 Texas K-12 Assessment Practitioner's Response on College Survey

A. Texas College Survey of Substance Use

(2005 Survey Report)

http://www.dshs.state.tx.us/sa/Research/college/2005/2005_CollegeSurvey_Iliu043007.pdf

(Practitioner's Response to 2005 Survey Results)

http://www.dshs.state.tx.us/sa/Research/college/2005/2005_CollegeSurvey_Recommendations.pdf

B. Texas School Survey of Substance Use

(2006 Survey Results)

http://www.dshs.state.tx.us/idcu/epilink/volume_64/issue_2/docs/adolescentsubst Abuse.pdf

(1988-2004 Survey Reports)

<http://www.dshs.state.tx.us/sa/research/SchoolSurveys.shtm>

Future Trails

- **Increase Assessment and Data Collection**
- **Increase State and Community Involvement**
- **Increase Funding**
- **Update Campus Policies to Support Data Collection**
- **Develop Training Programs to Support Data Collection**

Closing Challenge

Where do we go from here?



“When you are anchored in the past, focused on the future and willing to blaze a new trail; you will make a difference in the lives of our youth ”

Steps in Starting a State Initiative

- 1. Create a vision (mission)**
- 2. Identify problem or need**
- 3. Establish a task force to develop initiatives**
- 4. Develop state coalition –Recruit members**
- 5. Find the funding to make it happen.**

