Moving Toward Moderation: How UNL utilized a data-driven collaborative approach to reduce high-risk drinking and related harms

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UNIVERSITY OF NEBRASKA–LINCOLN

Session Objectives

1. Describe the tools and techniques used to develop, implement, and monitor strategy deployment,
2. Identify key alcohol-related outcome measures tracked across the project,
3. Offer tips for building a strong and sustainable coalition, and
4. Share the lessons learned in institutionalizing a community wide approach to college student drinking.

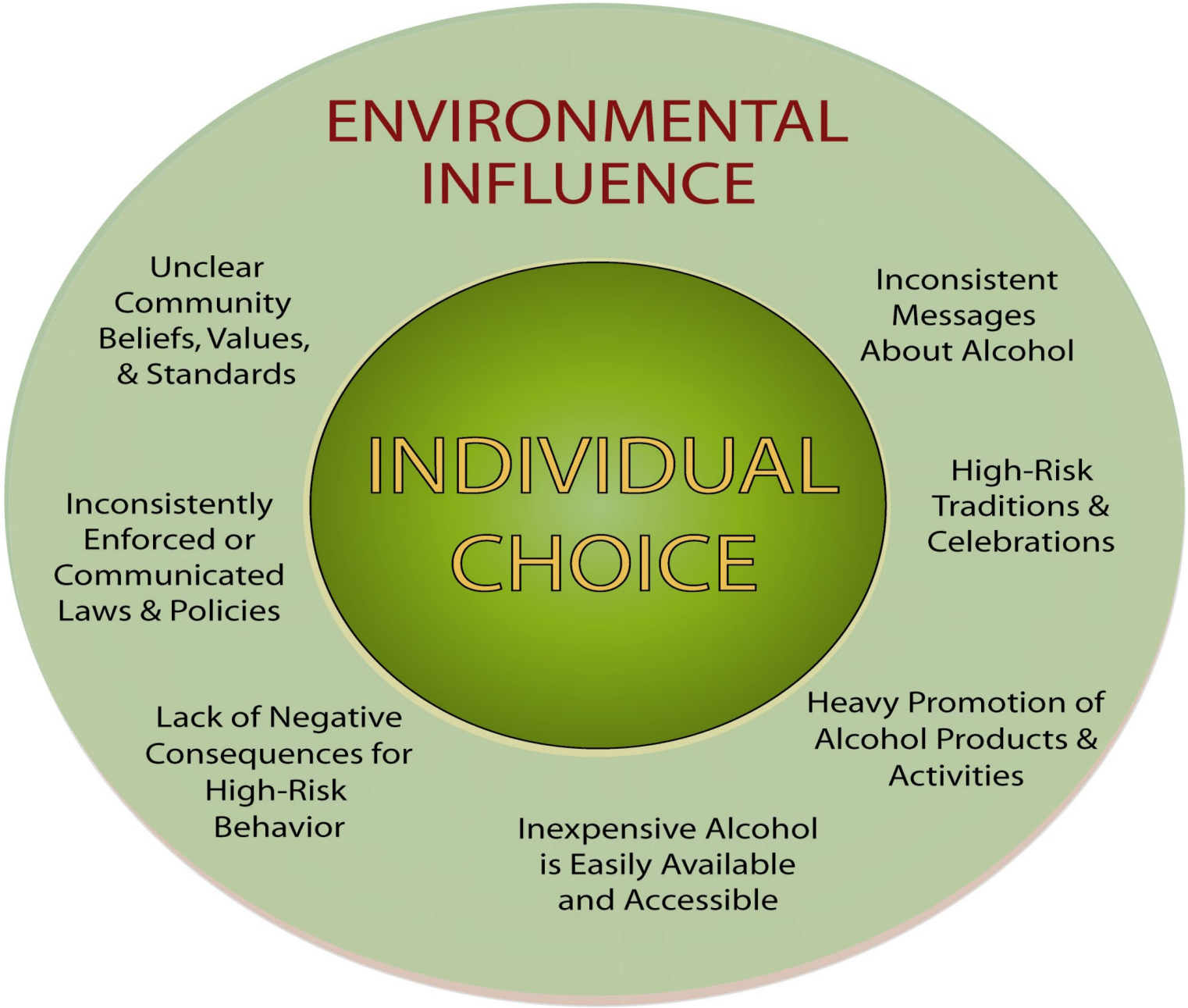
Recap: The Nebraska Story

- 1997 Harvard College Alcohol Survey*
- A Matter of Degree
  - Environmental approach
  - Town-gown collaboration
- NU Directions
  - Inclusive campus community coalition with diverse group of stakeholders.
  - Comprehensive approach to reduce high-risk drinking and associated harms using both environmental and individual strategies.

Wechsler et al., (2002)

Guiding Principles

- Focus efforts on harm reduction
- Viewed high-risk drinking as a shared responsibility of campus and community
- Utilized an inclusive process involving all stakeholders
- Adopted a comprehensive approach incorporating both individual and environmental strategies



Newman et.al., (2006)

Environmental Management

- Integrated combination of programs, policies and education campaigns
- Typically conducted in collaboration with surrounding community
- Intellectually grounded in public health
- Emphasizes the broader physical, social, cultural and institutional forces

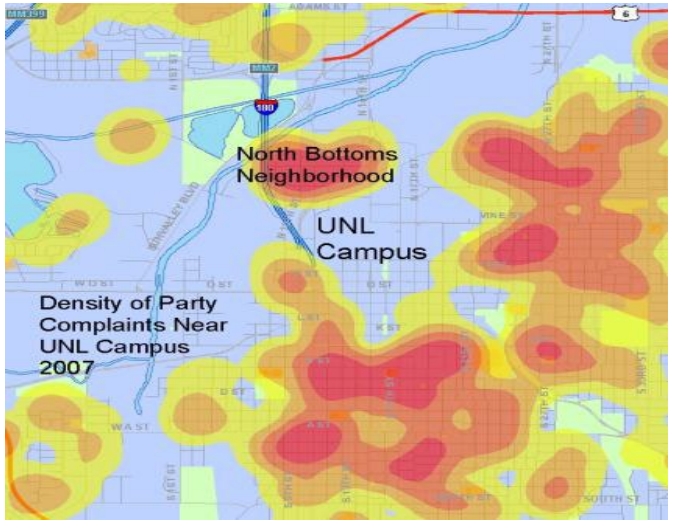
Data Driven Strategy Selection

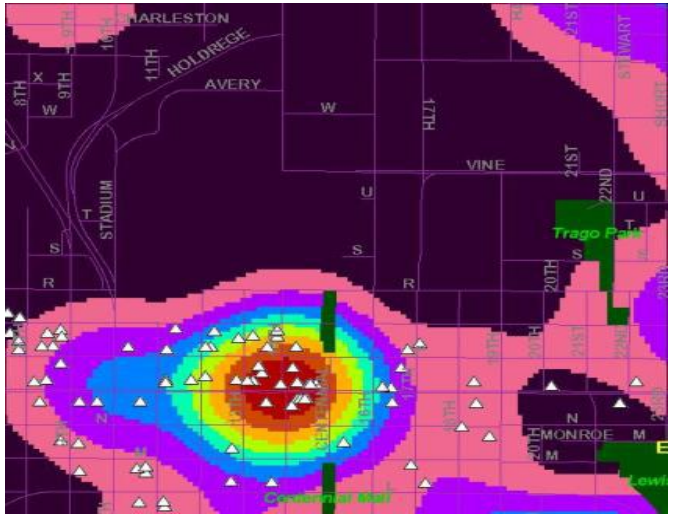
Systems approach to data collection and review

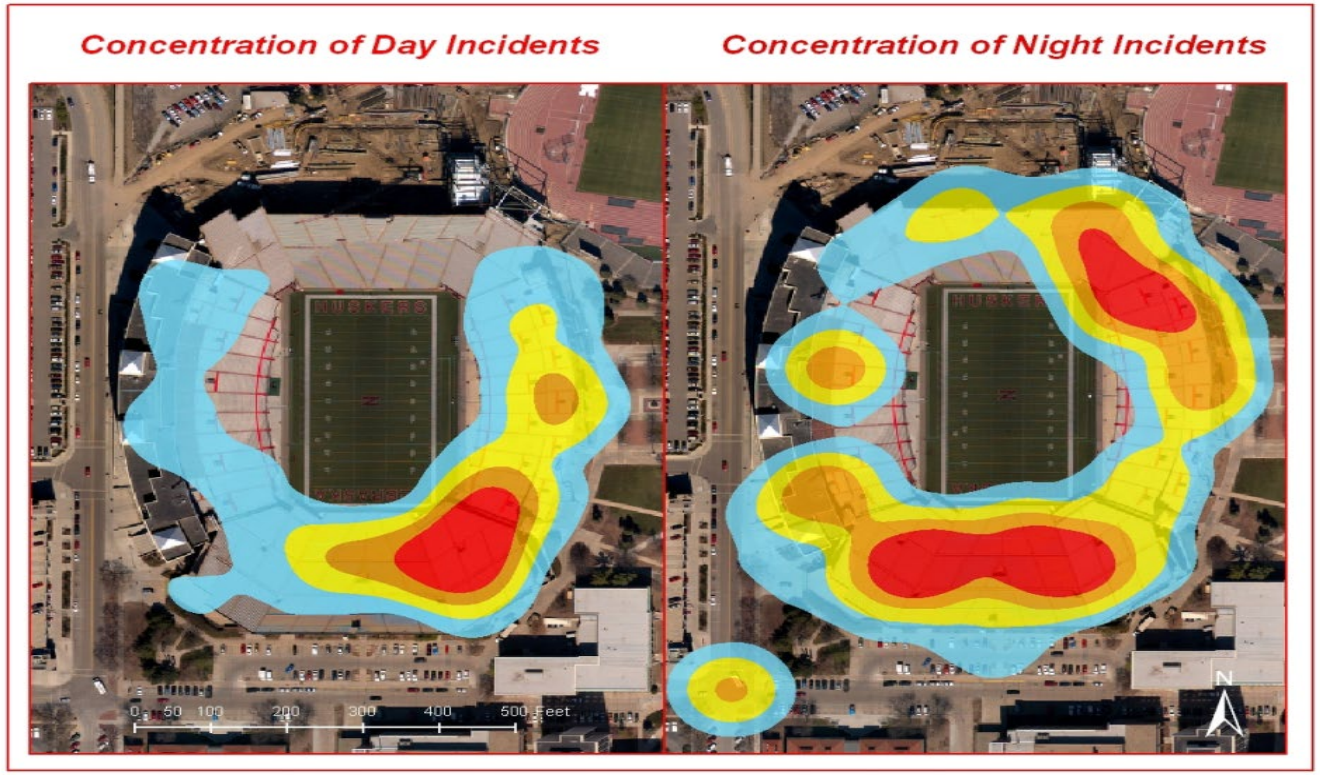
- Weekly review of student related citation data
- Monthly review of student admissions to The Bridge
- Regular review of student self-report drinking behavior
  - Y1College Alcohol Profile
  - ACHA-NCHA
  - Sub-population or special topic
  - NSE Inventory
- Last Drink Data
- Neighborhood Complaints
- Market Trends
- Police reports/GIS Maps

Data analyzed to identify patterns, trends and/or emerging issues

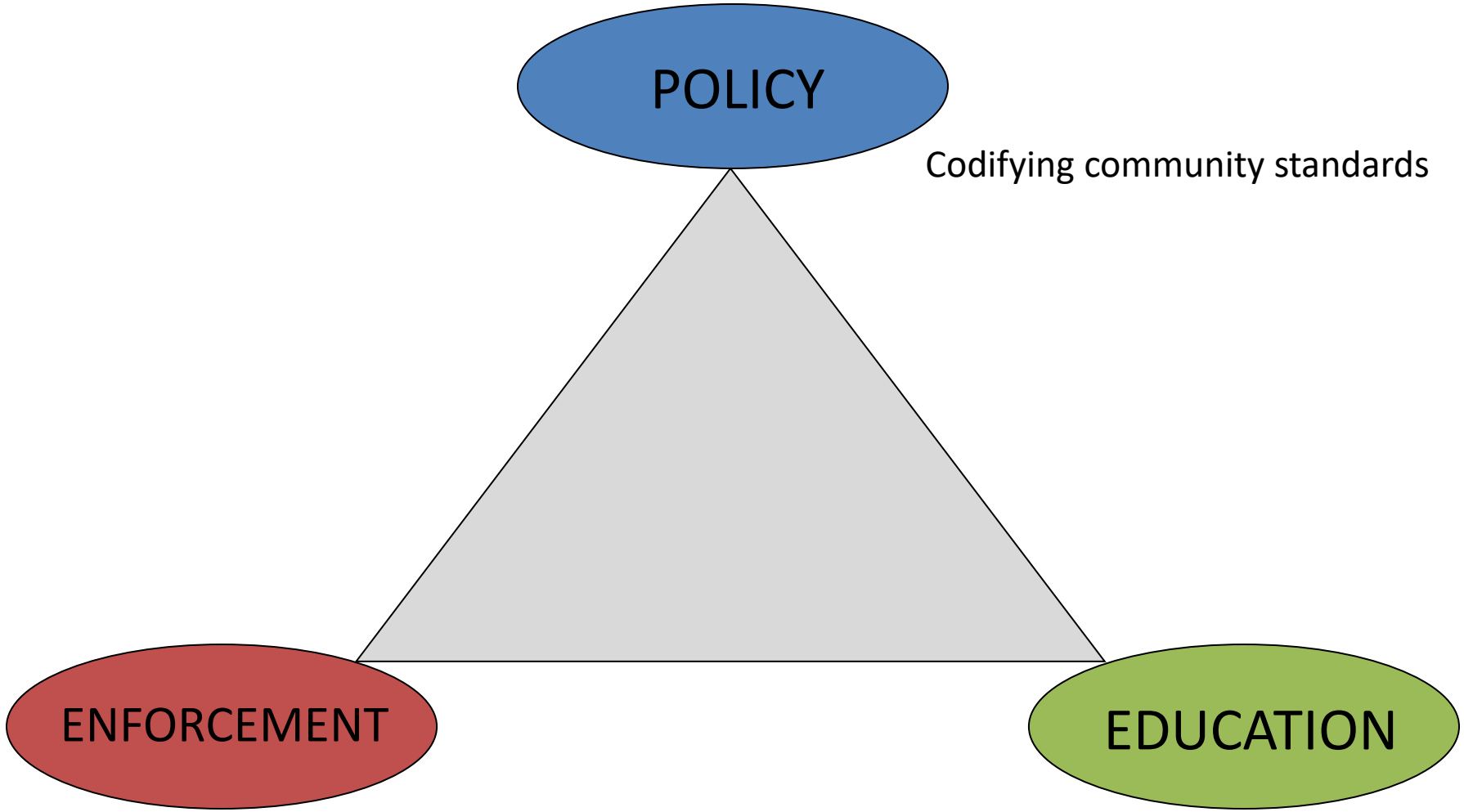
GIS Mapping
Neighborhoods, Downtown Bar District and Memorial Stadium







Strategy Selection



Codifying community standards

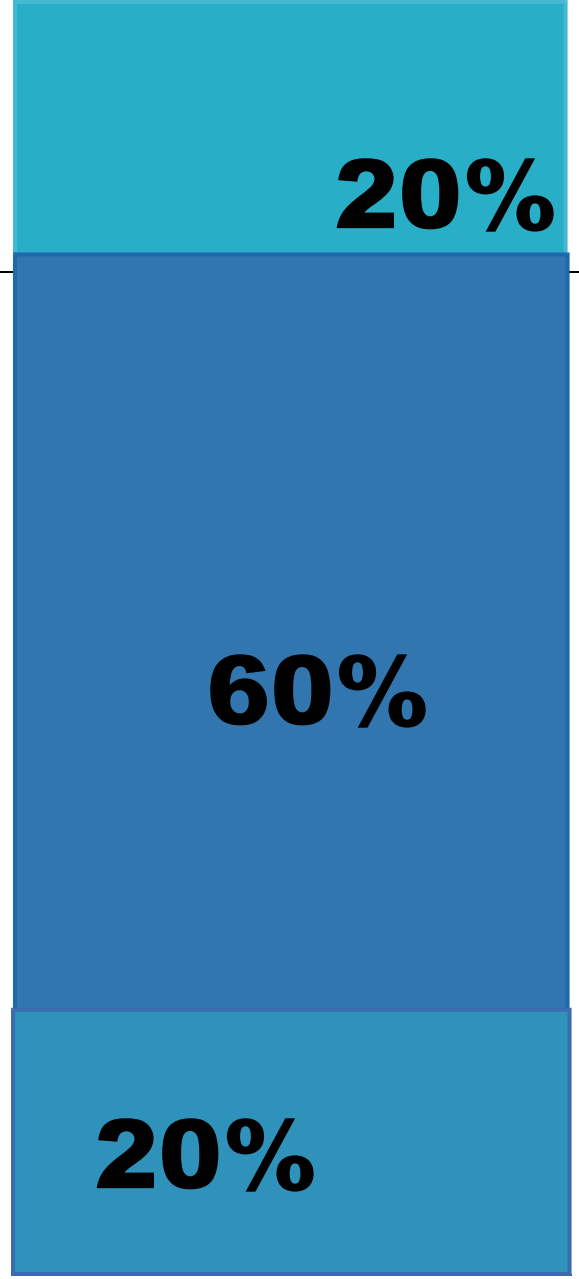
Consistent consequences when community standards are violated

Building knowledge and efficacy of community standards

NIAAA College AIM (Alcohol Intervention Matrix)

- Environmental Strategies – 25 of 36 environmental strategies with high, moderate or mixed research evidence
- Individual Strategies – 4 of 7 individual strategies with high research evidence
  - Education alone is an ineffective strategy.

https://www.collegedrinkingprevention.gov/collegeaim, June 2024



Always act ethically

Open to Influence

Never act ethically

Dr. Janice Lawrence, Associate Director of the Program in Business Ethics and Society, UNL

Comprehensive Framework and Resulting Activities of the NU Directions Campus-Community Coalition in Lincoln, Nebraska

ENVIRONMENTAL STRATEGIES employed by NU Directions were based on a framework of three key elements: Policy, Education and Enforcement

For each environmental factor, a set of measurable objectives were determined and policy, enforcement, and education activities designed to influence the factor.

ENVIRONMENTAL INTERVENTIONS

Cultural Change

Codifying Community Standards

Providing Consistent Messages About Alcohol

Interventions for the Individual

ALCOHOL EDUCATION

MOTIVATIONAL FEEDBACK

BRIEF INTERVENTION

Consistently Enforcing Laws & Policies

Eliminating/ Modifying High-Risk Traditions & Celebrations

Educating About Policies & Consequences

Eliminating High-Risk Promotions

Limiting Access & Availability of Alcohol

Collaboration with Neighborhood Associations:
–Neighborhood Noise, Parking, Trash Standards
Establishing Clear Campus Policies:
–Permitted/Restricted Use of Alcohol
–Alcohol Promotion on Campus
–Judicial Sanctions for Policy Violations
Collaborating with City Officials on Ordinances:
–Approval of Special Designated Licenses on Football Game Days
–Approval of Additional Liquor Licenses Near Campus
–Manager and Server Training Requirements
Advocating for Supportive State Laws:
–Graduated Driver's License
–Outlet Density Restrictions
–Increased Penalties for DUI

Lincoln Police Department "Wild Party Patrol"
Open Container Citations on Football Game Days
Referral of Off-Campus Violations to Judicial Affairs
Increased MIP Citations Across Campus & Community
Increased DUI Citations Across Campus & Community

Alcohol Policy Education at Orientation
Campus-Wide Distribution of Posters on Alcohol Policy/Consequences
Web-Based Server-Seller Training Program for Licensees
Ride-Along Programs with Campus/City Police
Student Forums on Alcohol Policy Enforcement

Service-Learning Projects in Neighborhoods
Social Norms Campaigns
Social Marketing Campaigns
Special Events
Late Night Activities

Message Development Coordination with Orientation Leaders
Resident Advisor Training in Alcohol Issues
Annual Greek Alcohol Summit for New Members
Greek Alcohol Policy Statements Across Campus
College-Wide Instruction on Alcohol Issues

Birthday Bar Crawl
Hospitality Guide
Student Birthday Cards
Educating/ Enforcing
Tailgating Policy on
University Property
Third Party Vendor Policy
Educating on Safe Party Hosting

Active Participation on City's Internal Liquor Committee
Mandatory Responsible Hospitality Training for Managers in Lincoln
Coalition Member Response to High-Risk Promotions on Campus/In Community
Working with Marketing Classes to Design Low-Risk Promotions for Local Vendors
Promoting Responsible Alcohol Venues to Students

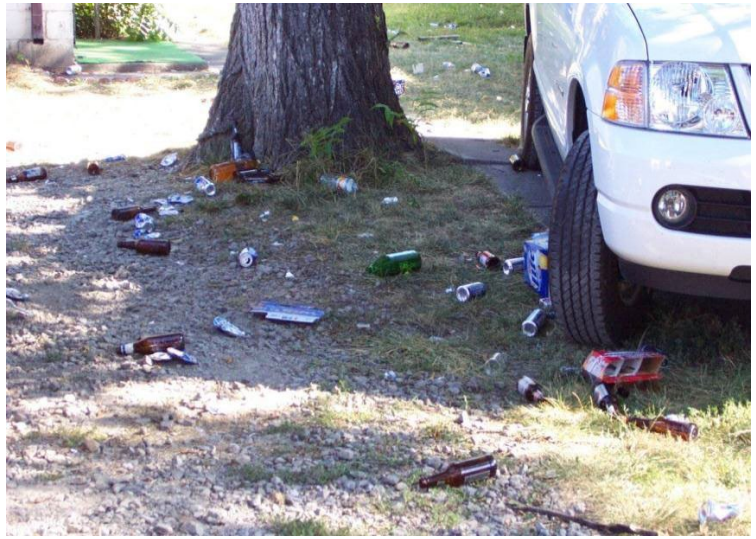
Conducting a "Fake ID" Forum in the Community
Conducting ID Compliance Checks at Local Retail Outlets
Enforcing On-Campus Alcohol Policies in Student Residences
Enforcing Disorderly House Ordinances at Student Parties in Neighborhoods

NU Directions
Student Involvement, University of Nebraska-Lincoln
200 Nebraska Union, Lincoln NE 68588-0453
(402) 472-2454 www.nudirections.org

On the Campus

In the Downtown Bar District

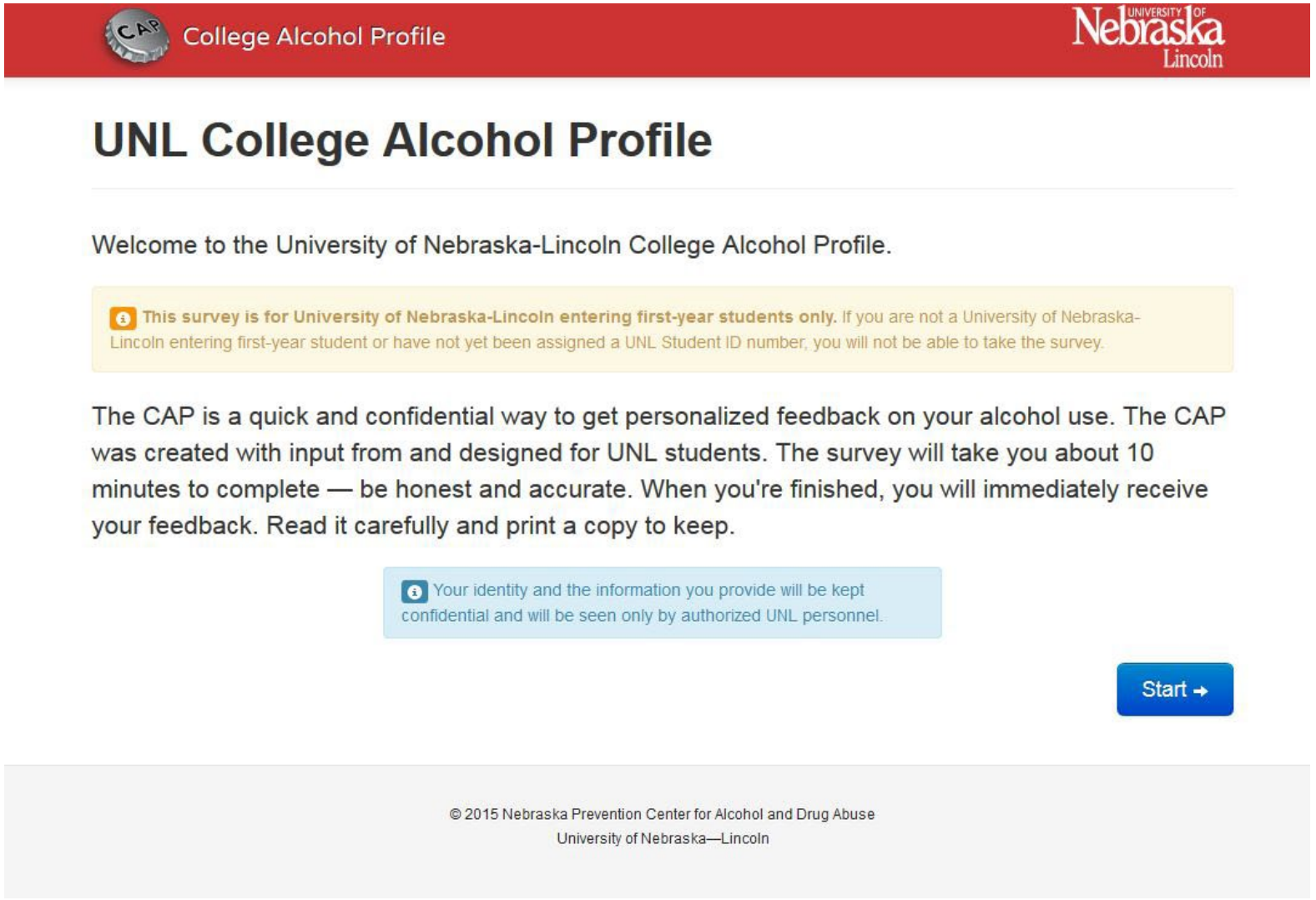
In the Surrounding Neighborhoods



In and Around the Stadium

	Campus Environment	Neighborhood Environment	Retail Environment	Game Day Environment
Policy	• Brief intervention/screening in UHC • Good Samaritan Law (across all environments) • Campus Alcohol Permit (limited availability) • Prohibited alcohol use in sports venues • Safe Ride Program	• Community violations adjudicated on campus • Party registration program • Social Host • Disorderly House Law	• Digital Driver's License • License conditions in high dense areas • Seller/server education permit • Mandatory management training program • Happy Hour Laws • Keg Registration	• Loss of season ticket for chronic problems • Special Designated Permit restriction on game day • Redesign of student ticketing
Education	• Web-based personalized feedback • BASICS • Alcohol skills training • Social Norms • Bystander Intervention • Group Profile project • FailSafe risk management tool for groups • Parent education	• LPD website for landlords • Neighborhood campaigns • Customized education program for violators	• Last Drink Data • Community forums • Bar walks • Point of sale campaigns	• Tailgate campaigns • Texting program • Husker Playbook – protective behaviors
Enforcement	• Commissioned police force supported by Community Service Officers • Increased consistency across residence halls	• Wild Party Patrol • Disorderly House Citations issued to both landlords and tenants • Strong landlord tenant contracts	• Special emphasis on sales to intoxicated • Increased tavern checks • Meetings with Internal Liquor Committee	• Obvious violations prosecuted • Intoxicated fans barred from entry • Focus on neighborhoods adjacent to campus

College Alcohol Profile



Precollege Binge Drinking

- Highest predictor of college binge drinking is precollege binge drinking
  - FY College Alcohol Profile
  - Rape Myth Acceptance Scale
- Second highest predictor of college binge drinking is precollege academic motivation
  - NSE Inventory
    - Motivation
    - Time Management
    - Aptitude
    - Persistence (Grit)
    - Intent to Become Involved

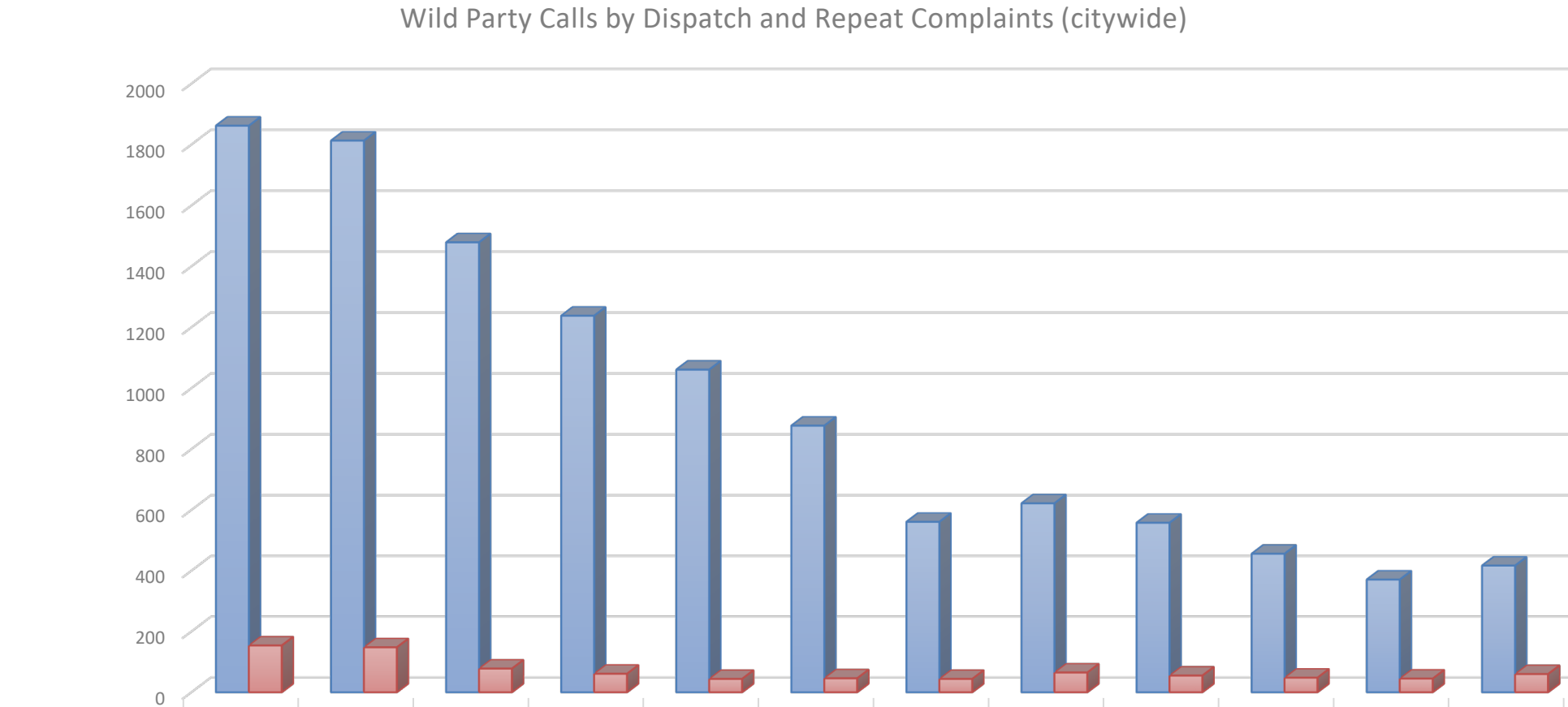
Trolian et al., (2016)

Group Profile Initiative

Primary Goal: Provide customized academic and health-related programming based on sub-group data.

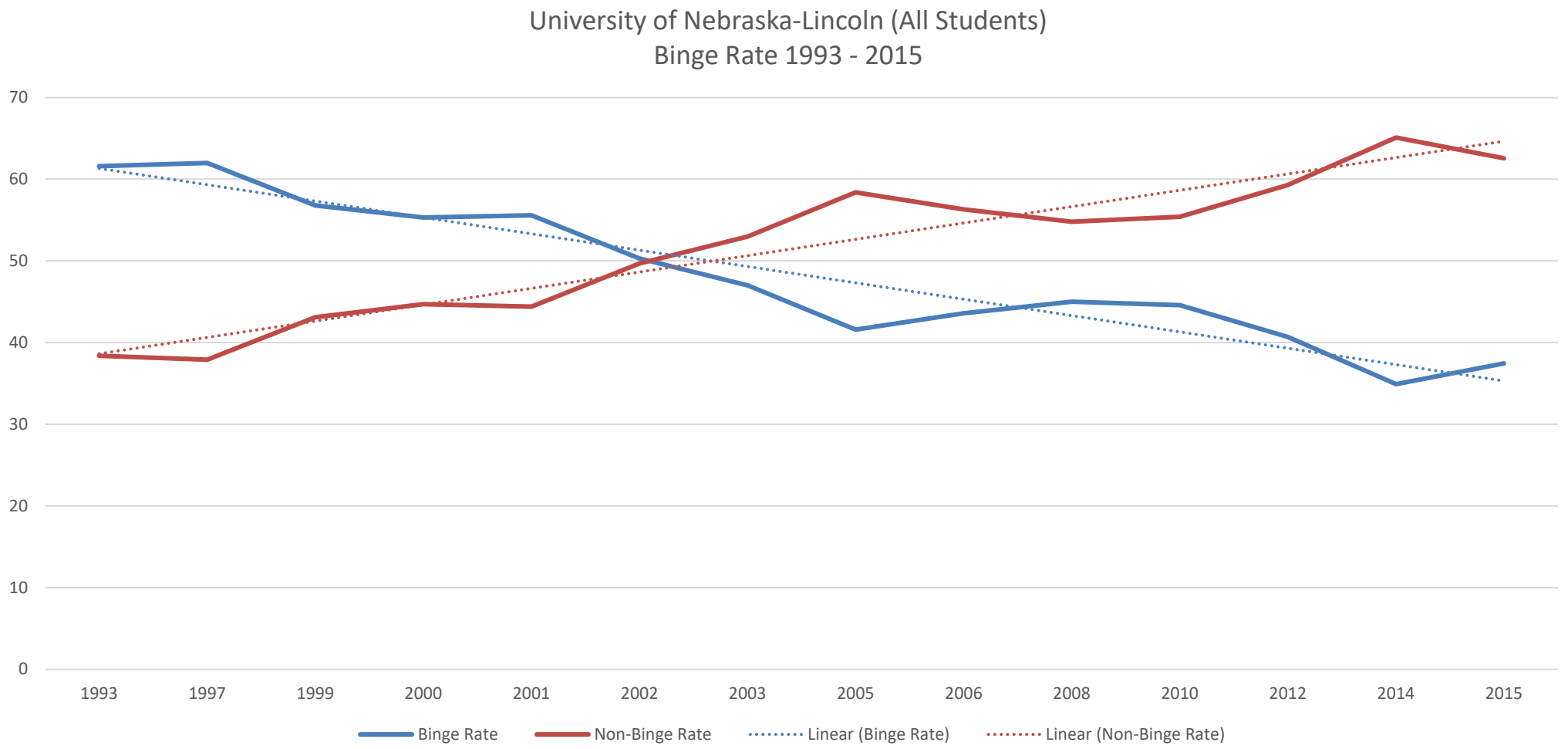
1. Created aggregate profiles for each residence hall, fraternity, and sorority based on Y1-CAP and NSE Inventory Data
2. Developed a menu of educational strategies and messaging options based on aggregate profile
3. Considered environmental strategies within context micro-environments
4. Met with Residence Hall Directors and Greek Advisors to discuss practical applications

Wild Party Calls (citywide)

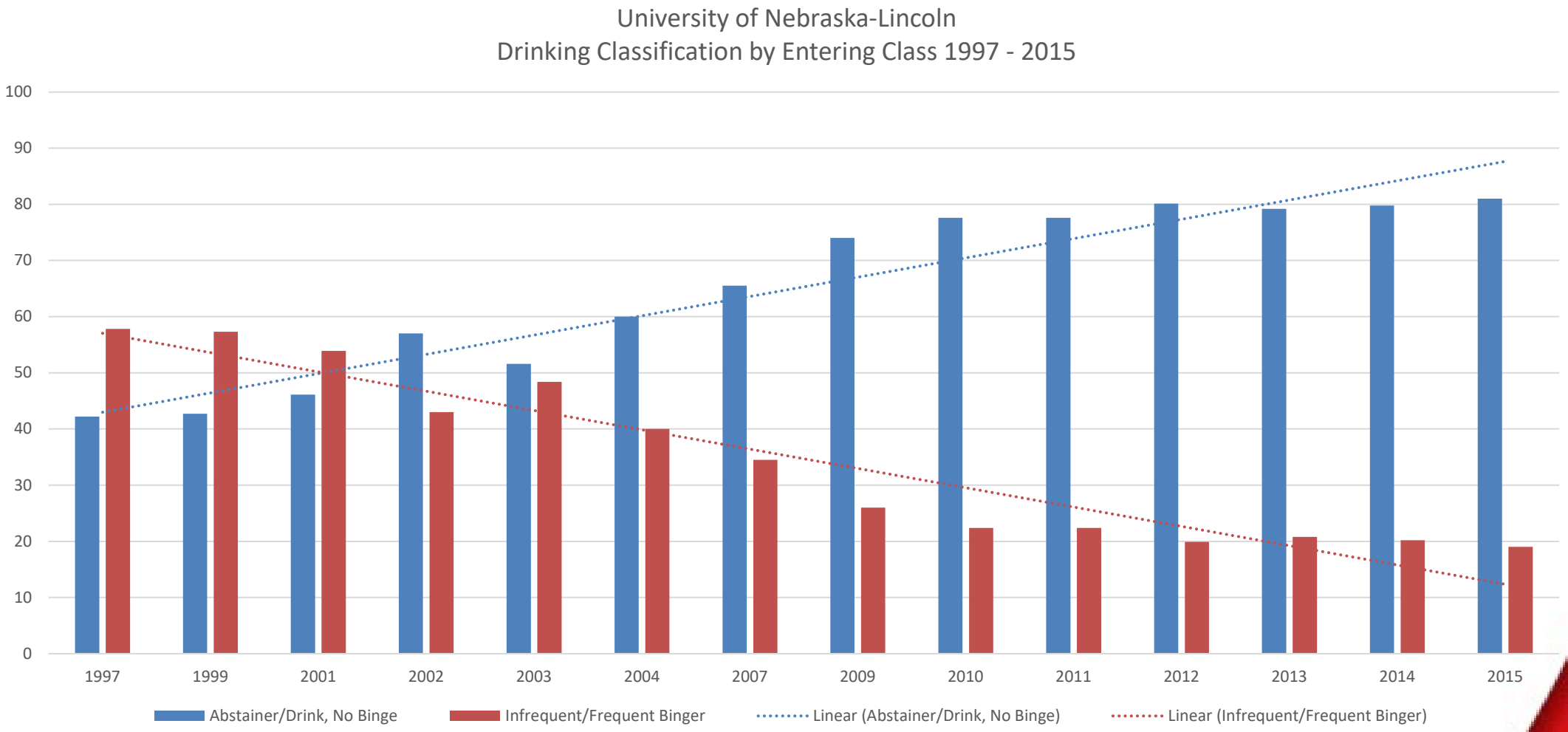


	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Dispatched	1862	1813	1479	1238	1061	877	561	622	558	456	371	417
Repeat Complaints	154	148	78	61	44	46	44	65	55	48	45	60

Student Binge Rate



Drinking Classification by Entering Class



Potential Reasons for Success

- Coalition staff understood community organizing
- Effective communications strategy
- Commitment to the environmental approach and continuous scanning
- Flexible strategic plans
- Recognizing and acting upon opportunities to advance coalition goals
- Highlighting positive changes

Collective Impact

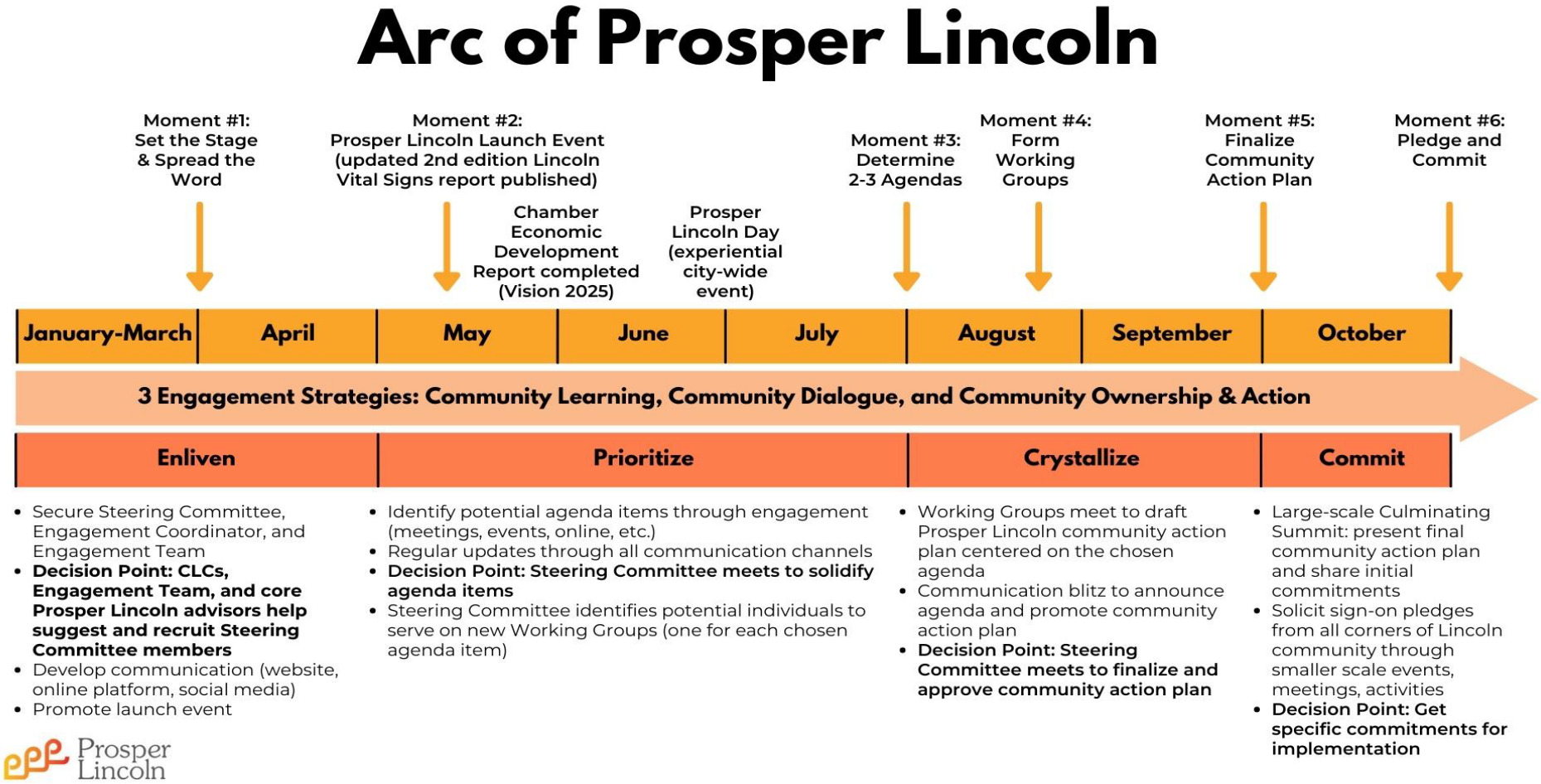
"Collective impact brings people together freom across a community to address a common goal or bring about a desired social change."

Five conditions common among successful collective impact intiatives:

- Backbone support
- Common agenda
- Mutually reinforcing activities
- Shared measurement system
- Continuous communication

Kania & Kramer (2011)

Prosper Lincoln



Major et al., (2022)

Questions?

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