

# SUPPORTING CAMPUSES THROUGH DATA AND COLLABORATION

 **Dear Maxine**

**Is My Friend's Drinking Putting Her in Danger?**

Dear Maxine,

I'm a little worried about my friend Kelly. She has been drinking a whole lot recently and got really drunk at a party we went to. Just last week, I overheard a couple of guys talking about her in a way that I know would make her uncomfortable. I feel like I should say something to her about her drinking, but I don't want to offend her. What should I do?

—Kelly's Friend

**Dear Kelly's Friend**

What a great and devoted friend you are! If all women could look out for each other the way you are looking out for Kelly, what a wonderful world this would be.

You've got at least two very serious issues here: 1) Kelly's drinking, which is not only unhealthy, but may also be leaving her vulnerable to sexual assault, and 2) the behavior of these rude young men, who think that they have a right to comment on your friend in such an inappropriate manner.



**Standard Drinks**

	12 oz. beer (5% alcohol)	o o o 0.6 oz. alcohol
	5 oz. wine (12% alcohol)	o o o 0.6 oz. alcohol
	1.5 oz. liquor (40% alcohol)	o o o 0.6 oz. alcohol



# MEETING AGENDA

- Challenges facing the field
- Ohio State specific data
  - Ohio compared to National data
- Best practices
- Next steps

# A CHALLENGE TO OUR CORE MISSION

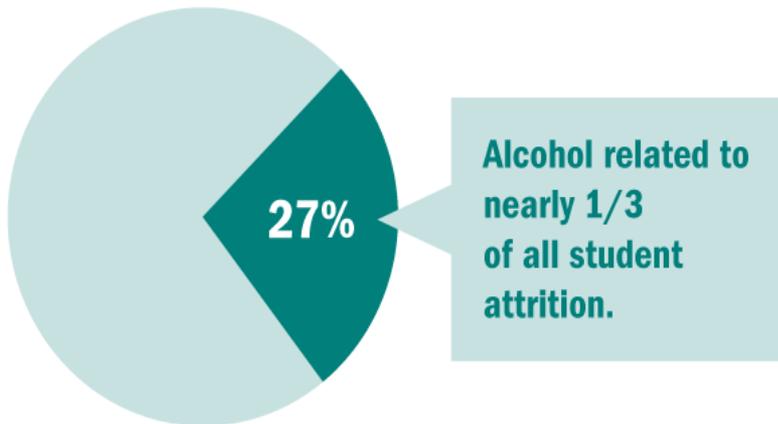
HIGH-RISK DRINKING IMPACTS  
INSTITUTION-LEVEL GOALS



# LINKING HIGH-RISK DRINKING AND RETENTION

## 2006 College Alcohol Survey

### Percentage of Attrition Cases Related to Alcohol



### Findings from the Research

- Heavy episodic binge drinking associated with increased probability of academic failure and early departure (Jennsion & Johnson, 2004)
- Higher alcohol-related attrition rates reported on campuses that sell alcohol on premises (Anderson & Gadaletto, 2006)
- Being arrested for a DUI increases the odds of attrition (Thompson & Richardson, 2008)

Use this worksheet to estimate the revenue lost due to alcohol-related attrition for a single cohort of full-time, first-year students. Fill in the white boxes with your campus-specific data. The estimated revenue lost due to alcohol-related attrition then appears below.

1. Enter the number of full-time, first-year, degree seeking students at your institution:

2. Enter your first-to-second year retention rate:

3. Enter the percentage of attrition related to alcohol<sup>1</sup>:

4. Enter net tuition plus any state allocations:

Number of first-year students lost due to alcohol-related attrition:

	Year 2	Year 3	Year 4
Enter tuition inflation <sup>2</sup>	5%	5%	5%
Average net tuition	\$29,421	\$30,892	\$32,437

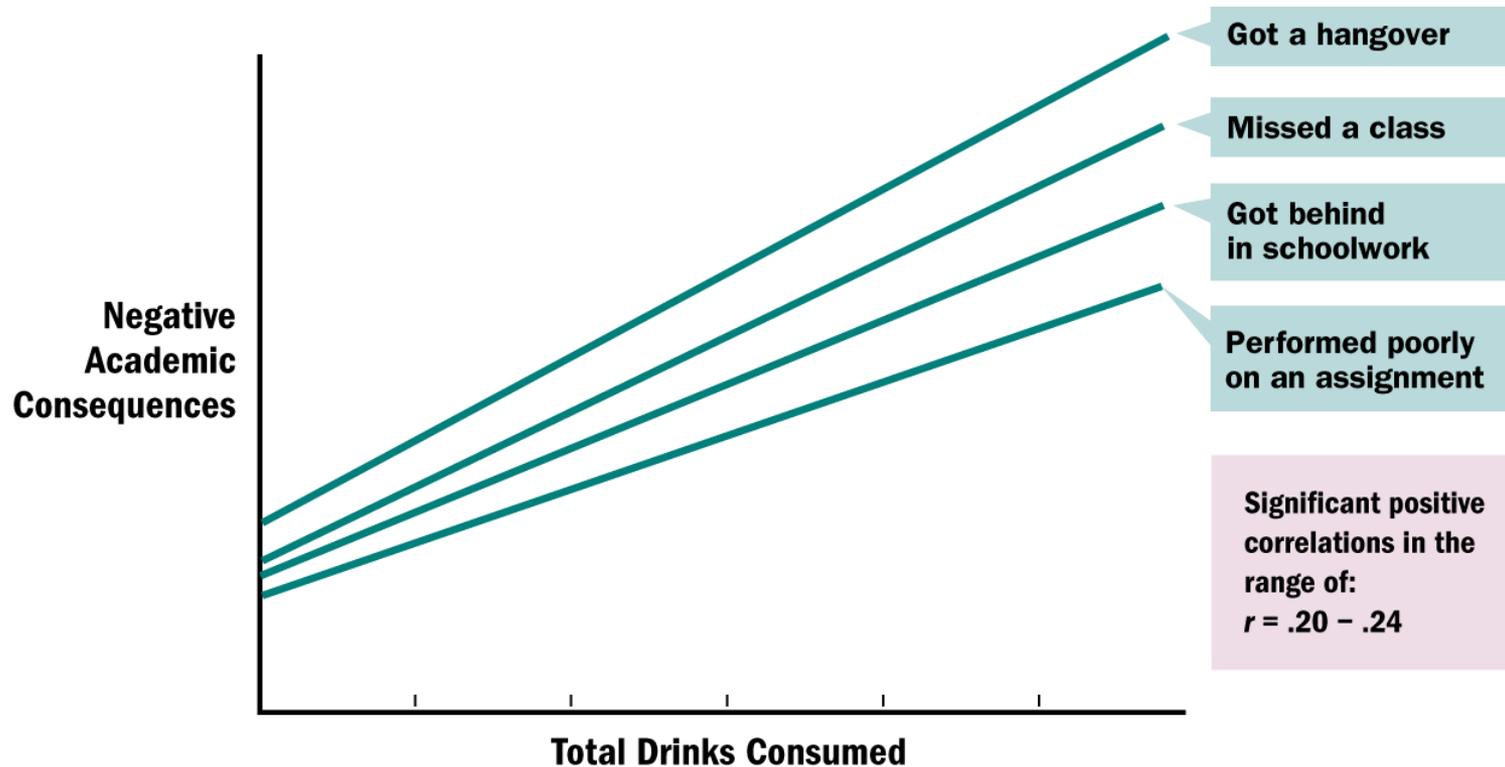
Total revenue lost over 4 years:

Note: This calculator only accounts for first-year attrition and not ongoing attrition that occurs during sophomore, junior, and senior years. Therefore, the number of lost students and lost revenue is an underestimate.

<sup>1</sup> Estimated national benchmark range of 10-20%

<sup>2</sup> Average tuition inflation nationally is approximately 5% each year

# LINKING HIGH RISK DRINKING AND ACADEMICS

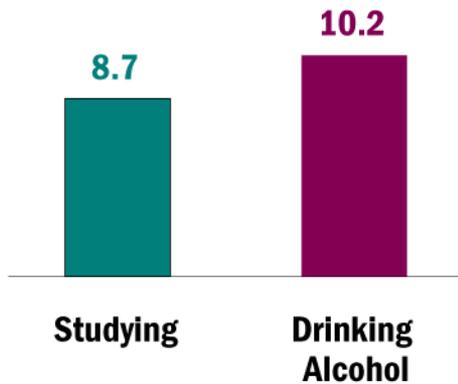


AlcoholEdu Data Set 2008-2009

\*Note: See Appendix page 90 for additional studies linking high-risk drinking to academic performance

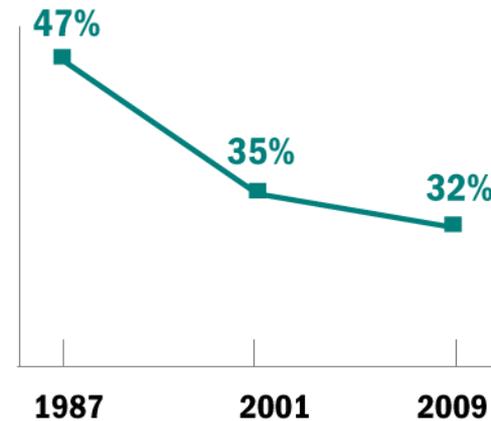
# WORK LESS, PLAY HARDER

Hours Spent per Week



N=30,183 first-year students  
(drinkers only)

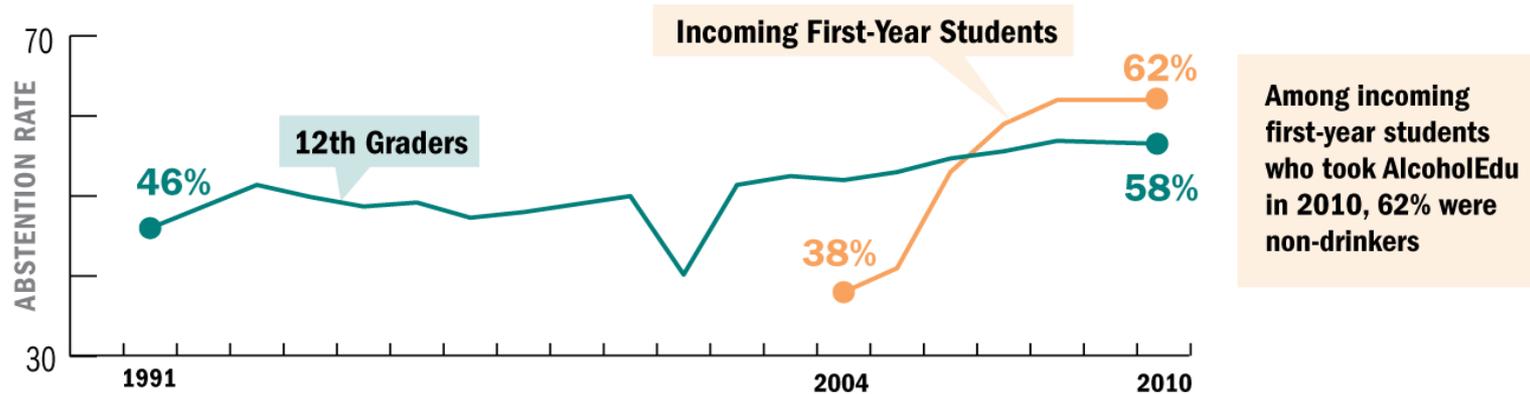
Percentage Studying  
6+ Hours per week



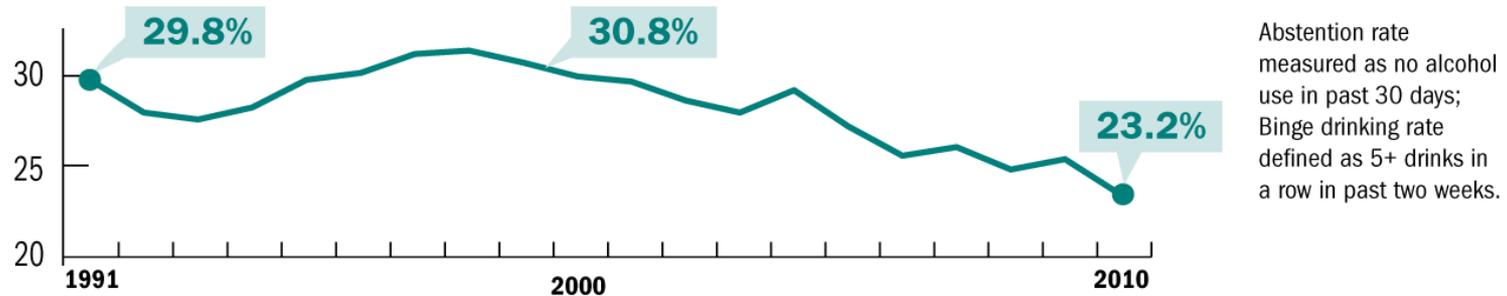
**50% of students who drink spend more  
time drinking than studying**

# THE DATA NEVER LOOKED SO PROMISING

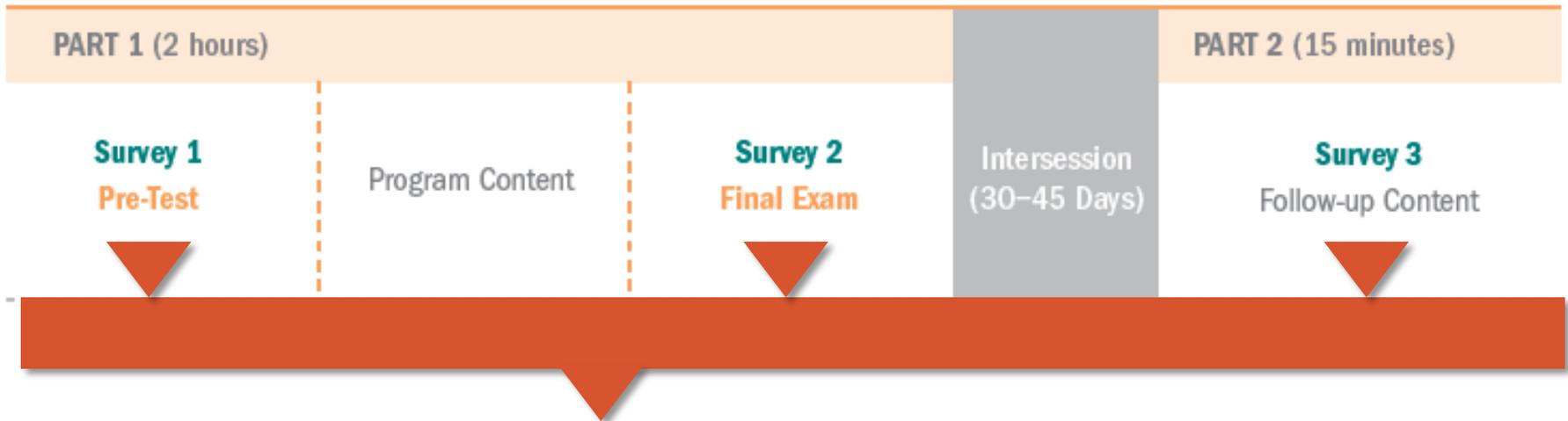
## Growing Rates of Alcohol Abstinence Among Young Adults



## Decline in Binge Drinking Rates



# HOW DATA IS COLLECTED

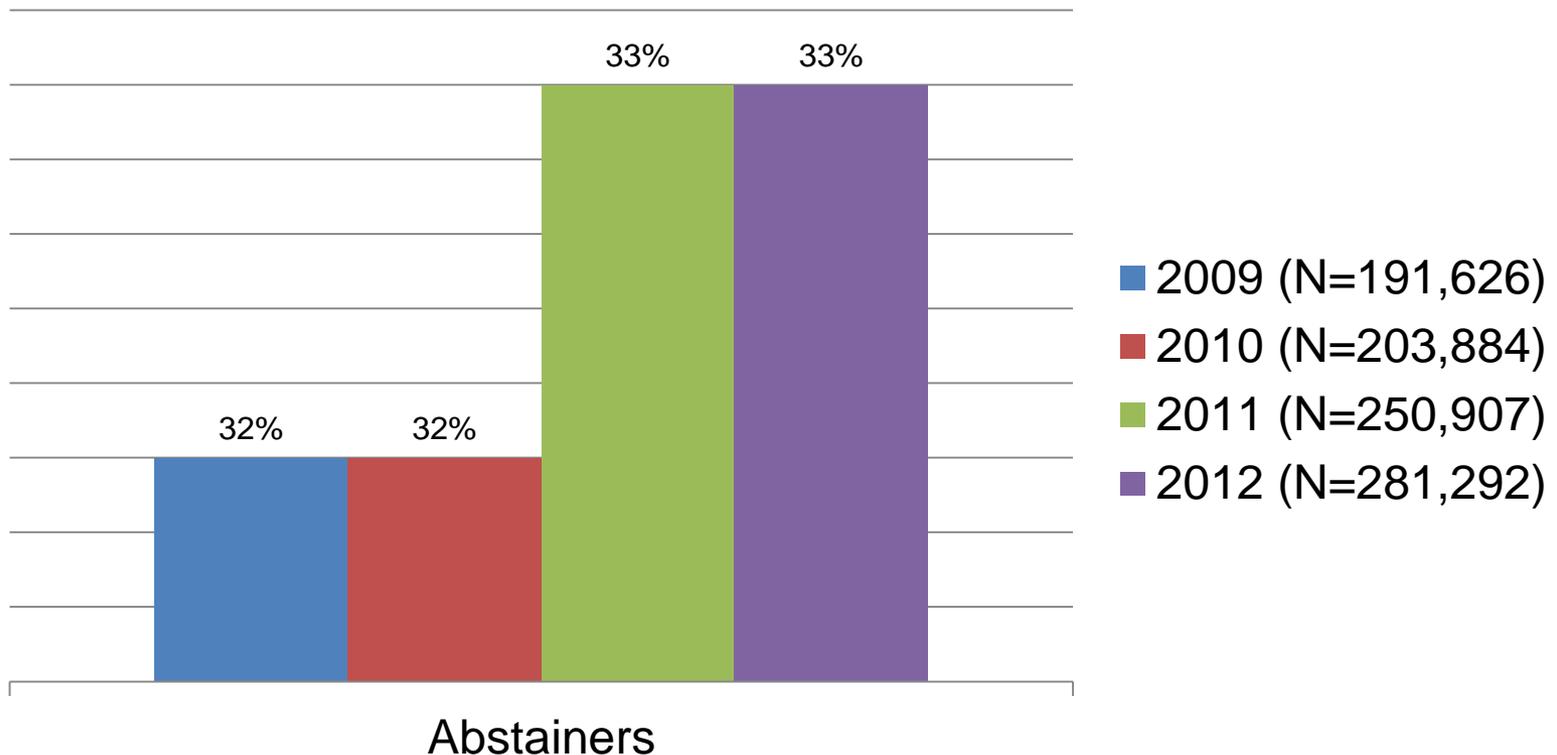


**Data based on PreMatriculation survey responses from first-year students at Ohio Institutions using AlcoholEdu in the fall of 2012.**

**Data is benchmarked against National PreMatriculation averages for Colleges and Universities.**

# RECENT NATIONAL FIRST YEAR DRINKING RATES MOVING IN A PROMISING DIRECTION

During the past year have you consumed alcohol?

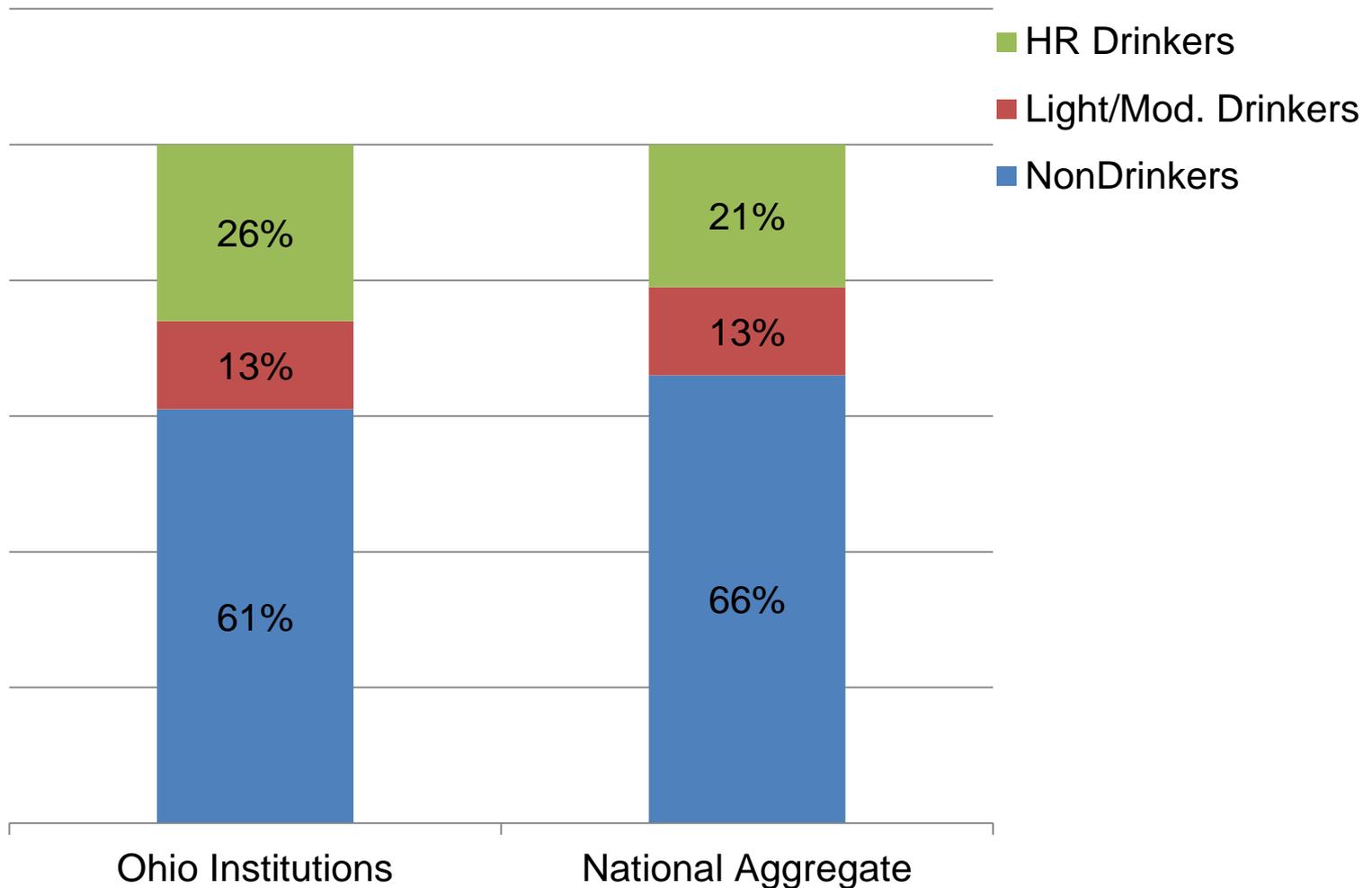


Note: data is from the PreMat National Survey 3 AlcoholEdu data set.

# INCREASE IN ABSTAINERS – WHAT DOES THAT MEAN FOR CAMPUSES?

- Address how to keep students engaged
- Alcohol Free Options
- Celebrate healthy choices on campus – empower your abstainers and non-drinkers

# A LOOK SUMMER DRINKING RATE DATA

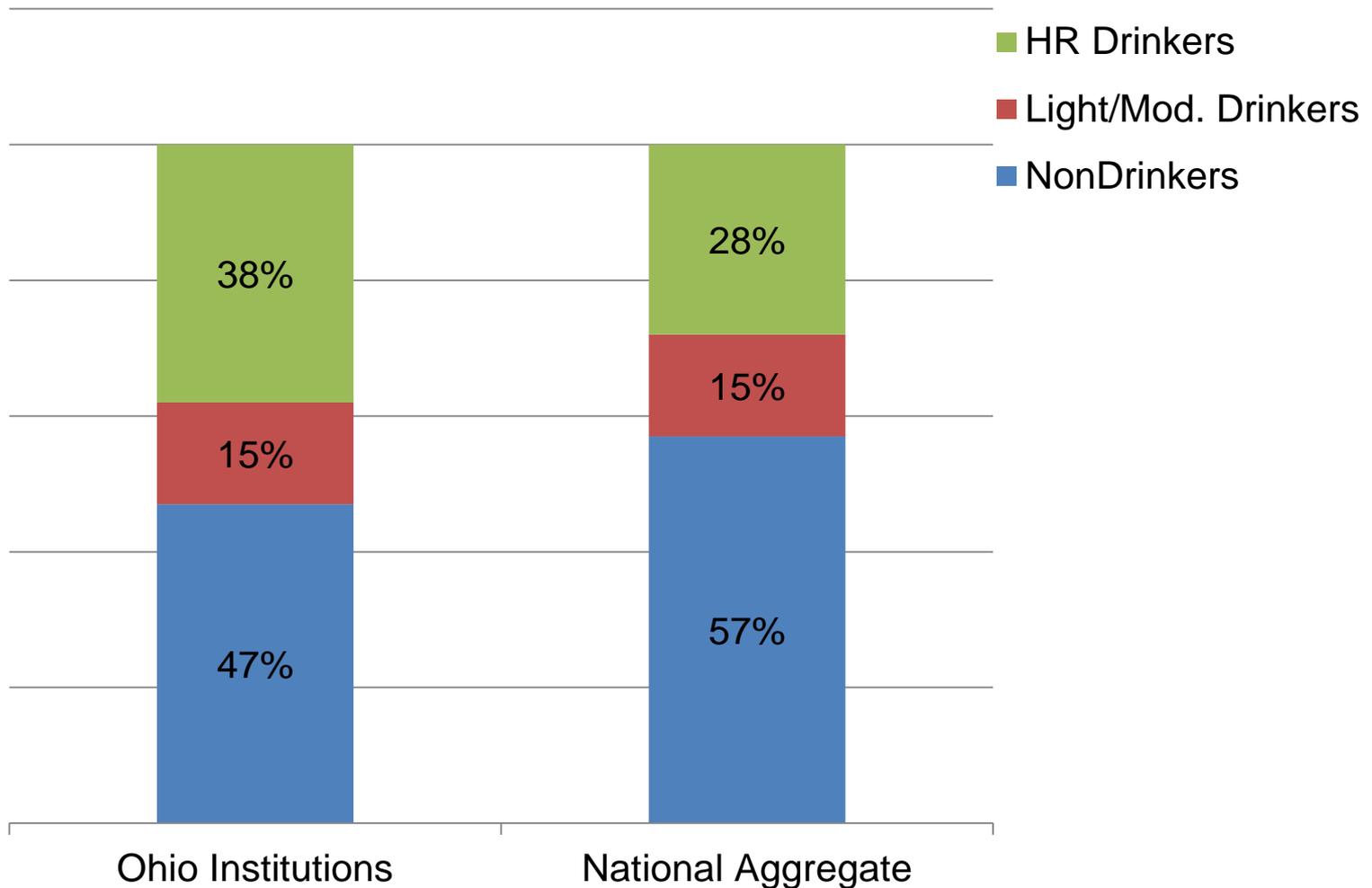


Note: Data from AlcoholEdu PreMat Survey 1 – National (N=346,109) and Ohio (N=13,163) data

# UNDERSTAND SUMMER DRINKING PATTERNS

- Work with admissions on recruitment
- Work with tour guides – what are they saying when asked about alcohol on campus?
- Understand and track year over year trends

# A LOOK AT ON CAMPUS DRINKING RATE DATA

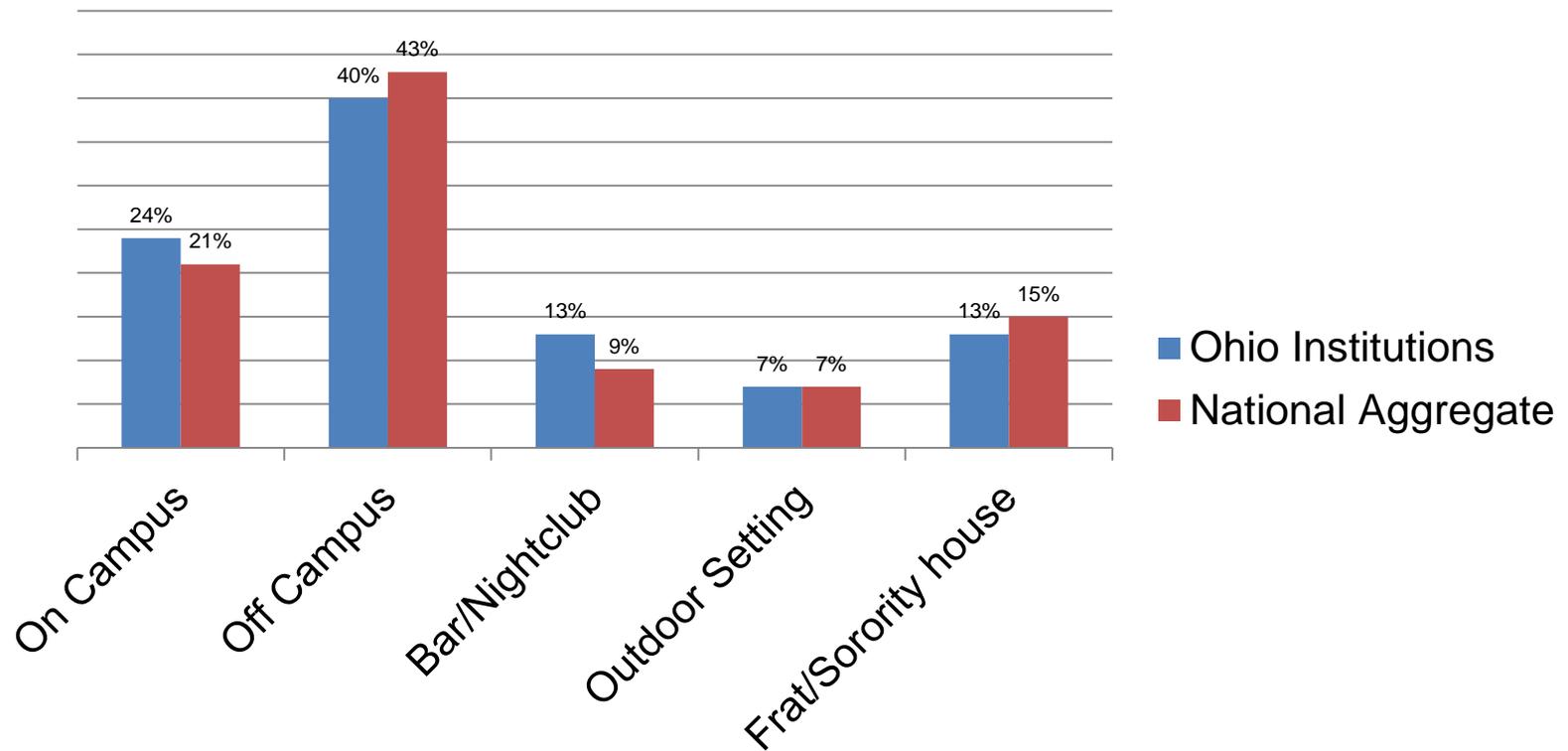


Note: Data from AlcoholEdu PreMat Survey 3 – National (N=285,475) and Ohio (N=11,519) data

# UNDERSTAND CAMPUS DRINKING PATTERNS

- Collect campus level indicators
- Target high risk groups
- Understand and track year over year trends

# WHERE ARE OHIO COLLEGE STUDENTS DRINKING?

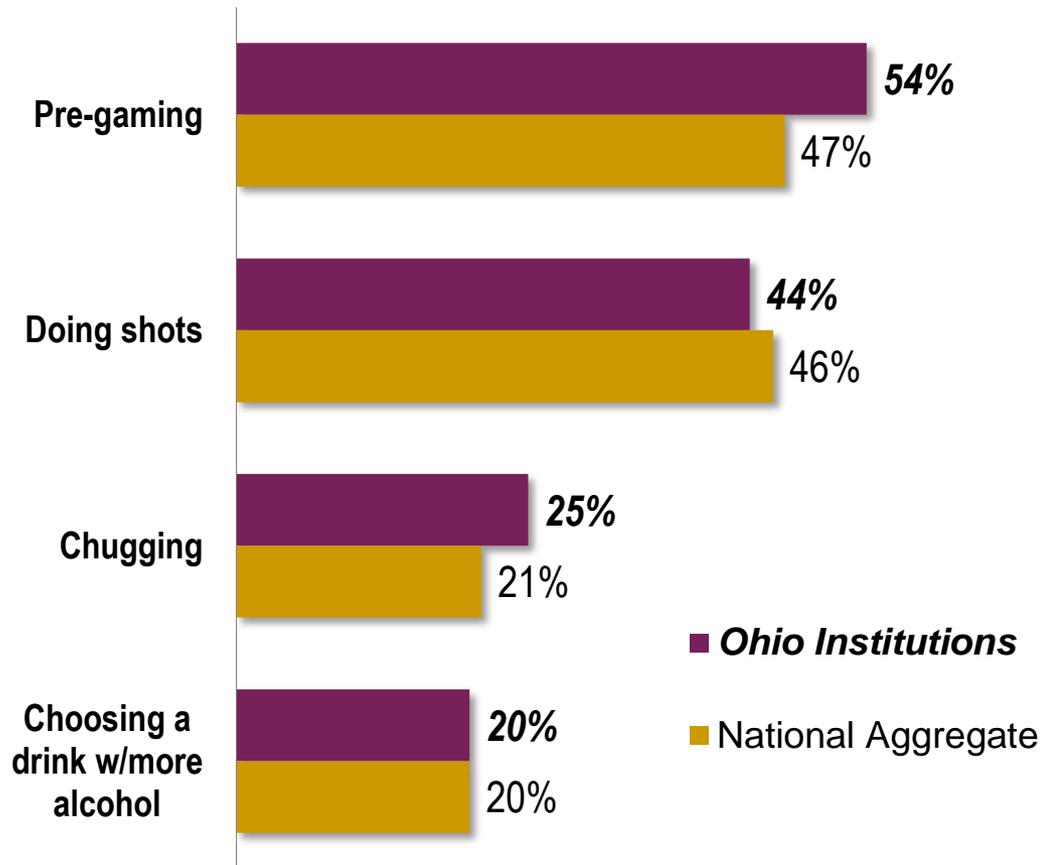


Note: Data from AlcoholEdu PreMat Survey 3 – National (N=285,475) and Ohio (N=6,188) data

# HOW CAN YOU USE LOCATION DATA?

- Highlights successes and challenges
- Data supports what you already know
- Can help make a case for changes in policies, relationships with bars/nightclubs, landlords, etc.
  - Peak drinking day data also critical for reporting

# 2012 DRINKING-RELATED RISK BEHAVIORS



Note: Graph represents grouped responses of 5, 6, and 7 on a 7-point scale (1 = not at all; 7 = always) for drinkers only.

Note: Data from AlcoholEdu PreMat Survey 3 – National (N=285,475) and Ohio (N=6,185) data

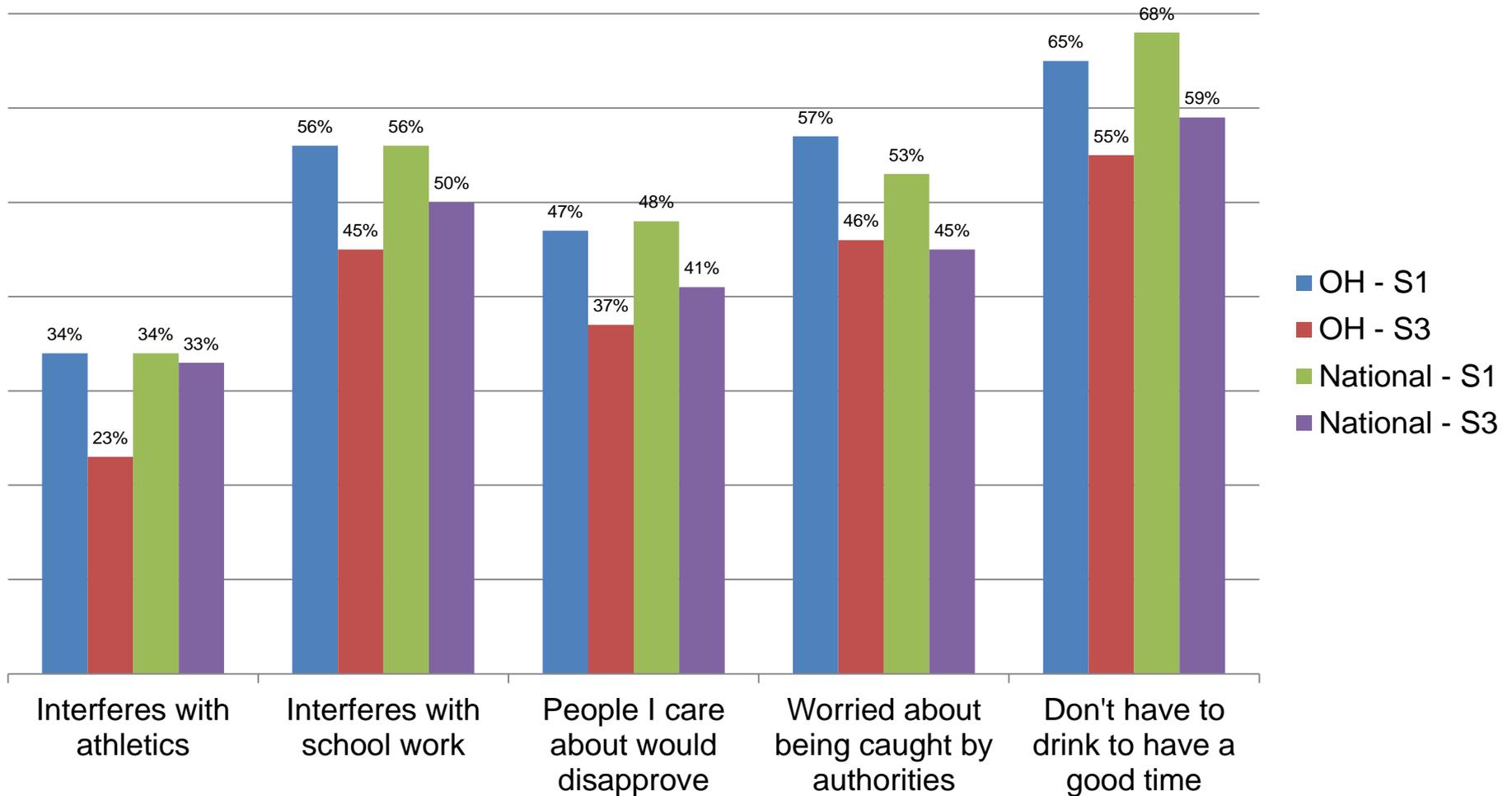
## Pregaming Significantly Predicts:

- ↑ Increases in negative drinking-related consequences
- ↓ Decreases in healthy drinking behaviors
- ↑ Increases in unhealthy drinking-related consequences
- ↑ Increases in acceptability of negative drinking behavior
- ↑ Increased total drinks during past two weeks
- ↑ Increased incidence of Heavy Episodic Drinking – In one sitting, consuming 4 or more drinks for females and 5 or more drinks for males
- ↑ Increased incidence of Problematic Drinking – In one sitting consuming 8 or more drinks for females and 10 or more drinks for males

# UNDERSTAND MOTIVATIONS AND RISKS

- Address risks – shots and pregaming
- Collect data on campus – transports, etc.
- Understand motivations
  - Males versus females

# STUDENTS MOTIVATIONS FOR NOT DRINKING



Note: Data from AlcoholEdu PreMat Survey 1 – National (N=346,109) and Ohio (N=12,197 data

# ENGAGING OTHER KEY STAKEHOLDERS

- Athletics
- Faculty
- Parents
- Campus Security/Local Police
- Student Engagement

# NEGATIVE CONSEQUENCES OF DRINKING

During the past two weeks, to what degree did the following happen to you as a result of your drinking?

Consequence	Ohio Institutions	National Aggregate
Got a hangover	52%	45%
Blacked out	42%	35%
Got Behind in School Work	26%	25%
Missed a Class	21%	18%
Drove after drinking (4 or more)	9%	9%
Was taken advantage of sexually	13%	12%

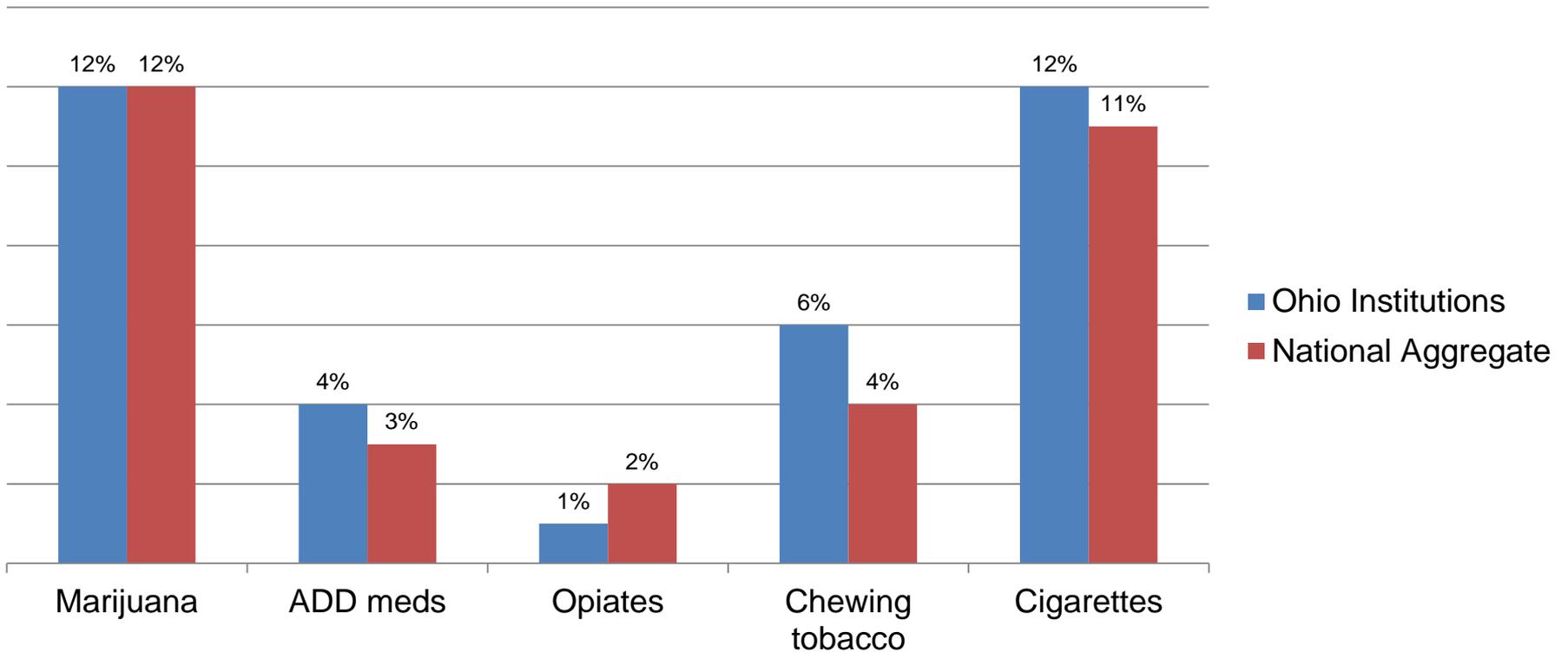
Note: Data from AlcoholEdu PreMat Survey 3 – National (N=285,475) and Ohio (N=6,215) data

# DECREASING NEGATIVE CONSEQUENCES

- Highlight areas of concern
- Share with students and staff
- Understand who is experiencing these negative consequences

# MARIJUANA AND OTHER DRUG USE

In the past two weeks, have you used any of the following?  
Do not include anything used under a doctor's orders.



Note: Data from AlcoholEdu PreMat Survey 3 – National (N=285,475) and Ohio (N=10,988) data

# OTHER DRUG USE

- Understand students using other drugs
- Highlight the link between other drug use and high risk drinking
- Policies – up to date? Understood by student body?

# WHAT IS NEXT?

## Top 5 recommendations –

1. Schedule call with Katie Wood to help with a similar data analysis that is campus specific
2. Schedule time to report data to key stakeholders on campus
3. Propose action steps in combination with data i.e. “reassess on campus policies to help address pregaming”
4. Find supporters outside of your department, i.e. faculty, athletics, police and safety, etc.
5. Be strategic, identify 3 areas that you can make an impact on right away and focus on those