

Red Watch Band Bystander Intervention Program: Implementation at NU



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IHEC Affiliate Meeting • December 2010



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Red Watch Band Overview

- Developed by Stonybrook University in 2008-2009 in response to the alcohol overdose death of Matthew Sunshine, a Northwestern freshman
- Over 60 campuses have implemented the program so far.
- No cost to use curriculum
- Visit www.redwatchband.org for details



Red Watch Band Overview

- Mission
 - “The mission of the Red Watch Band is to provide campus community members with the knowledge, awareness, and skills to prevent student toxic drinking deaths and to promote a student culture of kindness, responsibility, compassion, and respect.”



Stonybrook's RWB program design

- Two hour CPR Training
 - Focus on learning how to identify and respond to a medical emergency
- Two hour Alcohol Knowledge & Intervention Skills Training
 - Focus on identifying and responding appropriately to an *alcohol-related* medical emergency
 - Includes campus policy
 - Includes basic 'Alcohol 101' information
 - Includes intervention role plays
- Participants are awarded a red watch upon completion



Northwestern's RWB Implementation

- Two hour Alcohol Knowledge & Intervention Skills Training
 - Focus on identifying and responding appropriately to an alcohol-related medical emergency
 - Includes NU's Responsible Action Protocol Policy
 - Includes basic 'Alcohol 101' information
 - Includes intervention role plays
- Implementation began in spring quarter 2010
 - First training held in late March
- Hold both Scheduled Trainings and Open Trainings



Collaborators on Scheduled Trainings

- Orientation & Parent Programs
 - Peer Advisors
- Office of Fraternity & Sorority Life
 - Presidents, Risk Managers, other Greek members
- University Residence Life
 - Hall Government members
- Athletics
 - PURPLE Peer Mentors
- Health Promotion & Wellness
 - SHAPE & MARS peer education groups
- Office of Student Conduct
 - Students referred through conduct process



NU's Curriculum Additions

- Additional handouts
- Discussion on the costs and benefits of calling or not calling 911
- Greater detail on signs and symptoms of alcohol overdose
- Revised role plays to be NU specific



The Daily Northwestern Coverage

Northwestern implements Red Watch Band

By Lark Turner

Published: Friday, April 2, 2010

Updated: Friday, April 2, 2010 14:04



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Northwestern has joined more than 60 schools in implementing training through Red Watch Band one year after a nationwide alcohol-awareness program was formed in memory of an NU freshman.

The program teaches students how to respond to alcohol-related medical emergencies and is operated through Stony Brook University in New York. "We're excited to be part of the program next year," said Lisa Currie, director of health promotion and wellness.



Thumbs: Red Watch, particles, lax

By

Published: Friday, April 2, 2010

Updated: Friday, April 2, 2010 02:04



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Thumbs up to Northwestern for taking a step to combat alcohol-related medical emergencies by implementing the Red Watch Band program to campus.

Starting Thursday, peer advisors and Greek leaders will participate in the program and training sessions aimed at making them aware of when alcohol use could lead to a medical emergency. Red Watch Band was established at Stony Brook University in 2008. Expanding the program to Northwestern is a direction toward increasing responsibility on campus and creating a community where everyone can keep an eye out for each other.

Surprise: No alcohol-related hospital trips during Wildcat Welcome Week

Red Watch Band program may be reason for decline in hospital visits

By Annie Chang

Published: Thursday, September 30, 2010

Updated: Thursday, September 30, 2010 16:09



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Wildcat Welcome Week 2010 included all the meet-and-greet rituals of orientations in years past, but without any of the usual alcohol-related hospital trips.

"In the past, we've almost always had alcohol transports during Wildcat Welcome, but this year we didn't have any," said Lisa Currie, director of Health Promotion and Wellness.

The decline in alcohol emergencies — four students were sent to the hospital during last year's Wildcat Welcome Week and six were sent the year before — could be one of the first tangible results of the Red Watch Band program, an alcohol awareness program piloted at Stony Brook University by Suzanne Fields, mother of 19-year-old SESP freshman Matthew Sunshine, who died of alcohol poisoning in his dorm room June 2008.

Last spring, Northwestern joined more than 60 schools in implementing the program, which focuses on identifying symptoms of alcohol poisoning and knowing what actions to take in an emergency situation. The training began in April, with more than 330 Northwestern students and staff going through the first two-hour session.



Photo: N/A



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Once Students are Trained...

- Added to our training database
- Added to NU Red Watch Band listserv
- Invited to join NU Red Watch Band Facebook group
- Invited to annual Recognition Reception



Northwestern News Center Coverage

Do the Right Thing

More than 400 Northwestern students have completed Red Watch Band training

By Stephen Anzaldi



Red Watch Band trainees discuss their experiences at an Oct. 5 reception to recognize their efforts in helping to make the Northwestern community safer.

EVANSTON, Ill. --- Northwestern University students came together on the Evanston campus for an Oct. 5 reception to be recognized for their participation in a program that advocates thinking before drinking and helping peers avoid the tragic consequences of drinking too much.

President Morton Schapiro applauded the more than 400 students who have completed training thus far in Red Watch Band, a national grassroots program that teaches students not only about toxic drinking but also about having the courage to do the right thing when someone needs help. More than 60 schools around the nation have joined the education and prevention program.

"When there really is a sense of community, you're looking to each other to do the right thing," President Schapiro said. "When in doubt, make the call."



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Lessons Learned regarding Implementation

- Student co-facilitation is highly beneficial
- Collaborating with existing leadership groups works!
- Need to expand capacity
- Need AOD knowledge to present Stonybrook's curriculum as originally written
- Need to give students their watches!
- Can be very low-tech and low-cost



Potential Implementation Costs

Must Haves

- Staff time
- Copies/handouts
- Pens
- Appropriate room/space
- Watches (or substitute)

May Haves

- CPR Training instructor (fees?)
- Snacks/Drinks
- Certificates of Completion
- Recognition Reception



Stonybrook Assessment Requirement

- Stonybrook requires/provides paper training evaluation
- In Spring 2010, NU students reported...
 - They feel knowledgeable about alcohol overdose, including being able to identify the signs of an overdose
 - They can identify facts vs. myths about how to help a friend sober up
 - They feel confident in their ability to effectively respond in an alcohol-related emergency
 - They are more willing to intervene
 - They would recommend the training to a friend



NU Assessment Plan

In Fall 2010...

- Implemented IRB-approved plan
 - Online pre-test (via StudentVoice)
 - Paper training evaluation (required by RWB)
 - Online six month follow-up (via StudentVoice)
 - In person one year follow-up (focus groups)
- Seeking to understand if there is:
 - An increase in helping behaviors
 - A decrease in drinking behaviors



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