Stanford University Profile

• Private University
• Suburban Setting
• San Francisco Bay Area (Palo Alto)
• Quarter System (10 weeks)
• Undergraduate students: 7200
• 95% Residential for all four undergraduate years
Challenges

• Risk Factors:
  – 100% of students who went to the ER for alcohol poisoning consumed shots of HARD ALCOHOL
  – 85% of these students also PREGAMED
  – Stanford has a culture of drinking hard liquor shots and pregaming.
Past Tracking Problems

Decentralized System

Inconsistent Referral Process

of students who experienced a serious alcohol incident were not referred for BMI

40%
Centralized alcohol office was developed in September 2011 to centralize policy, education, non-alcoholic programming, and data collection.

Mission - To reduce high-risk drinking and its related negative consequences among Stanford students and increase social outlets that support non-drinkers and light drinkers by providing collaborative, cutting-edge, empirically-proven educational strategies and programs.

Goals:
1. Enhance alcohol educational outreach efforts across campus
2. Provide clarity and consistency in the application of the Student Alcohol Policy
3. Create ongoing social outlets for students that deemphasize alcohol
4. Shift campus culture away from hard liquor consumption in the form of shots
5. Collect data to assess trends and evaluate needs on an ongoing basis
Re-Designed Case Tracking Process

• Streamlined outreach to students who experience a serious alcohol issue with a standardized letter going out within two days of the incident.

• Letter is co-signed by Residential Education staff and OAPE.

• We track the compliance of students who replied to the letter.

• We track the immediacy with which students replied to the letter.
Incident occurs

Monday case management meeting

Letters sent out on Tuesday

1:1 BMI session set up within 3 days

Online or group education scheduled

Pertinent staff are notified upon completion

Process Flow
Outcomes

What we Accomplished

• 98% of students who receive the letter completed a brief motivational intervention within one week of the incident.

• Improved better lines of communication and follow-up with Residential Education staff.

• Instilled an ethos of accountability in the process for students.

• Shifted the culture around collaboration.
What We Learned

Student who had someone attempt to slow down their drinking

VS.

Students who wished someone had attempted to slow down their drinking
Interesting Findings

• Hard liquor is an increasing problem with high-risk drinking.
• No one tried to slow students down from drinking too much.
• Students wished someone would have slowed them down from drinking too much.
• Most drinking occurs within a 1-2 hour period
• Students greatly regret their actions
Thank you!

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