President’s Alcohol Task Force

2014-2015 Initiatives
Our Commitment:

- Establish a culture that actively supports, educates, and empowers students to make healthy choices about alcohol consumption

- Engage the university community with innovative, evidence-informed, student-driven alcohol awareness and prevention programs

- Enhance community collaboration through meaningful endeavors and intentional initiatives consistent with institutional values
Alcohol Task Force Initiatives

- Maryland Strategic Prevention Framework Grant: Frostburg Community Coalition
- Maryland Collaborative to Reduce College Drinking and Related Problems
- Alcohol & Drug Abuse Administration Prevention Grant: BURG Peer Educators
Comprehensive Environmental Strategies

Prevention

Engagement

Deterrence
Strategic Framework:
Individually-Focused Initiatives

- **AlcoholEdu and Haven**: pre-matriculation online alcohol and sexual assault education for freshmen
- **BASICS Screening Intervention (BSI)**: brief motivational interviewing with high-risk drinkers
- **Group Motivational Enhancement programs for special populations**: *STEP UP* Bystander Intervention for Athletes, Freshmen, and Greeks
- **TIPS**: intervention training for RA staff
- **BURG Peer Educators**: peer mentoring and education
- **Adjudicating on and off campus policy violations**: consistently addressing behavioral concerns
- **Reality Check**: website information
Environmentally-Focused Initiatives:

- **Intentional messaging campaigns**: social marketing and social norms clarification
- **SafeRide**: student transportation resources within the Frostburg community
- **bWell Substance-free housing**: living and learning community
- **Late @ Lane**: alcohol-free programming
- **GIS blotting of off-campus violations**: global information system mapping to identify nuisance properties.
- **Property Manager notifications**: information sharing regarding noise violations
- **Parental Notification policy**: notifying parents of alcohol violations via mail or phone
System-Focused Initiatives:

- **Frostburg Community Coalition**: collaboration between the University, City, and Community; funds saturation patrols in the community and compliance checks in bars and outlets
- **Law Enforcement Collaborative meetings**: sponsored by University to bring together allied law enforcement agencies
- **Joint Jurisdiction Patrols**: MOU with the City for additional police presence in the University neighborhood
- **“Knock & Talks”**: University police preemptive conversations at off-campus houses regarding concerns
- **RBS Training for Bars/Outlets**: responsible beverage service training funded by the Coalition
- **Friday Courses**: intentional initiative with COB
Intentional Messaging about Policies

When Out in the Burg...  
...Avoid Carrying This:

- Beer Bottle
- Natural Light Can
- Red Plastic Cup

So you don’t have to sign this.

Hosting A Party Can Cost A Lot

* $125 City Noise Ordinance
* $100 University Conduct Violation

Serving underage drinkers or charging people to get into your party... add a criminal arrest, $2500 fine, and suspension from the university.

Party Smart.
Using GIS Technology
Frostburg Community Coalition:
By the Numbers in 2013-2014

- 124 Knock & Talks
- 516 hours of saturation patrols
- 258 compliance checks = 8 violations in the fall & 0 in the spring
- 63 bar & outlet staff RBS trained
Friday Courses with the College of Business

- 2013 study regarding the COB: increased Friday morning courses by 15% (32 classes) during the previous year
- Study found (N=128):

1. 94% of students indicated they believed that drinking to intoxication on Thursday nights would have a negative impact on their grades
2. 79% of students indicated they believed that Friday classes lead to less consumption and reduced participation in parties on Thursday nights
3. 60% of students reported consuming less alcohol on Thursday nights when enrolled in Friday classes
4. 72% of students who reported consuming alcohol on Thursday nights indicated they experienced some type of negative academic consequence in the past
Core Survey Results: Binge Drinking Rate

2-week Binge Drinking rate reported by students

- 2006: 54% (FSU) vs 43% (National Avg)
- 2009: 43% (FSU) vs 43% (National Avg)
- 2012: 41% (FSU) vs 43% (National Avg)
Core Survey Results: Drinks per week

Drinks per week reported by FSU students
Don’t Sidetrack Your Goals...

...by participating in high-risk drinking. You have huge plans for your life.