

# Engaging Student-Athletes in Comprehensive Alcohol Prevention Efforts



**Frostburg State University**

# Learning Objectives

- Exposure to five specific intervention strategies with student-athletes, including **audience participation devices**, **social marketing campaigns**, **alcohol-free programming targeted to athletes**, **sporting event promotions**, and a major “**themed event**” to stimulate awareness
- Develop the capacity to facilitate a **Coaches Summit** by partnering with Athletics, Athletic Training, and Student Conduct
- Exposure to multiple **individual**, **environmental**, and **system** strategic prevention approaches that can be implemented on campuses



# Full Disclosure...

- I'm a student affairs professional who **loves** sports
- I watch *SportsCenter* every morning while eating my oatmeal
- My daughter is on the FSU Women's Soccer team:



Academic All-American

CAC Player of the Year x 2

NSCAA All-American

- I have four years of collegiate eligibility remaining

# About Frostburg State University

- State university in western Maryland
- 5,000 undergraduate students
- 526 student-athletes (10%)



# The Perfect Storm for High-Risk Drinking

- 2000 on-campus residents
- 2000 off-campus residents living *immediately* adjacent to a 6 block area of the University
- High affiliation rates of intra- and inter-team partying
- Heavy concentration of older athletes living off-campus
- Many older style homes with multiple occupants
- Tradition of “*local*” fraternities and sororities



<https://frostburgmd.maps.arcgis.com/apps/Onepane/swipe/index.html?appid=319461221cc948b4949bd8f418ca3961>

# Compare Web Maps

Compare Web Maps With Just A Swipe



# Why Focus on Student Athletes?

Grossbard, J., Geisner, I., Neighbors, C., Kilmer, J., Larimer, M. (2007). Are drinking games sports? College athlete participation in drinking games and alcohol-related problems. *Journal of Studies on Alcohol and Drug*, 68(1), 97-105.

Johnson, T. & Cropsey, K. (2000). Sensation seeking and drinking game participation in heavy-drinking college students. *Addictive Behaviors*, 25, 109-116.

Leichliter, J., Meilman, P., Presley, C., Cashin, J. (1998). Alcohol use and related consequences among students with varying levels of involvement with college athletics. *Journal of American College Health*. 46, 257-262.

Nelson, T. & Wechsler, H. (2001). Alcohol and college athletics. *Medicine and Science in Sports and Exercise*. 33, 43-47.

Wilson, G., Pritchard, M., Schaffer, J. (2004). Athletic status and drinking behavior in college students: The influence of gender and coping styles. *Journal of American College Health*. 52, 269-273.

# Here's where it starts...





# Comprehensive Environmental Strategies



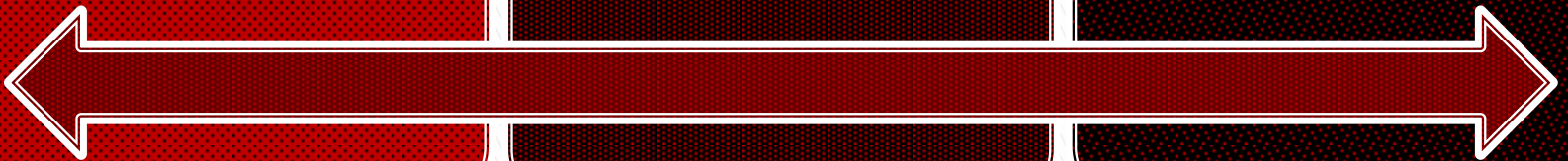
Prevention



Engagement



Deterrence



# President's Alcohol Task Force

## NCHIP

- National College Health Improvement Project

## MSPF

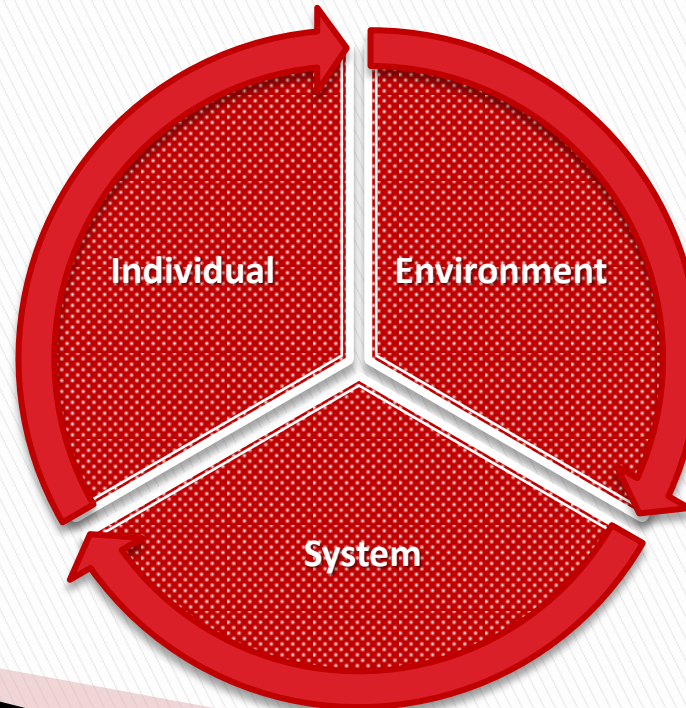
- Maryland Strategic Prevention Framework

## CHOICES

- NCAA CHOICES Grant

## SAFE Office

- Alcohol & Drug Abuse Administration Prevention Grant



# Our Commitment

- Establish a culture that actively **supports, educates, and empowers** students to make healthy choices about alcohol consumption
- Engage the university community with **innovative, evidence-informed, student-driven** alcohol awareness and prevention programs
- Enhance our community collaboration through **meaningful endeavors and intentional initiatives** consistent with our institutional values



# Current Initiatives

## Individually Focused

- Brief Screening Intervention (BMI for high-risk students receiving alcohol citations)
- AlcoholEdu
- *Making it Count*: alcohol prevention presentations
- TIPS for the University
- Late @ Lane programming
- *B the 1* Bystander Intervention presentations

## Environmentally Focused

- Social Marketing/Norming Campaigns
- Friday Course Offerings
- Frostburg Community Coalition: MSPF grant
- SafeRide
- Substance-free housing
- Intentional student Messaging
- Concurrent jurisdiction patrols

# NCHIP

## National College Health Improvement Project (2011-2013)

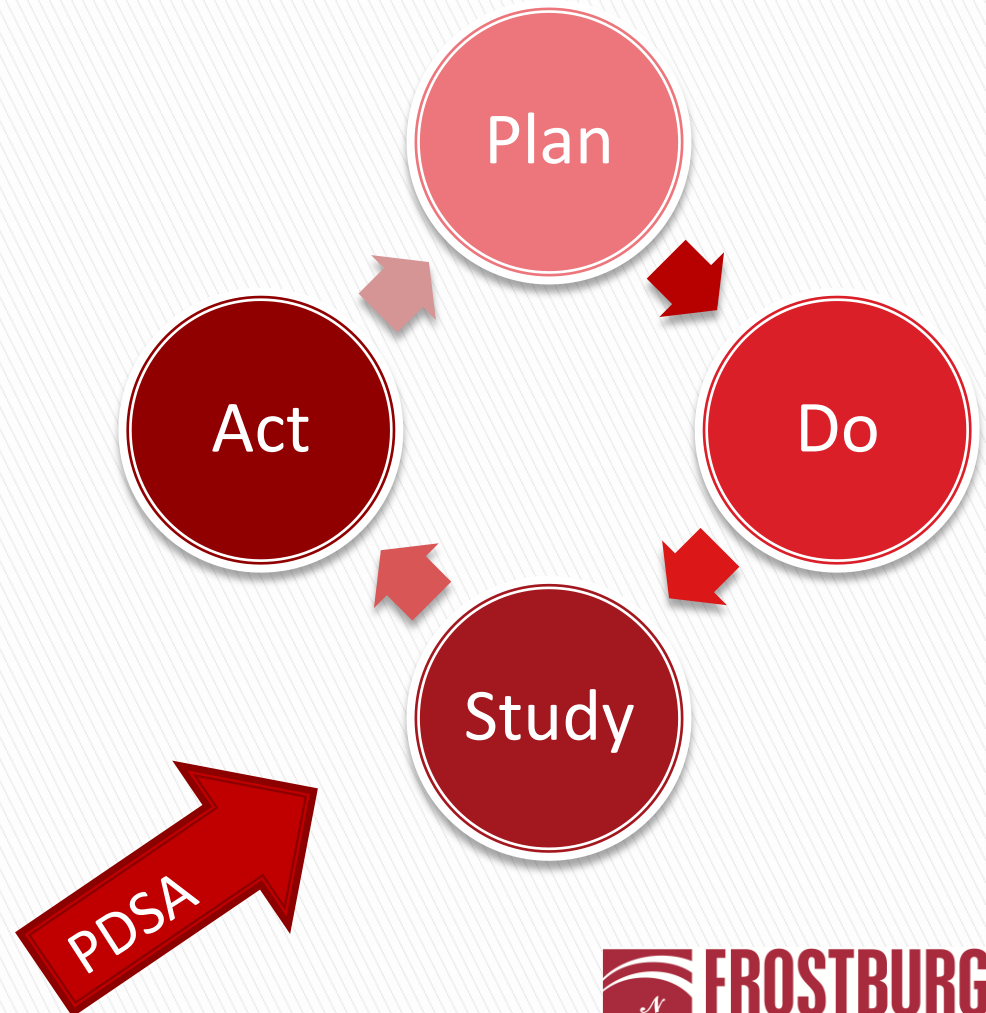
- Learning collaborative of 32 higher-education institutions addressing collective student health problems by bringing evidence into practice and measuring outcomes.
- First efforts of the learning collaborative are centering on **high-risk drinking**.
- Facilitated by Dartmouth College

### Member Schools:

Acadia University, Boston University, Brown University, Bucknell University, Colgate University, Cornell University, Dartmouth College, DePauw University, Duke University, **Frostburg State University**, Lehigh University, Lincoln College Partnership, Northwestern University, Ohio University, Princeton University, Purdue University, Sewanee: The University of the South, Southern Methodist University, Stanford University, Stony Brook University, University of Maryland Baltimore County, University of Maryland Eastern Shore, University of Minnesota, University of New Hampshire, University of Rhode Island, University of Vermont, University of Wyoming, Vanderbilt University, Washington University in St. Louis, Wellesley College, Wesleyan University, Yale University

# NCHIP's Public Health Model

- FSU's NCHIP Team tackled 20 different strategies that promoted our aim of reducing high risk drinking
- Now: involved with the Maryland Statewide Alcohol Collaborative



# Intentional Rapid Cycling:

- Identify evidence-informed strategy from existing body of research
- Implement in a manner that plans for data collection
- Assess the efficacy through study
- Modify the strategy as appropriate



# Implementing Strategies for Student Athletes

- Have achievers and activators on your team\*
- Identify your target audience
- Examine any systemic barriers
- Identify evidence to support the strategy
- Plan on how you will evaluate your strategy
- Garner support from the appropriate parties (athletics) by demonstrating relevance and benefits
- Hammer out logistics (be specific)
- Do what you say you're going to do
- Prepare for contingencies
- Analyze data for process improvement
- FITT (frequency, intensity, time, type)



\*GALLUP: StrengthsQuest



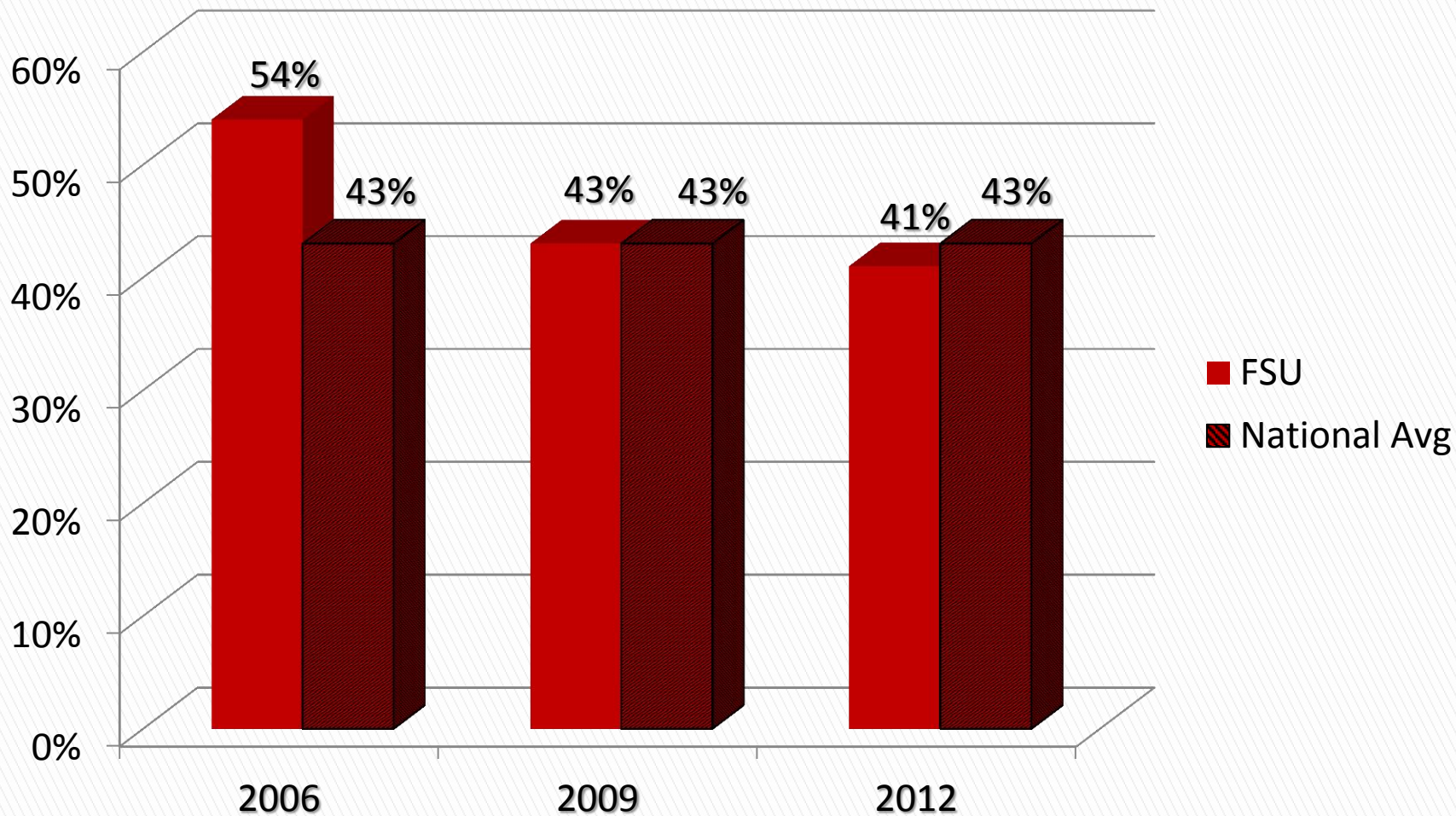
# Results of our Efforts

## *Current Instruments Used In Measurement*

- ▶ Core Survey
- ▶ National College Health Assessment (NCHA)
- ▶ AlcoholEdu
- ▶ Student conduct statistics (on/off campus)
- ▶ Medical transport data
- ▶ Monthly Surveys



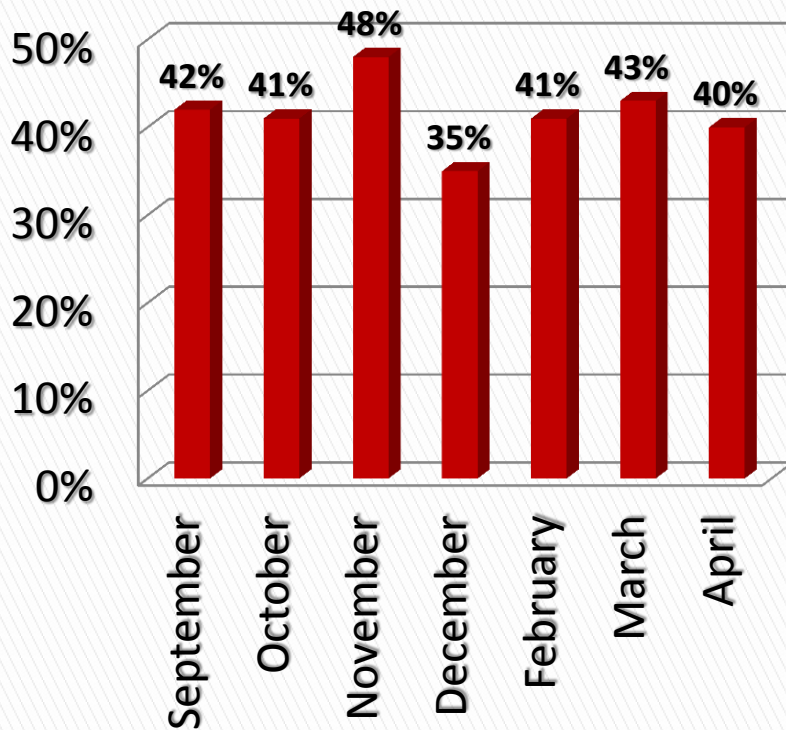
# Frostburg's Core Survey Results



**2 Week Binge Drinking Rate**

# Monthly Reporting – Binge Drinking Rates

## Students Reported Drinking 5 or More Drinks in one Setting

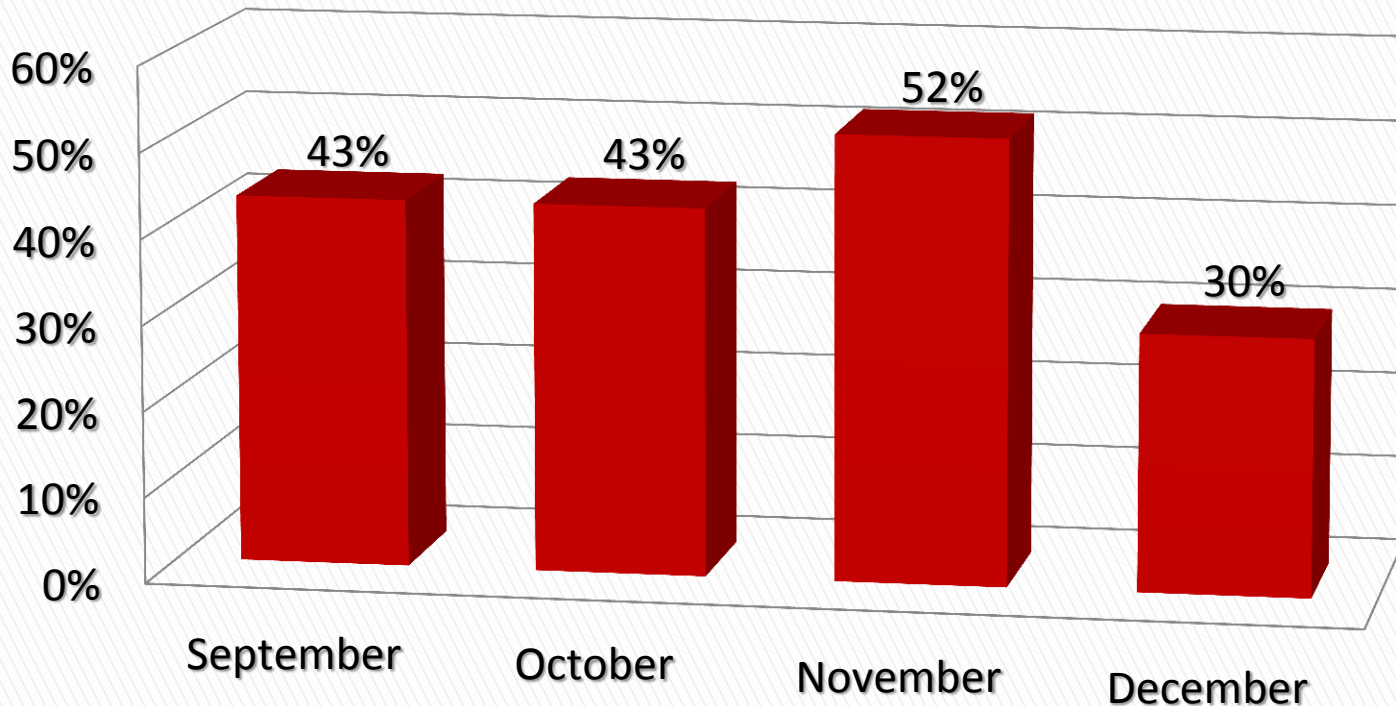


- Monthly data: binge drinking rate average for 2011-12 is **41%**
- Our **CORE 2012** results indicate our average student binge drinking rate of **41%**



# Monthly Harms Survey

Question #1: Over the last two weeks, how many times have you had five or more drinks of alcohol at a sitting

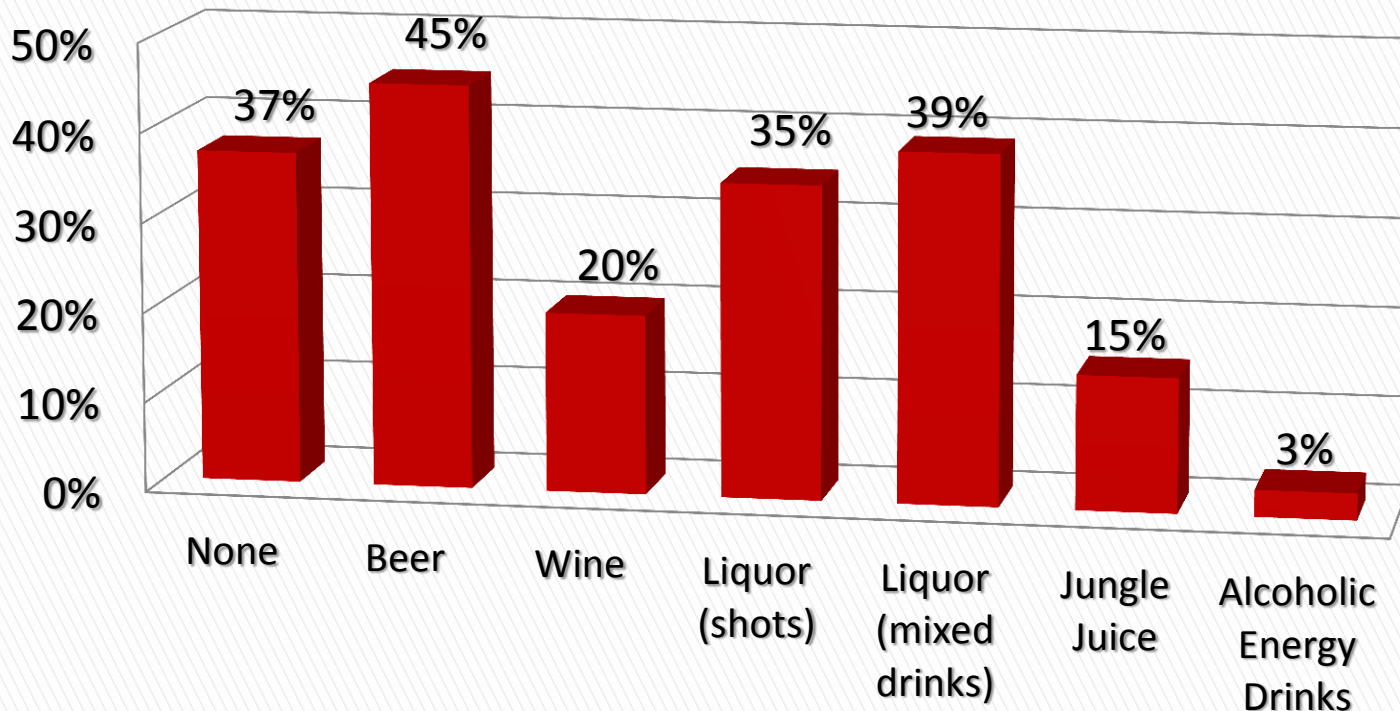


Fall 2012  
Binge Drinking  
Rate: 42%

Average Response Rate:  
12%

# Monthly Harms Survey

Question #2: Over the last two weeks, what type of alcohol have you consumed? Select all that apply.

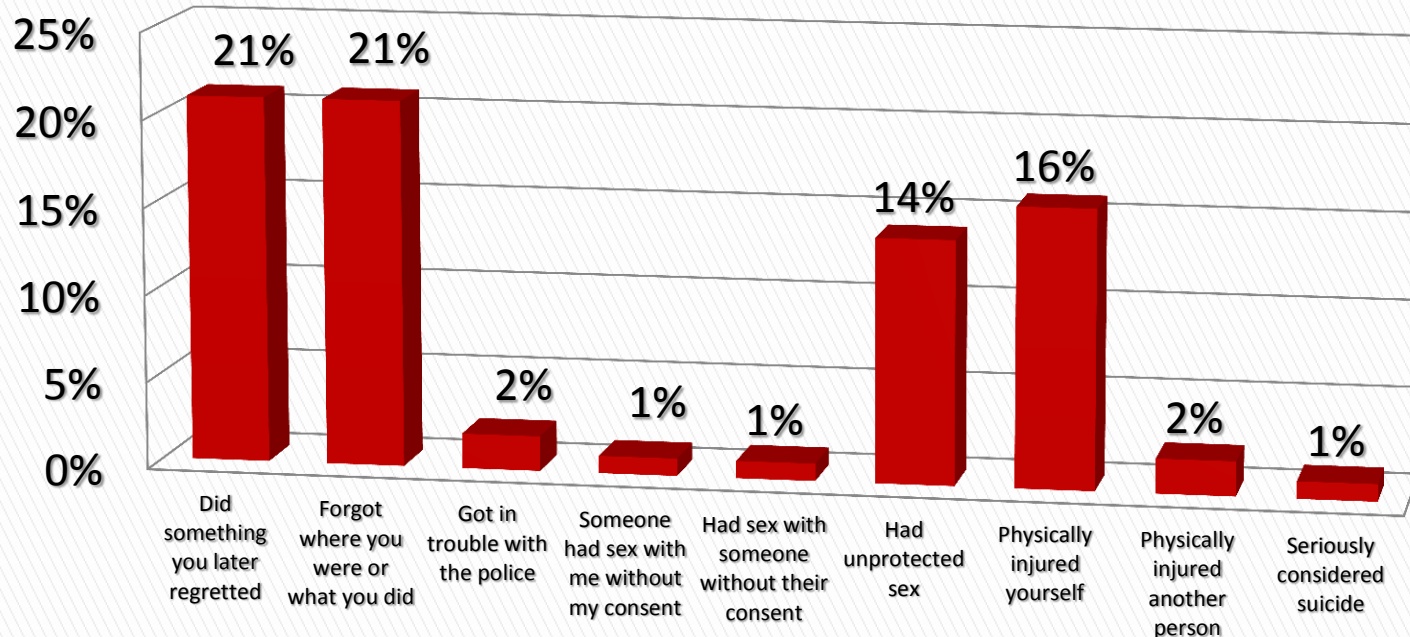


Figures are from the ENTIRE Fall 2012 semester

Average Response Rate:  
12%

# Monthly Harms Survey

Question #3: Within the last 12 months, have you experienced any of the following while drinking alcohol?

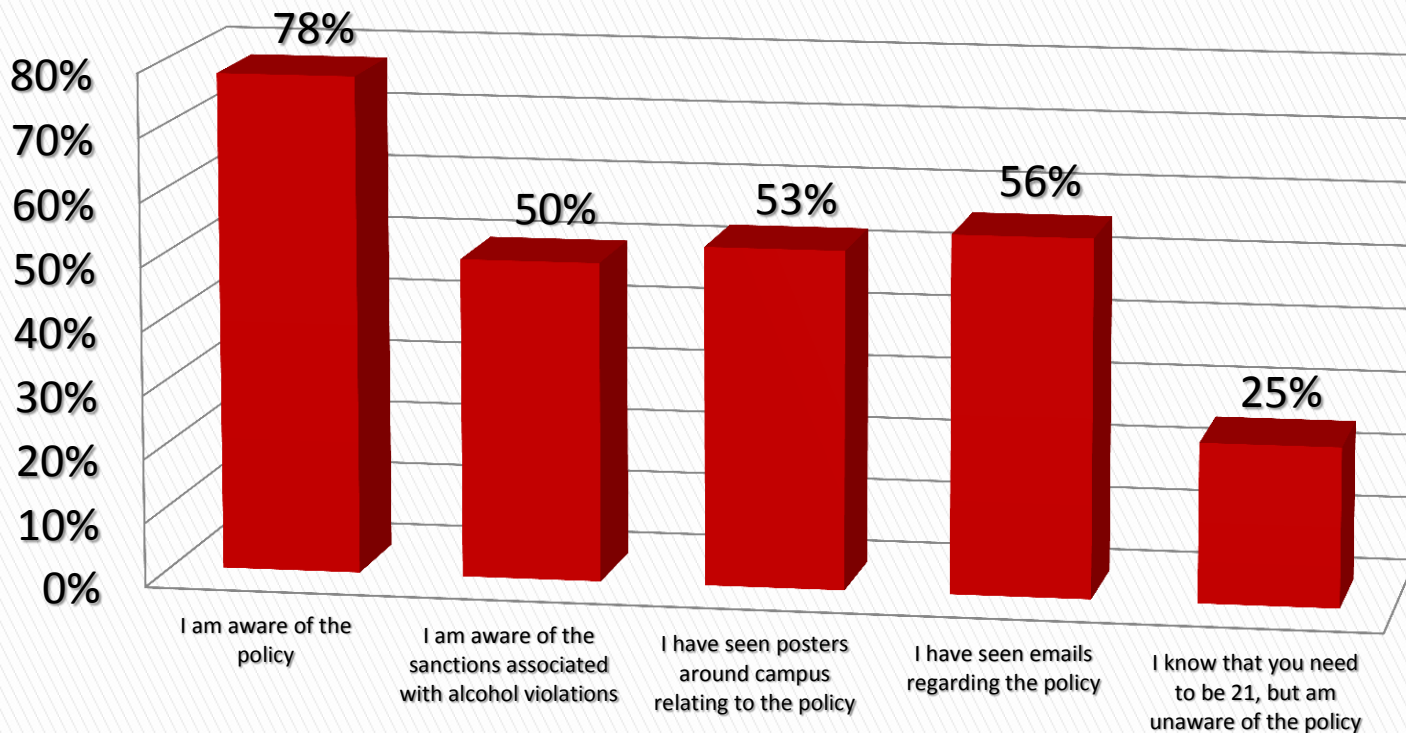


Figures are from the ENTIRE Fall 2012 semester

Average Response Rate:  
12%

# Monthly Harms Survey

Question #4: Are you aware of university policies relating to alcohol? Select all that apply.



Figures are from the ENTIRE Fall 2012 semester

Average Response Rate:  
12%

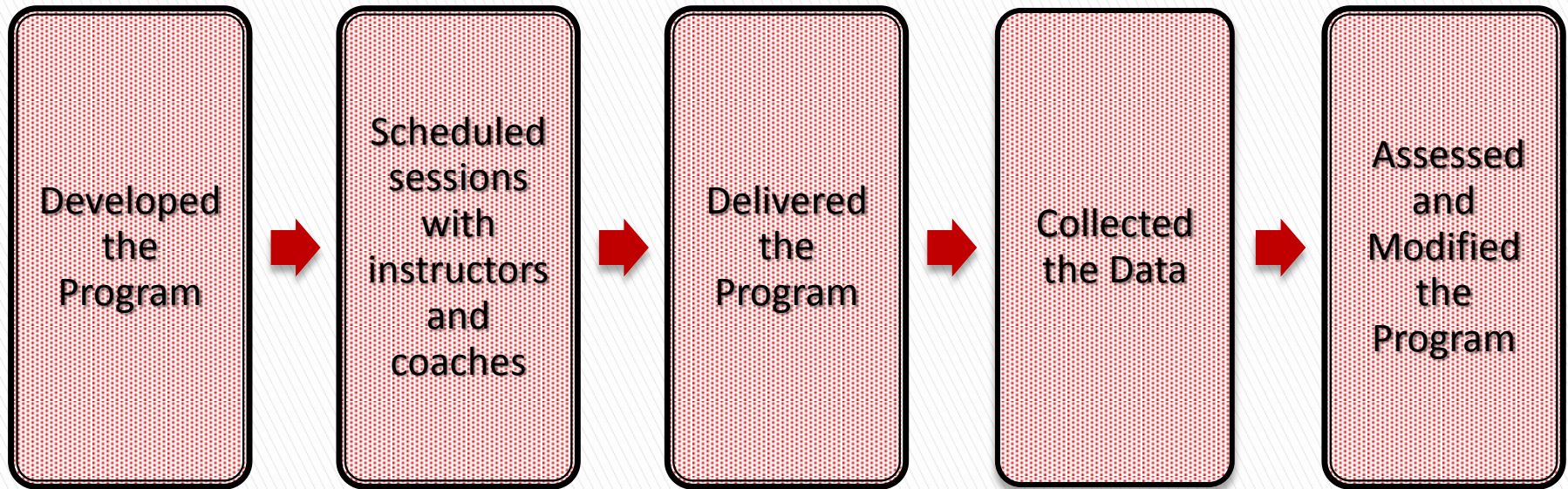
# *Making it Count* Presentation

- Audience participation hand-held device presentation using TurningPoint Technologies
- Focused on three concepts:
  1. Cognitive-behavioral approach to address beliefs about alcohol consumption
    - Education and normative data
  2. Motivational Enhancement
    - Corrects normative misperceptions through data and provides feedback regarding drinking behaviors
      - ie. standard drink size, BAC, byphasic effect, etc.
  3. Challenging expectancies through goal setting for low-risk strategies





# The Process for the MIC Presentation



## ***Process Notes:***

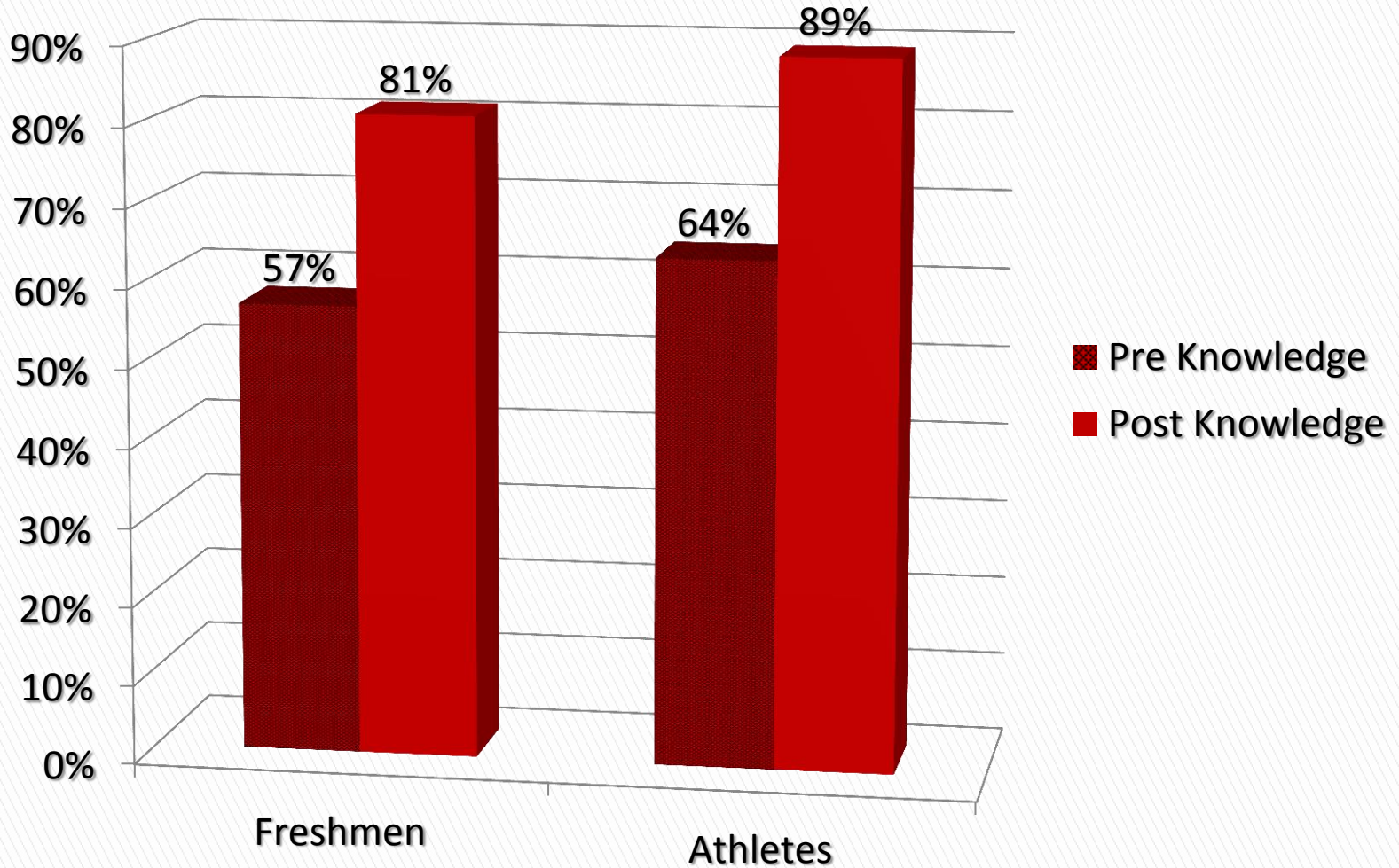
We used our NCAA CHOICES grant to jump-start the initiative. Our initial efforts focused on providing an interactive experience to stimulate learning and collect data.

As the presentations progressed in scope, depth, and intensity, we directed much of our prevention efforts toward what appeared to be the biggest area where students lacked understanding about high-risk drinking: rate of consumption and percent of alcohol by volume.

# Frostburg State University PDSA: *Making It Count* presentation

What did you try?	What did you measure?	What were your findings/results?	What changes did you make to your process/system?
Initially developed <i>Making It Count</i> for student/athletes	Perception versus reality involving alcohol consumption	Student perception about alcohol consumption was higher than actual consumption rates	Needed to learn more about <i>TurningPoint Technologies</i>
<i>MIC</i> was well received; therefore, we began to include freshmen	Pre and Post program knowledge regarding alcohol	Students were learning through engagement in the process	Began to modify/refine some of the data points
More focus on rate of consumption information	Pre-gaming rates and competitive drinking rates (10/10/11)	Noticed that athletic teams were reporting much higher rates of consumption	Focused presentation more on contemplation and intentions
More focus on percent of alcohol by volume information	Type of alcohol being consumed (11/21/11)	Students were often intentionally choosing higher alcohol content beverages	Will be focusing on Greek Life for Spring 2012

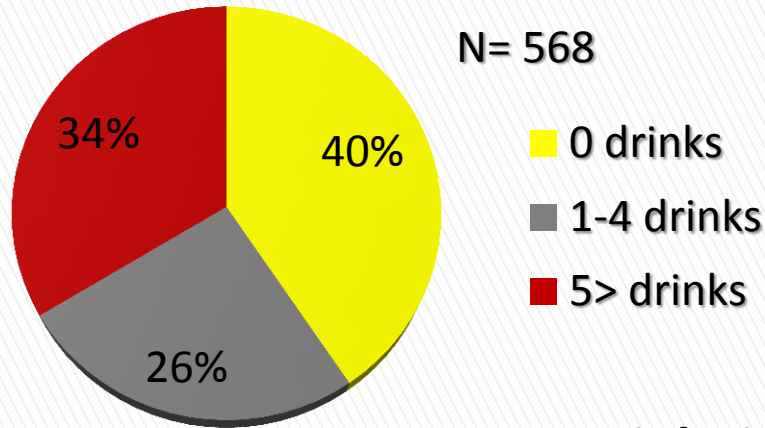
# Findings: Pre & Post Alcohol Knowledge



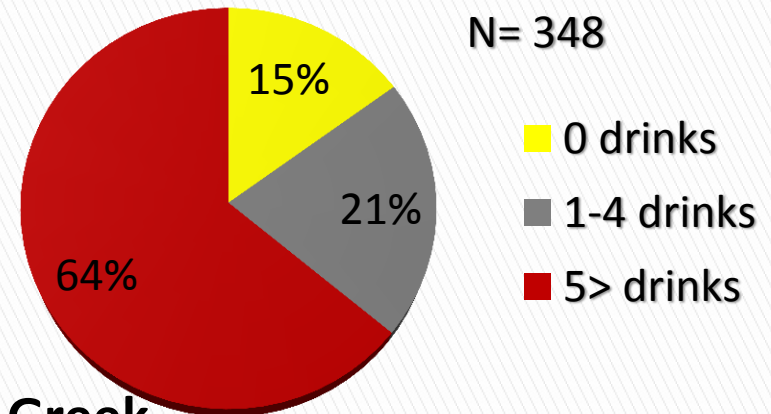
# 2-week Binge Drinking Rate

(5+ drinks in a sitting) Results from: *Making It Count*

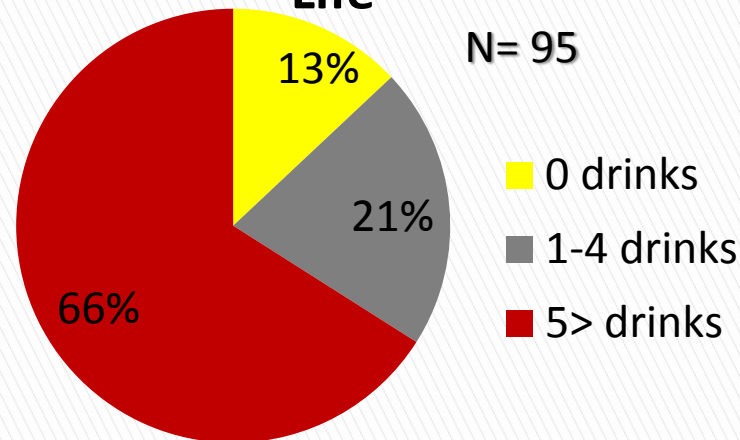
Drinks in a Sitting: *Freshmen*



Drinks in a Sitting: *Athletes*

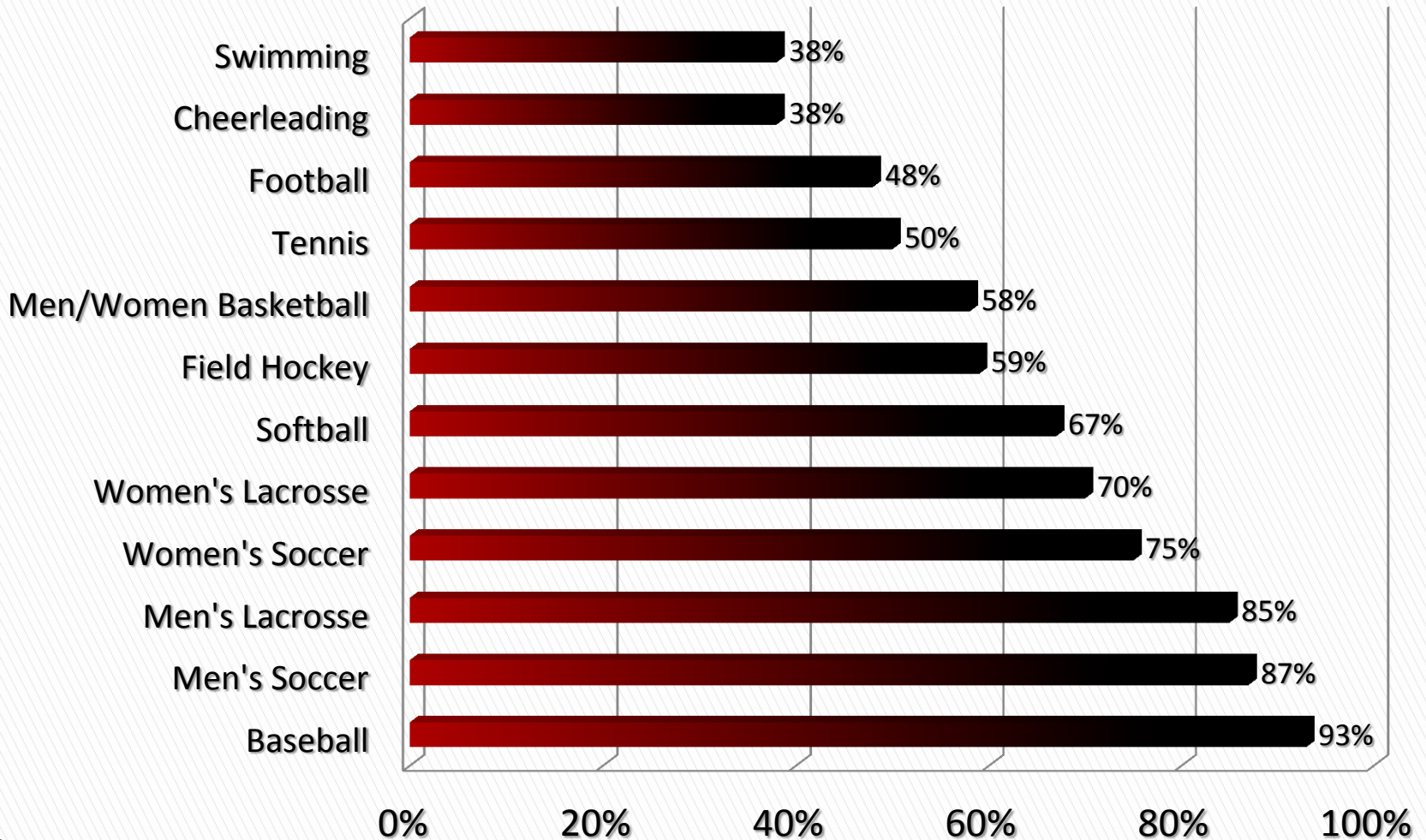


Drinks in a Sitting: *Greek Life*

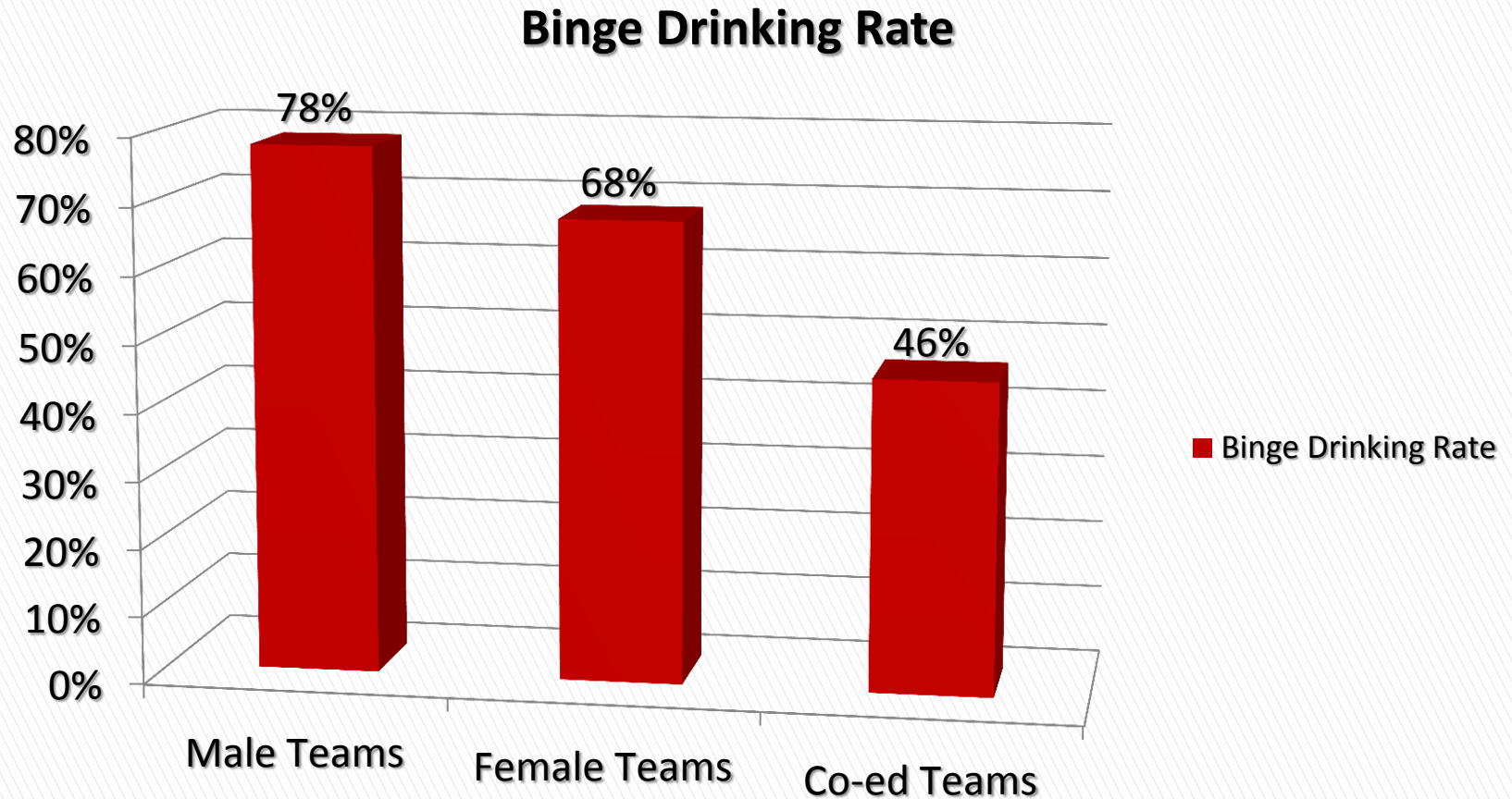


Total N = 1011  
2011-2013

# Binge Drinking by Athletic Team

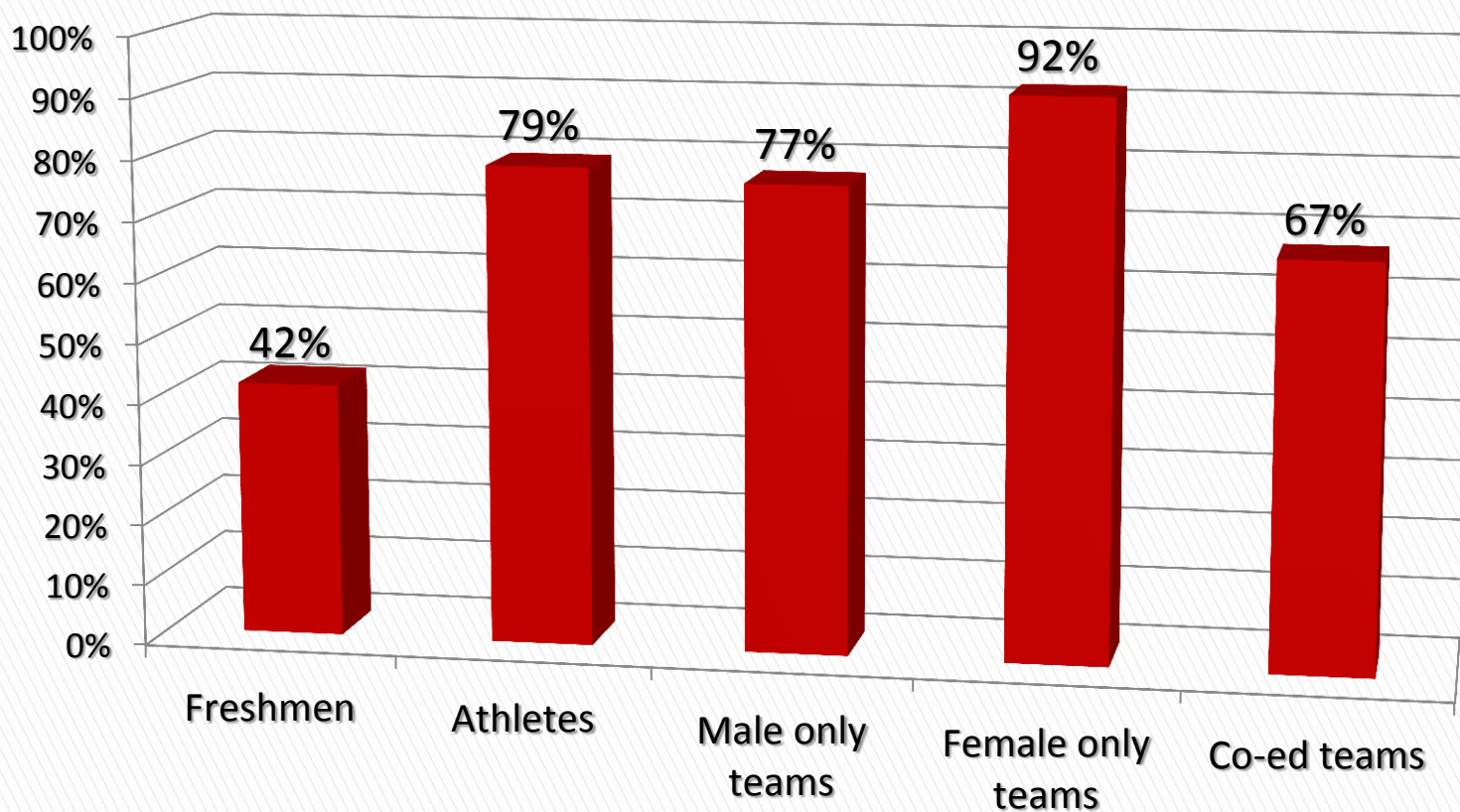


# Findings: 2-week Binge Drinking Rate by Cohort (5+ drinks in a sitting)



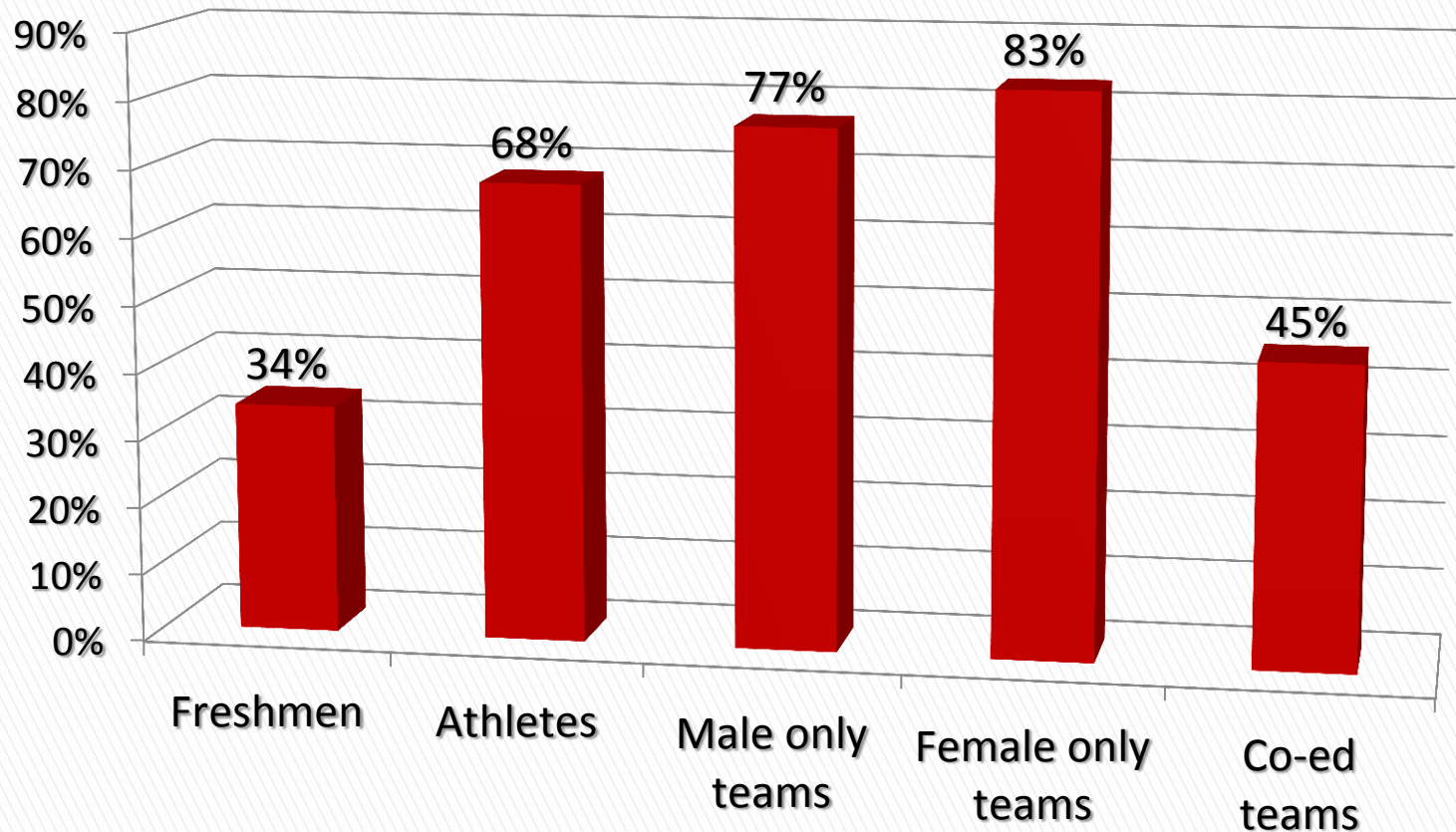
# Findings: 30-Day Pre-Gaming Rate by Cohort

## 30-Day Pre-Gaming Rate



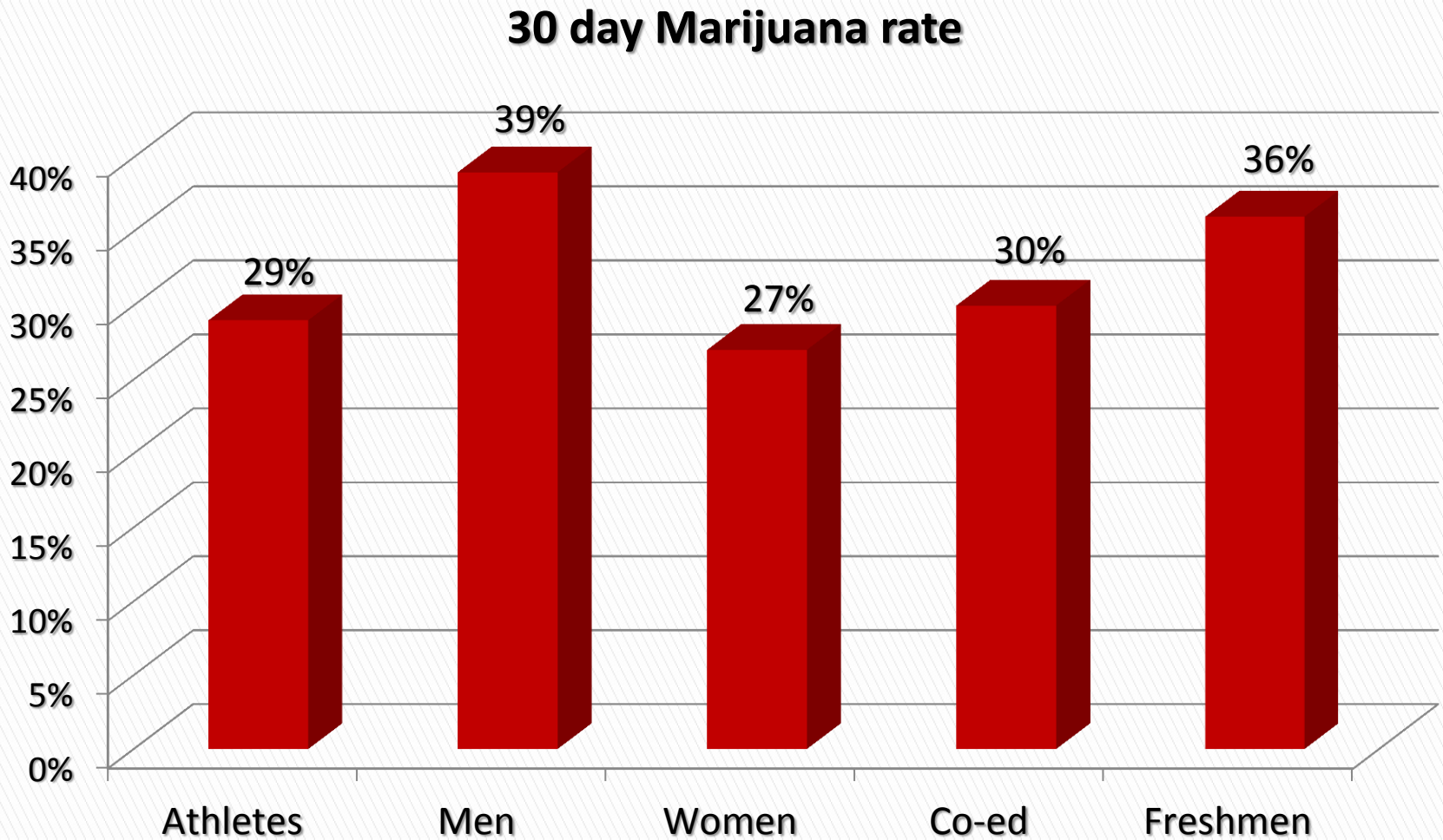
# Findings: 30-Day Competitive Drinking Rate by Cohort

## Competitive Drinking Rate





# Findings: 30-Day Marijuana Usage Rate by Cohort



According to 2009 NCAA stats, men's lacrosse is the highest risk sport with 25%. National student/athlete rate was 18% in 2009.

**ONLY Cohort with ZERO Marijuana Usage Rate out of 47 Cohorts and 916 TOTAL Students...**



# Lessons Learned from the *Making it Count* Presentation

- **Nothing stays the same**
  - 162 revisions with 1347 minutes of editing time
- **Call in the experts**
  - Get technical help!!!
- **Do your homework**
  - Know what your students are doing out there
- **Keep it moving**
  - 50 minutes, 20 out of 38 slides require responses
- **Keep it real**
  - Presenters must be captivating
- **Bigger really is better**
  - Audience size matters!
- **Build alliances**
  - Don't underestimate the influence of coaches and advisors
- **Look for small victories**
  - Mixing vodka in Juice instead of grain alcohol
- **Prevention is not enough**
  - Education is great, but deterrence is gold





**B the 1**

# ***Focus on Performance 2013***



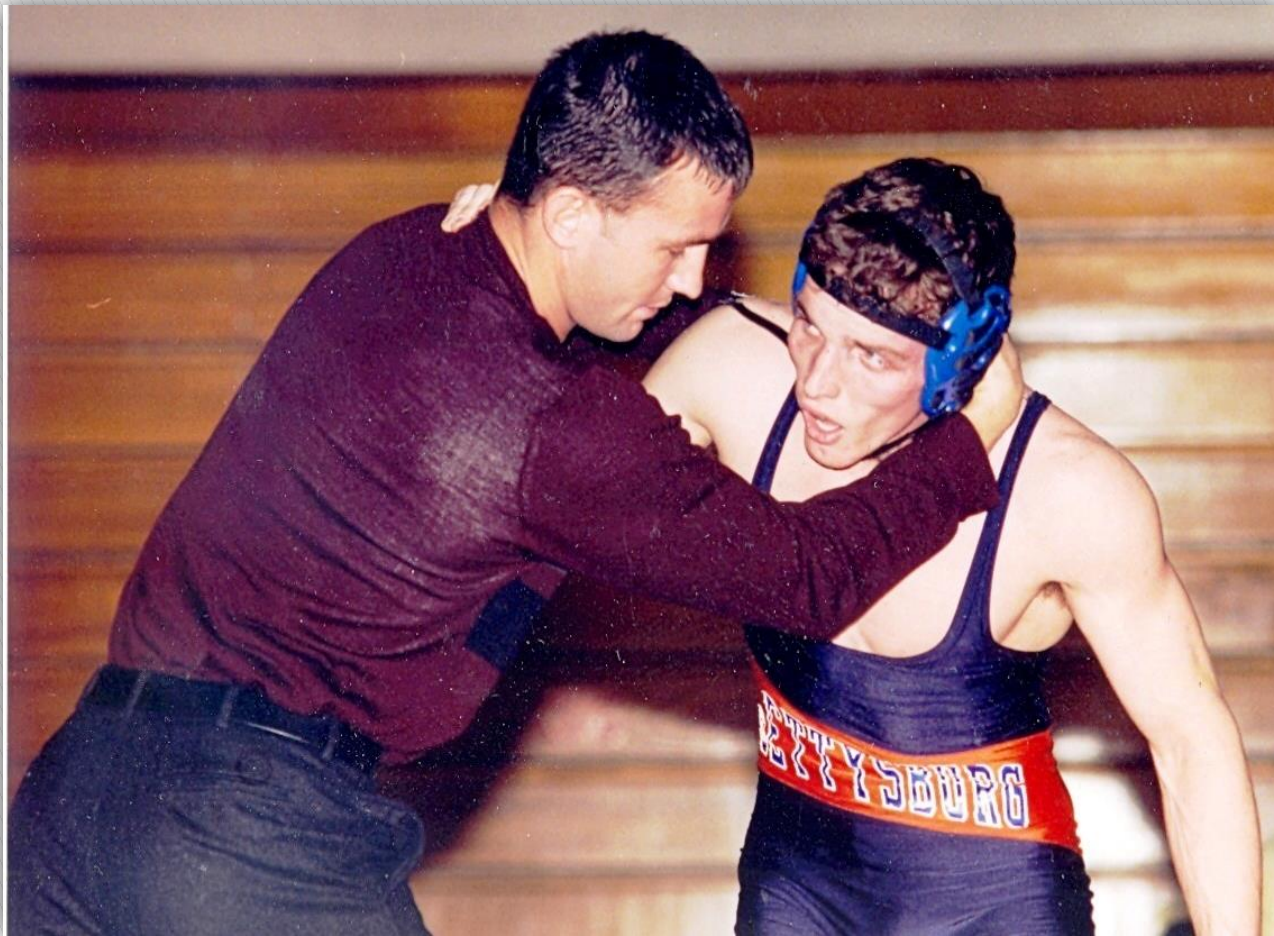
## **The Physiological Effects of Alcohol and Drugs on Athletic Performance**

# Coaches Summit

- How did we pull it off?
  - Offer food and they will come
  - Play up the partnership between Athletics, Student Affairs, Athletic Training, Sports Information, and Student Conduct
  - Highlight common goals
  - Build equity
  - Build trust



**Please pay attention....**



**Or our AD will bring the pain!!!**

# Alcohol and Athletic Performance

- Impacts athletic performance
  - Impacts academic eligibility
  - Impacts overall quality of life
  - Impacts number of social problems
  - Impacts multiple risk factors
- 
- Partnership with Athletic Training/Strength & Conditioning Staff
    - Muscle Development & Recovery
    - Ability to Learn & Strategize
    - Impact on Endurance



*NCAA: Alcohol and  
Athletic Performance*



# Student/Athlete Risk Factors

- Impaired judgment
- Violence
- Civil and criminal violations of law
- Accidental or incidental death
- Sexual assault
- Unsafe sex
- Gateway drug use
- Suicidal behavior
- Academic difficulties
- Judicial action from the University
- Social and emotional stressors
- Unhealthy life practices



# Offering Solutions

So what can coaches do to influence their teams regarding high-risk drinking?

...the same thing you do to solve problems on the field/court

- Model the way
- Provide clear, realistic messages
- Establish positive guidelines, standards, and expectations
- Follow through with the game plan



# Lessons Learned: Coaches Summit

- Coordinate with the Athletic Training experts...early.
- Clearly articulate your agenda
- Anticipate challenges
- Keep it relevant to Athletics
- Be prepared to act



# CHILL CHOICES

## Alcohol-Free Programming

With the support of the NCAA CHOICES grant, **CHILL CHOICES** seeks to facilitate unique, engaging, and **athletically-driven** late-night and weekend events to engage students in positive socialization outlets and promoting low-risk consumption.

- Late-night/Weekend Programming with more athletic style programs offered
  - BLACK-Out Games, Tournaments
- 3-on-3 Basketball Tournament and 6 vs 6 Volleyball Tournament:

\$994.70 for incentives and prizes +  
+ \$789.57 for food (ARAMARK)  
\$377.20 for marketing and logistics

**= \$2,161.47 TOTAL**

(Around \$5.40 per student or \$240.16 per hour)

- Survey results indicate:
  - 45% would have been consuming alcohol if not at the event
  - 85% learned a new low-risk strategy
  - 93% would implement a strategy
  - 91% would choose attending similar events over consuming alcohol



# CHILL CHOICES

## Alcohol-Free Programming

- Program FOR athletes!
  - They don't like dances, make your own anything, or sing-alongs
- Athletes will support other athletes
- Athletes love to compete in different sporting activities
  - Think “competitively” (you will also attract high-risk intramural athletes)
  - Partner with SAAC





**PRESENTS**

# **SPIKE THE BALL, NOT THE DRINK**

## **VOLLEYBALL TOURNAMENT**

**FRIDAY, DECEMBER 7TH, 10PM - 2AM**

**FROSTBURG STATE UNIVERSITY PE CENTER MAIN ARENA**

**SIGN-UP YOUR TEAM AT THE LANE CENTER INFO DESK ANY TIME  
BETWEEN WEDNESDAY DECEMBER 5TH AND FRIDAY DECEMBER 7TH.  
SIGN-UPS AT THE EVENT ARE ALSO WELCOME!**

**TEAM SIGN-INS ON DECEMBER 7TH IN THE GYM FROM 9PM - 10PM**

**TEAMS OF 3 TO 6 STUDENTS AND/OR FACULTY.  
MUST BRING YOUR ID TO THE EVENT!**



**FREE T-SHIRT  
AND  
PRIZE GIVEAWAY!**

**TOP 2 TEAMS WILL  
WIN SELECT PRIZES!**



# Lessons Learned: Alcohol-Free Programming

- You can do this on a budget
- Plan early and consult the athletic schedules
- Specifically promote with coaches
- Partner with SAAC
- Make it different than intramurals





# Major Themed Event: The Junkyard Run

- Campus event to promote awareness regarding effects of grain alcohol
  - Provide an informational brochure to students
  - Ask students to complete a survey to get a free t-shirt
  - Encouraged students to sign the *No Grain* pledge
- Set up a parkour freestyle run over 10 junk cars donated by scrap yard
  - Partnered with Athletics, Greeks, Peer Educators, and REC Society
  - Promoted the event through the CHILL CHOICES grant
  - Give *cool* stuff away and they will come





*Things are about to get crazy!*

**Live  
Music**

**Sunday, April 1, 2012**

**2:00 pm**

**Guild Center Parking Lot**

**Prizes  
&  
Shirts**

**Sign-up in the Lane Center beginning  
Monday, March 26th 10am - 2pm.**

**Total Cost: \$8,477.92**







# Lessons Learned: Major Event

- Garner leadership support by sharing your vision
- Plan early
- Consult with Events Planning staff (but don't get bullied)
- Have appropriate medical staff



# Social Marketing/Norming Campaigns for Student Athletes

- **Social Marketing** seeks to influence social behavior (ideas, attitudes, and values) much like marketing any product
- Analysis of population demographics, prevailing trends, and “creative” packaging
- **Social Norms Marketing** seeks to modify or correct normative beliefs about behaviors
- Often involves using data to adjust perceptions of the amount that others are drinking (descriptive norms) and the extent in which high-risk drinking is “seen” as normal (injunctive norms)



**When Out in the Burg...  
...Avoid Carrying This:**



**So you don't have to sign this.**



**NOBODY LIKES A SLOPPY ZOMBIE.**



**IF YOU CHOOSE TO CONSUME ALCOHOL...**

- 1. BEWARE OF THE ALCOHOL CONTENT IN YOUR DRINK.**
- 2. PACE YOURSELF AND LIMIT YOUR NUMBER OF DRINKS... BEING WASTED CAN GET SCARY.**
- 3. DON'T BE AN ANGRY GHOUL - RESPECT ALL.**



# ZOMBIE CRAWL:

"THE ACT OF DRAGGING YOUR BODY HOME AFTER A LONG NIGHT OF EXCESSIVE ALCOHOL CONSUMPTION."

**EVEN THE DEAD SHOULD AVOID HIGH-RISK DRINKING.**

- PACE YOURSELF AND LIMIT YOUR NUMBER OF DRINKS... BEING WASTED CAN GET SCARY.
- BEWARE OF THE TYPE OF ALCOHOL YOU ARE DRINKING... UNKNOWN SUBSTANCES CAN LEAD TO GHOULISH BEHAVIOR.







**Glamorous,  
isn't it?**

She thought she was a big girl going to a party to have a good time, instead she ended up with a babysitter.



Keep it low risk by limiting your number of drinks at a party to 3 or 4.

President's Alcohol Task Force



**How am I going to tell Mom?**

Getting charged with underage drinking, open container, or public intoxication will not only result in an appearance in court and stiff consequences from the University, but it will also likely disappoint your parents. Is it worth it?



President's Alcohol Task Force



**Your next boyfriend?**

Let's face it people, it's never attractive being wasted. Stop yourself from looking like this guy by limiting your alcohol intake to 3-4 drinks at a party.



President's Alcohol Task Force



**Social Marketing designed by Ashton**



# The Facts

Not everyone's doing it.

**36%** of FSU students reported that they did not drink alcohol in the last 30 days.





# Leading the Pack

You don't always have to  
be in the front to lead,  
but it helps.

**Live well...Live Clean**



**So you want to be a  
Champion?**



**Make a choice like one.**

**FSU Women's Soccer made a  
pledge to remain 100% clean  
from illegal drugs,  
including marijuana.**

**Choices do matter.**



Frostburg State University



# This is where it's at

On the field...in the classroom...  
out in the Burg'.

Got your back - 24/7 - 365



2012 CAC Champions



Ready  
CHECK

Photos courtesy of Rita Hegeman



**ONE HEART, ONE BEAT, ONE TEAM**  
**MAKE A DIFFERENCE**

B the 1



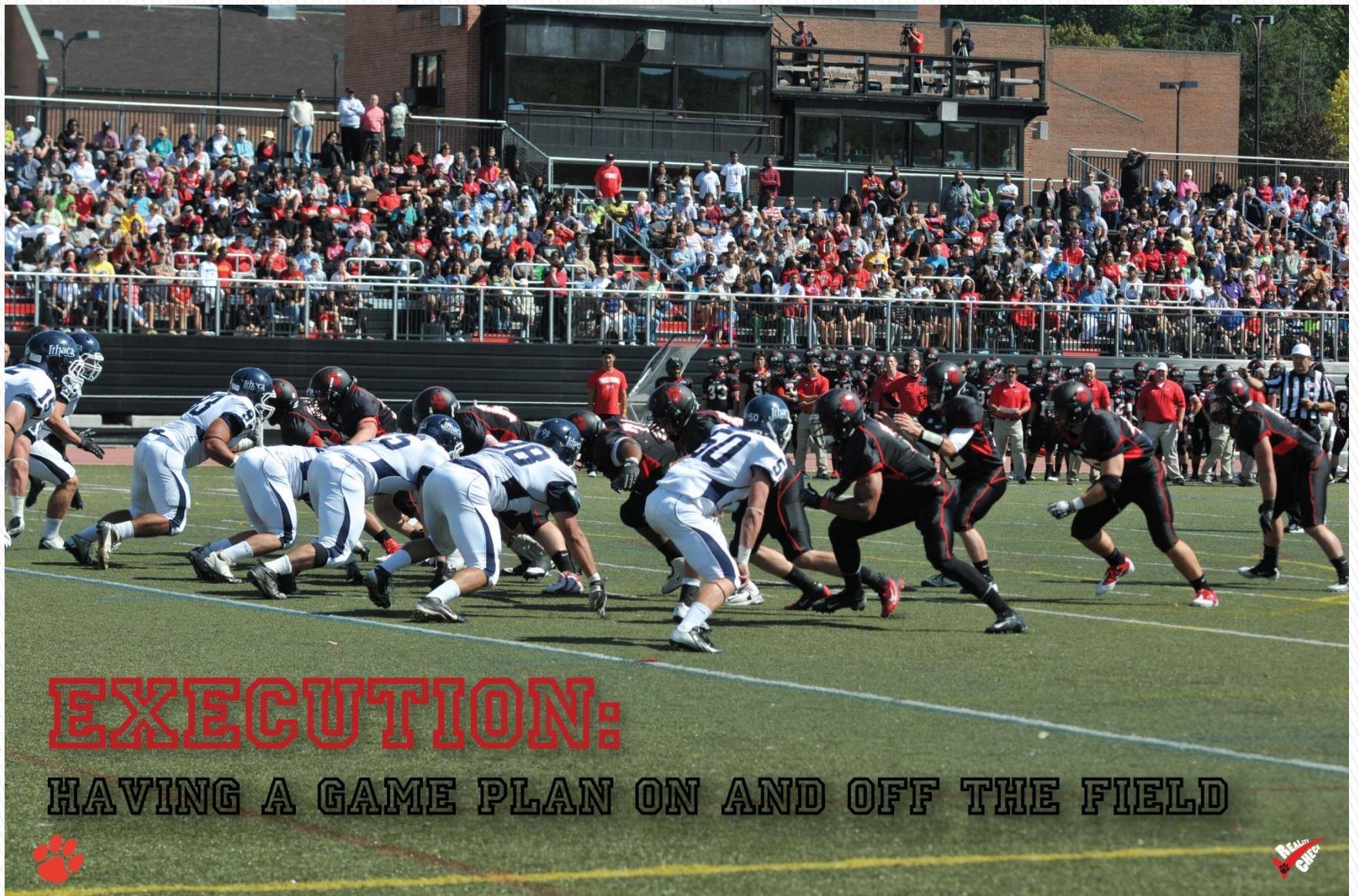


# Protect this House

Always got your back

B the 1





**EXECUTION:**

**HAVING A GAME PLAN ON AND OFF THE FIELD**





**TOGETHER ON THREE...ONE...TWO...THREE...  
TOGETHER!**

**B the 1**

**LOOKING OUT FOR ONE ANOTHER DOESN'T STOP ON THE FIELD**





A photograph of several swimmers in black swimsuits and swim caps, crouched in a starting position in a pool. The swimmer in the foreground is wearing a red swim cap with 'FSC' on it. The background is slightly blurred, showing other swimmers and a person in a white shirt.

# *Determination*

*Athletes who avoid heavy alcohol consumption will have better:*

- \* reaction times*
- \* muscular endurance*
- \* opportunities for success*



# FROSTBURG STATE UNIVERSITY SWIM TEAM

L  
I  
V  
E  
P  
U  
R  
E



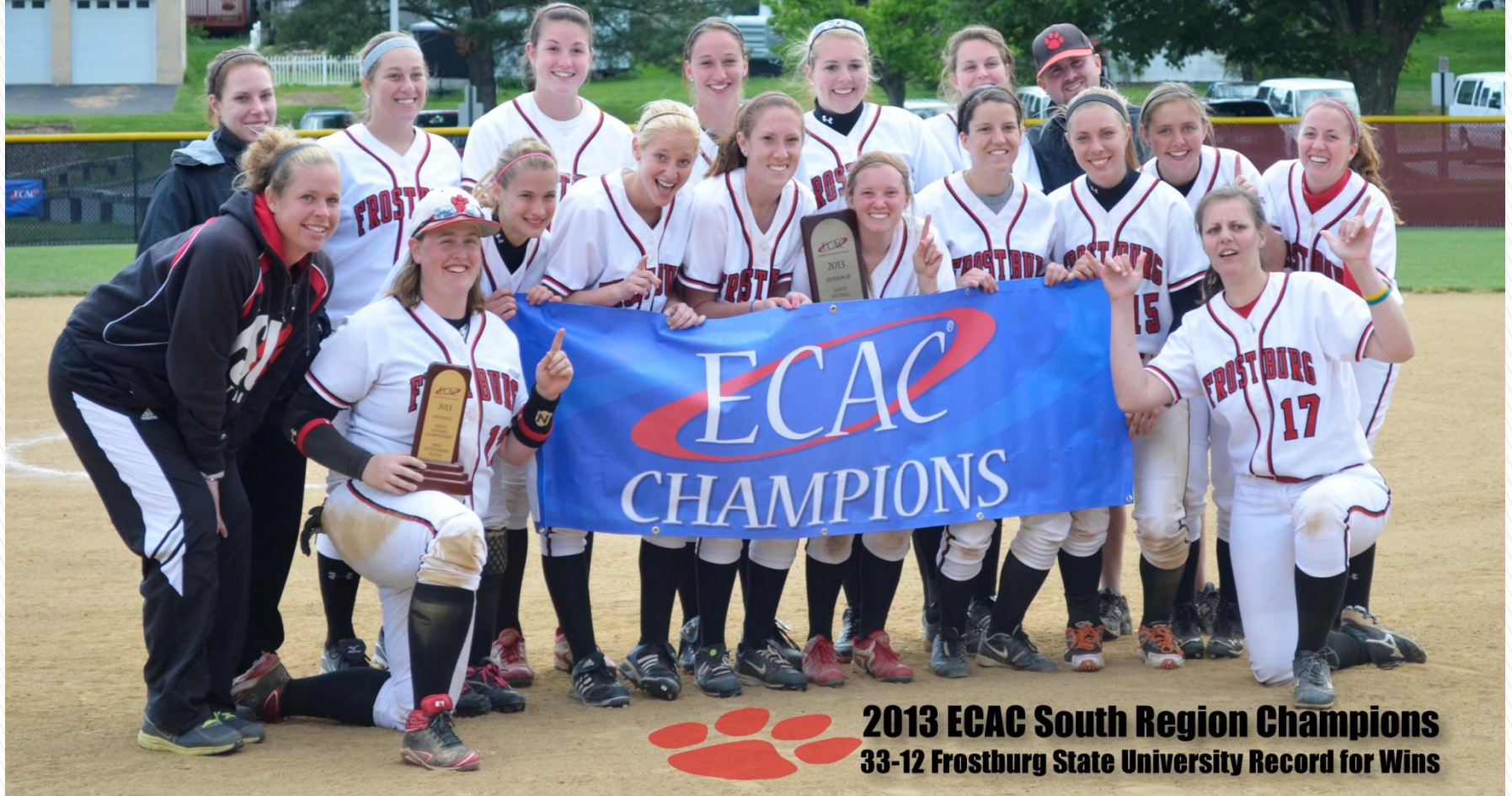
**Smoking marijuana doesn't make sense either.**



**Live Clean**



# *Bobcats Softball*



**2013 ECAC South Region Champions**  
**33-12 Frostburg State University Record for Wins**





**Focus on the Finish**  
Never side-tracked by drugs or alcohol.





**Focus**  
You get one chance to  
make the right play.



# Lessons Learned: Marketing Campaigns

- Be intentional about data collection.
- **Invest** in creativity.
- Administrative leadership will inherently de-value expertise like graphic designers and web design (don't let them).
- You can't readily succeed without "brand" recognition.
- Subtle marketing works well with student-athletes in conjunction with programs
- Personalize your strategies



# Here's where it ends...





# Overall Challenges

- Persistent culture of drinking on college campuses with the intention of getting “drunk” versus “social” drinking
- Sophistication of today’s student in evading responsibility and detection (black-out windows, invitation only affairs, designated door security, and groups intentionally “rolling parties” from location to location on different nights)
- High intoxication rate of students consuming grain alcohol and other hard liquors from pre-gaming
- Entrepreneurial characteristics of small groups of students who are renting older, larger houses
- Low-cost drink specials and super-sized, super-charged drinks at some college bars

**“And miles to go before I sleep.”**

(Robert Frost)



# Don't Sidetrack Your Goals...



...by participating in high-risk drinking.  
You have huge plans for your life.





# Reality Check

being real about alcohol

## Home

- Alcohol Risks
- Comprehensive Strategy
- High-Risk Consumption
- Low-Risk Consumption
- Party Tips
- Alcoholic Energy Drinks
- Social Marketing
- Resources
- Safe Transportation
- Statistics

## Welcome!

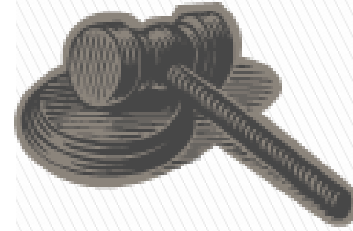


# being real about alcohol



Reality Check is a Frostburg State University program designed by students for students. We acknowledge that you must be 21 years of age to consume alcohol but we're not here to tell you not to drink. Rather, we're here to provide you with tips on how to be as safe and responsible as possible if you do drink.

*Did you know that*  
**36%**  
 of FSU students reported that they did not drink alcohol in the past 30 days.



**NCHIP**

National College Health Improvement Project

