



The College of  
*St. Scholastica*

**C**AMPAIGN TO **R**EDUCE **S**TUDENT **D**RINKING

# COLLEGE STUDENTS & ALCOHOL

## Cultural Conditions:

- Alcohol is positively promoted
- Elders stories (60's/70's parents)
- Customer/Entitlement
- Early onset
- The Binge Generation
- The "College Effect"
- Ease of Access
- College of Overwhelmed

## The "Average" CSS First Year Student & Alcohol

- 47% began drinking in high-school.
- 74% report alcohol is a great tool for enhanced social interaction.
- 80% used alcohol in the last 30 days.
- 39% report some form of public misconduct in the last year.
- 62% say it helps connect them to peers.
- 78% say it gives people something to do.

## National Statistics on College Students – Ages 18-24

- Over 1,700 died because of alcohol in 2006.
- Over 500,000 suffered unintentional injuries under the influence of alcohol.
- Over 600,000 are assaulted by fellow drinking students.
- Over 70,000 are sexually assaulted.
- Academic progress declines.

## CSS Rates

Zero (0) deaths to date  
\_\_\_ Injuries  
\_\_\_ Assaults  
\_\_\_ Sexual Assaults  
\_\_\_ Academic Issues

## Brain Development Implications:

- Prefrontal cortex still developing. Recent research indicates the cortex is not done developing until 21 years of age or older.
- The prefrontal cortex, in part, regulates aspects of reasoning, decision making, and impulse control.
- Heavy drinkers (2/3's) do not recognize the need to reduce, even with high-risk behaviors.

## Student Development Issues:

- Cognitive Development – most dualistic thinkers.
- Identity Formation – who am I?
- Developing purpose and competences.
- Learning to manage emotions (maturity)

## Effective Responses:

- Policies and enforcement are important, but have little reduction impact.
- Social norming – minimal effect but may help drinkers drink less.
- Treatment – expensive and usually done off-campus may help to have AA on-campus.
- Peer programs – good for information, but not for behavior change.
- Most promising work focuses on harm reduction & risk reduction but doesn't work great for heavy drinkers.
- A three tiered approach seems to be most effective:

**Institution ■ Individual ■ Community**

**So – what will we do?**





# CAMPAIGN TO REDUCE STUDENT DRINKING

This campaign is a four year college-wide effort to reduce drinking among CSS students. It combines the best current research findings and program tactics. Its focus is three tiered – Institutional, Individual and Community, and its goal is to reduce alcohol consumption and related problems through harm and risk reduction practices. The campaign will require four years to effectively change our campus’ drinking culture, and will take a total commitment from the CSS administration, faculty and staff.

GENERAL FOCUS		
Institutional Focus	Individual Focus	Community Focus
<ul style="list-style-type: none"> <li>-Membership Commitment</li> <li>-Policy Revisions for 2008</li> <li style="padding-left: 20px;">Violations and Fines</li> <li style="padding-left: 20px;">Community Panel</li> <li>-Faculty and Staff Involvement</li> <li style="padding-left: 20px;">Program</li> <li style="padding-left: 20px;">Membership</li> <li style="padding-left: 20px;">Dignitas</li> <li style="padding-left: 20px;">Presence and Discussion</li> <li>-SA Training with Security</li> <li>-Academic Calendar</li> <li style="padding-left: 20px;">Fridays</li> <li style="padding-left: 20px;">Tests</li> <li style="padding-left: 20px;">Finals</li> </ul>	<ul style="list-style-type: none"> <li>-Battle the Binge</li> <li>-Organization &amp; Athletic Leaders</li> <li>-Individual Intervention</li> <li style="padding-left: 20px;">One-on-one meetings</li> <li>-Parental Involvement</li> <li style="padding-left: 20px;">E-news, mailings, etc.</li> <li>-Wing/Floor Incentives</li> <li>-Clean-up Crews</li> <li>-Monastery Involvement</li> </ul>	<ul style="list-style-type: none"> <li>Tri-College/Community Coalition</li> <li>-Local Liquor Store and bar owner connections.</li> <li>-Research</li> <li>-Neighborhood Support</li> </ul>

# SPECIFIC FOCUS: *Institutional*

## Membership Commitment:

Each faculty and staff member will be asked to “Sign On” as a member of the CRSD. They will receive a membership banner to display in their office and a wrist band or pin to wear showing solidarity in support of the campaign.

## Policy Revisions:

Policy revisions will include: Increased fines per incident; three violations in one year will result in removal from on-campus housing for early intervention; major and minor incidents for of-age students; required advising session for underage violators. Community Panel appeal changes include: Students must address the panel in person. The Panel will be facilitated by a staff member.

## Faculty and Staff Involvement Program:

In addition to the membership commitment, faculty and staff will be asked to address alcohol issues through participation in Dignitas, and by attending campus events. We will also request their presence in the residence halls at important times. Faculty will be notified at key times during the year (first three weeks, dance weekends, etc.) and asked to reinforce the commitment of the Campaign to their students in all courses.

# SPECIFIC FOCUS: *Individual*

## Battle the Binge:

Binge drinking is on the rise with college students. Alcohol sickness, poisoning, trips to de-tox and emergency rooms have increased. The college will begin a campaign utilizing the peer group, Storms Advocates, to address binge drinking. Areas to be addressed include: Drinking games, birthday drinking, pre-event drinking, recognizing the signs of trouble, and strategies to reduce the efforts of binging (water, food, time, etc.).

## Contact with Organizational and Athletic Leaders:

Each fall, SA staff will meet with student leaders and ask for their commitment and help to the campaign. A specific responsibility will be for each of them to discuss the campaign with their group and request each student to make a commitment to it.

## Individual Intervention:

Students who receive more than one violation and/or have a serious incident (de-tox trip, vandalism, etc.) will meet with a SA staff member in addition to their required assessment. This meeting will be a discussion of the role of alcohol in the individual student's life and the impact of their choices.

## Parental Involvement:

Parents will receive campaign information through the existing e-news for parents; the Family Newsletter, and the Parent's Resource Web site. Parents will continue to be notified after a second alcohol violation. Parents will receive campaign information at each orientation session in the summer. Parents will be asked to join the campaign as members and will receive the same banner and wrist band as faculty and staff. Their student will be notified when the parent becomes a member.

# SPECIFIC FOCUS: *Individual*

## Immunity for Assistance:

Students who assist other students that are in need of help due to alcohol mis-use will receive immunity for the incident if they contact staff for help.

## Wing/Apartment Incentives:

An incentive program will be developed and offered to all residence areas. Incentives will be offered for areas that finish the year with no or the least amount of alcohol related incidents. Incentives will range from prizes to discounts.

## Clean-up Crews:

Groups of student volunteers will be utilized to clean up trash related to alcohol use around campus on a regular basis. This activity not only keeps the campus cleaner, but it will raise awareness with students of the social and environmental impact of drinking on campus.

## Cable Reports:

Twice a month the *CABLE* will report on the number of alcohol incidents that have occurred. Information will protect confidentiality, but will include building/outside location; number of violations; and who responded (security RA's, Duluth Police).

## Monastery Involvement:

At critical points in the year, sisters will be asked to speak with student groups about appropriate respect and stewardship for the physical home of CSS, and about the responsibility of living in community. Some sisters may also be asked to meet with individual students for their individual intervention meeting.

# SPECIFIC FOCUS: *Community*

## Tri-College/Community Coalition:

The College is represented on this task force along with UMD, LSC, Duluth Police, and local social service agencies. The purpose of the group is to continue to research issues of student drinking in Duluth, and to develop joint and individual campus responses that increase responsible alcohol use.

## Local Liquor Store/Bar Owners:

The College will begin a dialogue with these owners requesting that ads and “specials” designed to encourage binge drinking be eliminated. They will also be asked to join the campaign and show their membership banner at their locales.

## Research:

The College will continue to participate in joint research through the Tri- College/Community Coalition; and through use of its own survey and research programs. The Core Alcohol Survey, National College Health Survey, and various in-house surveys are used regularly to collect data and implement responses.

## Neighborhood Support:

The College will continue to attend District 8 and Campus Neighbors regular meetings to partner in response to off-campus student issues. The College will also develop a “Good Neighbor” program for its commuter students.

Finally, the CSS Alcohol Task Force will be reconstituted and given authority and responsibility in partnership with the VPSA to oversee all aspects of the campaign.



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<http://www.css.edu/CRSD.xml>