

Carleton Universities Alcohol Awareness Strategy

Presented by Health Promotion Capacity Building, PHO and Carleton University

January 14, 2015

Moderated by: Jason LeMar, jason.lemar@oahpp.ca

Presented by : Ryan Flannagan



Webinar Features

- All phone lines are automatically muted
- Please type questions into the CHAT box
- Tour of the Adobe Webinar Platform



Learning Objectives

- Understand the current culture within the university community regarding young adults and alcohol
- Understand what Carleton University is aiming to achieve through its Alcohol Awareness Strategy over the next four years
- Understand the future culture of young adults and their use of alcohol across Canadian universities



Poll Questions:

What sector do you represent?

How long have you been
working in the area of alcohol
policy?



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PARTNERS FOR HEALTH

Santé
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PARTENAIRES POUR LA SANTÉ

Public Health Ontario



Vision

Internationally-recognized evidence, knowledge and action for a healthier Ontario.

Mission

We enable informed decisions and actions that protect and promote health and contribute to reducing health inequities.

Mandate

We provide scientific and technical advice and support to clients working in government, public health, health care, and related sectors.

Areas of Expertise

- Chronic Disease Prevention
- Environmental Health
- Infectious Disease
- Microbiology
- Emergency Preparedness
- Health Promotion
- Injury Prevention
- Occupational Health

PHO Services

- Advice, Consultation and Interpretation
- Information Management
- Library Services
- Professional Development and Education
- Research, Ethics and Evaluation
- Communication and Knowledge Exchange
- Knowledge Synthesis, Tool and Best Practices Development
- Public Health Laboratory Services
- Surveillance and Population Health Assessment

Strategic Directions

1. Provide scientific and technical expertise to strengthen Ontario's public health sector and support the achievement of its goals
 2. Accelerate integrated population health monitoring
 3. Enable policy, program and practice action
 4. Advance public health evidence and knowledge
 5. Great people, exceptional teams building a stronger PHO
-

Our Plan



Video



Key Documents



Helpful Information

PHO service request inquiries:

<http://www.publichealthontario.ca/en/ServicesAndTools/HealthPromotionServices/Pages/default.aspx>

Events Calendar:

<http://www.publichealthontario.ca/en/LearningAndDevelopment/Events/Pages/default.aspx>

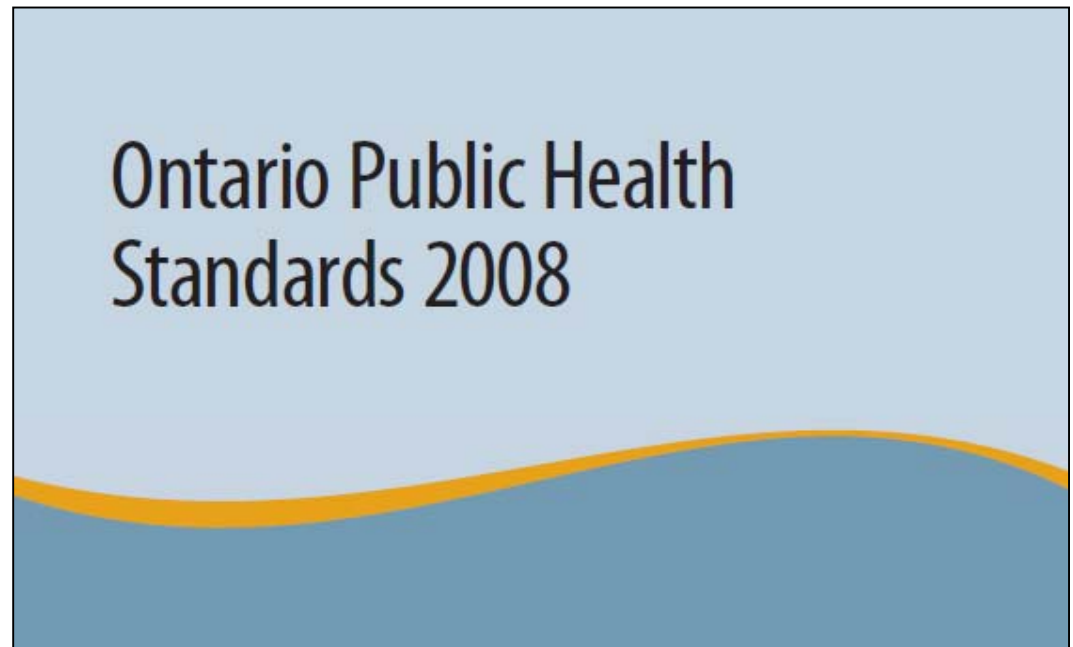
PHO Mailing list / general information:

hpcb@oahpp.ca



Alcohol Policy in Public Health

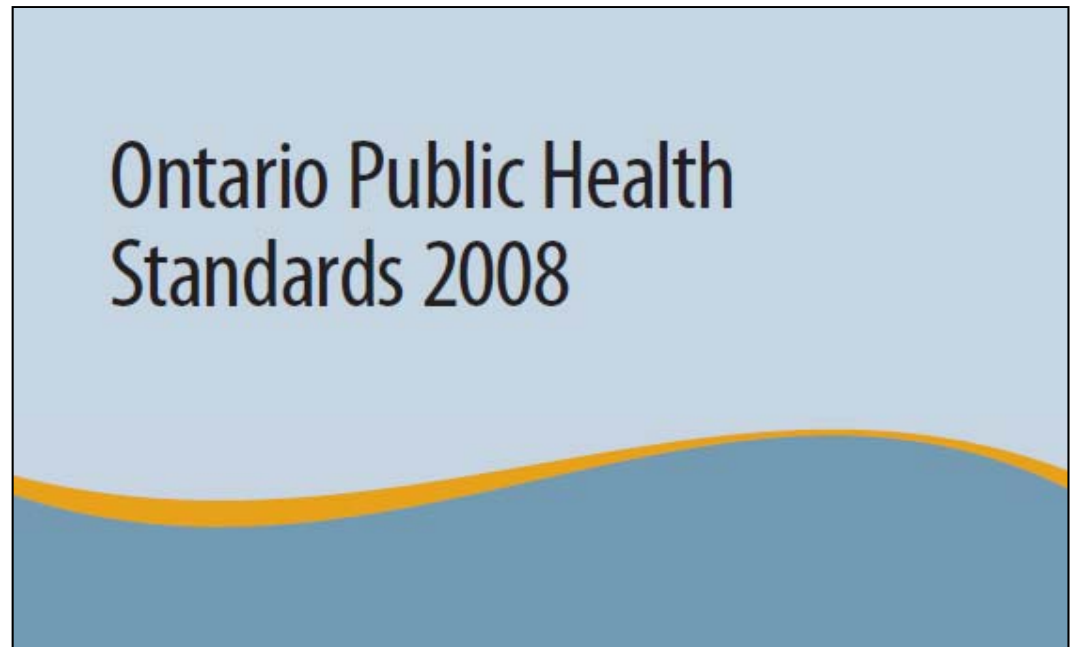
1. Assessment and Surveillance
2. Health Promotion and Policy Development
3. Disease and Injury Prevention
4. Health Protection



Source: Government of Ontario. Ontario Public Health Standards 2008 [homepage on the internet; cited 2013 October]. Available from: http://www.health.gov.on.ca/en/pro/programs/publichealth/oph_standards/docs/ophs_2008.pdf

Alcohol Policy in Public Health

1. Prevention of chronic disease
2. Prevention of injury and substance misuse
3. Reproductive health



Source: Government of Ontario. Ontario Public Health Standards 2008 [homepage on the internet; cited 2013 October]. Available from:
http://www.health.gov.on.ca/en/pro/programs/publichealth/oph_standards/docs/ophs_2008.pdf

Presenter

Jason LeMar is a health promotion consultant focusing on alcohol policy at Public Health Ontario (PHO). He has had various roles in public health and health care including Infection Prevention and Control at PHO and working at Cancer Care Ontario (CCO). Jason has several years of experience providing technical assistance, training, and consultation support directly to Ontario's public health units in the area of alcohol policy.

Ryan Flannagan is the Director of Student Affairs at Carleton University and has been in the position since 2008. In this role, Ryan is responsible for a variety of issues including student judicial affairs, at-risk students, academic integrity appeals, a range of student awareness initiatives (e.g., Hazing, Community Living) and several student policy issues. Before coming to Carleton, Ryan worked for the federal government in the following departments: Aboriginal and Northern Affairs, Privy Council Office, Indian Residential Schools Resolution Canada, and Health Canada. In his final two years at Health Canada, Ryan was the national manager for the National Native Alcohol and Drug Abuse Program (NNADAP) and the Youth Solvent Abuse program. Ryan has political science degrees from the University of Windsor (BA) and University of Waterloo (MA).



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Alcohol Awareness Strategy – Carleton University

January 14, 2015

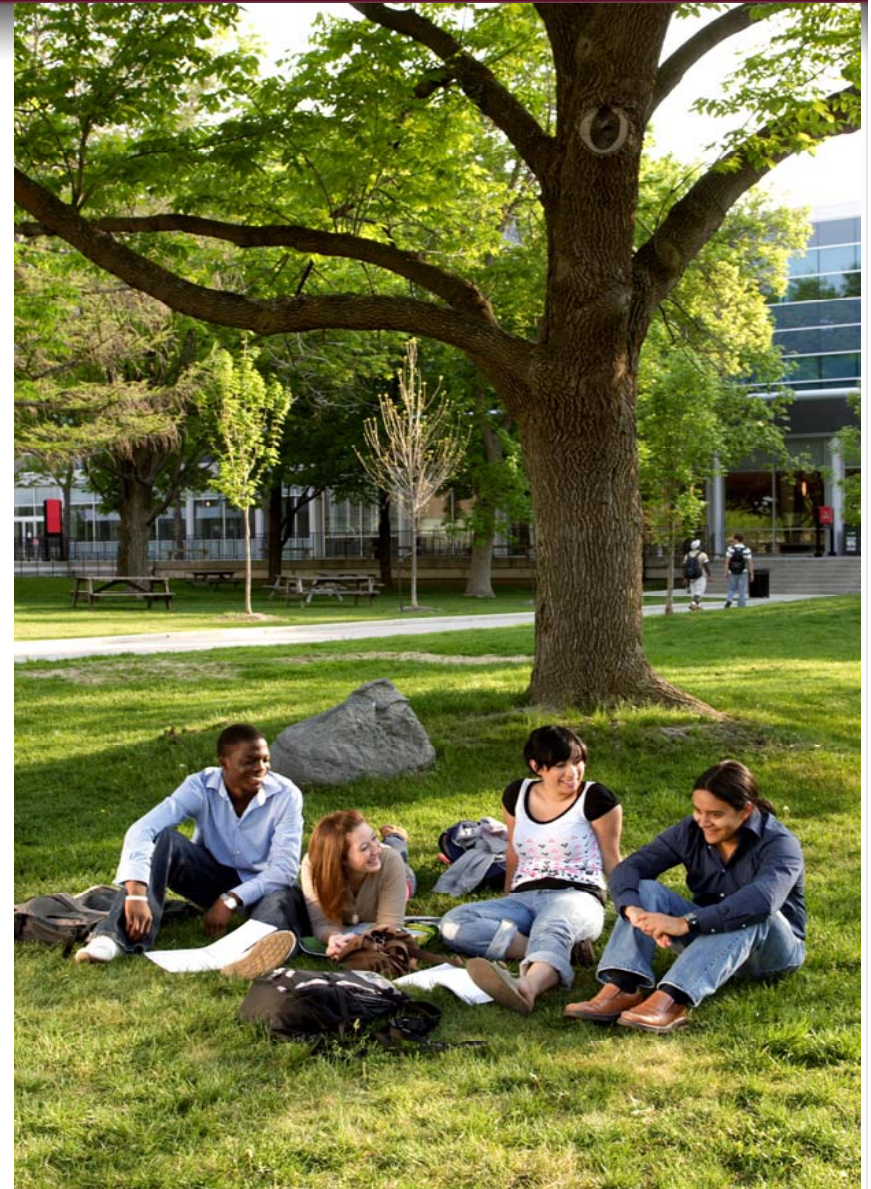


Presentation by: Ryan Flannagan, Director Student Affairs



■ Overview

- | Learning Objectives
- | Carleton: An Overview
- | Context and Research Underpinnings
- | The Strategy
- | Measuring the Strategy
- | A Pan-Canadian Approach at the Post-Secondary level?



- **What is the current thinking at the post-secondary regarding young adults and alcohol?**
- **The CU Alcohol Awareness Strategy – what it is hoping to achieve?**
- **What does the future look like regarding alcohol and universities?**





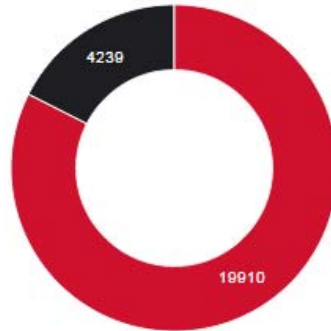
Carleton – An Overview

Students

Undergraduate Students

24,149

Part Time: 4,239
Full Time: 19,910

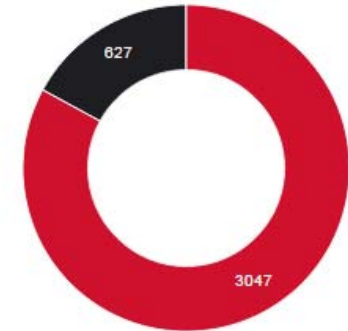


■ Full-time ■ Part-time

Graduate Students

3,674

Part Time: 627
Full Time: 3,047

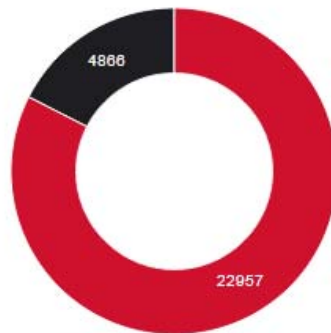


■ Full-time ■ Part-time

Total Students

27,823

Part Time: 4,866
Full Time: 22,957

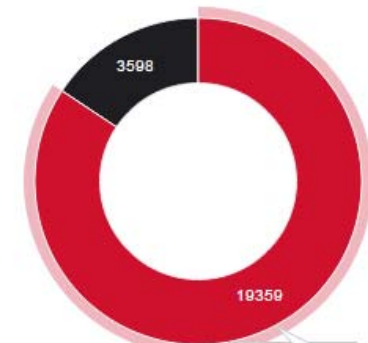


■ Full-time ■ Part-time

Students in Residence

3,598

On-Campus: 3,598
Off-Campus: 19,359



■ Off-Campus ■ Off-Campus 19359 (84.3%)



Students by Age, Gender

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



First Year Students in Residence



- 2,662 first year students
- 1,300 (48%) female
- 403 are international students
- Youngest born June 19, 1998 (now 17 years old)
- April 2015 - 50% of 1st year students will still be under 19
- 499 indicated they wanted to live on a alcohol-free floor, 80 of which were 19 years or older

Overview: NCHA

- **Most comprehensive survey of university students in North America regarding health and wellness**
- **Since 2008, 534,661 students surveyed from 737 post-secondary institutions – mostly American**
- **In 2012, 32 Canadian universities joined the NCHA**
- **Total of 34,039 Canadian student responds; overall response rate was 20.4%**
- **At Carleton, 1,526 responded; overall response rate was 30.5%**
- **Carleton to participate again in 2016**



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

National College Health Assessment

Actual vs Perceived Use – Last 30 days (CU Students)	Actual Use			Perceived Use		
	Male (%)	Female	Total	Male (%)	Female	Total
Never Used	19.9	14.2	16.8	4.3	3.0	3.6
Used, but not in last 30 days	8.6	11.3	10.1	1.0	1.0	1.0
Used 1-9 days	52.2	60.9	57.3	41.9	33.4	36.9
Used 10-29 days	17.9	12.8	14.8	40.6	48.8	45.4
Used all 30 days	1.3	0.7	0.9	12.2	13.7	13.1
<i>Any use in last 30 days</i>	71.5	74.5	73.0	94.7	95.9	95.4

National College Health Assessment

Within the last 12 months, CU students reported the following factors affecting their academic performance:

Alcohol use	6%
Anxiety	29%
ADHD	5%
Concern for friend/family member	15%
Depression	18.5%
Drug Use	3.5%
Internet/computer games	25%
Participation in an extracurricular activity	8.5%
Relationship difficulties	13%
Sleep difficulties	41%
Stress	21%

National College Health Assessment

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



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Beyond the Data



2011: Jonathan Andrews, 19 died of alcohol poisoning, Acadia University



2012: Cameron Bruce, 18, fell out a window; Habib Khan, 19, fell through a library skylight. Queens University



2012: Fanshawe College Riot



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

Why Did Carleton Act?

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





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**
- **Social media**

Positive Drivers:

- **Governments continue to make public health strides**
- **Efficacy of smoking and drinking driving programs**
- ***In Loco Parentis***
- **Risk management practices and legal liabilities**
- **Social media**



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)**





- **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**



Alcohol Strategy Recommendations

Environmental Recommendations – Campus-Wide Focus

- ✓ **On Campus Advertising**
- ✓ **Increased Visibility On Campus**
- ✓ **Raise Awareness**
- ✓ **Event Specific Strategies**
- ✓ **Pilot Alcohol Free Floors**
- ✓ **Update Alcohol Policy**
- ✓ **Improved Judicial Processes**
- ✓ **Alcohol Pricing & Service Times**
- ✓ **More Alternative Activities**
- ✓ **Better Risk Management for Student Groups**





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Awareness Campaign Priorities

Responsible Drinking

Social Norms

Sexual Assault

A BIG GULP



IS NOT A DRINKING CUP

CU Don't Know that a standard drink is
a bottle of beer (13oz)
a partially filled glass of wine (5oz)
a shot of liquor (1.5oz)



Photo credit: beer cooler, wine drink and
a Big Gulp courtesy of ROSS TRAM, a standard drink

The Cool Kids



Are Not Doing This

CU Don't Know that over 38% of Carleton students DO NOT binge drink
and almost 20% do not drink AT ALL



We can't speak for whatever these two are drinking.
Clearly it's too much.

The Song Whip It



Is Not Whip It Out

CU Don't Know that sexual assault is any unwanted sexual
acts, regardless of if you are intoxicated or sober





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Students Speaking to Students





Individual Strategies – Focusing on At-Risk Students



- ✓ **BASICS for all Residence Managers**
- ✓ **Engaging Parents before First Years Arrive**
- ✓ **Implement Residence-based Mentoring Program based on the Bounce Back model**

Accountability Strategies – Demonstrating Impact

- ✓ **Engaging Our Colleagues and Sharing Our Outputs**

- ✓ **Produce an Annual Alcohol Strategy Report**

- ✓ **Evaluate the elements of the Strategy**

- ✓ **Participate in the National College Health Assessment Survey (2016)**

- ✓ **Maintain the University's Alcohol Strategy Advisory Committee**





How Will We Know Success?

- We acknowledged our program will have limited evaluative outputs
- We will produce outputs and data that will identify trends and impact

CU Alcohol Strategy Long-Term Goal No. 1

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

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



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

How Will We Know Success?

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:

- Strategy launched with broad support
- Awareness campaign
- Alcohol Service changes in campus pub
- In Residence Mentor program
- Acknowledgement of leadership

Challenges:

- Competitive environment
- Limited resources vs unlimited resources
- Structural barriers
- Risk aversion to “edgy” marketing approaches
- Dedicated social media resource



Thoughts About the Future...

- CanChip?
- Increasing interest at the PS level
- Limited resources vs unlimited resources
- ***Bottom Line:*** Limited progress without political leadership





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Questions?

