



CENTRE FOR INNOVATION IN
Campus Mental Health

ASK THE EXPERTS

Promising Practices on Reducing Alcohol Misuse and Related Problems on Campus

November 25, 2015 1:00 – 2:00 pm EST

The webinar will begin shortly.

Audio: Audio for this event will be through the computer speakers. Use of external computer speakers or headphones are recommended for optimal sound quality.

Please note this presentation will be **recorded.**



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Centre for Innovation in Campus Mental Health
***Promising Practices on Reducing Alcohol Misuse and
Related Problems on Campus***

November 25, 2015



Presentation by: Ryan Flannagan, Director, Student Affairs &
Vicki Boman, Student Support Case Manager

- What best practices, info was consulted to inform Carleton's Strategy
- How was Carleton's Strategy developed
- What does Carleton want to achieve with its Strategy
- Lessons learned so far (eighteen months in)



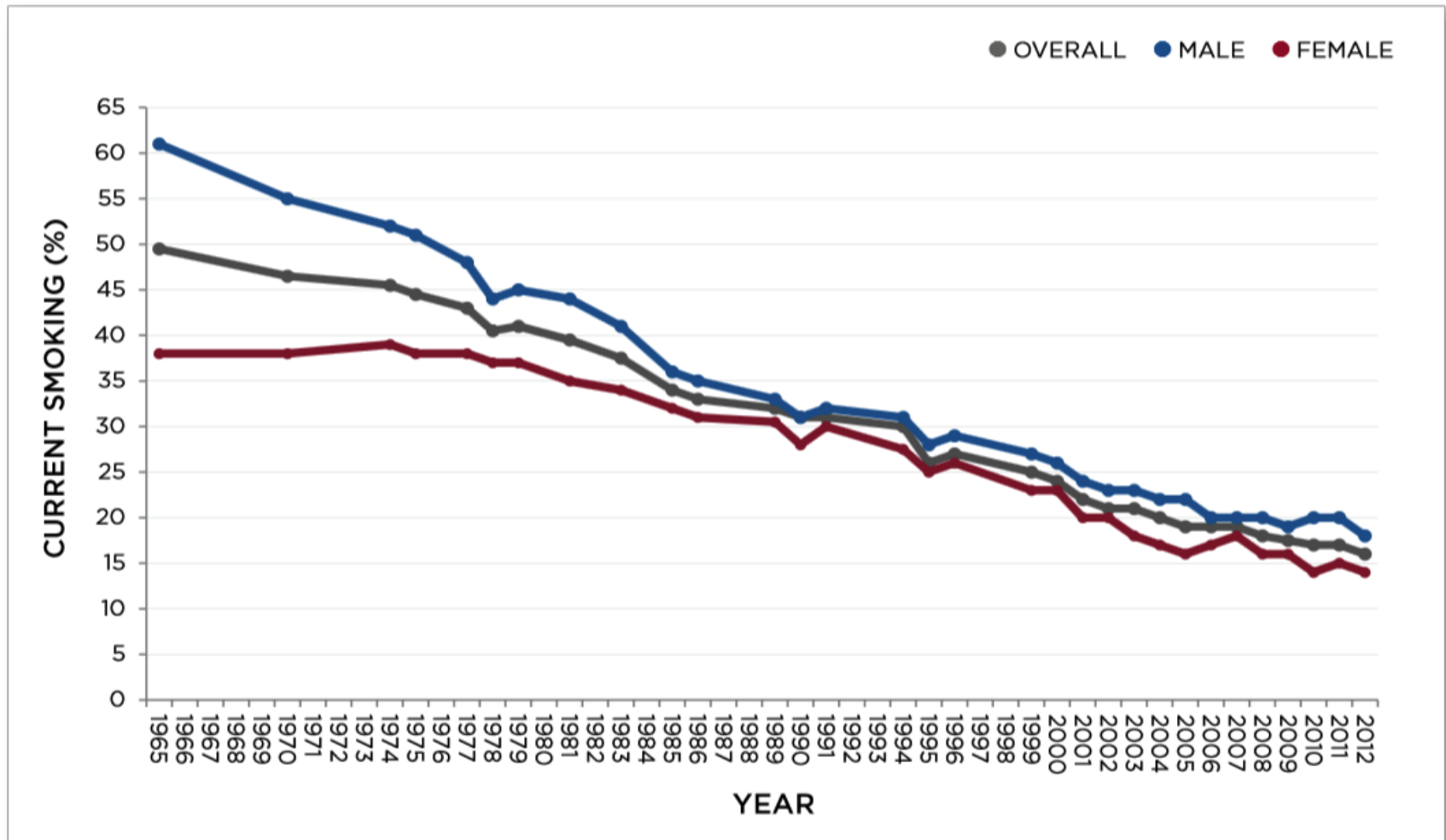


Students by Age, Gender (2014)

Age	Male	Female	Total
Under 18	313	308	621
18-21	8,434	8,032	16,466
22-24	3,226	2,641	5,867
25-30	1,784	1,368	3,152
31-35	504	424	928
36-40	248	221	469
41-45	128	188	316
46-50	90	94	184
51-55	59	84	143
56-59	37	29	66
60-70	29	29	58
Over 70	10	8	18
Total	14,862	13,426	28,288



FIGURE 1.1: SMOKING PREVALENCE* IN CANADA, ADULTS AGED 15+, 1965-2012

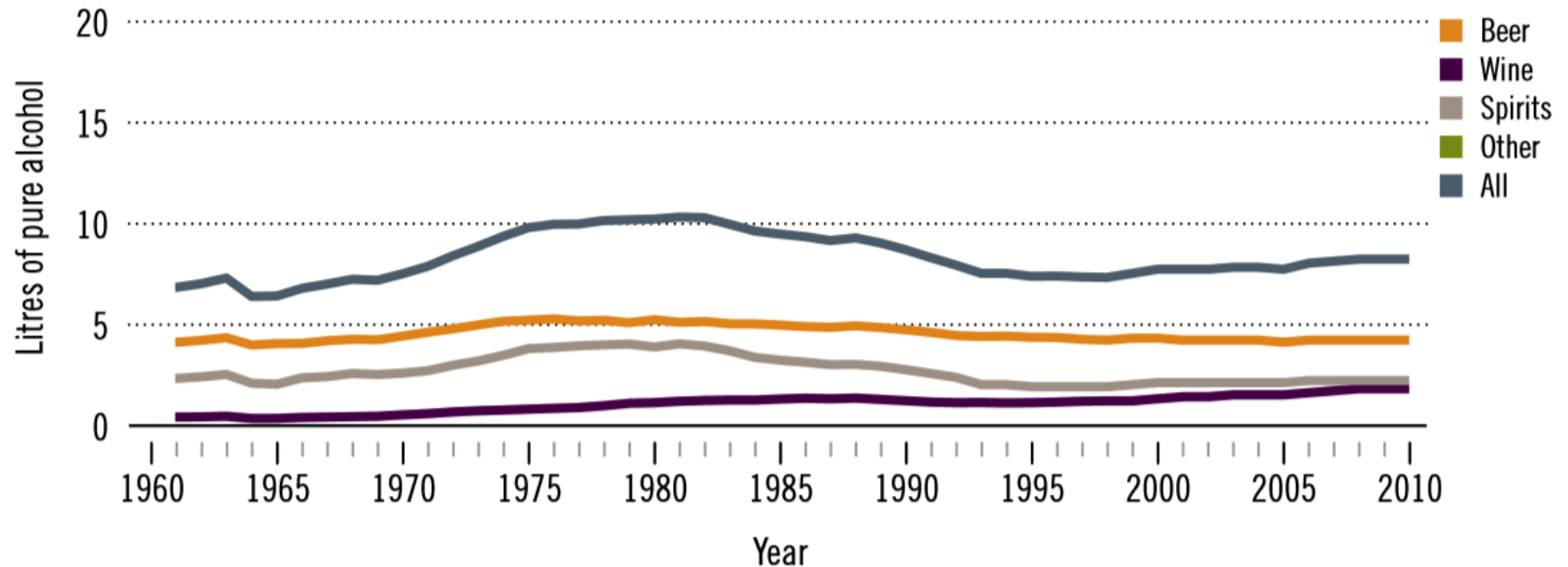




ALCOHOL CONSUMPTION: LEVELS AND PATTERNS

Recorded alcohol per capita (15+) consumption, 1961–2010

Data refer to litres of pure alcohol per capita (15+).



Alcohol Costs-Revenues – Canada

- From '02 to '08 alcohol prices did not keep pace with inflation
- Canadians spent \$20.3 billion on alcoholic beverages (2010–11)
- Total alcohol-related revenues in Canada \$5.87 (10-11); increase of 21% in revenue from 1988
- Alcohol-related costs in Canada – \$6.5B (2002)
- **Investments to prevent alcohol related costs in Canada - \$119M (2002)**
 - | Prevention investments represents 1.8% of the total alcohol-related costs



National College Health Assessment

Of those who drank – # of drinks last time CU students “partied”	Male (%)	Female	Total
4 or fewer	42.3	52.5	48.4
5	9.1	12.8	11.5
6	10.4	10.1	10.2
7 or more	38.2	24.6	29.9

} 52% are high risk

CU students who consumed 5 or more in a sitting in the last 2 weeks	Male (%)	Female	Total
N/A don't drink	19.5	15.6	17.4
None	36.8	47.3	42.8
1-2 times	28.5	26.5	27.5
3-5 times	11.9	8.7	10.0
6 or more times	3.3	1.8	2.4

} 40% are high risk

CU Students who drank and reported the following during the last 12 months	Male (%)	Female	Total
Did something you later regretted	38.2	43.8	41.4
Forgot where you were or what you did	28.2	34.3	32.0
Got in trouble with the police	3.9	1.4	2.3
Someone had sex with me without my consent	1.4	2.7	2.2
Had sex with someone without their consent	0.4	0.4	0.5
Had unprotected sex	18.5	21.3	20.3
Physically injured yourself	22.1	23.5	23.0
Physically injured another person	3.5	1.4	2.3
Seriously considered suicide	3.7	3.7	3.9
Reported one or more of the above	54.7	60.5	58.2



2008: Three Carleton students die instantly in collision. One other critically injured.

2012: Fanshawe College Riot



- Carleton doing many things but lacked coordination and vision
- Carleton's Mental Health Framework in 2009
- Senior management support
- A segment of our population continues to be high risk
- There is a demand and interest (parents and students) for universities to do more
- Evidence is clear – public health approaches work
- Protect reputation





Current thinking in PS community?

Challenges:

- Alcohol & bar industry
- Limited resources:
 - | Mental health
 - | Sexual assault
- Risk aversion + reputation
 - | The post-secondary market is very competitive + declining demographics
- Jurisdictional issues
- Lack of gov' t leadership
- Social media

Positive Drivers:

- Public health strides continue to be made
- Efficacy of smoking and drinking driving programs
- *In Loco Parentis*
- Risk management practices and legal liabilities
- Social media



What stage is your institution in for creating an alcohol strategy?

1. Pre-contemplation
2. Researching other strategies
3. Strategy is in a draft stage
4. Strategy is ready to be released
5. Strategy is already existing

What informed our work?

- National Alcohol Strategy: Toward a Culture of Moderation (2007)
- The Strang Report, Ministry of Health – Nova Scotia (2012)
- Acadia University Alcohol Strategy - Response to Strang Report (2012)
- Environmental scan of US post-secondary programs (Syracuse, Oregon, Cornell)
- National College Health Improvement Project (NCHIP)
- Managing Alcohol At Large Events – New Zealand Police (2010)





Strang Report – 2012

Strang Report Recommendations	Carleton
Stand alone alcohol policy	Strong Yes
Regular data collection, evaluation	Yes
Communicate/Enforce provincial laws	Strong Yes
Hold broad conversations re: alcohol harms in community	No
Implement community-based strategies to reduce harms	Yes
Encourage gov't to implement best practices	No
Collaborate between institutions re: best practices	Yes
Implement an alcohol advertising policy for entire campus	Yes
Integrate alcohol into university health promotion framework	No
Alcohol servers have provincial certification (e.g., smart serve)	Strong Yes
Implement Risk Assessment tool/process for events	Strong Yes

Strang Report Recommendations	Carleton
Implement practices to reduce binge drinking in alcohol service areas (18 recommendations)	Strong Yes
Enforce policies off-campus where tickets are sold on campus	Yes
Residences – limit where alcohol is consumed (8 recommendations)	Strong Yes
Special Residence Events (5 recommendations)	Yes
Require the holding of regular non-alcoholic events	Strong Yes
Provide Education re: safe, moderate use – focus on 1 st years and high risk groups (e.g., varsity teams)	Strong Yes
Develop resources for parents	Yes
Require mandatory training for major student organizations	Yes
Ensure availability evidence-based individual interventions	Yes
Support or carry out broad-based social norm campaigns	Yes



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Acadia University

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Reducing alcohol harms on university
campuses: A summary of best practices

Acadia University Response

August 30, 2012

Our Process

- One year process
- Consultations – Student focus groups; Student leadership, student pub management
- Working Group – Safety, Equity, Residence, Athletics, Risk Management, Health, Faculty expert – approx. 6 meetings
- Team of two junior staff supporting consultations/research
- Environmental scan re: Best Practices
- Support from senior management
- Champion role





At this time, what substance is presenting your community with the greater challenge?

1. Alcohol
2. Marijuana



- **Scope – On Campus only**
 - | Excludes off campus initiatives
 - | Excludes marijuana and other drugs
- **Goals – 2 long-term outcomes:**
 - | Fewer numbers of Carleton students participating in high risk drinking; and
 - | Increased numbers of Carleton students who are knowledgeable about alcohol and responsible drinking behaviours.
- **Recommendations – 17 in total**
- **Timeline – Four academic years - 2014 until 2019**

Environmental Recommendations	Strang	Grading
On campus advertising (2 sub-recommendations)	Yes	D to C+
Increased visibility on campus at night	No	F to B
Update Carleton's alcohol policy	Yes	B to B
Improve consistency/transparency of judicial processes (2 sub-recommendations)	No	D to C
Comprehensive marketing campaign re: Responsible Drinking	Yes	D- to A-
Event specific strategies to increase Responsible Drinking, Manage Risk	Yes	C+ to B+
Pilot alcohol-free floors	No	N/A to A
More alternative alcohol-free activities	Yes	C to A-
Improved Risk Management for student groups	Yes	D to C
Update alcohol price and service times	Yes	B to B+



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Awareness Campaign Priorities

Sexual Assault
(Information)

Social Norms

Responsible Drinking
(Strategies)

Anaconda is not



a song about snakes

#CUDontKnow that consent can be withdrawn at any time by either party.

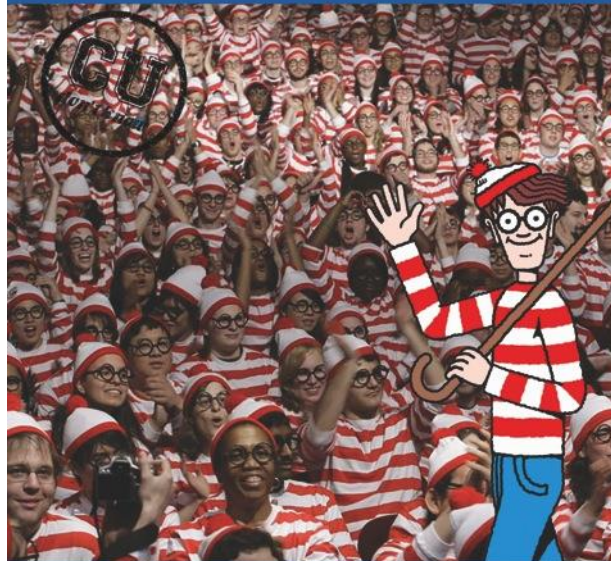
Whether you're sober or you've had a few drinks, don't get handsy on the dance floor unless your partner has consented to it and never assume a kiss, or any other act, is going to lead to something more.



@CUDONTKNOW

CARLETON.CA/CUDONTKNOW

Where's Waldo is not



a party game

#CUDontKnow that 85% of Carleton students stay with the same group of friends the entire time drinking.

Talk to your friends before you go out and agree to let each other know when you've had enough to drink.



@CUDONTKNOW

CARLETON.CA/CUDONTKNOW

Halftime



is not naptime

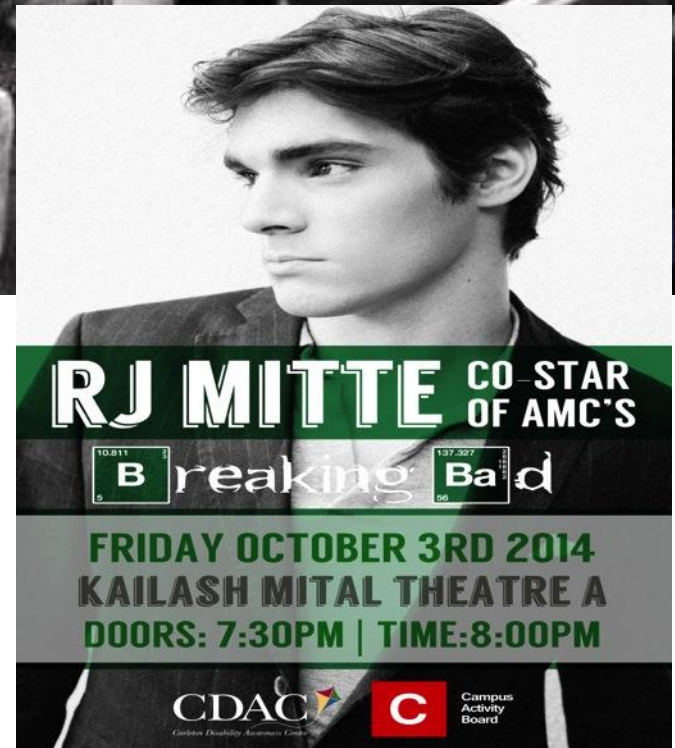
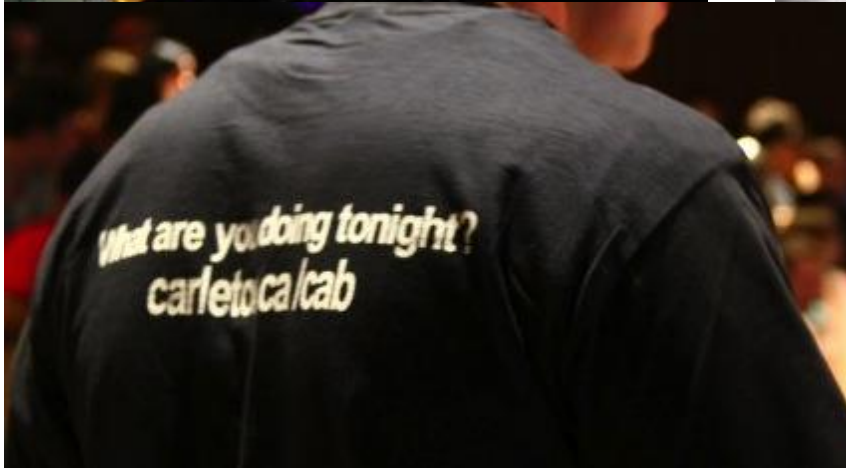
Celebrate #Panda15 responsibly. Go Ravens!

#CUDontKnow that pacing your drinks to 1 or less per hour will help make sure you don't miss a minute of the action.



@CUDONTKNOW

CARLETON.CA/CUDONTKNOW



2012-13: 30 events / 2,180 total attendees

2013-14: 42 events / 3,739 total attendees

2014-15: 66 events / 6,308 total attendees

Individual Interventions - Recommendations	Strang	Grading
BASICS for all Residence Managers	Yes	N/A to C
Engaging parents of first year students before and after arrival	Yes	N/A to B
Implement Residence Bounce-Back program	Yes	N/A to B



10 Tips for Keeping the Conversation Going

Talking to your student about responsible drinking

1. Stay connected, ask questions and listen with an open mind.

- How are you doing?
- How do you like your classes?
- What's residence life like?
- What do you do for fun?
- What can we do to help?

Alcohol Strategy Recommendations

Accountability Recommendations	Strang	Grading
Engage our colleagues; share our outputs, results	No	N/A to B
Produce annual C Alcohol Strategy report	Yes	N/A to B
Evaluate key elements of the strategy	Yes	N/A to C
Participate in National College Health Assessment (2016) to measure change	No	N/A
Maintain the University's Alcohol Strategy Advisory Committee	No	N/A to C

Student Conduct Cases Involving Alcohol (2014-15)

of Category 2 Section 6 infractions (Misconduct related to the use of Alcohol – e.g., Public Intoxication) 22

of cases with other offences involving alcohol (see list below for breakdown)** 44

Total Alcohol-Related Cases 66

Damage and Destruction of Property (over \$500.00) 1

Damage and Destruction of Property (under \$500.00) 2

Dangerous Activity 8

Failure to Comply 12

Mischief 8

Misconduct Related to the Use of Drugs 1

Misuse of University Equipment or Supplies 2

Physical Abuse/Assault 3

Theft or Unauthorized Possession 1

Threatening Behaviour 1

Unauthorized Use of Facilities or Equipment 2

Verbal Abuse 4

Alcohol Stats Annual Report (14-15) - Residence	August	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total
# of Physical Assaults re: Alcohol	0	1	2	0	0	0	1	0	0	4
# of Incidents re: Drinking Games	11	63	23	9	10	17	12	13	3	161
# of Students Participating in Drinking Games	46	138	45	12	18	54	25	28	8	374
# of Incidents Resulting in Hospitalization	0	12	7	2	1	0	2	0	0	24
# of Incidents w/ CUSERT or EMS with no Hospitalization	0	22	4	2	2	2	3	0	1	36

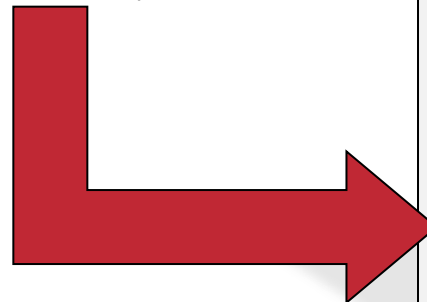
Alcohol Stats Annual Report (14-15) - Campus Safety	August	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Total
# of Physical Assaults re: Alcohol	0	4	2	1	3	4	2	4	2	22
# of Incidents re: Drinking Games	0	2	2	3	1	2	3	4	0	17
# of Incidents Resulting in Hospitalization	0	2	5	4	1	2	4	6	1	25
# of Incidents w/CUSERT or EMS with no Hospitalization	1	35	6	9	5	8	6	8	2	80
# of Incidents re: Underage Consumption	2	13	2	10	1	5	6	9	2	50
Total Campus Safety Tickets	1	6	6	5	0	3	4	8	3	36



CU Alcohol Strategy Long-Term Goal No. 1

- *Fewer numbers of Carleton students participating in high risk drinking;*

- | National College Health Assessment (2016)
- | Qualitative assessment of behaviour at key university events (e.g., Throwback, Capital Hoops, St. Patrick's Day)
- | Annual Carleton University Alcohol Report



- ✓ Assaults
- ✓ Drinking Games
- ✓ Emerg Responses
- ✓ Hospitalizations
- ✓ Underage Drinking
- ✓ # & type of Sanctions

CU Alcohol Strategy Long-Term Goal No. 2

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

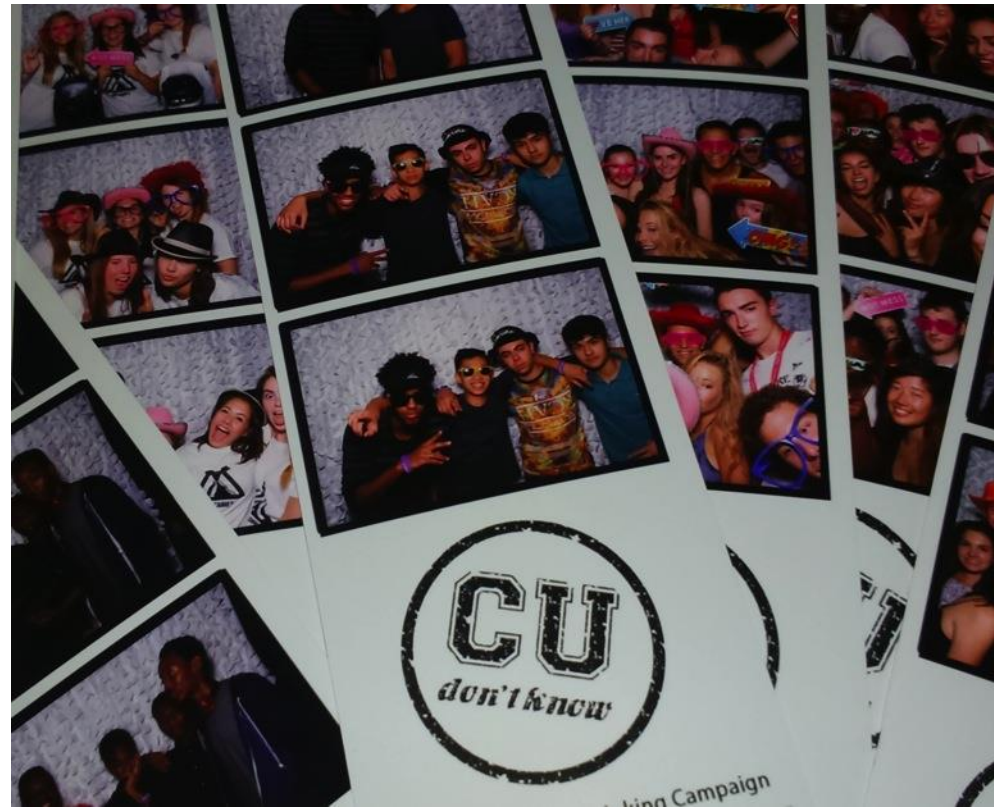
CU Student reported doing the following “Most Of The Time” or “Always” when partying or socializing (past 12 months)	Male (%)	Female	Total
Alternate non-alcoholic with alcoholic beverages	20.0	31.2	26.8
Avoid drinking games	34.5	33.1	33.4
Choose not to drink alcohol	16.3	20.5	18.6
Determine in advance not to exceed a set number of drinks	29.4	35.7	33.2
Eat before or during drinking	76.9	82.5	80.3
Have a friend let you know when you’ve had enough	20.5	31.6	27.1
Keep track of how many drinks you’ve had	60.3	61.4	60.8
Pace drinks to one or fewer per hour	17.7	27.7	23.8
Stay with the same group of friends the entire time drinking	80.7	88.7	83.5
Use a designated driver	77.0	87.8	83.5
Reported one or more of the above	96.6	98.9	98.0



Successes So Far?

Successes:

- Strategy launched with broad support
- *CU Don't Know* has exceeded our expectations
- Alcohol-free floors – who knew?!
- Acknowledgement of leadership
- Carleton Activities Board
- Annual Alcohol Report





Challenges:

- Competitive environment
- Limited resources vs unlimited resources
- Risk aversion to “edgy” marketing approaches
- Dedicated social media resource
- Resources – program delivery
- Evaluation





The Canadian Collaborative on High Risk Drinking and Alcohol Harms Reduction

- 1st meeting in November 2014; 2nd May 2015(CACUSS)
- Broad range of partners including Canadian Centre for Substance Abuse; multiple universities
- Aims:
 - | Formal structure to share information, best practices and advocate
 - | Development of common processes and programs
 - | Collection of common data





- The Canadian Collaborative represents the best chance to move issue forward within PSE context – support it
- Increasing interest at the PS level
- Lack of interest/support at provincial and federal level is a huge challenge; possibility of change?
- Despite these challenges things are happening and can happen...
- *...The evidence is clear; this is not rocket science; get a plan; secure a champion; secure enough resources; talk to your students; give yourself 4-5 years*



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Questions?

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Let's continue today's discussion online about *Reducing Alcohol Misuse and Related Problems on Campus* –

<http://connects.campusmentalhealth.ca/>