

Health Messages that Support Motives for Not Drinking Among Abstainers and Drinkers

Robyn Priest
Associate Director
Office of Health Promotion
Boston College

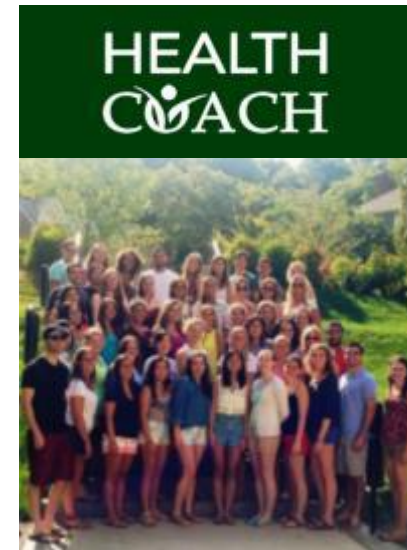
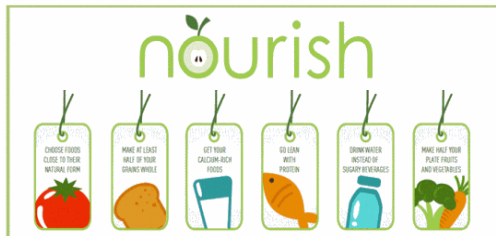
Special Thanks to Kimberley Timpf
Director of Partner Education, EverFi



INTRODUCTION



Office of Health Promotion at Boston College



Individual health plans and conversations will help you to develop personal goals and strategies to live by: plan your academics, plan for health!



Health Education Programs

Interactive, upbeat workshops

Alcohol and Drug Education Program

- Comprehensive approach
 - Education, prevention, intervention, referrals to treatment
 - Harm reduction and motivational interviewing
 - Data driven, evidence-based strategies, program evaluation
-

- Programs such as Choices and BASICS for mandated students
- Alcohol screening events
- Education about alcohol poisoning
- Alcohol-free late night programming
- Policy and consistent enforcement

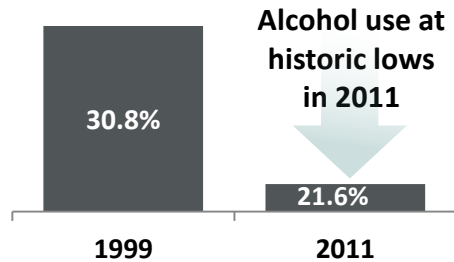
QUESTIONS?

WHY A FOCUS ON THIS POPULATION?

Trends Are Finally In Our Favor

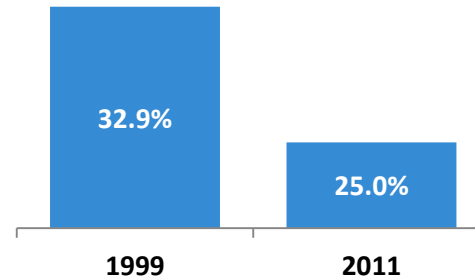
12TH GRADE ALCOHOL USE

High-Risk* Drinking



* Defined as having 5 + drinks within the last 30 days

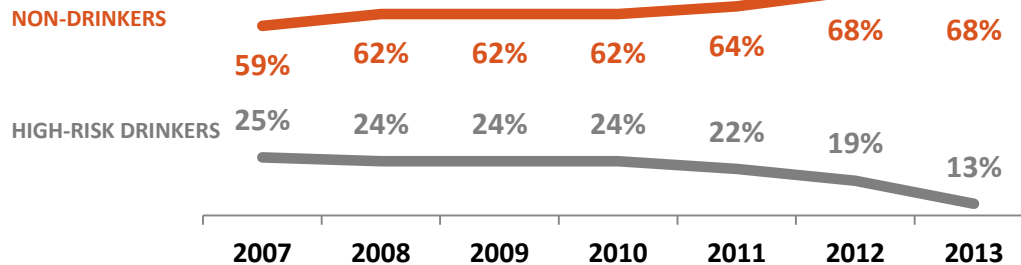
30-day Prevalence of (ever) Being Drunk



Source: Monitoring the Future, 2012.

COLLEGE TRENDS HIGHLIGHT OPPORTUNITIES AND CHALLENGES

Alcohol Use Among Incoming FYs

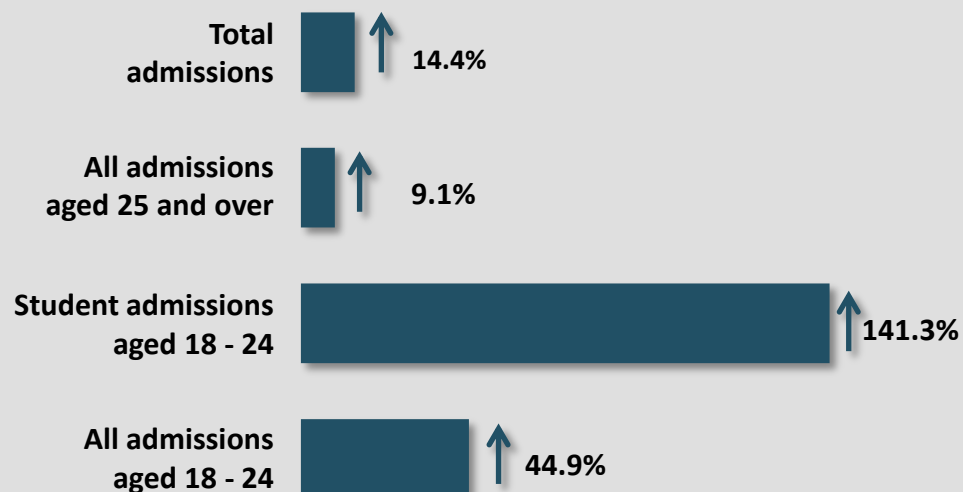




“The rate of primary alcohol-related treatment admissions is far higher among college students than for non-college students in the same age bracket (46.6% vs. 30.6%)....This confirms the pervasive and potentially devastating role that alcohol plays on far too many college campuses.”

Seeking Sobriety

Increase between 1999 and 2009 of people checking into addiction recovery programs in the U.S.



Growing Interest in Non-Drinking Environments

1



Desire to change your pattern of drinking.

2



Signup here to commit to a period of time without alcohol.

3



Incentivise your HSM with goals to achieve during this period.

4



Use your HSM blog to write, read and reflect on your journey.

5



Be empowered to make better choices about drinking.

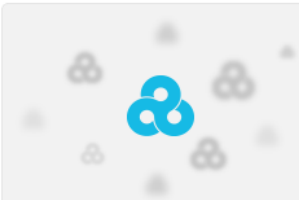
Why do an HSM?

\$1200

The average amount of money an HSMer saves over a 12 week period.



Completing HSMs have a significant impact on improving mental and physical wellbeing.

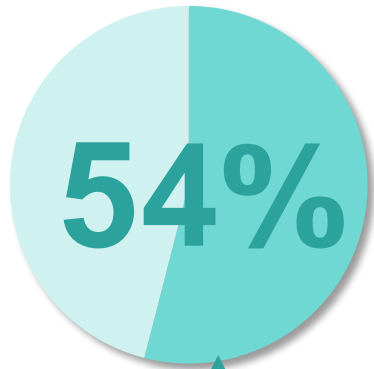


Each HSMer's story has a positive impact on the drinking culture of 10 people around them.



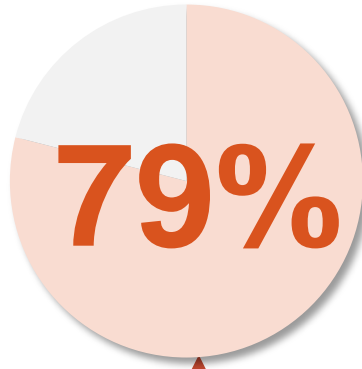
63% of HSMers fully achieve their HSM goals, with another 33% achieving some of their goals.

Failing to Support the Healthy Majority?



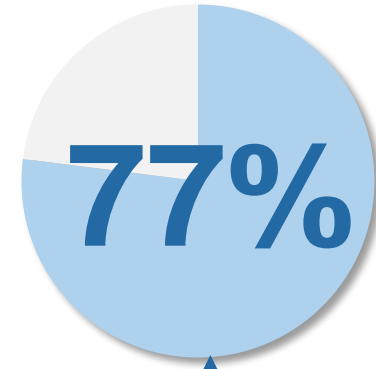
POSITIVE INTENTIONS

E.G., Setting a limit, reducing drinks, avoiding drinking games



MAKING LOWER-RISK DRINKING CHOICES

Abstainers/non-drinkers/light & moderate drinkers



INTERESTED IN ATTENDING

Alcohol-free events and activities on campus

THE HIGHEST
NUMBER OF NEGATIVE CONSEQUENCES

HAPPEN to MODERATE
DRINKERS... **60%** OF STUDENTS

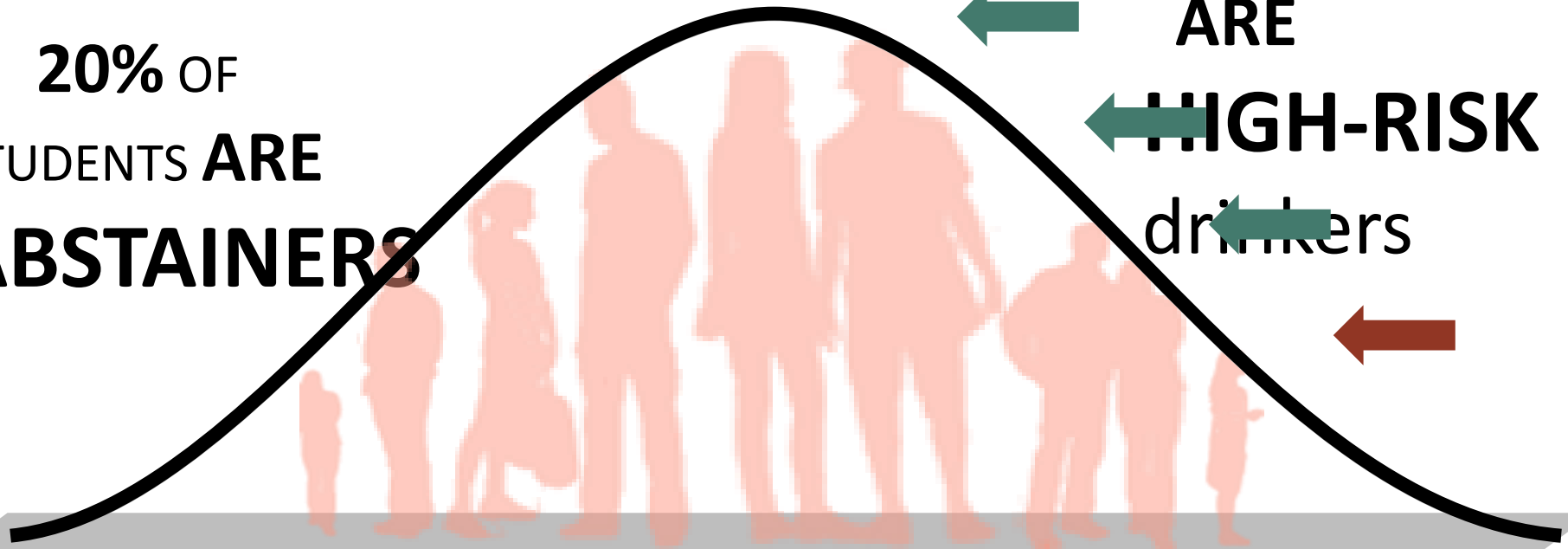
are MODERATE or
LIGHT DRINKERS

20% OF STUDENTS
ARE

HIGH-RISK
drinkers

20% OF
STUDENTS ARE

ABSTAINERS



WHY STUDENTS DRINK

Reasons for Drinking

Alcohol Expectancies

Beliefs about alcohol's behavioral, emotional, and cognitive effects

- Social lubrication
- Activity and performance enhancement
- Tension reduction

Reasons for Drinking

Drinking Motives

Beliefs about the functional uses of alcohol

- Social
- Mood Enhancement
- Coping
- Conformity to perceived social norms

WHY STUDENTS DON'T DRINK

Reasons for Abstaining

Four Subscales

- Self-control
- Upbringing
- Self-reform
- Performance

Having to drive was the most strongly endorsed reason for not drinking

Greenfield et al., 1989

Reasons for Abstaining



STUDY (Huang, et al., 2011)

2,500 U.S. college students from 18 institutions of higher education

Abstainers = no alcohol in past 30 days

Six Subscales

Lifestyle/personal values

Peer disapproval/norm

Interference/weight

Legal concern

Alcohol non-essential

Problem drinking history

Two Additional Individual Items

- “You are worried about the negative effects on your health.”
- “You don’t like the taste.”

Reasons for Abstaining

- Abstainers endorsed significantly more reasons for not drinking than drinkers; & light drinkers endorsed more reasons than heavy drinkers
- Abstainers were more likely than drinkers to endorse reasons based on upbringing or religiosity; & strongly endorsed reasons from the lifestyle/personal values, interference/weight, and alcohol non-essential subscales (plus worries about negative health effects and not liking the taste)
- Abstainers were less likely to endorse reasons based on perceived or experienced negative consequences

Reasons for Abstaining

- Light drinkers more often endorsed religious and moral reasons for choosing not to drink, or to drink very little
- Moderate drinkers chose safety-related reasons
- Drinkers strongly endorsed reasons from the interference/weight and alcohol non-essential subscales (plus worries about negative health effects and not liking the taste)
- Heavy drinkers cited the expense of drinking
- Among drinkers, intention to drive and concerns about performance and health were among the most important reasons for limiting drinking

Reasons for Abstaining

“Abstainers’ decision not to drink appeared to be a lifestyle choice that was supported by multiple reasons, including personal values, religious beliefs, not wanting the image of a drinker, and beliefs about alcohol’s effect on behavior.

Heavy drinkers were more likely to endorse situation reasons such as having to drive home later or being concerned about school work or weight gain from drinking.” (p. 69).

Insights From An Analysis of First-Year Students



148,067 first-year students from 126 colleges and universities who completed the online alcohol education course, AlcoholEdu (pre-matriculation - 2009-2010)

Abstainers = No alcohol in past two weeks (35% of sample)

Potential Reasons for Choosing Not to Drink

PEER INFLUENCES

My friends don't drink.
 People I care about would disapprove.
 I don't like being around others who are drinking.
 I want to fit in with a group I like.

BEHAVIORAL IMPACTS

I don't want to lose control.
 I don't like the way I act when I'm drinking.
 I'm going to drive.

ALCOHOL CHARACTERISTICS

I don't like the taste.
 Alcohol is fattening.

LIFESTYLE/PERSONAL VALUES

Drinking is against my personal values.
 Drinking conflicts with my religious beliefs.
 I've decided to cut down.
 I don't want the image of a drinker.

LEGAL/FINANCIAL CONCERNS

I'm not old enough to drink legally.
 I am worried about being caught by authorities.
 I don't want to spend the money.

PROBLEM HISTORY

People in my family have had alcohol problems.
 I've had problems with alcohol use in the past.

NEGATIVE CONSEQUENCES

I am worried about the negative effects on my health.
 I am not able to drink due to a medical condition.
 Drinking interferes with my athletic activities.
 Drinking interferes with my school work.

ALTERNATIVE ACTIVITIES

I have other things to do.
 I don't have to drink to have a good time.

Top 10 Reasons Students Give Not to Drink

TOP 10 REASONS STUDENTS GIVE TO NOT DRINK

- 1) I don't have to drink to have a good time
- 2) I have other things to do
- 3) I don't want to lose control
- 4) I'm going to drive
- 5) Drinking interferes with my school work
- 6) I'm worried about the negative effects on my health
- 7) People I care about would disapprove
- 8) I'm not old enough to drink legally
- 9) I don't want the image of a "drinker"
- 10) Drinking is against my personal values

Cluster #1: HIGH RATING

Indicated reasons as
HIGHLY IMPORTANT
(on average rated a 6.07 on a scale
of 1 to 7)

Cluster #2: LOW RATING

Indicated reasons as
LESS IMPORTANT
(on average rated a 2.89 on a
scale of 1 to 7)

Implications for Practice

Focus on Concerns Shared by Both Abstainers and Drinkers

interference/weight

alcohol nonessential

negative health concerns

“It would be far easier to increase the salience of existing reasons that drinkers have for restricting their alcohol use than to win their endorsement of still additional reasons that are primarily endorsed by abstainers (Huang et al., 2011).”

Key messages, would include:

- ✓ Drinking is not an essential part of having fun.
- ✓ Alcohol can have negative health effects.
- ✓ Drinking can lead to weight gain.
- ✓ Drinking can interfere with your school work.
- ✓ Drinking and driving laws are strictly enforced.

Initiate Programs to Connect Abstainers

“...two of the most important sociodemographic and psychobehavioral variables that predict whether students abstain is their perception of friends’ alcohol-related attitudes and having a close friend who abstains (Huang, et al., 2009).”

Connecting With Others

Do you want to connect with other students on your campus who are making similar choices about drinking?

- Yes, I would like to be contacted by my school or organization to learn more about connecting with other students who are interested in a social life that isn’t focused around alcohol.
- No, thanks.

Targeting First Year Women at Boston College

Don't let getting wasted get in the way.

- Conducted focus groups with target audience
- Identified motivations for women to avoid “getting wasted”
- Hired creative consultant and graphic designer
- Developed several “big ideas” to test with additional focus groups
- Decided on one concept and created sample materials
- Conducted interviews to refine final materials
- Developed digital/audio stories

Efforts to Connect Abstainers at Boston College

LINKS

Join Group ...

Links Without Drinks Members Events Photos Files Search this group

Join this group to post and comment. [+ Join Group](#)

RECENT ACTIVITY

Robyn Priest
December 18, 2014 at 9:57am · Boston, MA

Hey Everyone! Just a quick note to let you know I am thinking of all of you and wishing you a happy holiday season! Thank you for your contributions this semester toward building a community of non-drinkers at BC! Looking forward to growing in the New Year!

Like · Share

5 people like this. Seen by 41

Darren Duguay

ABOUT 94 members

Public Group

A collaboration of students, for students. Connect with others from BC, make new friends, and s... [See More](#)

CREATE NEW GROUPS

Groups make it easier than ever to share with friends, family and teammates.

[+ Create Group](#)

SUGGESTED GROUPS See All

LAG 2014-2015
79 members

[+ Join](#) [Chat \(4\)](#)

QUESTIONS?

CONNECTING ALCOHOL TO HEALTH AND WELLNESS

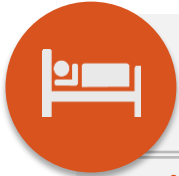
Wellness Framework Supports Shared Concerns

“Prevention messages should focus on the concerns shared by both abstainers and drinkers (Huang, et al., 2011).”

*Commonly endorsed reasons among both groups:
Concern about negative effects on health and wellness.*



Connecting Alcohol Use and Wellness for Students



Sleep is a critical determinant of health & well-being.

Sleep loss impacts behavior and **negatively** affects health and **personal relationships**

Fatigue and sleepiness associated with

- **increased illness**
- **lower GPA** and **decreased academic** performance
- **increased mental health** issues
- **decreased athletic** performance
- **increased weight gain**

ALCOHOL CONSUMED within an hour of bedtime **DISRUPTS** the second half of the sleep period, contributing to daytime **FATIGUE** and **SLEEPINESS**.



Debt and Poor Academic Performance decrease student success.

ALCOHOL CONSUMPTION:

ADDS to debt

- Average senior graduates with \$4,100 of credit card debt
- \$500/year spent on alcohol over 5 years = \$2,500

DETRACTS from academic performance

- 31% missed class
- 25% fell behind or received poor grades
- 22% failed an exam or essay

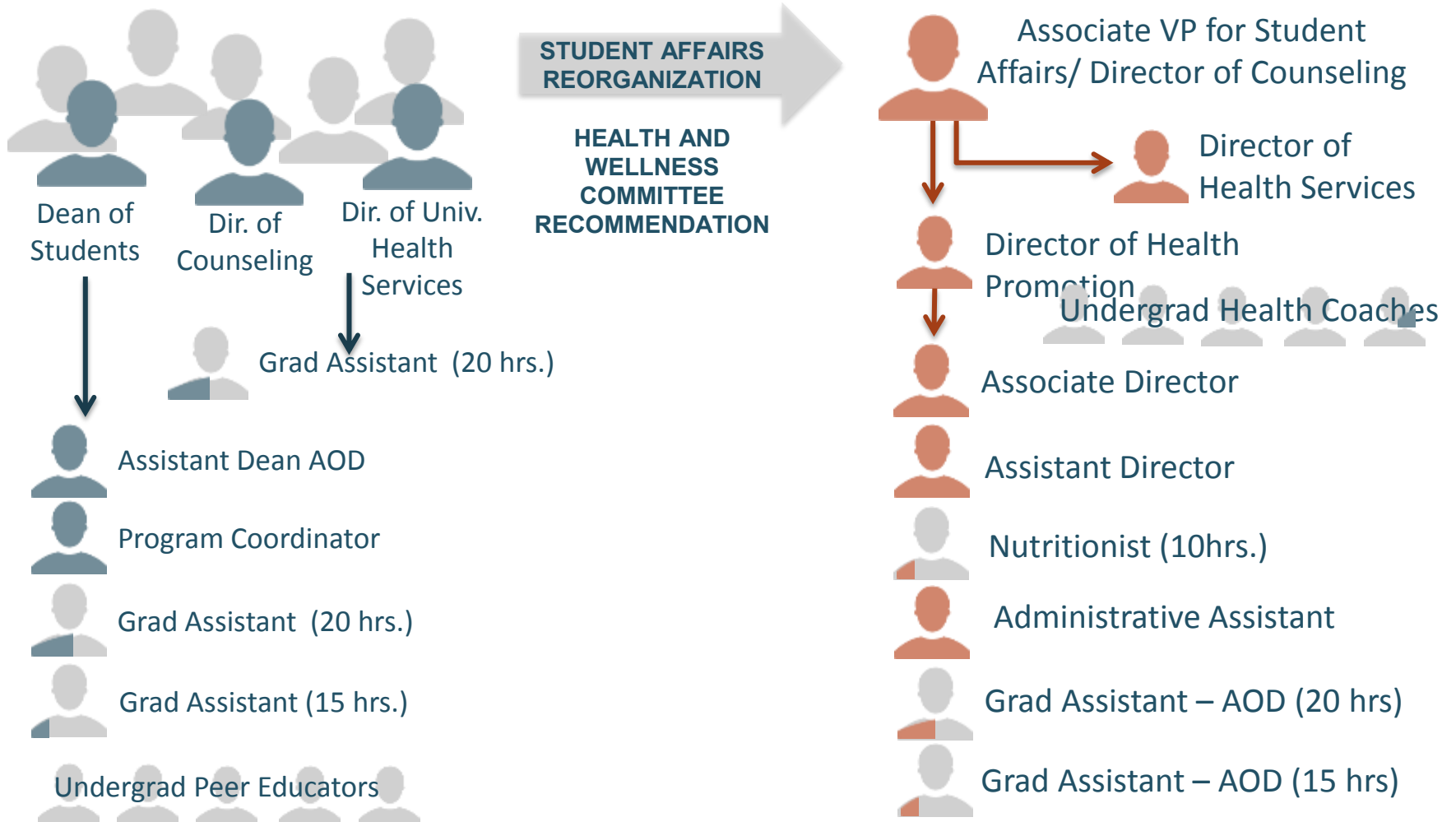


Participation in **Recreational Sports** and **Activities** is correlated with overall college satisfaction and success.

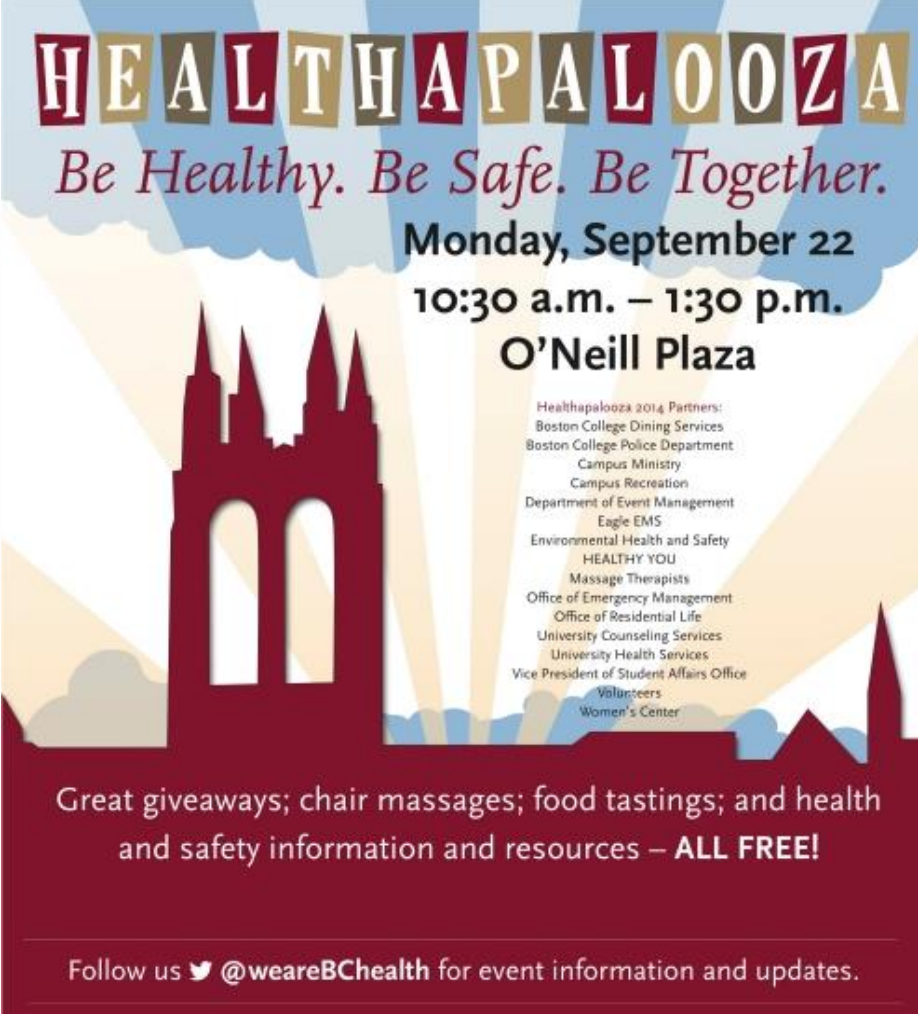
- Physical activity while hungover has been shown to **DECREASE** aerobic adequacy by as much as 11%.
- Drinking after physical activity contributes to cardiovascular strain and poor exercise recovery.
- Consuming alcohol the night before an activity can hinder performance by causing dehydration and loss of minerals and electrolytes.

New Structure at BC Creates Opportunities

Vice President of Student Affairs




BC Initiatives



HEALTHAPALOOZA
Be Healthy. Be Safe. Be Together.
Monday, September 22
10:30 a.m. – 1:30 p.m.
O'Neill Plaza

Healthapalooza 2014 Partners:
Boston College Dining Services
Boston College Police Department
Campus Ministry
Campus Recreation
Department of Event Management
Eagle EMS
Environmental Health and Safety
HEALTHY YOU
Massage Therapists
Office of Emergency Management
Office of Residential Life
University Counseling Services
University Health Services
Vice President of Student Affairs Office
Volunteers
Women's Center

Great giveaways; chair massages; food tastings; and health and safety information and resources – **ALL FREE!**

Follow us  [@weareBChealth](https://twitter.com/weareBChealth) for event information and updates.

BC Initiatives

Guide for Facilitating Brief Alcohol Conversations

Talking Points for Introduction

- High-risk alcohol use among college students is a major health concern. Binge drinking (5 or more drinks on at least one occasion in the past 2 weeks) is a leading cause of alcohol-related deaths and injuries among college students.
- University Health Services is piloting an initiative where physicians provide confidential feedback on alcohol use and providing recommendations for reducing alcohol use.
- The details of what we discuss will remain confidential.
- You will be contacted by email in approximately 2 weeks with a survey about your experience. Your feedback will help us improve our services.

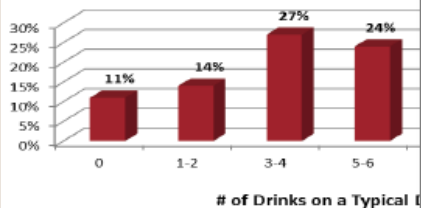
Review AUDIT

- For question #2 about standard drinks, ask about type of alcohol consumed. Distribute and review BAC card with students and calculate their BAC.
- If student answers affirmatively to any of the questions about binge drinking, elaborate.
- Make any necessary adjustments to student's score (if they miss a question on handout, review score and what it means).

Review BC Norms (Optional)

- If student's reported drinking is above the BC norm, review the BC norms.

Boston College Core Survey



The Core Alcohol and Drug Survey was implemented during the fall semester of 2013 and involved 4490 undergraduate students from all four class years. 1031 students reported drinking alcohol.

Reflection Questions

- Before giving the student your recommendations, ask open-ended reflection questions to increase student's motivation for changing their drinking behaviors:
 - What are some of the downsides or negative experiences you have had?
 - What, if anything, worries or concerns you about your drinking?
 - What reasons, if any, do you see for making changes (adjustments such as cutting back or stopping)?
- Hopefully at this point the student shows some signs of being interested and free to be more directive at this point and offer recommendations for what to do. The student handout has guidelines and strategies for lower risk drinking.

Goal Setting

- If student is motivated, ask student to set concrete goals for change including: frequency of drinking (e.g., 1-2 nights per week); quantity of drinks per occasion (e.g., 3 drinks per night, one occasion (e.g., no more than 5 drinks in one night)).
- If student is struggling to set concrete goals, direct him/her to personal goals and values. Encourage student to stay within "green zone" or low "blue zone" if not driving.

Select Low Risk Strategies

- In order to meet the student's goals, review list of low risk strategies and select those that the student may want to incorporate.
- Feel free to circle any strategies the student endorses as realistic and achievable.

Refer, If Appropriate

- Review campus resources on page one of student handout and invite them to contact the Office of Health Promotion if they want to have a more in-depth follow-up conversation.
- Give student handout!
- Remind student to be on the look-out for the follow-up survey.

Thank you for filling out the Alcohol Use Disorders Identification Test (AUDIT).

Your AUDIT score is ____.



How to Interpret Your AUDIT Score

Low Risk (0-7)

You are likely engaging in low-risk drinking behaviors.

Recommendation: Continue to reduce risk by not drinking or by keeping your BAC lower than .06 when you choose to drink.

Moderate Risk (8-18)

You may be experiencing (or are at risk for) health consequences as a result of your drinking.

Recommendation: Cut back or stop drinking. Schedule a confidential appointment with a staff member in the Office of Health Promotion.

High-Risk (19-40)

You may have developed alcohol dependence.

Recommendation: Stop drinking or cut back. Schedule a confidential appointment with a staff member in the Office of Health Promotion. Seek counseling services to help make changes to current behavior.

**Please keep in mind that consuming alcohol under the age of 21 is illegal in the state of Massachusetts and against Boston College's alcohol policy.*

BC Initiatives



iHP

Individual Health Plan
Sign up

BOSTON COLLEGE

Click on an open appointment slot to sign up. If no slots are available, please try a different time range. To cancel an appointment slot you've already booked, leave this sign-up page and delete the event from your own calendar.

Today ◀ ▶ Jan 11 – 17, 2015 Refresh Day Week

	Sun 1/11	Mon 1/12	Tue 1/13	Wed 1/14	Thu 1/15	Fri 1/16	Sat 1/17
	NASPA AOD Conf (Washington, D.C.)			Work from VA			
10am		Individual Health Plan - iHP	Individual Health Plan - iHP	Individual Health Plan - iHP	Individual Health Plan - iHP	Individual Health Plan - iHP	10 – 11 AMFE/CS Implementation Workgroup
11am		Individual Health Plan - iHP	Individual Health Plan - iHP	Individual Health Plan - iHP	Individual Health Plan - iHP	Individual Health Plan - iHP	11 – 12p Judy Green: One-Hour Conversation
12pm		Individual Health Plan - iHP	Individual Health Plan - iHP	Individual Health Plan - iHP	Individual Health Plan - iHP	Individual Health Plan - iHP	
1pm		Individual Health Plan - iHP	Individual Health Plan - iHP	Individual Health Plan - iHP	Individual Health Plan - iHP	Individual Health Plan - iHP	
2pm		Individual Health Plan - iHP	2p – 3:15p PE Team Recha Meeting	Individual Health Plan - iHP	2p – 3p PS Weekly Meeting	Individual Health Plan - iHP	
3pm		Individual Health Plan - iHP	Individual Health Plan - iHP	Individual Health Plan - iHP	3p – 4:30p Johnson & Johnson Meeting	Individual Health Plan - iHP	3:30p – 4:30p Higher Ed Team Gathering
4pm		3:30p – 4:30p NASPA Meeting with Brett Carter,					
5pm		5p – PE Agenda Items Due					

Created with [Google calendar](#) Appointment calendar owner: bwell@bc.edu

BC Initiatives

Eat to Nourish, Sleep to Flourish!

WITH DR. ROXANNE PRICHARD
SLEEP EXPERT
ST. THOMAS UNIVERSITY

TUESDAY, OCTOBER 7, 2014
5:00 – 6:00 PM | Walsh Function Room

HOW DO DRINKS LIKE ALCOHOL AND CAFFEINATED BEVERAGES
INFLUENCE YOUR SLEEP?

HOW DOES SLEEP DEPRIVATION INFLUENCE YOUR FOOD CHOICES
& METABOLISM?

WHY DO WE GET THE LATE NIGHT MUNCHIES?

EMAIL HEALTHPROMOTION@BC.EDU TO RSVP

THE FIRST 200 ATTENDEES WILL RECEIVE A FREE T-SHIRT & EAR PLUGS
AND BE ENTERED TO WIN ONE OF THREE \$50 AMAZON GIFT CARDS!

Office of Health Promotion
healthpromotion@bc.edu
www.bc.edu/healthpro

Be Well

Office of Health Promotion
BC STUDENT
AFFAIRS

Follow us on Facebook for more
health tips & events!
www.facebook.com/BCOHP

THE OFFICE OF HEALTH PROMOTION PRESENTS

Turn Down for What? Why Saving Up Calories for Drinking Backfires

**Presented by Sheila Tucker, Nutritionist
and Dr. Susan Kelly-Weeder**

Wednesday March 18

2015

Stokes S295

5:00PM

Serving light refreshments

RSVP: bwell@bc.edu

Office of Health Promotion
**BC STUDENT
AFFAIRS**

NEXT STEPS FOR YOUR CAMPUS

Next Steps

- What data currently exists on your campus regarding the prevalence of abstainers and drinkers and their motivations for choosing not to drink or limiting their consumption?
- What initiatives do you currently have in place (or want to develop) to identify, support, and connect abstainers?
- What initiatives do you currently have in place (or want to develop) to identify and support the motivations of drinkers to abstain or reduce their consumption?
- What campus/community partners do you need to involve to plan next steps?



ROBYN PRIEST
ASSOCIATE DIRECTOR
OFFICE OF HEALTH PROMOTION
BOSTON COLLEGE

PRIESTR@BC.EDU
(617) 552-6833

QUESTIONS?