

The Carleton University Alcohol Awareness Strategy: A Community Committed to Responsibility - Increasing Coordination and Implementing Best Practices to Promote Responsible Drinking

1) Overview:

In 2009, Carleton University implemented its Mental Health Framework. This comprehensive document was used as a rallying point for the broader university community to join together and agree that more could be done to support Carleton students who are struggling with their emotional wellness or a mental illness. The impact of this strategy has been pervasive and positive. In 2013, as a community, Carleton University is much more knowledgeable, confident and organized when it comes to identifying and supporting students who are struggling with their mental health.

Carleton University wants to build on this success by implementing a coordinated and comprehensive Alcohol Strategy that once again puts forward a call to the larger university community to come together to provide improved services that will result in students being better supported and more successful inside and outside of the classroom. More specifically, **Carleton University's Alcohol Awareness Strategy will increase coordination between key university departments as they deliver a series of programs that will result in fewer Carleton students involved in alcohol-related incidents and more Carleton students who are knowledgeable about alcohol and who are drinking responsibly earlier in their university careers.**

Carleton University has not been immune to the most serious impacts of irresponsible drinking. For every one tragic incident, there are many other situations - "close calls" that signal to administrators and others that the irresponsible use of alcohol continues to be a major concern on post-secondary campuses.

Despite these concerns, data suggests that Carleton students' alcohol use and knowledge regarding alcohol are on par with their Canadian peers. In fact, the data is encouraging and provides a solid foundation for the work that Carleton's Strategy will call for. Completed in spring 2013, the National College Health Assessment (NCHA) II surveyed 34,000 Canadian students from 32 universities and provided the most clear sense of where Canadian university students stand on a broad range of health-related issues, including alcohol, its use and misuse.

Carleton University's data relating to alcohol indicates that Carleton's students are consistent with their peers in all measures.

Like their fellow students across the country, Carleton students are much more likely to indicate that their academic performance is being negatively impacted by such things as Anxiety (29%), Colds/Flu (22%), Depression (18.5%), Internet Use/Computer Games (24.7%) versus their Alcohol use (6%). Further, data from the NCHA indicates that 27% of Carleton students had not consumed alcohol in the thirty days prior to responding to the survey, while another 57% indicated that they had consumed alcohol 1-9 times over that same period. Only 15% of Carleton students indicated that they had consumed alcohol between 10-30 times in the 30 days previous to their response.

Despite an indication that a majority of Carleton students appear to be consuming alcohol in a low risk manner, the NCHA data also indicates that *of those students who choose to drink*, 40% of students consumed 6 or more drinks the last time they “partied” or “socialized”¹. This number is reflective of anecdotal evidence that continues to emerge from university frontline staff at Carleton and at other institutions. Irresponsible drinking, in the form of binge drinking represents the largest challenge facing Carleton University whether it is in residence, at our on campus undergrad pub, or at notable athletic events.

Carleton University acknowledges that it can do better in the area of supporting a culture of responsible drinking among its students. Towards that end, Carleton’s Alcohol Awareness Strategy will put in place a collaborative framework that will enable the university and its student partners to improve in three key areas over a four year implementation period. These areas include:

- i. The coordination of alcohol-related programming amongst university units;
- ii. The delivery of alcohol-related programming to individual students and student groups;
- iii. The assessment of alcohol-related programming and initiatives.

Areas of Strength:

In conducting the work to produce this Strategy, it became clear that Carleton already has a solid foundation in place regarding the service and consumption of alcohol on campus. The most notable among these initiatives are:

- i. **Alcohol Policy** – Launched in 2007, Carleton’s *Alcohol Policy* was cited in the Government of Nova Scotia’s Summary of Best Practices². The Policy provides clear direction regarding the marketing, advertising and service of alcohol on campus and mandates ongoing discussions between the university and its student associations as they are responsible for administering Carleton’s two on campus pubs: Mike’s Place (Grad Pub) and Oliver’s Pub and Patio (Undergrad Pub).
- ii. **Student Rights and Responsibilities (SRR) Policy and Residence Contract** - Both documents establish clear rules, expectations and responsibilities for students. Both documents, in addition

¹. “Binge Drinking” is defined as 5 or more drinks for males and 4 or more drinks for females within a set period. *Journal of Studies on Alcohol and Drugs*, 2008; 69(4): 481-490.

² In 2012, the Department of Health in Nova Scotia produced a comprehensive overview of best practices entitled: “Reducing Alcohol Harms Among University Students”. This review, which was implemented in part as a result of a student death in that province, served as a critical point of reference for this Strategy.

to the Criminal Code and the Trespass to Property Act (Ontario) underpin the university's efforts to enforce community standards of behaviour on campus.

- iii. **Varsity Code of Conduct** – In 2009, the Department of Recreation and Athletics implemented a comprehensive code of Conduct for its athletes. The document outlines clear expectations and processes for coaches and players, and requires athletes to undergo a mandatory training session at the beginning of their season.
- iv. **Residence Programming** – Carleton's Residence Life places considerable emphasis on educating students about alcohol and responsible drinking. While over 60 percent of incoming residence students are not of age when moving into residence, Residence Life has made diligent efforts to implement evidence-based, engaging awareness and social norms programming.
- v. **Sexual Assault Centre and Coordinator** – It is understood that alcohol is the number one date rape drug. Carleton recognizes sexual assault as a serious matter and in 2009 it created a Sexual Assault Coordinator position and in 2013 established a Sexual Assault Centre. In the winter term of 2013, Carleton launched a video with various male campus leaders talking about sexual assault and alcohol. Carleton's investment in the area of sexual assault prevention will enable it to deliver impactful programming in support of the Alcohol Awareness Strategy.
- vi. **Fall Orientation** – Carleton University works in partnership with the Carleton University Students' Association (CUSA) to implement a comprehensive and completely dry Fall Orientation program. In advance of this program, 600 student leaders undergo formal training. This training offers the university a critical opportunity to discuss key issues with those individuals who have the potential to have the greatest impact on Carleton's broader student population.

Areas of Opportunity:

- i. **Lack of Coordination** – Student Affairs, Residence Life, and Campus Safety are the main players on campus as it relates to the implementation of responsible drinking programming, judicial affairs and enforcement. While efforts have been made in recent years to increase the level of coordination between these units, there remains room for improvement. In particular, more coordination and/or consistency is needed in the following areas:
 - Student awareness regarding the SRR policy and the Residence Contract;
 - Consistency regarding sanctions between jurisdictions and between residence buildings;
 - Collection of alcohol-related data
- ii. **Limited Student Association Involvement** – While the university and the Carleton University Students' Association (CUSA) and the Graduate Student Association (GSA) have a good working relationship regarding the operation of Carleton's on campus pubs, the university is underutilizing its student leaders, their connections and their capabilities. An examination of best practices indicates that students themselves must play a central role if an alcohol program is to be successful.

- iii. **No Event Specific Programming** – Outside of some preliminary efforts in preparation for the return of varsity football, Carleton has taken few measures to communicate expectations and responsible drinking messaging for key events where high risk drinking is known to take place.
- iv. **Lack of Clarity Regarding Carleton’s Position** – Upon consulting Carleton students through a series of focus groups in support of developing this Strategy it became apparent that there was confusion regarding the university’s position regarding the consumption of alcohol. Many students put forward the notion that Carleton University promotes abstinence and that this stance is inconsistent with the realities of today’s student. While Carleton must address underage drinking by law and makes efforts to limit access to alcohol by underage students, where students are using alcohol, the university emphasizes responsible drinking practices and employs a harm reduction lens when helping students who are actively using this substance. The university must achieve clarity regarding this duality so that students feel comfortable about engaging in the university’s programs and services.
- v. **Absence of Specialized Training Outside of Health and Counselling** – Despite the prevalence of high risk drinking across Campus, Carleton has had only one position with specialized training to address high risk and chronic drinking behaviours.

2) Developing the Strategy – Methodology:

In August 2012 a number of key offices across campus were brought together to discuss the current status of alcohol on Carleton’s campus and the use of alcohol by Carleton students. At this initial meeting there was a sense that the university had been making substantial efforts to address the challenge of problem and high risk drinking by students, but that there were several areas that could be improved. In acknowledging that improvements could be achieved and in an effort to be seen as a leader within the post-secondary community on this very important issue, it was agreed that a formal Advisory Committee would be established to meet regularly over a one year period to develop a comprehensive alcohol strategy that would guide the university’s efforts to decrease high risk drinking over a multi-year period.

The Advisory Committee that was established included representatives from the following offices or areas:

- Campus Safety
- Office of Equity Services
- Department of Recreation and Athletics
- Risk and Insurance
- Department of Health and Counselling
- Department of Housing
- Office of Student Affairs

In addition to these areas, Dr. Kim Hellman’s agreed to be a member of the Advisory Committee. Dr. Hellman is an instructor and researcher within the Department of Neuroscience at Carleton where

she conducts research on understanding the biological basis of drug addiction, in addition to other research priorities. Her commitment and contributions to the work of the Advisory Committee were invaluable and greatly appreciated.

The Advisory Committee agreed that the following activities should be undertaken to inform the development of any recommendations within the proposed strategy. These activities included:

- i. A review of the most recent research pertaining to alcohol misuse and responsible drinking at the post-secondary level and a review of several recent alcohol strategies implemented at Canadian and American universities.
- ii. Focus groups with Carleton students to determine their level of awareness of Carleton's current alcohol programs and to solicit their ideas on activities or approaches that would resonate with students should a comprehensive strategy be implemented.
- iii. In depth discussions on specific topics including the geographical scope of the strategy, the inclusion of marijuana, and an overview of Carleton's existing Alcohol Policy.
- iv. Consultations with Carleton's student associations including CUSA, GSA and the Rideau River Residence Association (RRRA).

Outside of the recommendations themselves, an important discussion took place regarding whether or not Carleton's Alcohol Awareness Strategy should focus exclusively on the on-campus community and university sponsored events versus the additional premise that the Strategy be extended to include local communities around the university and eventually to Ottawa's downtown bar scene. On this matter, the Advisory Committee felt that in order to have the greatest impact, Carleton's Strategy must focus primarily on students who are living on campus, who are drinking on campus, and students who are participating in officially sponsored university events taking place in the community such as Capital Hoops.

While the Advisory Committee acknowledges that high risk drinking does take place off campus, limited resources necessitates a strategic approach that aims to support a critical mass of students where they are readily accessible and are more open to change due to their age and proximity to student leaders who support the university's responsible drinking message. Through this approach, the university will be intentionally aiming its efforts "upstream", whereby first and second year students are given the knowledge and skills that will help them to become responsible drinkers earlier in their university careers. An important by-product of this outcome is that first and second year students are more likely to be respectful members of the larger Ottawa community when they leave the confines of the residence community and begin to live off campus.

In taking this approach, it is important to note that the Advisory Committee is not advocating for a strategy that purposely ignores upper year students who may be high risk drinkers or who are misusing alcohol chronically. Carleton's Alcohol Awareness Strategy will place an emphasis on supporting students who are choosing to consume alcohol on campus in the hopes of creating a generation of students who are drinking more responsibly after a five year period. However, the nature of several recommendations within the Strategy are such that the anticipated impacts will address the larger student community regardless of where they are living, drinking and socializing.

The Advisory Committee also took a close look at the inclusion of marijuana as a co-substance within the proposed strategy. There were a variety of factors that ultimately resulted in marijuana being kept

apart from the university's approach to alcohol. Primary among these considerations was the absence of research demonstrating the efficacy of a comprehensive approach to addressing marijuana use at the post-secondary level. Presently, Carleton has a clear position on marijuana. As it is an illegal substance, the university has robust policies as it relates to the use of marijuana on campus, particularly within the Residence community. Marijuana is not permitted without appropriate medical exemptions. However, where students are identified as struggling with marijuana, the university can employ a range of services to help students reduce or cease their consumption of this drug. Like alcohol, Carleton employs a harm reduction approach to drug use where the aim is to reduce the degree of harm a student experiences where they are not yet ready to stop their drug use completely.

3) Outcomes and Accountability:

In today's world of evidence-based research and value for money initiatives, Carleton University acknowledges that it is senseless to implement a strategy without the ability to gain an indication of whether or not the efforts of those involved are achieving results, intended or otherwise.

Towards establishing a program that is able to tell a meaningful performance measurement story, Carleton's Alcohol Awareness Strategy has identified a number of intermediate and long-term outcomes that will demonstrate whether the university's efforts to increase responsible drinking are having the desired impact.

Intermediate Outcomes:

Within 2 years, Carleton will produce outcomes that demonstrate the following:

- i. Improved coordination amongst those units and student partners that have a role in addressing/promoting responsible drinking and high risk drinking behaviours;

Indicators:

- Number of *joint* initiatives delivered by key units
- Number of alcohol-focused meetings involving key units
- Level of consistency in judicial sanctions being issued by jurisdiction (in Residence, outside Residence).

- ii. Increased numbers of interventions being delivered that promote responsible drinking and address high risk drinking behaviours;

Indicator:

- Number and type of initiatives delivered by unit

- iii. Alcohol-related data is being collected in a consistent manner by units across campus and the university is well positioned to assess the performance of the strategy moving forward

Indicator:

- Data collection strategy developed and agreed to by key units

- Annual alcohol-data report is produced for senior management

Long-Term Outcomes:

Upon the conclusion of Carleton’s Alcohol Awareness Strategy in 4 years, Carleton will produce outcomes that demonstrate the following:

- Fewer numbers of Carleton students are participating in high risk drinking

Indicators:

- Percentage of students indicating they are binge drinking the last time they “partied” or “socialized”
- Percentage of students drinking between 10-30 times in last 30 days
- Number of drinking game reports in Residence
- Number of “serious” incident reports inside Residence and outside the Residence community.³
- Satisfactory assessments regarding student participation at high risk athletics events such as Capital Hoops.

- Increased numbers of Carleton students are knowledgeable about alcohol and responsible drinking behaviours

Indicators:

- Percentage difference between *Actual* and *Perceived* alcohol use rates
- Percentage of students who are knowledgeable about safe drinking behaviours
- Number of students accessing e-Chug, or other safe drinking programs adopted by the university
- Percentage of students indicating alcohol is negatively impacting their academic performance

4) Recommendations:

In total, Carleton’s Alcohol Awareness Strategy includes 17 recommendations within three operational sub-strategies:

- Campus Environmental Strategies** – Activities outlined within this subsection will be directed at the on campus environment and will specifically aim to influence and change how alcohol is seen, advertised, accessed and/or consumed within the broader university community.
- Individual-Group Strategies** – Activities directed at specific individuals or groups of students which aim to influence their behaviour or actions.

³ A “Serious” alcohol-related incident will be defined as any situation where a student is sent to hospital by ambulance as a result of over intoxication or where a student is charged by the Ottawa Police with a serious crime such as aggravated assault or destruction of property (over \$2,500) and alcohol was a clear and strong contributing factor to the behaviour.

- iii. **Accountability Strategies** – Activities that to aim quantify results, demonstrate performance, and share information with the wider post-secondary education sector.

Campus Environmental Strategies:

	Recommendation	Context	Anticipated Outcome	Timeline
1.	<p>Update Advertising Parameters on Campus</p> <p>i) Confirm that the Charlatan is committed to giving careful consideration to alcohol advertising, as per the organization's official advertising policy</p> <p>ii) Update university poster policy to prevent advertising of any kind by drinking establishments in Carleton's residences.</p>	<p>At the beginning of the 2011 year, the Charlatan ran two weeks of 2 full pages of ads for an Ottawa-based corporation that owns several drinking establishments off campus. The ads promoted several drinking establishments without any mention of responsible drinking and elements of the advertising were hyper-sexualized.</p> <p>Evidence suggests that the development of responsible drinking culture among adolescence and young adults is facilitated in part by curtailing all advertising by the alcohol beverage industry, including drinking establishments. This Recommendation is not seeking a full ban on advertising, but is asking for the Charlatan to support more responsible advertising.</p>	<p>- Reduced pressure amongst students to consume alcohol in their first semester at university</p> <p>- Where advertising takes place is at best promoting responsible drinking at worst, its messaging is neutral in orientation.</p>	Fall 2014 and onwards
2.	<p>Increase university presence and visibility on campus, particularly overnight.</p>	<p>Several focus group participant expressed feeling uneasy when walking on campus when there were groups of intoxicated students travelling between the sporting venues and Residence or Oliver's and felt there should be an increased visible presence of university and CUSA volunteers.</p> <p>In recent years, CUSA Foot Patrol program has been operating well below effective operational levels. In the past year, Foot Patrol has greatly improved its programming and volunteer-base and has been operating at more historical levels. The university believes that CUSA through its Foot Patrol program can make an important contribution to campus safety. It is the university's position that CUSA's Foot Patrol needs to be consistently delivered at an acceptable operational level so that this program is making a meaningful contribution to campus safety and is giving students value for their annual mandatory contribution to this program.</p>	<p>- Increased peace of mind for students, particularly female students, walking on-campus at night</p> <p>- CUSA's Foot Patrol is operating effectively and consistently from year to year and seen as a reliable and visible partner within the university's overall safety efforts.</p>	Fall 2014 and onwards
3.	<p>Update Carleton's Alcohol Policy</p>	<p>A summary of best practices (the Strang Report) sponsored by the Department of Health, Nova Scotia cited Carleton's Alcohol Policy as a model for other universities particularly in the area of on-campus pubs.</p> <p>In reviewing the Alcohol Policy, the Advisory Committee noted several sections that require updates.</p> <p>To ensure that Carleton's Alcohol Policy remains effective, the university will undertake a</p>	<p>- Alcohol Policy is updated and is reflective of the latest research and best practices</p> <p>- The Alcohol Policy is fully harmonized with the goals and activities outlined within Carleton's Alcohol Strategy</p>	

	Recommendation	Context	Anticipated Outcome	Timeline
		comprehensive review of this document.		
4.	<p><i>Improve Consistency and Transparency of Student Judicial processes</i></p> <p>i) Develop a set of consequences, training, and communications protocols for alcohol-related infractions that will result in more consistently enforced judicial outcomes across campus. Consistency should exist between residence buildings and between residence and the Student Rights and Responsibilities policy (deals with all students outside of Residence on campus).</p> <p>ii) Expand the Carleton's Peer Conduct Board program to the Residence community.</p>	<p>One concern that came up repeatedly in the focus group process was that alcohol-related sanctions varied between floors and residence buildings and students struggled to understand why policies were being unevenly applied.</p> <p>It is understood that increased consistency and transparency in the implementation of Carleton's judicial programs will result in higher levels of satisfaction and hopefully compliance with the university's two main disciplinary processes.</p> <p>Evidence indicates that peer-to-peer judicial models that have appropriate staff guidance can be effective tools in helping to establish and maintain community standards. Carleton has been running a Peer Conduct Board outside of Residence since 2008 with success.</p>	<p>- Students indicate a higher degree of consistency in judicial approaches.</p> <p>- Year-end data indicates judicial sanctions are consistent by jurisdiction</p> <p>- Increased perception of credibility, transparency for judicial affairs on-campus regarding the dispensation of sanctions</p>	Fall 2014 and onward
5.	<p><i>Raise Awareness and Knowledge</i></p> <p>Develop or license a comprehensive communications and marketing plan to promote responsible drinking. Emphasis will also be placed on the role alcohol plays in sexual assaults.</p> <p>Acknowledging that Carleton has one of the most diverse campuses in Ontario and further acknowledging that alcohol can affect members of any cultural community, the university will investigate culturally appropriate approaches to discussing alcohol within the university's largest cultural groups.</p>	<p>In our initial evaluation of the current Alcohol Policy in Summer 2012, we identified communication as a key area for improvement. We researched a number of existing communications strategies to reduce alcohol-related harms on university campuses and found Syracuse University's "The Stupid Drink" campaign to be one of the most promising.</p> <p>The Stupid Drink was developed with a comprehensive set of traditional and non-traditional marketing and communication tactics to get the word out. Preliminary results regarding the program were overwhelmingly positive. Ottawa Public Health has also recently launched a post-secondary responsible campaign entitled Social Smart Safe social norms and awareness campaign.</p> <p>Carleton University will take 2013-14 to explore existing campaigns and further explore the research and implement a social norm and awareness campaign that is reflective of the needs of the Carleton community.</p>	<p>- Reduced problem drinking amongst Carleton students, with a particular emphasis on incoming students</p> <p>- Increased understanding of "responsible drinking" amongst students choosing to consume alcohol.</p> <p>- An increased understanding is achieved regarding what works to communicate responsible drinking within Carleton's cultural communities.</p>	Winter 2014 and onwards
6.	<p><i>Engage Parents</i></p> <p>Create a parental advisory campaign to promote conversations regarding responsible drinking between</p>	<p>Best practices in the post-secondary environment for reducing alcohol-related harms indicate that parents should be provided with resources to engage their students in conversations about how to make safe decisions regarding alcohol in advance of their student's arrival at university.</p>	<p>- Incoming students are more prepared to engage in responsible drinking and are equipped to respond to difficult social situations.</p>	Fall 2015

	Recommendation	Context	Anticipated Outcome	Timeline
	parents and students prior to their arrival on campus. This campaign should explore and incorporate culturally appropriate elements and should place a focus on sexual assault.	<p>To date we have provided little support for parents in the area of student alcohol consumption.</p> <p>The Century Council has developed a tip sheet for parents entitled “Parents, You’re Not Done Yet” advising them on low-risk drinking guidelines and providing a series of prompts to facilitate a conversation with their student about alcohol and drinking at university. Carleton will examine this product and several others and consider adapting it for its community.</p>	<p>- Incoming students have clear expectations regarding alcohol use.</p> <p>- Parents are more actively participating in the welfare of their students while at university.</p>	
7.	<i>Consider Alcohol-Free Residence floors</i>	<p>The majority of students entering into residence are not of the legal age to drink. While the central thrust of Carleton’s Alcohol Awareness Strategy is to promote responsible drinking, data from the National College Health Assessment survey demonstrates that 26 percent of Carleton students do not use or rarely use alcohol and that another 57% used alcohol infrequently. Despite the perception that residence has a high concentration of alcohol consumers, the data demonstrates there is a significant portion of students who would prefer not to drink. Alcohol-free residences are increasingly being established on American campuses, but few in the Canadian context. Carleton would like to formally assess the impact of providing students with an alcohol-free environment.</p>	<p>- Analysis of impact of alcohol-free residence floors. Determination of beneficial, negative or neutral impact on student experience, academic performance vs traditional floors</p>	- Summer 2014
8.	<p><i>Review, Adjust Drinking Price Points at Oliver’s Pub</i></p> <p>i) Maintain current policies surrounding drink deals and work with CUSA to voluntarily further these efforts with the introduction of measures to promote the consumption of light alcoholic beverages as opposed to higher-alcohol content alternatives.</p> <p>ii) Identify and implement options relating to “shooters” that promote lower alcohol content choices.</p>	<p>Research has shown that consumption of light beer compared to regular beer reduces alcohol-related harms and risks for drinkers.</p> <p>In the interest of reducing risks for those students who do choose to drink we’d like to promote light beer over regular beer through advertisement and preferred pricing within Carleton’s undergraduate pub.</p> <p>Currently the Alcohol Policy prevents the service of “shooters” within both on campus pubs. The university has permitted operational exceptions regarding this aspect of the policy. The university will be revisiting this position and updating it an effort to reduce the risks associated with rapid drinking.</p>	<p>- Reduced instances of alcohol-related reports that feature overly intoxicated and/or violent students who have entered/left Oliver’s Pub.</p>	- Summer 2014

Individual-Group Strategies:

	Recommendation	Context	Anticipated Outcome	Timeline
9.	<p><i>Increase Student Capacity in Risk Management</i></p> <p>Work with Carleton University Students' Association (CUSA), Sprott School of Business, and Carleton Student Engineering Society (CSES) to implement an Alcohol and Risk Management training session each fall for Club and Society executives.</p>	<p>Carleton has a robust and diverse student community with approximately 190 clubs and societies who are certified by CUSA or the university. Each year, many of these groups organize fundraising pubs, networking sessions, wine and cheese events, and celebrations at off campus drinking establishments. While many clubs and societies complete Carleton's Risk Management form, many do not and at present, club certification does not require any formal training on risk assessment, liability concerns, and/or hosting events with alcohol.</p> <p>Clubs and Societies should take training each year in order to secure student association funding. The university will work with CUSA, Sprott, and CSES to implement a mandatory risk assessment/alcohol management training session.</p>	<ul style="list-style-type: none"> - More clubs and societies using the university Risk Assessment form - Clubs and societies delivering activities that give appropriate consideration to managing risk and liabilities associated with hosting events where alcohol is served. 	Fall 2014 onwards
10.	<p><i>Support Alternate Student Activities</i></p> <p>Support the continued delivery of Carleton Activities Board over the course of this strategy</p>	<p>In 2012-13, Carleton implemented the Carleton Activities Board (CAB) as a program to give students alternative activities during periods when alcohol would typically be consumed. The CAB is funded fiscally, meaning its status is year-to-year</p>	<ul style="list-style-type: none"> - An annual increase of student participation in CAB activities - The CAB is seen as a recognized and favourable brand by CU students - Students are highly satisfied with their CAB experience 	Ongoing
11.	<p><i>Increase Counselling/ Intervention Support within Residence</i></p> <p>Require Residence Managers to be trained in the delivery of BASICS (currently employed by Health and Counselling Services)</p>	<p>Brief Alcohol Screening and Intervention for College Students (BASICS) is a prevention program for post-secondary students who drink alcohol heavily and have experienced or are at risk for alcohol-related problems. Following a harm reduction approach, BASICS aims to motivate students to reduce alcohol use in order to decrease the negative consequences of drinking. It is delivered over the course of two 1-hour interviews with a brief online assessment survey taken by the student after the first session.</p> <p>BASICS is currently employed by Health and Counselling as an educational sanction for students receive an alcohol-related sanction in Residence.</p>	<ul style="list-style-type: none"> - Increased number of students gaining access to this key intervention - Reduced quantity and frequency of alcohol consumption for those students who participate in the BASICS workshops 	Fall 2013 and continuing over four year strategy
12.	<p><i>Address High-Risk Drinking at University Events</i></p> <p>Establish event-specific</p>	<p>In the past, we have observed that students tend to engage in binge-drinking and over-consumption during special events and holidays such as Throwback (Homecoming) or Halloween.</p>	<ul style="list-style-type: none"> - Reduced incidents of student misconduct and excessive drinking at signature varsity events 	Fall 2014 onwards

	strategies to encourage responsible drinking at events such as Throwback, Capital Hoops, Halloween and St. Patrick's Day	<p>In 2013, several students were denied entrance to the Capital Hoops Basketball game at Canadian Tire Centre due to their level of intoxication. Inside the game, the level of intoxication among students resulted in several incidents and concerns were flagged by the venue's administrators.</p> <p>We'd like to ensure students are able to participate in sporting events and holidays in a responsible way and would like to introduce measures to mitigate the number of alcohol-related harms or incidents arising during these events.</p> <p>The university will work in close partnership with CUSA, Red Zone and other student groups regarding this particular recommendation.</p>	and holidays. - Maintain the university's reputation and standing with its community partners.	
13.	Pilot Mentoring Program that Assists High-Risk Drinkers in Residence	<p>Implement a mentoring program in Residence similar to Bounce Back directed at first year students who have multiple alcohol/drug infractions.</p> <p>Carleton's Bounce Back program has demonstrated evaluative success in supporting students who are struggling academically. It is a comprehensive program that supports students on multiple fronts. In this program, academic struggles are often not the most challenging issue being faced by participants. Due to its success, the program should be customized for the residence environment and used in conjunction with BASICS (see recommendation no. 11).</p>	<p>- Reduce instances of high risk behaviour by at-risk students.</p> <p>- Improved academic performance from Fall to Winter term.</p>	Fall 2014

Accountability Strategies:

	Recommendation	Context	Anticipated Outcome	Timeline
14.	Maintain the University's Alcohol Strategy Advisory Committee. Expand to include CUSA, GSA, RRRRA representatives.	<p>The University's Alcohol Strategy Advisory Committee was instrumental in providing direction and advice to the creation of Carleton's Alcohol Strategy. The Committee is well placed to ensure the recommendations of the Strategy are implemented and/or updated to ensure successful outcomes.</p> <p>The Committee should meet twice per year to review the Alcohol Awareness Strategy and will be responsible for approving the Strategy's Annual Report that will be submitted to Carleton senior management.</p>	<p>- Momentum of Strategy is maintained</p> <p>- Strategy's overall objectives are achieved</p>	2 meetings per year until end of Strategy
15.	Engage Externally to Foster Responsible Drinking Programs within PSE Sector	Throughout the 2012-13 academic year, the Alcohol Advisory Committee completed a thorough examination of existing alcohol	- Ongoing incorporation of best practices into Carleton's Alcohol	Fall 2013 and onward

		<p>programs at other post-secondary institutions. This exercise was helpful in identifying best practices.</p> <p>As we move forward, we feel it will be essential to consult with colleagues from other institutions to ensure we are incorporating new research and best practices into our efforts on a regular basis as well as sharing our own experiences through the delivery of the Alcohol Awareness Strategy.</p>	<p>Strategy</p> <ul style="list-style-type: none"> - Recognition that Carleton is a recognized leader regarding responsible alcohol use within the PSE field 	
16.	<i>Produce an annual report on the Alcohol Strategy at Carleton University</i>	<p>There is a need to quantify the impact of alcohol on Carleton campus. Presently, data is being collected, but it is not being consolidated or analyzed to provide an informed picture of how alcohol is impacting Carleton's students and campus.</p>	<ul style="list-style-type: none"> - Improved understanding of the impact of alcohol on Carleton's campus - Ability to measure impact of strategy over time 	Fall 2014 onwards
17.	<i>Conduct an evaluation to assess Carleton's Alcohol Strategy</i>	<p>Develop an evaluation framework to determine if Carleton's Alcohol Strategy had a measureable impact.</p> <p>Importantly, this evaluation will require a baseline of data that assesses student awareness and tracks student incidents which involve alcohol. A close examination of existing data will be needed to determine additional data requirements (per recommendation no. 15).</p> <p>Efforts will be made to explore a partnership with an academic partner who may be interested to work within the Strategy to develop and implement various evaluative components.</p>	<ul style="list-style-type: none"> - A clear sense of the impact, effectiveness of Carleton's Alcohol Strategy 	Fall 2014 onwards; Final report Summer 2019