COMMITTEE ON EDUCATIONAL POLICY

California State University Alcohol Policies and Prevention Programs: Fourth Biennial Report

Presentation By

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Summary

The Board of Trustees approved a resolution at its July 10-11, 2001 meeting to adopt and implement the recommendations of the Alcohol Policies and Prevention Programs Committee Final Report consistent with the individual missions of each campus and that a report be made to the Board of Trustees every two years assessing the outcomes of campus alcohol education and prevention programs. In addition, the resolution called for the Chancellor to report at that time on the success of obtaining external funding for system and campus programs.

This report is the fourth biennial report on the implementation of the Trustees’ Alcohol Policies and Prevention Programs adopted in July 2001. It summarizes activities that have occurred on campuses in the last two years since the third biennial report was presented to the Board of Trustees in July 2007.

CSU’s alcohol policy is called the most comprehensive alcohol policy of any university system in the country. The policy is visionary and ambitious. In order for the CSU to be successful in its effort to address student alcohol abuse, collaboration and cooperation with others, including public agencies, is necessary. In the first compact of its kind in California, a memorandum of understanding was signed on February 13, 2002 involving the following six state agencies and the CSU to fight alcohol abuse on and off university campuses: the Business, Transportation, & Housing Agency, Alcoholic Beverage Control (ABC), Alcohol
and Drug Programs (ADP), the California Highway Patrol (CHP), the Department of Motor Vehicles (DMV), and the Office of Traffic Safety (OTS).

The Office of Traffic Safety (OTS) funded eight CSU campuses totaling $750,000 for the period of October 1, 2002 through December 31, 2004 to (1) reduce alcohol abuse and alcohol-impaired driving by 18 to 39 year old college students; (2) strengthen peer education programs related to alcohol abuse and driving under the influence of alcohol; (3) strengthen peer education programs, utilizing social norms marketing strategies, focusing on reducing alcohol-impaired driving; and (4) offer responsible beverage service training.

CSU received a second Office of Traffic Safety (OTS) two-year grant that funded ten CSU campuses totaling $750,000 for the period of February 1, 2005 through December 31, 2006. This grant is designed to reduce by 5 percent the incidence of driving after consuming alcohol by 18 to 25 year-old CSU students by December 30, 2006 and to reduce by 5 percent alcohol-related misconduct by CSU students by December 30, 2006. This grant addresses alcohol-related incidents at the college level, particularly driving under the influence of alcohol and general incidents related to alcohol abuse. The CSU Alcohol and Traffic Safety (ATS) Project was part of the California Traffic Safety Program and was made possible through the support of the California Office of Traffic Safety, State of California, and the National Highway Traffic Safety Administration.

The current California Office of Traffic Safety (OTS) grant is the third of three OTS grants focusing on the twenty-three campuses of the California State University system and administered by Fresno State University for the period October 1, 2007 through September 30, 2009. The $701,259 OTS grant targets alcohol-related incidents at the college level, particularly driving under the influence and incidents related to alcohol abuse. The grant supports the management approach by the Campus Alcohol Safety Councils via mini-grants which includes Social Norms marketing, safe rides programs, and/or peer education activities. The CSU campuses participating in this current grant include: Channel Islands, Fresno, Humboldt, Los Angeles, Maritime, Northridge, San Francisco, and San José.

Finally, many campuses have expanded campus policies on alcohol and other drugs to include the use of tobacco as well.

Campuses reported the following:

- A decrease in students driving after consuming alcohol;
- A reduction in alcohol-related misconduct;
- A reduction in the number of underage students who consume alcohol;
- A reduction in the number of students who reported binge drinking (5 or more drinks in one sitting);
An increase in the number of students who seek medical assistance for intoxicated friends;
An increase in alcohol-free events;
An increase implementing online personal drinking assessments;
A reduction in the number of DUIs;
An increase in the number of students receiving beverage service training; and
An increasing number of campuses partnered with local law enforcement agencies, firmly enforcing alcohol-related laws.

Statement of the Problem

Recognizing that alcohol abuse is not just a national higher education problem but also a CSU problem, Chancellor Charles B. Reed appointed a committee in November 2000 to review the CSU’s alcohol policies and prevention programs that would help to prevent alcohol-induced deaths and alcohol poisoning of students who attend CSU. The CSU Alcohol Policies and Prevention Programs Committee, chaired by California State University, Fresno President John Welty, included presidents, students, vice presidents of student affairs, faculty, staff, and alumni. The committee concentrated on broad policies that would be realistic and effective at CSU’s twenty-three unique campuses. Many CSU campuses serve traditional-aged students who are 18 to 22 years old, many of whom reside on campus. The majority of CSU campuses are campuses to which students commute and where the average age of the students are older.

Alcohol abuse is a threat to the health and academic success of CSU students, but prohibition of alcohol is not a realistic response to the problem. There is no single response to the issue that will solve the problem. Therefore, the Board of Trustees’ policy requires each campus to design programs that are appropriate for its institution, student population, and location. Additionally, the federal Drug-Free Schools and Campuses Act of 1989 requires all colleges and universities receiving federal funds to maintain alcohol and other drug prevention programs and to review their effectiveness at least every two years.

Guiding Principles

Effective alcohol education and prevention programs being developed and implemented by campuses respond to the following principles adopted by the Board of Trustees in July 2001:

- Provide a safe and secure environment for all students;
- Encourage student health and wellness in an environment supportive of learning;
- Promote healthy choices for students;
- Enforce laws and policies consistently as regards the use of alcohol;
Support safe, legal, responsible, moderate consumption of alcohol for those who choose to drink; do not punish responsible, legal behavior;

- Encourage students to take responsibility for each other; Good Samaritan behavior should be supported and recognized, and students should be supplied with the tools to help others practice safe and responsible behavior;
- Provide assistance, if appropriate, to those students who need support, treatment, and services;
- Involve students in all steps of the process and program development;
- Focus alcohol abuse prevention efforts on campus and community environments since the university is part of the surrounding community that influences students’ behavior; and
- Use social norms principles and peer education as core components of an education and prevention program. (The Social Norms approach uses informational campaigns to correct widespread student misperception of peers’ drinking. Peer educator programs, such as the BACCHUS and GAMMA Peer Education Network, use students to encourage their peers to develop responsible habits and attitudes regarding alcohol and related issues.)

The Alcohol Policies and Prevention Programs Committee divided its work into six areas: (1) Policies; (2) Enforcement and Legal Issues; (3) Education and Prevention Programs; (4) Training, Intervention and Treatment; (5) Assessment; and (6) Resources. Below are the committee’s recommendations adopted by the Board of Trustees that campuses and the CSU system are expected to follow to create and strengthen their alcohol-related policies and programs.

General Recommendations

1. The Chancellor should require campuses to develop comprehensive alcohol policies and programs that are consistent with each campus mission, have a commitment to holding individuals and student organizations accountable for their behavior and a commitment to offering effective education programs which are regularly assessed.
2. Each campus should actively apply its policies.
3. Each campus should communicate alcohol policies to new students and their parents before and when they arrive on campus.
4. Each campus should create a university-wide alcohol advisory council, including community membership, which annually develops and reviews programs and goals, assesses the effectiveness of the campus program, and makes recommendations to the president. These councils should be under the direction of the Vice Presidents for Student Affairs.
5. Each campus should gather data every two years to determine if its policies and programs are achieving the desired outcomes. Findings should be reported to the Chancellor and the Trustees.

6. The CSU should sponsor conferences in which campuses share best practices, policies and programs as well as feature state and national experts.

7. State laws should be reviewed by the campus alcohol advisory councils and recommendations made to trustees and presidents for any changes that can enhance and support campus policies.

8. The campuses and the CSU Chancellor’s Office should devote sufficient campus and system resources to ensure the effectiveness of programs and policies.

9. Partner with the community and law enforcement agencies to provide a safe off-campus environment, to enforce applicable legal sanctions, and to encourage legal and responsible behavior among students.

10. Develop effective training, intervention and treatment programs that will work on all campuses.

**Role of Vice Presidents for Student Affairs**

The vice presidents for student affairs were charged with responsibility for developing and implementing campus alcohol education, prevention, and enforcement programs. In response to this charge, the vice presidents for student affairs appointed an Alcohol Policy Implementation Steering Committee which has met bi-monthly since the summer 2001 and has provided guidance to campuses about effective policy implementation strategies.

**Campus Compliance with CSU Alcohol Policy**

Since adoption of the CSU Board of Trustees’ alcohol policy, campuses and the CSU system have continued to create, implement, and strengthen alcohol-related policies and programs in response to the following key recommendations developed by the Alcohol Policies and Prevention Programs Committee chaired by President John Welty:

- Campuses developed comprehensive alcohol policies and programs that were consistent with their campus missions.
- Campuses held individuals and student organizations accountable for their behavior and offered effective education programs that were regularly assessed.
- Campuses communicated alcohol policies to new students and their parents before and when they arrived on campus.
Campuses created university-wide alcohol advisory councils, including community membership, which annually developed and reviewed programs and goals, assessed the effectiveness of the campus program, and made recommendations to the president.

Campuses assessed the effectiveness of their policies and programs to determine if they were achieving the desired outcomes.

The CSU sponsored annual alcohol conferences that enabled campuses to share best practices, policies and programs.

Campuses partnered regularly with the community and law enforcement agencies to provide a safe off-campus environment, to enforce applicable legal sanctions, and to encourage legal and responsible behavior among students.

Campuses developed effective training and intervention programs.

**Governor’s Interagency Coordinating Council for the Prevention of Alcohol and Other Drug Problems**

Established in 2002, the Governor’s Interagency Coordinating Council for the Prevention of Alcohol and Other Drug Problems coordinates California’s strategic efforts to reduce the inappropriate use of alcohol and other drugs. California’s high-level Council provides California with leadership continuity to advance alcohol and other drug prevention. This council deals exclusively with prevention issues unlike similar councils in other states that address all substance abuse issues including treatment. The Council provides coordinated direction and actions to alcohol, tobacco, and other drug prevention efforts that are delivered through a very broad range of disparate public and private sources attempting to address continually changing alcohol, tobacco, and other drug problems in various populations and settings. Activities include sharing prevention data, identifying effective approaches, establishing high-level prevention objectives, identifying means of working more efficiently with alcohol and other drug-related issues, leveraging or redirecting opportunities to achieve objectives, and partnering with law enforcement, ABC, and community organizations.

Key state agency staff members have been appointed from the Office of the Attorney General, Superintendent of Public Instruction, Department of Alcohol Beverage Control, Department of Health Services, Office of Criminal Justice Planning, Office of Traffic Safety, the Office of the President of the University of California, and the Office of the Chancellor, California State University. Upon the recommendation of Chancellor Charles B. Reed, the Governor appointed Dr. Paul Oliaro, vice president for student affairs, CSU Fresno, and Mr. Allison G. Jones, assistant vice chancellor, academic affairs, student academic support, Chancellor’s Office to represent CSU on this council.
Campus Funding

Several campuses applied for and received other grants to support campus alcohol education, prevention, and enforcement programs. These grants are listed by campus on Attachment A.

CSU Annual Alcohol and Education Conferences

CSU has sponsored seven annual alcohol and other drugs education conferences since the implementation of the CSU Alcohol Policies and Prevention Programs was adopted by the Board of Trustees. Over 200 campus staff and students attended the 7th annual conference hosted by CSU, Long Beach in April 2008. Its theme Alcohol and Other Drugs, Tobacco, Violence and You recognized alcohol abuse is often accompanied with other dangerous activities resulting in multiple risks for students. Because the issue of student alcohol use and abuse is an issue that affects all students in higher education, the University of California and private colleges participated in the planning of the conference and attended the CSU conference. Conference participants share their best practices, policies, and programs that promote responsible alcohol use and alcohol and other drug abuse prevention.

The theme of multiple risks for students focused on five core areas: (1) prevention efforts to change student attitudes, motivation, and knowledge about alcohol and other drugs issues (Social Norms marketing, counseling programs), (2) prevention efforts that provide a channel for safer, less destructive behaviors (safe ride programs, substance-free parties, themes living area), (3) efforts to restrict access to alcohol to reduce harmful behaviors associated with excessive drinking (DUI checkpoints, shoulder tap enforcement, advertising restrictions), (4) activities to establish a supportive environment for achieving responsible drinking (town/gown coalitions, coordinated enforcement task force), and (5) systematic data collection and analysis that identify problem areas, and provide new ideas for program innovation and evaluation.

To recognize exceptional leadership and exemplary programs, the recipients of three awards are announced at the annual conference: (1) the Student Leadership Award, (2) the Champions Award that recognizes students, staff, and administrators who exhibit exceptional leadership in promoting alcohol and other drug initiatives on their campus, in their community, or for the CSU, (3) the Innovation Award for those who have created an innovative event, activity, or strategy to better and more effectively serve CSU students and the community.

In 2008, a new award entitled, Recognition Award, was established to recognize a person, group or entity outside of the CSU for outstanding contribution to the conference, efforts in alcohol abuse prevention and service to CSU students.
CSU Alcohol and Traffic Safety (ATS) Project
October 2007 – September 2009

Purpose of the Grant

The current California OTS grant is the third of three OTS grants focusing on the twenty-three campuses of the California State University system and administered by Fresno State for the period October 1, 2007 – September 30, 2009. The $701,259 OTS grant targets alcohol-related incidents at the college level, particularly driving under the influence and incidents related to alcohol abuse. The grant supports the management approach by the Campus Alcohol Safety Councils via mini-grants which includes Social Norms marketing, safe rides programs, and/or peer education activities. The CSU campuses participating in this current grant include: Channel Islands, Fresno, Humboldt, Cal State Los Angeles, Cal Maritime, Northridge, San Francisco, and San José.

Because the grant period will end on September 30, 2009, the information included in this Biennial Report only reflects activities thru December, 2008. Overall, we have seen reasonable to good progress on our two main goals and each of our objectives. A more detailed summary and final evaluation will be prepared at the conclusion of the grant period.

Goal #1 - Reasonable Progress to Date
To reduce the incidence of driving after consuming alcohol by 18-25 year old CSU students 5% from each campus’ 2005 base year total by September 30, 2009.

Measurement of progress will include, on three of the eight campuses, use of the CORE survey and on two of the eight campuses use of the NCHA survey. The remaining schools use either a different survey or a combination of the CORE and NCHA surveys.

The CORE survey contains a series of items pertaining to consequences associated with alcohol and drug use. One of the items is specific to DWI/DUI arrests within the past year. The other item pertains to driving a car while under the influence.

The NCHA survey contains two items pertaining to drinking and driving: 1) within the last thirty days, did you drive after drinking any alcohol at all, and 2) within the last thirty days, did you drive after having five or more drinks. Possible responses for these two items include: not applicable/don’t drive; not applicable/don’t drink; no; and yes.
Goal #2 – Good Progress to Date
To reduce the incidence of alcohol-related misconduct by CSU students by 5% from each campus’ 2005 base year total by September 30, 2009.

To measure progress on this goal, we will also use the CORE survey which contains a series of items pertaining to various problematic experiences associated with alcohol and drug use that can be used to assess alcohol-related misconduct. These items are divided into three groups: public misconduct or behaviors that involve actual or potential harm to others, serious personal problems, and less serious (and more common) experiences that nevertheless indicate excessive use. We will also use the NCHA survey which contains seven items pertaining to consequences occurring in the last school year as a result of drinking.

Objective #1 - Reasonable Progress
To establish mini-grant 2005 base year measurements on eight CSU campuses by Dec 31, 2007. Comparison data will be available thru post tests at the end of the grant period.

Base year measurements for 2007 are available for seven of the eight (75%) campuses who implement either the CORE or NCHA surveys.

Objective #2 – Good Progress
To develop partnerships with law enforcement and conduct at least two DUI checkpoints each fiscal year to enforce campus policy by September 30, 2009, and to continue to foster those partnerships throughout the grant period.

Seven out of the eight campuses (88%) have partnered with law enforcement agencies and conducted DUI checkpoints during the grant period.

Example 1: Northridge partnered with Cal State Northridge Public Safety and California Highway Patrol to conduct DUI checkpoints close to the campus on September 25, 2008 and April 30, 2009.


Example 3: Channel Islands University Police Department piloted a Mock DUI Check Point on March 11, 2009 with and without the DUI intoxication goggles for nine students.
Objective #3 – Good Progress
To assist campuses in developing or improving online personal drinking assessment programs similar to eCHUG (Check Up to Go), MyStudentBody.com, alcohol.edu, etc. by September 30, 2009.

All eight CSU campuses have made one of the online personal drinking assessment programs noted above available to their students.

Example 1: Channel Islands uses a mandatory online alcohol assessment – alcohol.edu - for freshmen orientation and resident hall students.

Example 2: Northridge utilizes an online personal drinking assessment program for new students in their University 100 classes.

Example 3: San Jose requires all students who have been sanctioned for violation of the alcohol policy to complete the e-CHUG online alcohol assessment. In addition, all incoming freshmen are being encouraged to take e-CHUG before they start their first semester at SJSU.

Objective #4 – Limited Progress
To implement mini-grants in eight CSU campuses to identify strategies to reduce availability and accessibility of alcohol, particularly to minors by January 31, 2009.

Four of the eight (50%) campuses offer TIPS training – TIPS training is a skill-based training program designed for alcohol beverage servers to prevent intoxication, drunk driving and underage drinking.

Example 1: Cal State Los Angeles has eight certified TIPS trainers who piloted a training session for sixteen Resident Advisors and two Resident Life Coordinators on January 14, 2009.

Example: 2: Humboldt continues to promote its Designated Drive Program that encourages Arcata local establishments to partner with the program by serving non-alcoholic beverages, at no cost, to students wearing the green designated driver wristband. Over 6,000 wrist bands have been distributed since the program was implemented in 2005-2006.

Example 3: Fresno State piloted a Student Safety Pledge in spring 2009 that 200 students signed that reminds students to use responsible drinking habits when partying, i.e., not drinking and driving and not getting into a car with someone who has been drinking.
Example 4: Cal State Northridge has two certified TIPS trainers who have scheduled TIPS trainings (to occur prior to September 30, 2009) for approximately 100 students/staff from Housing, the University Corporation, University Athletics, Police Services, and Health Promotion. Participants will include servers, peer educators, Matador Patrol, Athletics staff members, and the entire Resident Advisor staff. The trainers, one from Health Promotion and the other from the University Corporation will conduct most, if not all, of the trainings together.

**Objective #5 – Good Progress**  
To provide support to campus peer educators (Health Centers, Bacchus & Gamma clubs, SADD, etc.) through training and information dissemination efforts by September 30, 2009.

Example 1: Channel Islands had six students complete the three-credit upper division class for peer educators and were certified as PEER Educators by the Bacchus network.

Example 2: Cal State Los Angeles has provided TIPS training and support to members of their Student Health Advisory Committee and two Health Science interns/peer educators on May 22, 2009; Public Safety Eagle Patrol.

Example 3: Three Cal State Northridge Health Promotion peer educators (one of whom was a Health Science intern) attended the spring 2009 Regional BACCHUS Area Conference. The peer educators completed the Certified Peer Educator course at the conference.

Example 4: San Francisco peer educators participated in the “Sex in the City” panel in spring 2009 coordinated by the Office of International Programs for J-1 students entering the University that educated them on safety issues related to substance abuse (alcohol and other drugs) with an emphasis on the laws regarding alcohol and driving under the influence as the laws are often different in international countries.

**Objective #6 Good Progress**  
To provide technical support to eight mini-grant campuses throughout the grant period. Fresno State administrators have assisted all eight campuses with grant proposals, quarterly reports (QPRs), billing reimbursements, roll-over requests, and promotional requests.

Example 1: OTS Coordinators meeting held on April 24, 2008 at the Long Beach Marriott brought all the CSU campus coordinators together to meet one another, share administrative goals and objectives, and to receive OTS manuals, guides, and templates for OTS reports.

Example 2: Grant Accountant and OTS Project Director worked with all eight campuses to develop their roll-over requests for unspent fiscal year-one money.
Example 3: Several staff from the OTS grant host campus (Fresno State) worked with the other campuses to provide guidance on grant proposals, submission of budget changes, quarterly reports, activities, promotional items, and evaluation documents.

**Objective #7 – Good Progress**  
To sponsor at least two on-campus alcohol-free events each semester allowing students opportunities to exhibit responsible choices.

All of the eight campuses have been active with their two on campus alcohol-free events each semester.

Example 1: San José State brought the Professional Encouraging Educational Reform Statewide DUI/DWI A.W.A.R.E.III Simulator to their campus on November 3, 2008 for one of their on-campus alcohol-free events. Eighty-seven students were able to ride the simulator that showed them about the dangers of drinking and driving, and over 100 students visited the five educational booths. The OTS booth distributed Clips that had the “Friends don’t let friends drive drunk” message.

Example 2: Humboldt State had its new student orientation for 400 students on August 22, 2008 and peer educators gave out sweatshirts and t-shirts to students with their Option B – I Choose to Drive Sober message.

Example 3: Cal Maritime (CMA), one of only seven degree-granting maritime academies in the United States, complies with U.S. Coast Guard regulations regarding the consumption of alcohol and the operation of maritime vessels. As a result CMA has taken a proactive view of the alcohol-free activities it provides students to boost harm reduction by providing movie nights, entertainment on-campus, dances, and other day trips that are subsidized by the Associated Students, Inc.

Example 4: In a collaboration of University Athletics, Housing, the University Student Union and Health Promotion, students were invited to take a Sober Study Break from finals and attend a CSUN vs. UCLA basketball game projected onto a large screen in Housing. The Wellness Coach/Certified Addiction Specialist, a Health Educator, and four peer educators were available to mix “mocktails”, distribute alcohol related literature, and provide resource and referral information to approximately 250 students. Raffle winners received bean bag chairs in school colors and labeled, “Friends Don’t Let Friends Drink and Drive.”

The University Student Union’s “Matador Nights” are alcohol-free evening programming events put on several times each year. These events are created, themed, and programmed by students. 1,500 students attended the spring 2009 “Matador Nights - Las Vegas” event.
Health Promotion’s Wellness Coach/Certified Addiction Specialist and peer educators provided alcohol related literature (purchased through OTS grant), resources and referrals, and mixed “mocktails”.

Other Innovative Practices Accomplished

Example 1: San José’s Greek Life Party Rules was written by the Assistant Director for Fraternity and Sorority Life, and was implemented during the fall of 2008. All fraternities and sororities must register their parties with the University one week before the event, submit a guest list with ages of the attendees, provide one Greek Life sober monitor for every twenty-five Greek life attendees, and one University police officer for every two times the chapter membership in attendance. During the past two semesters, seventy-five safe party applications have been submitted to the University with over 8,000 people in attendance.

Example 2: San Francisco’s Digital Storytelling Workshop” was developed by faculty, staff, and students to help convey the message of how drinking and driving impacts not only the driver, but the victims, family and friends of all involved in the accident. A pilot program, funded by the OTS grant, allowed the Prevention Education staff to hold a digital storytelling workshop on April 17-19, 2009 to capture 2-3- minute personal stories on film. A screening of all the stories was held on Sunday, April 19, 2009. The stories will be used to educate other student leaders in their peer training program. This program is now scheduled to film the next generation of stories during the fall 2009 – spring 2010 school semesters.

Summary of Year 1

Year 1 of the Office of Traffic Safety grant has shown positive progress on the goals and objectives of the OTS/CSU grant. Benchmarks for performance measurements were established through NCHA and the CORE surveys. Statistics for DUIs, traffic accidents, and student misconduct were collected for three of the four semesters. Information on the usage of on-line alcohol assessment programs for the campuses was captured. Strategies to reduce availability and accessibility of alcohol, particularly to minors, were discussed, and implementation has begun on some campuses. Education classes were provided for Peer Educators. On several campuses, alcohol-free events were provided for students that allowed them to exhibit responsible choices.
Next Steps

Year 2 will focus on the following:

- Sustainability of the OTS efforts with the enhancement of current TIPS training for on-campus student clubs
- Piloting of a Student Pledge program
- Implementation of mandatory online alcohol assessment programs for freshmen orientation
- Partnering with United Educators, a leading risk liability insurer in the United States (for colleges and Universities) that offers a 10% premium discount to their partners who implement alcohol.edu.

TIPS Training

TIPS (Training for Intervention Procedures) is a skills-based training program designed to prevent intoxication, drunk driving, and underage drinking by teaching servers and consumers of alcohol what they need to recognize potential alcohol related problems and intervene to prevent alcohol related tragedies. Four of the eight (50%) campuses currently offer TIPS training. Staff members from the Residence Halls, Student Health Center, University Police, Center for Student Involvement, and Greek Life have been TIPS Certified at various campus and have conducted training sessions to Resident Hall Advisors and On-Campus Clubs and Organization to promote alcohol education across the campuses.

The next OTS Coordinators meeting is scheduled for mid-March 2009 in Fresno, California. Coordinators will be asked to share best practices with their experiences with TIPS training for their campuses. The four campuses that are not providing TIPS training will learn about the TIPS Commercial and TIPS University programs train-the-trainer programs available.

Student Safety Pledge

In support of the Faculty Pledge, a student safety pledge has been developed that asks students to pledge responsible drinking habits which include: not drinking and driving and not getting in the car with someone who has been drinking. This pledge will be piloted at Fresno State’s Spring Break Event asking students to have a fun, yet safe spring break. The pledge will then be introduced to the eight CSU campuses – Channel Islands, Fresno, Humboldt, Los Angeles, Maritime, Northridge, San Francisco and San José for consideration for implementation – with a challenge to follow suit.

Online Alcohol Assessment Programs

All eight of the CSU campuses participating in the OTS grant are utilizing on-line alcohol assessment programs with three of the campuses instituting mandatory usage of alcohol.edu for their freshmen orientation and one campus implementing mandatory usage of alcohol.edu for
Fraternity and Sorority members. MyStudentBody and eCHUG provide services for the other campuses and currently are not mandatory.

Brandon Busteed of Outside the Classroom writes that their surveys show that “on average, about half of incoming first-year students are abstainers, while just under a quarter are binge drinkers. Within the first six weeks of being on campus, however, the percentage of students abstaining drops to about thirty percent, and the percentage of bingers grows to about forty-five percent. In other words, binge drinking almost doubles and abstention decreases by nearly half in just weeks…” Students are most vulnerable when they arrive on campus. Mandatory on-line alcohol assessment and education during freshmen orientation may be one option for our campuses to consider. The investment in time, effort, and money will provide a benefit for the students and university for the four years leading to graduation.

**Risk Management Opportunities – Alcohol.Edu for College and United Educators (UE)**

Efficacy research for alcohol.edu for College has been ongoing for the past six years with overwhelming evidence in support of Alcohol.edu College as an effective prevention program. The independent evaluation of alcohol.edu for College indicates “that students who completed Alcohol.edu experienced a 50% reduction in negative academic and personal consequences” (N = 20,150).

United Educators is the leading risk liability insurer for colleges & universities with approximately 700 institutions in the United States. United Educators and Outside The Classroom (owners of alcohol.edu) have been working together to coordinate historical claims data for their partner campuses that are United Educators members with the goal of offering a premium discount to their partners who implement alcohol.edu. Currently United Educators members receive a 10% discount on the alcohol.edu program.
Campus Programs

All CSU campuses have been active in developing and implementing alcohol education, prevention, and enforcement programs. While the following list provides a few examples of campus activities, each CSU campus’ single, most effective alcohol education, prevention, and enforcement program that has affected student behavior in a positive way is provided in Attachment B.

- Regularly sponsoring education and prevention programs, e.g., during new student orientation programs, prior to spring breaks, and during “Greek Week”;
- Sponsoring “Alcohol awareness weeks” or similar programs and workshops focused on the effects of alcohol drinking and binge drinking, relationship between alcohol and unwanted, non-consensual sex, negative effect of alcohol use on personal and academic success, consequences of drunk driving along with many other topics;
- Provide alcohol- and drug-free social activities on-campus during days and times associated with collegiate alcohol consumption (e.g., pool parties, video game tournaments, concerts, dances, comedy shows, and movie nights on Thursday through Saturday evenings);
- Develop service learning and community engagement opportunities as an alternative to the traditional college break “party” experience;
- Provide online alcohol education courses such as Alcohol.Edu for College, Alcohol Wise, and MyStudentBody.com
- Training all those who regularly interact with students, such as faculty advisers, resident advisers, coaches, peers, faculty, and student affairs professionals to understand and identify alcohol-related problems and to link students with intervention services;
- Develop and mandate social host training for student clubs and organizations
- Targeting alcohol education and prevention programs with high-risk groups such as fraternities, sororities, athletes, housing residents, and student organizations;
- Limiting the sale of alcohol on campuses, e.g., reducing the number of hours alcohol is sold, reducing the size of drinks, implementing one-drink per ID rule;
- Notifying parents and legal guardians about students who violate campus drug or alcohol-related policies;
Reducing the number of alcohol-related items sold in the campus bookstores (shot glasses and beer tankards, often super sized, bearing the seal of the university, may contribute to the myth that drinking alcohol in larger quantities is an indispensable part of the college experience);

Establishing and continuing working relationships between campuses, municipal law enforcement, and ABC, e.g., to set up DUI checkpoints in and around campus;

Engaging ABC licensing hearings to impose health and safety conditions on nearby alcohol licenses;

Engaging alcohol retailers in continuing dialogue to promote sales and service practices (e.g., less reliance on low drinking prices as a marketing ploy to students) on a voluntary basis;

Encouraging adoption of responsible beverage service practices by bars and restaurants on campus and in the surrounding community; and

Establishing community-collegiate alcohol prevention partnerships that encompass wide participation from representatives of other area institutions of higher education.

**Tobacco Initiatives**

The 2009 Biennial report represents the first time each campus was asked to provide a brief summary of its activities related to tobacco use. The activities identified include smoke-free campus policies, compliance with State and CSU smoking in public building policy and secondhand smoke policy, smoking policy review committees, cessation programs, educational resources and programs, training, and student surveys. All campuses reported being in compliance with the State and CSU smoking policies and twenty campuses reported having at least one other activity in place for students. The tobacco initiatives are listed by campus on Attachment C.

The most notable smoke-free policies are from California Maritime Academy and San Francisco State University that prohibit smoking on campus except for in strictly enforced designated areas. At California State University, Chico, the Academic Senate approved a proposed policy to prohibit smoking on campus except in designated areas. The campus is currently researching the appropriate placement of the designated areas and will forward its final proposed policy to university president. California State University, San Marcos implemented a smoking ban throughout its student housing complex, and California State University, Stanislaus prohibits smoking at outdoor public events where people are seated in close proximity to one another such as outdoor concerts, sporting events and celebrations like Commencement.
Ten campuses have initiated smoking policy review committees to enforce State and CSU policies. The committee makes recommendations for improving signage, enforcing the twenty foot distance restriction from building entrances, exits and operable windows, and enhancing campus awareness of the smoking policy. In addition, many committees are engaged in assessing campus interest in developing a smoke-free environment policy.

Campuses have developed partnerships with county health services, community-based treatment centers, American Cancer Society, American Lung Association and other organizations to provide a wide range of educational programs and cessation services. Many campuses provide students with cessation services that include “Quit Kits,” nicotine patches and one-on-one counseling sessions. A few campuses partnered with organizations like the American Lung Association to provide cessation training for health educators and peer health educators.

Approximately half of the campuses have assessed their students’ tobacco use with instruments such as the National College Health Assessment (NCHA), the CORE Alcohol and Drug Survey or a campus developed survey. On average, eighty-two percent of students self-reported to have never smoked or have not smoked in the last thirty days. The following example from California State University, Northridge demonstrates the type of data collected.

The American College Health Association’s NCHA includes questions related to cigarette, cigar, and smokeless tobacco use as well as perceived use. Benchmarking for California State University, Northridge and national data from the spring 2006 ACHA-NCHA survey is excerpted in the tables below.

**Cigarette Use**

<table>
<thead>
<tr>
<th>Item</th>
<th>Cal State Northridge</th>
<th>National</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never used</td>
<td>61.8%</td>
<td>64.9%</td>
</tr>
<tr>
<td>Used, but not in the last 30 days</td>
<td>21.1%</td>
<td>17.5%</td>
</tr>
<tr>
<td>Used 1-9 days</td>
<td>7.7%</td>
<td>9.3%</td>
</tr>
<tr>
<td>Used 10-29 days</td>
<td>4.0%</td>
<td>4.1%</td>
</tr>
<tr>
<td>Used all 30 days</td>
<td>5.4%</td>
<td>4.3%</td>
</tr>
</tbody>
</table>
Reported Use versus Perceived Use
Reported use for all students within the past 30 days compared to how often students perceived the typical student on campus used tobacco within the same time period.

<table>
<thead>
<tr>
<th></th>
<th>Reported Use (Total)</th>
<th>Perceived Typical Use</th>
<th>Reported Use (Total)</th>
<th>Perceived Typical Use</th>
<th>Reported Use (Total)</th>
<th>Perceived Typical Use</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cal State Northridge</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cigarettes</td>
<td>61.8%</td>
<td>9.7%</td>
<td>11.7%</td>
<td>44.1%</td>
<td>5.4%</td>
<td>46.1%</td>
</tr>
<tr>
<td>Cigars</td>
<td>80.1%</td>
<td>39.6%</td>
<td>3.0%</td>
<td>55.3%</td>
<td>0.0%</td>
<td>5.1%</td>
</tr>
<tr>
<td>Smokeless Tobacco</td>
<td>92.2%</td>
<td>45.1%</td>
<td>1.2%</td>
<td>47.5%</td>
<td>0.2%</td>
<td>7.4%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Reported Use (Total)</th>
<th>Perceived Typical Use</th>
<th>Reported Use (Total)</th>
<th>Perceived Typical Use</th>
<th>Reported Use (Total)</th>
<th>Perceived Typical Use</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>National</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cigarettes</td>
<td>64.9%</td>
<td>14.3%</td>
<td>13.4%</td>
<td>53.6%</td>
<td>4.3%</td>
<td>32.1%</td>
</tr>
<tr>
<td>Cigars</td>
<td>74.5%</td>
<td>46.5%</td>
<td>5.2%</td>
<td>49.9%</td>
<td>0.1%</td>
<td>3.6%</td>
</tr>
<tr>
<td>Smokeless Tobacco</td>
<td>89.6%</td>
<td>48.9%</td>
<td>2.8%</td>
<td>41.6%</td>
<td>0.5%</td>
<td>9.4%</td>
</tr>
</tbody>
</table>

Measurable Outcomes
The CSU Alcohol Policies and Prevention policy requires each campus to gather data every two years to determine if its policies and programs are achieving the desired outcomes. On the basis of these assessments, campuses report reductions on a variety of measures of alcohol abuse and alcohol-related incidents, including a reduction in alcohol use by students and a reduction in negative, alcohol related incidents. In some instances, the assessment represents a longitudinal study of behavior change while other studies assess student behavior about the consequences of alcohol and drug use to guide campus risk reduction efforts. The following section provides more information about campus assessment activities.

**Assessment Instruments**

- Several on-line alcohol interventional and personalized feedback tools have been introduced on CSU campuses.
  - Alcohol.Edu (Channel Islands, Chico, Maritime, San Francisco, Somona)
    - AlcoholEdu is an online, science-based course that provides detailed information about alcohol and its effect on the body and mind.
  - Alcohol 101 (San Bernardino)
    - Alcohol 101 Plus is an interactive online program aimed at reducing the harm associated with the misuse of alcohol on college campuses
  - College Wise (East Bay, San Luis Obispo)
Alcohol Wise includes an assessment component used to measure the impact the program has on student knowledge and behaviors.

- e-Chug and e-Toke (Humboldt, Pomona, Sacramento, San Diego, San Bernardino, San José)
  - Developed by counselors and psychologists at San Diego State University, these were designed as personalized “interventions” to reduce levels of hazardous use and the tragic consequences that too often follow, e.g., sexual assault, alcohol poisoning, DUI injuries and death, violence, unwanted pregnancies, poor academic performance.

- Marijuana 101 (Pomona)
  - Marijuana 101 is an interactive online program designed to inform students about the marijuana’s effects on the brain, health issues, school and job performance, and the consequences and realities of using marijuana.

- MyStudentBody.com (San Marcos)
  - MyStudentBody’s comprehensive primary prevention program addresses the most relevant health-related issues on college campuses today, covering drug and alcohol abuse, sexual health, nutrition, tobacco, and stress.

- BASICS (Brief Alcohol Screening and Intervention for College Students)
  - BASICS is a preventive intervention for college students 18 to 24 years old. It is aimed at students who drink alcohol heavily and have experienced or are at risk for alcohol-related problems such as poor class attendance, missed assignments, accidents, sexual assault, and violence.

- Campus survey (Bakersfield, Dominguez Hills, Humboldt, Northridge, Pomona, Sacramento, San Diego)
  - Several campuses have developed their own survey instruments, which involved a random sample.
  - Surveys involve pre-test and post-test assessments to track longitudinal behavior trends

- CORE Alcohol and Drug Survey (Chico, Monterey Bay, Sacramento, San Francisco, Sonoma)
  - The CORE Drug and Alcohol Survey was developed in the late 1980s by the US Department of Education and advisors from several universities and colleges. The survey is used by universities and colleges to determine the extent of substance use and abuse on their campuses. The survey is now administered by the CORE Institute at Southern Illinois University - Carbondale (SIUC).

- National Alcohol Screening Day each April (Sacramento)
Students are asked to complete an Alcohol Use Disorders Identification Test (AUDIT), which is reviewed by Counseling Center staff.

- National Collegiate Health Assessment (NCHA) (East Bay, Fresno, Fullerton, Northridge, Pomona, San Marcos, San José, Stanislaus)
  - This survey is coordinated by the American College Health Association, which initiated the survey in 1998.
  - This survey is based upon a random sample to assess changes in drinking behavior and to determine attitudes, feelings and perceptions of the students on campuses related to health and other issues. Campuses are transitioning from a paper only survey to a web-based survey.
  - It consists of fifty-eight questions dealing with six areas of student health and demographic section.
  - The survey provides the largest known comprehensive data set on the health of college students, providing the college health and higher education fields with considerable research on student health.
  - Campus survey findings are compared with national norms (reference group).
  - Findings are used to achieve the following outcomes:
    - Determine priority health issues among student populations
    - Measure progress and effectiveness of intervention strategies
    - Support institutional policies and local laws that affect the health of a campus community
    - Monitor prevalence and care for specific chronic disease groups
    - Monitor acute illness and prevention efforts
    - Identify students’ level of self-knowledge about health protection practices and illnesses
    - Identify students’ perceptions about peer behavior
    - Assess the impact of health and behavior factors on academic performance

- Ping my Health On-line Assessment Tool (Pomona)
  - Data collected includes lifetime tobacco use, quit attempts, perceptions of tobacco use, and use of tobacco products other than cigarettes.

- Prevention Research Center’s California Safer Universities Survey (Chico, Fullerton, Long Beach, Sacramento, San José, San Luis Obispo)
  - The primary purpose of the survey was to collect data on alcohol and other drug use on college campuses in the CSU and UC and to evaluate the efficacy of a “Risk Management” approach to alcohol problem prevention.
  - This assessment utilized an internet survey as its mode of data collection.
  - Each campus provided approximately 1,000 undergraduate students over the age of 18 for the study sample.
The questionnaire asked up to 434 questions of each respondent, with skip logic used to minimize the number of questions.

Questions included student demographic information, alcohol use, settings where alcohol was consumed, ease in obtaining alcohol, other drug use, and perceived use by other students.

Campuses were paired with a campus with similar demographics and divided into control and intervention sites.

**Trends**

Based upon the surveys administered by CSU campuses, the following trends have been identified:

- The Core Alcohol and Drug Survey includes several types of items about drugs and alcohol. One type deals with the students' attitudes, perceptions, and opinions about alcohol and other drugs, and the other deals with the students' own use and consequences of use. As an example, San Francisco State University reported the following reductions based on a comparison between the 2007 and 2009 surveys:
  - Number of underage (under 21) students who consumed alcohol in previous 30 days by 3.4%;
  - Number of students who reported binge drinking (5 or more drinks in one sitting) in prior two weeks by 1.1%;
  - Number of students who consumed alcohol in the past 30 days by 1.7%
  - Number of students who have driven a car while under the influence by 1.8%
  - Number of students who performed poorly on a test or important project as a result of drinking or drug use by 2.0%

Although the two-year reductions were modest, it represents several years of effective educational campaigns and programs. Most importantly, the student behaviors have positively changed and demonstrate less problematic experiences when compared to the national averages and percentages.

The average number of drinks consumed per week at SFSU (based on a sample of 1,340) is 3.3 drinks. The national average is 5.5 drinks (based on a sample of 70,247). The percentage of students who report having binged in the last two weeks at SFSU is 38.2% compared to the national average of 46.7%.

The proportion of students who report having had problems as a result of drinking or drug use is another indicator of the level of substance abuse. The percentages of students who reported that within the past year they had various problematic experiences are given
in the following table. The top group of items represents public misconduct or behaviors that involve actual or potential harm to others. The second group represents possibly serious personal problems. The last group may consist of less serious (and more common) experiences which nevertheless may indicate excessive use.

<table>
<thead>
<tr>
<th>SFSU Percentage</th>
<th>National Percentage</th>
<th>Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>1.4</td>
<td>Been arrested for DWI/DUI</td>
</tr>
<tr>
<td>7.4</td>
<td>13.7</td>
<td>Been in trouble with police, residence hall, or other college authorities</td>
</tr>
<tr>
<td>3.6</td>
<td>6.8</td>
<td>Damaged property, pulled fire alarms, etc.</td>
</tr>
<tr>
<td>21.4</td>
<td>27.0</td>
<td>Driven a car while under the influence</td>
</tr>
<tr>
<td>23.1</td>
<td>32.3</td>
<td>Got into an argument or fight</td>
</tr>
<tr>
<td>1.3</td>
<td>1.3</td>
<td>Tried to commit suicide</td>
</tr>
<tr>
<td>7.5</td>
<td>4.5</td>
<td>Seriously thought about suicide</td>
</tr>
<tr>
<td>13.9</td>
<td>16.2</td>
<td>Been hurt or injured</td>
</tr>
<tr>
<td>6.9</td>
<td>10.1</td>
<td>Been taken advantage sexually</td>
</tr>
<tr>
<td>2.1</td>
<td>3.2</td>
<td>Taken advantage of another sexually</td>
</tr>
<tr>
<td>6.8</td>
<td>5.2</td>
<td>Tried unsuccessfully to stop using</td>
</tr>
<tr>
<td>15.5</td>
<td>10.8</td>
<td>Thought I might have a drinking or other drug problem</td>
</tr>
<tr>
<td>21.2</td>
<td>22.1</td>
<td>Performed poorly on a test or important project</td>
</tr>
<tr>
<td>31.9</td>
<td>37.2</td>
<td>Done something I later regretted</td>
</tr>
<tr>
<td>27.4</td>
<td>30.1</td>
<td>Missed a class</td>
</tr>
<tr>
<td>25.7</td>
<td>30.9</td>
<td>Been criticized by someone I know</td>
</tr>
<tr>
<td>31.2</td>
<td>33.9</td>
<td>Had a memory loss</td>
</tr>
<tr>
<td>50.6</td>
<td>54.3</td>
<td>Got nauseated or vomited</td>
</tr>
<tr>
<td>59.8</td>
<td>62.5</td>
<td>Had a hangover</td>
</tr>
</tbody>
</table>

• Surveys that assess students’ knowledge about alcohol and its effects on the body and mind, e.g., Alcohol.Edu (Sonoma), report the following key outcomes:
  o Learning outcomes related to blood alcohol concentration (BAC): 24% of drinkers reported that the course changed the way they thought about their previous use of alcohol. Specifically, these students reported that they “probably had a higher BAC when drinking” than they thought before.
  o Learning outcomes related to social responsibility: 92% of our students reported that Alcohol.Edu prepared them to help in situations where they have identified an alcohol overdose.
  o Positive social intentions: After completing the course, 83% of our students reported that they intend to “support the choice not to drink” and 78% intend to “contribute to a healthier and safer campus environment regarding alcohol use.”
  o Intentions and actual actions regarding protective behaviors: In Survey 1, regarding their behavior over the next 30 days, 9 out of 10 drinkers reported their intention to alternate alcoholic drinks with non-alcoholic beverages and 8 out of 10 reported their intention to set a personal limit on the number of drinks they will
have per occasion. In Survey 3, 7 out of 10 and 8 out of 10, respectively, reported following through on their intentions.

- Risk behaviors: In Survey 3, drinkers reported a prevalence of certain risk behaviors, such as chugging (52%), doing shots (69%), and playing drinking games (68%).
- Drinking rates: The number of our students who identified as non-drinkers went from 60% in Survey 1 to 52% in Survey 3. During that same time frame, heavy-episodic drinkers and problematic drinkers went from 23% to 27% and 4% to 6%, respectively.
- Type of alcohol consumed: In Survey 3, of those students at our institution who identified as drinkers, the majority reported consuming beer (44%), mixed drinks (14%), or shots (30%) the last time they drank.
- Method of obtaining alcohol: In Survey 3, drinkers reported that they obtained their alcohol mainly at parties (41%), or from someone they know who is 21 or older (33%).
- Location where drinking occurs: Sonoma State University students reported drinking mainly at an off-campus residence (54%), or at an on-campus residence (32%).

- Safer California Universities studies reported the following key findings on the consequences of alcohol and drug use that campuses use to guide risk reduction efforts:

  - 21.1% reported some form of public misconduct (such as trouble with police, fighting/argument, DWI/DUI, vandalism) at least once during the past semester/quarter as a result of drinking. (Fullerton)
  - 28.4% reported experiencing some kind of serious personal problems (such as suicidality, being hurt or injured, trying unsuccessfully to stop using, sexual assault) at least once during the past semester/quarter as a result of drinking. (Fullerton)
  - 38.2% reported experiencing some kind of minor personal problem (such as missing class, having a memory loss, having a hangover, vomiting) at least once during the past semester/quarter as a result of drinking. (Fullerton)

- The National College Health Assessment (NCHA) is a self-report questionnaire administered to approximately 10,000 students, via student email, each spring before spring break. The survey addresses many health behaviors, including alcohol use. The NCHA administered in 2008 found the following:
  - 44% of students have never used alcohol, or abstained from alcohol within the last 30 days. (Fullerton)
Less than 1% of current drinkers (used alcohol within the last 30 days) use alcohol daily. (Fullerton)

80% of students who use alcohol had 4 or fewer drinks the last time they consumed alcohol. (Fullerton)

97% of students who use alcohol reported participating in one or more preventive behaviors, such as avoiding drinking games or having a designated driver, while drinking. (Fullerton)

There is a *slight tendency of a decrease in the number of days per month* respondents said they drank during the last month. The proportion who reported almost daily drinking (20-29 days in the last month) declined (2.8% to 1.9%), especially among women (2.6% to 1.2%). (Fresno)

The somewhat fewer days drinking inferred appears to be strongest among men. More men responded they were not abstainers but had not been drinking in the last 30 days (16% to 21%). (Fresno)

The distribution of “number of drinks” for women “thinned” somewhat in the upper-tail of the range; fewer women had been drinking “9” or “11+ drinks” (0.5% decreased to 0.0% and 4.4% fell to 2.3%). (Fresno)

Very frequent high-risk drinking by women (“6 or more times” in the previous two weeks) declined (1.8% to 0.7%). (Fresno)

There was a modest increase in the proportion of men who thought that the typical CSU, Fresno student *did not drink* (0 drinks) the last time s/he partied or “socialized” (4.4% to 9.5%). (Fresno)

More men reported they used a designated driver “usually” or “always” (70% to 78%). (Fresno)

More men reported they ate “before and/or during drinking” (76% to 83%). (Fresno)

Fewer women reported they had been threatened or forced to have sex as a consequence of drinking behaviors (1.0% to 0.0%). (Fresno)

Driving-after-drinking declined among men (36% to 25%). (Fresno)
Special Accomplishments

Campuses were asked to highlight any other special or unique programs and/or accomplishments that the campus believed helped to implement the CSU Alcohol Policy that had a positive, measurable, impact on students. The following examples are representative of the types of unique programs offered by campuses.

- Channel Islands added an alcohol education component to its freshman Island View Orientation to give students important information about alcohol and the consequences of irresponsible drinking. The program was called “That Tune Show” - an entertaining game show used to educate students about alcohol statistics and behaviors.
- Chico changed and enforced stricter University Housing alcohol policies that resulted in the number of alcohol incidents in the residence halls decreasing every year since the implementation of stricter enforcement and policy changes.
- Dominguez Hills developed and distributed campus-wide awareness posters with messages about drinking and the consequences of drinking. Sample messages were “Letting her Sleep it Off Could Kill Her,” “Be a Hero with a Zero” and “The Designated Driver is the One Who Doesn’t Drink … Not the One Who Has Had the Least to Drink.”
- Fresno implemented the Alcohol Safety Council Faculty Pledge, which is an agreement designed to: improve classroom awareness; educate faculty with regard to policies and laws; and provide useful tools to direct students to appropriate solutions and resources regarding alcohol abuse related issues.
- Fullerton successfully implemented a social marketing campaign targeted at students who are the age of 21 years or older. “Imagine If…” was a campaign that asked students to imagine if they provided alcohol to someone under 21 and that person was hurt, injured another person, or was penalized for alcohol use.
- Long Beach conducted an Alcohol Use and Risk Behavior assessment for special populations of students (student athletes, fraternity and sorority members, and students in residence halls). In its findings, 42% of special population students reported risky drinking for ten days during the past month, compared to only 2% of Health Status Survey (HSS) students (general population students) even though students from the special populations were more likely (43% vs. 34%) than HSS 2006 participants to be non-drinkers.
- Monterey Bay observed National Collegiate Alcohol Awareness Week on October 19 to 25, 2008, and its week’s events attracted the attention of local news station KION, which featured an October 24th news story highlighting National Collegiate Alcohol Awareness Week and alcohol education efforts at CSUMB.
- Northridge hired a Certified Addiction Specialist/substance-use counselor ("Wellness Coach") in the Klotz Student Health Center’s Health Promotion Department. Most of the students identified as alcoholic have started to attend 12-step meetings and have either
maintained sobriety or reduced their drinking patterns significantly. Most of these students continue to adhere to follow-up visits or maintain telephone contact with the Wellness Coach.

- Cal Poly Pomona evaluated the student learning achieved as a result of its 1st annual B.E. S.M.A.R.T. Alcohol Awareness Fair. A total of 118 point of contact surveys were completed using PDAs and analysis conducted using the Student Voice Assessment Software. Survey data indicated the “Green Bean” Poster Campaign was effective in getting students’ attention and causing them to think about alcohol consumption. Data also indicated the B.E. S.M.A.R.T. event was reasonably effective at raising students’ level of knowledge and/or awareness regarding the dangers of high risk drinking and the campus resources available for problems related to alcohol abuse.

- Sacramento developed the Alcohol, Tobacco, Other Drugs and Sexual Assault (ATODSA) Peer Health Educator Program to provide education about alcohol, tobacco, other drugs, sexual assault, intimate partner violence and other health related issues to students through outreach activities, educational presentations and media.

- San José sponsored a DUI simulator that was a full and intact car connected to a virtual reality computer system. Students were able to get into the car, wear virtual reality goggles and actually see the course they were ‘driving’. The computer system simulated different levels of intoxication and the students were able to experience what it would be like to drive intoxicated.

- San Francisco implemented a program called Knock and Talk. When the university police become aware of an upcoming party from fliers around campus or Facebook, they visit the residence before the date of the planned party and discuss with the occupants underage drinking, noise ordinances, safety plans for serving alcohol and crowd control, etc.

- Sonoma participates in a coalition with the cities of Rohnert Park and Cotati that is committed to addressing underage drinking and adult high risk drinking in the Rohnert Park, Cotati, and Sonoma State University communities.

**Conclusion**

In general, campuses report a trend toward less alcohol use by students and a reduction in alcohol-related incidents. Specifically, they report the following:

- There is a pattern of reduction in alcohol abuse and driving under the influence of alcohol.
- Several efforts, such as the training of beverage servers, implementation of alcohol policies, and increase law enforcement operation in and around stadiums, combined to reduce alcohol-related problems at home football games.
- Fewer students report driving after drinking.
• Student misperceptions of peer alcohol consumption (quantity-per-occasion and prevalence) were reduced, which leads to more responsible drinking.

• Those who drink do so less frequently and are drinking smaller amounts.

• Campuses report a decline in the number of drinks consumed per week.

• The number of student alcohol-related misconduct incidents is declining.

• Campuses inform local retailers each fall about their obligations to the laws regarding sales of alcohol.

These measurable outcomes have been achieved by strengthening alcohol abuse training programs, using social norms theory marketing strategies, strengthening partnerships with local enforcement agencies, increasing peer training, creating feeder school training programs, and changing student perceptions about their peers’ alcohol-related behaviors.

The 23-campus CSU system continues to establish partnerships to promote safe, healthy, and learning-conducive environments. The alcohol policy adopted by the California State University Board of Trustees in 2001 has generated additional resources from state and federal governments and reported progress in reducing alcohol-related problems.
## Grants Received by California State University Campuses to Support Alcohol Education, Prevention, and Enforcement 2007-2009

<table>
<thead>
<tr>
<th>Campus</th>
<th>Grant</th>
<th>Purpose</th>
<th>Grant Period</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bakersfield</td>
<td>NCAA CHOICES Program</td>
<td>To work toward the elimination of high-risk consumption of alcohol on college campuses by promoting low-risk choices.</td>
<td>Sept. 2006 - June 2009</td>
<td>$30,000</td>
</tr>
<tr>
<td>Channel Islands</td>
<td>CSU Office of Traffic Safety (CSU OTS) mini-grant</td>
<td>To reduce student driving after drinking and other alcohol-related misconduct.</td>
<td>2007 - 2009</td>
<td>$30,200</td>
</tr>
<tr>
<td>Chico</td>
<td>Safer California Universities: A Multi-Campus Alcohol Problem Prevention Study in partnerships with the Prevention Research Center, Berkeley, California</td>
<td>To evaluate the risk management approach to preventing alcohol-related problems by implementing a variety of environmental interventions on campus and the campus community.</td>
<td>2007 - 2009</td>
<td>$45,000</td>
</tr>
<tr>
<td>Dominguez Hills</td>
<td>Harbor Distributing (a donation from the regional beer distributor)</td>
<td>The purpose of the donation was for alcohol education programs with an emphasis on risk reduction.</td>
<td>Summer 2007</td>
<td>$10,000</td>
</tr>
<tr>
<td>East Bay</td>
<td>Alameda County Binge Drinking Prevention Project: The California Department of Alcohol and Drug Programs (ADP) awarded a three-year grant to the Alameda County Department of Behavioral Health Care Services (ACBHCS)</td>
<td>To reduce binge drinking among youth ages 18 to 24 in the communities of Berkeley and Hayward.</td>
<td>2005 - 2007</td>
<td>$199,430</td>
</tr>
</tbody>
</table>
# Grants Received by California State University Campuses to Support Alcohol Education, Prevention, and Enforcement 2007-2009

<table>
<thead>
<tr>
<th>Campus</th>
<th>Grant</th>
<th>Purpose</th>
<th>Grant Period</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fresno</td>
<td>CSU Alcohol and Traffic Safety</td>
<td>To reduce drinking and driving as well as alcohol-related misconduct among CSU students. Eight CSU campuses are participating. Fresno State is the Grant Administrator.</td>
<td>October 2007 – September 2009</td>
<td>$701,259</td>
</tr>
<tr>
<td>Fresno</td>
<td>Social Norms Project</td>
<td>To conduct social norms marketing activities designed to reduce alcohol abuse and alcohol-related consequences among Fresno State students.</td>
<td>2007-2008</td>
<td>$64,866</td>
</tr>
<tr>
<td>Fresno</td>
<td>Aetna Wellness Resource Center</td>
<td>To establish a Wellness Resource Center within University Health &amp; Psychological Service.</td>
<td>2008</td>
<td>$30,000</td>
</tr>
<tr>
<td>Fresno</td>
<td>Donaghy Sales, Inc.</td>
<td>Unrestricted contribution to spearhead the new Fresno State Stall Seat Journal (SSJ).</td>
<td>2007</td>
<td>$5,000</td>
</tr>
<tr>
<td>Fresno</td>
<td>Fresno State Instructionally-Related Activities (IRA)</td>
<td>To send Fresno State student representation to the: (1) 2007 and 2008 Annual California Higher Education Alcohol and Other Drugs Education Conferences and (2) 2007 and 2008 National Conferences on the Social Norms Approach.</td>
<td>2007 &amp; 2008</td>
<td>$7,000</td>
</tr>
<tr>
<td>Fresno</td>
<td>Fresno State Parents’ Association</td>
<td>To send Fresno State student representation at both the 2007 and 2008 Annual California Higher Education Alcohol and Other Drugs Education Conferences.</td>
<td>2007 &amp; 2008</td>
<td>$4,000</td>
</tr>
</tbody>
</table>
# GRANTS RECEIVED BY CALIFORNIA STATE UNIVERSITY CAMPUSES

## TO SUPPORT ALCOHOL EDUCATION, PREVENTION, AND ENFORCEMENT

### 2007-2009

<table>
<thead>
<tr>
<th>Campus</th>
<th>Grant</th>
<th>Purpose</th>
<th>Grant Period</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fullerton</td>
<td>Safer California Universities: A Multi-Campus Alcohol Problem Prevention Study in partnerships with the Prevention Research Center, Berkeley, California</td>
<td>This study, funded by the National Institute on Alcohol Abuse and Alcoholism (NIAAA), was designed to help identify the most effective ways of preventing and responding to heavy alcohol consumption by college students. CSU Fullerton was a control group campus.</td>
<td>2007-2008</td>
<td>$50,000</td>
</tr>
<tr>
<td></td>
<td>Safer California Universities: A Multi-Campus Alcohol Problem Prevention Study in partnerships with the Prevention Research Center, Berkeley, California</td>
<td>Projects will focus on enforcement of current state and campus alcohol policies, especially related to underage drinking and drinking and driving. This project will focus on raising awareness of alcohol policies and consequences for violations, as well as increased community enforcement of DUI. CSU Fullerton is now an experimental group.</td>
<td>2008 - 2010</td>
<td>$12,000</td>
</tr>
<tr>
<td></td>
<td>State Inventive Grant in partnership with Orange County Health Care Agency’s Alcohol and Drug Education and Prevention Team (ADEPT) and the University of California, Irvine</td>
<td>Grant provided funds to produce intervention programs intended to reduce binge drinking among college students, problems related to binge drinking on college campuses and in the surrounding community.</td>
<td>October 2006-September 2007</td>
<td>$75,000</td>
</tr>
<tr>
<td></td>
<td>Computerized Alcohol Screening and Intervention (CASI), Funded by the University of California, Irvine</td>
<td>Funded a computerized self-assessment of high risk alcohol use behaviors, which will be conducted in the Student Health and Counseling Center.</td>
<td>2008 - 2009</td>
<td>$18,000</td>
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<tr>
<td>Campus</td>
<td>Grant</td>
<td>Purpose</td>
<td>Grant Period</td>
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<tr>
<td>Humboldt</td>
<td>CSU Office of Traffic Safety (CSU OTS) mini-grant</td>
<td>To develop an impaired driving prevention program targeted at drivers between the ages of 18-24 on roadways leading to and from Humboldt State University.</td>
<td>2006 - 2008</td>
<td>$63,000</td>
</tr>
<tr>
<td></td>
<td>CSU Office of Traffic Safety (CSU OTS) mini-grant</td>
<td>This project focuses on developing an impaired driver prevention program at Humboldt State University (HSU) partnering with the community and local police agencies. The program will be conducted through an extensive public awareness campaign centered on student activities both on and off campus, combined with enhance enforcement on sections of roadway surrounding the University which are most affected by drinking and driving behaviors of students.</td>
<td>2007 - 2009</td>
<td>$51,105</td>
</tr>
<tr>
<td>Long Beach</td>
<td>Safer California Universities: A Multi-Campus Alcohol Problem Prevention Study in partnerships with the Prevention Research Center, Berkeley, California</td>
<td>This study, funded by the National Institute on Alcohol Abuse and Alcoholism (NAIAAA), is designed to help identify the most effective ways of preventing and responding to heavy alcohol consumption by college students. In 2008, the grant was renewed for another 5-year study, with funding amount to be determined.</td>
<td>2007 - 2008</td>
<td>$44,000</td>
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</table>
### GRANTS RECEIVED BY CALIFORNIA STATE UNIVERSITY CAMPUSES TO SUPPORT ALCOHOL EDUCATION, PREVENTION, AND ENFORCEMENT 2007-2009

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<tbody>
<tr>
<td>Los Angeles</td>
<td>Safe &amp; Sober @ Cal State L.A. (CSU Alcohol Traffic and Safety Project mini-grant)</td>
<td>To reduce the incidence of driving under the influence and campus alcohol policy violations through the enhancement of current prevention, intervention, and policy enforcement efforts and the implementation of new (to the campus) environmental management and individual prevention and intervention strategies.</td>
<td>2007 - 2009</td>
<td>$57,632</td>
</tr>
<tr>
<td></td>
<td>Driving Under the Influence College Corridor, Phase III: California Office of Traffic Safety</td>
<td>To develop an impaired driver prevention program that incorporates extensive awareness campaigns centered on student activities both on and off campus, combined with enhanced enforcement on sections of roadway surrounding the communities which are most affected by drinking and driving behaviors of students.</td>
<td>2009 - 2010</td>
<td>$42,800</td>
</tr>
<tr>
<td>Maritime</td>
<td>CSU Office of Traffic Safety (CSU OTS) mini-grant</td>
<td>To reduce alcohol abuse, alcohol-related vehicle accidents and alcohol-related misconduct among college students.</td>
<td>2007 - 2009</td>
<td>$54,487</td>
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</table>
## Grants Received by California State University Campuses to Support Alcohol Education, Prevention, and Enforcement

### 2007-2009

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<tbody>
<tr>
<td>Monterey Bay</td>
<td>The Joseph and Ida Lischen Family Foundation</td>
<td>To develop and deliver the Alcohol Awareness Pilot Project. The pilot program utilized elements of the Brief Alcohol Screening and Intervention for College Students (BASICS) and the e-CHUG assessment and feedback tool. This intervention, used with students found in violation of campus alcohol policies, consisted of an hour long psycho-educational class, two-weeks of individual self-monitoring, and a feedback session with a licensed clinician.</td>
<td>February 2007</td>
<td>$15,000</td>
</tr>
<tr>
<td>Northridge</td>
<td>CSU Office of Traffic Safety (CSU OTS) mini-grant</td>
<td>To reduce alcohol abuse, alcohol-related vehicle accidents and alcohol-related misconduct among college students.</td>
<td>2007 - 2009</td>
<td>$63,811</td>
</tr>
<tr>
<td>Pomona</td>
<td><em>Cal Poly Pomona has not received any alcohol and drug related grants since 2007</em></td>
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## Grants Received by California State University Campuses to Support Alcohol Education, Prevention, and Enforcement 2007-2009

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<tbody>
<tr>
<td>Sacramento</td>
<td>Alternative Break Project Activity Grant: Sacramento State University Enterprises, Incorporated</td>
<td>To provide funding for breakfast and lunch for student volunteers working for Habitat for Humanity during Spring Break on March 28-31, 2007.</td>
<td>January 2007</td>
<td>$660</td>
</tr>
<tr>
<td></td>
<td>Alternative Break Project Activity Grant: Sacramento State University Enterprises, Incorporated</td>
<td>To provide funding for breakfast and lunch for student volunteers working for non-profit agencies during Winter Break (January 21-25, 2008) and Spring Break (March 31- April 4, 2008).</td>
<td>January 2008</td>
<td>$1,825</td>
</tr>
<tr>
<td></td>
<td>Safe Spring Break Driving Under the Influence (DUI) Simulator: Sacramento State University Enterprises, Incorporated</td>
<td>To provide students with the opportunity to experience the impact that alcohol use has on driving skills.</td>
<td>January 2008</td>
<td>$1,000</td>
</tr>
<tr>
<td></td>
<td>Safer California Universities Project Extension: A Multi-Campus Alcohol Problem Prevention Study in partnerships with the Prevention Research Center, Berkeley, California</td>
<td>To study the effects of an environmental prevention and risk management approach on college student drinking. The project assessed student drinking in different settings (bars and restaurants, Greek houses, outdoor settings, house parties, and residence halls), and implemented environmental management strategies to measure the impact on student alcohol consumption. The original project ended in spring 2008, but was extended for five more years to measure the impact of implementing environmental management strategies on campus control sites.</td>
<td>October 2008</td>
<td>$9,600 ($9,600 per year through 2013; total funding is $48,000)</td>
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### GRANTS RECEIVED BY CALIFORNIA STATE UNIVERSITY CAMPUSES TO SUPPORT ALCOHOL EDUCATION, PREVENTION, AND ENFORCEMENT 2007-2009

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<tr>
<td>San Bernardino</td>
<td>CSU San Bernardino has not received any alcohol and drug related grants since 2007</td>
<td>The project will investigate collegiate drinking-group construction, motivations, and dynamics. The goal of the research is to advance our ability to measure and understand the dynamics of natural drinking groups within the context of college drinking behavior.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>San Diego</td>
<td>Investigating Collegiate Natural Drinking Groups Grant: National Institute on Alcohol Abuse and Alcoholism (NIAAA)</td>
<td>To reduce by 5% the incidence of driving after consuming alcohol and to reduce by 5% the incidents of alcohol-related misconduct.</td>
<td>2007-09</td>
<td>$214,906</td>
</tr>
<tr>
<td>San José</td>
<td>CSU Office of Traffic Safety (CSU OTS) mini-grant</td>
<td>To evaluate the efficacy of a “Risk Management” approach to alcohol problem prevention. Aim to reduce intoxication and harm related to intoxication.</td>
<td>2007 - 2009</td>
<td>$54,506</td>
</tr>
<tr>
<td></td>
<td>Safer California Universities: A Multi-Campus Alcohol Problem Prevention Study in partnerships with the Prevention Research Center, Berkeley, California</td>
<td>This project is now in Phase 2 of implementation. In Phase 1 SJSU was part of this study as a control campus, but is now an intervention school and will have specific interventions that need to be implemented. These same interventions that were implemented in Phase 1 of the study resulted in the decrease of intoxication and the decrease of harm related to intoxication.</td>
<td>2007 - 2009</td>
<td>$48,000</td>
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# GRANTS RECEIVED BY CALIFORNIA STATE UNIVERSITY CAMPUSES TO SUPPORT ALCOHOL EDUCATION, PREVENTION, AND ENFORCEMENT 2007-2009

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<tr>
<td>San Luis Obispo</td>
<td>Safer California Universities: A Multi-Campus Alcohol Problem Prevention Study in partnerships with the Prevention Research Center, Berkeley, California</td>
<td>This study, funded by the National Institute on Alcohol Abuse and Alcoholism (NAIAAA), is designed to help identify the most effective ways of preventing and responding to heavy alcohol consumption by college students.</td>
<td>2007 - 2009</td>
<td>$9,000</td>
</tr>
<tr>
<td>San Francisco</td>
<td>CSU Office of Traffic Safety (CSU OTS) mini-grant</td>
<td>To reduce the incidence of driving after consuming alcohol by 18-25 year old CSU students 5% from each campus' 2005 base; and to reduce the incidence of alcohol-related misconduct by CSU students by 5% from each campus' 2005 base year.</td>
<td>2007 - 2009</td>
<td>$61,062</td>
</tr>
<tr>
<td>San Marcos</td>
<td><em>CSU San Marcos has not received any alcohol and drug related grants since 2007</em></td>
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<tr>
<td>Sonoma</td>
<td><em>Sonoma State University has not received any alcohol and drug related grants since 2007</em></td>
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<tr>
<td>Stanislaus</td>
<td>Social Norming Grant: Stanislaus County Behavioral Health and Recovery Services (BHRS)</td>
<td>BHRS collaborated with California State University, Stanislaus on developing a Social Norming planner/student handbook that was distributed to all incoming freshmen during fall 2008. CSU Stanislaus held youth focus groups to identify the social norming messages to be included within the publication. Data were drawn from earlier studies conducted on campus.</td>
<td>2008</td>
<td>$8,000</td>
</tr>
</tbody>
</table>
The following table summarizes for each California State University campus its single, most effective alcohol education, prevention, and enforcement program that has affected student behavior in a positive way. It is important to note that campuses have initiated multiple programs. This chart identifies only the most effective program for each campus.

<table>
<thead>
<tr>
<th>Campus</th>
<th>Program</th>
<th>How Student Behavior Influenced</th>
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</thead>
<tbody>
<tr>
<td>Bakersfield</td>
<td>Alcohol Training for Coaches and Athletes Conference</td>
<td>This conference prepares athletic directors, coaches, athletic trainers, team captains and Student Athlete Advisory Committee members to effectively communicate with student-athletes and one another about high-risk drinking. In addition, the conference discusses developing policies, learning rules/regulations around sports and alcohol, drug testing and learning inventive ways to address these with student athletes. Each conference has incorporated ideas concerns coach’s needs and wants and how to best communicate with their athletes. The conferences have utilized local experts in their field.</td>
</tr>
<tr>
<td>Channel Islands</td>
<td>Spring Alcohol Awareness Program</td>
<td>The program was a two-day event that focused on educating students about the consequences of drunk driving. It was organized and presented by the PSY 492 Peer Education class in collaboration with Student Leadership Programs and the OTS grant committee. Specifically, the program focused on cultivating students’ awareness of their own responsibility concerning drinking and driving, and for maintaining conscientious attitudes toward alcohol during spring break.</td>
</tr>
<tr>
<td>Chico</td>
<td>AlcoholEdu On-line Alcohol Education Program</td>
<td>For the past three years, CSU Chico has been administering AlcoholEdu® for College to its entire first-year student population, with the goal of not only changing individual students’ knowledge and behaviors, but of changing the drinking culture on the campus as a whole. The objective is to create a learning community with a common educational experience that motivates behavior change, resets unrealistic expectations about the effects of alcohol, links choices about drinking to academic and personal success, helps students practice safer decision-making, and engages students in creating a healthier campus community.</td>
</tr>
</tbody>
</table>
## EFFECTIVE CAMPUS-INITIATED ALCOHOL EDUCATION, PREVENTION, AND ENFORCEMENT PROGRAMS 2007-2009

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<tr>
<th>Campus</th>
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</thead>
<tbody>
<tr>
<td>Dominguez Hills</td>
<td>Alcohol Awareness Coordinating Team (AACT) Educational Videos</td>
<td>AACT developed two educational videos that were produced by a digital media arts student and the production was entirely student developed and produced. The content of these videos included interviews with current students to see what facts they knew about alcohol and its effects. As students provide what they believe to be the answers the facts appear on the bottom of the screen. The videos were used in Greek week and Housing programs. In addition to these two groups, arrangements were made with the instructors of University 101 to show the videos during their segment on wellness and health. Students were provided with a pre-test and then shown the video. After viewing the video, they were asked to complete the post-test. Upon conclusion of the exercise, students were provided a fact sheet on alcohol awareness which included campus and community resources and directed them to the AACT web site for more information.</td>
</tr>
<tr>
<td>East Bay</td>
<td>“For Real” Alcohol Classroom Program</td>
<td>Student Health Services’ Health Promotion staff and Peer Advocates for Wellness (PAW) collaborated with the CSUEB Freshman Year Experience (FYE) Program which provides first-time freshmen with support for both academic and personal growth during their first year in college. The FYE program connected Health Promotion staff with instructors who taught classes which CSUEB freshmen are required to complete in order to graduate. As a result, Health Promotion staff and PAW students were able to come to classrooms and give presentations tailored to freshmen students about overall wellness, which included education on alcohol-use, safe sex, and nutrition. During Winter and Spring Quarter 2007, Health Promotion staff attended 17 classes, reaching approximately 870 students. Health Promotion has continued collaborating with the First Year Experience Program during Fall Quarter 2008 and will continue into Winter and Spring Quarter 2009.</td>
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</table>
### EFFECTIVE CAMPUS-INITIATED
### ALCOHOL EDUCATION, PREVENTION, AND ENFORCEMENT PROGRAMS
### 2007-2009

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<thead>
<tr>
<th>Campus</th>
<th>Program</th>
<th>How Student Behavior Influenced</th>
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</thead>
<tbody>
<tr>
<td>Fresno</td>
<td>Wicked Wellness Carnival (WWC)</td>
<td>The purpose of the event was to present alcohol education and wellness messages that promoted responsible drinking and healthy behaviors to students in a fun carnival-like atmosphere. In 2007, the WWC had a general Halloween theme and reached over 700 students. In 2008 focused on the theme from the Broadway play, <em>Wicked</em> and reached over 1,000 students.</td>
</tr>
<tr>
<td>Fullerton</td>
<td>Student Organization Social Host Training</td>
<td>In collaboration with the State Incentive Grant, CSUF has been able to mandate social host training for student clubs and organizations. This training is offered through the already established “Blueprints” training program, where student leaders learn about campus policies regarding event hosting and utilization of campus facilities and space. The social host component includes laws and campus policies regarding alcohol service at CSUF events, as well as risk management practices for safe events. This new program was implemented in August of 2007. Although the grant has ended, this component of student organization training will continue.</td>
</tr>
<tr>
<td>Humboldt</td>
<td>An alcohol-awareness and safe driving campaign titled - <em>Option B: Choose to Drive Sober</em></td>
<td>The campaign promotes safe-and-sober motor vehicle operation, informing students of the risks of using alcohol and driving under the influence; offering them safe alternates and options. Thus the campaign is called <em>Option B</em>, the other option to DUI. This campaign has developed a unique logo and a three part approach to lower the instance of drinking and driving on and adjacent to the university. The three parts of this campaign include educating students about the physiological and psychological effects of alcohol and other drugs, engaging students in alcohol-free social and recreational activities, and enhanced enforcement of motor-vehicle laws. The concept for the <em>Option B</em> campaign was generated from a student and staff campus committee. The success of the program is due to the collaboration among the local California Highway Patrol, the Arcata Police Department, HSU Police Department and on-campus educational/social programming.</td>
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</table>
### EFFECTIVE CAMPUS-INITIATED ALCOHOL EDUCATION, PREVENTION, AND ENFORCEMENT PROGRAMS 2007-2009

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<tr>
<td>Long Beach</td>
<td>21st Birthday Card Program</td>
<td>Under the direction of the Vice President for Student Services, the CSULB Alcohol, Tobacco and Other Drugs (ATOD) Program began distributing birthday cards to all students during the month they reach 21 years of age. The purpose of the cards is to inform students of the choice to either abstain from consuming alcohol, or make responsible and safe decisions if drinking. The ATOD Program has received praise for the 21st birthday cards from students, parents, and campus faculty and staff. To date 7,807 cards have been sent to CSULB students.</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>No new programs were implemented over the past two years which have documented outcome/impact assessments.</td>
<td></td>
</tr>
<tr>
<td>Maritime Academy</td>
<td>Alcohol EDU for College</td>
<td>Alcohol EDU for College is an online alcohol education program. Each first year student took a summer assessment and an educational baseline on alcohol use and abuse. It was then re-assessed 45 days into the semester. Other students who were involved in alcohol related infractions also have taken part in this program.</td>
</tr>
<tr>
<td>Monterey Bay</td>
<td>CSUMB Decision Making Workshop</td>
<td>To encourage undergraduate students to reflect on their communication skills and personal guidelines when making decisions that impact themselves and others. The workshop is one of the most well-received alcohol education efforts to come about in recent years and was developed as a direct result of the Alcohol Pilot Project.</td>
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**EFFECTIVE CAMPUS-INITIATED ALCOHOL EDUCATION, PREVENTION, AND ENFORCEMENT PROGRAMS 2007-2009**

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<tr>
<td>Northridge</td>
<td>Save a Life Tour</td>
<td>The “Save a Life Tour”, a multimedia alcohol educational program and drunk-driving simulator, was brought to campus by the Klotz Student Health Center, University Student Union, Department of Public Safety, and University Athletics. The Tour was part of “Get the Matador Buzz”, an alternative programming event targeted to athletes and marketed to the entire student body. The “Buzz” was designed to help students learn about the risks and consequences of alcohol overuse and abuse – especially driving under the influence - and how to avoid these risks. An estimated 600+ students participated in the “Buzz.” Students experienced the “most realistic, sophisticated drunk driving simulator in the country.”</td>
</tr>
<tr>
<td>Pomona</td>
<td>B.E. S.M.A.R.T. Alcohol Awareness Fair (Better Educated Students Managing Alcohol Responsibly Together)</td>
<td>To provide a festive venue for professional and peer education on responsible use of alcohol through visual displays, interactive games, and resource/information booths. Attendance at the 1st B.E. S.M.A.R.T. event was estimated at well over 300 and 118 students completed brief, on-the-spot surveys during the event. Just under half (46%) of those surveyed reported knowing more about the dangers of high risk drinking than they did before attending the event, and nearly three quarters (72%) agreed they knew more about places on campus where they or a friend could get help with a drinking problem as a result of attending B.E. S.M.A.R.T.</td>
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## EFFECTIVE CAMPUS-INITIATED ALCOHOL EDUCATION, PREVENTION, AND ENFORCEMENT PROGRAMS 2007-2009

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<tr>
<td>Sacramento</td>
<td>Alternative Break</td>
<td>To provide Sacramento State students the chance to participate in a service opportunity that addresses the social needs of the surrounding community, facilitate a deeper understanding of the importance of volunteerism and community engagement, offer an alternative to the traditional college break &quot;party&quot; experience, and serve the greater Sacramento community. The Alternative Break is a collaborative project organized and implemented by three Sacramento State departments: the Community Engagement Center, the Student Health Services Alcohol Education Program, and the Office of Student Activities.</td>
</tr>
<tr>
<td>San Bernardino</td>
<td>Liquor is Quicker Program</td>
<td>To educate students on the general effects of alcohol drinking and binge drinking on the body’s ability to function normally</td>
</tr>
<tr>
<td>San Diego</td>
<td>Aztec Nights</td>
<td>The Aztec Nights program was instituted to provide students with alcohol- and drug-free social activities, concentrated in the first five weeks of the semester. Each weekend, large free events were planned, attracting between 150 and 4,500 students. Evaluation results demonstrated that alcohol violations and medical transports were reduced more than 50% after implementing this program.</td>
</tr>
<tr>
<td>San Francisco</td>
<td>Creating a Culture of Consent Program</td>
<td>The sexual violence prevention team and the alcohol and other drugs prevention team joined together for a campaign to address the relationship between alcohol and un-planned, unwanted, and non-consensual sex. Activities targeted groups who were identified in our CORE survey to be particularly vulnerable to high-risk behaviors while drinking (athletes, fraternities/sororities and freshmen). “Creating a Culture of Consent” workshops led by our prevention specialists and students were given to each of the men and women’s athletic teams, with many fraternities and sororities and with freshmen in housing who were referred for alcohol or marijuana use.</td>
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## EFFECTIVE CAMPUS-INITIATED ALCOHOL EDUCATION, PREVENTION, AND ENFORCEMENT PROGRAMS 2007-2009

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<td>San José</td>
<td>1st Thursday program</td>
<td>The 1st Thursday program, sponsored by the Alcohol and Drug Abuse Prevention Committee, provides alternative activities for students to participate in rather than to go out and possibly consume alcohol. Past 1st Thursday programming includes: Luau Pool Party, Fall Festival BBQ, Video Game Tournament, and a Hypnotism Show. All these programs have been well attended with hundreds of students in attendance. Although these are activities that are fun for students to attend we are able to bring awareness to students about the alcohol policy by tabling at each event and providing give-away material that has alcohol information printed on it.</td>
</tr>
<tr>
<td>San Luis Obispo</td>
<td>Alcohol Wise online alcohol course</td>
<td>Cal Poly implemented the Alcohol Wise online alcohol course for all incoming freshmen. Approximately 81% of the students completed the survey. The post-test survey indicated that students increased their knowledge about the effects of alcohol and related negative behaviors. Cal Poly will continue to implement this program next year.</td>
</tr>
<tr>
<td>San Marcos</td>
<td>Campus-Initiated Alcohol Education, Prevention, and Enforcement Program</td>
<td>All first-year students participated in the online program MyStudentBody.com. The campus requires all first-year students to complete this educational tool during the fall semester to raise awareness of the negative effect of alcohol on personal and academic success and to promote responsible alcohol use. Students learned the affects of alcohol on the body and how to identify alcohol poisoning and excessive drinking. Approximately 820 first year students experienced the Alcohol GEL 101 presentations.</td>
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EFFECTIVE CAMPUS-INITIATED
ALCOHOL EDUCATION, PREVENTION, AND ENFORCEMENT PROGRAMS
2007-2009

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<td>Sonoma</td>
<td>AlcoholEdu for College</td>
<td>For the second year in a row, Sonoma State requires that every member of our incoming first-year class complete AlcoholEdu for College. AlcoholEdu for College is an objective, science-based, online alcohol prevention program designed specifically for college students. In addition, it serves as a means of assessing the alcohol-related attitudes, experiences, and behaviors of our Sonoma State students. The campus had a 97% completion rate for the three hour module consisting of a survey and pre-test, concluding exam, and final survey. All of the sections are completed over a six-week period.</td>
</tr>
<tr>
<td>Stanislaus</td>
<td>Late Night Stanislaus</td>
<td>The philosophy of the Late Night Stanislaus program is to offer students a variety of programs and events in a fun and interactive setting. The program has a strong focus on providing opportunities for students to be active on-campus at times frequently associated with collegiate alcohol consumption. In support of this focus the program is typically offered Friday evenings from 9:00 p.m. to 2:00 a.m. Some past and present activities include comedy shows, concerts, dances, movie nights, sports tournaments, game and arcade tournaments, craft nights and casino nights. In addition to the themed programs sponsored during Late Night Stanislaus, the University Student Union maintains extended evening hours and offers students additional activities including pool, ping-pong, and various gaming consoles (e.g., Wii, Play station, etc.). Program participants are provided free refreshments throughout the evening. The program has been well-received by students and developed a faithful participant base. The Late Night Stanislaus Program was renamed Friday Night Warriors for the 2008-2009 academic year.</td>
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</tbody>
</table>
# CAMPUS INITIATIVES RELATED TO TOBACCO USE 2007-2009

The following spreadsheet identifies each campus’ activities addressing issues related to tobacco use – policy, education, student use, survey results and enforcement initiatives.

<table>
<thead>
<tr>
<th>Campuses</th>
<th>State/CSU Policy Compliance</th>
<th>Smoke-free/Designated Area Policy</th>
<th>Draft Smoke-free Policy</th>
<th>Policy Review/Committee</th>
<th>Cessation Programs</th>
<th>Educational Resources and Programs</th>
<th>Training</th>
<th>Survey</th>
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2007-2009

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</table>

1 – Smoking is prohibited within stadium seating areas, tennis courts, and other recreational facilities. Smoking is also prohibited in outdoor dining areas posted as Smoke-Free.

2 – Smoking banned throughout student housing complex.

3- Smoking is prohibited at outdoor public events where people are seated in close proximity to one another such as outdoor concerts, sporting events and celebrations like Commencement.