



Environmental Management, Policy Development and Enforcement in Higher Education

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**“We cannot expect students to say
‘no’
to harmful drinking and
other drug use when
their environment tells them
‘yes.’ ”**

*William DeJong
Former Director, Higher Education Center*



Problems in the Environment

1. Many students have unstructured free time with too few social, recreational, extracurricular, and public service options.
2. Society and culture perpetuate the belief that high-risk alcohol use is a normal part of the campus experience.
3. Alcohol is abundantly available and inexpensive.
4. Bars, restaurants, and liquor outlets use aggressive promotions to target underage and other college drinkers.
5. State and local laws and campus policies are not consistently enforced.



Strategies for Environmental Change

Problem:

1. Many students have unstructured free time with too few social, recreational, extracurricular, and public service options.

Strategy for Change:

- ▶ Promote alcohol-free social, recreational, extracurricular, and public service options.



Strategies for Environmental Change

Problem:

2. Society and culture perpetuate the belief that high-risk alcohol use is a normal part of the campus experience.

Strategy for Change:

- ▶ Create a health-promoting normative environment.



Strategies for Environmental Change

Problem:

3. Alcohol is abundantly available and inexpensive.

Strategy for Change:

- ▶ Limit alcohol availability.



Strategies for Environmental Change

Problem:

4. Bars, restaurants, and liquor outlets use aggressive promotions to target underage and other college drinkers.

Strategy for Change:

- ▶ Restrict the marketing and promotion of alcoholic beverages both on and off campus.



Strategies for Environmental Change

Problem:

5. State and local laws and campus policies are not enforced consistently.

Strategy for Change:

- ▶ Increase the development and enforcement of campus policies and state and local laws.



Strategies for Environmental Change

- ▶ Promote alcohol-free social, recreational, extracurricular, and public service options.
- ▶ Create a health-promoting normative environment.
- ▶ Limit alcohol availability.
- ▶ Restrict the marketing and promotion of alcoholic beverages both on and off campus.
- ▶ Increase the development and enforcement of campus policies and state and local laws.



Selected Supporting Research

- ▶ **NIAAA.** *A Call to Action: Changing the Culture of Drinking at U.S. Colleges.* (2002)
- ▶ **Institute of Medicine, NAS.** *Reducing Underage Drinking: A Collective Responsibility.* (2003)
- ▶ **Surgeon General.** *A Call to Action to Prevent and Reduce Underage Drinking.* (2007)
- ▶ **National Center on Addiction & Substance Abuse, Columbia University.** *Wasting the Best and the Brightest: Substance Abuse at America's Colleges and Universities.* (2007)



“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it's the only thing that ever has.”

Margaret Mead