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**TAKING A CLOSER LOOK AT CAMPUS STRATEGIES FOR  
DRUG AND ALCOHOL ABUSE PREVENTION:  
WHAT CAN WE LEARN FROM LONGITUDINAL RESEARCH?**

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**David S. Anderson, Ph.D.**

**Professor**

**and**

**Elizabeth Hanfman, M.A.**

**Research and Evaluation Associate**

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# **THE COLLEGE ALCOHOL SURVEY:**

The national longitudinal survey on alcohol, tobacco, other drug  
and violence issues at institutions of higher education

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## **LONGITUDINAL TRENDS AND YEAR 2006 SUMMARIES**

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# **THE COLLEGE ALCOHOL SURVEY: 1979 - 2006**

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**David S. Anderson, Ph.D.  
George Mason University  
and  
Angelo F. Gadaletto, Ph.D.  
West Chester University**

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# **THE COLLEGE ALCOHOL SURVEY: 1979 - 2006**

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Sample of 4-year colleges and universities

Conducted every 3 years since 1979

10 survey administrations

Respondents are chief student affairs officers

Response rate from 50% – 71%

Results available at [www.caph.gmu.edu](http://www.caph.gmu.edu)

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# OUTLINE

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The Nature of the Problem  
Context of Collegiate Efforts  
Comprehensive Efforts  
Policies and Procedures  
Data Collection  
Personnel and Funding  
Education and Programming  
Support Services  
Perception of Effectiveness

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# **THE NATURE OF THE PROBLEM**

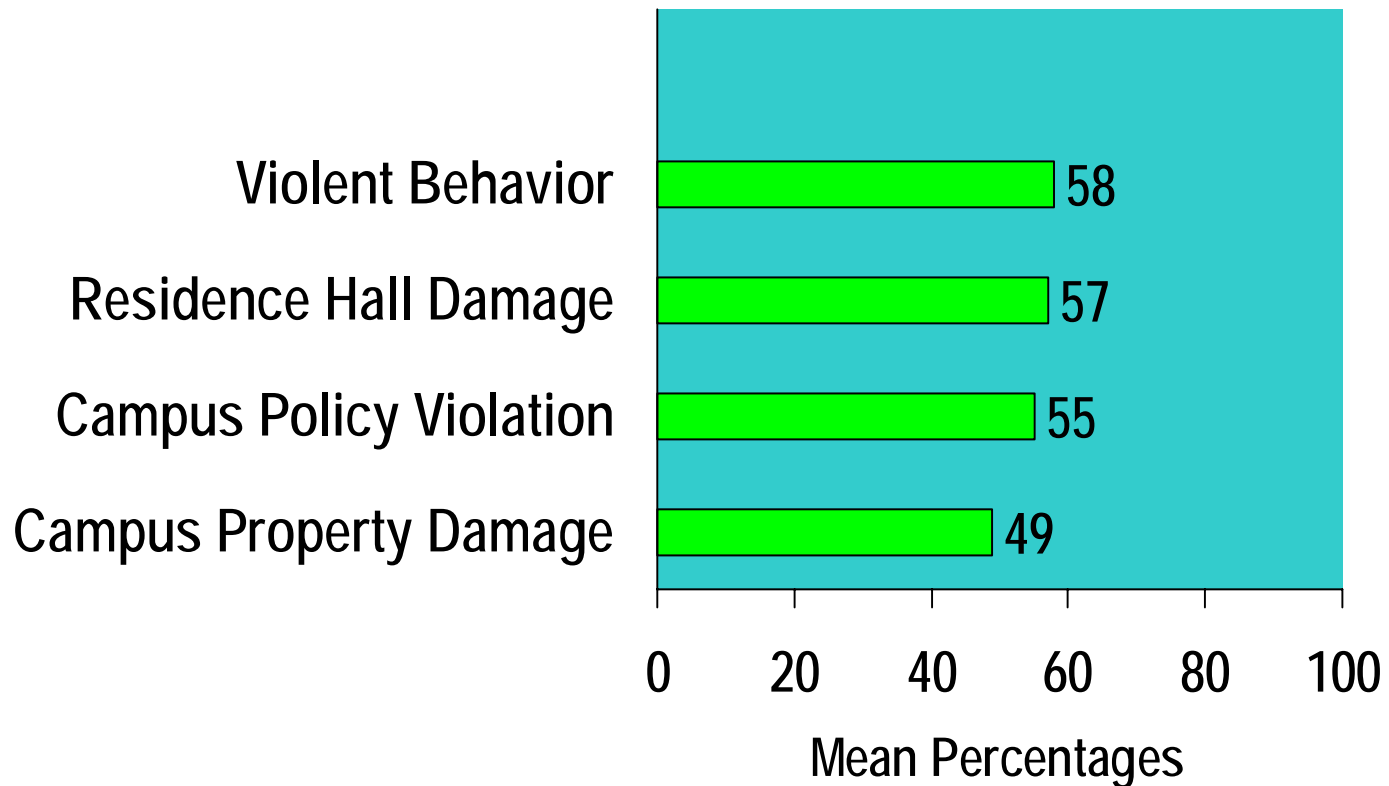
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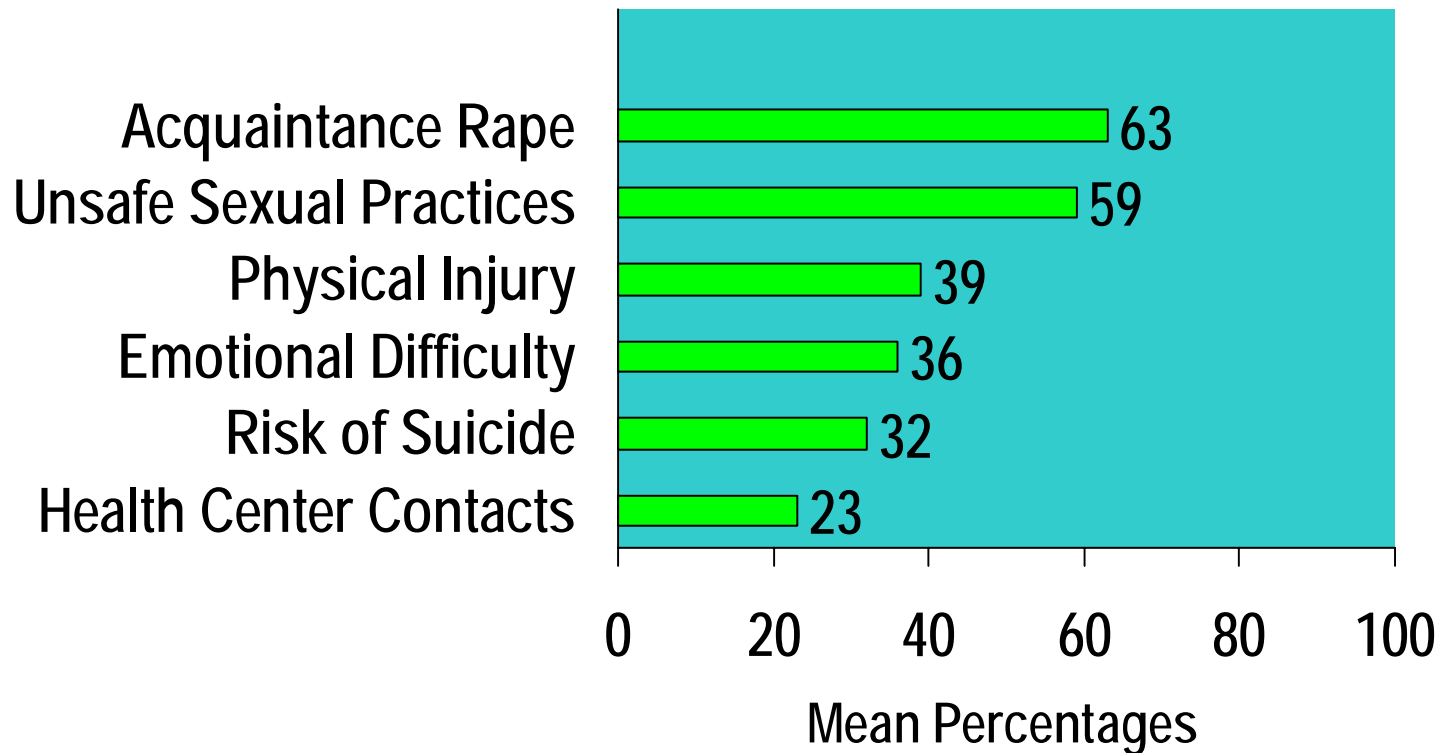
Alcohol's involvement with a wide range of campus issues remains high.

Changes over time appear to be reduced to a very limited degree.

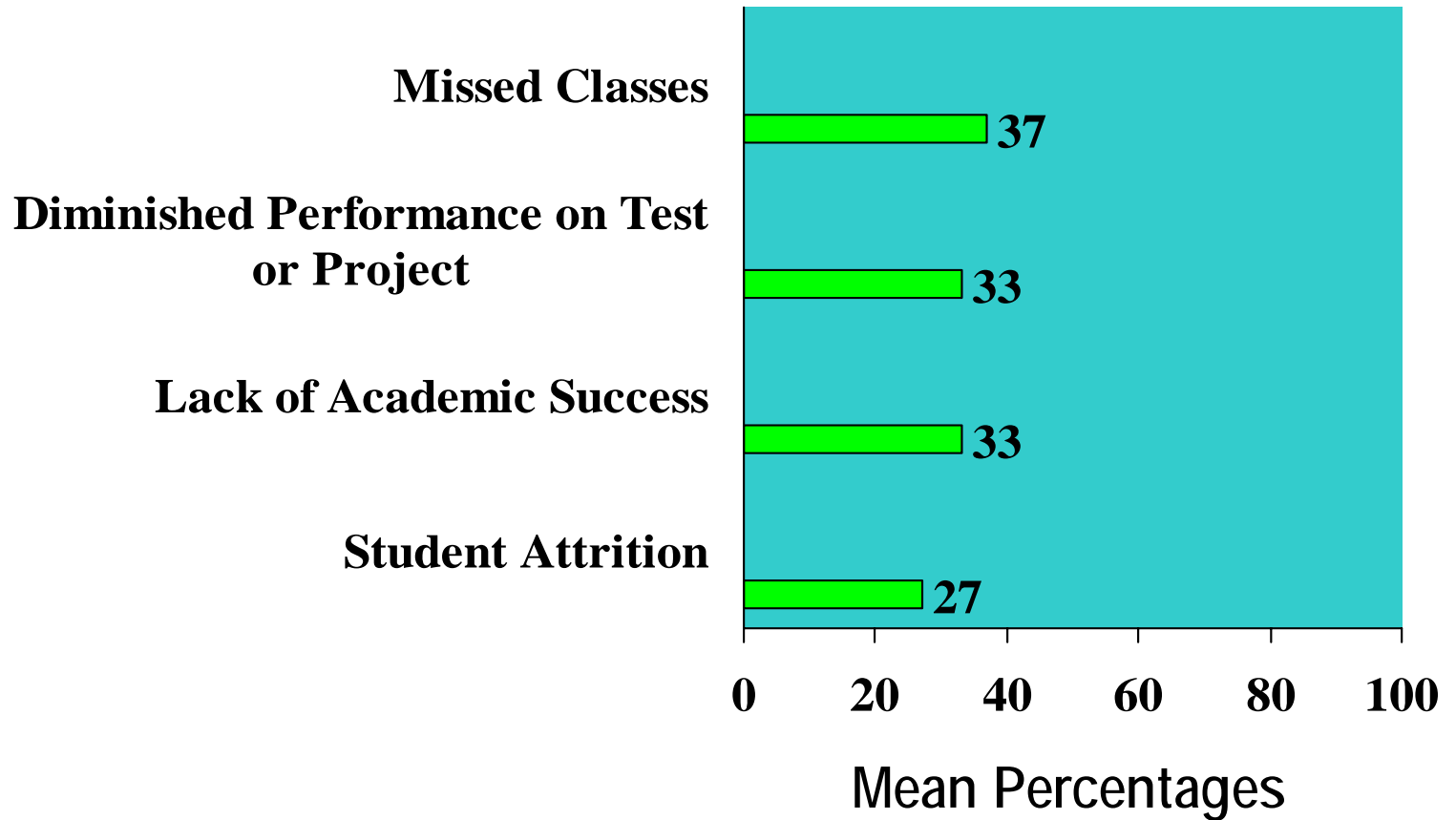
# Alcohol's Involvement With Campus Behaviors: 2006



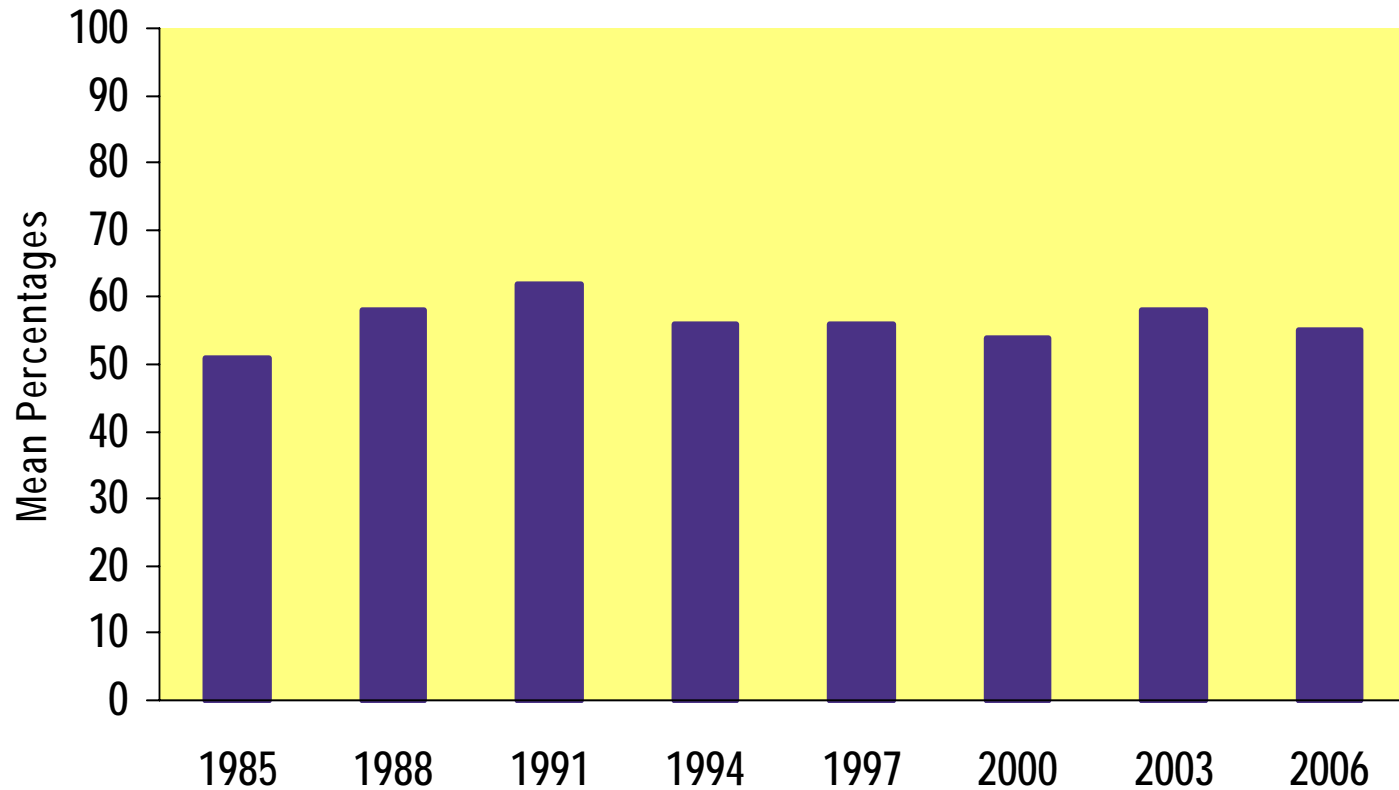
# Alcohol's Involvement In Personal Behaviors: 2006



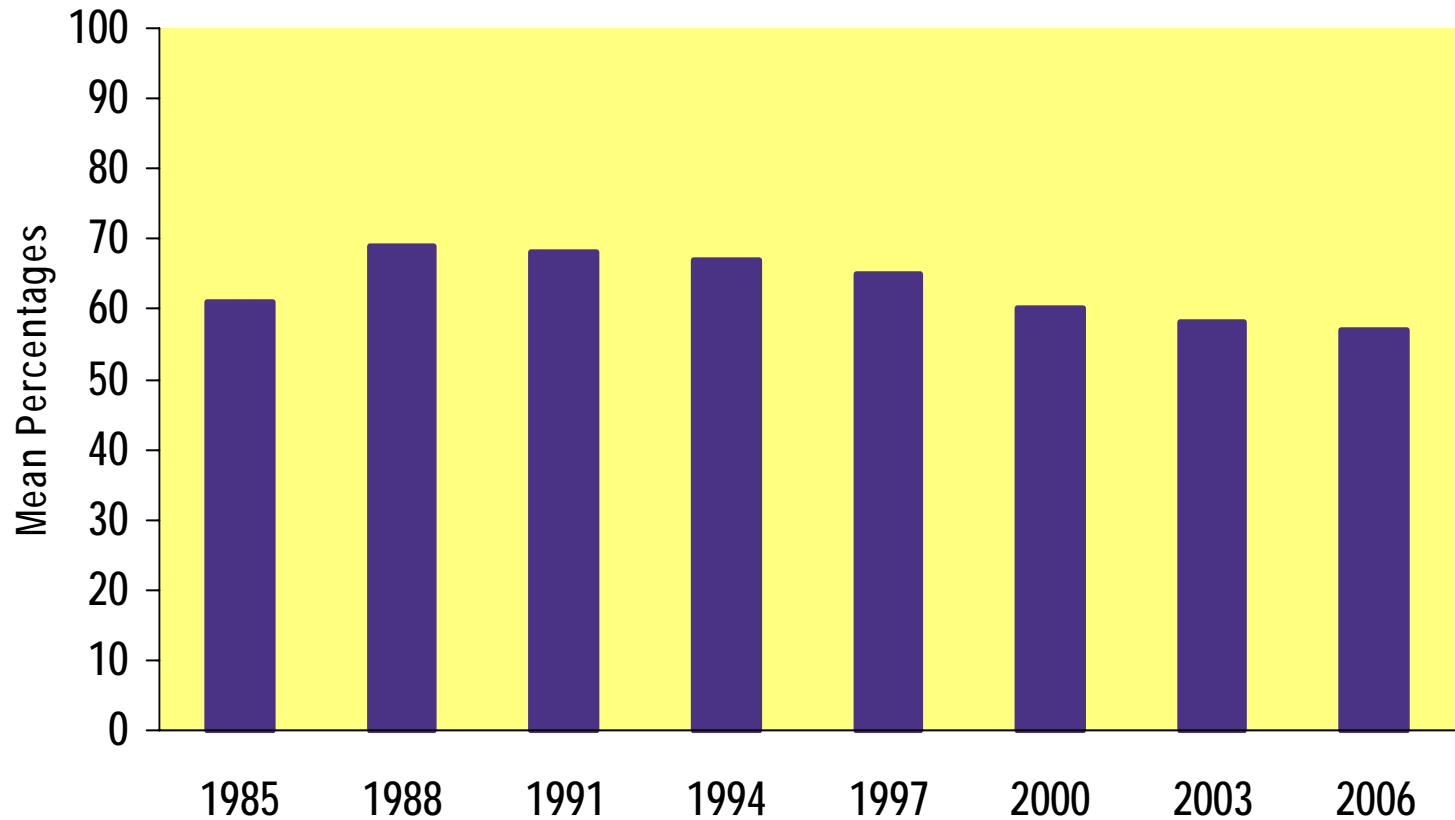
# Alcohol's Involvement In Academic Issues: 2006



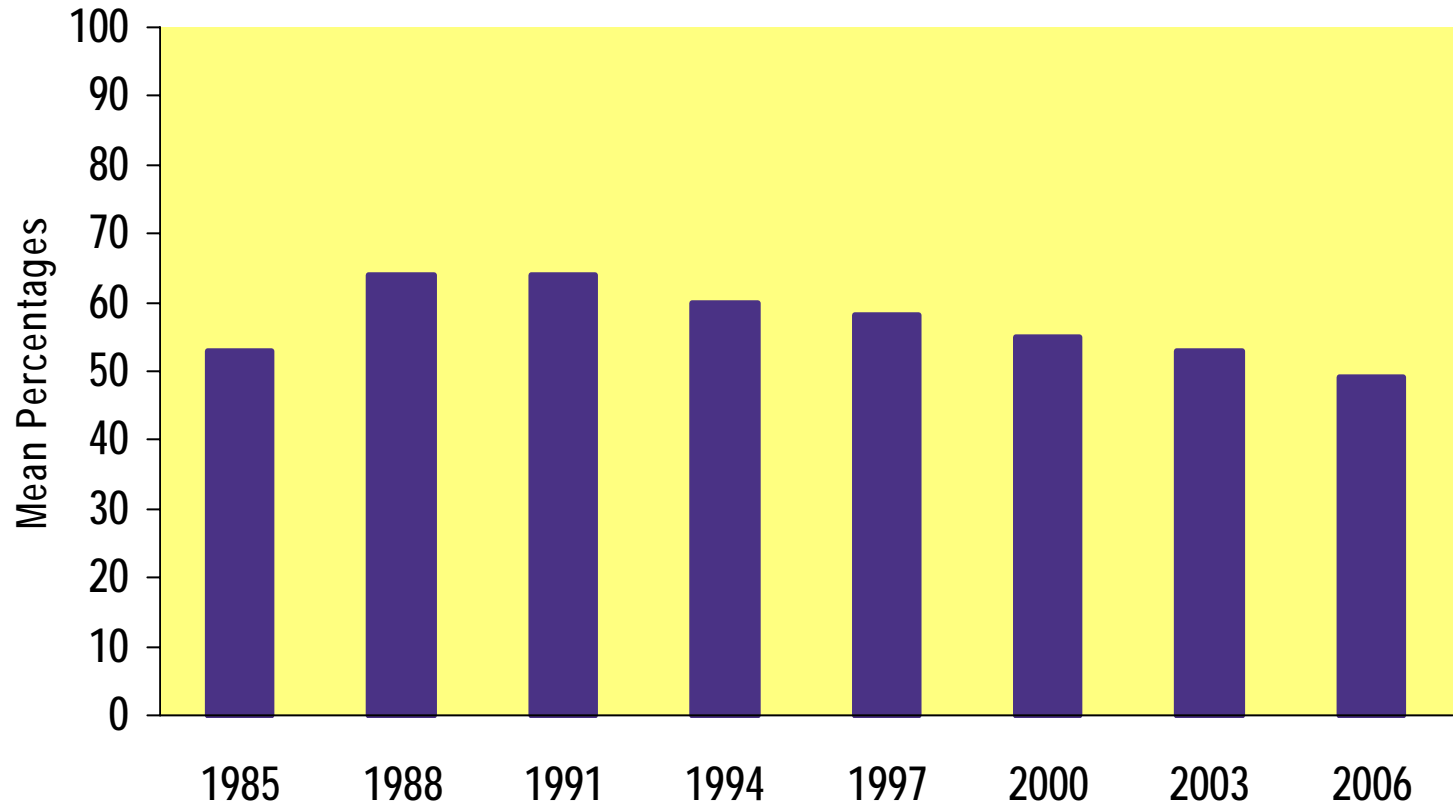
# Alcohol's Involvement: Violation Of Campus Policy



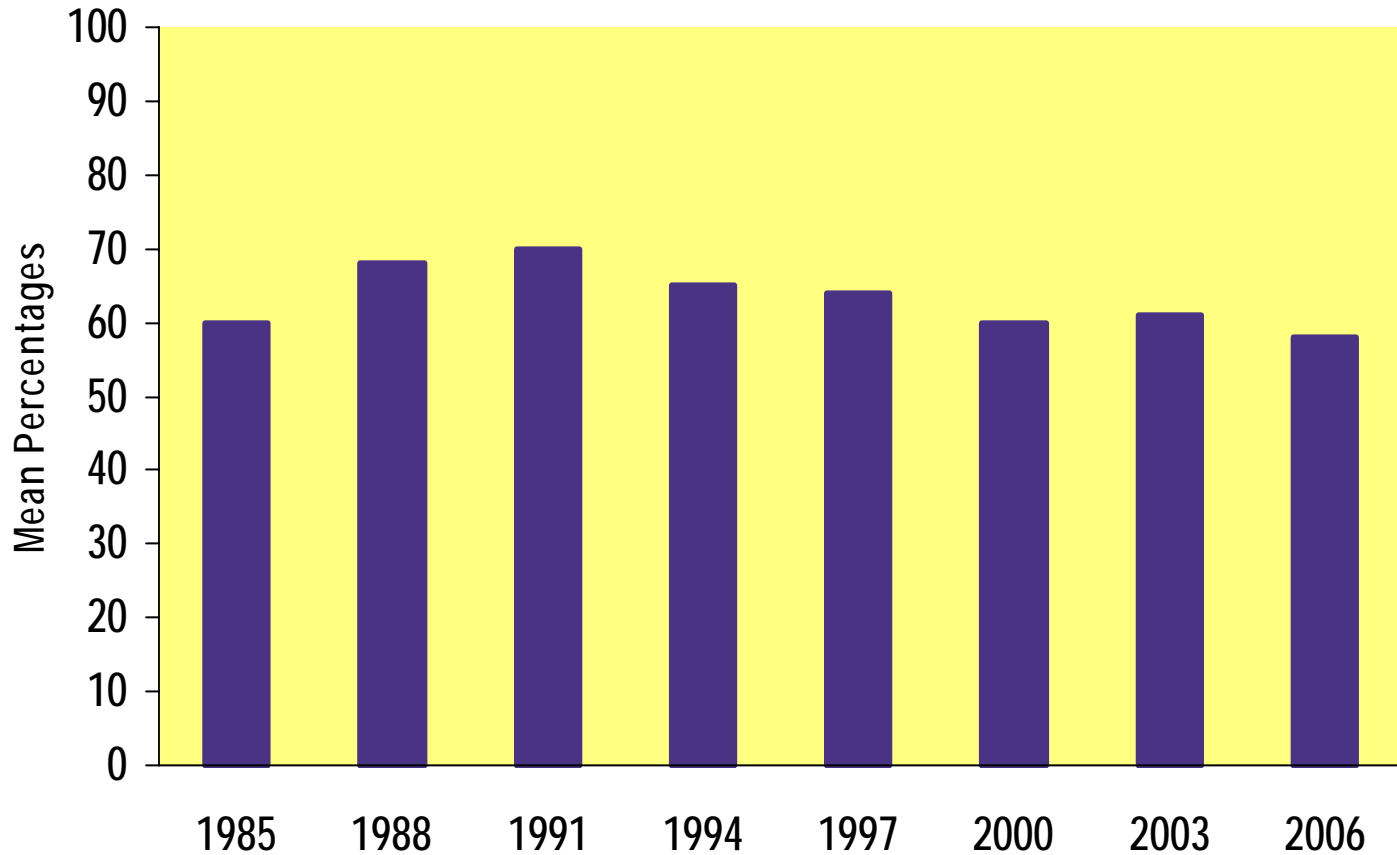
# Alcohol's Involvement: Residence Hall Damage



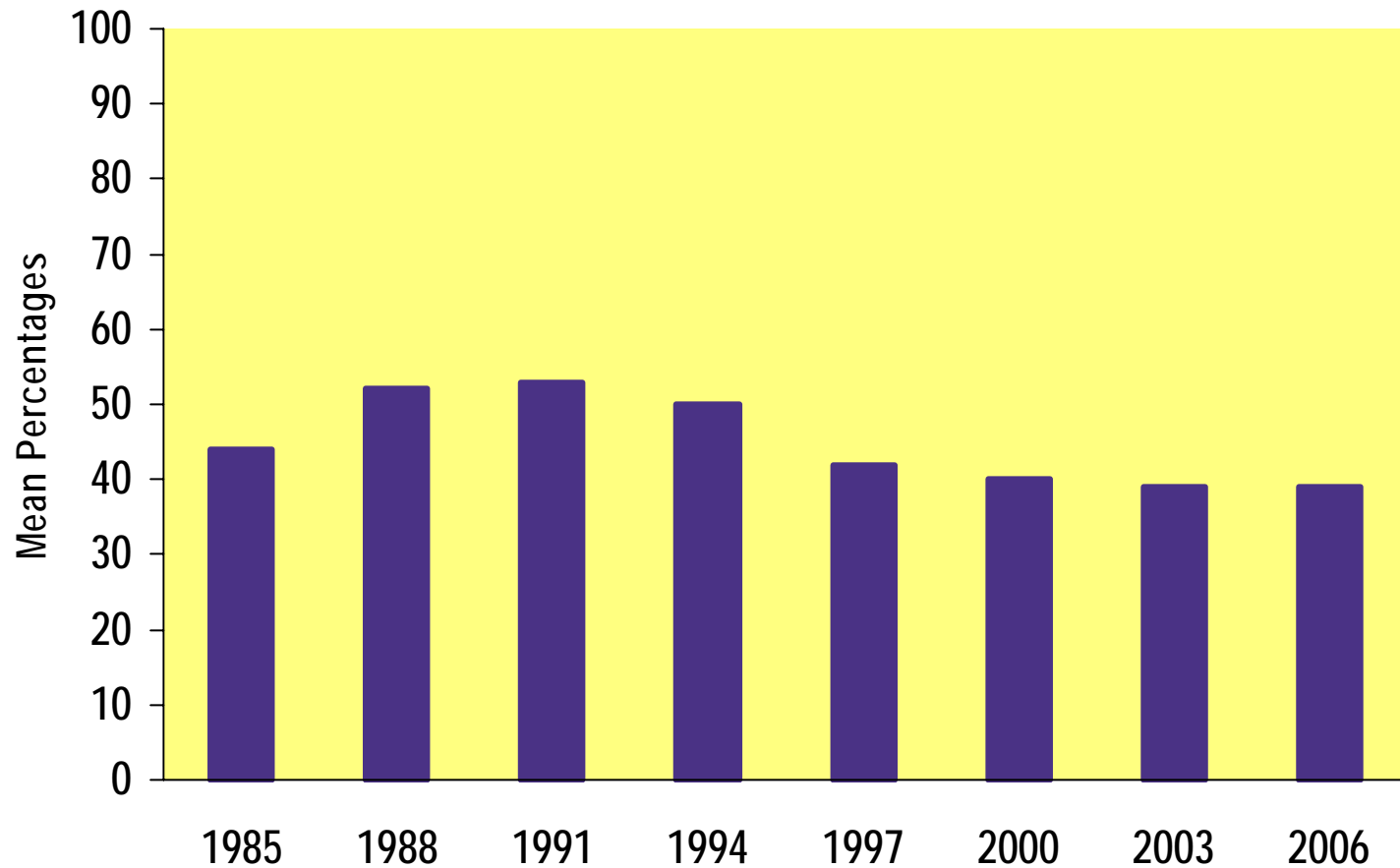
# Alcohol's Involvement: Campus Property Damage



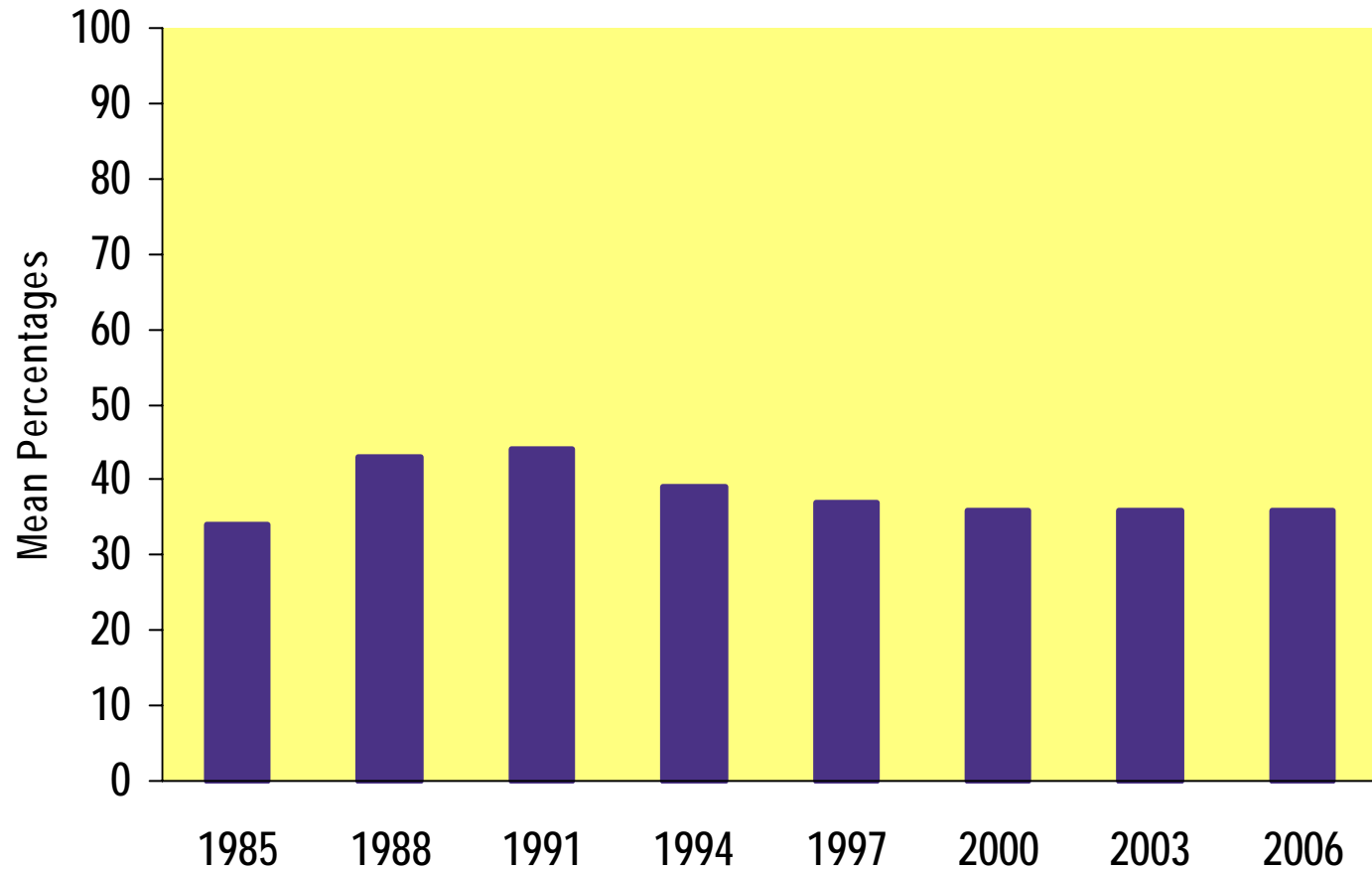
# Alcohol's Involvement: Violent Behavior



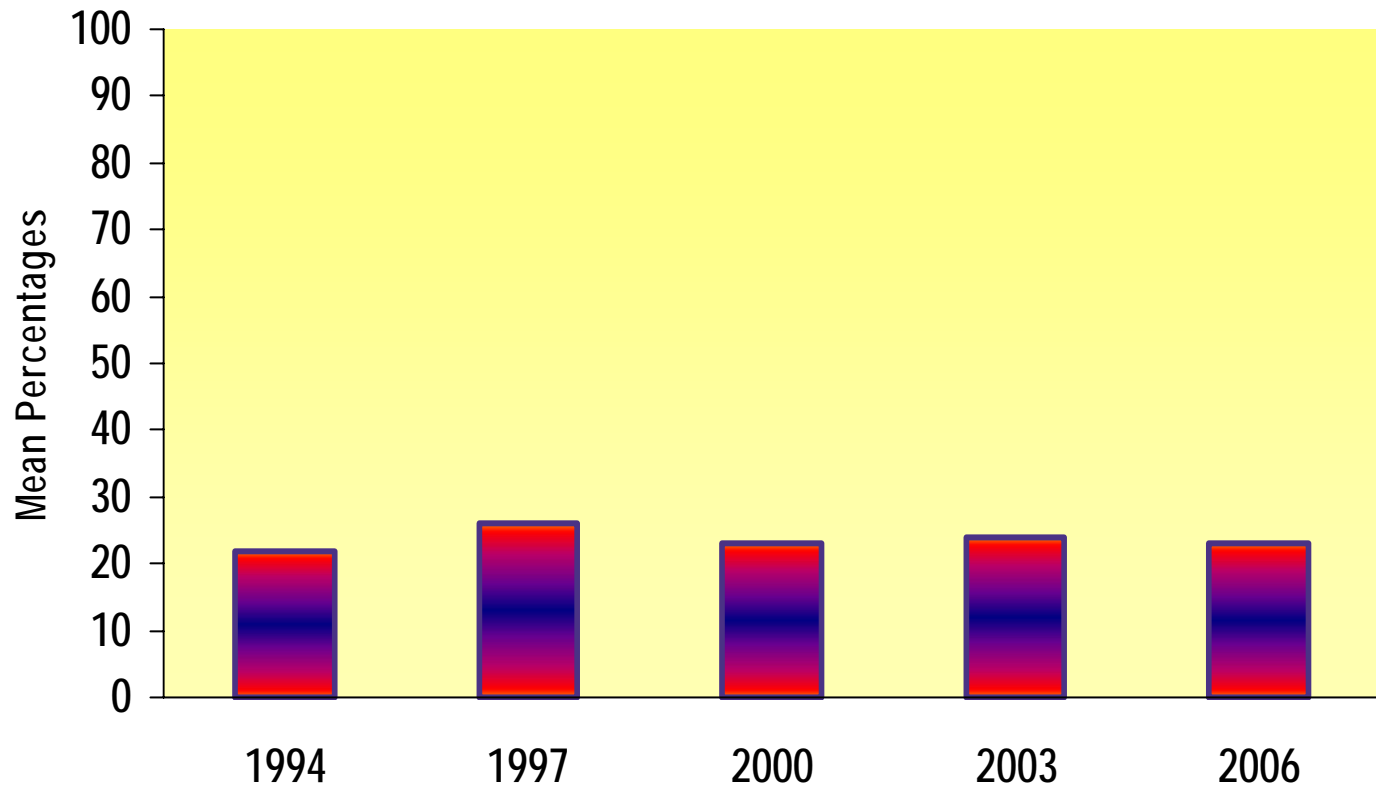
# Alcohol's Involvement: Physical Injury



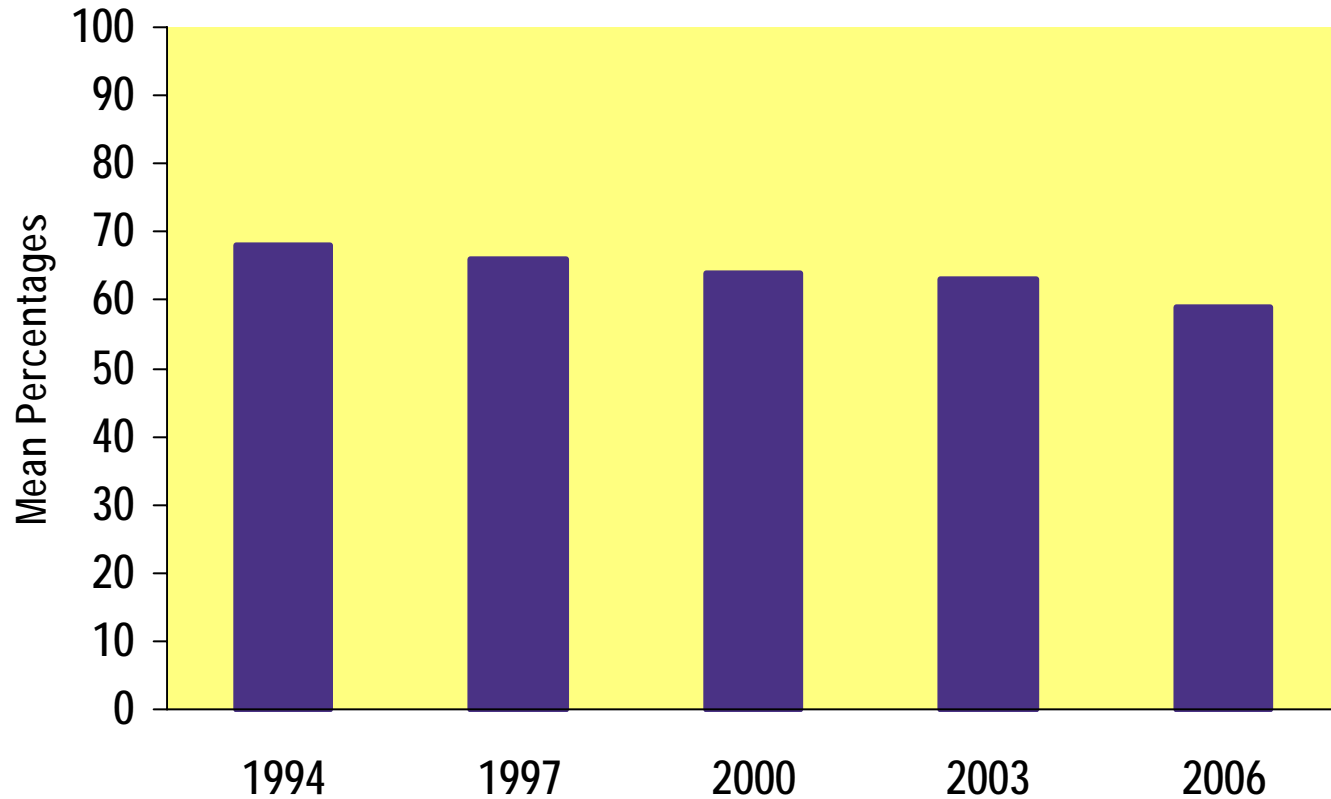
# Alcohol's Involvement: Emotional Difficulty



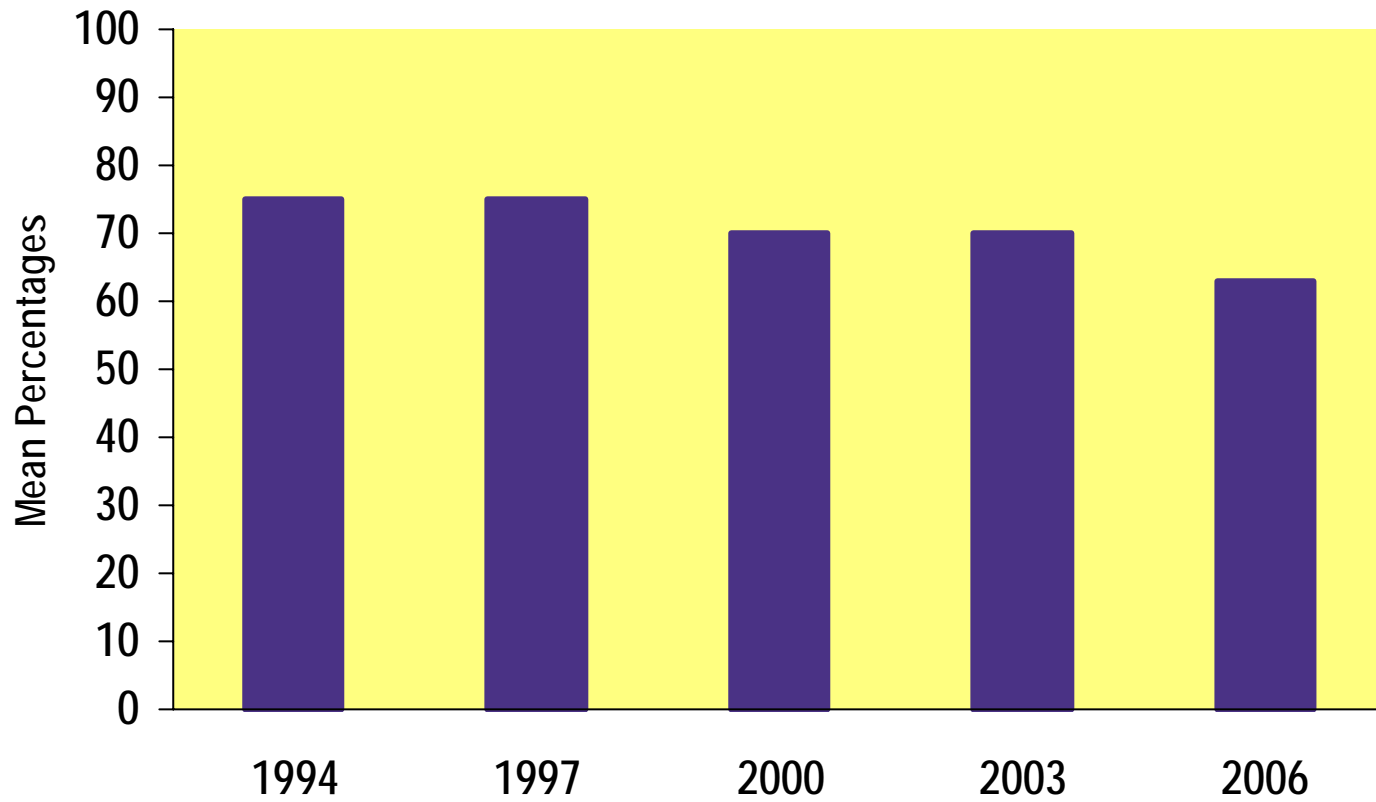
# Alcohol's Involvement: Health Center Contacts



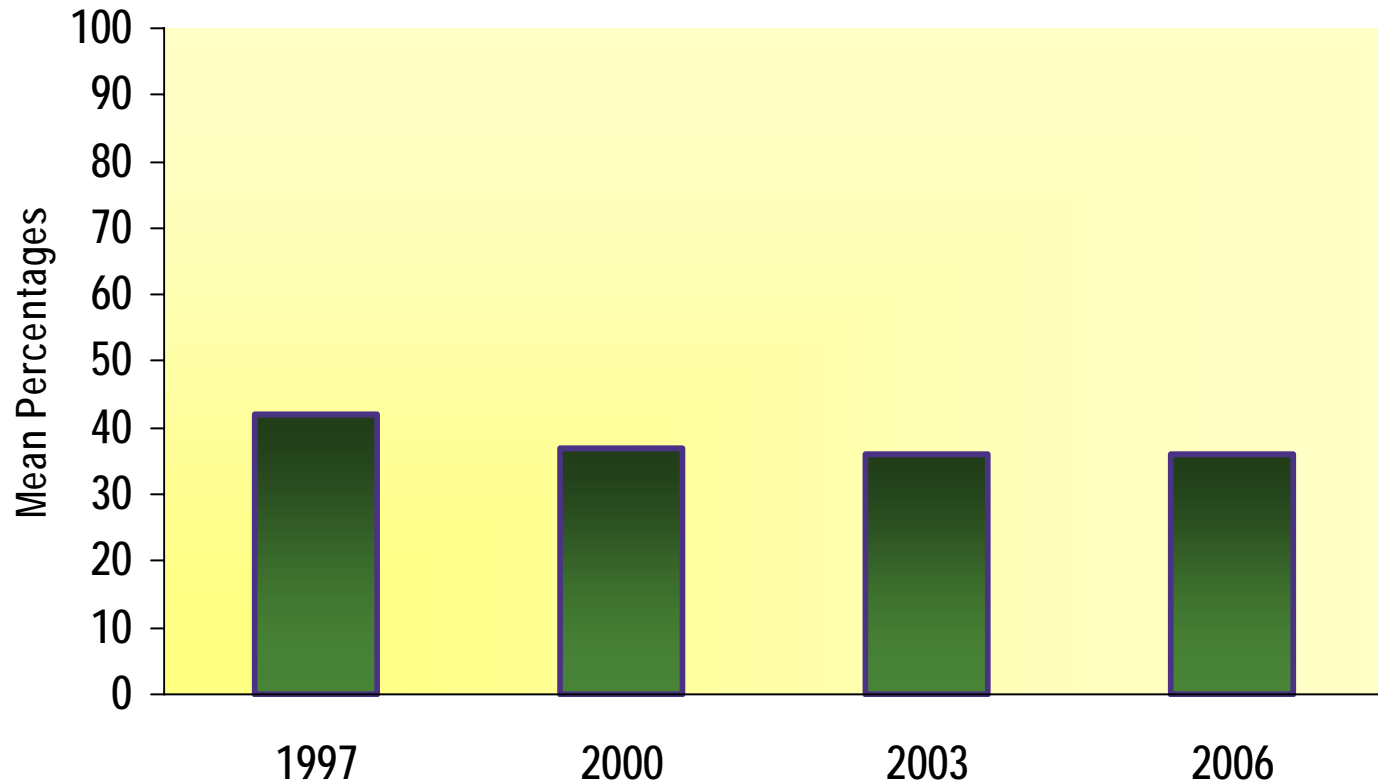
# Alcohol's Involvement: Unsafe Sexual Practices



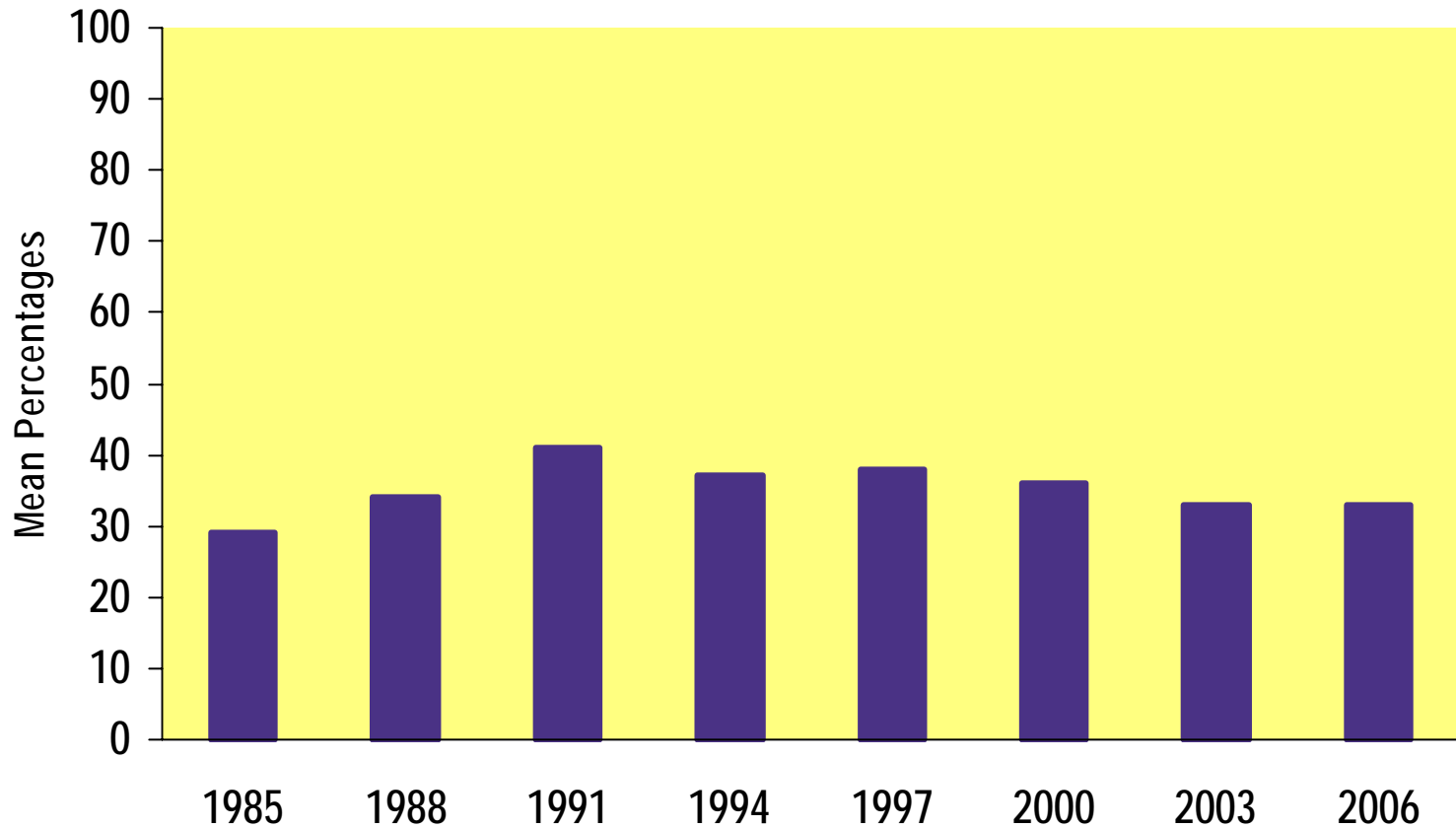
# Alcohol's Involvement: Acquaintance Rape



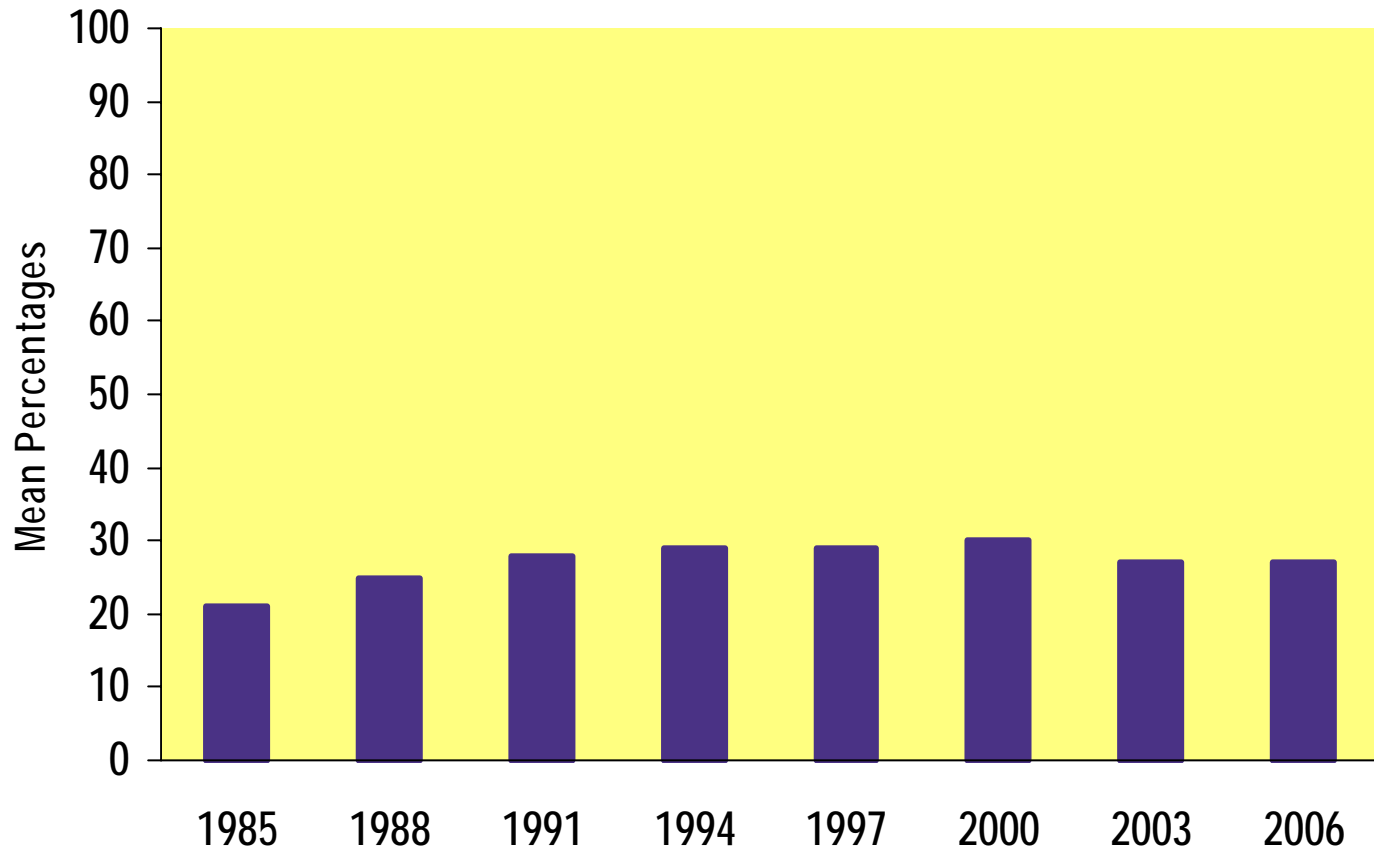
# Alcohol's Involvement: Use Of Marijuana



# Alcohol's Involvement: Lack Of Academic Success



# Alcohol's Involvement: Student Attrition



## **Differences Between Campuses Where Alcohol is Permitted and Where Alcohol is Not Permitted**

(based on assessment of the percent of time alcohol is involved with each of the following)

<b>Damage in residence halls</b>	<b>Damage to other property on campus</b>	<b>Violation of campus policies</b>	<b>Violent behavior</b>
<b>Physical injury</b>	<b>Emotional difficulty</b>	<b>Risk of suicide</b>	<b>Missed classes</b>
<b>Diminished performance on test or project</b>	<b>Lack of academic success</b>	<b>Student attrition</b>	<b>Health Center contacts</b>
<b>Acquaintance rape</b>	<b>Unsafe sexual practices</b>	<b>Use of marijuana</b>	<b>Use of designer drugs</b>
			<b>Use of other drugs</b>

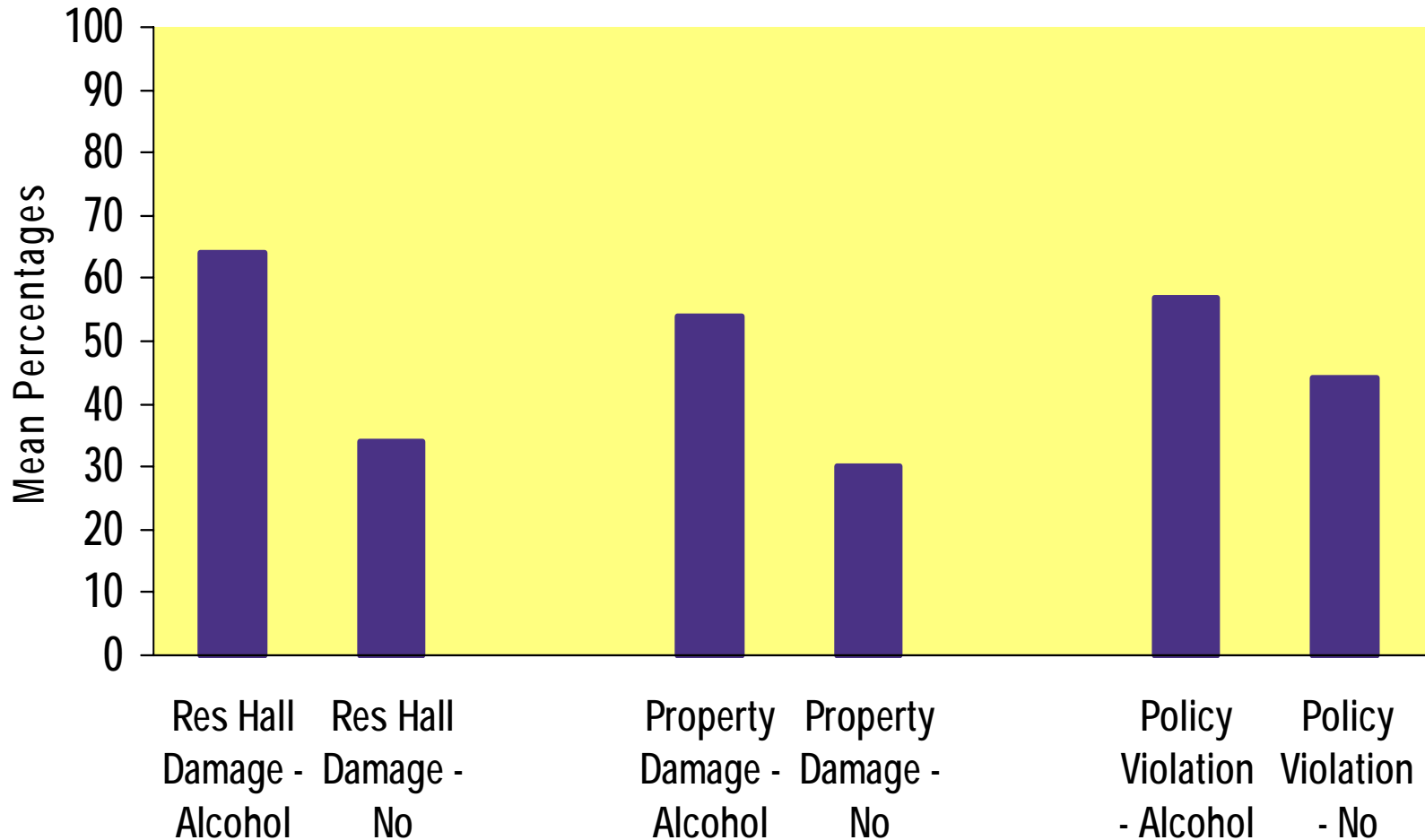
## Differences Between Campuses Where Alcohol is Permitted and Where Alcohol is Not Permitted

(based on assessment of the percent of time alcohol is involved with each of the following)

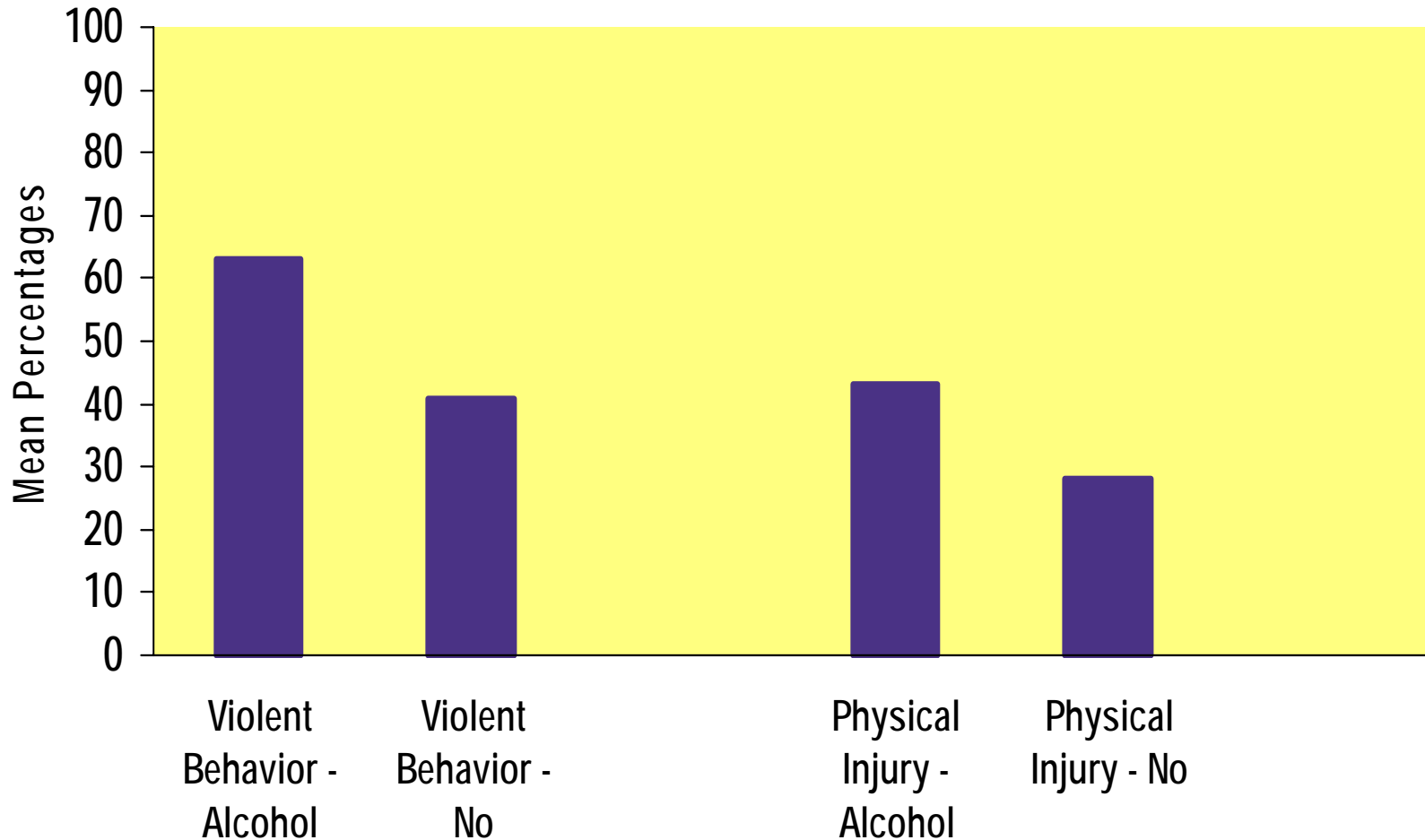
Items in Red show statistically significant differences ( $p < .05$ )

<b>Damage in residence halls</b>	<b>Damage to other property on campus</b>	<b>Violation of campus policies</b>	<b>Violent behavior</b>
<b>Physical injury</b>	<b>Emotional difficulty</b>	<b>Risk of suicide</b>	<b>Missed classes</b>
<b>Diminished performance on test or project</b>	<b>Lack of academic success</b>	<b>Student attrition</b>	<b>Health Center contacts</b>
<b>Acquaintance rape</b>	<b>Unsafe sexual practices</b>	<b>Use of marijuana</b>	<b>Use of designer drugs</b>
			<b>Use of other drugs</b>

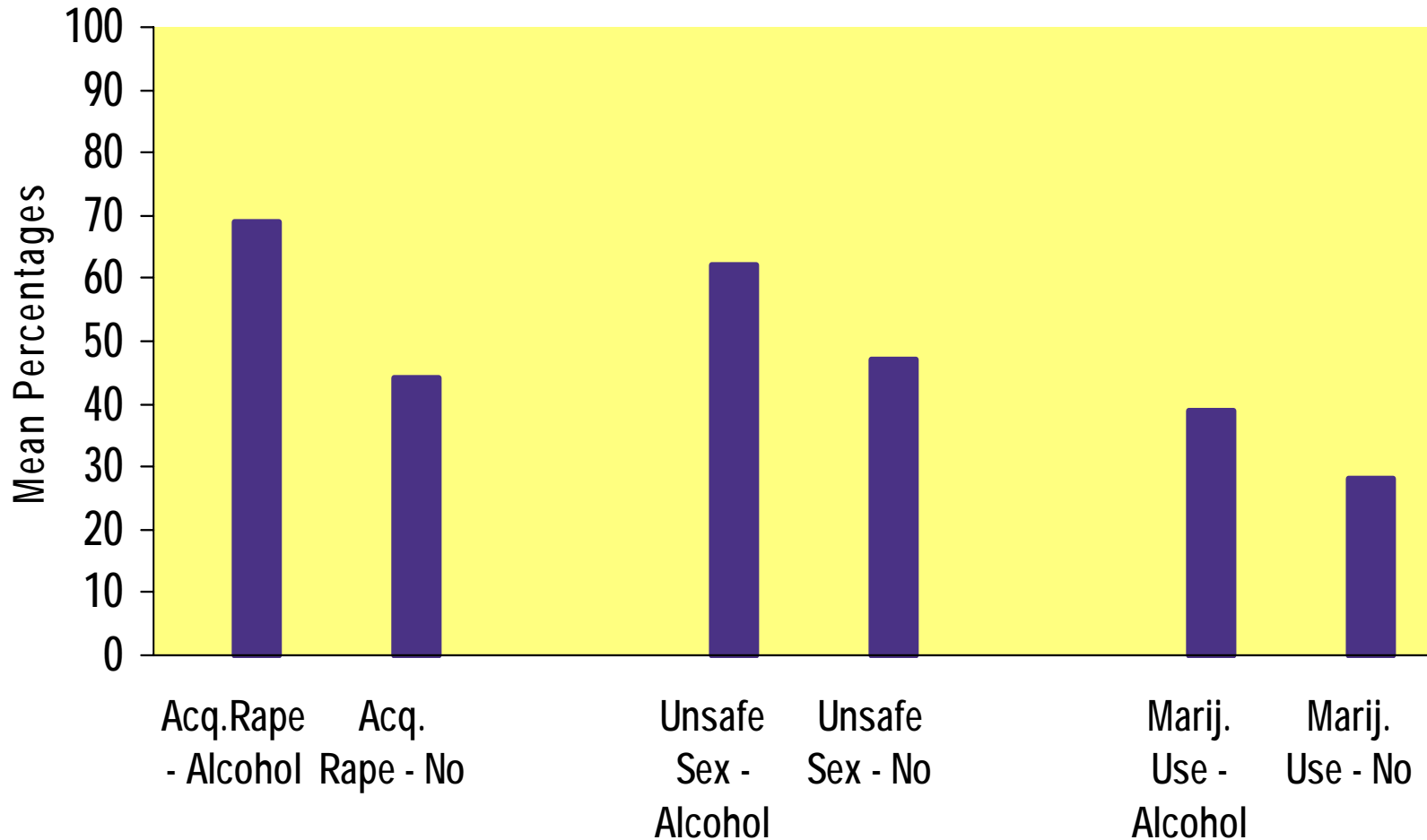
# Difference in Campus Consequences: Alcohol Permitted vs. Alcohol Not Permitted



# Difference in Campus Consequences: Alcohol Permitted vs. Alcohol Not Permitted



# Difference in Campus Consequences: Alcohol Permitted vs. Alcohol Not Permitted



	Alcohol Permitted	Alcohol Not Permitted	Significance
Damage in residence halls	64%	34%	.000
Damage to other property	54%	30%	.000
Violation of campus policies	57%	44%	.019
Violent behavior	63%	41%	.002
Physical injury	43%	28%	.012
Acquaintance rape	69%	44%	.004
Unsafe sexual practices	62%	47%	.030
Use of marijuana	39%	28%	.044

**Differences Between Campuses**  
**Where Alcohol Can be Purchased by the Drink and**  
**Those Where Alcohol Cannot be Purchased by the Drink**

(based on assessment of the percent of time alcohol is involved with each of the following)

<b>Damage in residence halls</b>	<b>Damage to other property on campus</b>	<b>Violation of campus policies</b>	<b>Violent behavior</b>
<b>Physical injury</b>	<b>Emotional difficulty</b>	<b>Risk of suicide</b>	<b>Missed classes</b>
<b>Diminished performance on test or project</b>	<b>Lack of academic success</b>	<b>Student attrition</b>	<b>Health Center contacts</b>
<b>Acquaintance rape</b>	<b>Unsafe sexual practices</b>	<b>Use of marijuana</b>	<b>Use of designer drugs</b>
			<b>Use of other drugs</b>

## Differences Between Campuses

### Where Alcohol Can be Purchased by the Drink and Those Where Alcohol Cannot be Purchased by the Drink

(based on assessment of the percent of time alcohol is involved with each of the following)

Items in Red show statistically significant differences ( $p < .05$ )

<b>Damage in residence halls</b>	<b>Damage to other property on campus</b>	<b>Violation of campus policies</b>	<b>Violent behavior</b>
<b>Physical injury</b>	<b>Emotional difficulty</b>	<b>Risk of suicide</b>	<b>Missed classes</b>
<b>Diminished performance on test or project</b>	<b>Lack of academic success</b>	<b>Student attrition</b>	<b>Health Center contacts</b>
<b>Acquaintance rape</b>	<b>Unsafe sexual practices</b>	<b>Use of marijuana</b>	<b>Use of designer drugs</b>
		<b>Use of other drugs</b> (not sig., but noteworthy)	

	Alcohol can be purchased by the drink	Alcohol cannot be purchased by the drink	Significance
Lack of academic success	30%	40%	.023
Student attrition	22%	35%	.005
Health center contacts	19%	30%	.005
Use of drugs	26%	37%	.051

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# THE CONTEXT OF COLLEGIATE EFFORTS

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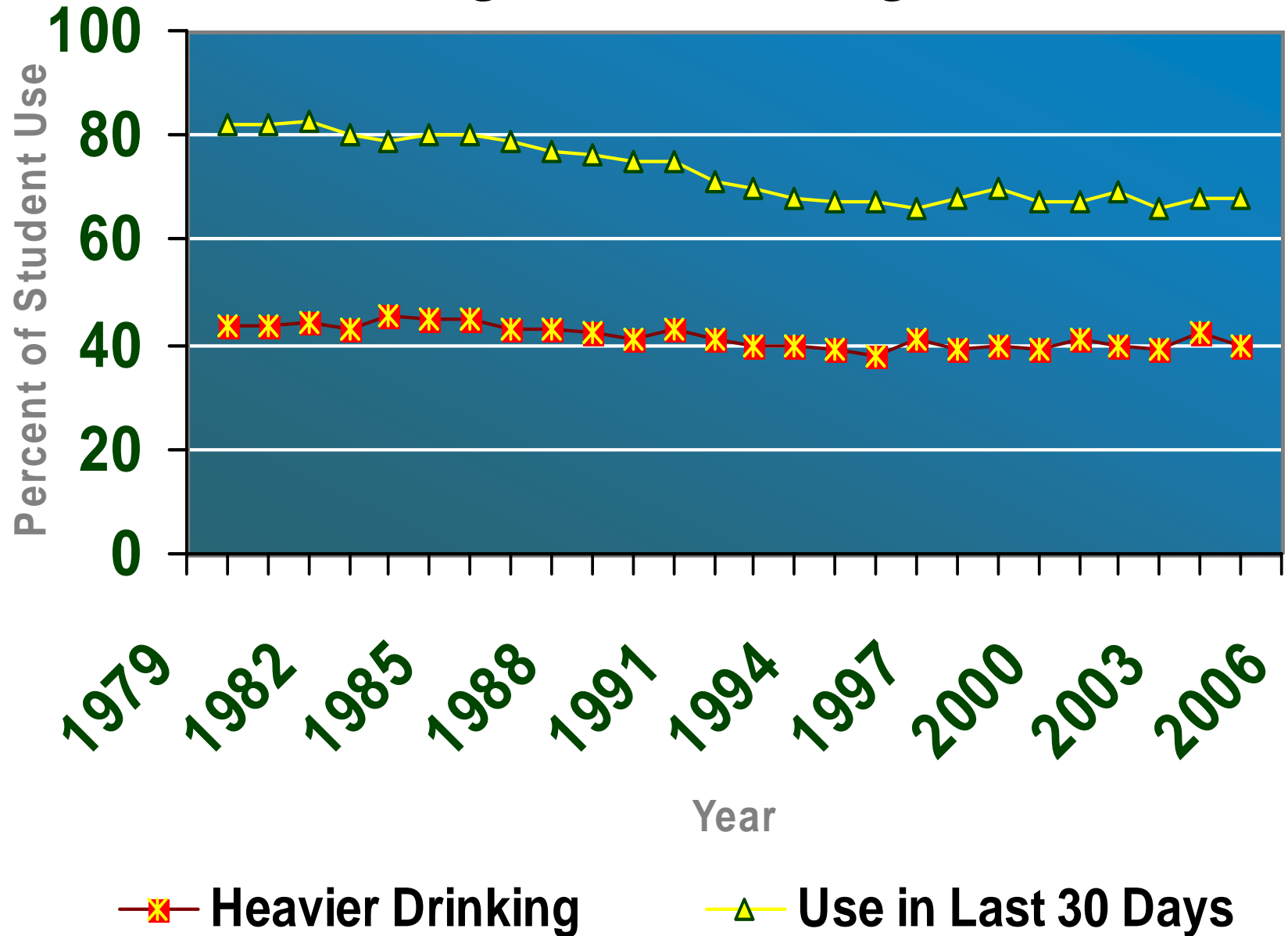
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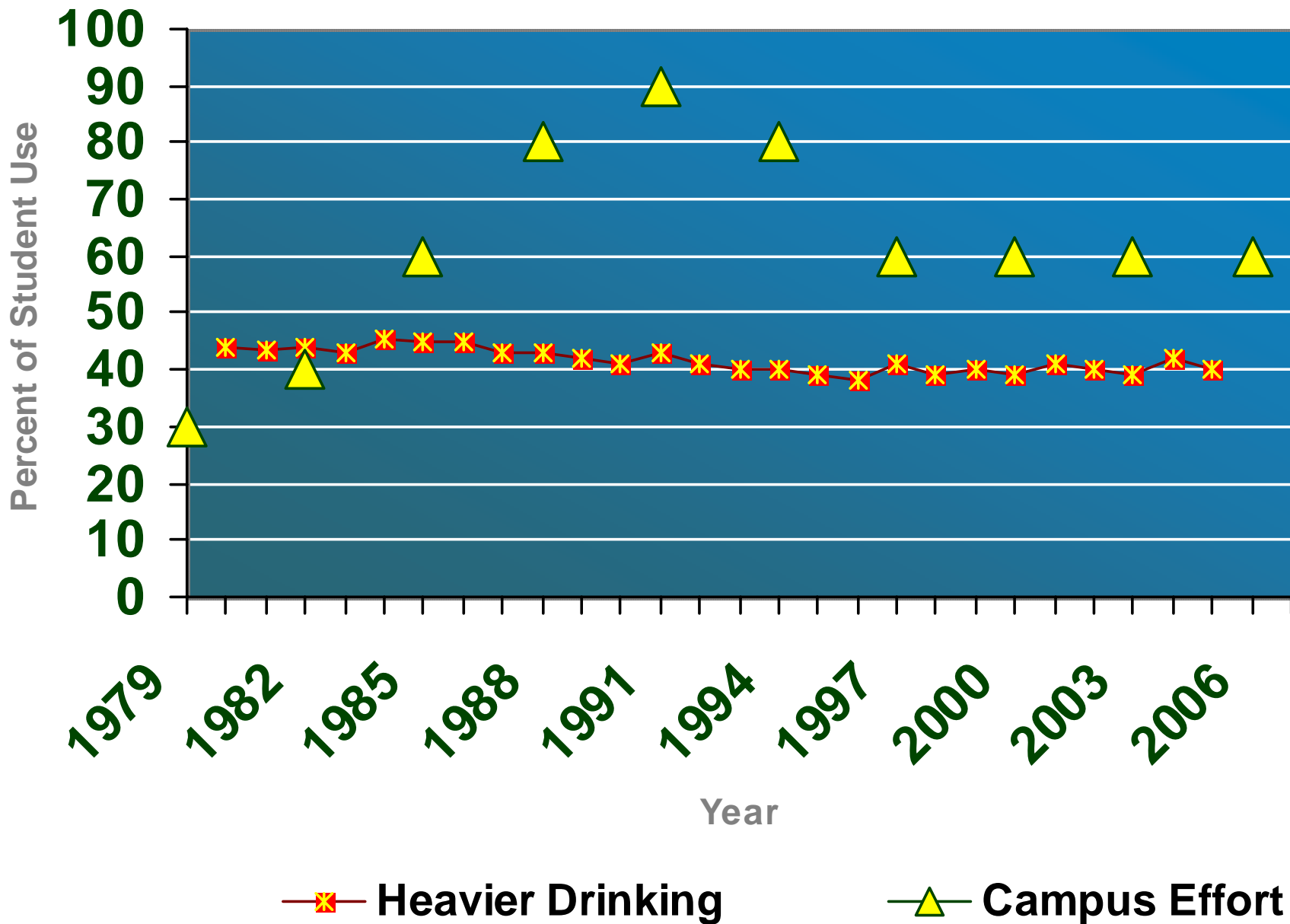
Alcohol use has reduced gradually over time

Heavy drinking has not changed over time

Collegiate efforts have increased, then decreased,  
and more recently stagnated

# College Student Drinking Patterns





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# COMPREHENSIVE EFFORTS

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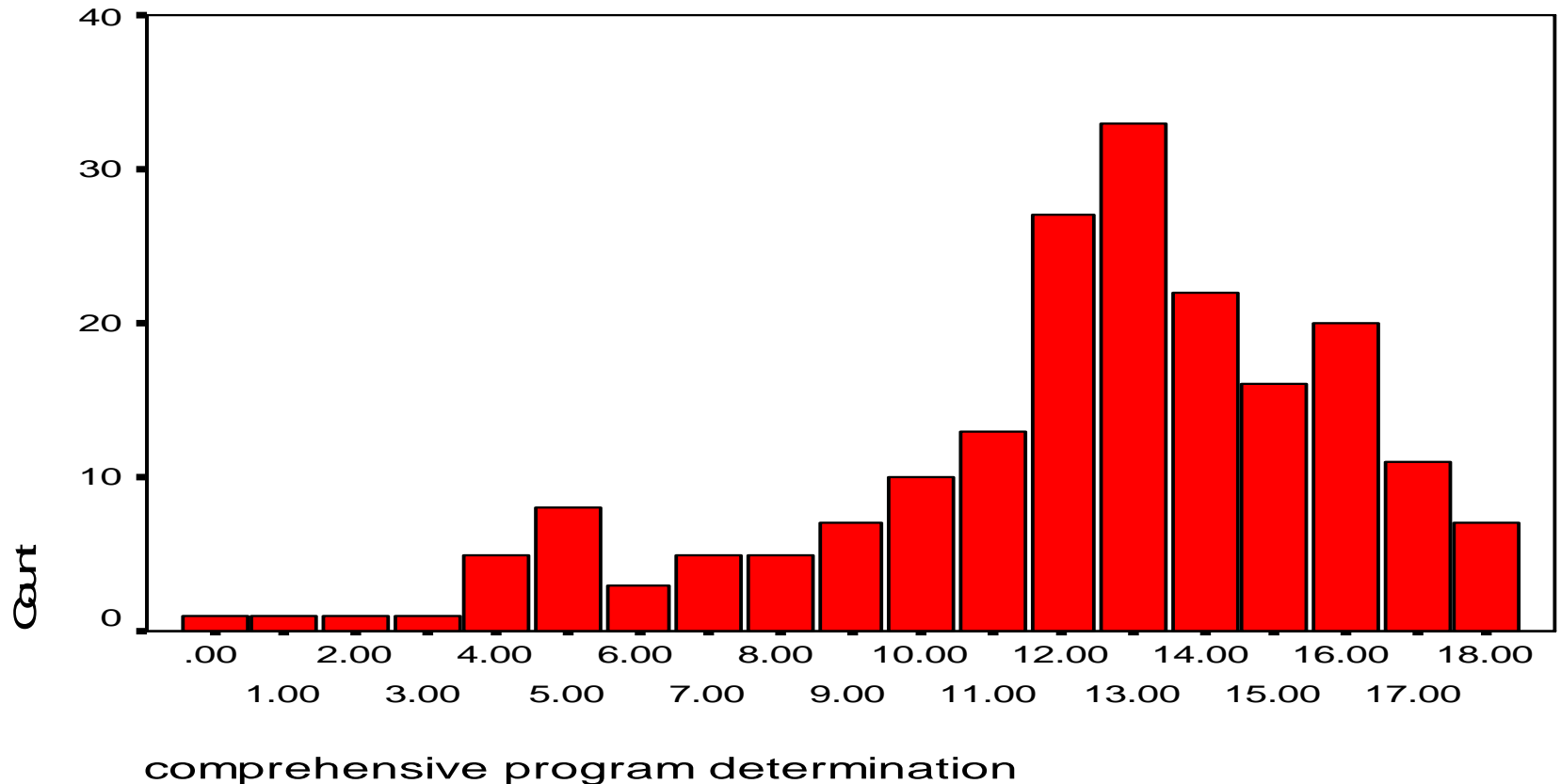
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Campus leaders express a desire for comprehensive campus-based efforts.  
A scale of “comprehensiveness” was created using 18 data points from the CAS.  
A review of “comprehensiveness” shows variation and provides insights.

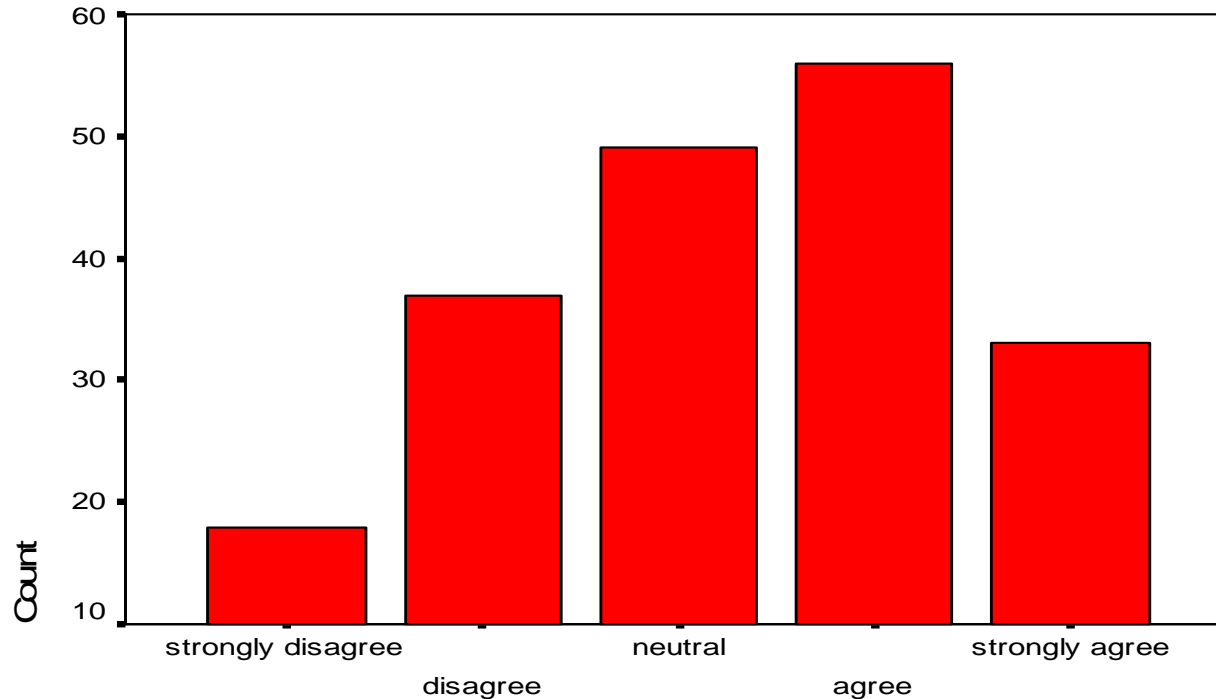
# Comprehensive Program Elements

- Alternative beverage
- Food Served
- Survey on student behavior
- Survey on student knowledge
- Survey on student attitudes
- Survey on student perceptions
- Formal assessment
- Training for servers
- Training for paraprofessional staff on drinking problems
- Student programming/ peer education group
- Location for materials
- Orientation program
- Focus period of time
- Courses on alcohol issues
- Task force
- Designated coordinator/specialist
- Group counseling for problem drinkers
- Support group for those whose lives are affected

# Number of Institutions for Each Level of Comprehensive Effort (0 – 18 scale)



# Comprehensive Program: Relationship Between Actual Level and Self-Assessment



our campus has a comprehensive approach to alcohol abuse pi

# Comprehensive Alcohol Program: Demographic Review

- No significant difference between **public and private schools** in terms of having a comprehensive alcohol program
- No significant difference between **rural, suburban, and urban schools** in terms of having a comprehensive alcohol program
- Schools with an **enrollment over 15,000** were significantly more likely to have a comprehensive alcohol program than schools with under 5,000 students enrolled

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# **POLICIES AND PROCEDURES**

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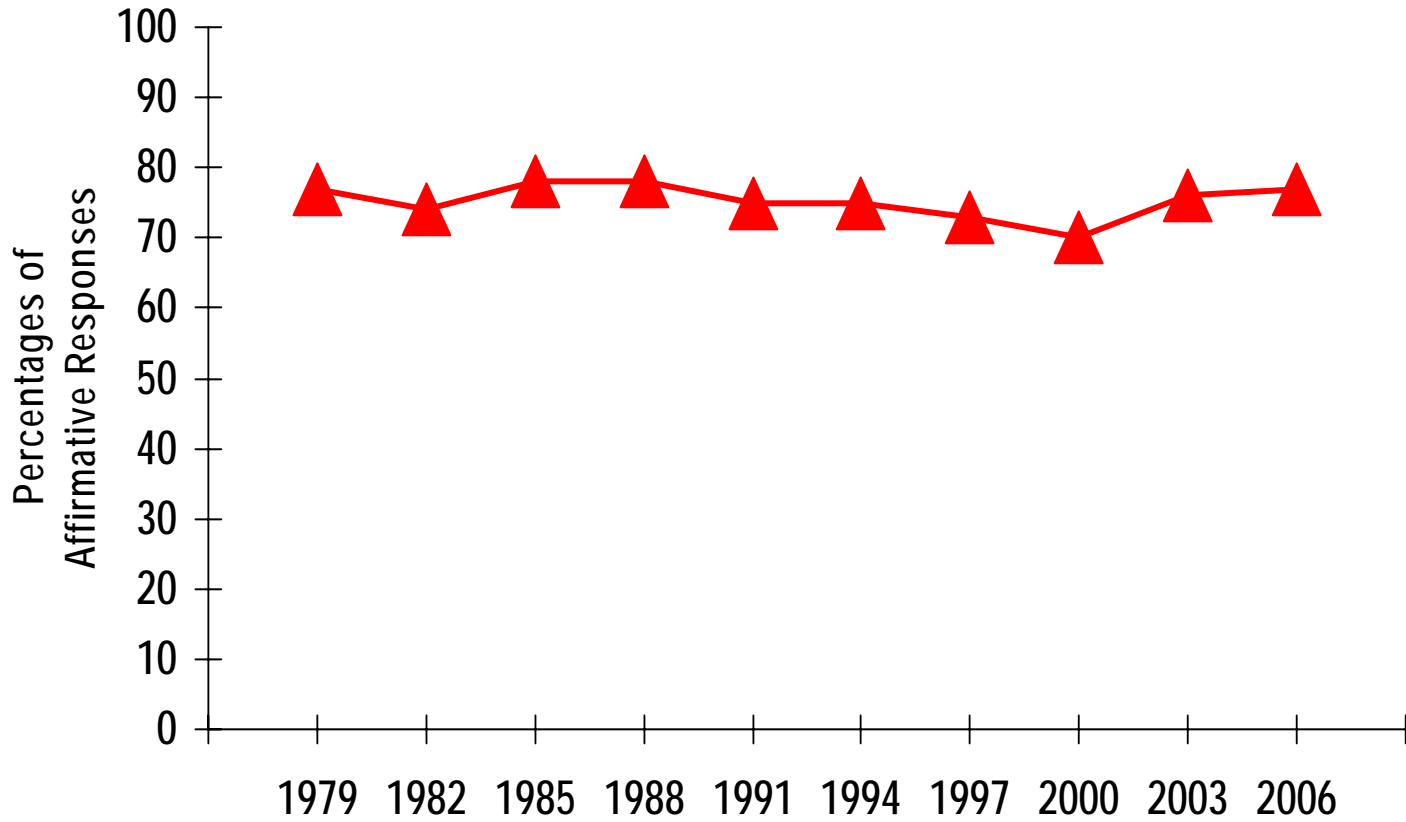
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Whether alcohol is permitted on campus has not changed over 27 years.

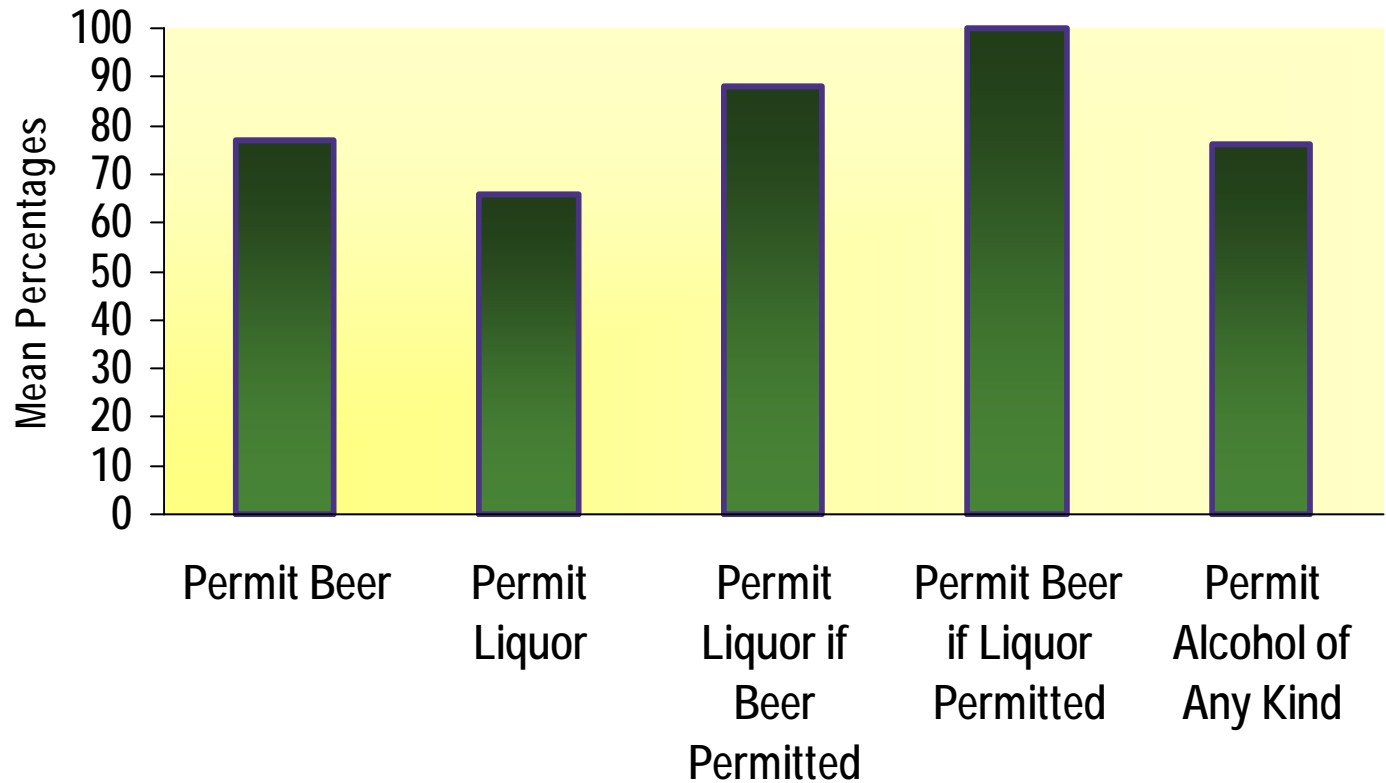
However, the circumstances under which alcohol is permitted have changed.

Most changes in policy have not been altered during the past 10 years.

# Alcohol Permitted On Campus

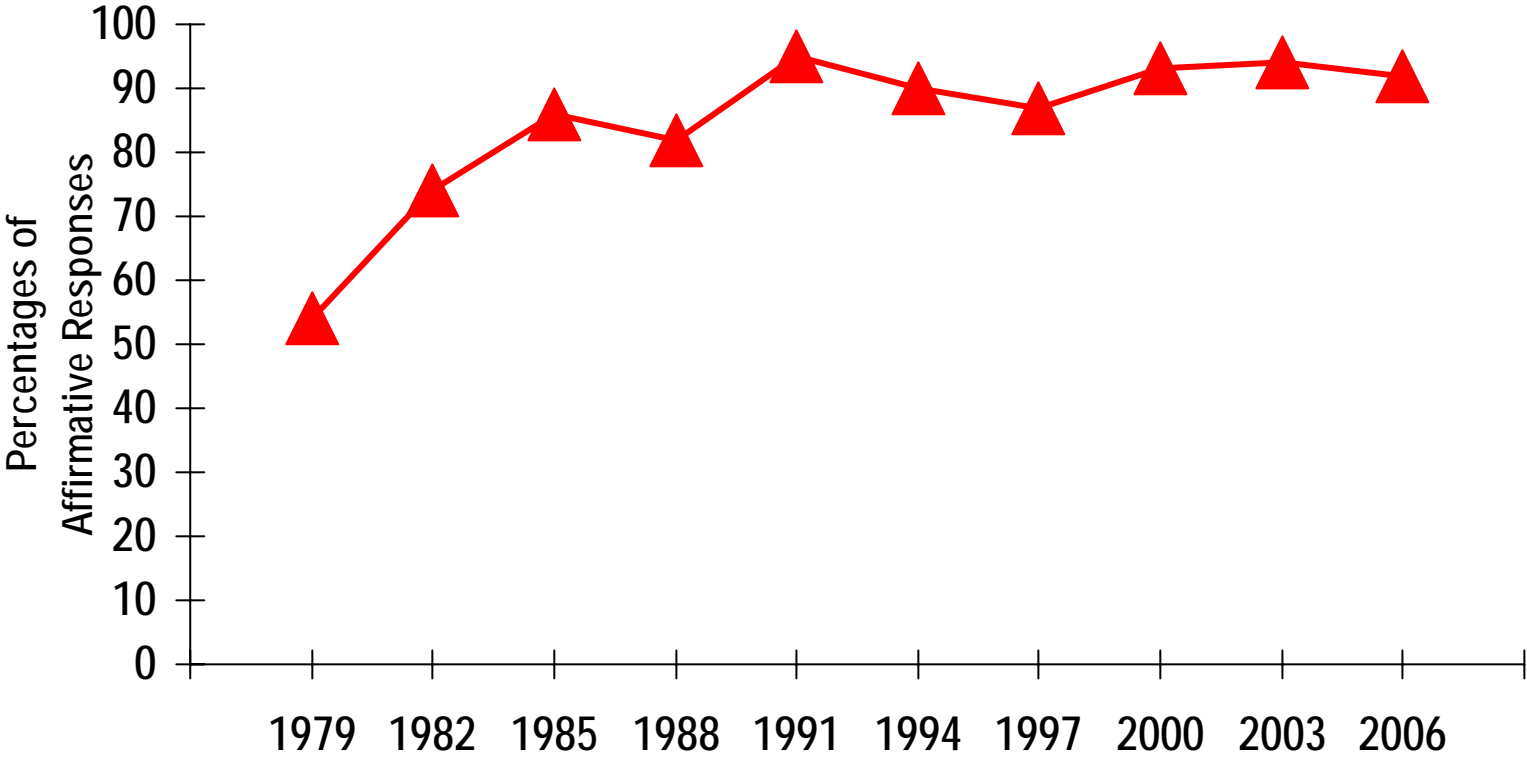


# Permissibility of Alcohol on Campus

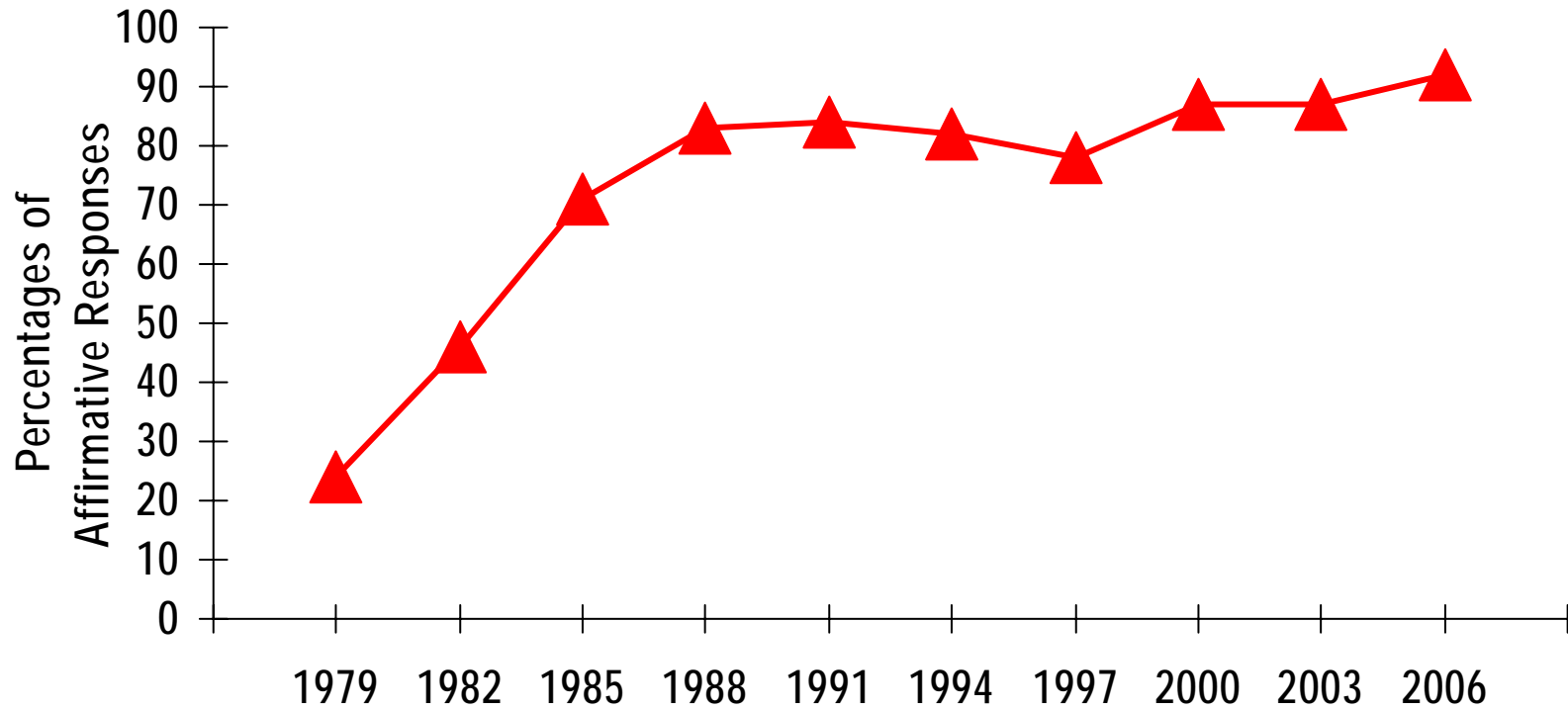


- 77% of campuses permit beer
  - 66% permit liquor
- 88% of campuses that permit beer also permit liquor
- 100% of campuses that permit hard liquor also permit beer
- 76% of campuses permit some kind of alcohol on campus

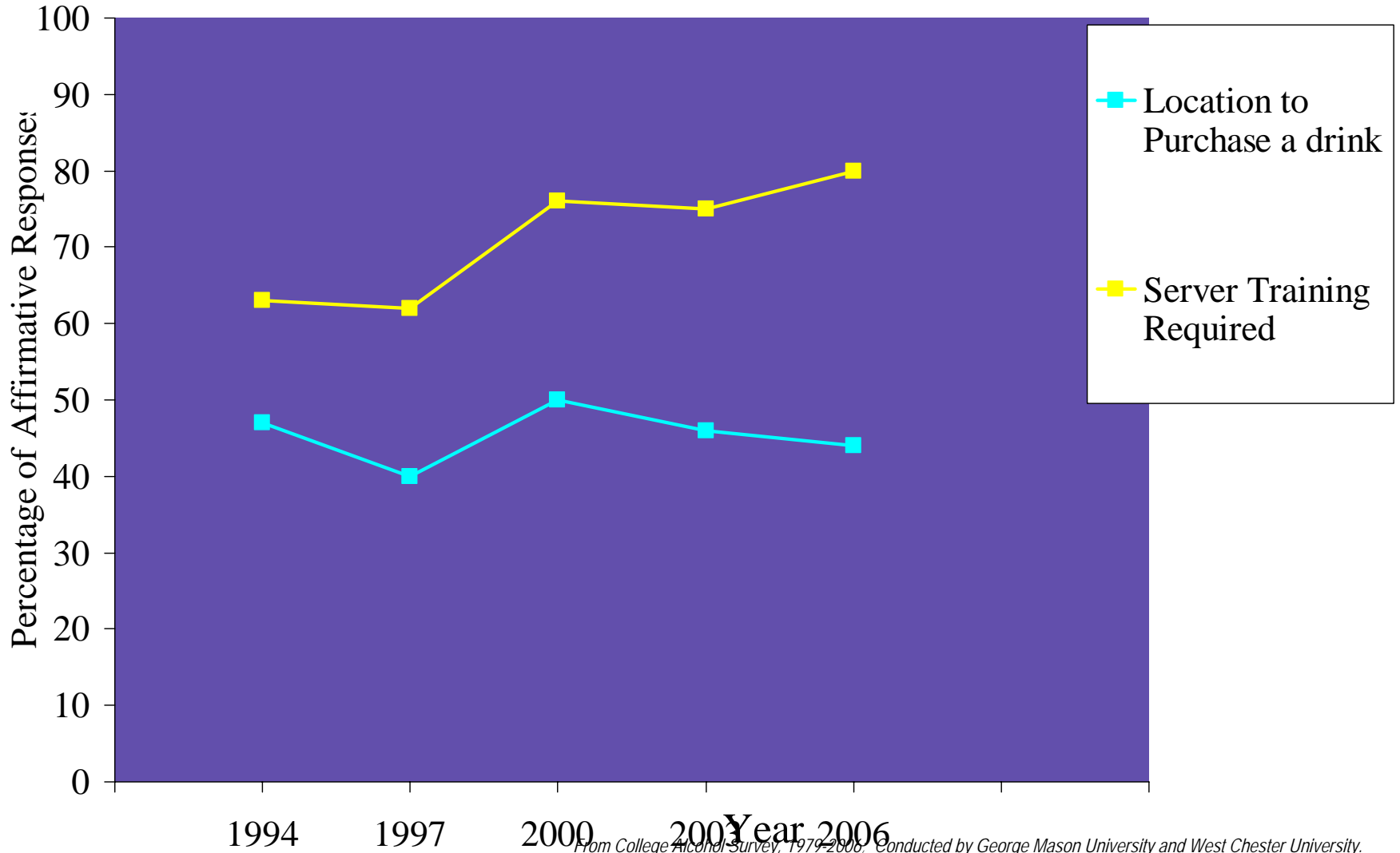
# Alternative Beverage Required When Alcohol Is Served



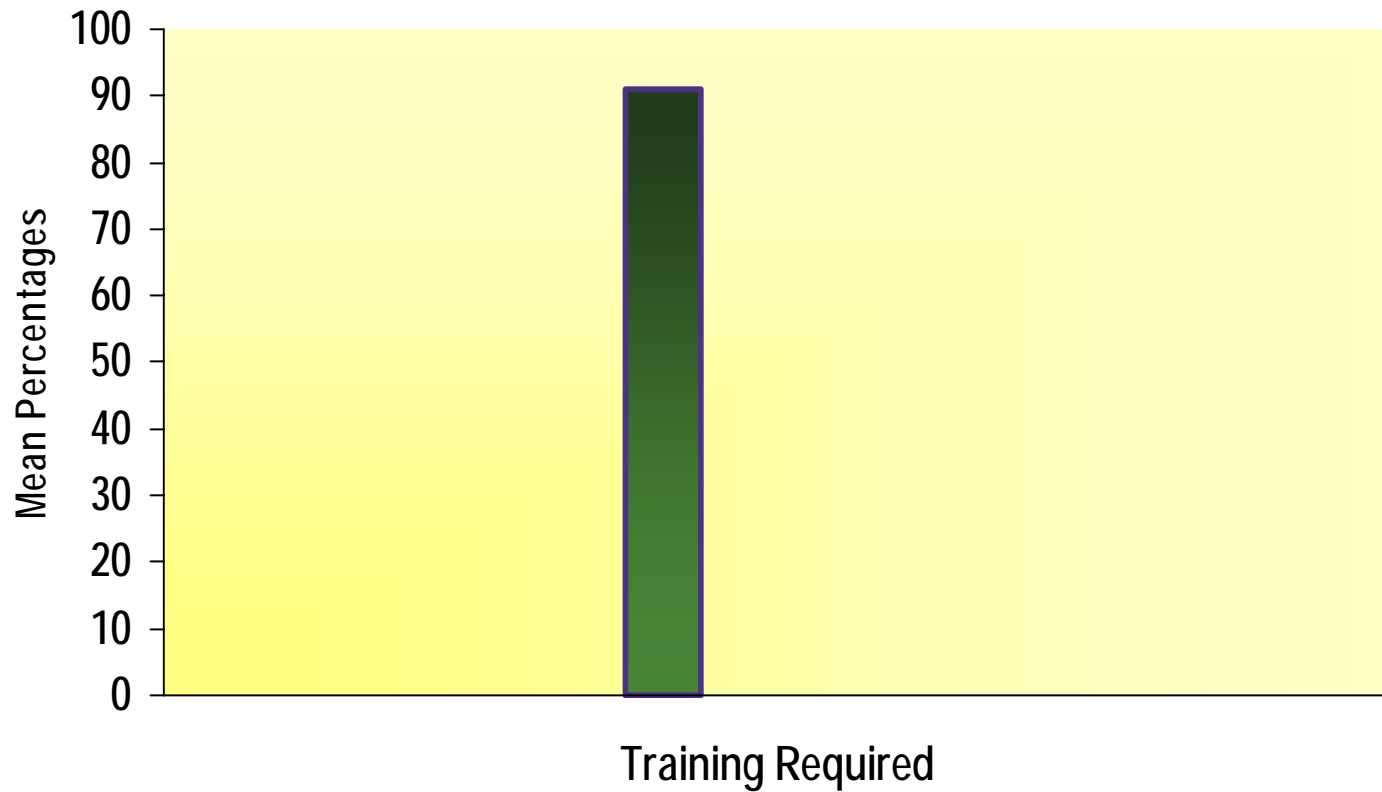
# Food Required When Alcohol Is Served



# Alcohol on Campus

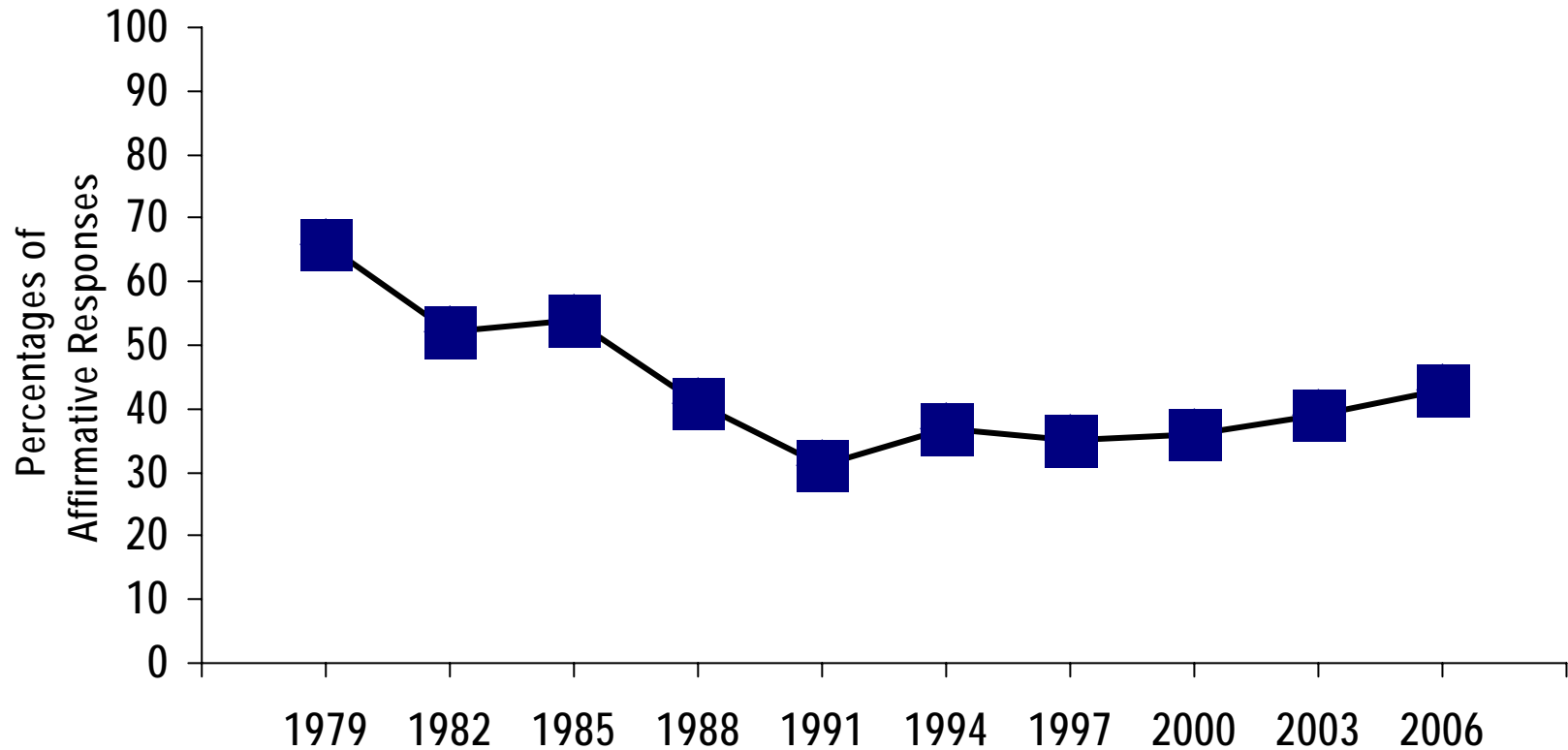


# Training Required Where Alcohol By the Drink is Available

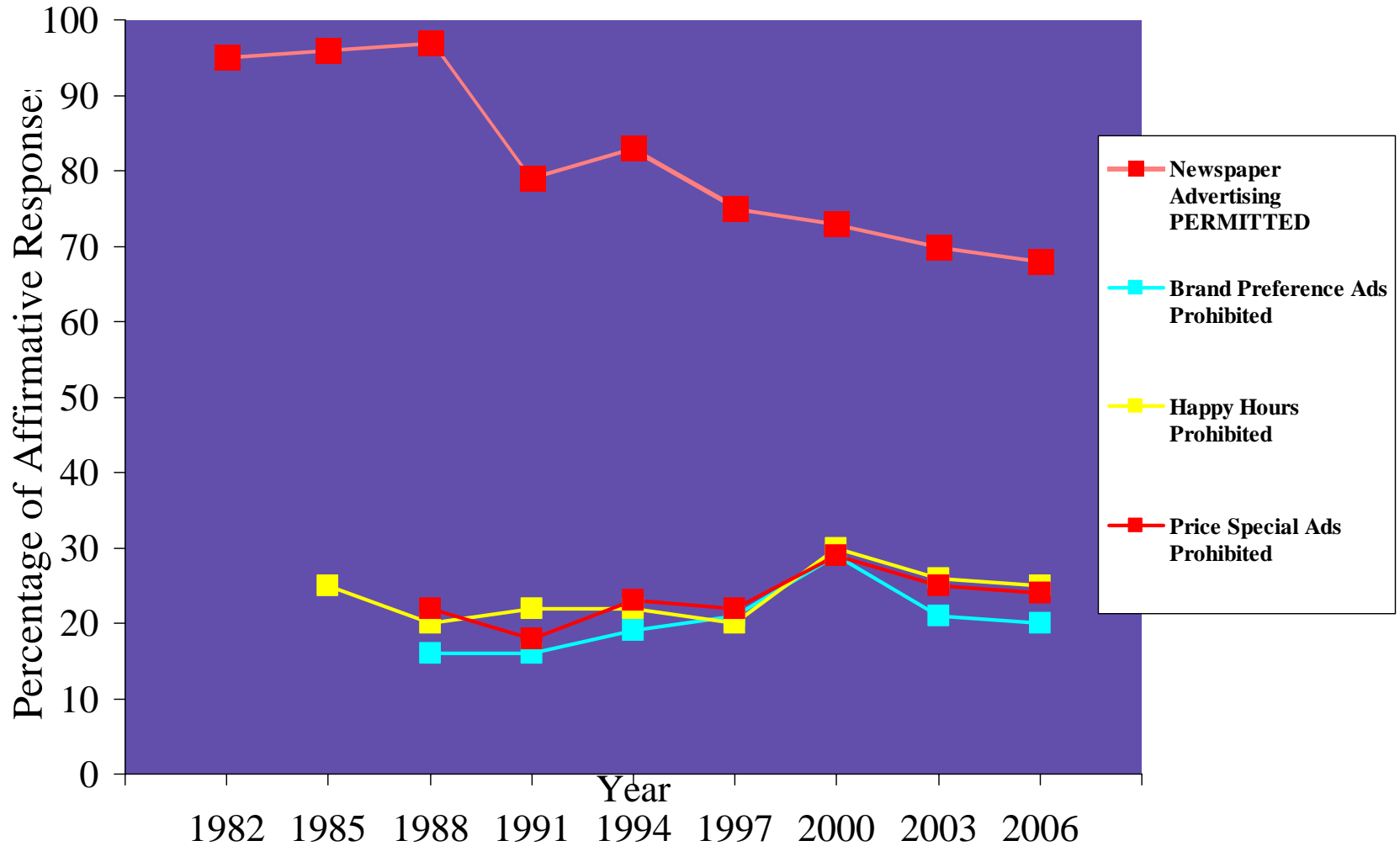


- 44% of campuses have a place where individuals can purchase alcohol by the drink
- Of the schools where there is a place that individuals can purchase alcohol by the drink, 91% require training as a server

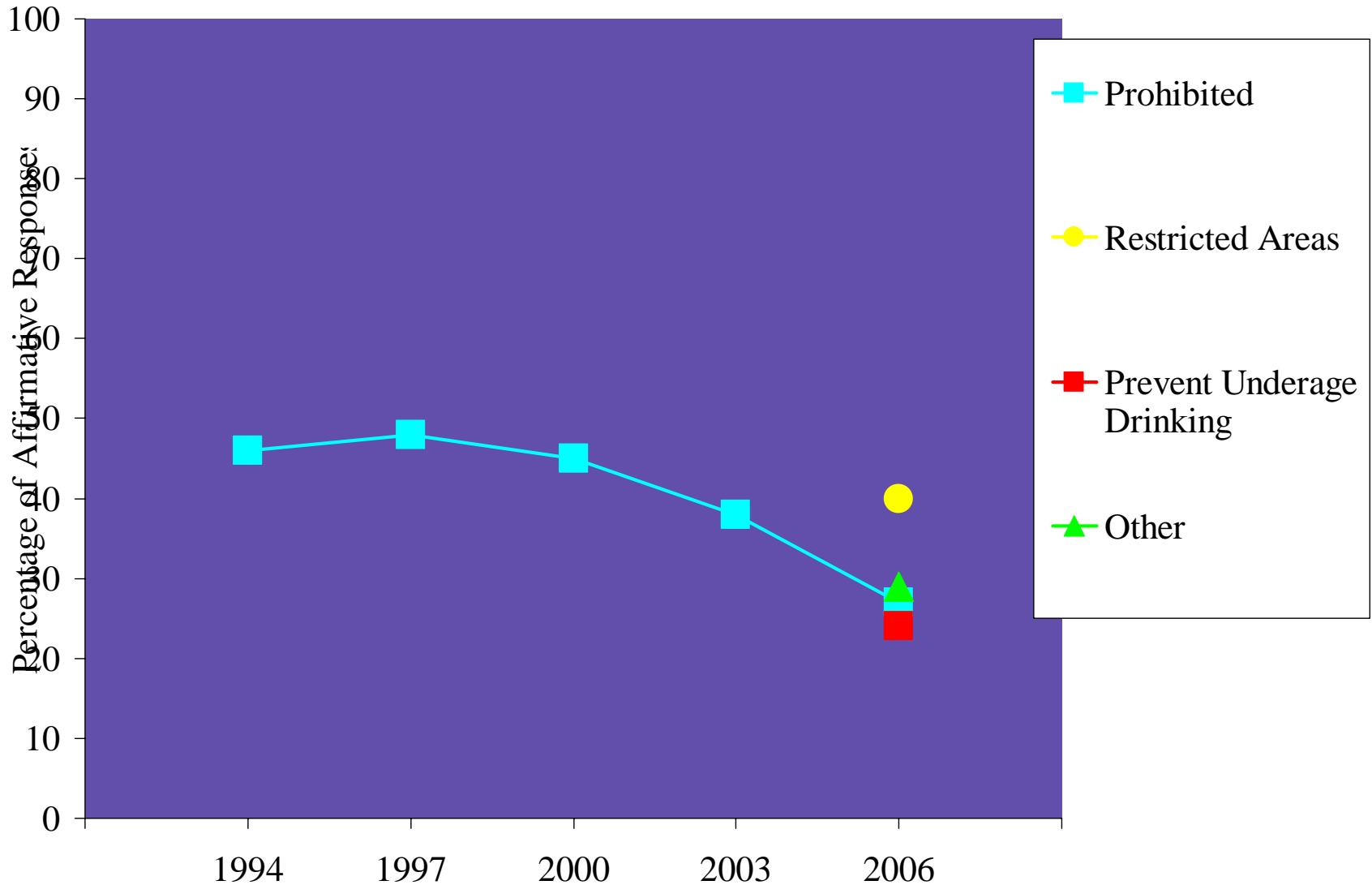
# Event Advertising May Cite Alcohol Availability



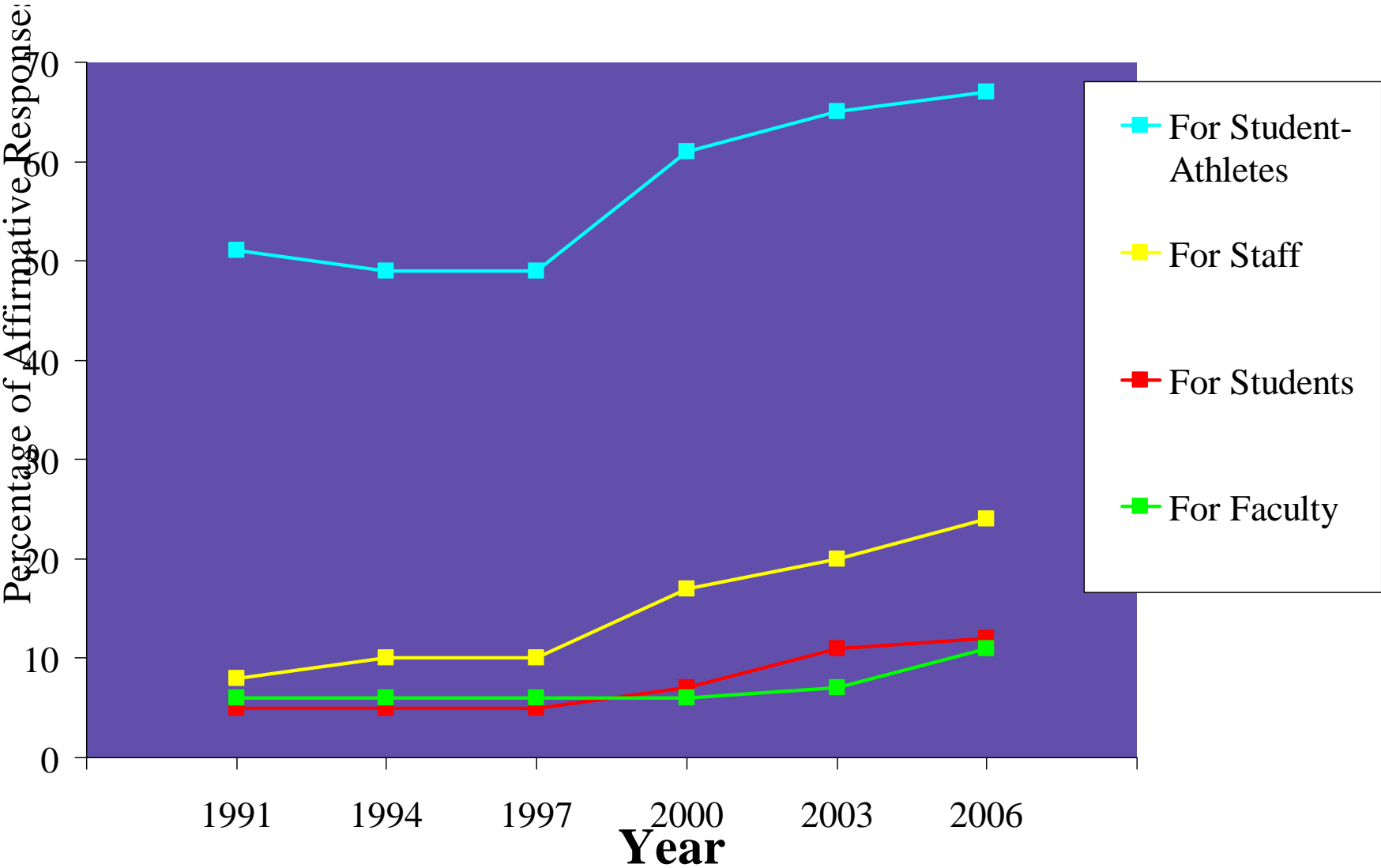
# Student Newspaper Advertising



# Alcohol at Tailgating Events

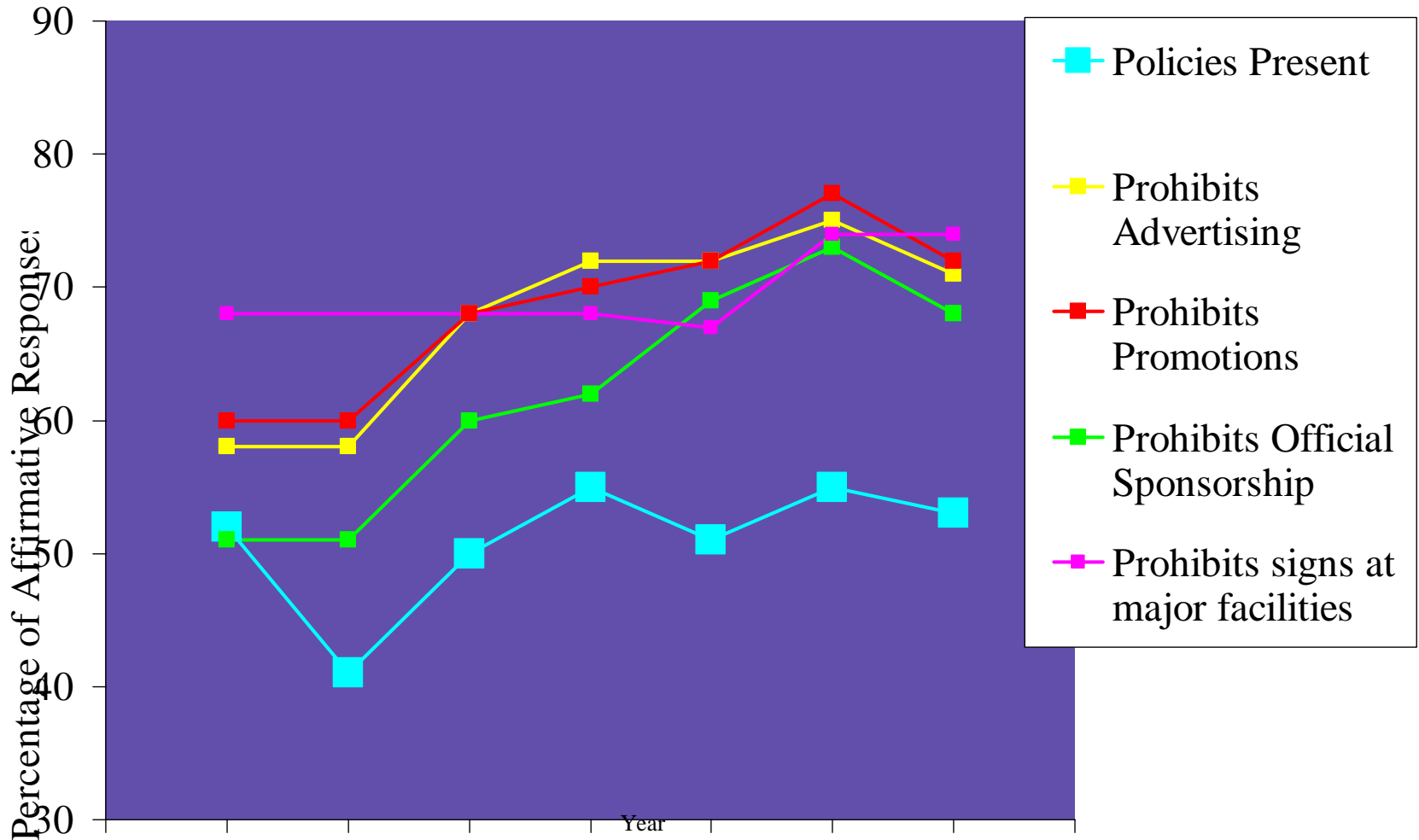


# Campus Policies for Drug Testing



*From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.*

# Policy to Address Alcoholic Industry Sponsorship



1988

1991

1994

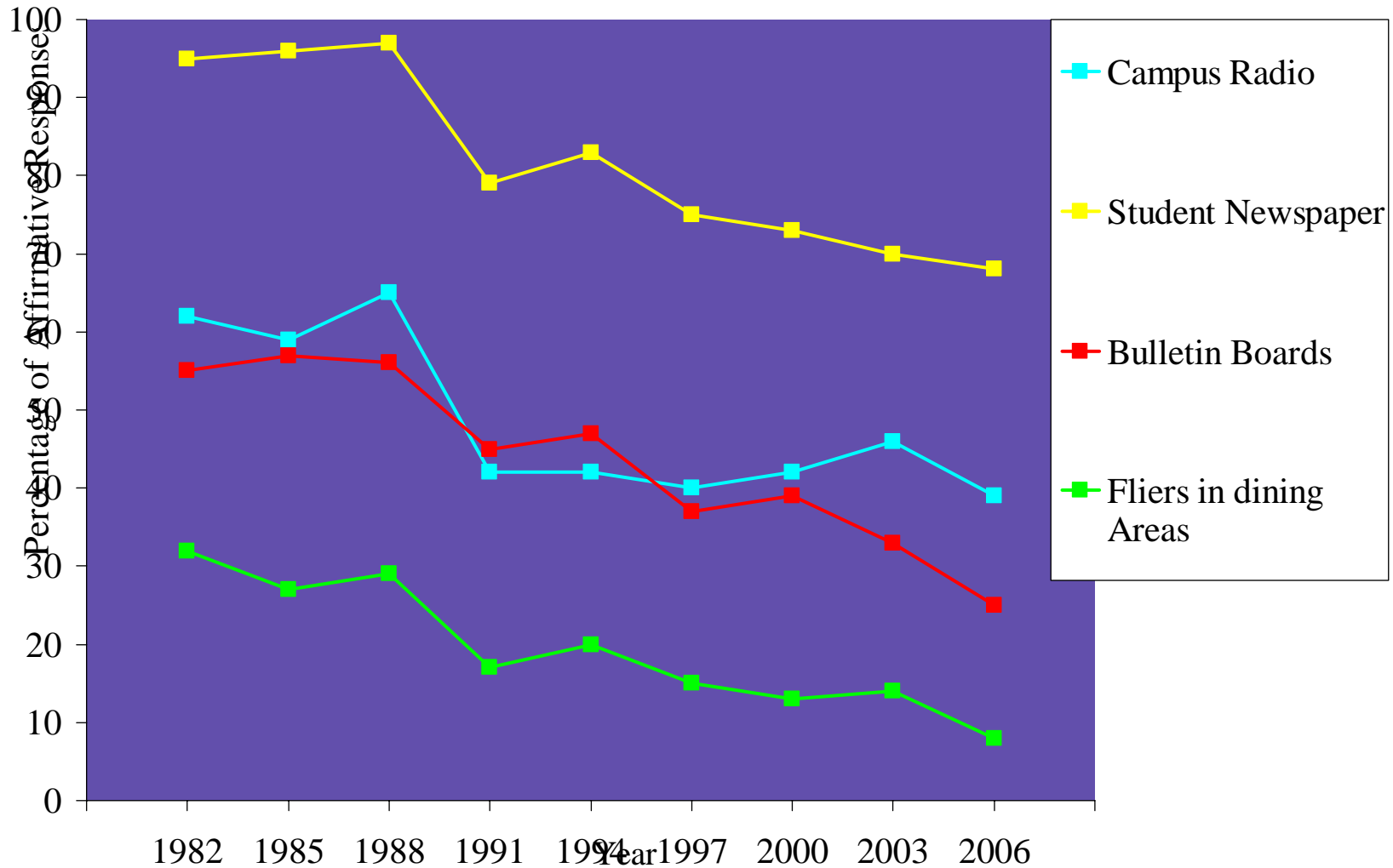
1997

2000

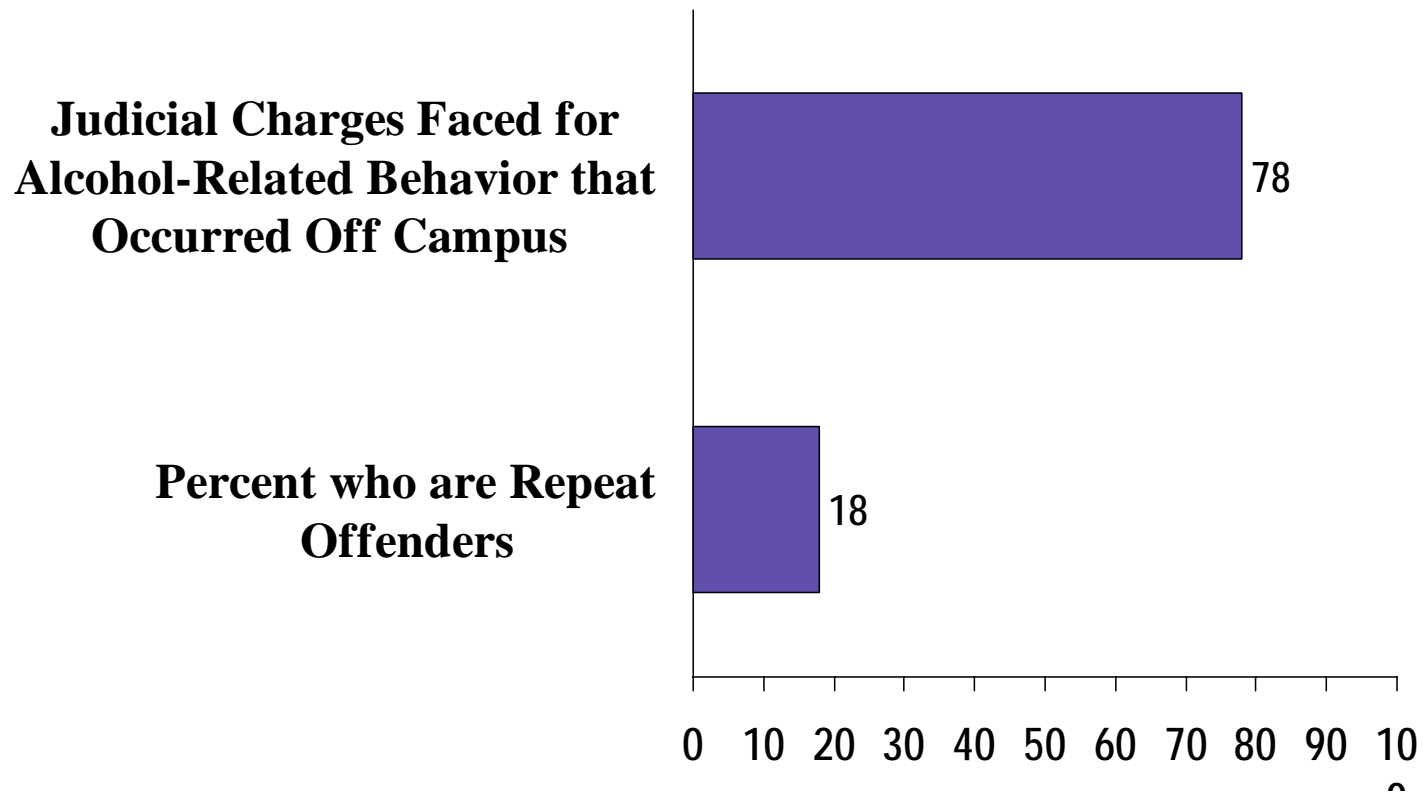
2003

2006

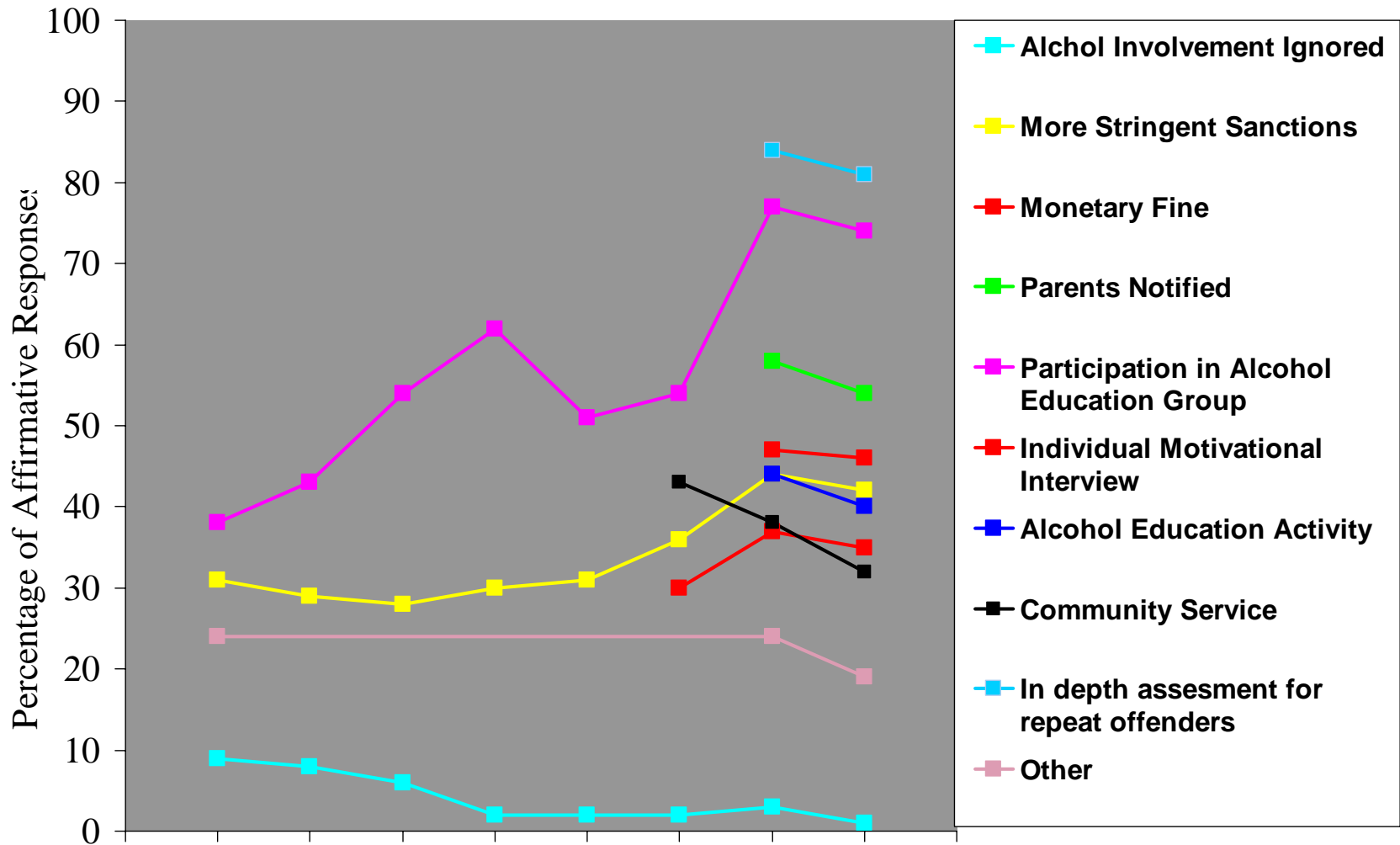
# On Campus Alcohol Advertisements



# Alcohol-Related Incidents 2006



# Campus Judicial Processes for Alcohol Involved Behavioral Infraction



From College Alcohol Survey, 1979-2006. Conducted by George Mason University and West Chester University.

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# DATA COLLECTION

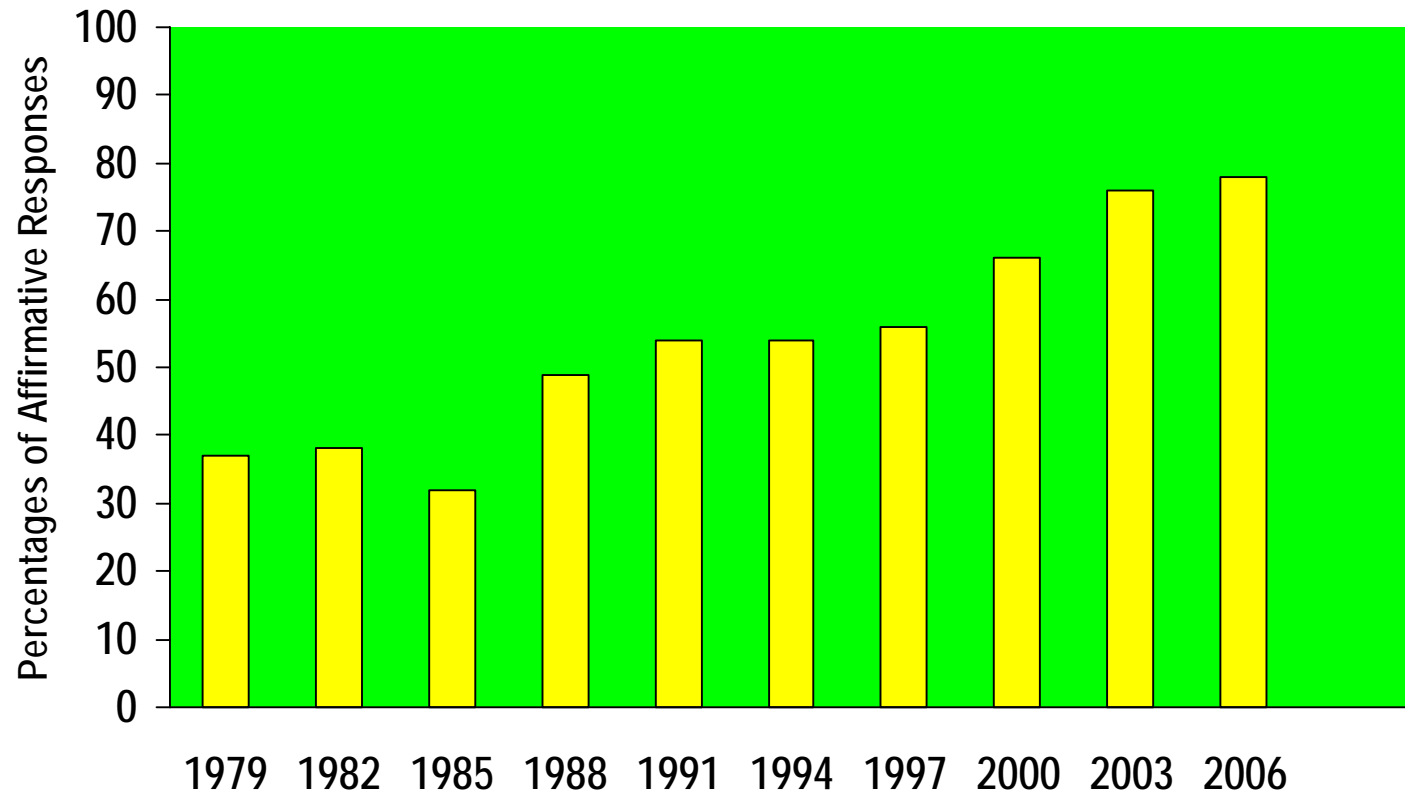
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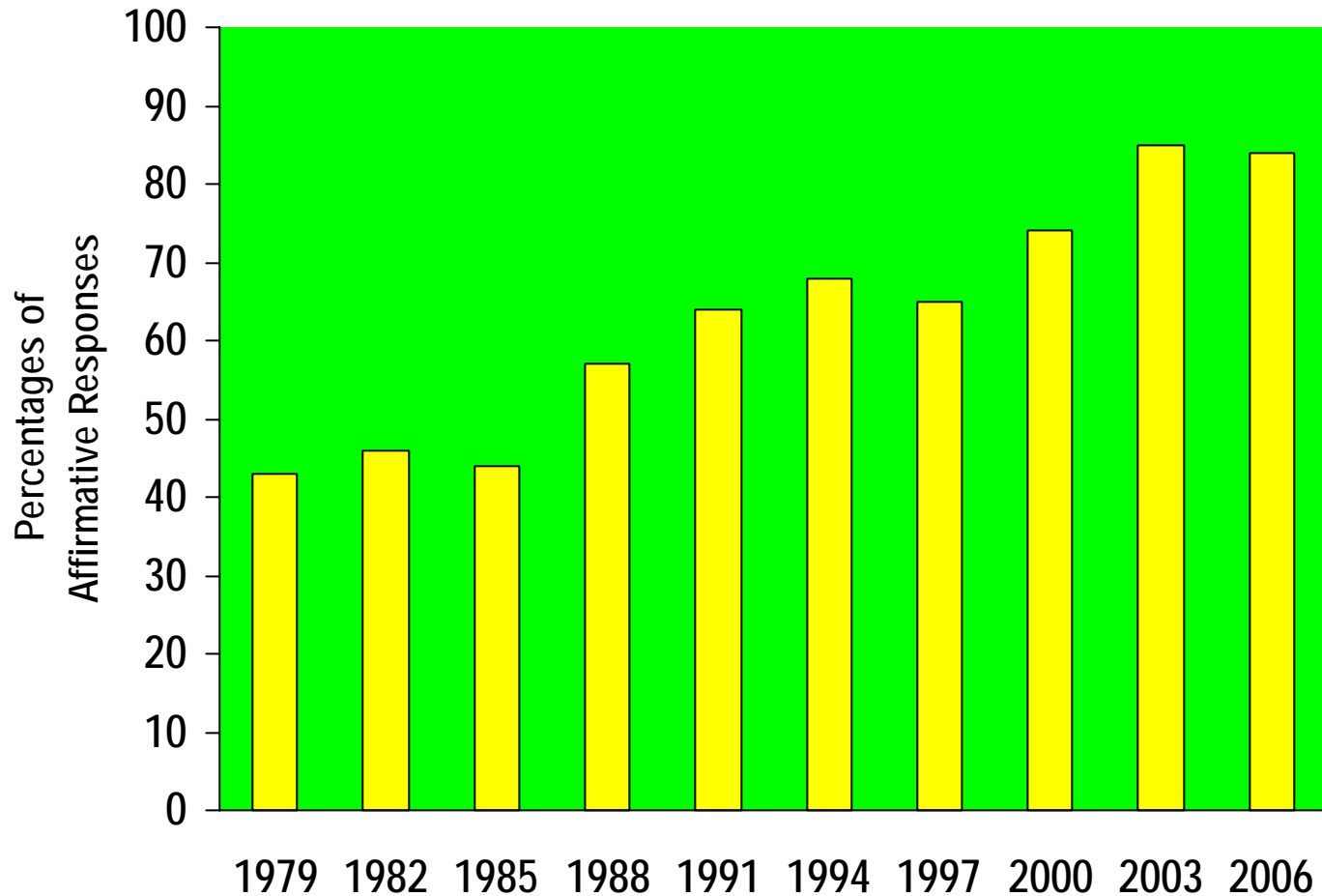
Data collection on a wide range of issues has increased over the past two decades.

Many data collection opportunities remain.  
Reviews of program effectiveness are limited.

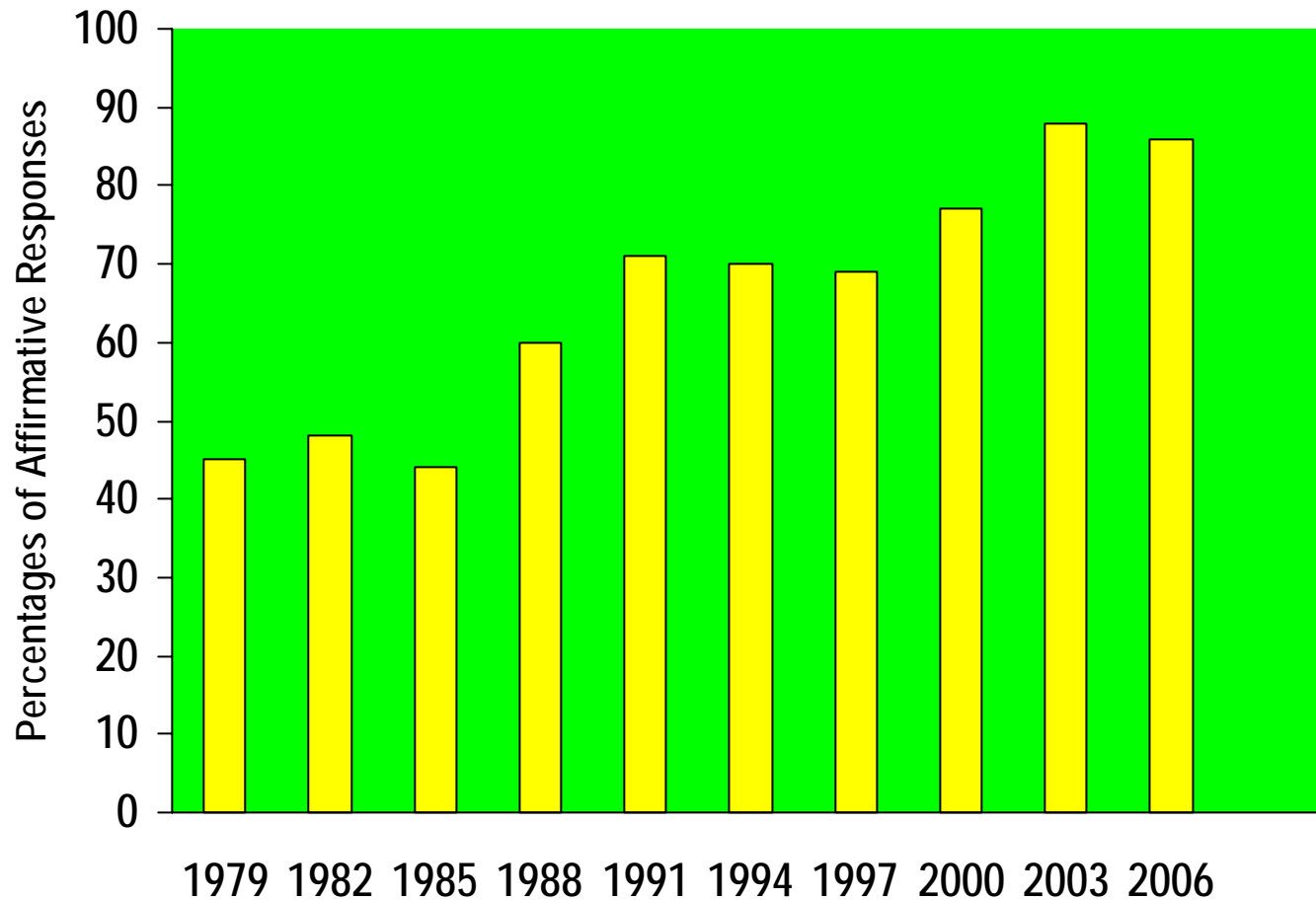
# Student Survey Done On Knowledge About Drinking In Last Two Years



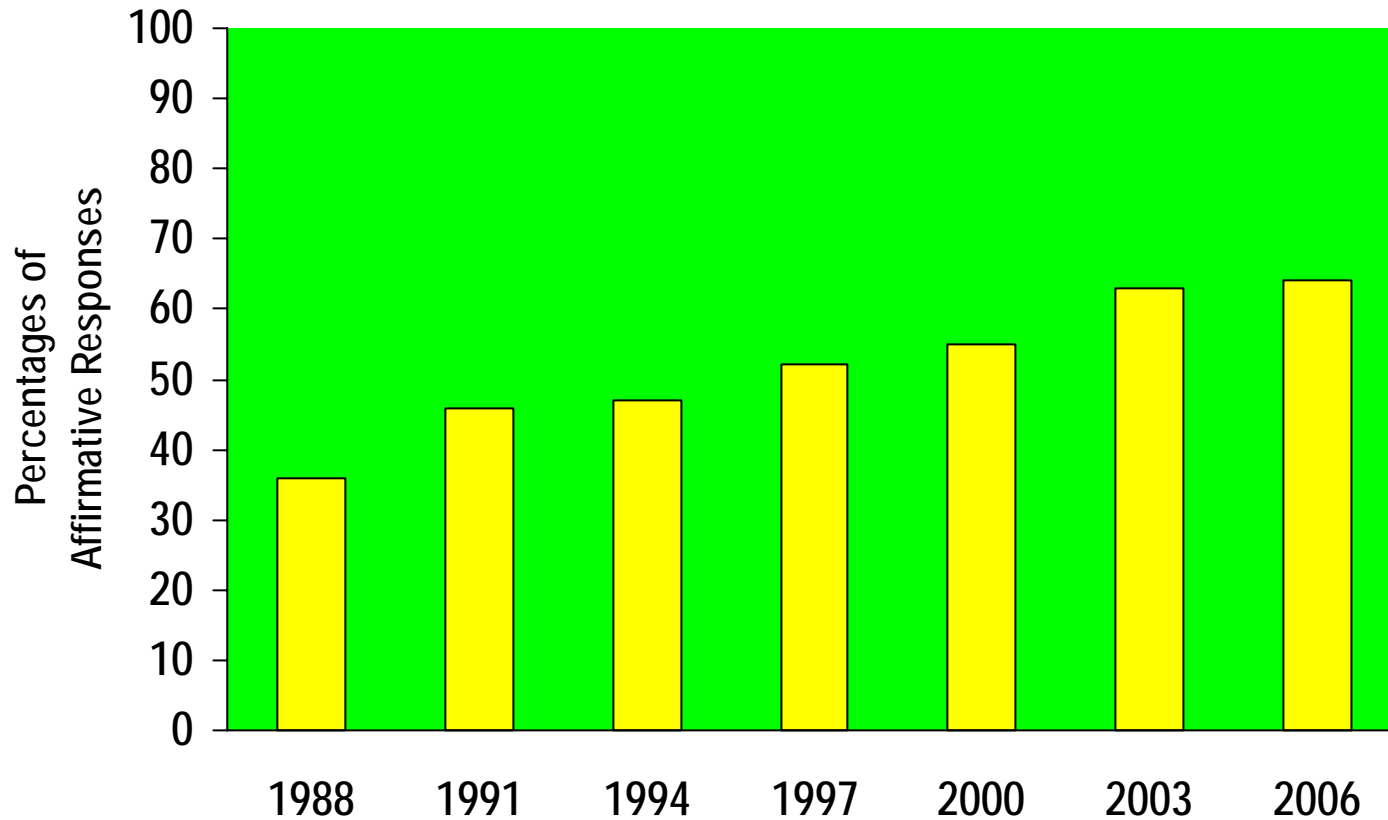
# Student Survey Done On Attitudes About Drinking In Last Two Years



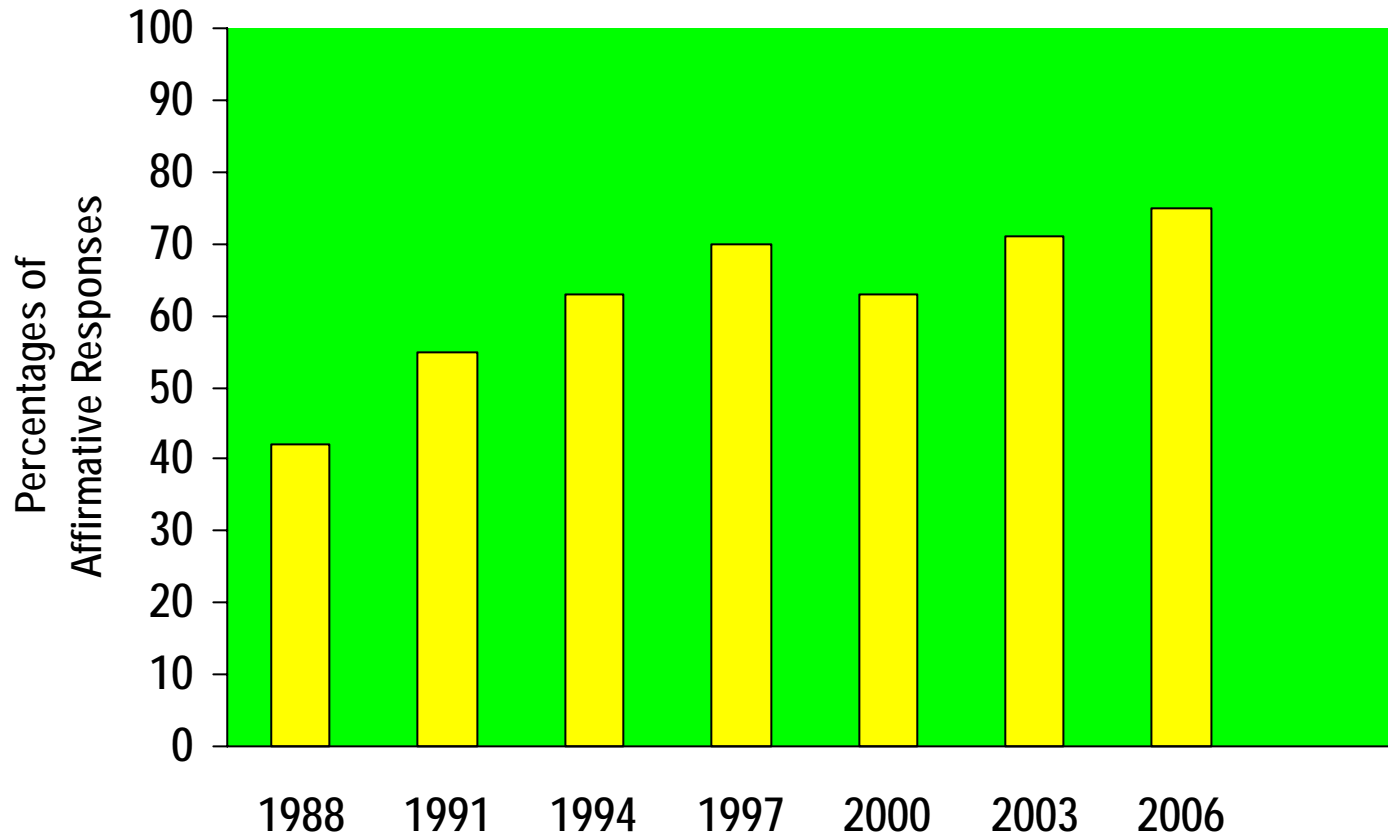
# Student Survey Done On Drinking Behavior In Last Two Years



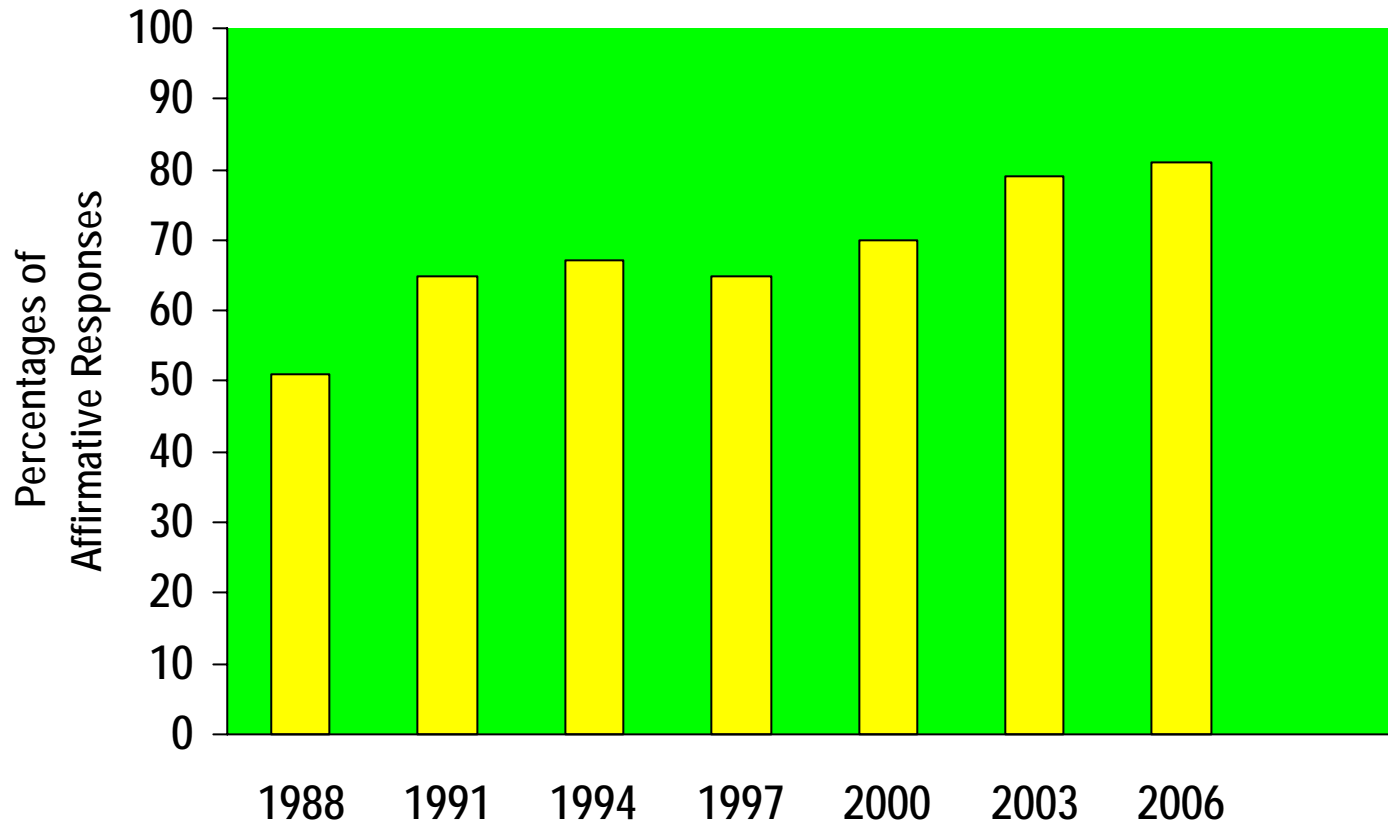
# Student Survey Done On Knowledge About Other Drugs In Last Two Years



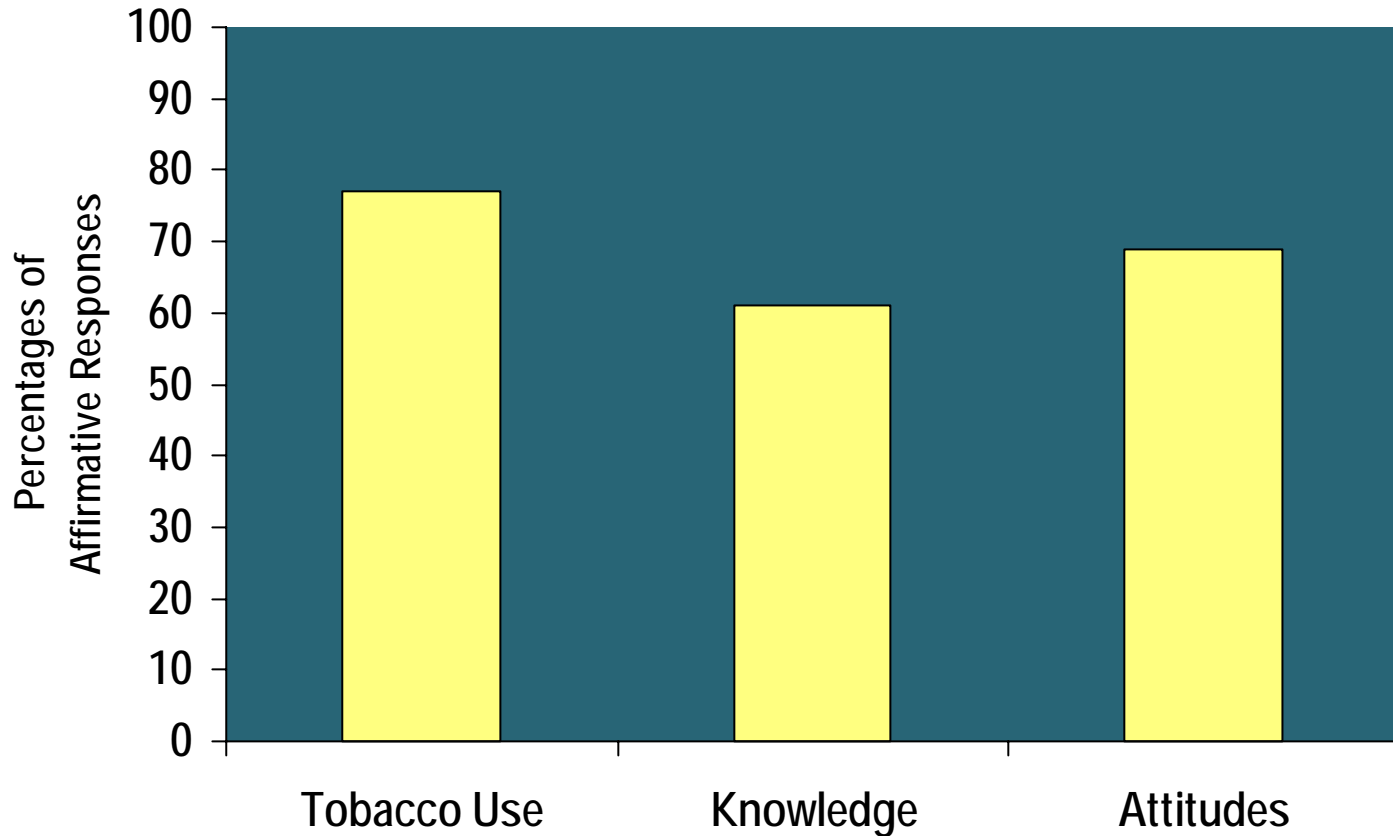
# Student Survey Done On Attitudes About Other Drugs In Last Two Years



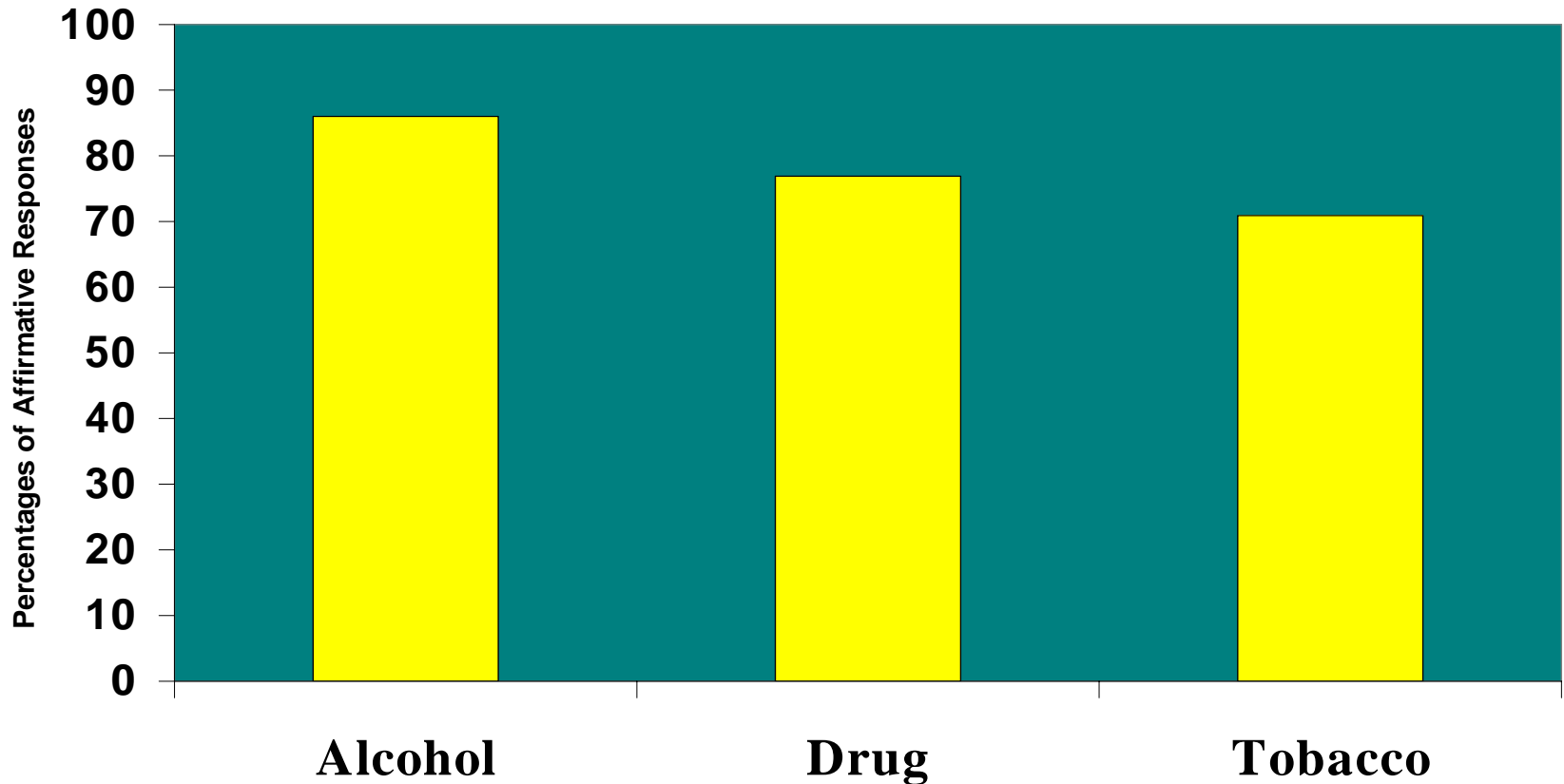
# Student Survey Done On Other Drug Usage Behavior In Last Two Years



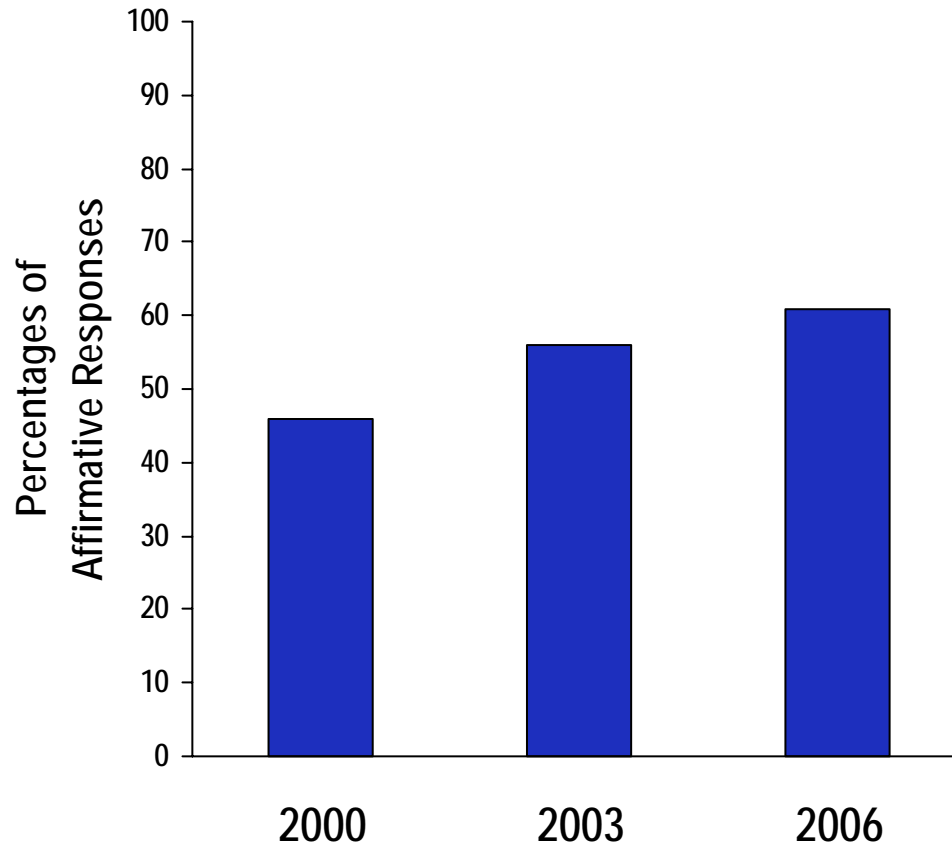
# Student Survey Done On Tobacco Issues in Last Two Years: 2006



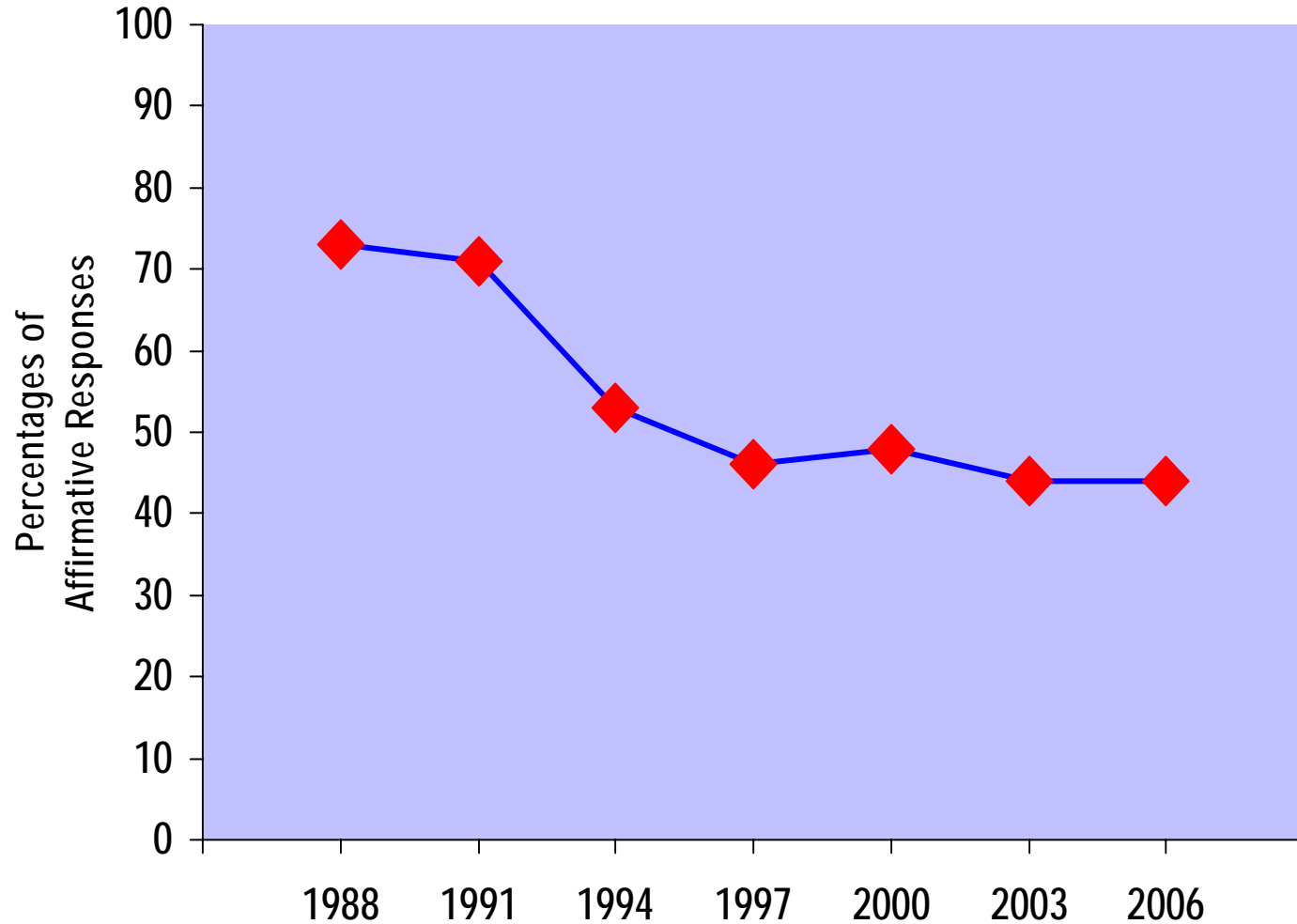
# Student Survey on Perceptions of Substance Use 2006



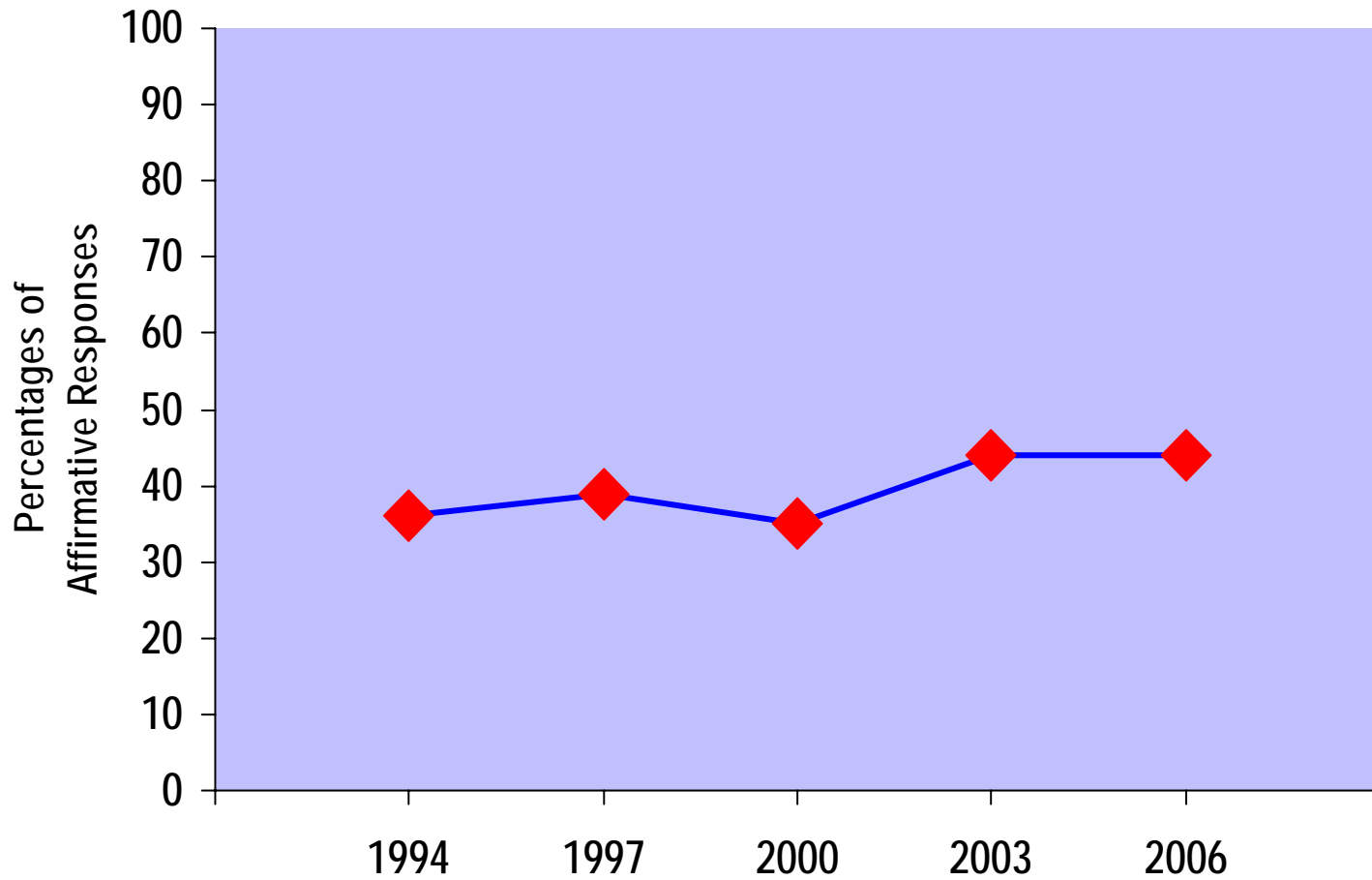
# Student Survey Done On Violence On Campus In Last Two Years



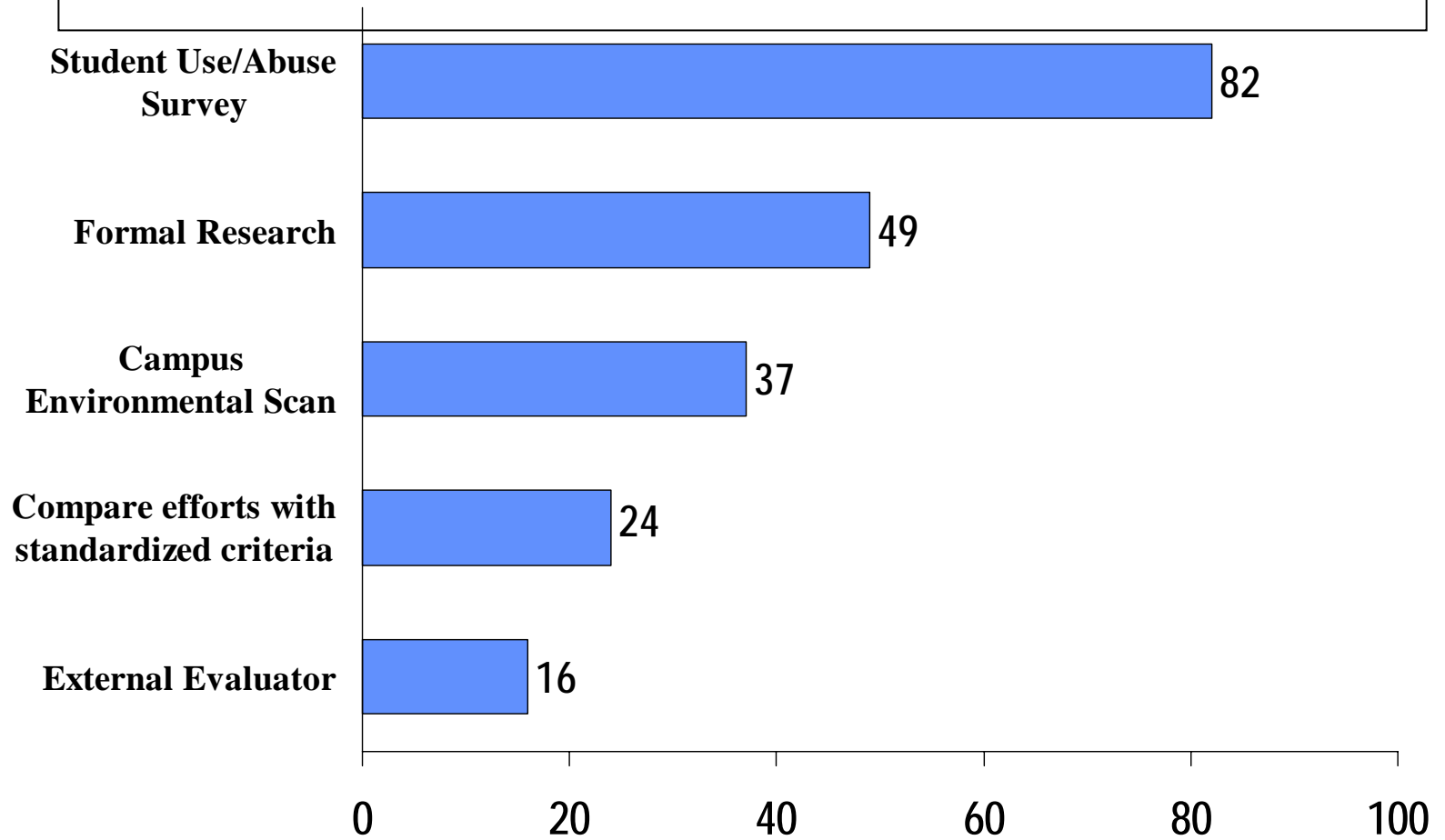
# Conducted Assessment: Legal Liability



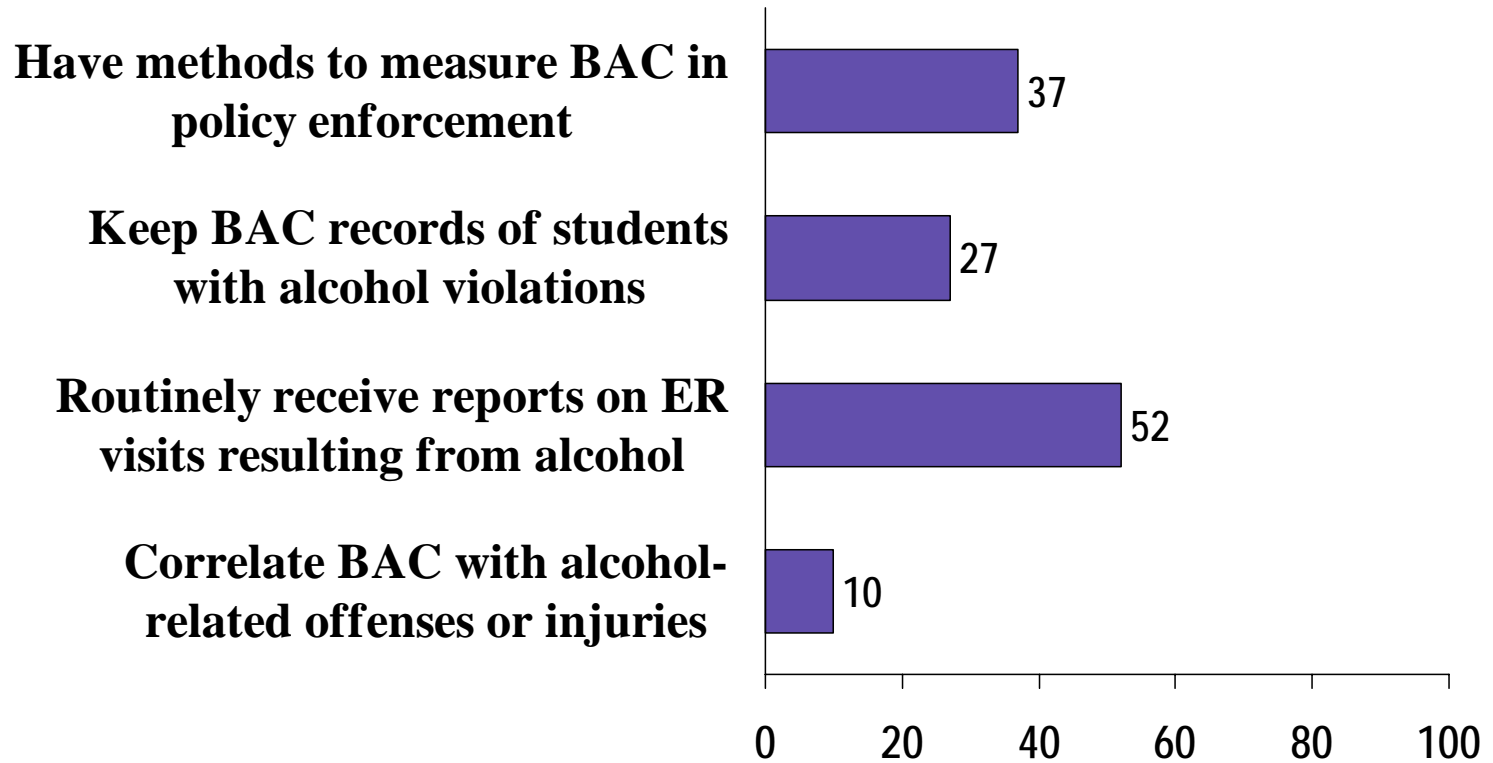
# Conducted Assessment: Program Effectiveness



# Measuring Campus Efforts: 2006



# BAC Measures Used 2006



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# PERSONNEL AND FUNDING

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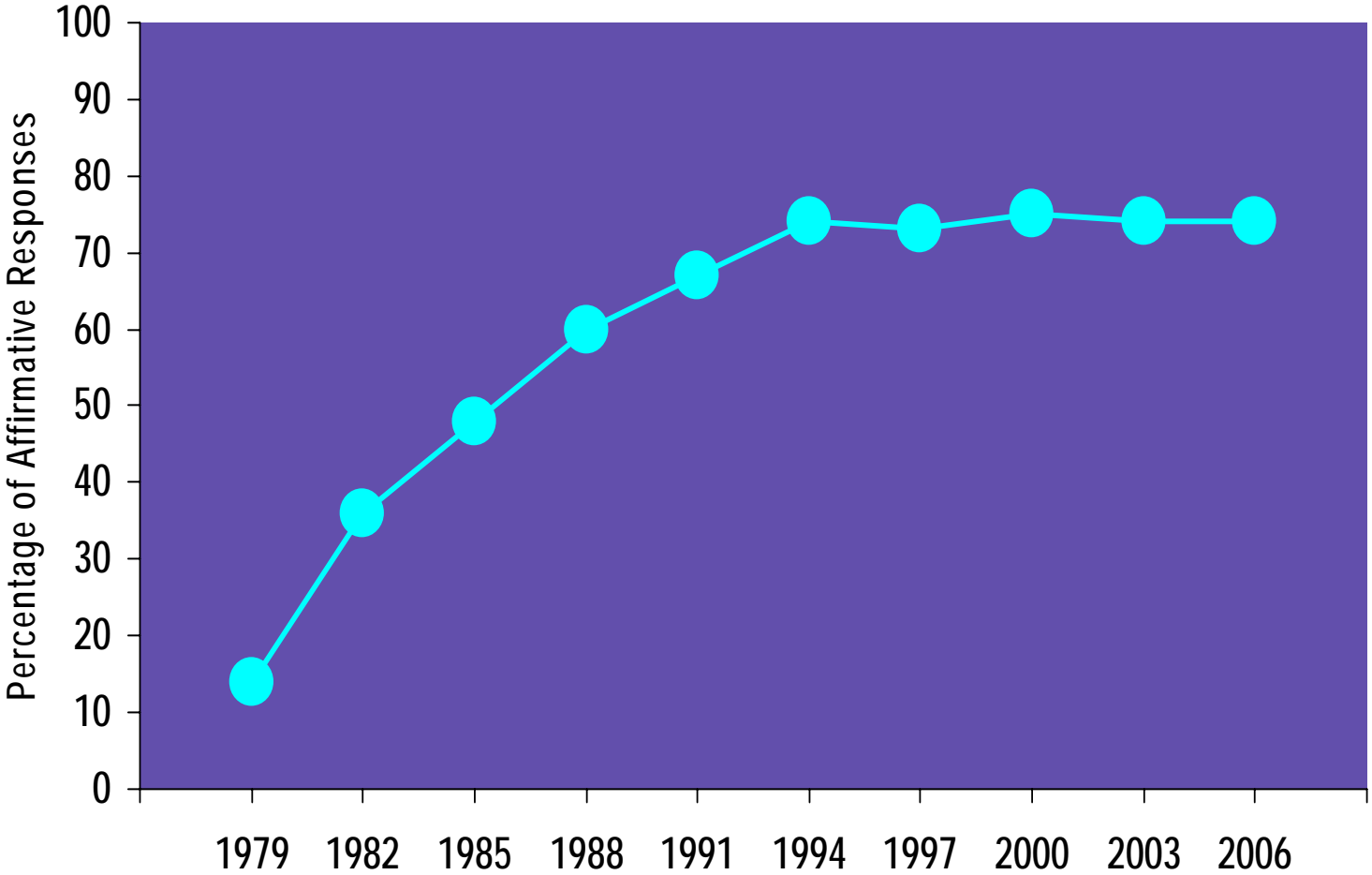
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Professional personnel involved with drug/alcohol leadership have stabilized over the last 10 years.

Roles of peers have shifted recently.

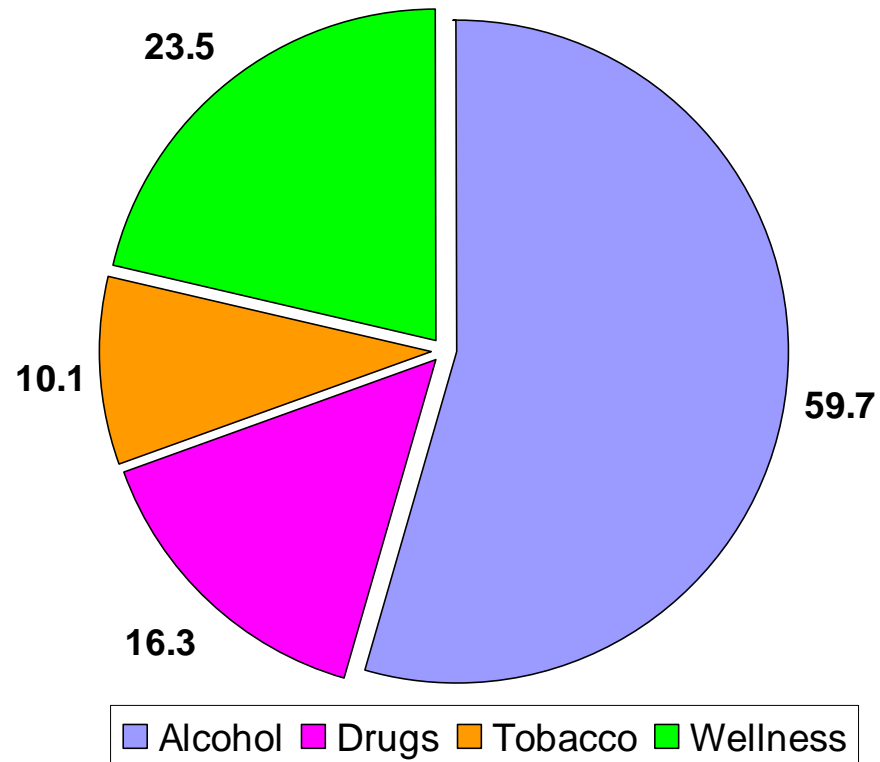
Funding is relatively low, yet shows modest increase.

# Designated Alcohol/Substance Abuse Educator Or Specialist

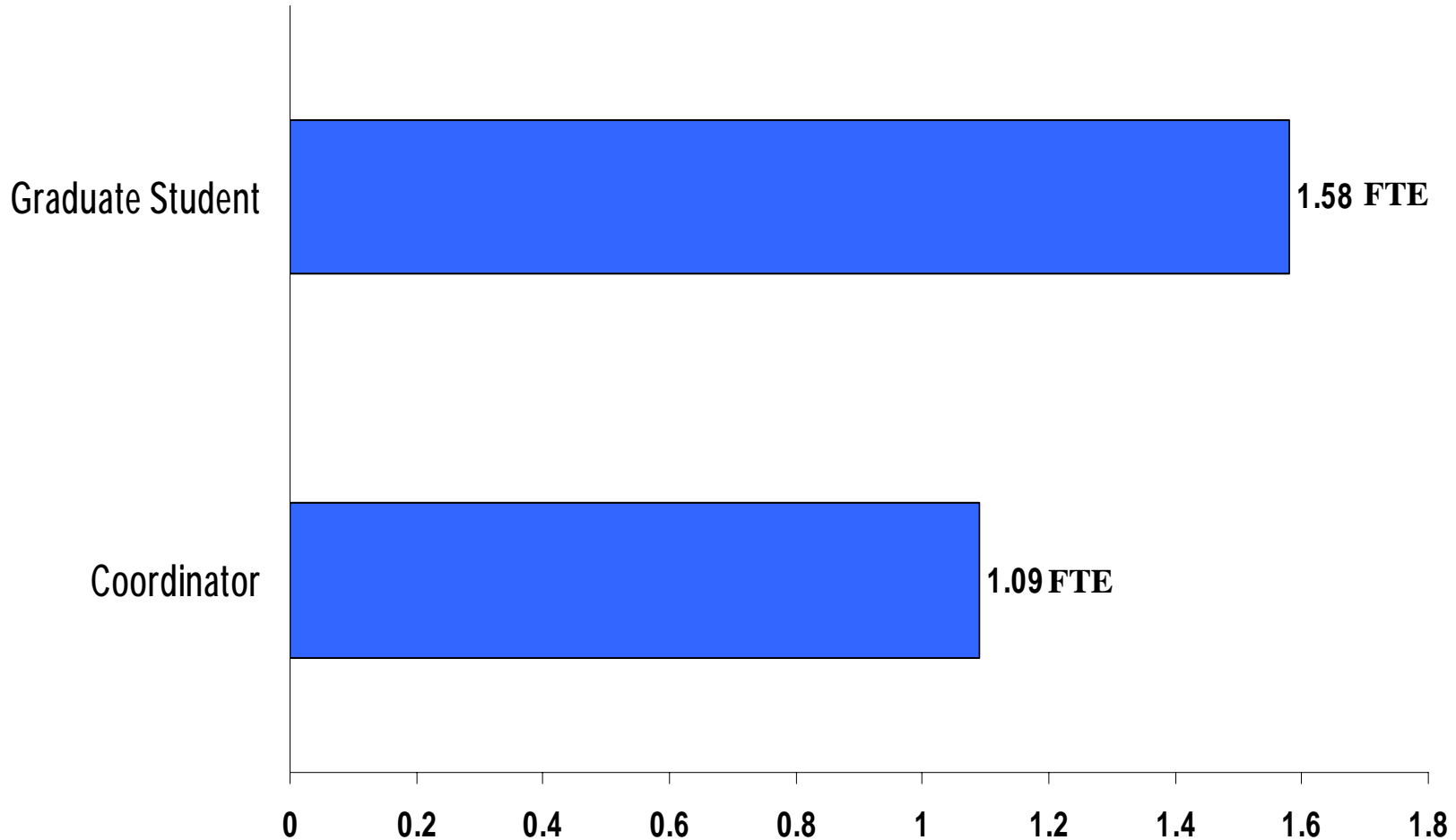


*From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.*

# Specialist Time Allocations

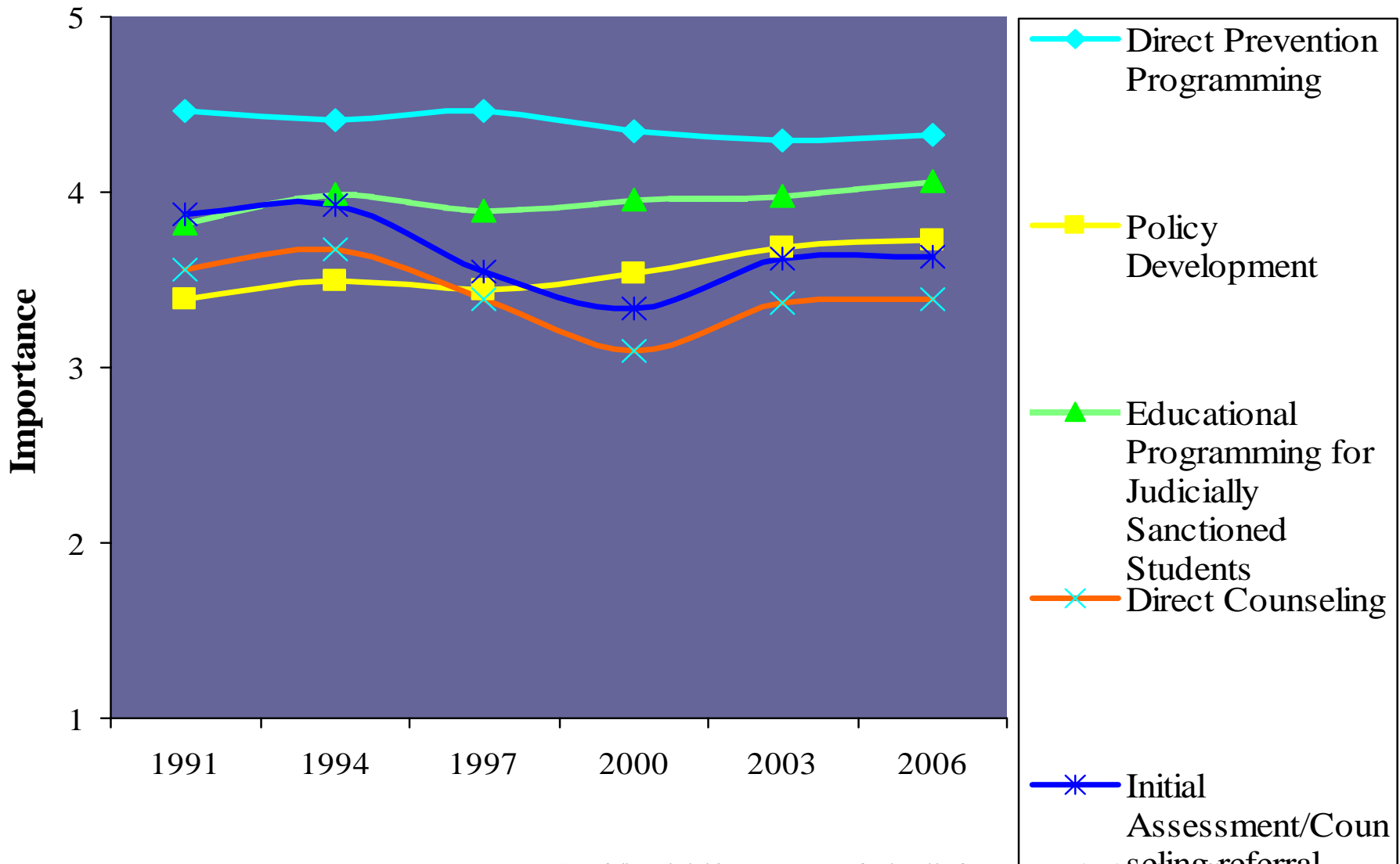


# Specialist Time Allocations 2006



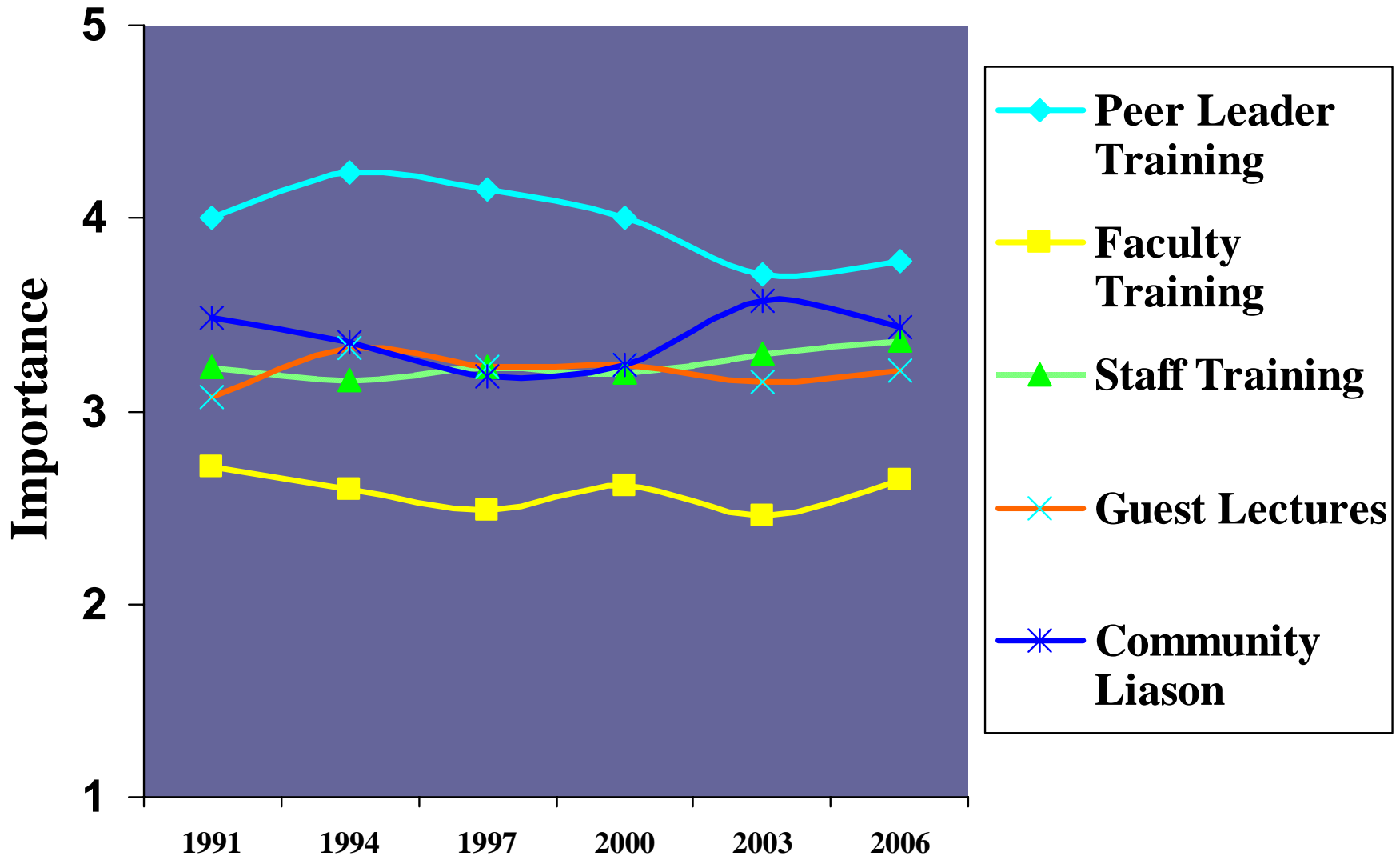
# On Campus Coordinator Functions 2006

## Part I



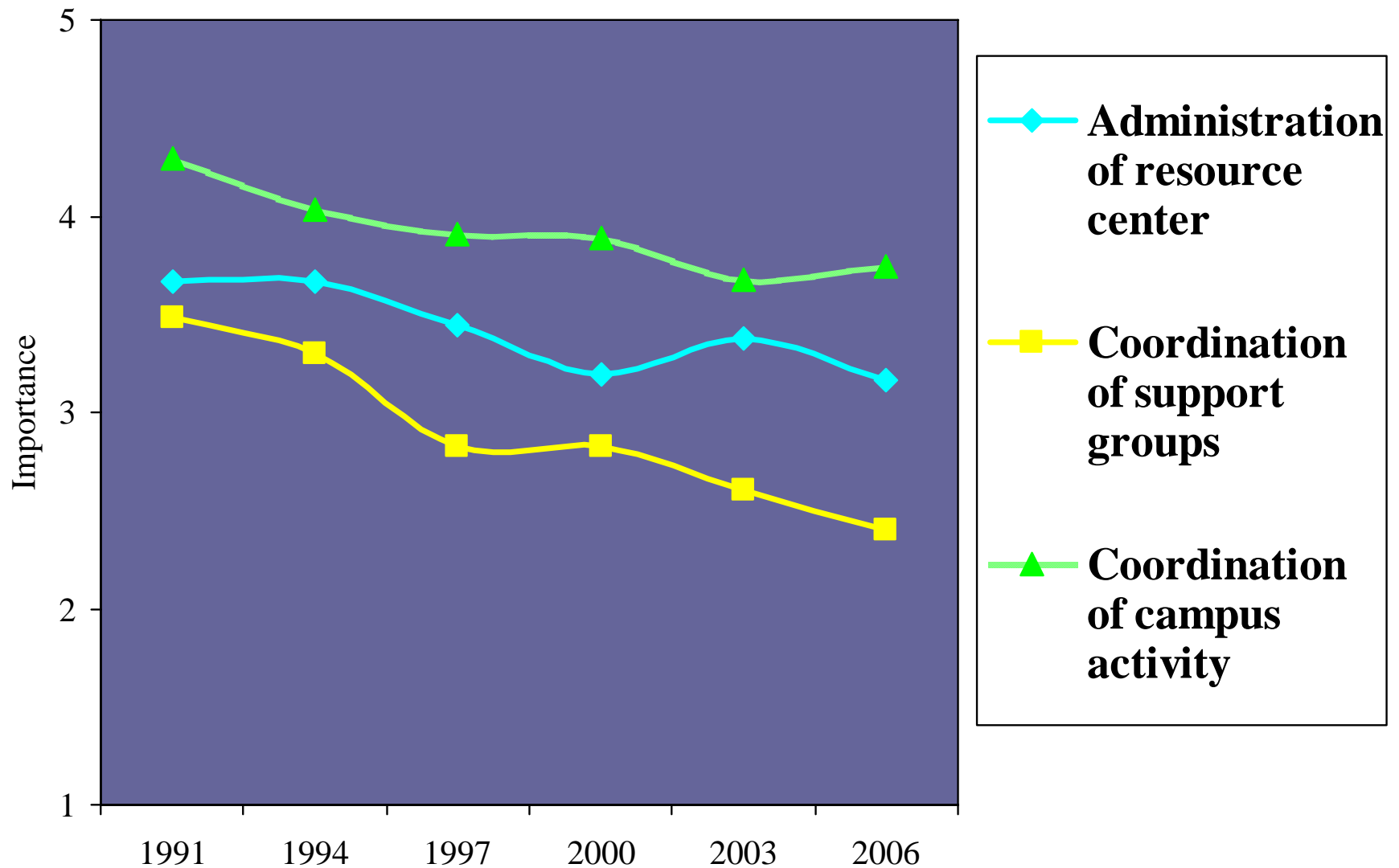
# On Campus Coordinator Functions 2006

## Part II



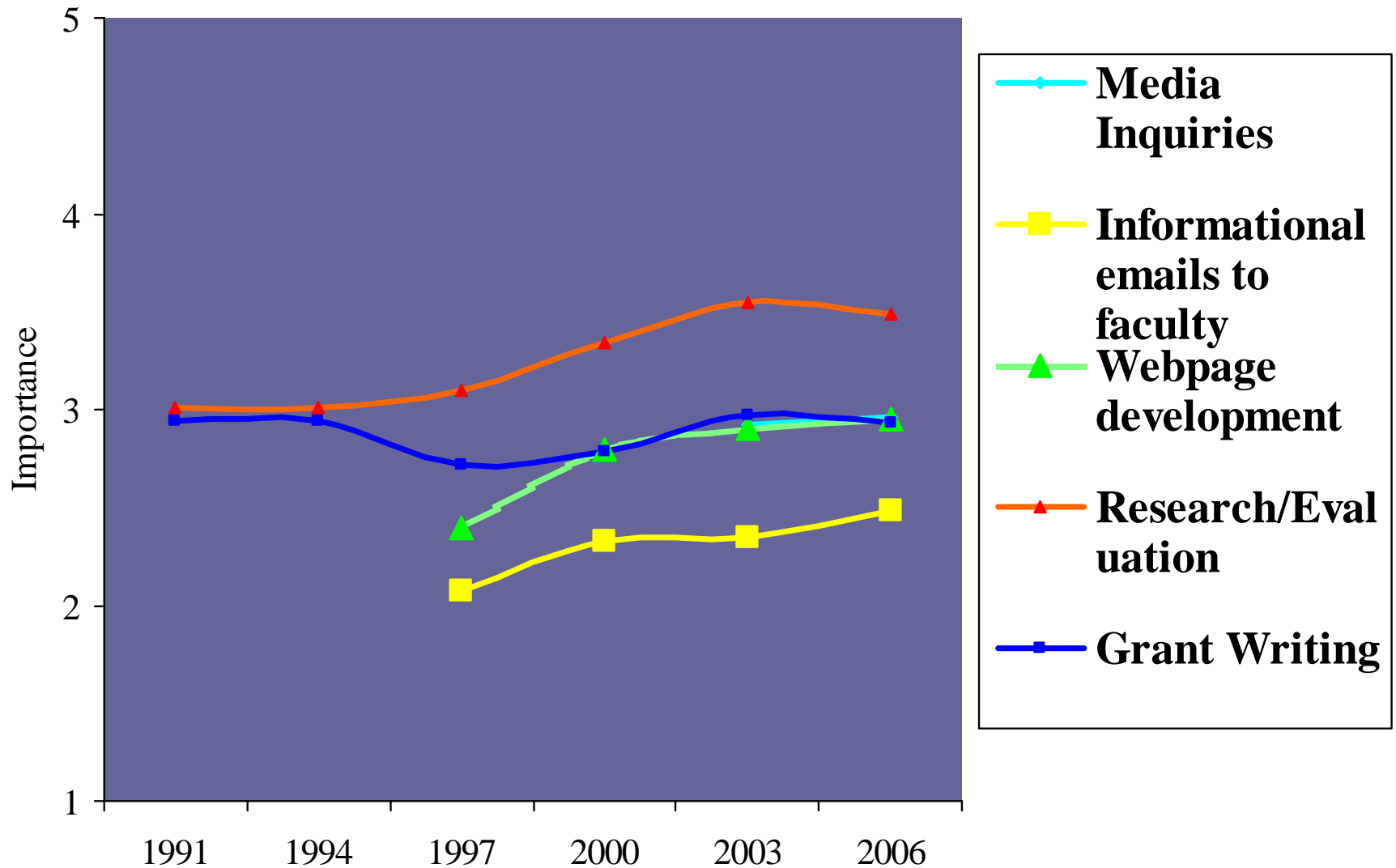
# On Campus Coordinator Functions 2006

## Part III

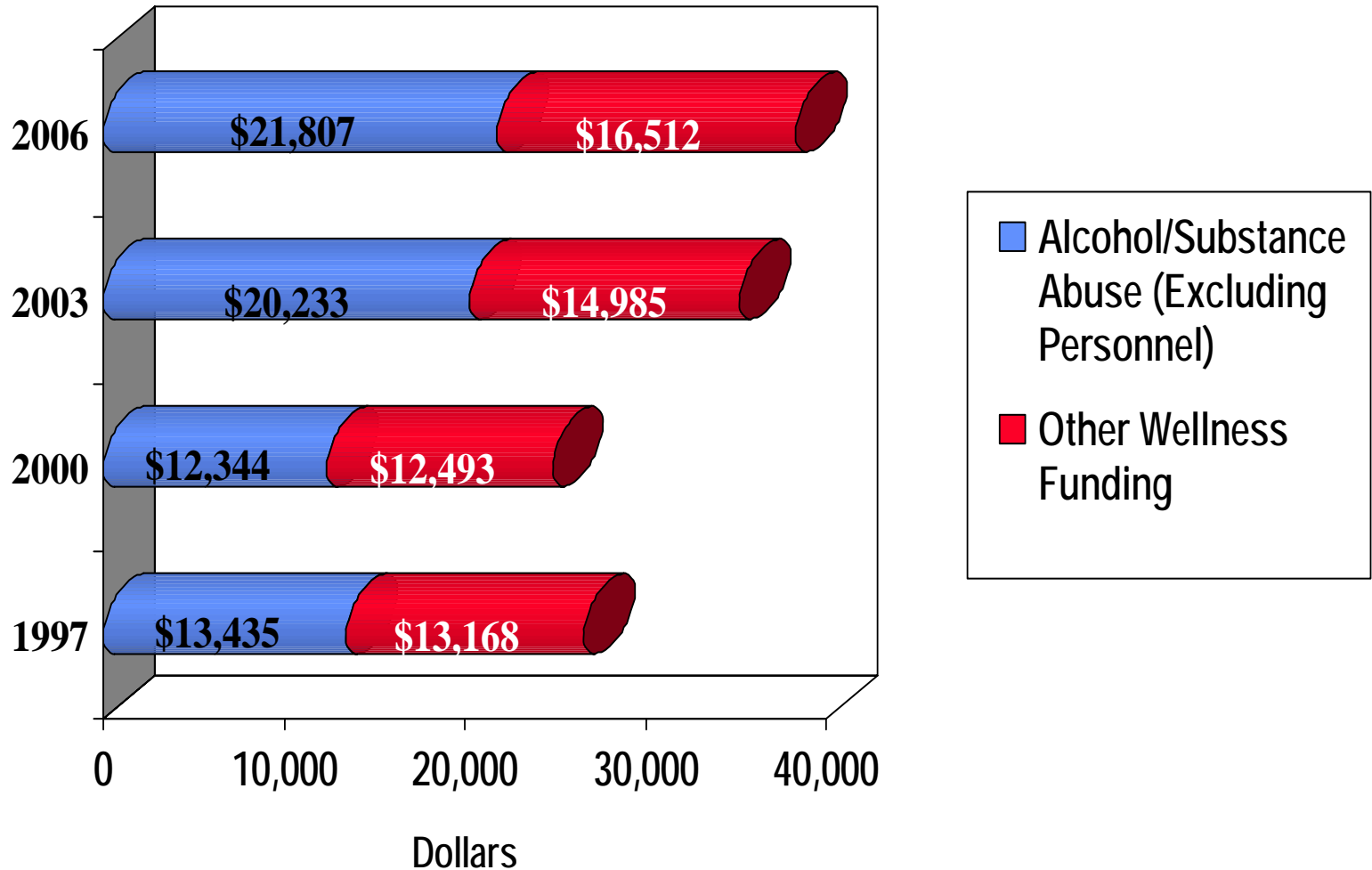


# On Campus Coordinator Functions 2006

## Part IV

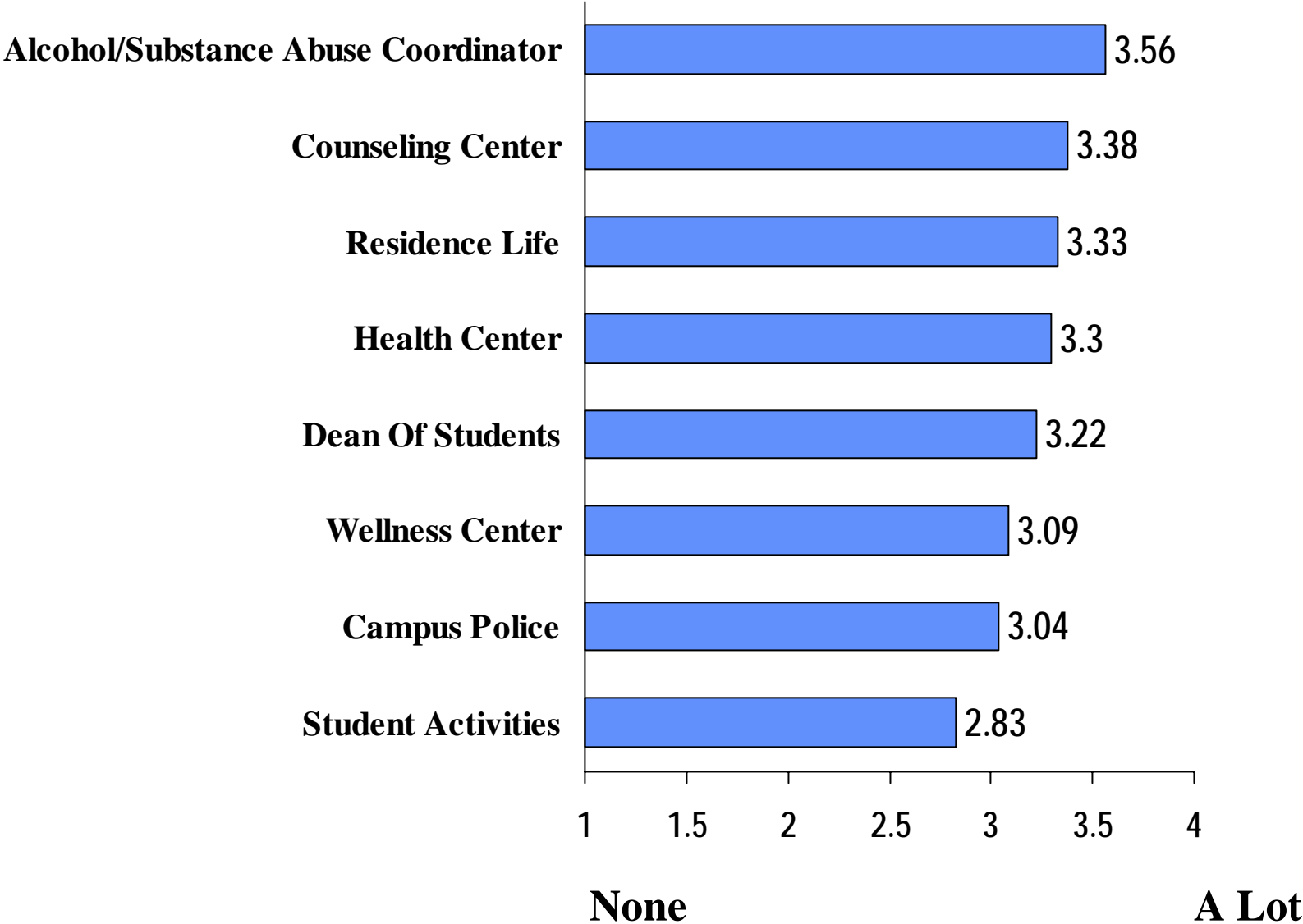


# Annual Funding For Alcohol/Substance Abuse In 2006 = 56.91% of Wellness Funding



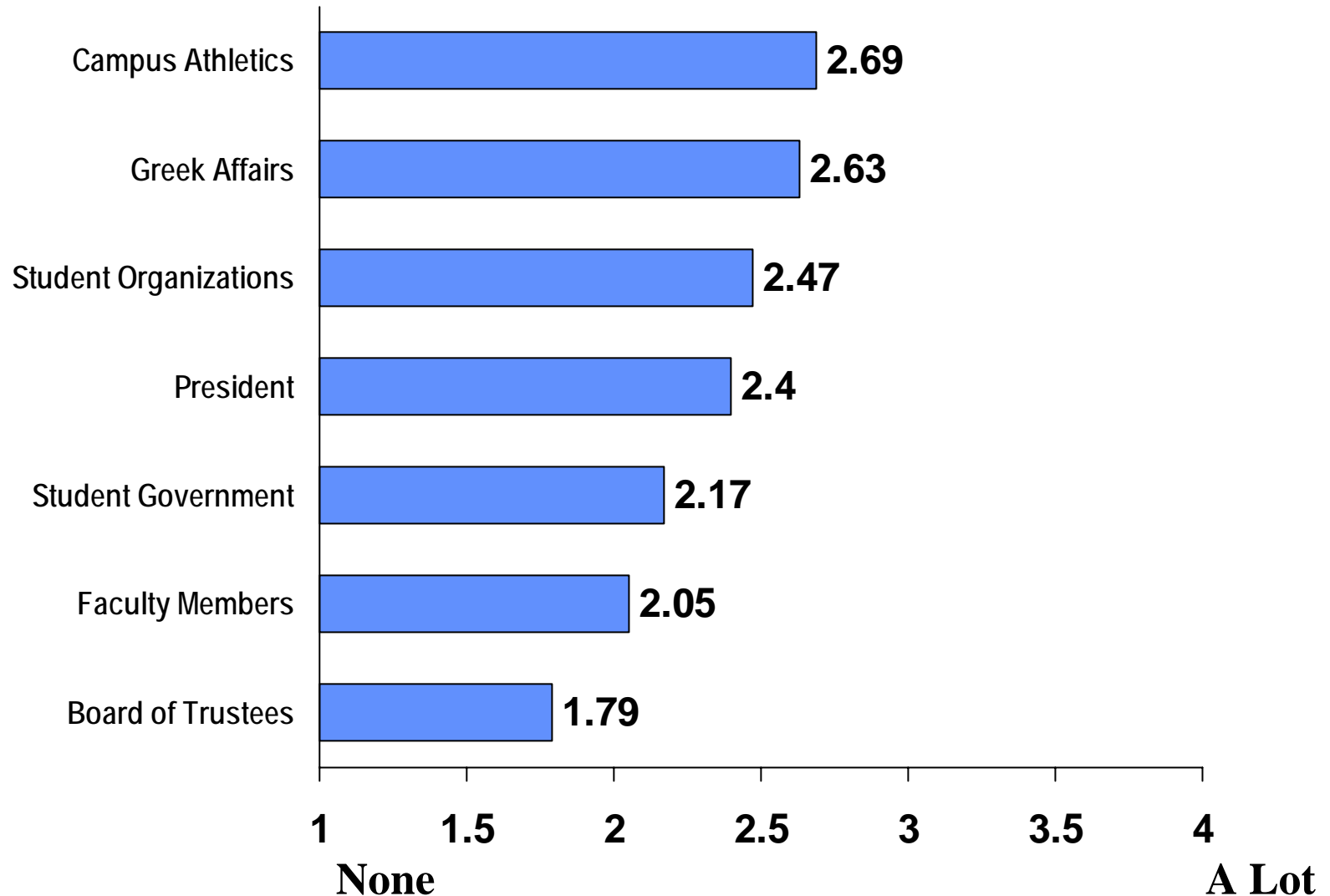
**Wellness Funding = \$ 38,319**

# Leadership With Campus Efforts: 2006

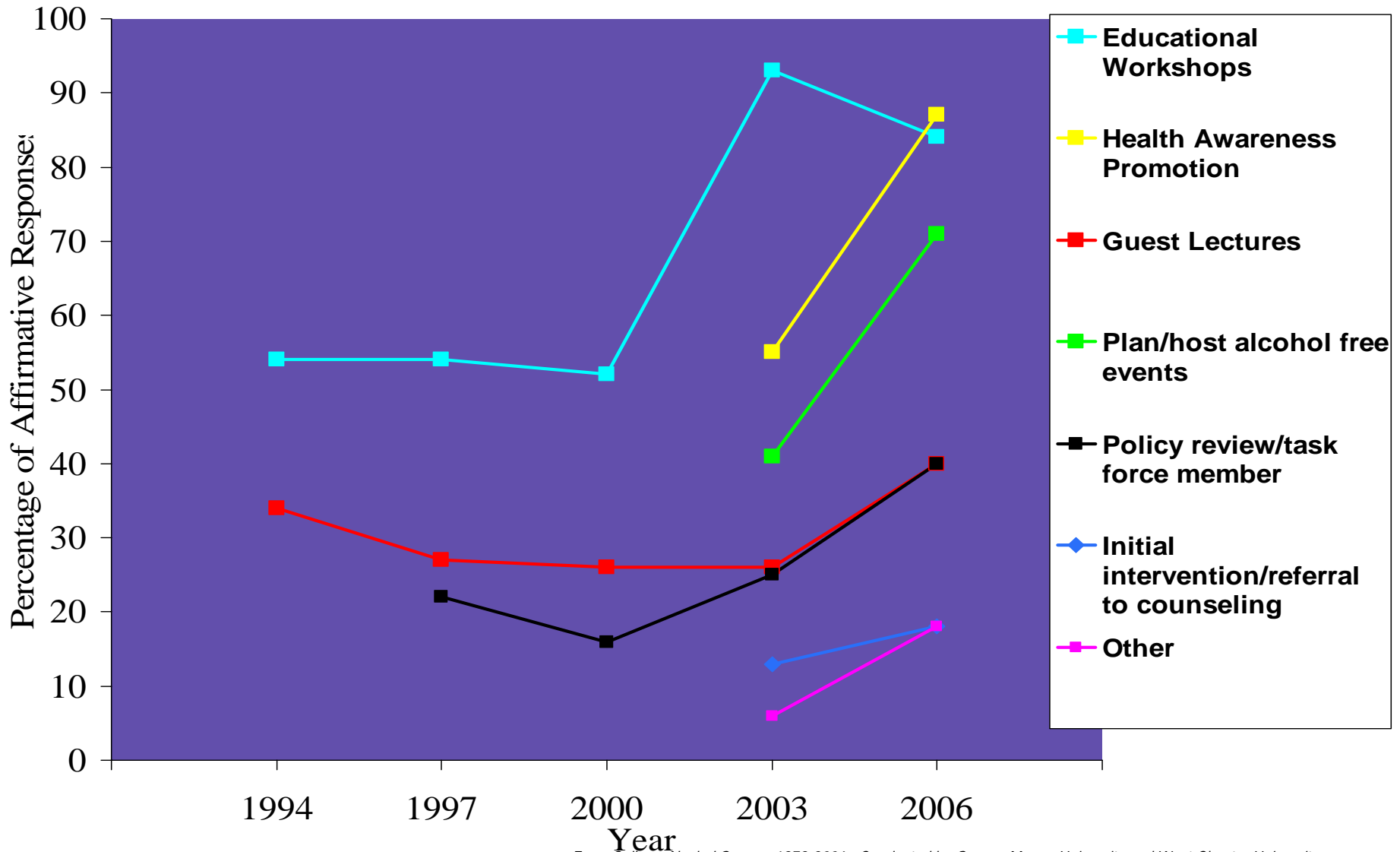


*From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.*

# Leadership With Campus Efforts: 2006

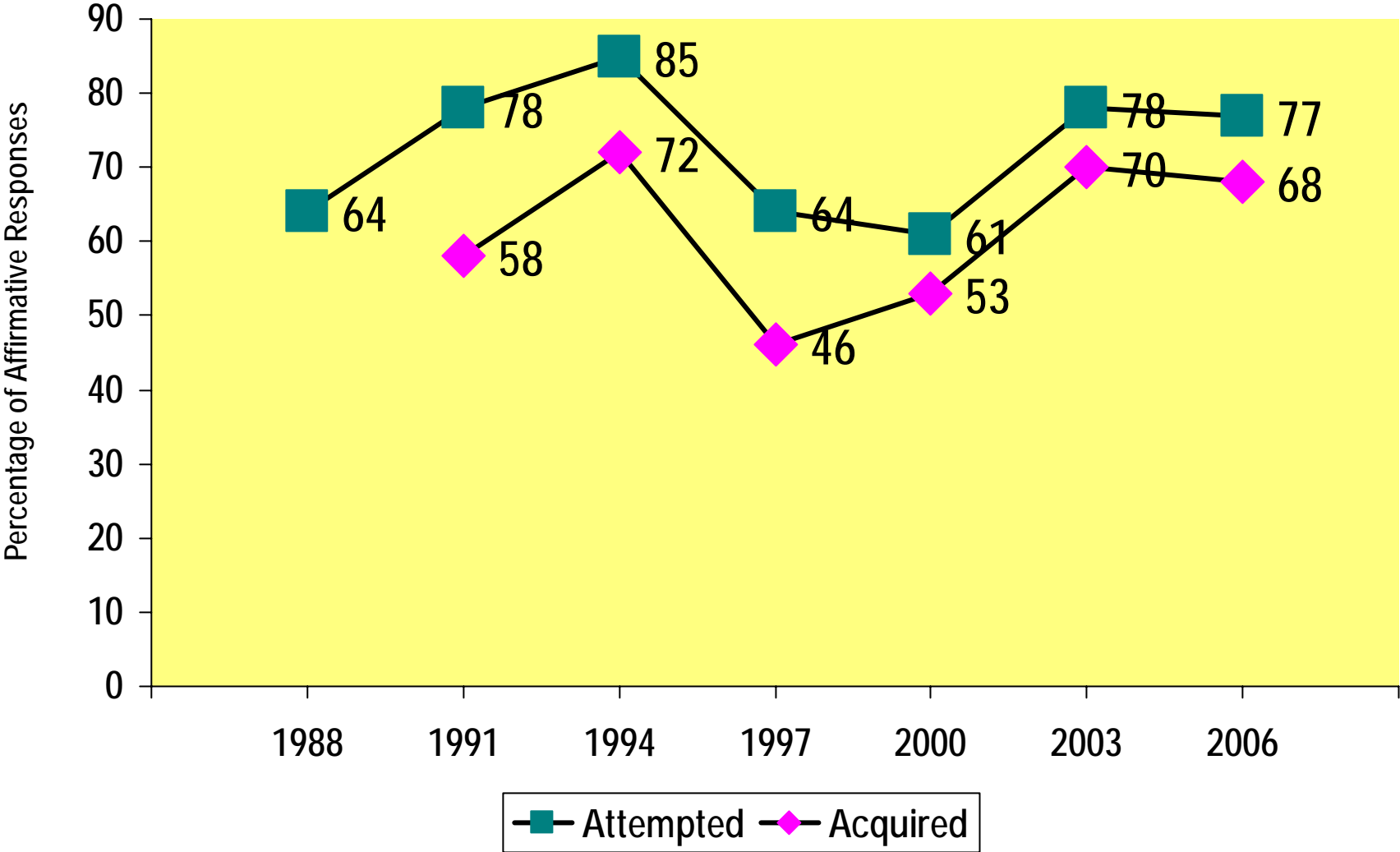


# Peer Roles



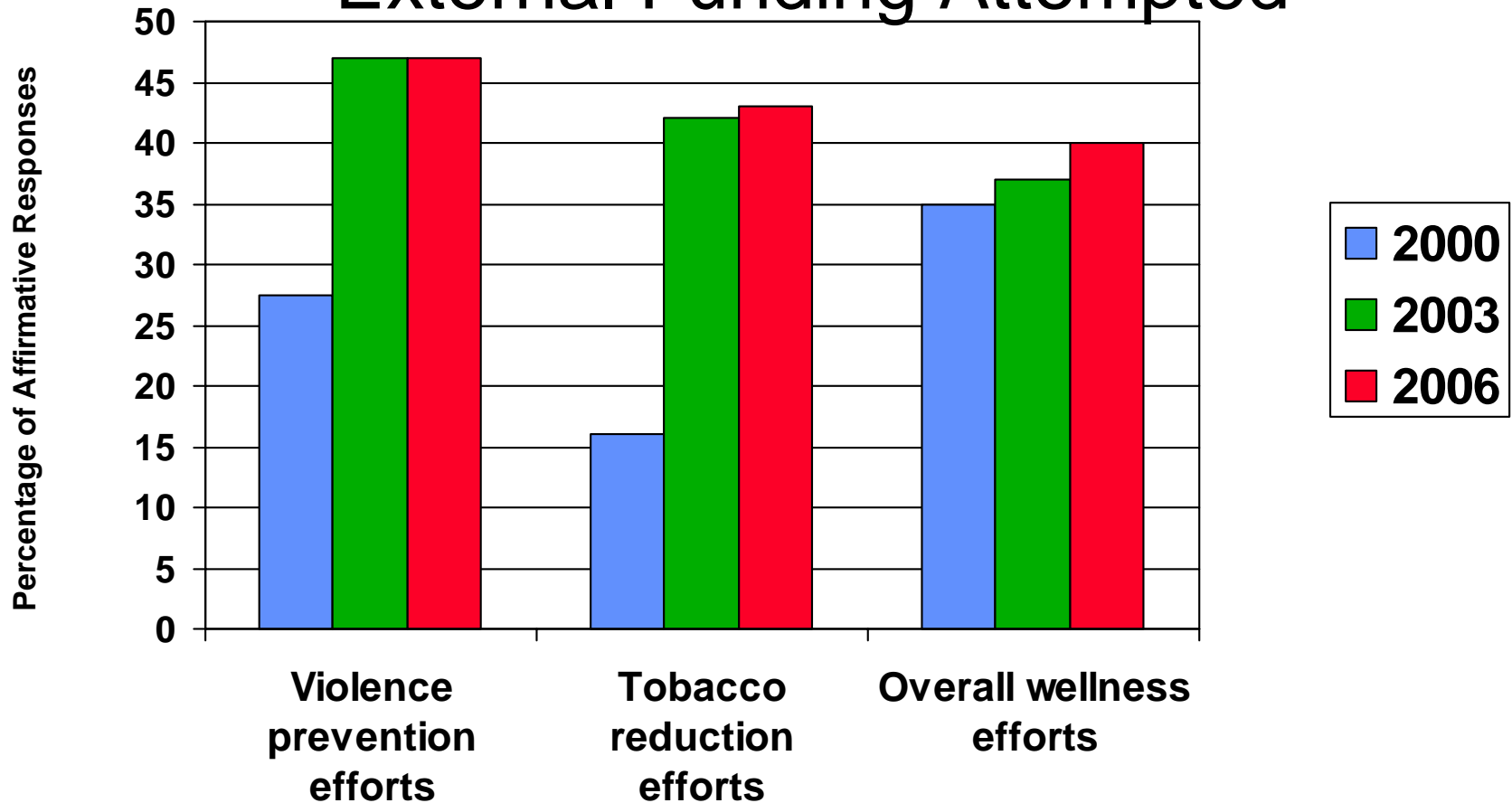
*From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.*

# Alcohol Programming: External Funding Attempted and Acquired



*From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.*

# Other Health Issues: External Funding Attempted



**Differences Between Campuses  
Where Alcohol Is Permitted and  
Those Where Alcohol Is Not Permitted**

<b>Formal assessment of effectiveness of AOD prevention</b>	<b>Formal assessment of alcohol efforts r.e. liability</b>	<b>Student programming / peer education group</b>	
<b>Orientation program for new students</b>	<b>Orientation program for parents</b>	<b>Focus period of time</b>	<b>Funding for wellness / education</b>
<b>Number of undergraduate courses</b>	<b>Number of graduate courses</b>	<b>Coordinator designated</b>	<b>Task force or partnership</b>
<b>Support group for those whose lives are negatively affected by an alcoholic/problem drinker</b>		<b>Group counseling experience for problem drinkers</b>	

**Differences Between Campuses  
Where Alcohol Is Permitted and  
Those Where Alcohol Is Not Permitted**

*Items in Red show statistically significant differences (p < .05)*

<b>Formal assessment of effectiveness of AOD prevention</b>	<b>Formal assessment of alcohol efforts r.e. liability</b>	<b>Student programming / peer education group</b>	
<b>Orientation program for new students</b>	<b>Orientation program for parents</b>	<b>Focus period of time</b>	<b>Funding for wellness / education</b>
<b>Number of undergraduate courses</b>	<b>Number of graduate courses</b>	<b>Coordinator designated</b>	<b>Task force or partnership</b>
<b>Support group for those whose lives are negatively affected by an alcoholic/problem drinker</b>		<b>Group counseling experience for problem drinkers</b>	

## **Differences Between Campuses**

### **Where Alcohol Can be Purchased by the Drink and Those Where Alcohol Cannot be Purchased by the Drink**

<b>Formal assessment of effectiveness of AOD prevention</b>	<b>Formal assessment of alcohol efforts r.e. liability</b>	<b>Student programming / peer education group</b>	
<b>Orientation program for new students</b>	<b>Orientation program for parents</b>	<b>Focus period of time</b>	<b>Funding for wellness / education (notable, yet not stat. significant)</b>
<b>Number of undergraduate courses</b>	<b>Number of graduate courses</b>	<b>Coordinator designated</b>	<b>Task force or partnership</b>
<b>Support group for those whose lives are negatively affected by an alcoholic/problem drinker</b>		<b>Group counseling experience for problem drinkers</b>	

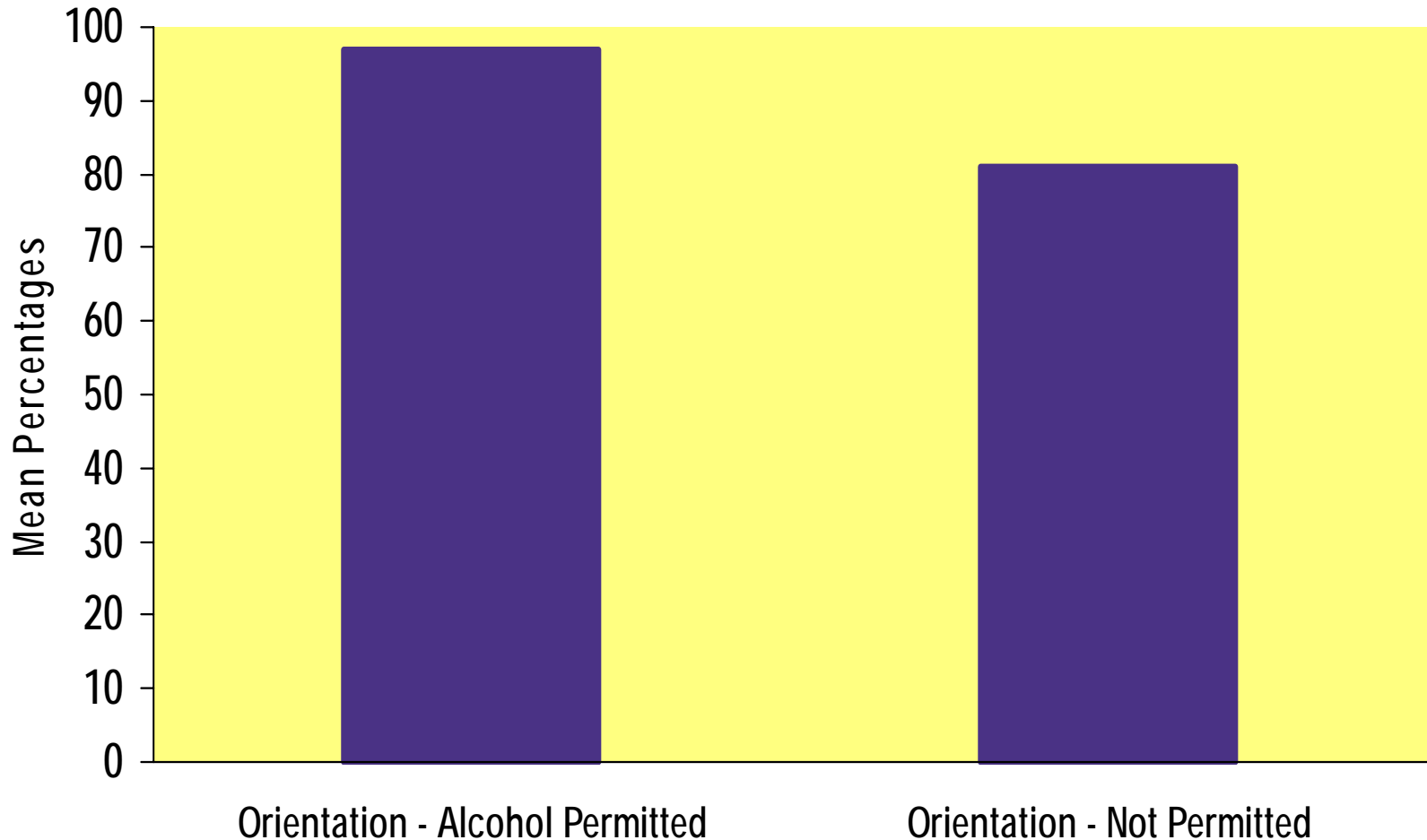
## Differences Between Campuses

### Where Alcohol Can be Purchased by the Drink and Those Where Alcohol Cannot be Purchased by the Drink

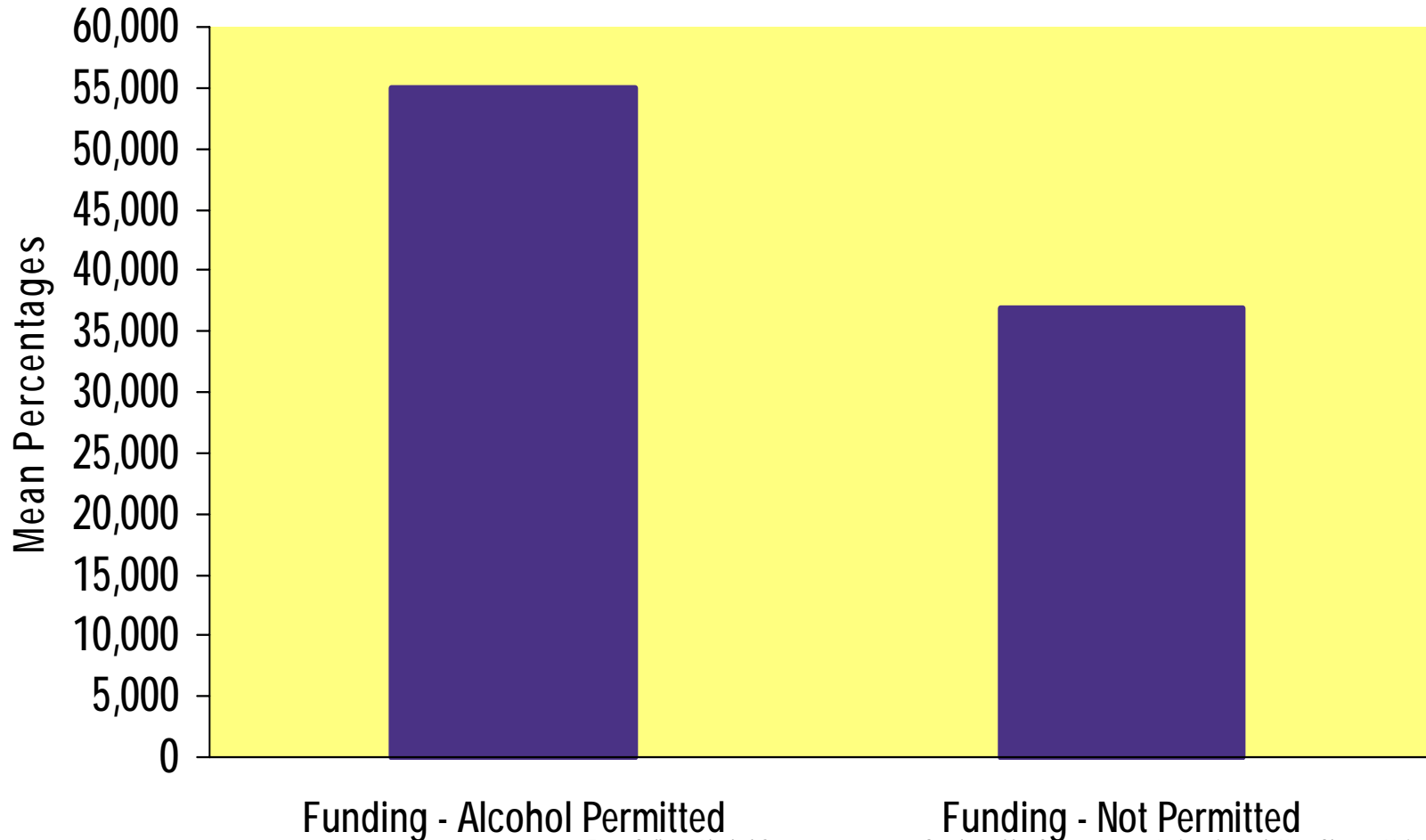
Items in Red show statistically significant differences ( $p < .05$ )

<b>Formal assessment of effectiveness of AOD prevention</b>	<b>Formal assessment of alcohol efforts r.e. liability</b>	<b>Student programming / peer education group</b>	
<b>Orientation program for new students</b>	<b>Orientation program for parents</b>	<b>Focus period of time</b>	<b>Funding for wellness / education</b> <small>(notable, yet not stat. significant)</small>
<b>Number of undergraduate courses</b>	<b>Number of graduate courses</b>	<b>Coordinator designated</b>	<b>Task force or partnership</b>
<b>Support group for those whose lives are negatively affected by an alcoholic/problem drinker</b>		<b>Group counseling experience for problem drinkers</b>	

# Difference in Campus Efforts: Alcohol Permitted vs. Alcohol Not Permitted

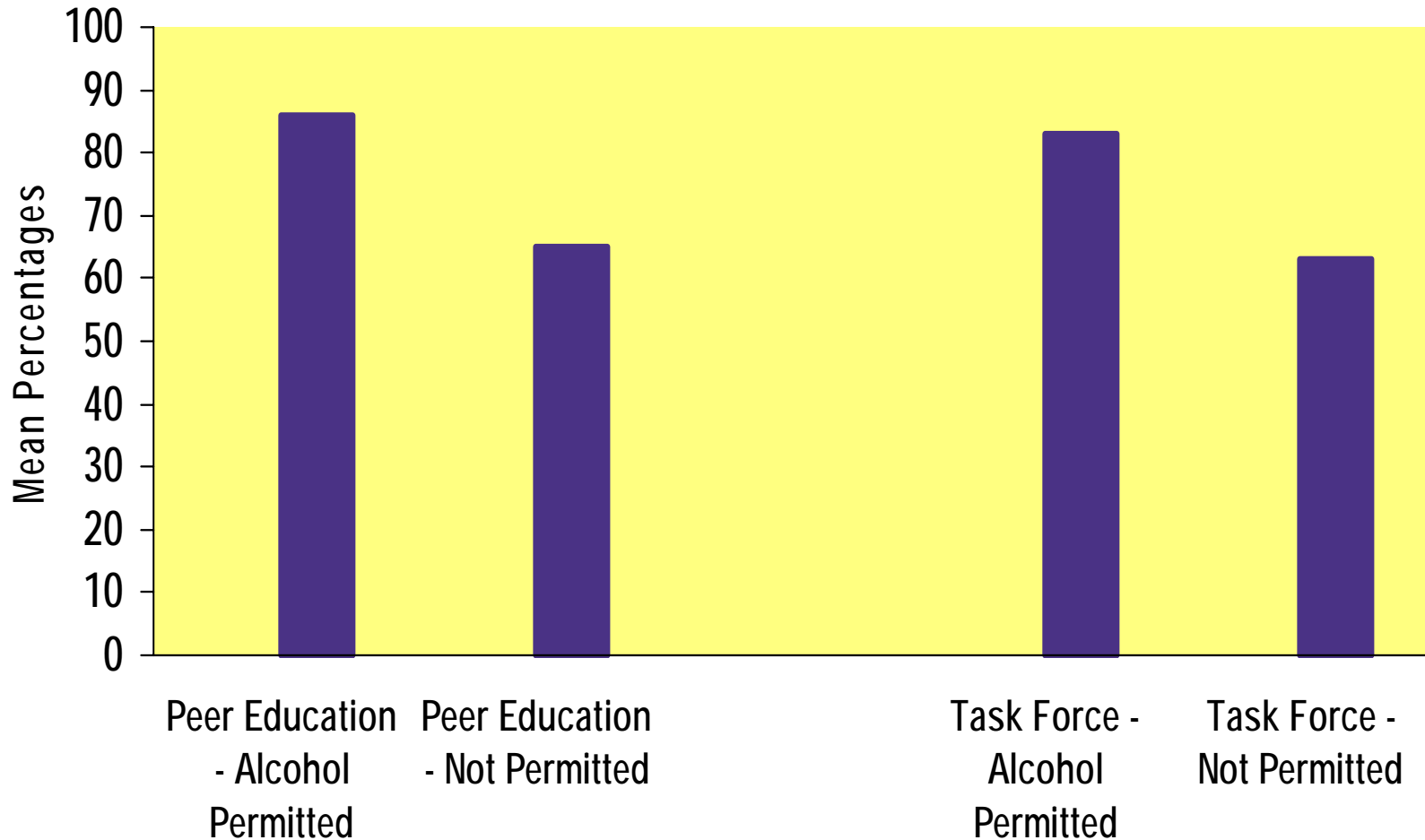


# Difference in Campus Efforts: Alcohol Permitted vs. Alcohol Not Permitted

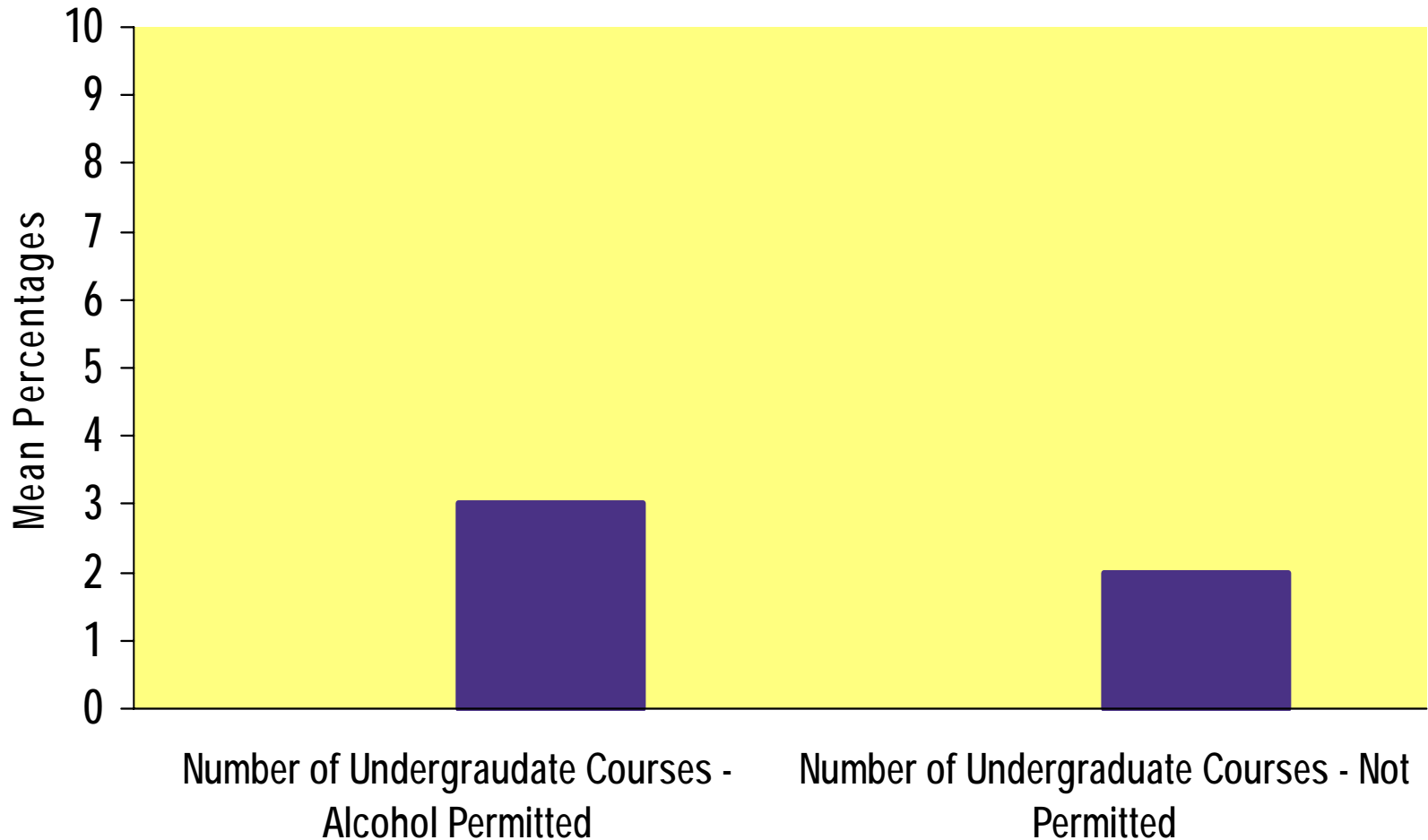


*From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.*

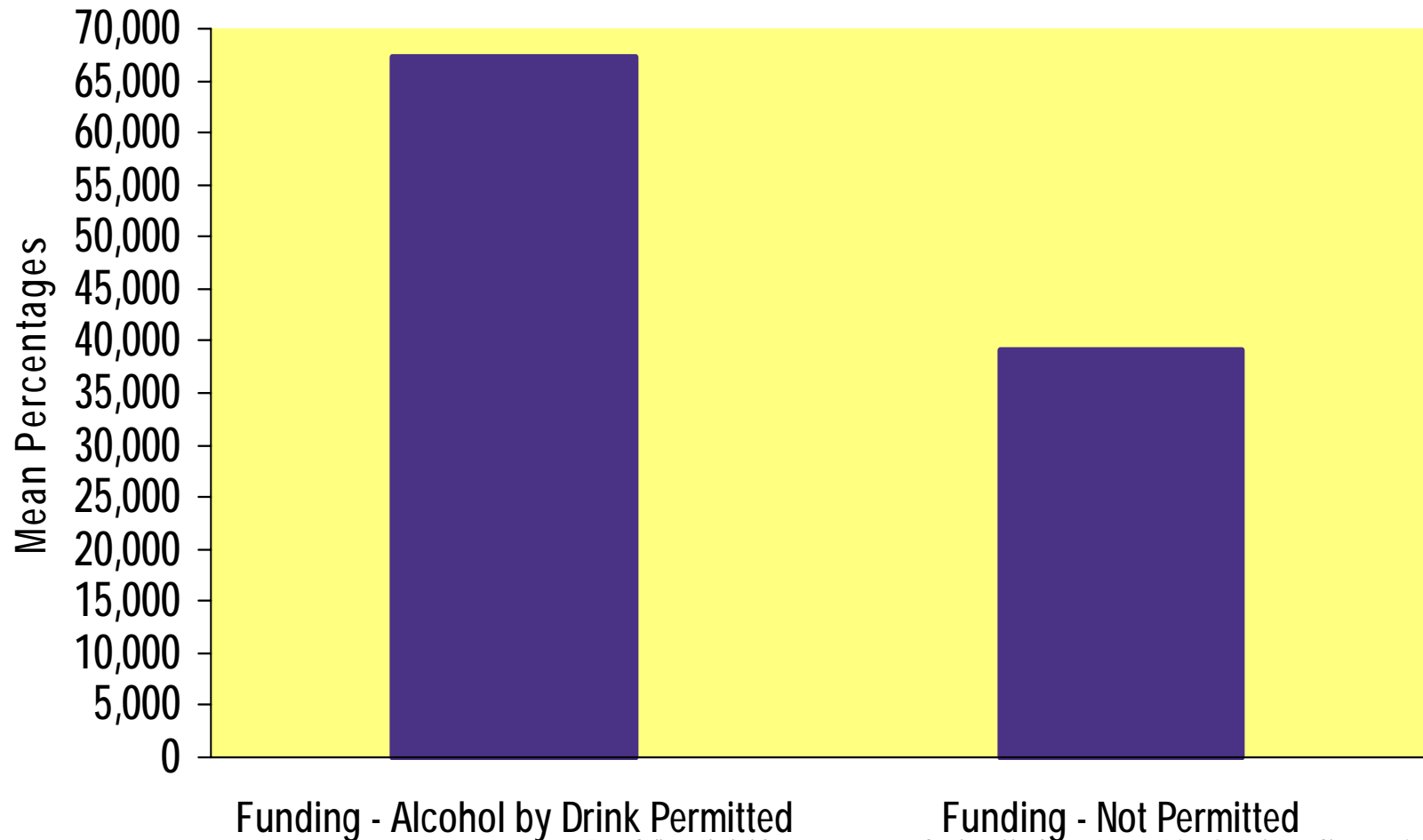
# Difference in Campus Efforts: Alcohol By Drink Permitted vs. Not Permitted



# Difference in Campus Efforts: Alcohol By Drink Permitted vs. Not Permitted



# Difference in Campus Efforts: Alcohol By Drink Permitted vs. Not Permitted



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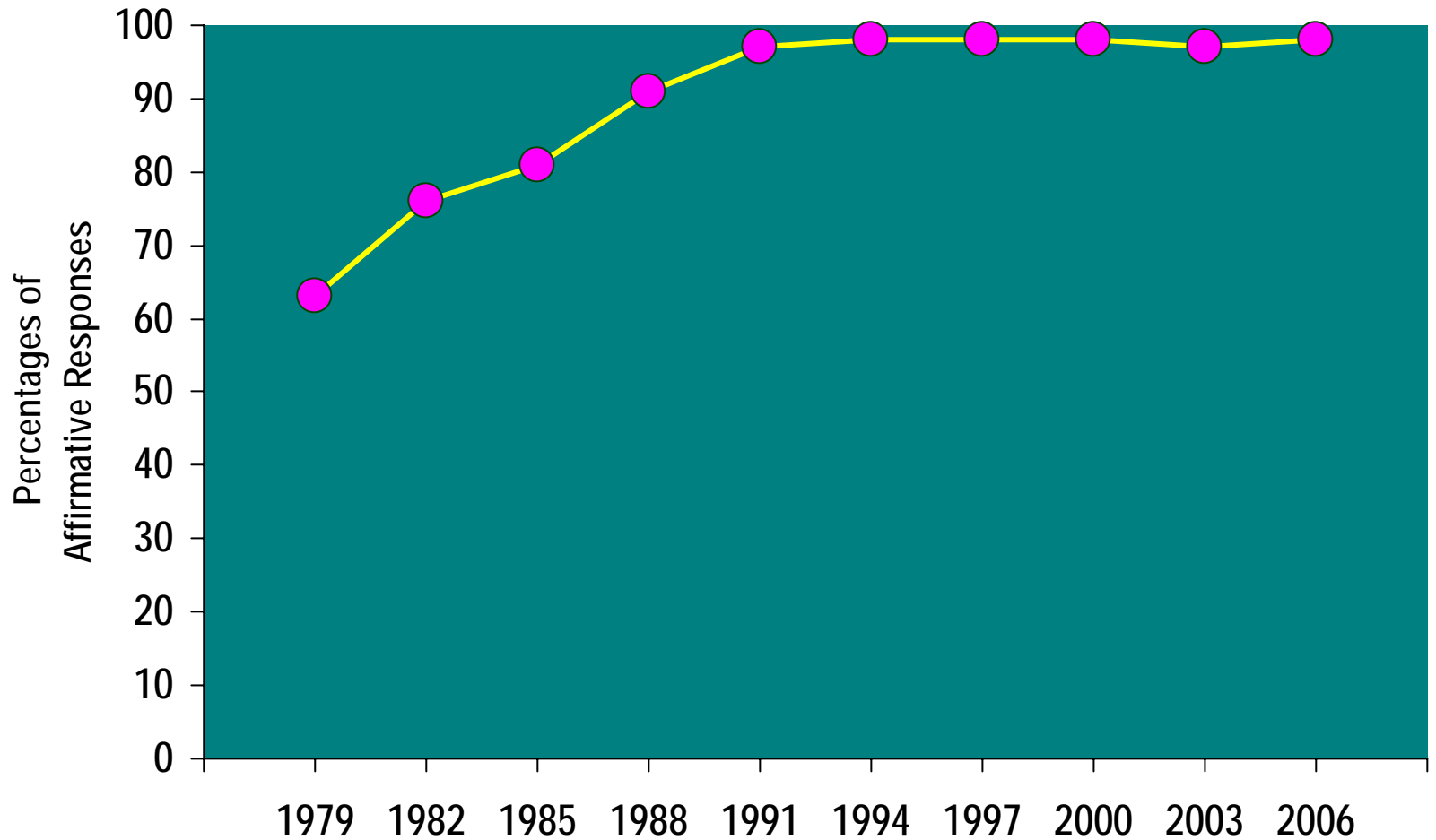
# **EDUCATION AND PROGRAMMING**

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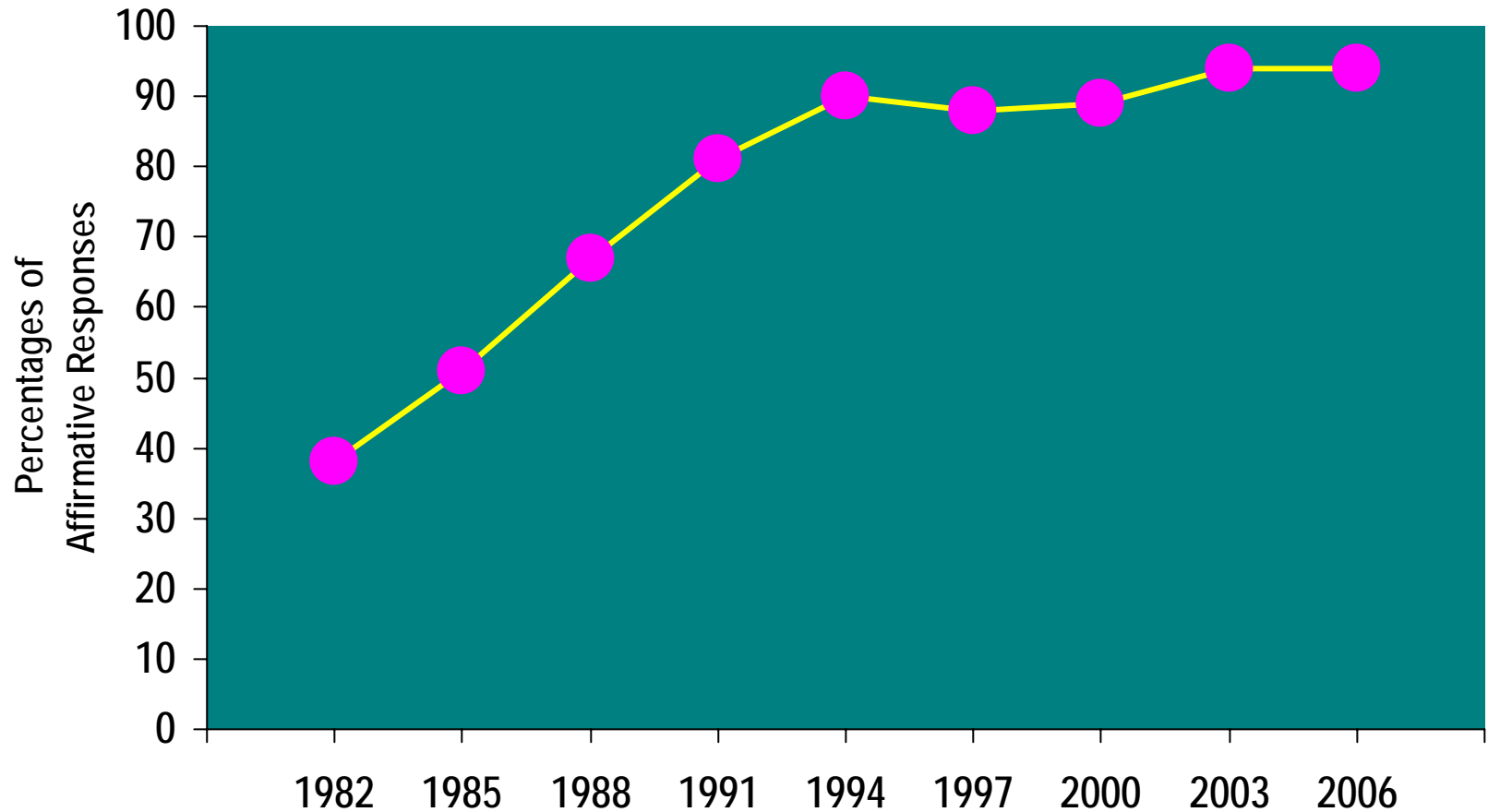
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Alcohol's involvement with a wide range of campus issues remains high.  
Changes over time appear to be reduced to a very limited degree.

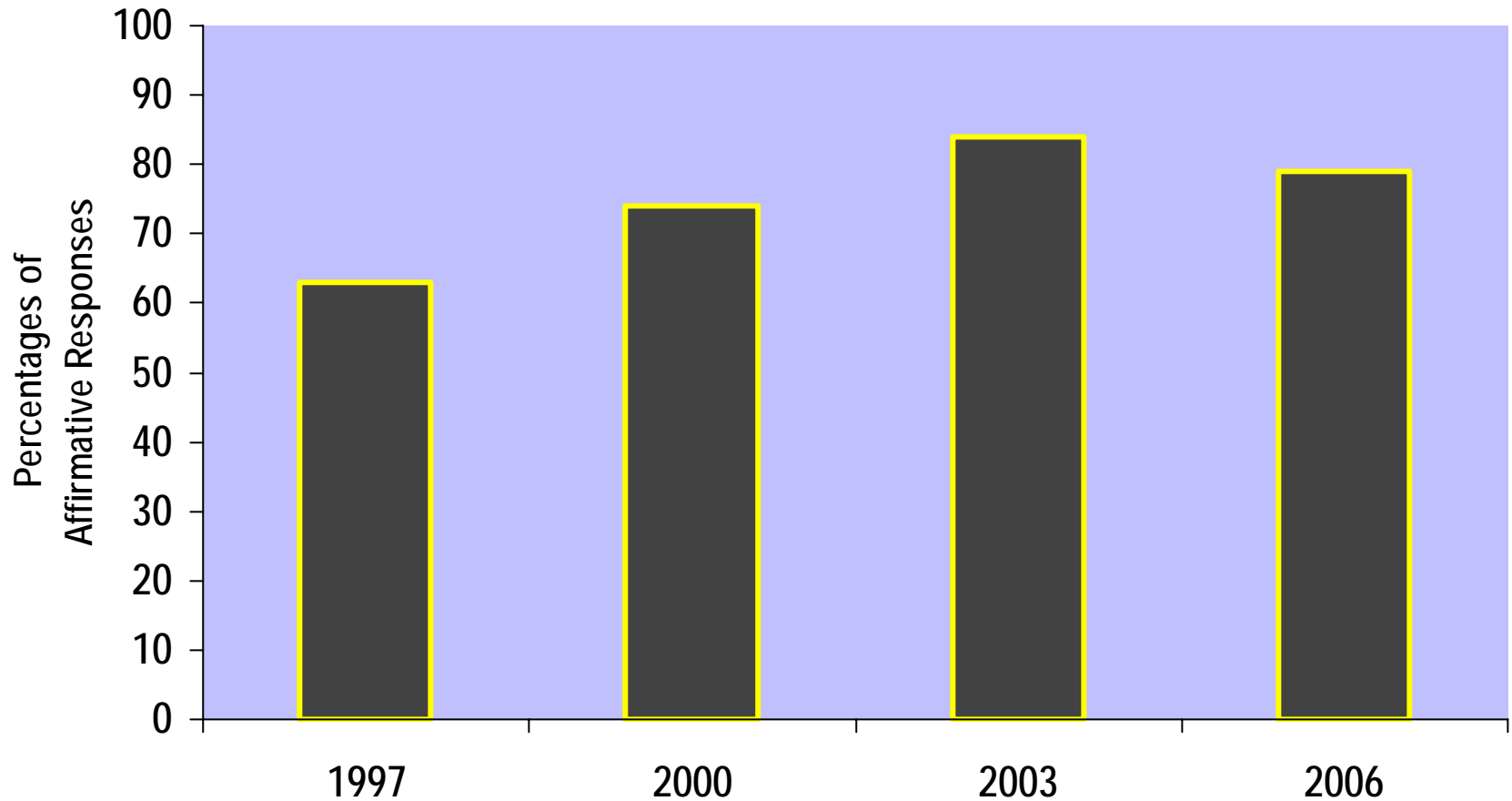
# Location For Resources



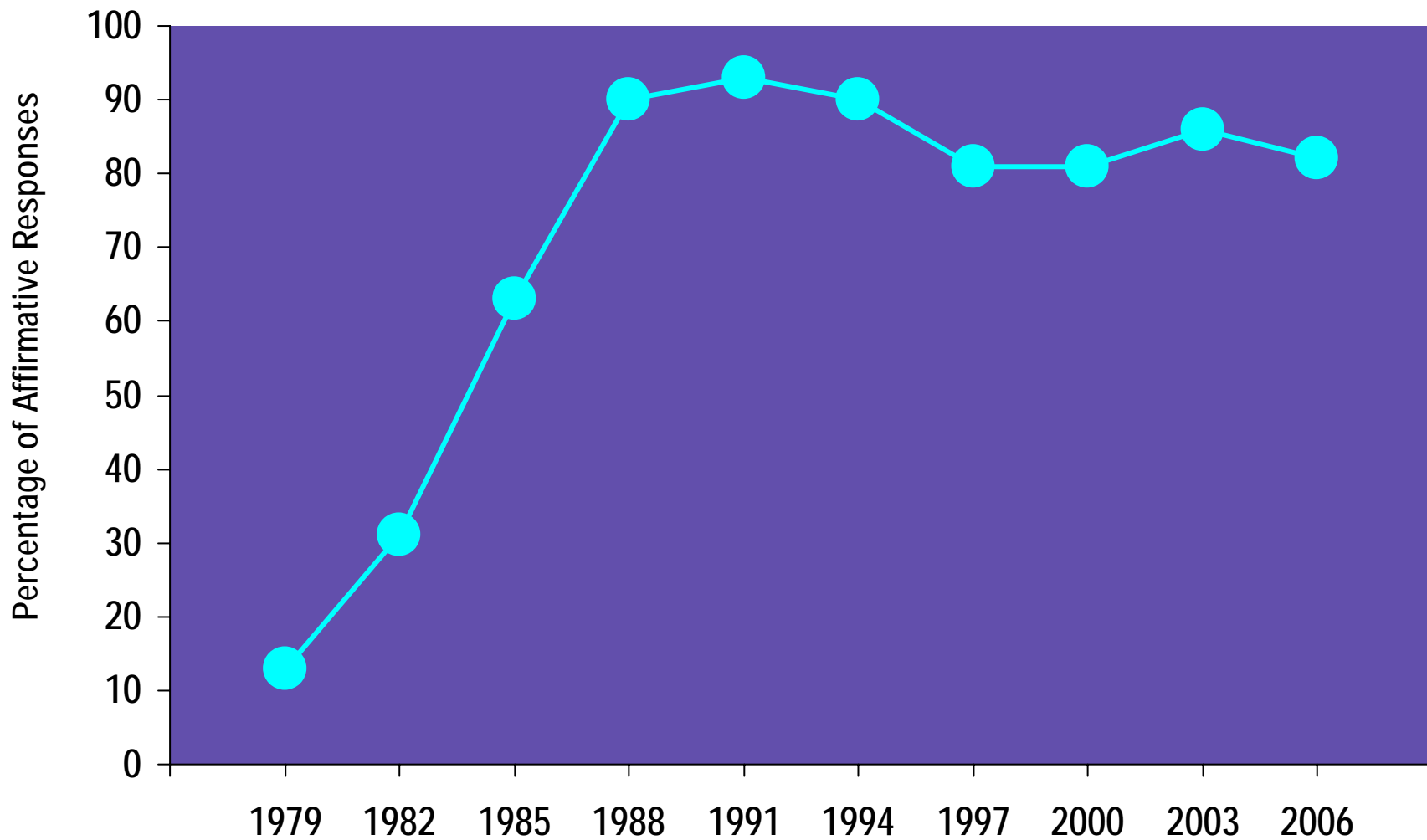
# Student Orientation Program Includes Substance Abuse



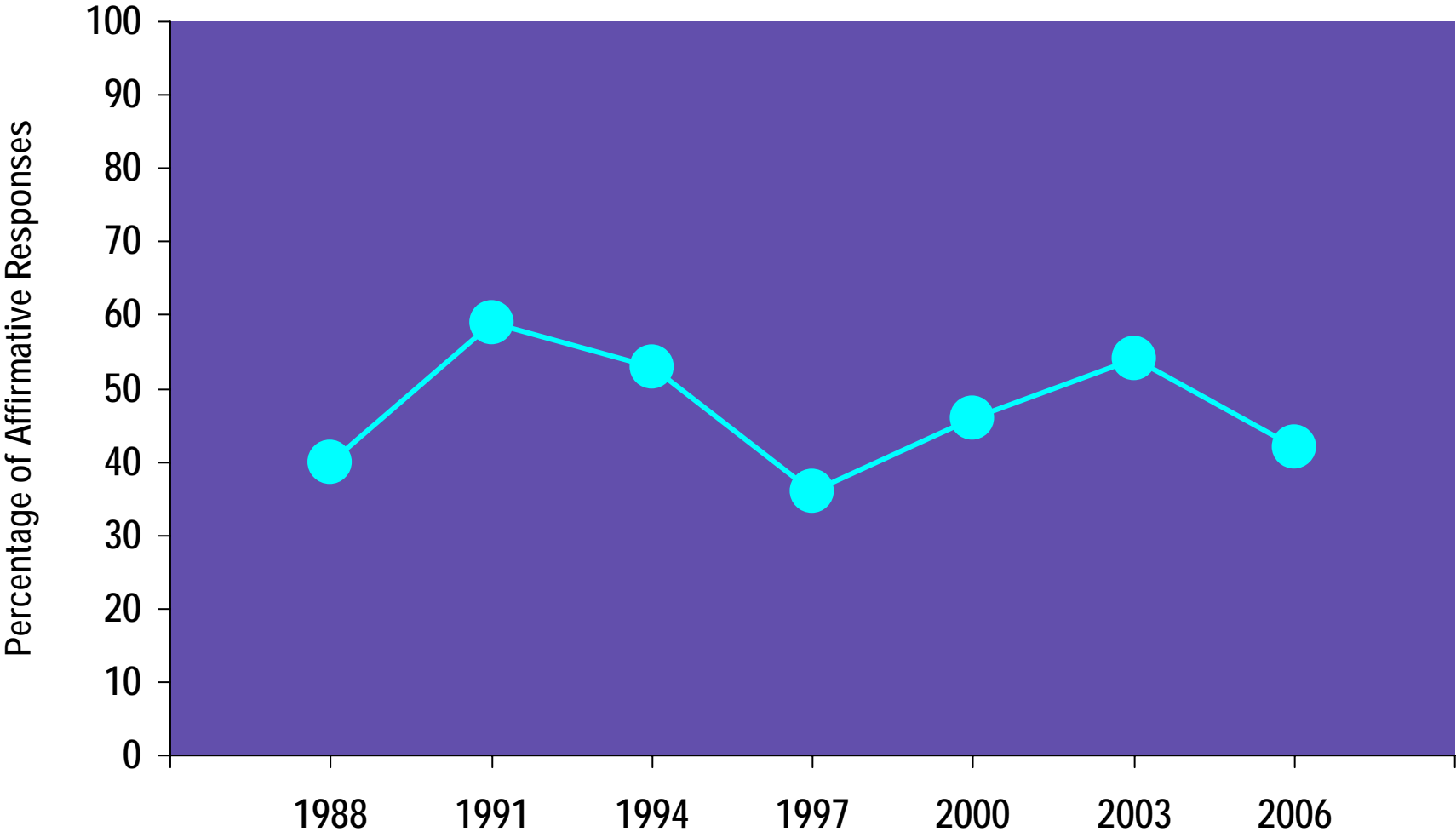
# Parent Orientation Program Includes Substance Abuse



# Focus Period Of Time For Alcohol Education/Prevention

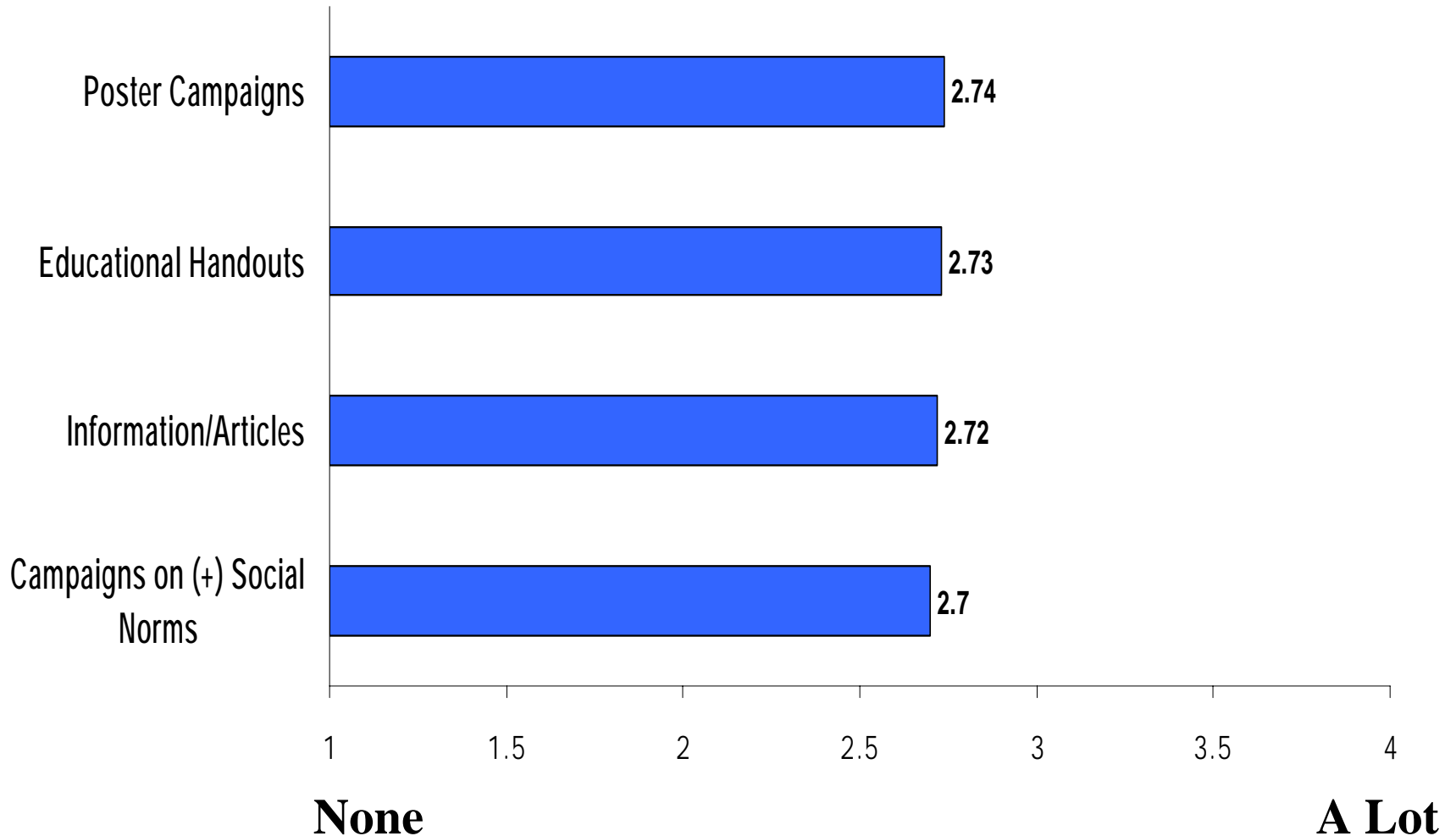


# Focus Period Of Time For Drug Education/Prevention

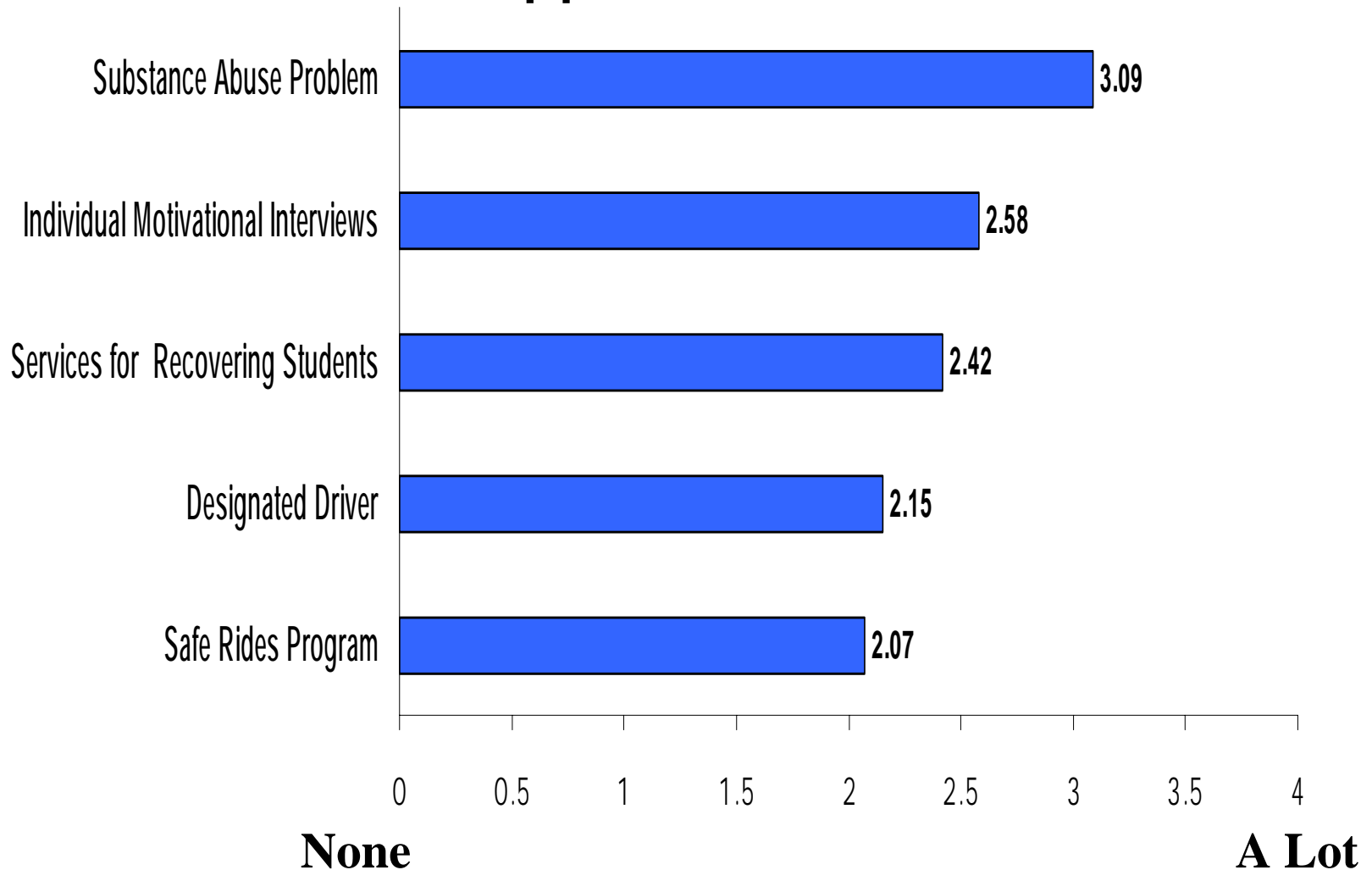


*From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.*

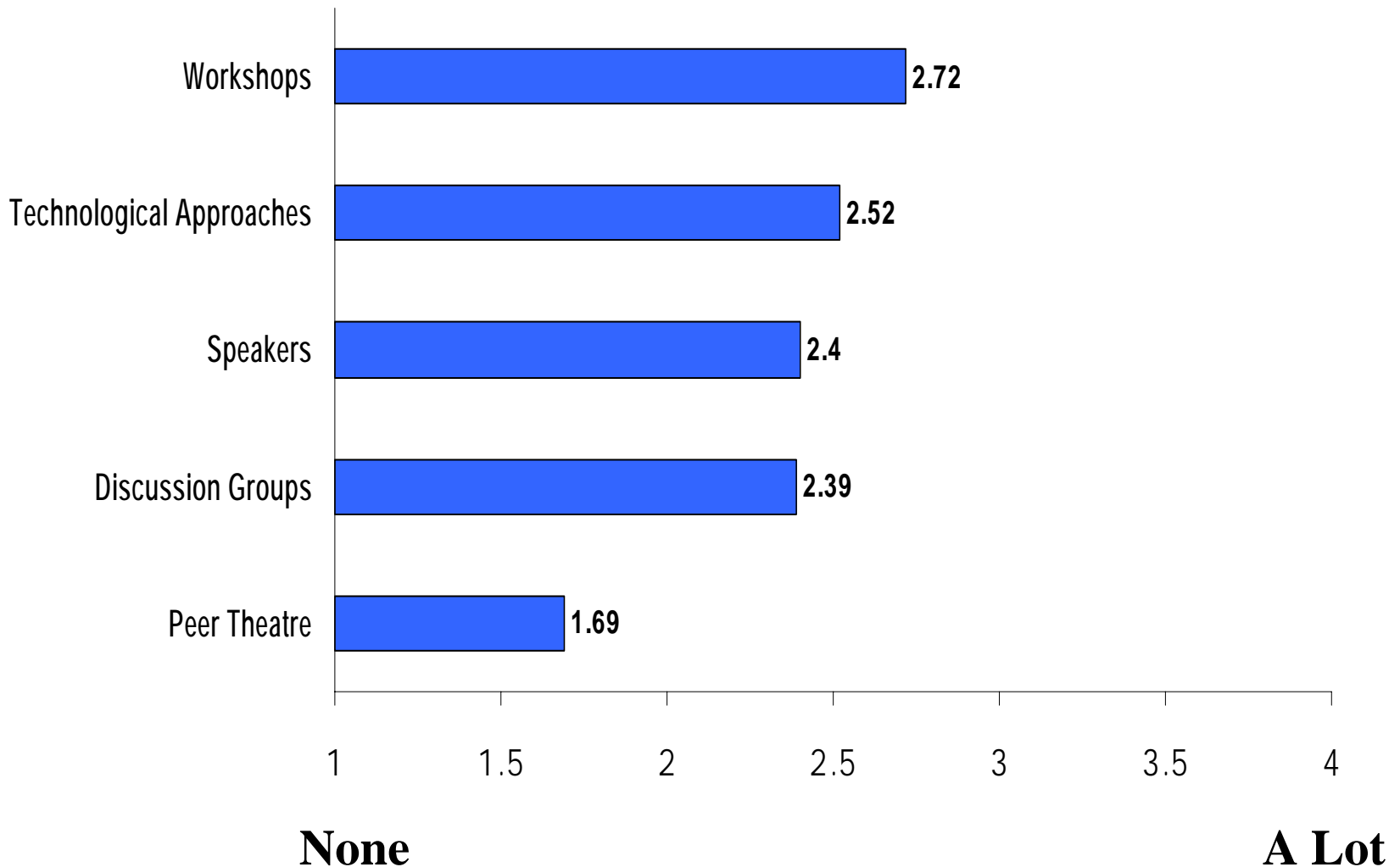
# Included in Campus Efforts 2006: Awareness & Information



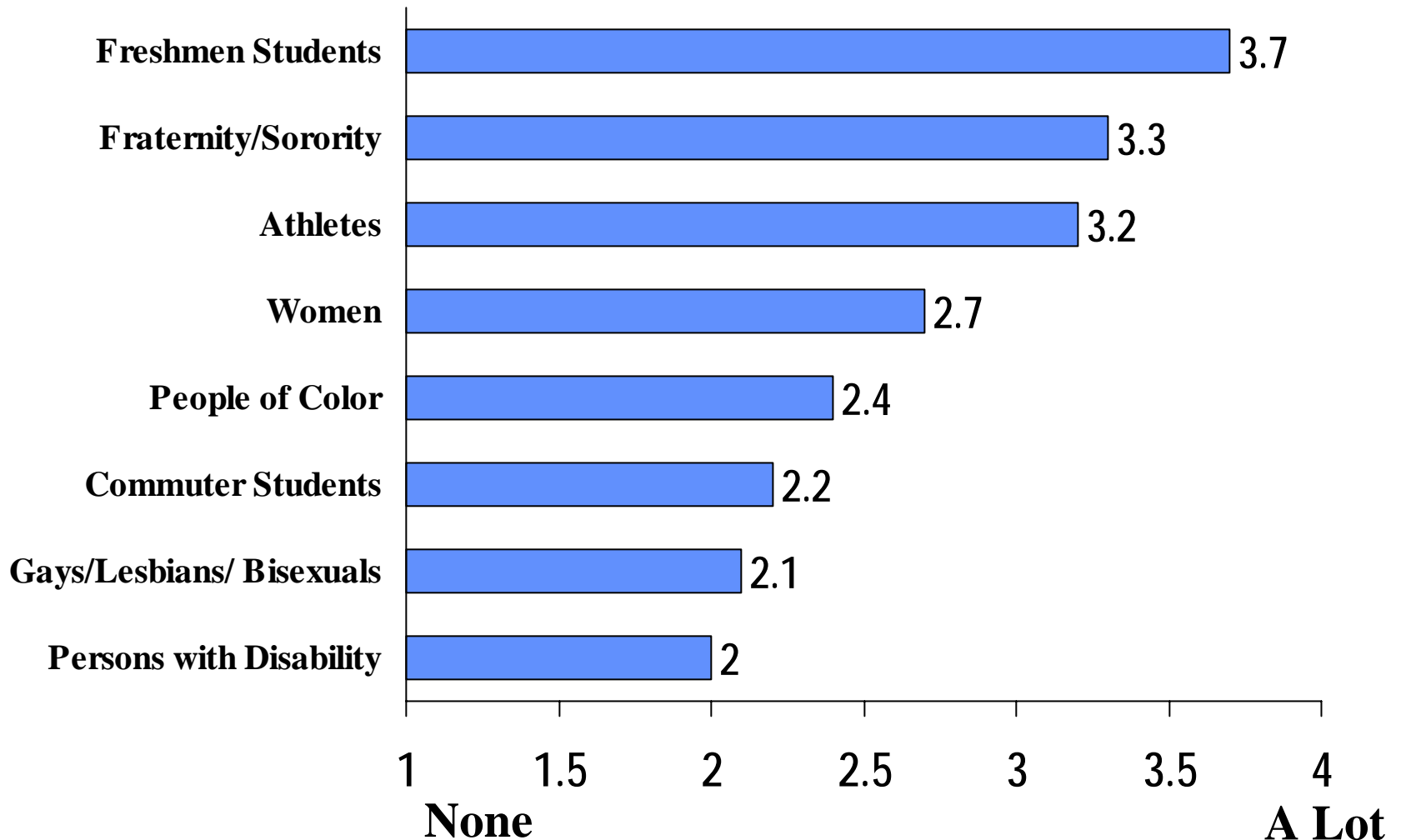
# Included in Campus Efforts 2006: Support Services



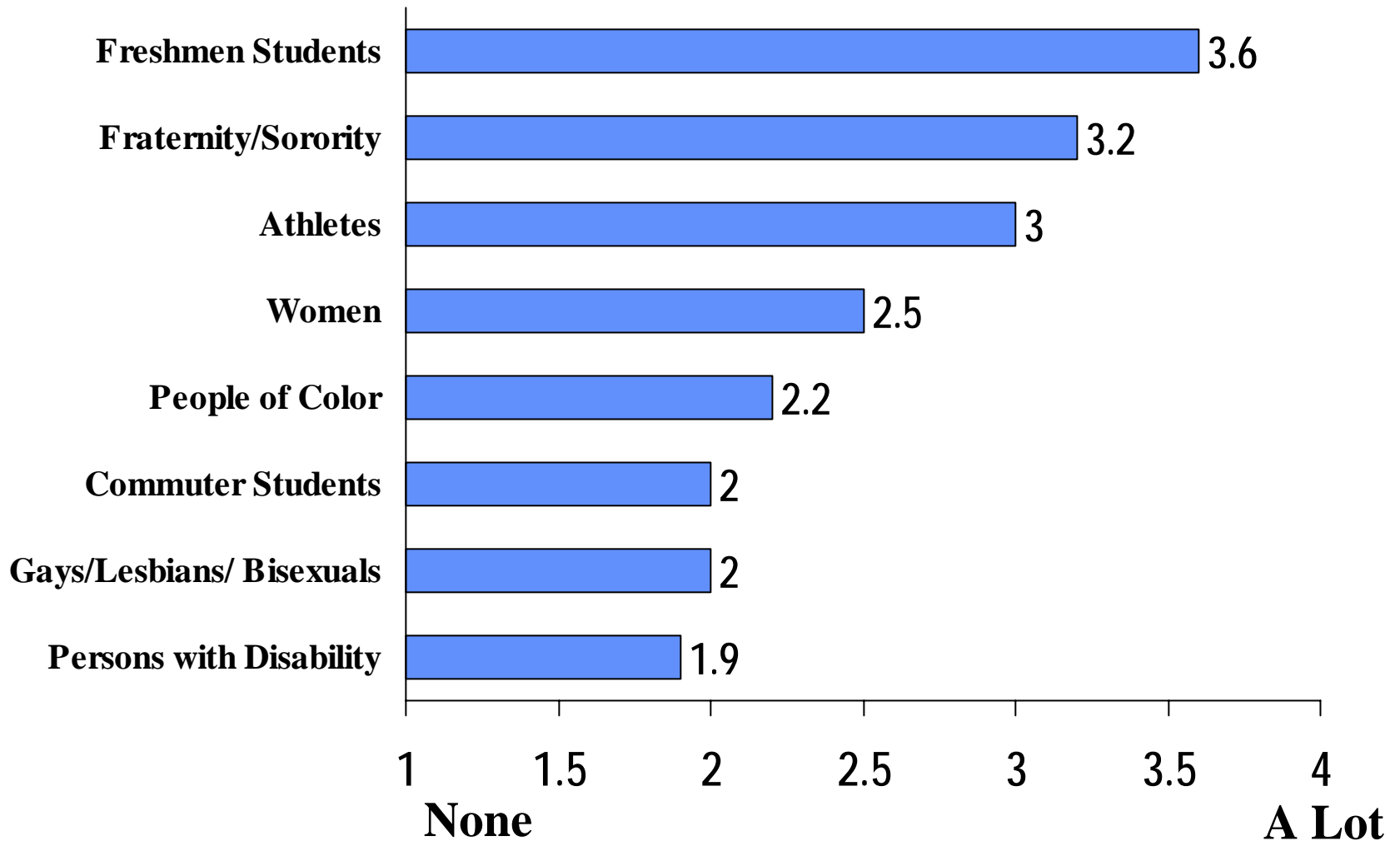
# Included in Campus Efforts 2006: Interactive Approaches



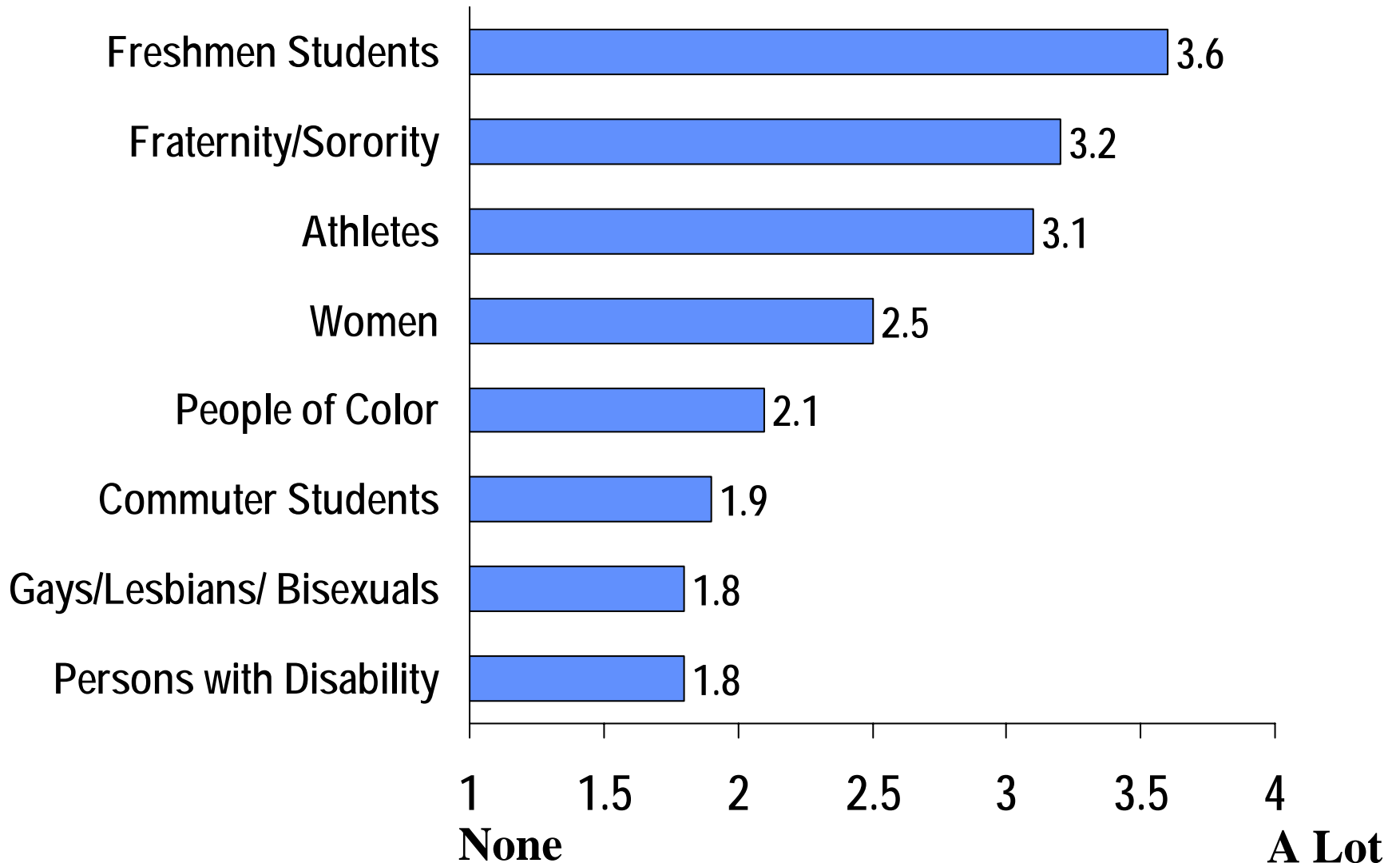
# Special Attention Paid to Group Needs: 2006



# Special Attention Paid to Group Needs: 2003



# Special Attention Paid to Group Needs: 2000



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# **SUPPORT SERVICES**

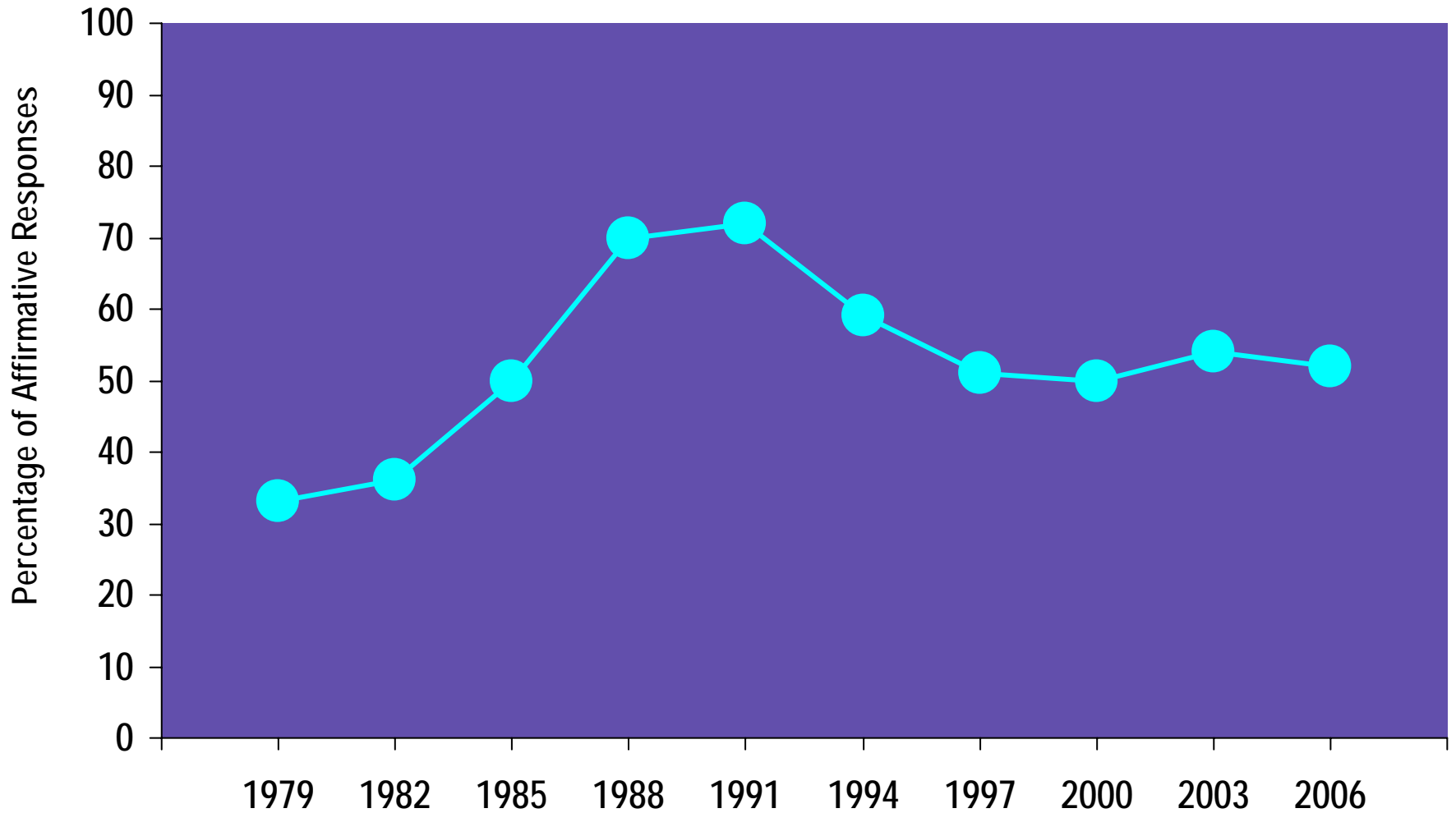
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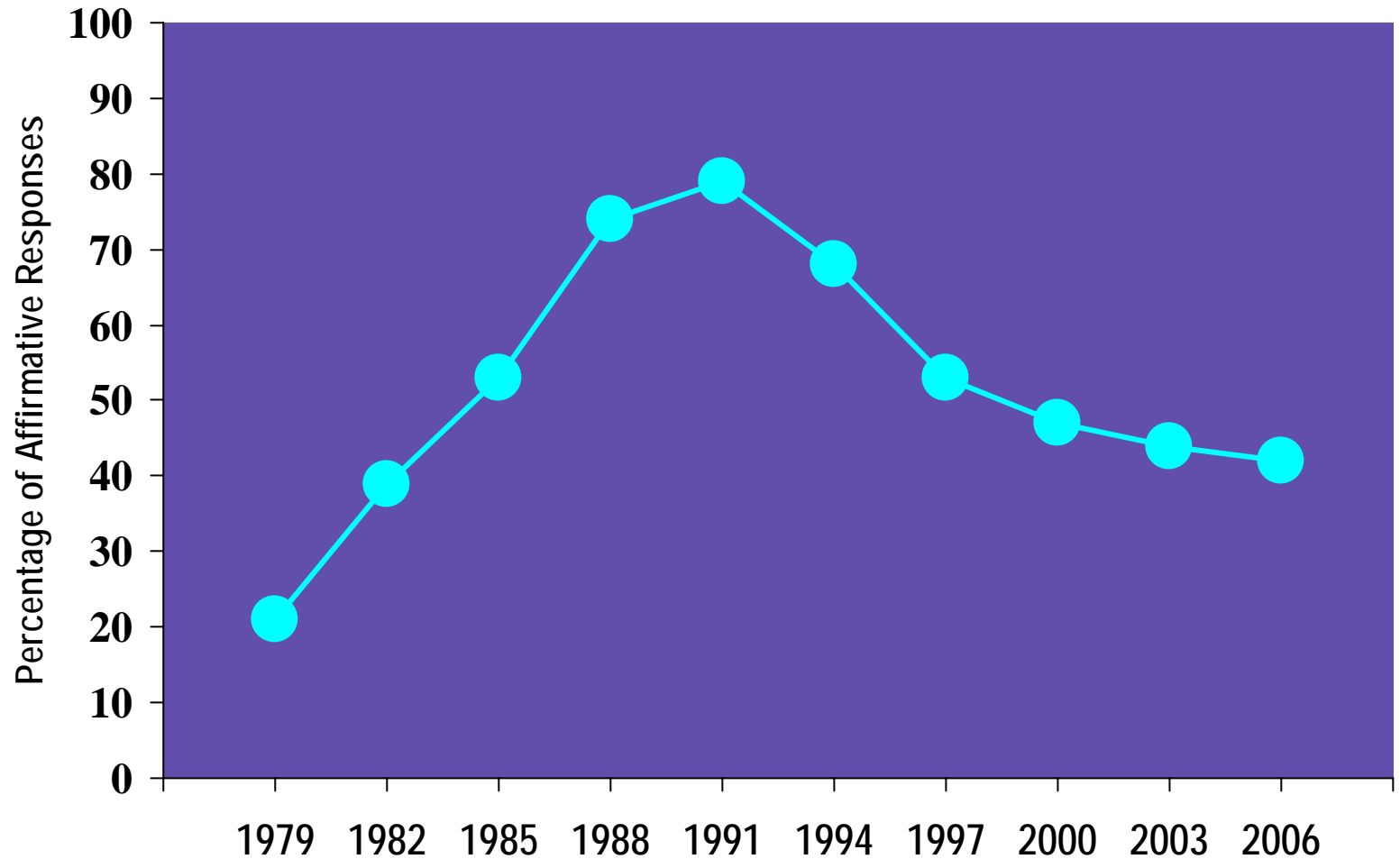
Support services tend to decline over time.

Community collaboration has increased; campus and state-based efforts have stabilized.

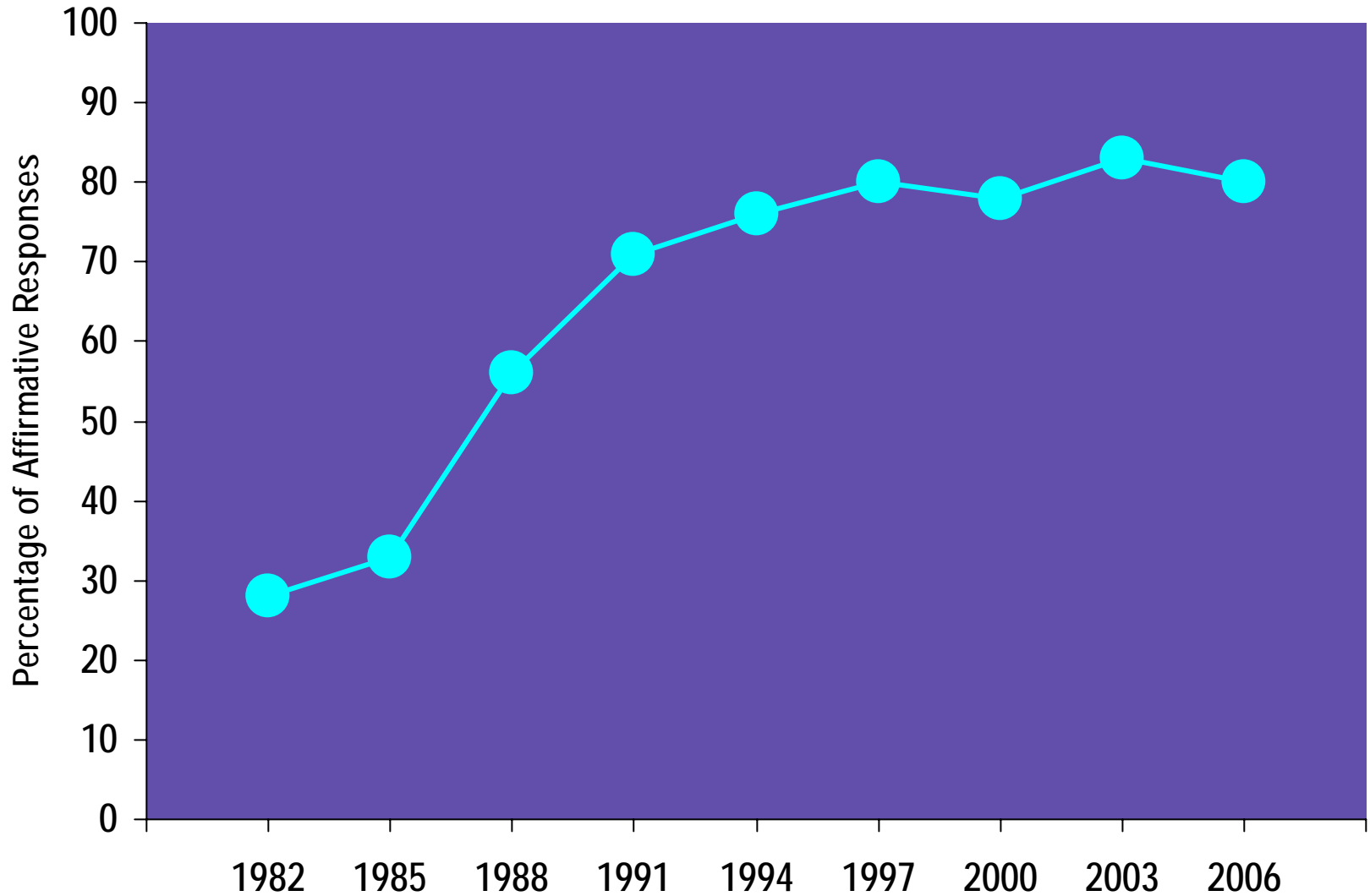
# Group Counseling Experience For Problem Drinkers



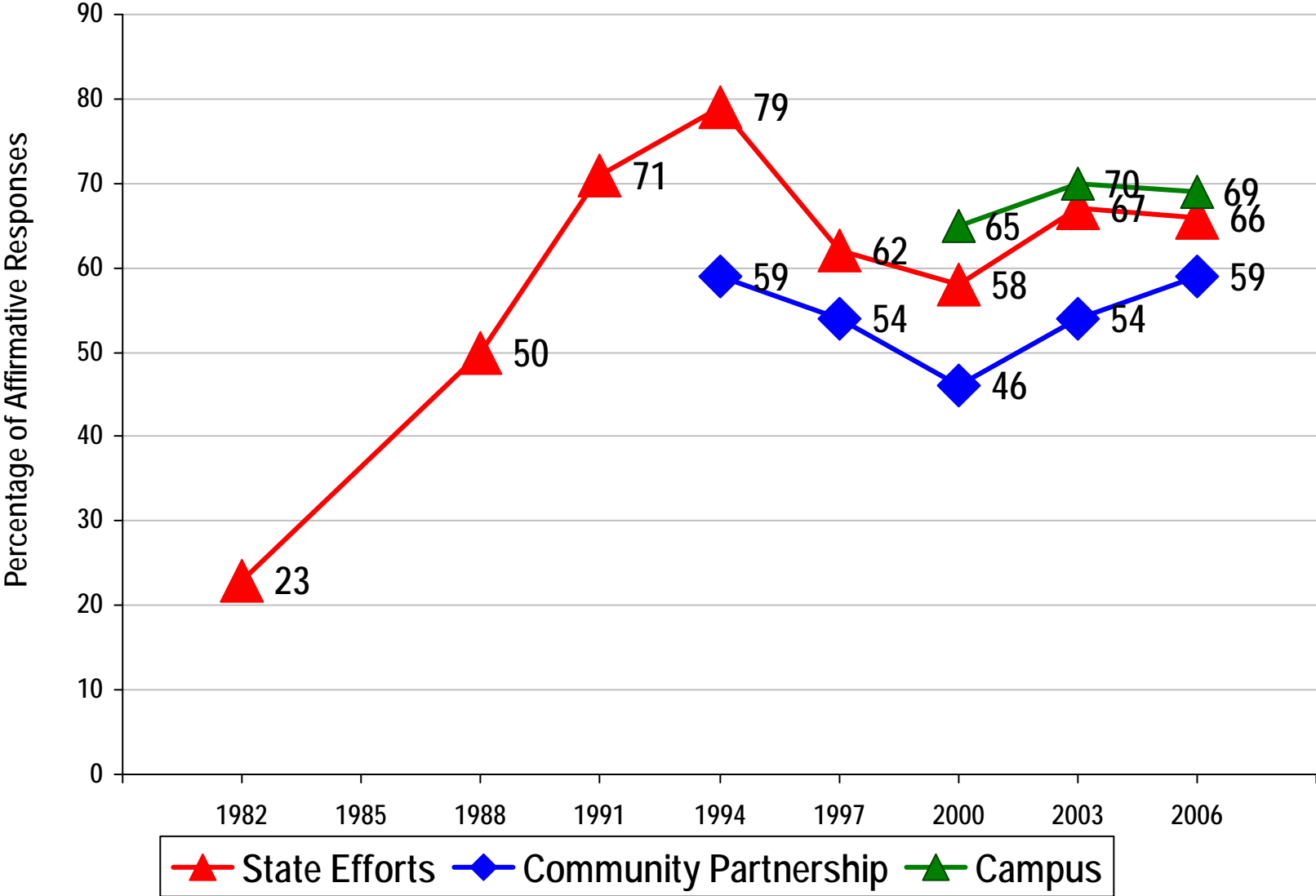
# Support Group For Those Negatively Affected By An Alcoholic



# Employee Assistance Program



# Campus, Community, and State Efforts



From College Alcohol Survey, 1979-2006; Conducted by George Mason University and West Chester University.

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# **PERCEPTIONS OF EFFECTIVENESS**

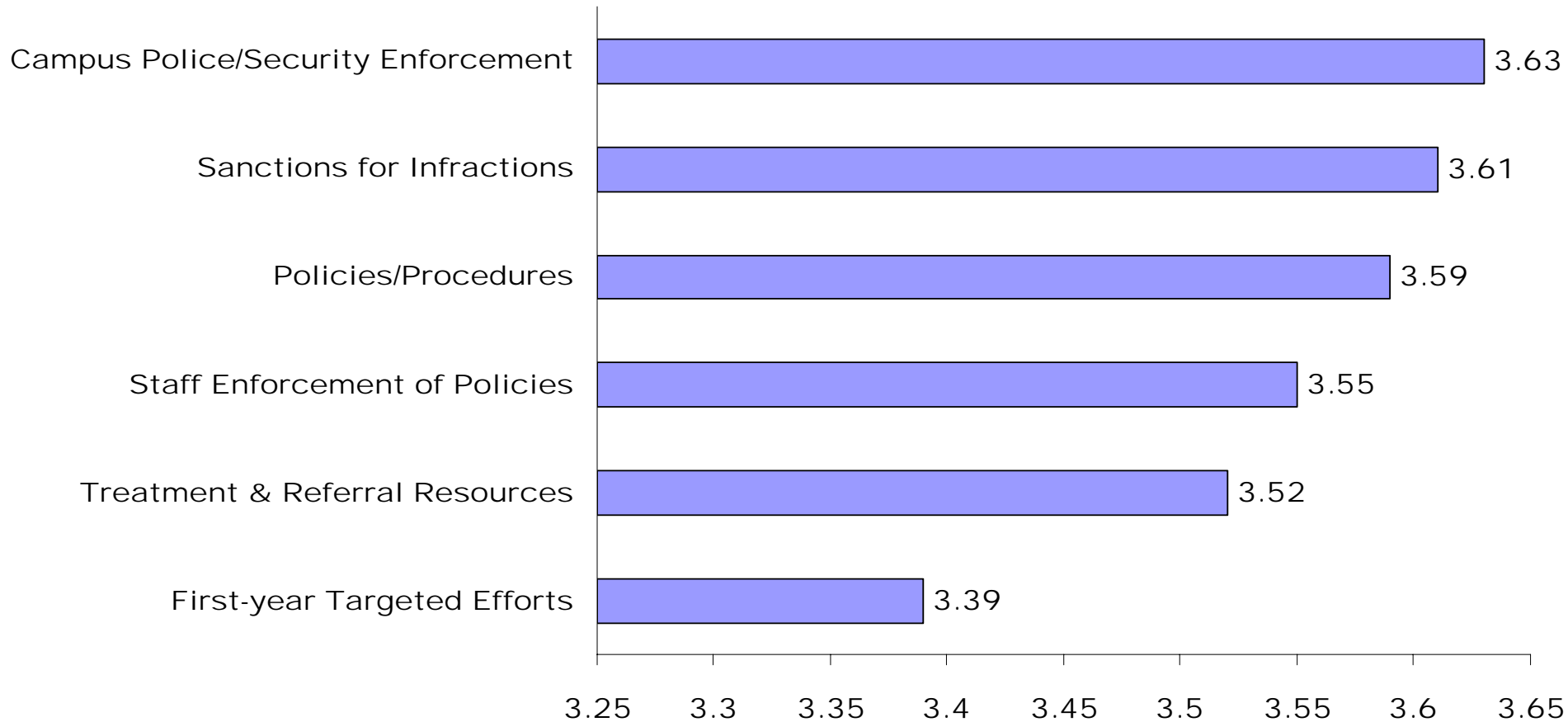
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Alcohol's involvement with a wide range of campus issues remains high.  
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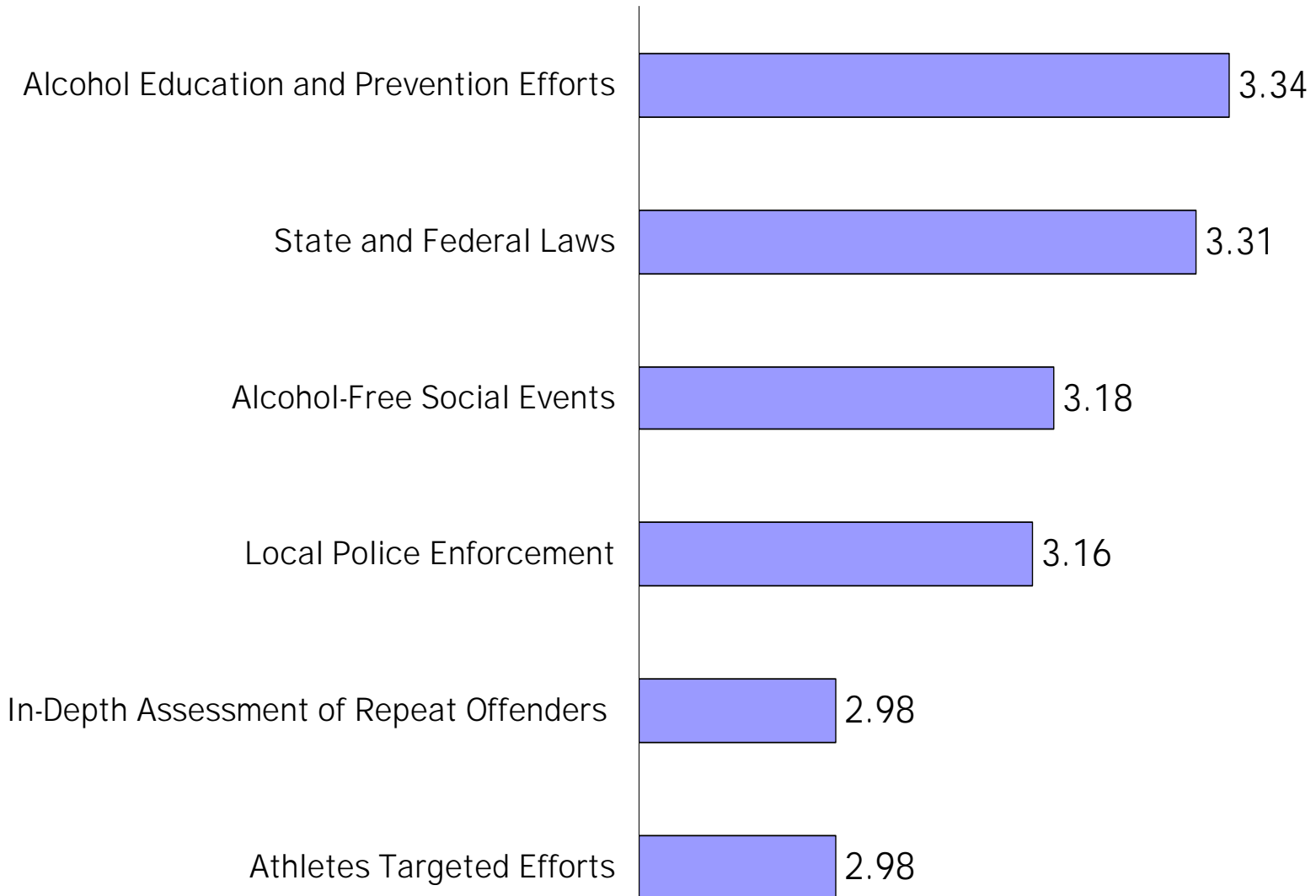
# Perceived Effectiveness for AOD Efforts

## Part 1



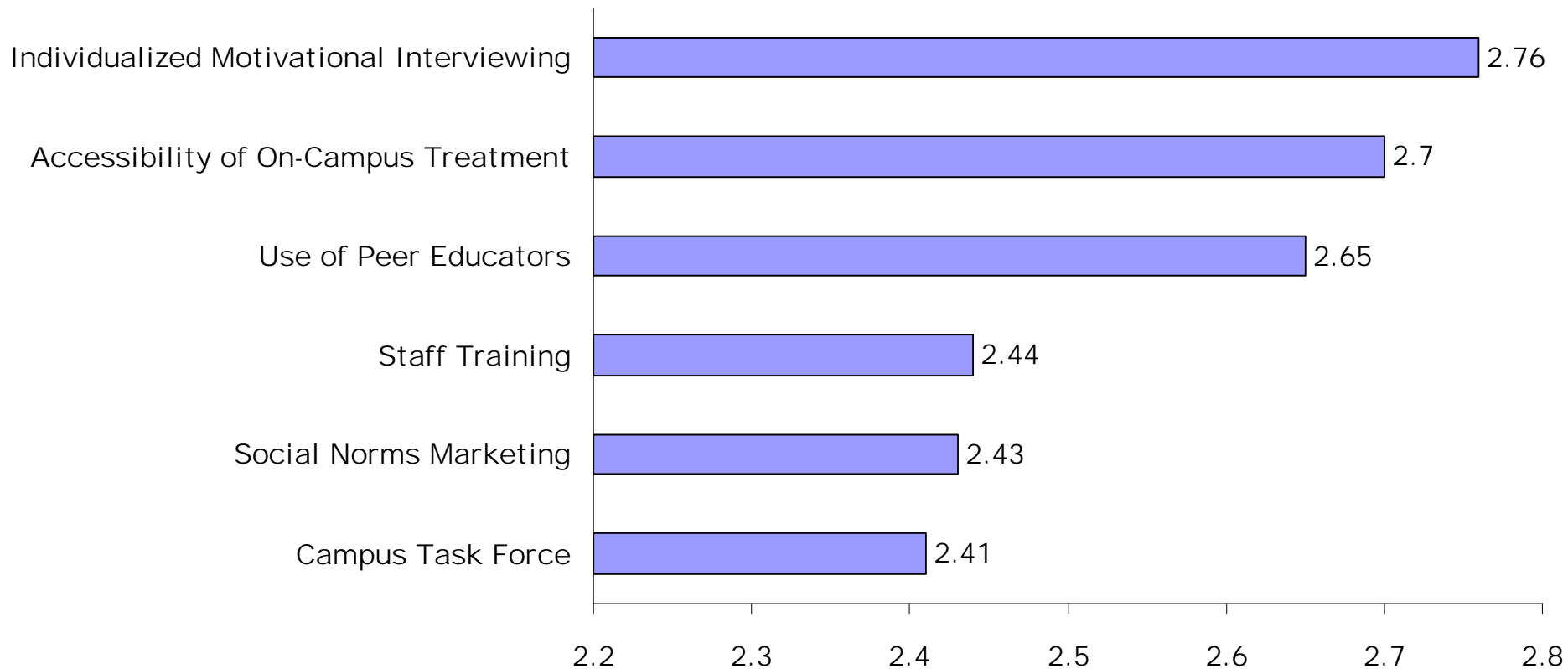
# Perceived Effectiveness for AOD Efforts

## Part 2



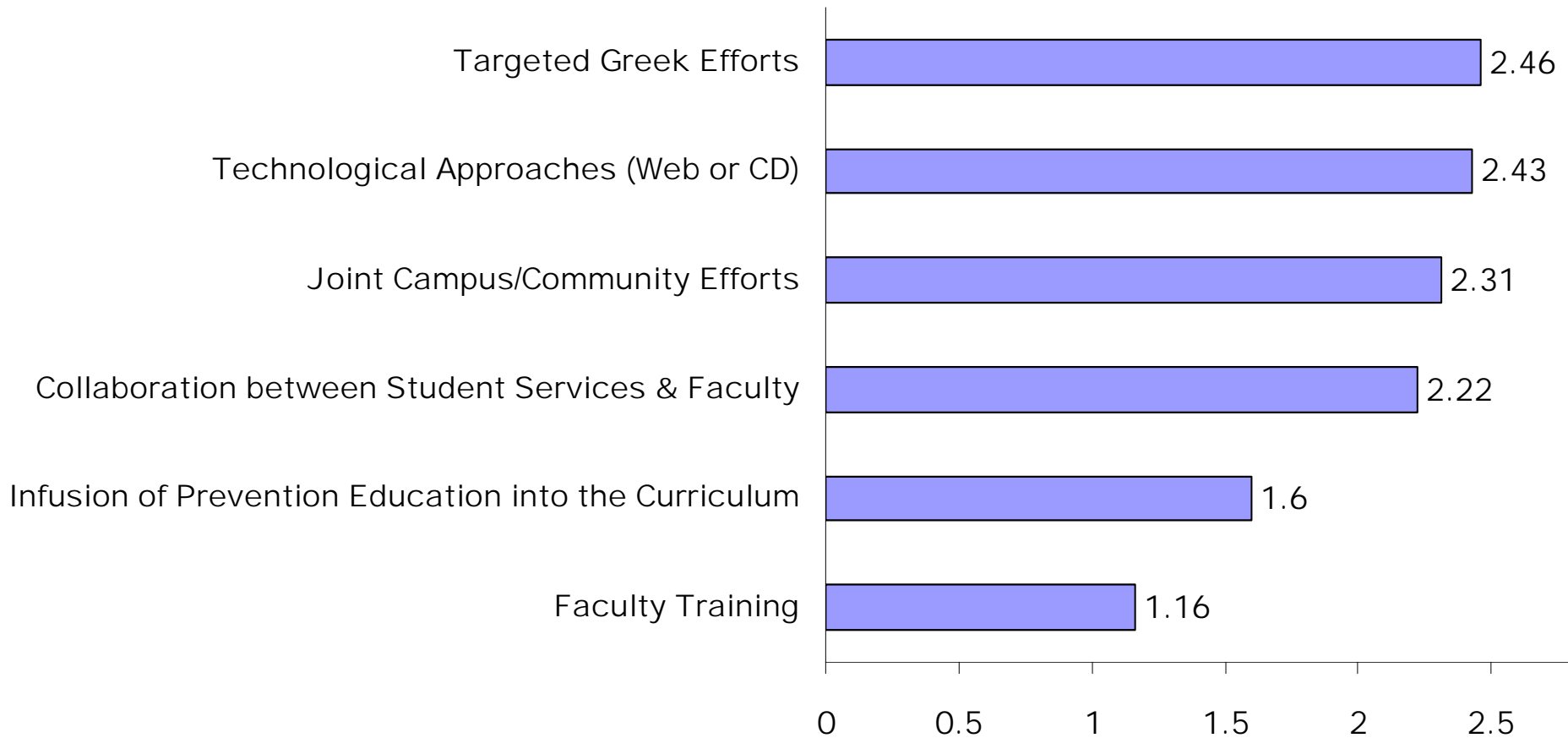
# Perceived Effectiveness for AOD Efforts

## Part 3



# Perceived Effectiveness for AOD Efforts

## Part 4



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# PHILOSOPHICAL UNDERPINNINGS

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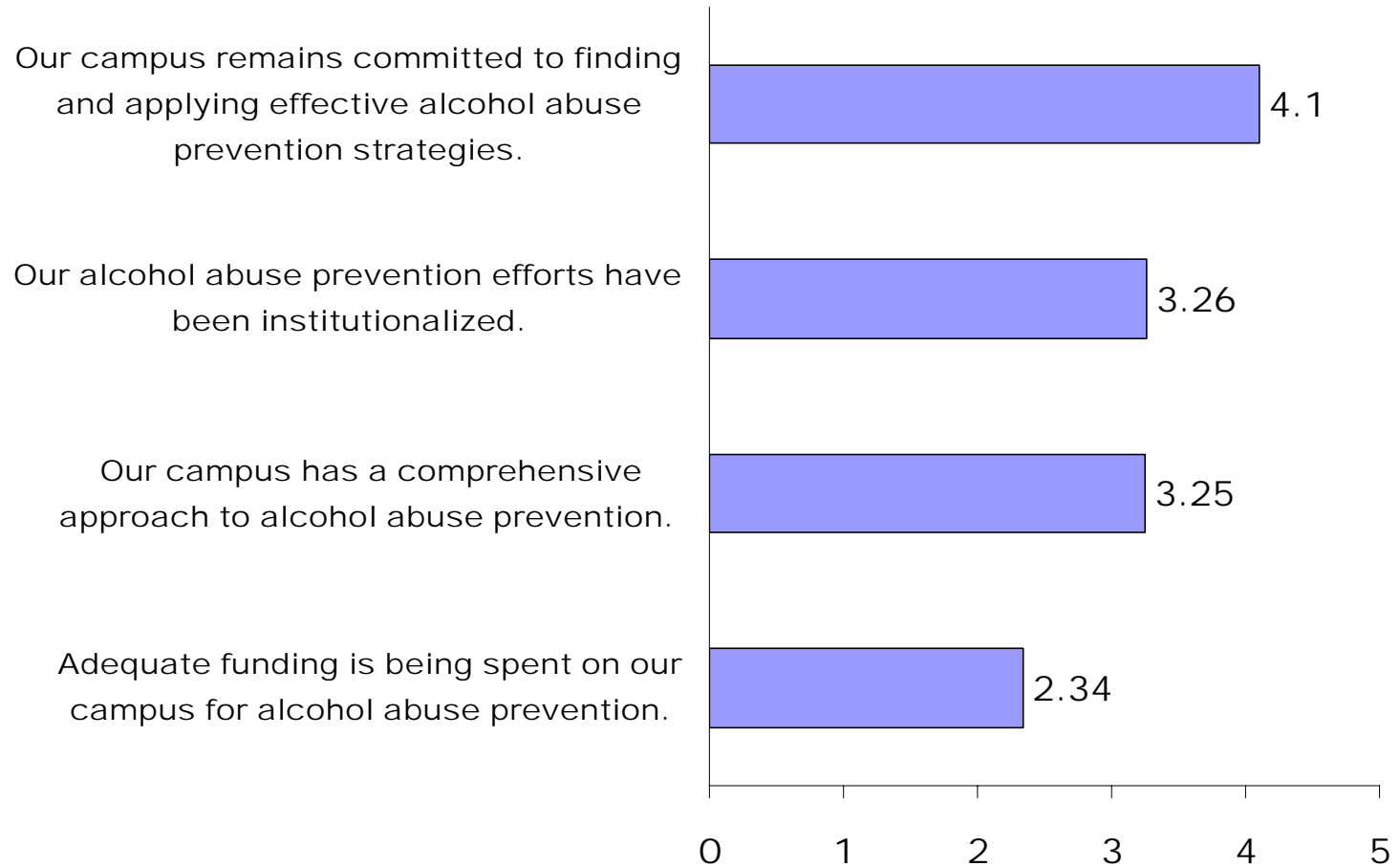
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A range of perspectives guiding leaders are found.

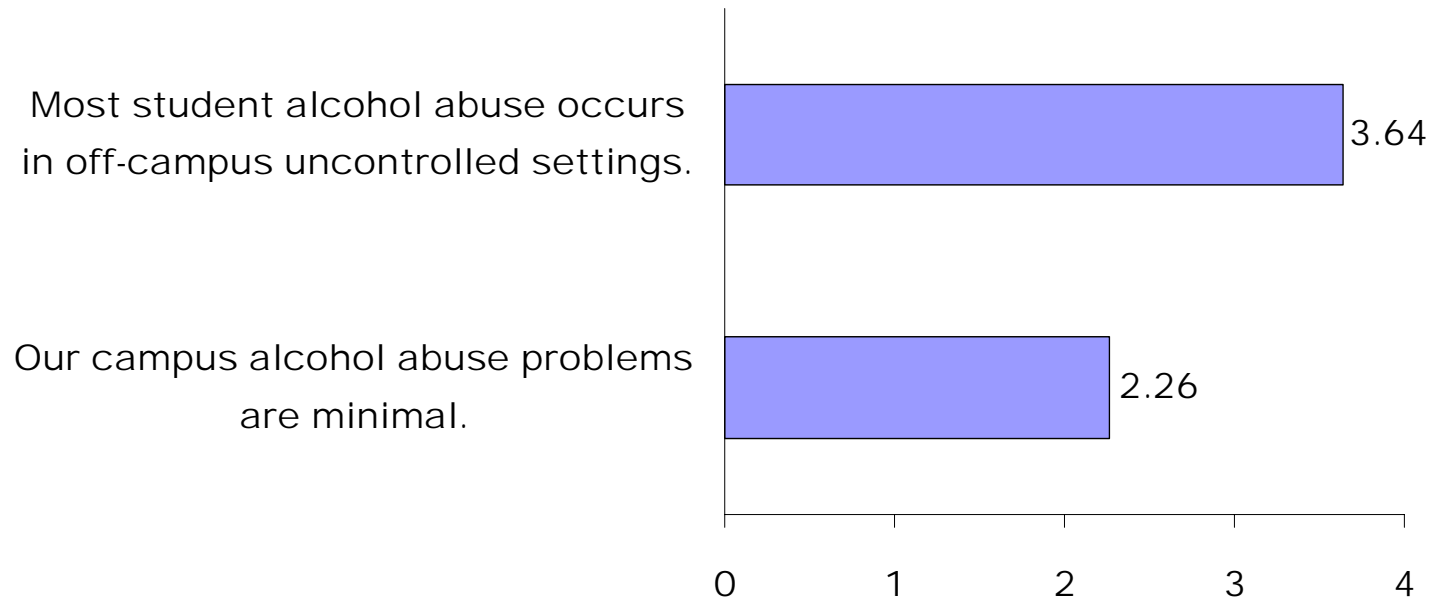
Planning efforts for campus efforts are modest.

The preferred minimum drinking age is increasing.

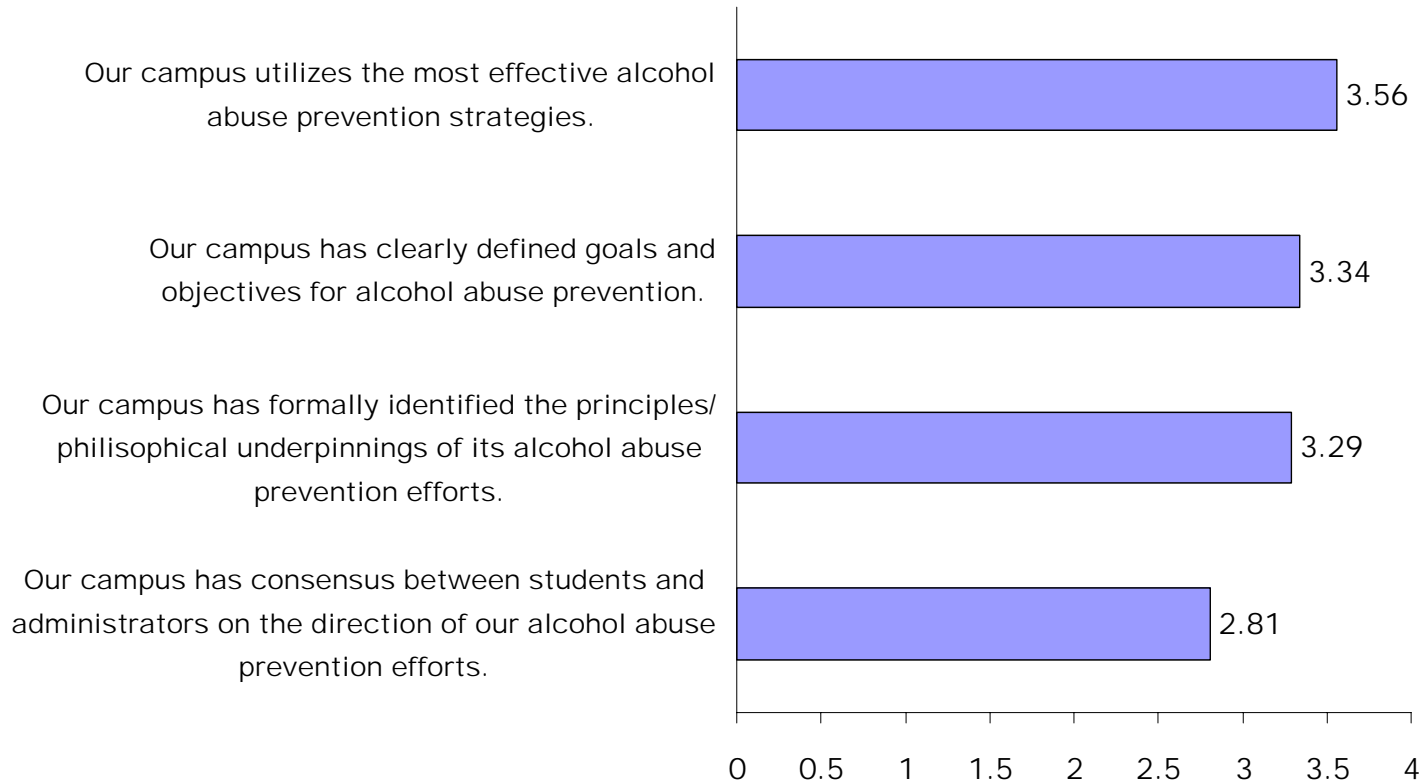
# Administrative Assessment: Overall Approach



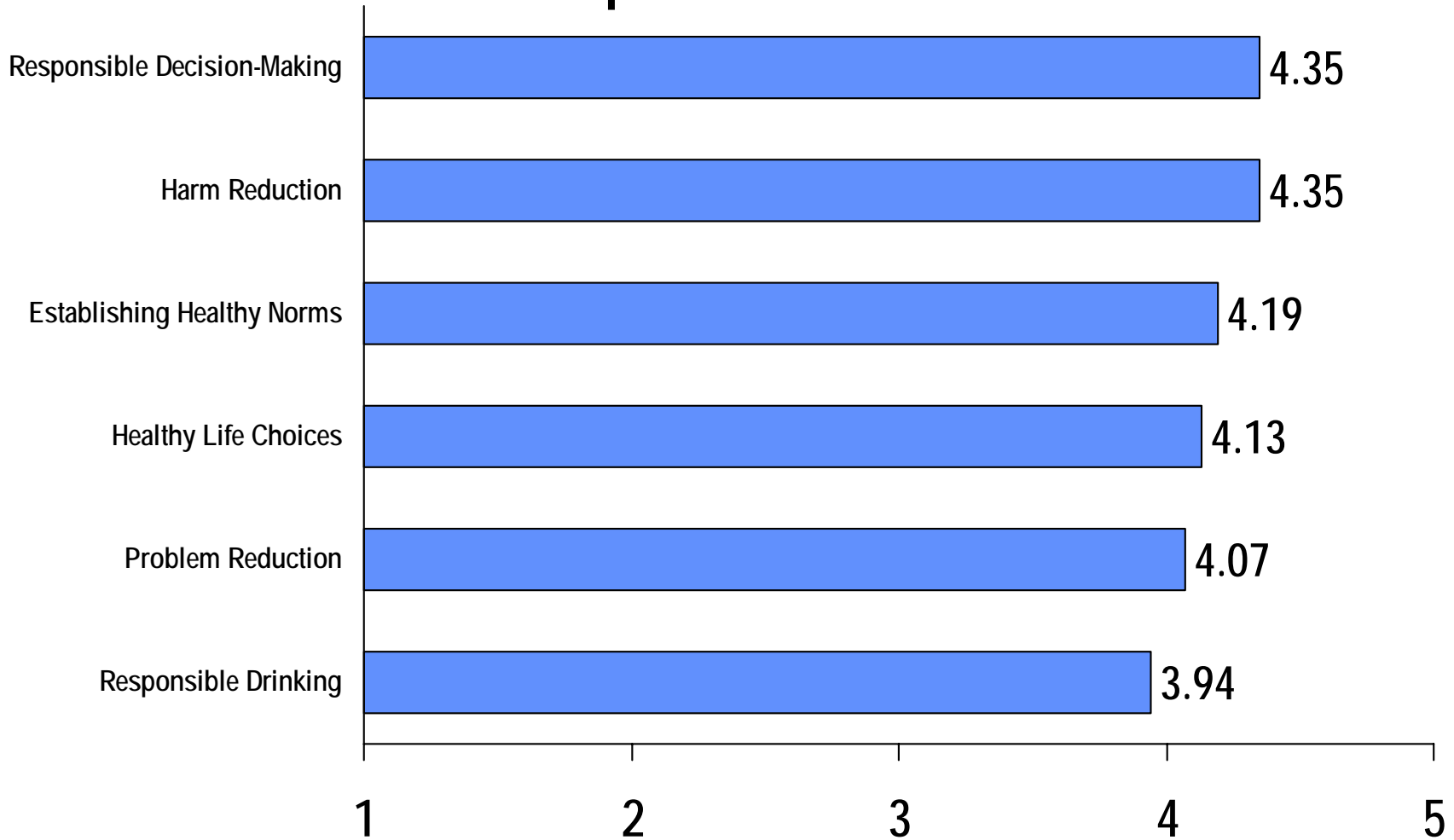
# Administrative Assessment: Problems



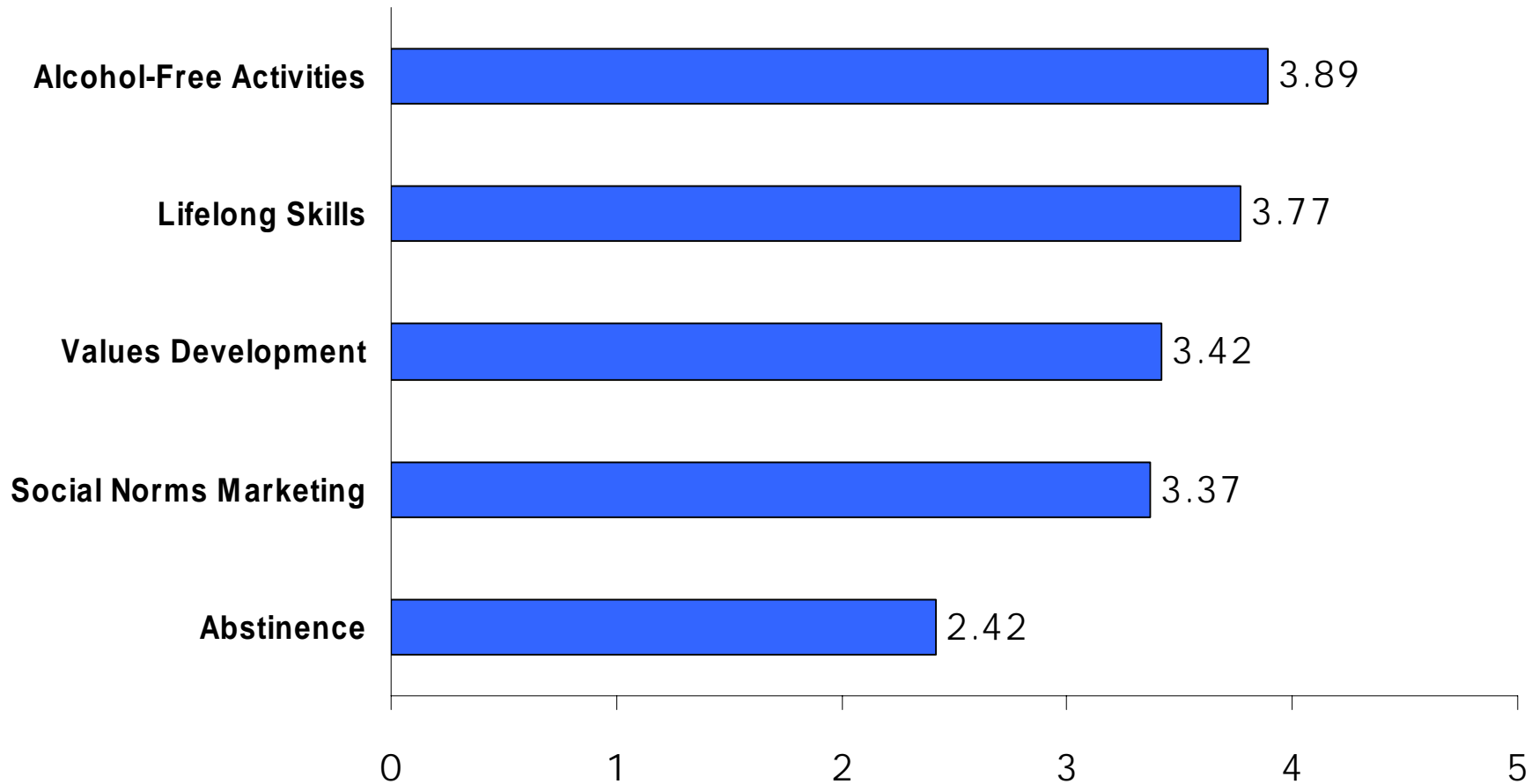
# Administrative Assessment: Planning



# Prevention Approaches Guiding Campus Efforts Part 1

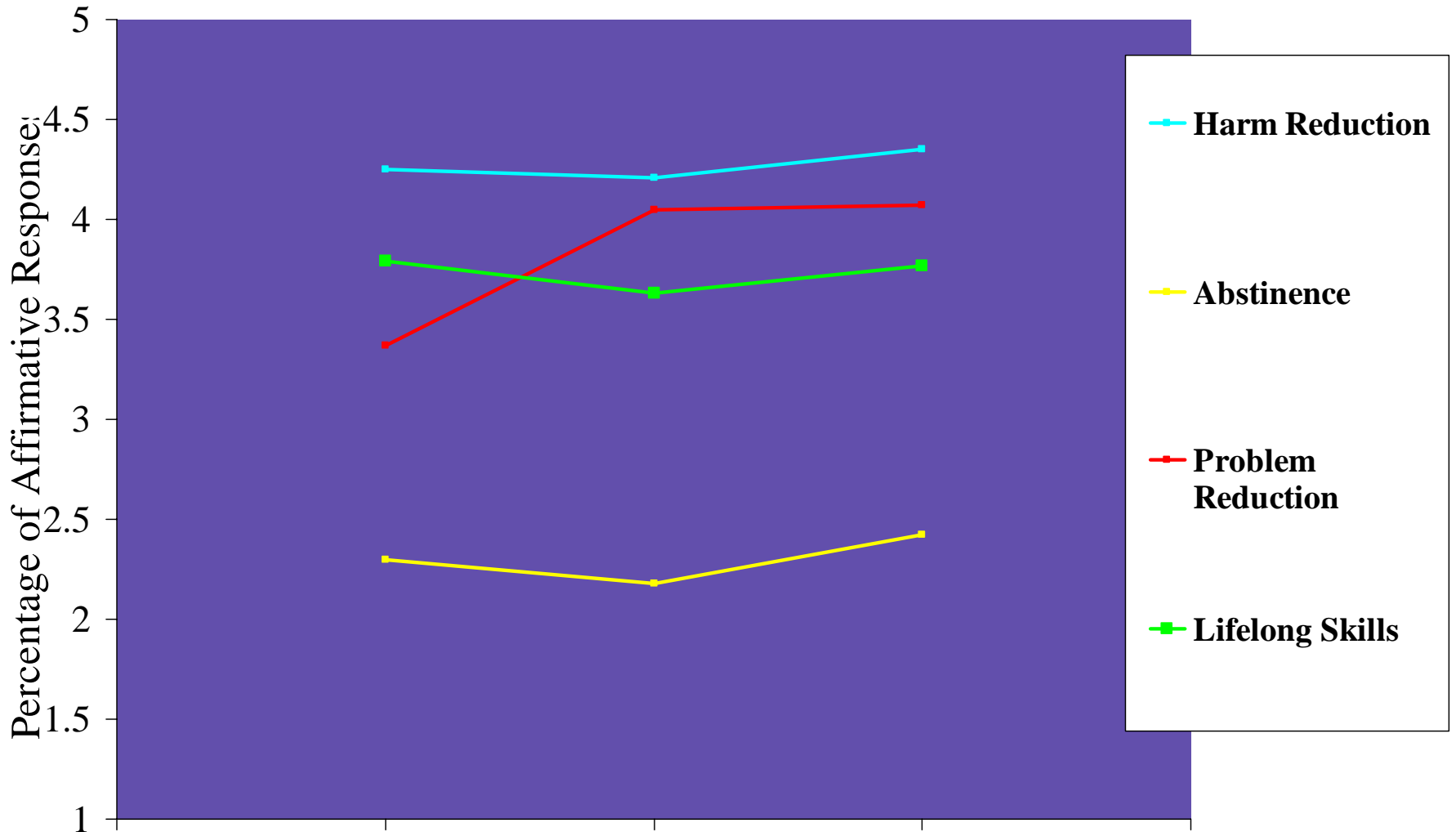


# Prevention Approaches Guiding Campus Efforts Part 2



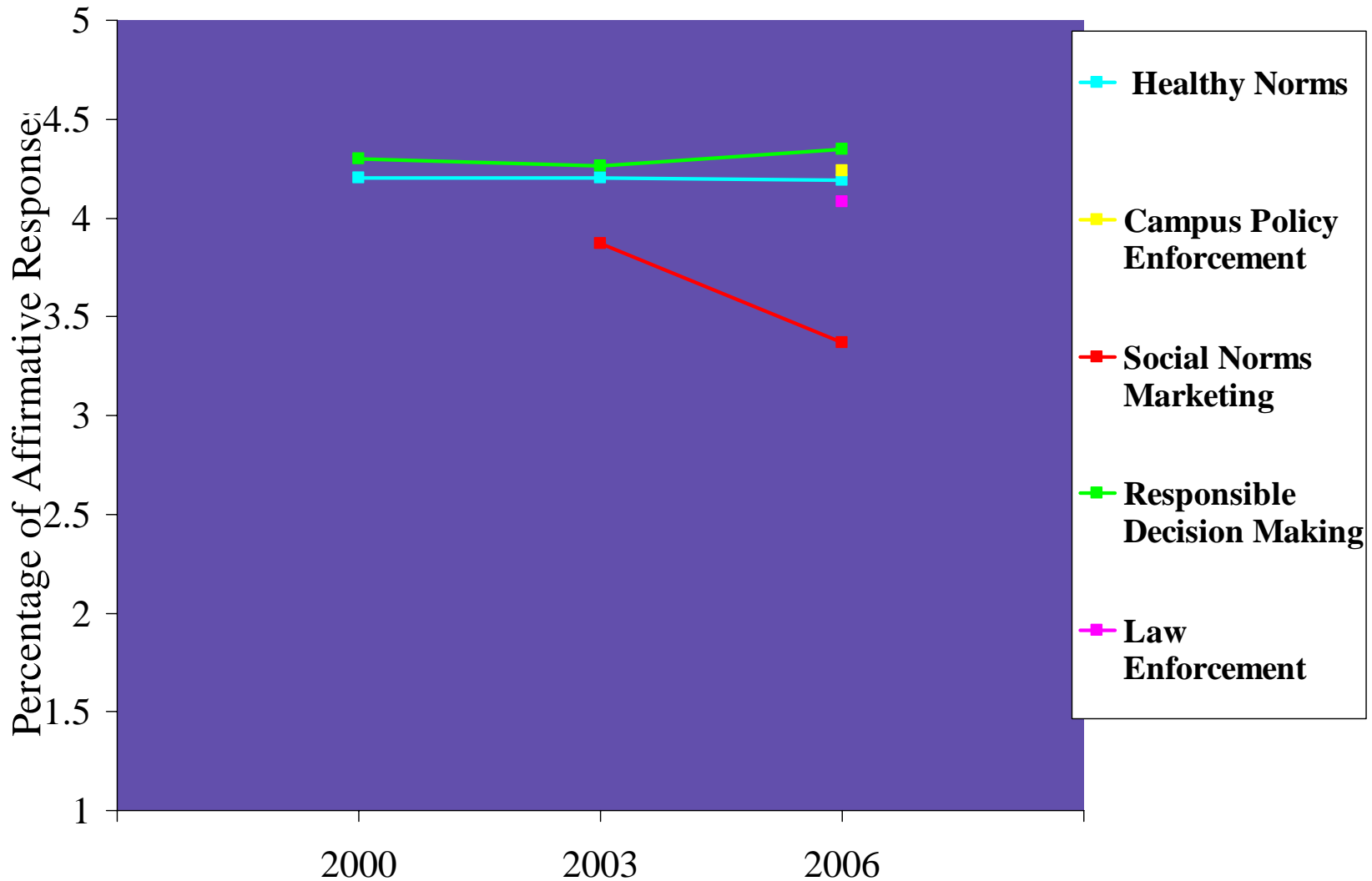
# Campus Efforts to Reduce Alcohol Abuse

## Part I



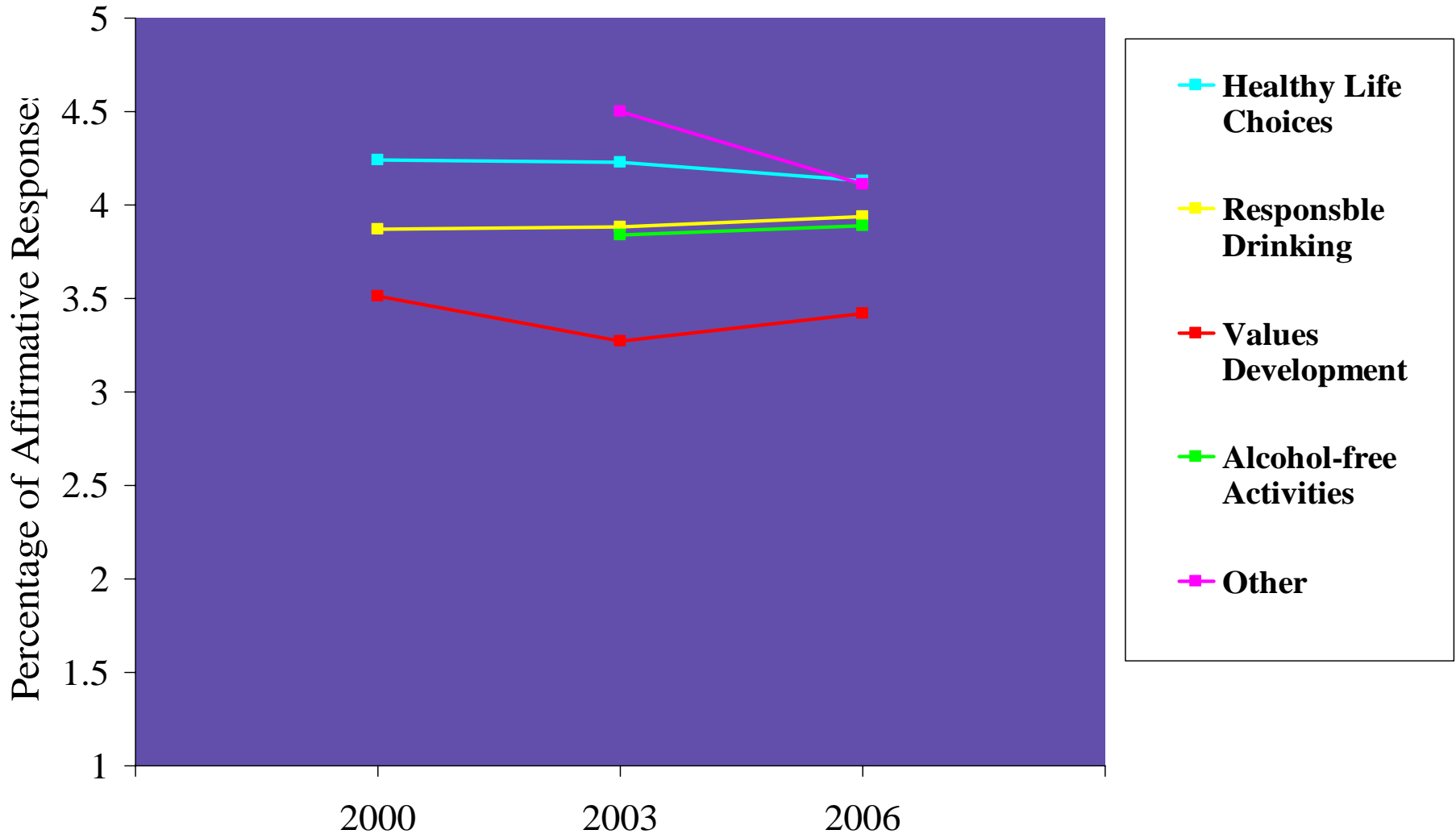
# Campus Efforts to Reduce Alcohol Abuse

## Part II

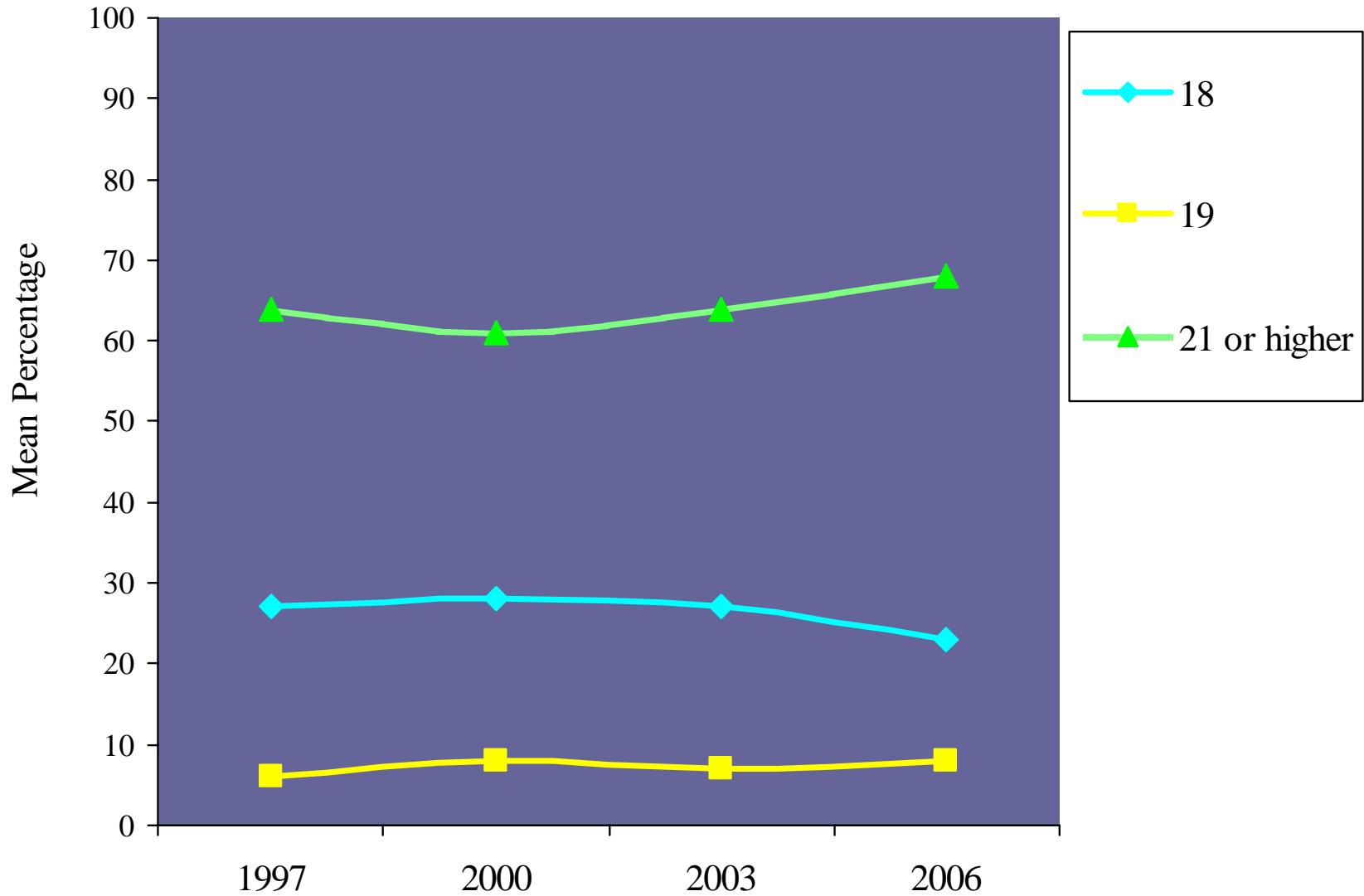


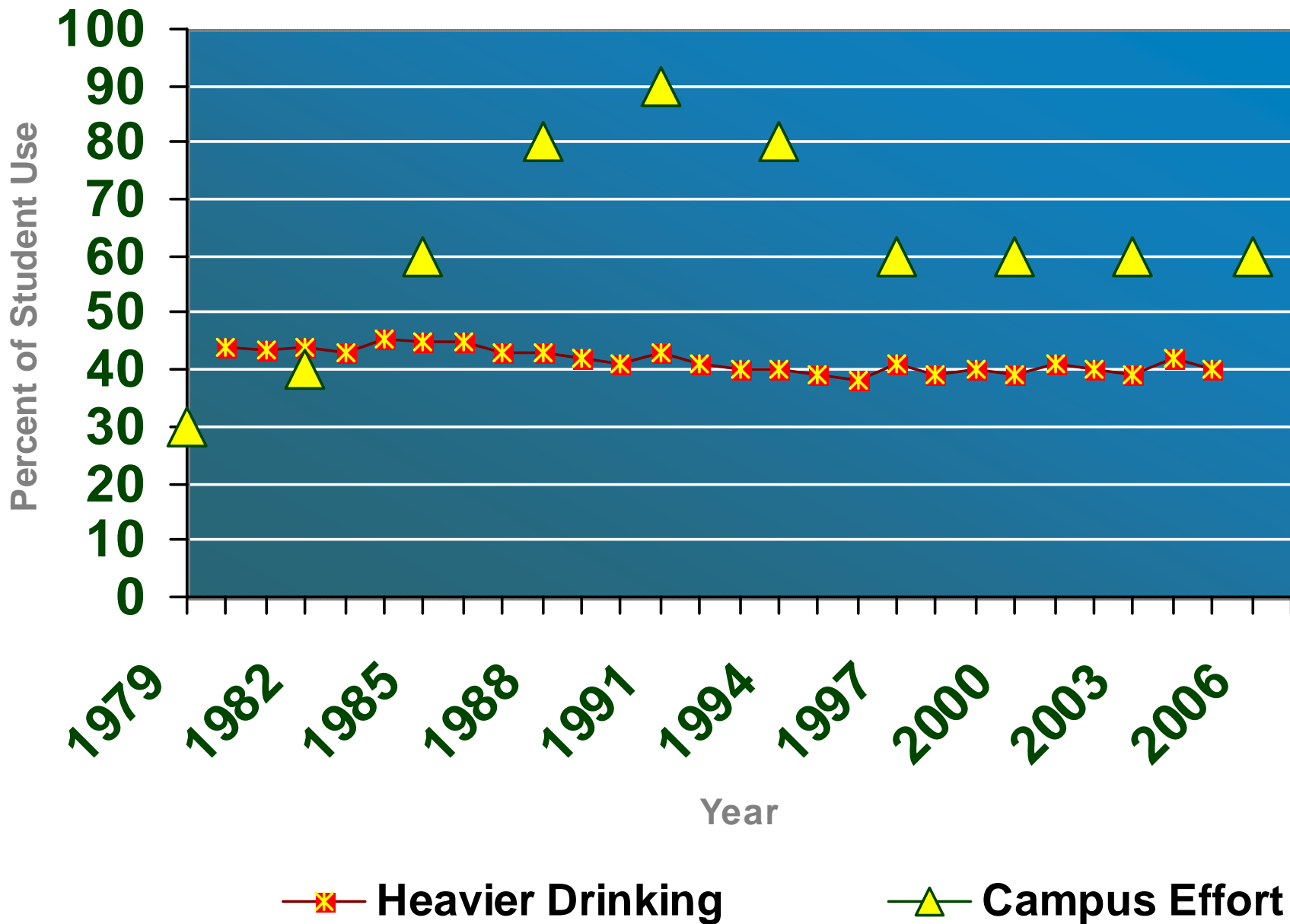
# Campus Efforts to Reduce Alcohol Abuse

## Part III



# Preferred Minimum Age





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# **THE COLLEGE ALCOHOL SURVEY:**

The national longitudinal survey on alcohol, tobacco, other drug  
and violence issues at institutions of higher education

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## **LONGITUDINAL TRENDS AND YEAR 2006 SUMMARIES**

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# OUTLINE

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The Nature of the Problem  
Context of Collegiate Efforts  
Comprehensive Efforts  
Policies and Procedures  
Data Collection  
Personnel and Funding  
Education and Programming  
Support Services  
Perception of Effectiveness

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**THE COLLEGE ALCOHOL SURVEY:  
1979 - 2006**

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**[www.caph.gmu.edu](http://www.caph.gmu.edu)**