AlcoholEdu® for College 2010/2011 Executive Summary

University of Michigan

January 2011

outside
THE CLASSROOM

Roadmap of This Report

I. A Profile of University of Michigan Students' Drinking Behaviors

➢ What are the drinking behaviors of students before they arrive on campus?

➢ How often, where, when and why do your first-year students drink?

➢ How do your students compare to students nationally?

➢ What is the impact of high-risk drinking on your students?

II. Mitigating Risk and Impacting Culture

➢ What did your students gain from taking AlcoholEdu?

➢ How can your campus engage students to change the drinking culture?

III. Implications for Your Institution's Prevention Strategy

➢ How can these data inform your prevention efforts moving forward?
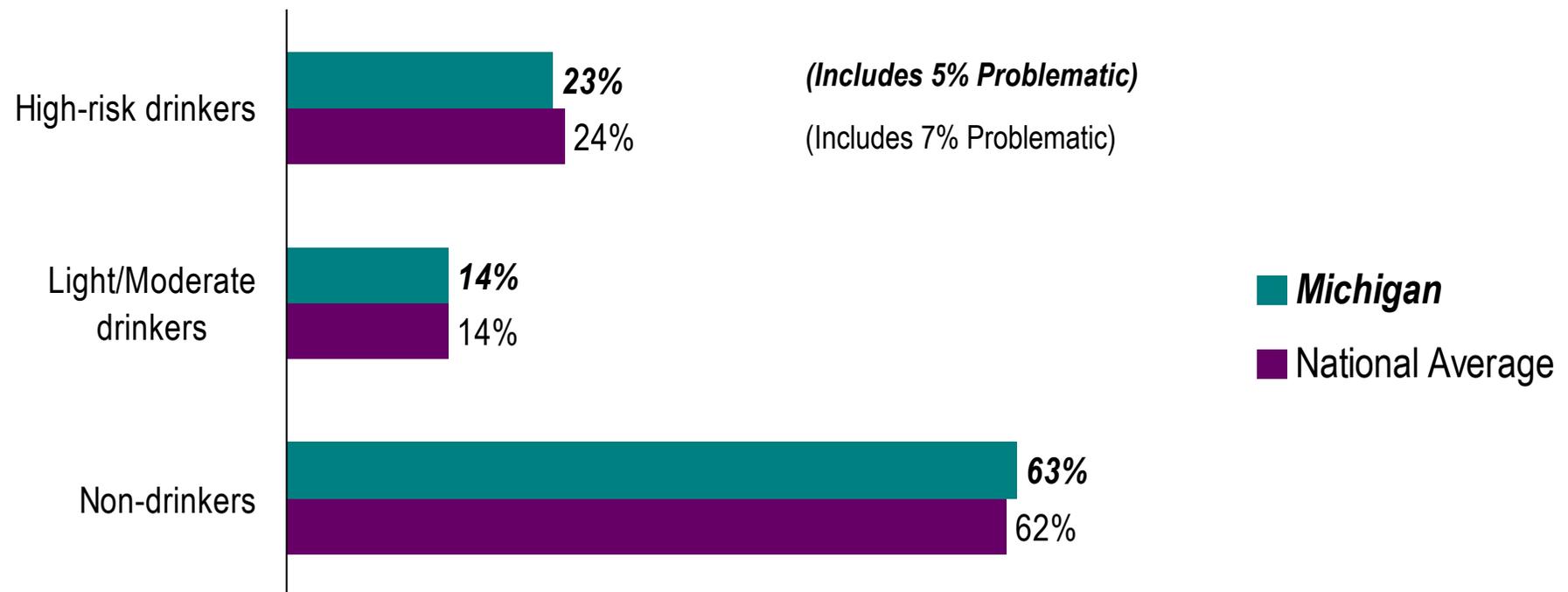
Highlights from Your Data

This Executive Summary contains data from your institution's 2010 implementation of AlcoholEdu for College. Findings are based on self-report data obtained from 5,018 first-year Michigan students who completed all three AlcoholEdu for College Surveys.
Note: An additional 1052 students completed Part 1 of the course, but did not complete all three surveys so were not included in the final data set.

➢ When measured prior to their arrival on campus, your students' drinking rates are similar to the national average.

➢ When measured midway through the fall semester 34% of Michigan students reported drinking in a high risk way.

➢ Michigan students are most commonly drinking in a fraternity/sorority house (41%) or in an off-campus residence (27%).

➢ The most common drinking-related risk behaviors that your students engage in are doing shots (51%) and pre-gaming (48%).

➢ Drinking rates are similar for men and women. Women are drinking in a high-risk way as frequently as men.

➢ After completing AlcoholEdu, students reported increases in positive behavioral intentions. Among high-risk drinkers who did not see a need to change their drinking behavior before the course, 44% indicated a readiness to change their drinking after completing the course.

A Profile of Your Incoming Students

In looking at the drinking rates of students prior to their arrival on campus (Survey 1), your institution is similar to the national average for high-risk drinkers. Understanding your students' pre-college drinking behaviors can help your campus establish appropriate messaging that sets clear behavioral expectations early in the semester.
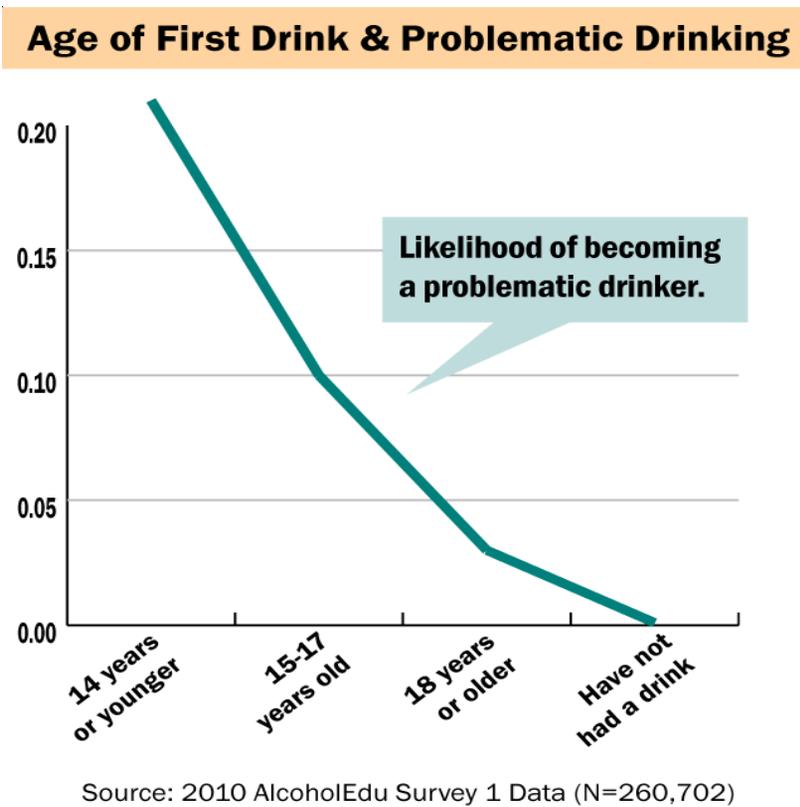
High-risk drinkers
- Michigan: **23%** *(Includes 5% Problematic)*
- National Average: 24% (Includes 7% Problematic)

Light/Moderate drinkers
- Michigan: **14%**
- National Average: 14%

Non-drinkers
- Michigan: **63%**
- National Average: 62%

Legend:
- **Michigan**
- National Average

Non-drinkers: 0 drinks in the past two weeks

Light/Moderate drinkers: 1-3 drinks for women; 1-4 drinks for men on at least one occasion in the past two weeks

High-risk drinkers: 4 or more drinks for women; 5 or more drinks for men on at least one occasion in the past two weeks (includes Problematic drinkers - 8-plus drinks for women;10+ drinks for men on at least one occasion in the past two weeks)

Incoming Students: Additional Insights

Findings from AlcoholEdu for College Survey data supports previous studies (1) that demonstrate a relationship between the age of first drink and the likelihood of developing alcohol problems as adults. Your institution's data also support these findings.

Age of First Drink & Problematic Drinking

Likelihood of becoming a problematic drinker.

Source: 2010 AlcoholEdu Survey 1 Data (N=260,702)

While 35% of Michigan students have never had a drink, 7% were age 14 or younger when they first started drinking (17% of these students are currently high-risk drinkers).

7%

47%

11%

35%

- 14 years or younger
- 15-17 years
- 18 years or older
- Have not had a drink

Michigan
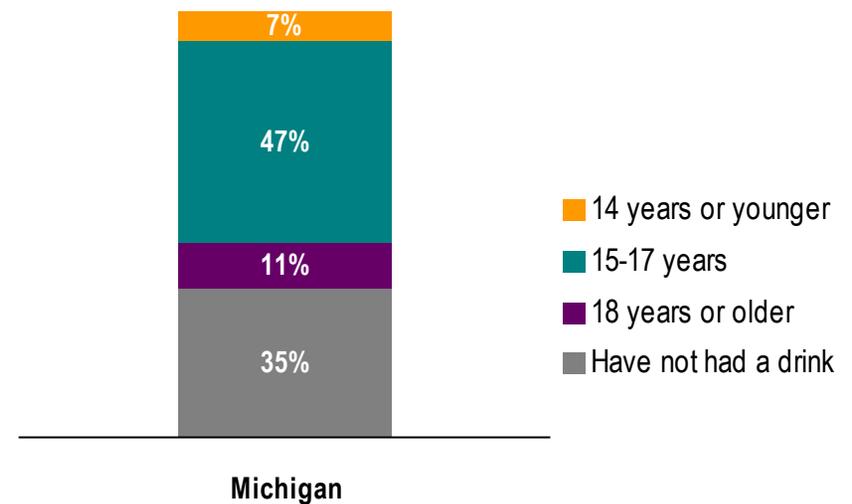
(1) Grant Dawson, Journal of Substance Abuse (1997); Norberg et al., Alcoholism: Clinical and Experimental Research (2009)
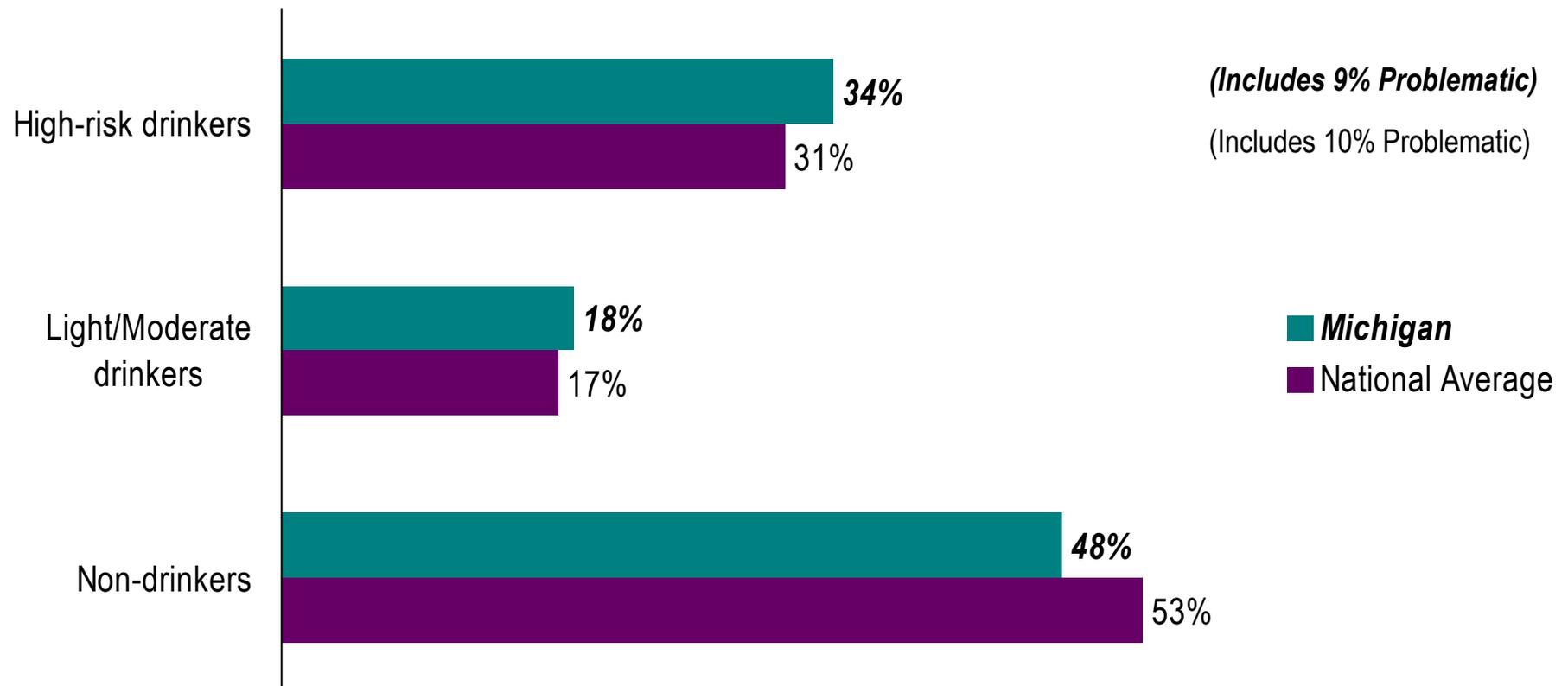
Understanding The "College Effect"

Student drinking rates nationally follow a typical pattern: alcohol use generally rises the summer before a student enters college, and then increases substantially after arriving on campus. This phenomenon, known as the "College Effect," is represented by the conceptual graphic below.
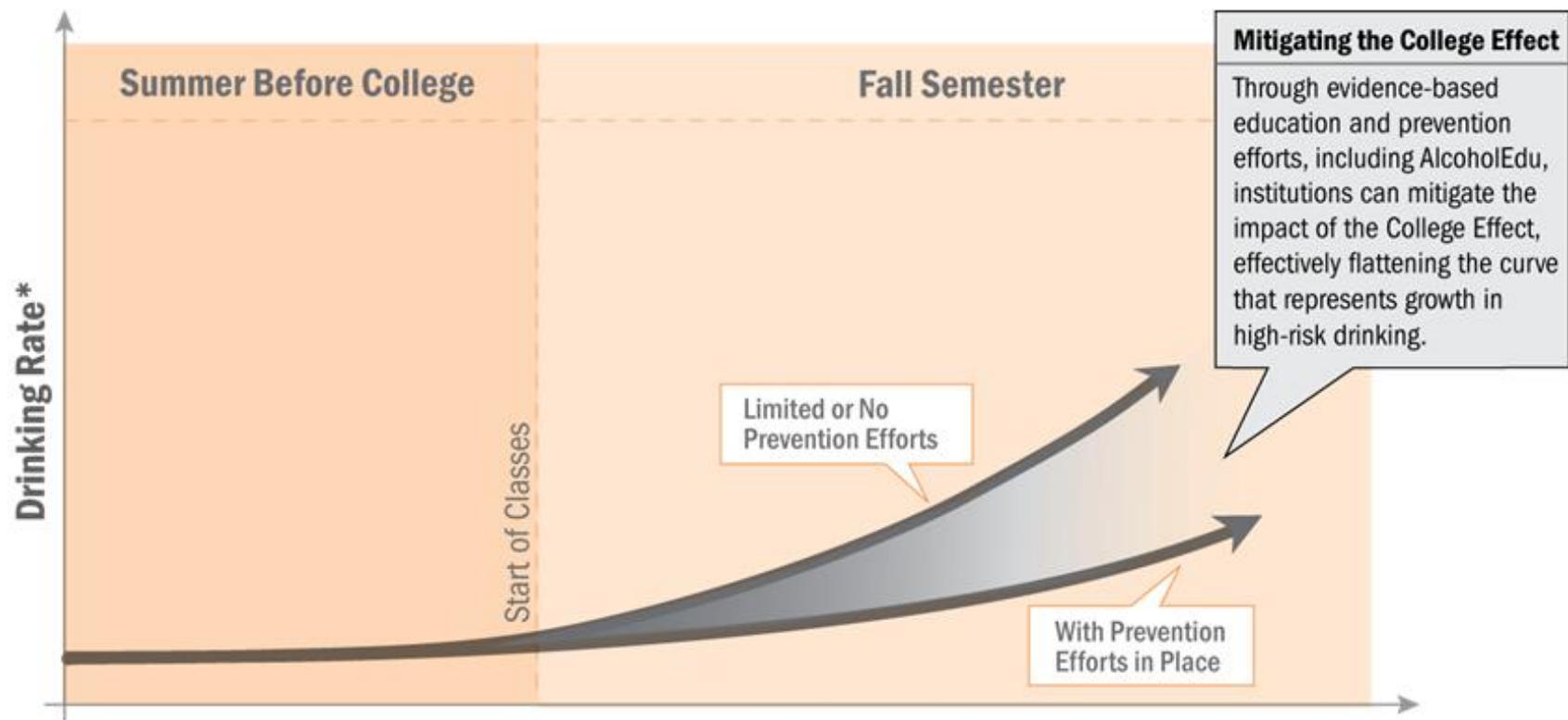
*Drinking rate is the proportion of students who have had more than a taste or sip of alcohol in the two weeks prior to the survey.
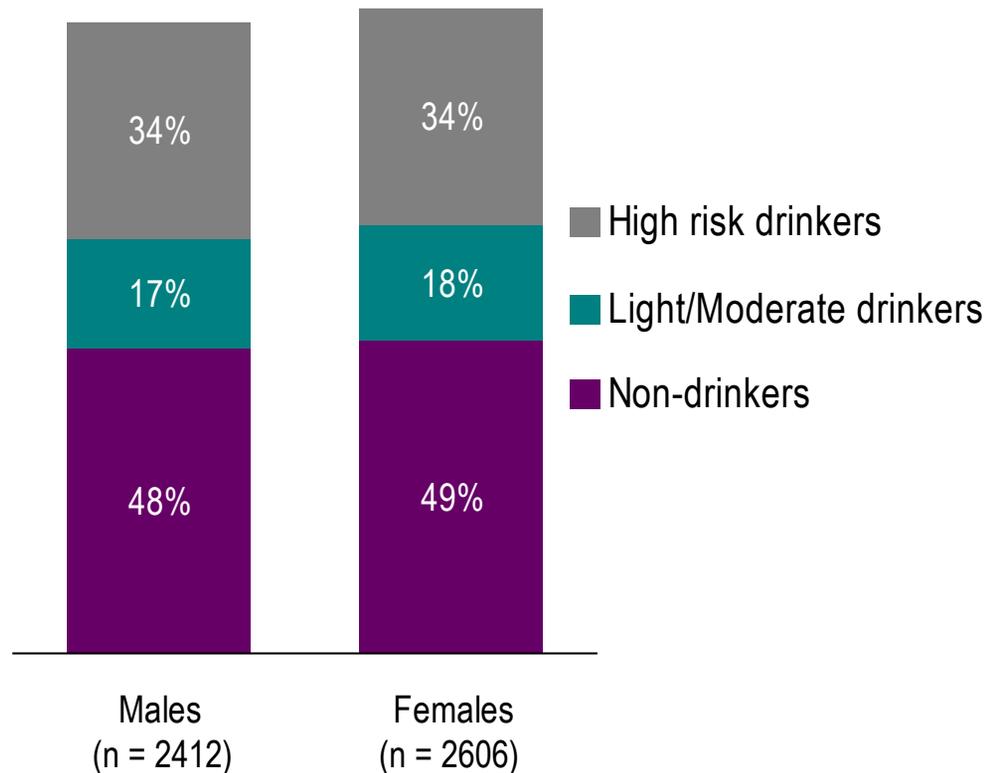
Benchmarking Your Drinking Rate Data

The data below show your first-year student drinking rates measured midway through the fall semester (Survey 3) as compared to the national aggregate for all students taking AlcoholEdu during the same time period.

High-risk drinkers
- Michigan: 34% *(Includes 9% Problematic)*
- National Average: 31% (Includes 10% Problematic)

Light/Moderate drinkers
- Michigan: 18%
- National Average: 17%

Non-drinkers
- Michigan: 48%
- National Average: 53%

Legend:
- *Michigan*
- National Average

Note: As drinking rates vary from campus to campus, it may be helpful to also compare your rates to those of a peer group (by region, athletic conference, Carnegie classification, etc.). If you are interested in a peer benchmark report, please contact your Partner Services Director.

Examining Gender Differences

The percentage of students in each drinking category is similar for men and women.

Additionally, women report drinking in a high-risk way* as frequently as men.

- High risk drinkers (gray)
- Light/Moderate drinkers (teal)
- Non-drinkers (purple)

Males (n = 2412): 34% High risk, 17% Light/Moderate, 48% Non-drinkers
Females (n = 2606): 34% High risk, 18% Light/Moderate, 49% Non-drinkers

Frequency of high risk drinking in the last two weeks (Drinkers only)	Males	Females
Never	44%	46%
Once	26%	27%
Twice	16%	15%
Three or more times	14%	12%

*In response to the question: During the past two weeks, how many times have you had five or more drinks (for men)/four our more drinks (for women) in a row within a 2 hour period?

Data represents student responses collected in Survey 3, 30-45 days after completing AlcoholEdu for College.

Observing Drinking Rates Across Years

Drinking rates, measured midway through fall semester, have remained steady since last year. It is important to consider the multiple factors that influence drinking rates and how these factors may vary from year to year on your campus.


High risk drinkers
Light/Moderate drinkers
Non-drinkers

2009 | 2010

34% | 34%
19% | 18%
47% | 48%
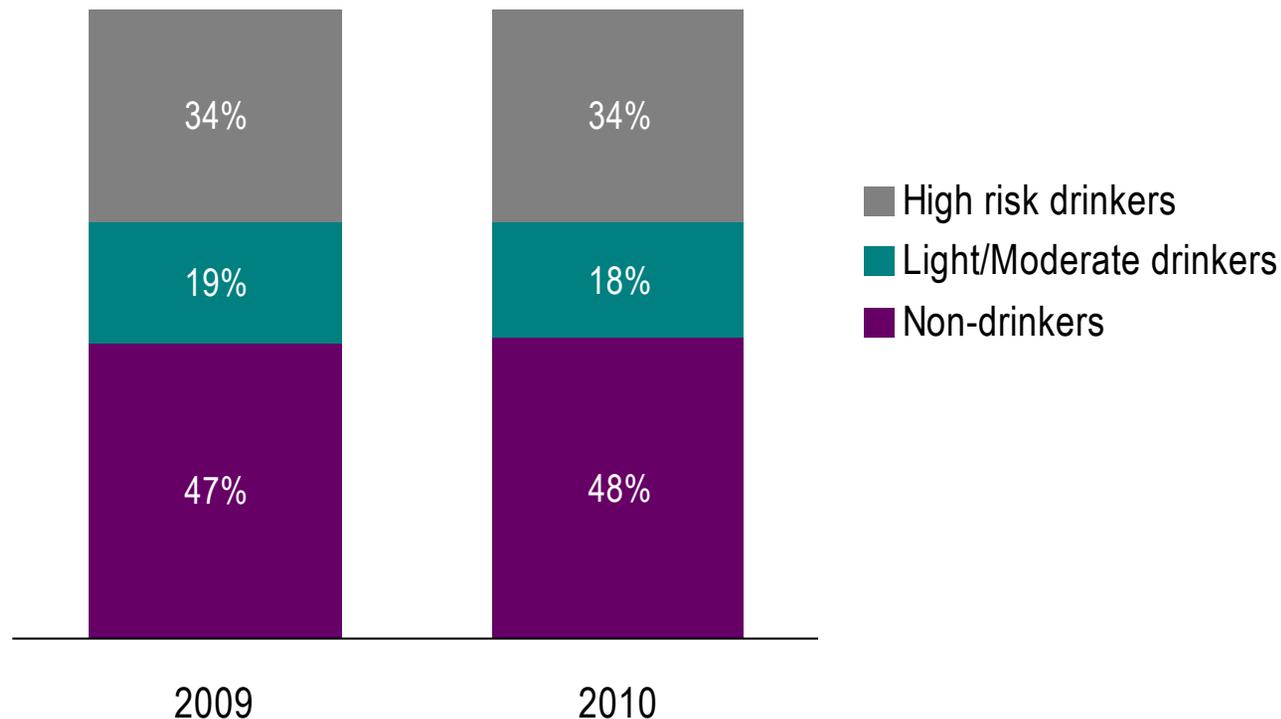
Typical factors impacting college students' drinking rates from year to year:

- Alcohol policy changes

- Changes in enforcement of alcohol policy

- Shifts in composition of first year class

- Consistency in the timing of data collection

Data represents student responses collected in Survey 3, 30-45 days after completing AlcoholEdu for College.

Identifying Peak Drinking Days

Understanding drinking behaviors across time may be useful for identifying weekly patterns or targeting highest-risk days/events for prevention and enforcement efforts.
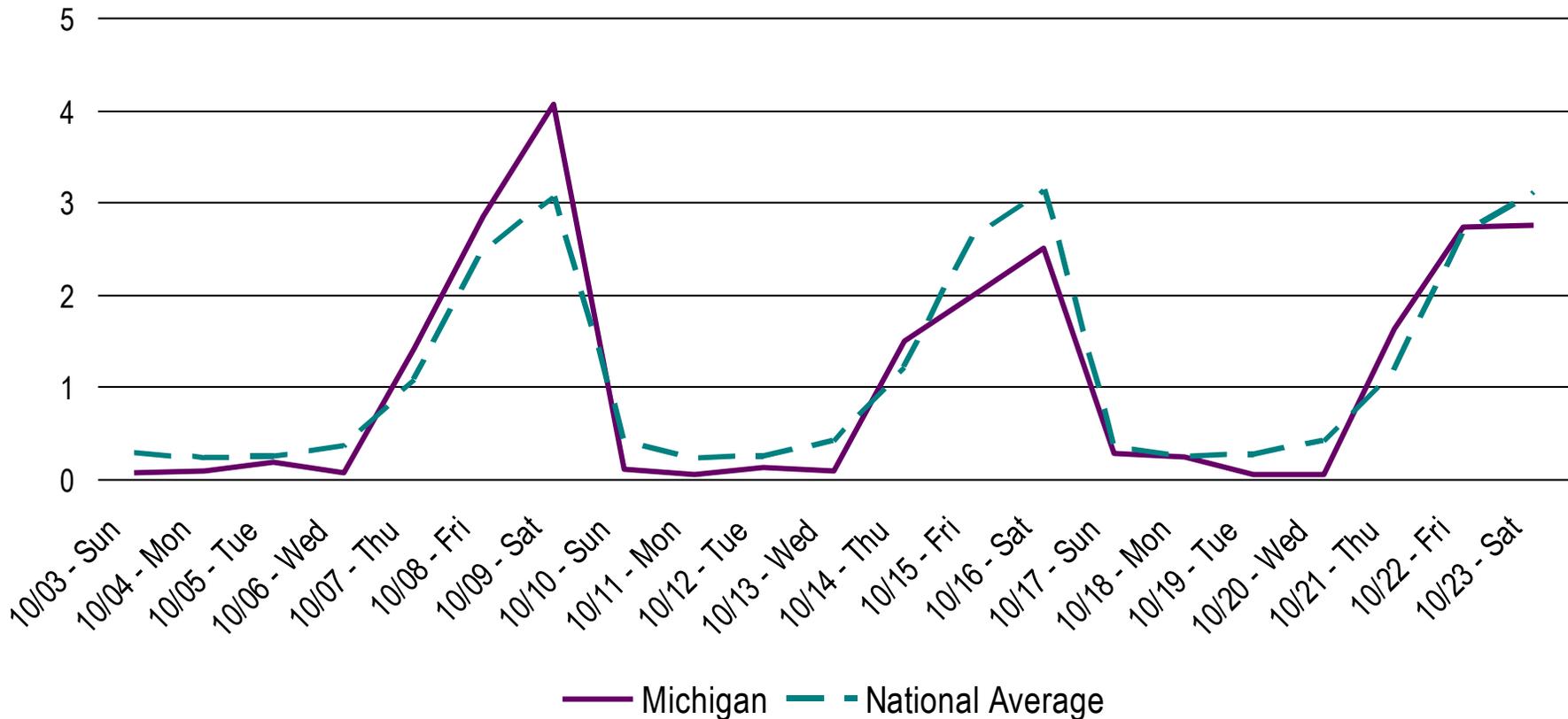
Note: This is a snapshot of a 3-week period of time during the fall semester. As drinking rates are impacted by academic calendars, campus-wide events, holidays, etc., these rates may not be reflective of drinking patterns across the entire semester.

Where Students Drink

Michigan students are most commonly drinking in a fraternity/sorority house or in an off-campus residence. Every effort should be made to target these particular locations with increased prevention and enforcement initiatives.
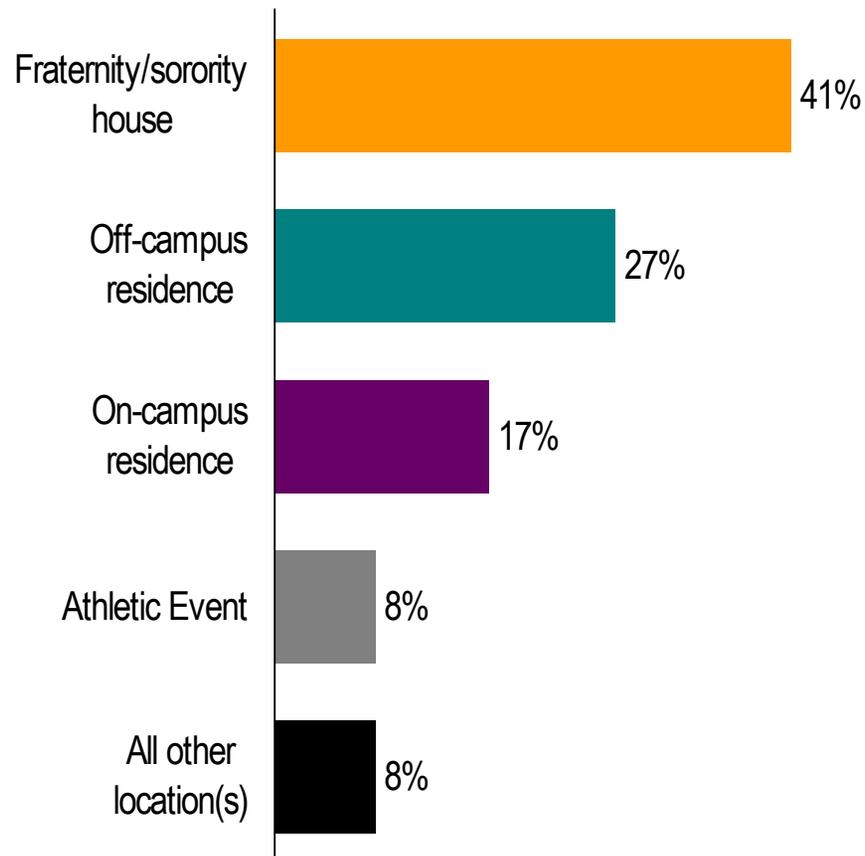
	Michigan	National
Fraternity/sorority house	41%	15%
Off-campus residence	27%	41%
On-campus residence	17%	21%
Athletic Event	8%	3%
All other location(s)	8%	19%

Chart (Michigan):
- Fraternity/sorority house: 41%
- Off-campus residence: 27%
- On-campus residence: 17%
- Athletic Event: 8%
- All other location(s): 8%

Data represents student responses collected in Survey 3, 30-45 days after completing AlcoholEdu for College

Why Students Drink

In Survey 3, Michigan students indicated their top 5 most important reasons for choosing to drink on a particular occasion.

How important to you is each of the following reasons for drinking alcoholic beverages:	Percentage Important/ Very Important
To have a good time with my friends	67%
To celebrate	64%
Be outgoing in social situations	46%
Feel happy	39%
To get drunk	36%

Additionally, there were noteworthy differences between male and female responses for the particular reasons indicated below.

How important to you is each of the following reasons for drinking alcoholic beverages:	Percentage Important/Very Important		
	All	Males	Females
To be outgoing in social situations	46%	43%	48%
To feel more confident or sure of myself	33%	30%	36%

Why Students Do Not Drink

In Survey 3, Michigan students indicated their top 5 most important reasons for choosing not to drink on a particular occasion.

When you choose not to drink alcohol, how important are the following reasons:	Percentage Important/ Very Important
I'm going to drive	70%
I have other things to do	64%
I don't have to drink to have a good time	62%
I don't want to lose control	53%
I don't want to spend the money	50%

In addition, there were noteworthy differences between Survey 1 and Survey 3 responses for the particular reasons indicated below.

How important to you is each of the following reasons for not drinking alcoholic beverages:	Percentage Important/Very Important	
	Survey 1	Survey 3
I am worried about being caught by authorities	59%	47%
I'm not old enough to drink legally	46%	37%

Prioritizing Student Engagement

Effective prevention includes actively engaging students to reinforce positive behavioral intentions of drinkers and non-drinkers alike. The data below can inform decisions around investments in planning and prioritizing alcohol-free activities.

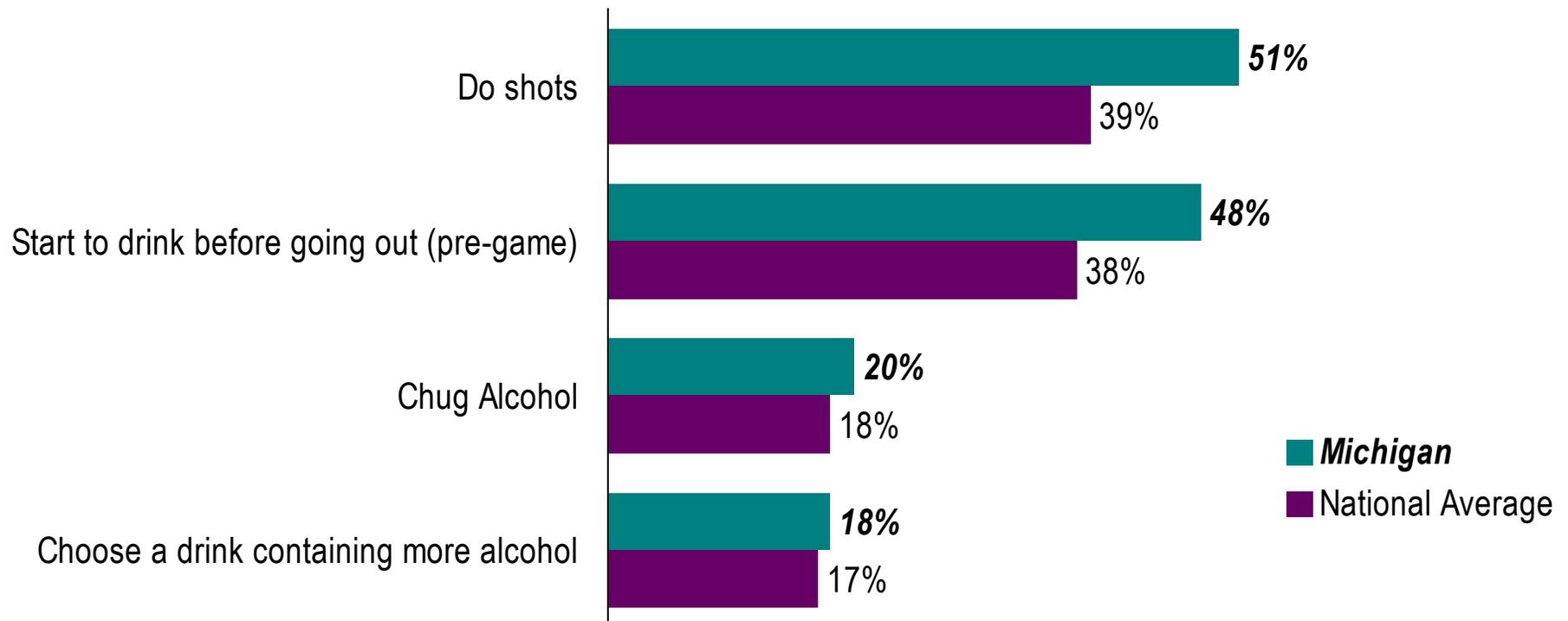| This year, your students are most interested in the following activities:	
#1 Live Music	2,740
#2 Movie Nights	2,652
#3 Nothing Specific – just a place to hang out	2,485
#4 Intramural Sports Tournaments	2,464
#5 Fitness Classes	2,198
#6 Outdoor Adventures	2,026

In addition, this year 524 students indicated an interest in planning alcohol-free events and activities.

To download the names and contact information of students interested in these activities and others, or to view data on any custom activities you may have added to this exercise, please visit the Student Engagement section of the Hub.

Drinking-Related Risk Behaviors

The most common drinking-related risk behaviors that your students engage in are doing shots and pre-gaming. Michigan may consider dedicating educational efforts that highlight the risks associated with these specific behaviors.

When you drink to what extent do you do the following?:

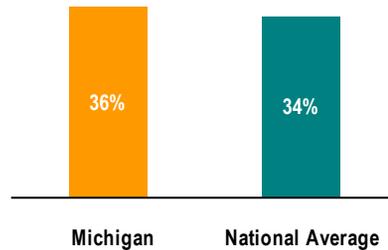| Behavior	Michigan	National Average
Do shots	51%	39%
Start to drink before going out (pre-game)	48%	38%
Chug Alcohol	20%	18%
Choose a drink containing more alcohol	18%	17%

Note: Graph represents grouped responses of 5, 6, and 7 on a 7-point scale (1 = not at all; 7 = always) for drinkers only. Data collected in Survey 3, 30-45 days after completing AlcoholEdu for College.
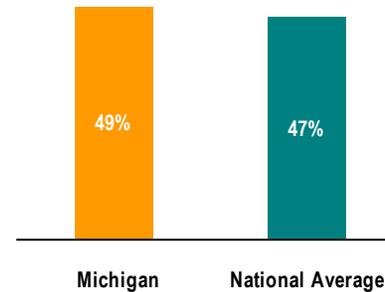
Negative Consequences of Drinking

While a majority of students did not experience negative consequences as a result of their drinking, certain behaviors worth noting are detailed below.

Percentages represent the number of students who reported experiencing a particular consequence at any time in the past two weeks.
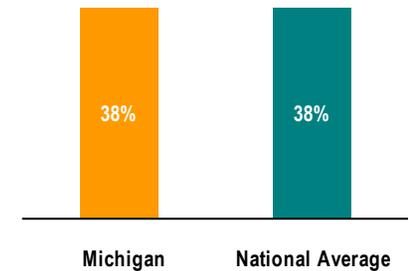
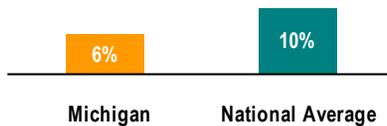**Missed class, performed poorly on an assignment and/or got behind in school**

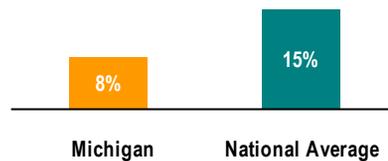| Michigan	National Average
36%	34%

Had a Hangover

Michigan	National Average
49%	47%

Blacked Out

Michigan	National Average
38%	38%

Drove after 4 or more/5 or more drinks

Michigan	National Average
6%	10%

Rode with a driver who had been drinking

Michigan	National Average
8%	15%

Was taken advantage of sexually

Michigan	National Average
13%	15%
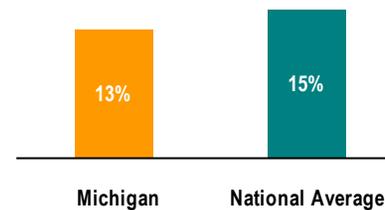
Took advantage of someone sexually
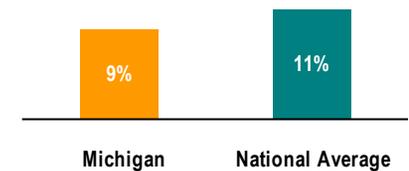
| Michigan	National Average
9%	11%

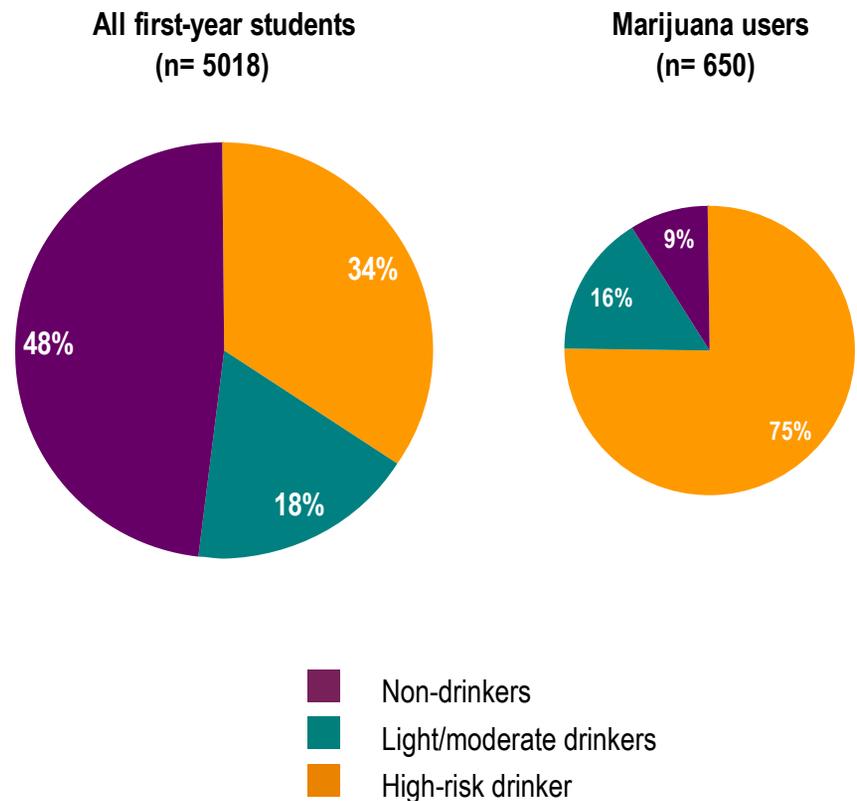*Data represents student responses collected in Survey 3, 30-45 days after completing AlcoholEdu for College.*

Marijuana Use and High-Risk Drinking

The following data, collected midway through the fall semester (Survey 3), can help inform programs and polices related to marijuana use on your campus.

In Survey 3, Marijuana use by your students is similar to the national average.

14%   13%

■ *Michigan*

■ National Average

Marijuana use past two weeks
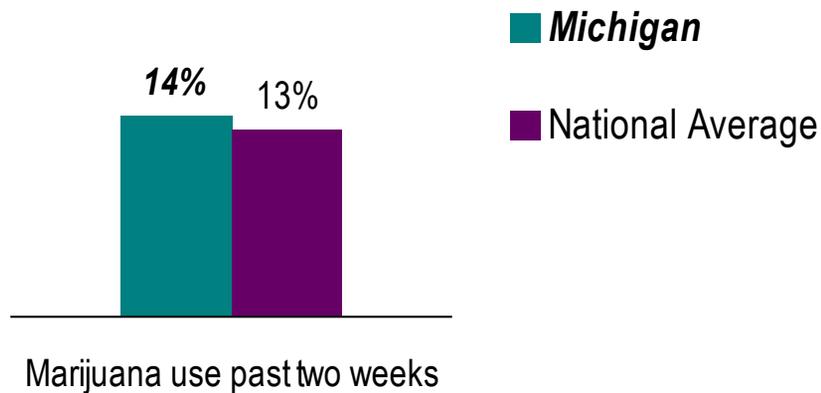
At Michigan, the high risk drinking rate among students who have used marijuana is above that of your general first year population.

All first-year students
(n= 5018)

Marijuana users
(n= 650)

34%

48%

18%

9%

16%

75%

■ Non-drinkers
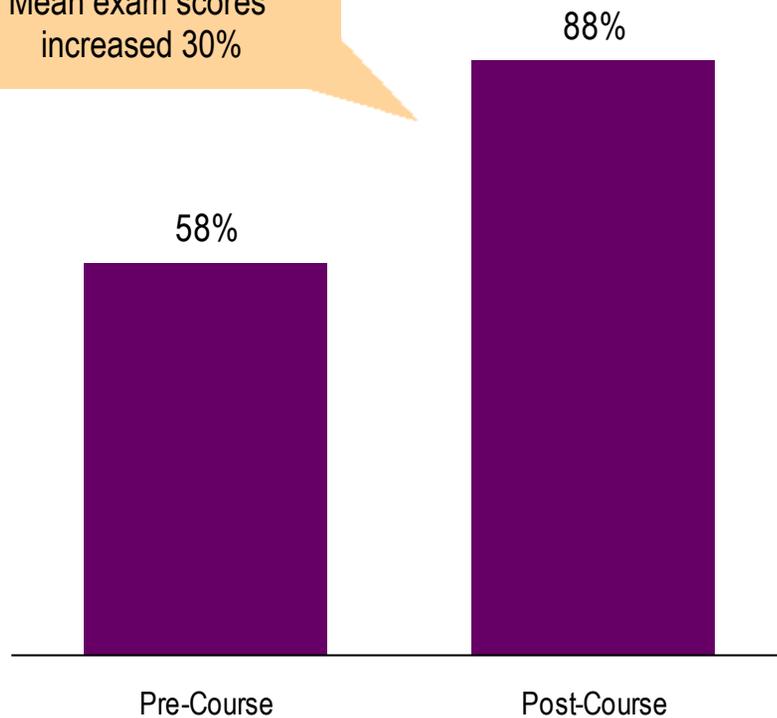■ Light/moderate drinkers
■ High-risk drinker
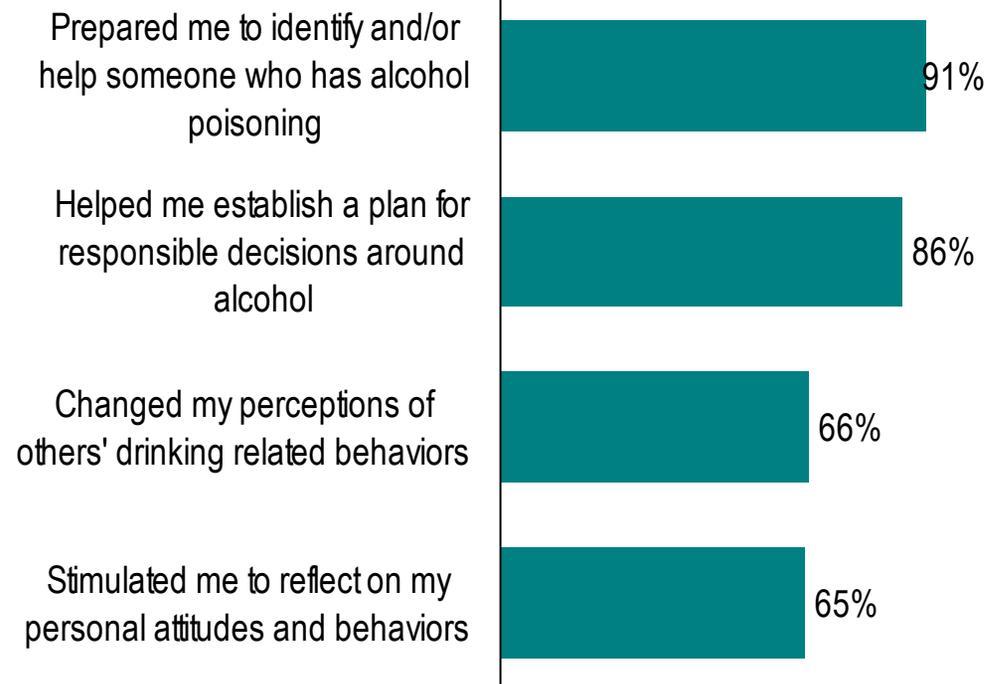
Gains from AlcoholEdu

Since last year AlcoholEdu has enabled Michigan to provide 11,493 students with a baseline of knowledge and decision-making strategies around alcohol use, translating to 28,733 hours of prevention education (based on average course time of 2.5 hours).

Exam Scores, Fall 2010

Mean exam scores increased 30%

88%

58%

Pre-Course   Post-Course

In Fall 2010, students reported that AlcoholEdu...

Prepared me to identify and/or help someone who has alcohol poisoning — 91%

Helped me establish a plan for responsible decisions around alcohol — 86%

Changed my perceptions of others' drinking related behaviors — 66%

Stimulated me to reflect on my personal attitudes and behaviors — 65%

Data represents student responses collected in Survey 2, immediately following completion of Part 1 of AlcoholEdu.

Course Impact on Those at Greatest Risk

Among the 51% (588 students) of high risk drinkers who saw "no need to change the way they drink" before taking AlcoholEdu, 44% (260 students) indicated their readiness to change after completing the course.

High Risk Drinkers
Pre-Course

High Risk Drinkers
Post-Course

10%

12%

23%

56%

51%

I see no need to change the way I drink alcohol

■ I am currently trying to drink in a healthier/safer way

■ I am ready to try drinking in a healthier/safer way

■ I am thinking about drinking in a healthier/safer way

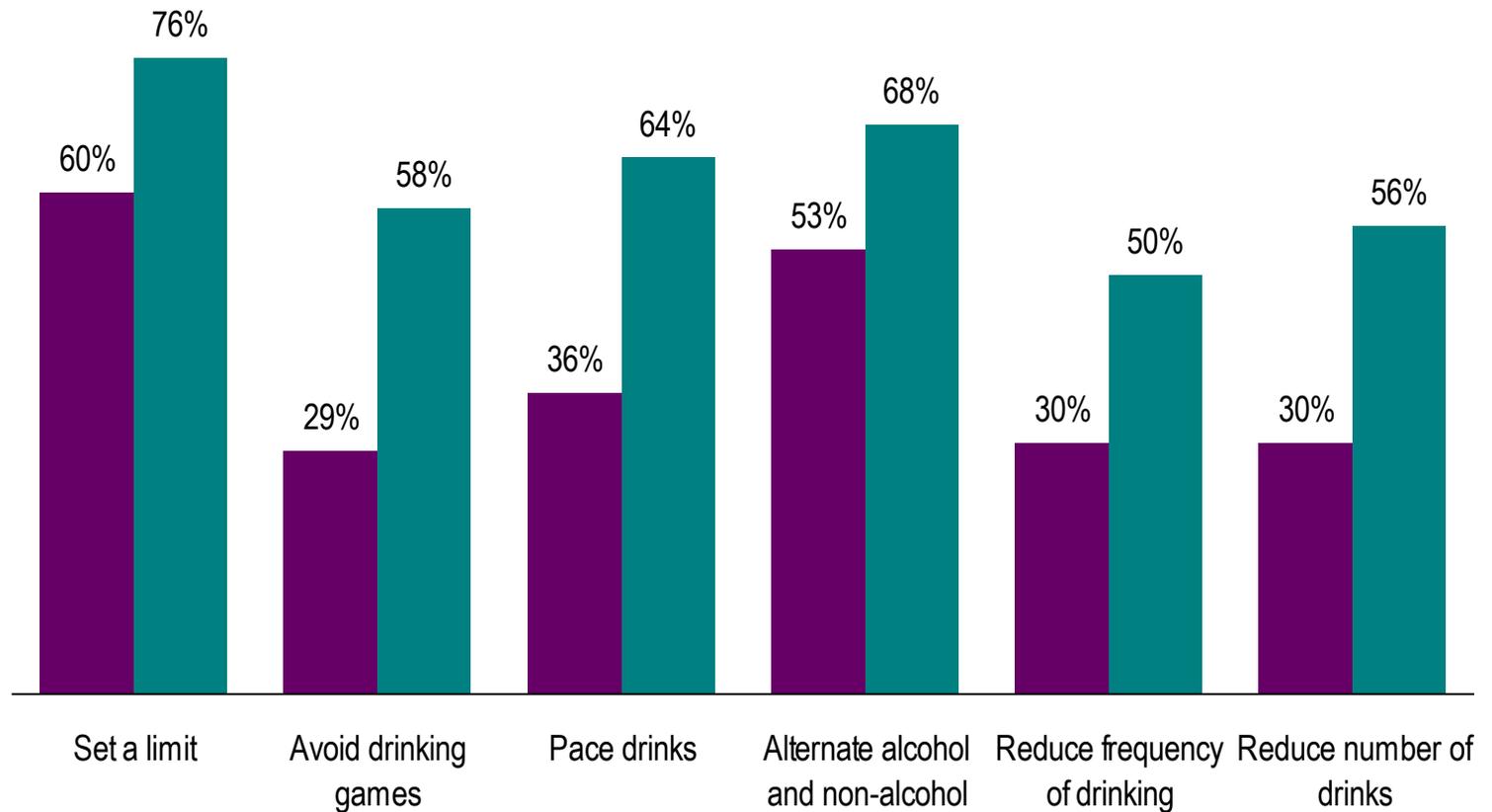I see no need to change the way I drink
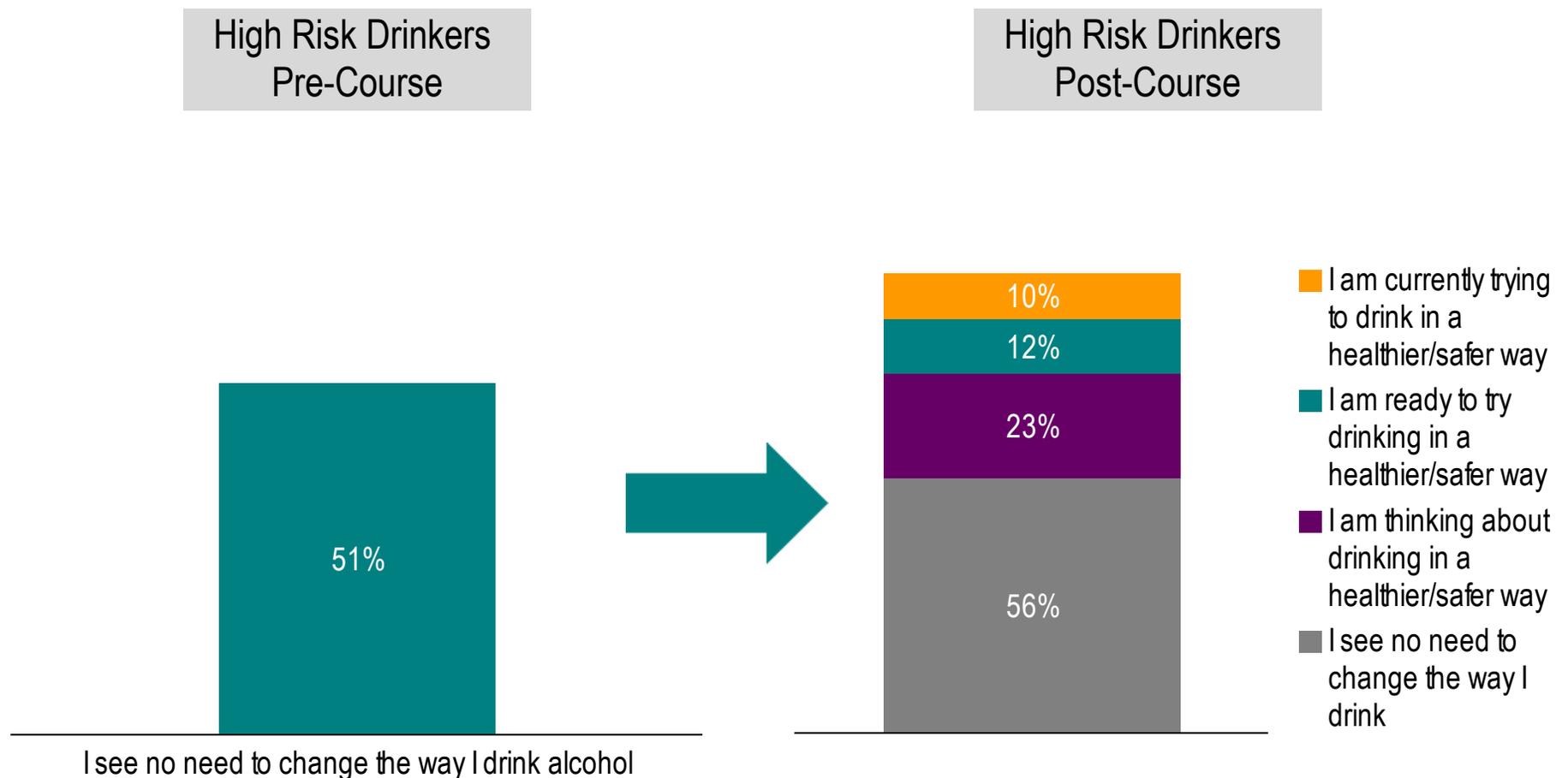
Positive Behavioral Intentions

After completing AlcoholEdu, Michigan students reported an increase in several positive behavioral intentions. Programming efforts aimed at further promoting these behaviors can reinforce the messages students received through AlcoholEdu.

Intention has been shown to be the most important variable in predicting behavior change (Ajzen, 1991).

Legend: ■ Pre-Course Intentions ■ Post-Course Intentions

Category	Pre-Course	Post-Course
Set a limit	60%	76%
Avoid drinking games	29%	58%
Pace drinks	36%	64%
Alternate alcohol and non-alcohol	53%	68%
Reduce frequency of drinking	30%	50%
Reduce number of drinks	30%	56%

Data represents student responses collected just before (Survey 1) and immediately following (Survey 2) Part 1 of AlcoholEdu for College.

Guiding Principles for Success

Beyond what the data reveals, there are a number of guiding principles that drive successful prevention efforts.

1. Be intentional with efforts and gather data on whether they succeed.

2. Don't try to do it all – a few targeted interventions can be very effective.

3. Stay attuned to new research to inform your efforts.

4. Implement programs strategically to mitigate costs.

5. Test your messages and strategies against the research base, behavior theory, and your instincts.

6. Develop a comprehensive prevention program that includes complementary efforts.

7. Ground all strategies in data.

8. Make decisions based upon your unique culture, allies, and resources.

Additional Resources

A number of reports benchmarking your institution's data against the national average (i.e., drinking trends among women, other drug use on campus) are provided online via the Hub @ www.outsidetheclassroom.com (once you are logged in, click on the "Reports" tab).

You may also request reports that allow you to benchmark your data against that of specific peer groups such as athletic conferences, national affiliations, regional groups and others.

For assistance accessing your online reports, or to request peer benchmark reports, please contact your Partner Services Director.

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