

# **CONSIDERATIONS FOR EFFECTIVE CAMPUS DRUG/ALCOHOL ABUSE PREVENTION EFFORTS**

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*Doing campus-based strategies is a sound investment, both for maximizing human potential and minimizing risks and costs. Appropriate, quality efforts can improve the overall quality of campus life, reduce campus alcohol- and drug-related problems, and increase academic engagement and retention.*

1. A comprehensive initiative is essential. This involves implementation of a variety of strategies, and not relying upon single strategies. See *Task Force Planner*.
2. Use strategies linking to the continuum of individuals' non-use/use/excessive use.
3. Engage a range of strategies from broad to focused; consider the *Institute of Medicine's* framework: Universal, Selected and Indicated.
4. Incorporate strategies that address the campus culture and surrounding environment.
5. Utilize state of the art strategies, with an emphasis upon evidence-based and theoretically-grounded approaches.
6. Include creative or innovative strategies; these should be based on sound theoretical constructs.
7. Address foundations or root causes of drug/alcohol abuse and high-risk behavior. Consider approaches such as *COMPASS: A Roadmap to Healthy Living*.
8. Engage individuals in discussions about desired aims and ambitions, and how drug/alcohol decisions can affect their attainment.
9. Be planful and strategic, with an organized plan of action. Incorporate measurable objectives and associated strategies. See *Action Planner*.
10. Incorporate appropriate documentation, with an emphasis upon outcome measures. Include proximate measures and long-range assessments. See *IMPACT Evaluation Resource*.
11. Conduct periodic needs assessments and ongoing monitoring of progress.
12. Provide appropriate staffing, acknowledging the need for a range of skills.
13. Ensure adequate resources for program implementation. Identify cost-effective strategies, free materials, and 'win-win' approaches; learn from and adapt others' approaches.
14. Engage students in meaningful ways throughout the planning and implementation process.
15. Involve numerous constituencies, with attention to student affairs, faculty, athletics, and community. See *Best of CHOICES: Alcohol Education 1998-2008*.
16. Reward quality work and successes, both modest and substantive.