



CAMPUS ALCOHOL PREVENTION ACTION PLAN

Indiana University-Purdue University Indianapolis

June 2014



Executive Summary

Introduction

This Action Plan is designed to provide an overview of Indiana University-Purdue University Indianapolis' strengths and weaknesses and serve as a roadmap for future work in alcohol prevention based upon a close examination of the following: current prevention programming, the degree of institutional support for alcohol prevention on campus, campus alcohol policies and their enforcement and adjudication, adherence to critical processes, and the extent of relationships with a variety of key constituencies.

IUPUI Diagnostic Inventory Letter Grades

Programming: C Alcohol Policies: D+ Critical Processes: C- Institutionalization: F

IUPUI Key Areas for Focus

There are three key areas where administrators at Indiana University-Purdue University Indianapolis (IUPUI) can stand to make improvements in their alcohol prevention approach over the next 24 months. Further details regarding these recommendations and others are provided later in this Action Plan.

IUPUI prevention staff should focus on more effective prevention strategies that are supported by the research literature and eliminate those that are not supported by the research base. By eliminating programs that have no demonstrated efficacy of behavioral change, administrators can focus more time, energy, and resources on a set of programs that have greater potential for impact.

Institute a system for recording a wide range of alcohol-related incidents and call upon data to evaluate campus alcohol prevention efforts. Data sources should be expanded to include more information regarding both the on- and off-campus environment. These data should be collected in a system so that administrators can analyze and use the data to assess progress against measurable goals and to inform future efforts.

Address alcohol use in off-campus settings with consistent enforcement and monitoring. The Diagnostic Inventory results suggest that off-campus parties are a source of challenges and concerns to IUPUI administrators, in addition to being a source of tensions with neighboring residents.

EverFi Coalition Support

The following report includes a variety of recommendations for IUPUI administrators to consider in order to strengthen their alcohol prevention efforts. In support of these efforts, the EverFi Coalition proposes to provide the following:

Best practices and research on the following:

- Policy and enforcement initiatives
- Efforts to target problems related to off-campus parties
- Efforts to target problems related to the Greek community

Support with the following programming efforts:

- Establishing new indicated programming efforts on campus
- Establishing new selective programming efforts targeting the Greek community
- Creating a mandate for completion of AlcoholEdu
- Strengthening effective alcohol-free recreational and entertainment options for students
- Strengthening social marketing and social norms marketing campaigns

Introduction

The EverFi Coalition’s Diagnostic Inventory is a comprehensive tool developed by EverFi to assess several dimensions of campus alcohol prevention at Coalition institutions. This assessment includes an examination of the following dimensions: the impact of current prevention programming; the degree of institutional support for alcohol prevention; effectiveness of campus alcohol policies related to their enforcement and adjudication; the adherence to processes deemed critical to success in alcohol prevention; and the extent of relationships that exist with a variety of constituencies that are essential to prevention success. Completion of the Diagnostic Inventory allows Coalition campuses not only to pinpoint areas of strength and limitation and set goals for improvement, but also to annually benchmark their alcohol prevention progress against other institutions that have been similarly assessed. Please refer to *Appendix I: Mapping Indiana University-Purdue University Indianapolis’ Scores Against Other Coalition Campuses* for a graphical comparison of IUPUI’s alcohol prevention work compared to other Coalition institutions that have completed the Diagnostic Inventory process.

After an institution completes the Diagnostic Inventory and provides Coalition staff with supporting reports or documentation, a follow-up phone call is conducted with that campus’s alcohol prevention specialist. This conversation enables EverFi staff to obtain additional insights, including an understanding of any unique circumstances or cultural characteristics that should be considered, and helps to identify institution-specific alcohol prevention goals, as well as areas where EverFi can support their efforts. The information included in this Action Plan is intended to support IUPUI administrators’ efforts to address the challenges around student alcohol use and abuse that are unique to IUPUI. We recognize that IUPUI currently has relatively low rates of alcohol abuse among students. However, as the campus continues to transition to a more traditional 4-year residential experience, administrators are wise to put measures in place so that a strong institutional culture of alcohol abuse cannot take hold. Calling upon the social norms data from IUPUI students can go a long way in helping to ensure that the behavior and attitudes of the healthy majority set the tone for the entire campus. Please refer to this information to inform IUPUI’s annual alcohol prevention goals, and to track progress over time.

Alcohol Prevention Assessment Overview

IUPUI’s overall score is informed by the individual scores for each of the Diagnostic Inventory’s components:

- alcohol prevention programming
- campus policies and their enforcement and adjudication
- adherence to processes deemed critical for success
- the degree of institutional support for alcohol prevention

The table on the following page contains a breakdown of IUPUI’s grades by topic area. The letter grades for the programmatic, policy, and critical processes areas each represent a combination of components. Information and feedback regarding each of the component grades is provided in the table, with additional detail included throughout the report. EverFi staff would be happy to provide further detail regarding the calculation process and interpretation of responses.

Topic/Area	Grade	Comments
Programs:	C-	IUPUI's alcohol prevention programming is fair. Some of the prevention programs IUPUI is using have a basis in the research literature, but other programs have not demonstrated behavior change in the research literature and also lack sufficient theoretical basis to provide any promise of success.
Universal¹	C	IUPUI has fair universal programming, with <i>AlcoholEdu for College</i> , social marketing, and alcohol free events to support the adoption of healthy behaviors; however, Alcohol Awareness Week and Fatal Vision Goggles® activities lack demonstration of behavior change.
Selective²	D+	IUPUI's selective programming is not yet satisfactory. While bystander intervention training has demonstrated efficacy in the literature, invited speakers have not been supported by the research literature and also lack theoretical basis.
Indicated³	C-	IUPUI's indicated programming has room for improvement. IUPUI should implement additional programming that targets students demonstrating early signs of alcohol problems beyond e-Chug.
Alcohol Policy:	D+	IUPUI's alcohol policies are not yet satisfactory. IUPUI should work to improve written alcohol policies and strengthen the enforcement and adjudication process for alcohol policy violators.
Written	D	Written alcohol policies are not yet satisfactory and could be strengthened with the adoption of stronger policies governing student access to alcohol and alcohol use in off-campus settings.
Enforced	D+	IUPUI's enforcement of policies could be strengthened through publicizing enforcement efforts and communicating the resulting citations or violations.
Adjudicated	C+	The adjudication of policies at IUPUI is average. Improvement could be made through more consistent sanctioning of students with off-campus violations.
Critical Processes:	C-	IUPUI's critical processes could be improved by relying upon a broader array of data to inform prevention programming. IUPUI will also benefit from the strategic planning process they have embarked upon.
Data reliance	C	IUPUI would benefit from reliance on more data sources to inform prevention efforts both on and off campus.
Planning	D	The planning process at IUPUI will benefit from the current strategic planning process to inform and guide alcohol prevention efforts.
Policy review	D+	IUPUI's policy review process is not yet satisfactory. IUPUI should review policies to ensure they are appropriate, consistent, and up to date.
Institutionalization:	F	IUPUI's leadership demonstrates a weak level of commitment to alcohol prevention at an organizational level. More visible senior leadership and stronger collaboration across multiple constituencies are key areas for improvement.

¹ Universal: targeting the entire student body

² Selective: targeting known high-risk student groups

³ Indicated: targeting students at the early stages of developing alcohol problems

Programming

Overall Programming Grade: C

The responses to the programmatic section of the Diagnostic Inventory demonstrate that some key universal programs are in place, reaching the larger student body. As indicated by the prevention paradox,⁴ universal programming is favorable as it can help to shift campus culture in favor of healthier student behavior. As such, IUPUI administrators are encouraged to continue expanding their universal programming. IUPUI administrators are also employing a fair mix of selective and indicated programs, targeting known high-risk student groups such as first-year students, as well as students at the early stages of developing alcohol problems⁵. Given the prominence of off-campus drinking that occurs at Greek letter organizations and the degree of problems demonstrated by members of Greek organizations, we recommend that IUPUI implement more programs targeting this high-risk population.

Understanding the Basis of IUPUI's Programmatic Grade

To calculate the programmatic grade, our researchers referred to the programmatic impact scores from the Alcohol Prevention Compass, a tool which evaluates the relative strength of more than 30 alcohol prevention policies and programs in terms of their effectiveness, cost, and reach. Our researchers examined more than 220 studies on the relative efficacy of a variety of campus alcohol prevention programs, applying a standardized procedure to assign numeric values to the reported outcomes of these studies, and then averaging the values across the set of studies for each of the programs examined. We also noted the characteristics of the study sample—whether these were a random sample of students, high-risk students, students mandated to receive the program, or other subsets of the student population. In developing the programming score, we examined the relative impact of each Compass strategy as it related to how campuses target their alcohol prevention efforts, whether they be

- universal in nature (targeting the entire student body),
- selective (targeting known high-risk student groups), or
- indicated (targeting students at the early stages of developing alcohol problems).

Applying a public health model grounded in the prevention paradox, we placed greater emphasis on the scores of universal programs versus selective or indicated. For several programs that lacked any evidence of effectiveness in the research literature, we took into consideration whether there was a sound theoretical basis underlying these approaches.

To provide a clear picture of how IUPUI's programming matches up to the Compass research, please refer to *Appendix II: Mapping IUPUI's Programs Against the Compass*. While the Compass research does not cover each and every program element in place at IUPUI (as noted, some programs lack any evidence base, and also any theoretical basis; many of these are excluded from the Compass cost/impact matrix), this table presents a compelling visual to inform programming decisions.

⁴ The prevention paradox describes a somewhat counterintuitive public health phenomenon, where the greatest negative impact from a disease or disorder occurs among those considered at low or moderate risk of the disease or disorder, and a relatively small degree of negative impact comes from the highest risk population. For more information on how this phenomenon relates to college alcohol prevention efforts, read Weitzman and Nelson's paper at http://www.hsph.harvard.edu/cas/Documents/paradox/Prev_Paradox.pdf.

⁵ In a 1994 report, the Institute of Medicine proposed a framework for classifying prevention based on Gordon's (1987) operational classification of disease prevention. The IOM model divides the continuum of services into three parts: prevention, treatment, and maintenance. The prevention category is divided into three classifications—*universal*, *selective*, and *indicated* prevention. For more information, visit <http://c.ymcdn.com/sites/www.myprevention.org/resource/collection/8cc9c598-ef77-4cdb-a2df-88ab150a4832/25EIOMModel.pdf>

Programming Recommendations

- 1. Discontinue ineffective programming.** IUPUI is spending resources on alcohol awareness week, invited speakers, tabling⁶, and Fatal Vision Goggles®, which have no demonstrated efficacy of behavioral change in the research literature. These programs also lack a sufficient theoretical basis to provide any promise of student behavior change. If behavior change is the stated goal for using these programs, then we suggest the use of a more effective set of programs that have greater potential for impact. Discontinuing these programs will also free up prevention resources and practitioner time and energy to focus on IUPUI's more effective alcohol prevention efforts.
- 2. IUPUI administrators should add more selective programming, targeting groups known for high-risk alcohol use.** In the case of IUPUI, these groups include members of the Greek community. Programming can be mandated in order for Greek-affiliated groups to receive university recognition and access university resources and facilities. We encourage the Alcohol and Other Drug Education and Prevention Coordinator to work more closely with the Assistant Director of Fraternity and Sorority Life to gain their partnership in working towards more effective programming targeting this group. There are several effective prevention programs that target high-risk group members. Acknowledging that these groups are not only high-risk drinkers, but may serve as party hosts to others, such programming can achieve a ripple effect on students attending these parties by raising the level of risk awareness among hosts. ***IUPUI administrators can learn best practices from EverFi Coalition staff and in our 2014 Annual Research Summit presentation Strategies for Reducing High-Risk Alcohol Use and Related Harms in the Greek Community and in our athlete publication available for download on the Coalition website, Effective Strategies for Reducing Alcohol Risk and Harms Among Student Athletes.***

Action Steps:

- Identify appropriate programs targeting the Greek community. Some approaches that have shown to be promising within the Greek community include small group social norms, adaptations of the BASICS model, and Prime for Life.
 - Reach out to Fraternity and Sorority Life to advise them on EverFi Coalition research for best practices targeting this group. Encourage the Assistant Director to refer to Coalition research and resources to inform their efforts, and to coordinate programming efforts targeting members of fraternities and sororities with those of the AOD Education and Prevention Coordinator.
- 3. Implement a social norms marketing campaign.** The messages of social norms marketing relate specifically to the norms, attitudes and behaviors of the majority of students on a campus in order to promote a healthier atmosphere and culture. Social norms messages should be based on campus-specific data on a variety of drinking measures, such as drinking rates, use of protective behaviors, or alcohol-related negative consequences. Creating targeted campaigns around high-profile events or times of the year can make the messages more relevant and relatable to students. The aim is to utilize as many media channels as possible in order to reinforce healthy norms.
 - Create objectives for the campaign.
 - Collect data to properly assess whether students are indeed misperceiving peer drinking behaviors prior to considering adoption of a campaign.

⁶ EverFi acknowledges that campuses often rely upon tabling activities to market their services and programs, and for these purposes we recognize tabling as a important activity, although it is not considered a prevention strategy

- Consider a social marketing campaign to promote messages that may compel students to reconsider their drinking behaviors if the behaviors of the majority of students are not healthy
- Recruit interested students to help design and promote the campaign messages.
- Once campaign messages are developed, more focus group testing should be carried out to ensure that messages are both comprehensible and credible to the audience.
- Communicate the campaign through multiple media channels to strengthen dosage and allow messages to be reinforced through several outlets. Consider the following:
 - student newspaper or Facebook ads
 - posts on IUPUI's Facebook page, including the alumni association page
 - tweets from IUPUI Health & Wellness
 - posters
 - local radio spots

4. **Continue and expand alcohol-free recreational and social programming.** IUPUI's AlcoholEdu data support the adoption of increased alcohol-free opportunities, with 75% of first-year students coming to campus as non-drinkers and 59% of students indicating their interest in attending alcohol-free events. This data would indicate that efforts to provide students with healthy, fun entertainment may be beneficial in attracting students away from high-risk environments. For these activities to have the greatest impact, they should be provided on a weekly basis and occur between the hours of 10 p.m. and 2 a.m. Diagnostic Inventory results show that most of IUPUI's current alcohol-free activities are held during the early weeks of the fall semester which helps to engage students in social activities that do not include alcohol.

A strong component to the success of this programming is the involvement of a variety of students in their design and marketing. Students are the best resource to develop novel, fun ideas for activities that a diverse array of students would enjoy and to market these activities to attract those students on an ongoing basis throughout the academic year. A rich source of information for students interested in alcohol-free programming development and attendance is IUPUI's AlcoholEdu student engagement data, containing contact information for 345 incoming students who indicated an interest in planning such activities (roughly 14% of students taking the course). The names and contacts of these students can also be shared with other campus offices looking to engage students in a variety of leadership and programming opportunities.

One specific population of students that would benefit greatly from alcohol-free opportunities is abstainers. Research has shown that one of the most important sociodemographic and psychobehavioral variables that predict whether students continue to abstain is a close friend who abstains.⁷ This finding suggests that administrators can and should initiate programs to help abstainers connect with one another as soon as possible after they arrive on campus. Nine percent of incoming students at IUPUI indicated an interest in connecting with others who are making the choice not to drink and provided their name and contact information via the AlcoholEdu course. Using this list, administrators have the ability to reach and engage this group of students in order to help them delay drinking as long as possible. Bearing in mind that some students who attend alcohol-free events do drink or may have been drinking, administrators may consider developing separate activities for the abstainer community. Another option is simply creating a listserv for them to connect with one another and plan their own events. ***IUPUI administrators can learn more on best practices from EverFi Coalition staff and in our publication, Using Alcohol-Free Options to Promote a Healthy Campus Environment, available for download on the Coalition website.***

⁷ Huang, J-H, DeJong W, Schneider SK, & Towvim, LG. (2011). Endorsed reasons for not drinking alcohol: A comparison of college student drinkers and abstainers. *Journal of Behavioral Medicine*, 34, 64-73.

Action Steps:

- Recruit interested students—including students living in the residence halls and those involved in alcohol policy violations — to serve on an alcohol-free programming committee. Use student contact information provided through the AlcoholEdu survey.
- Collaborate with the Office of Student Involvement to improve upon and expand existing activities by drawing upon the lessons in the EverFi Coalition publication.
- Plan for alcohol-free opportunities by relying on student input and AlcoholEdu student engagement data reflecting student preferences in a variety of activities.
- Garner institutional resources to support alcohol-free programming (venues, staff, food, etc.). Consider collaborating with other campus entities and student organizations to share the expense of alcohol-free activities.
- Create and implement an assessment plan for alcohol-free programming. Consider environmental assessment measures such as noise complaints, alcohol violations, and other indicators of the negative effects of alcohol use.

5. **Incorporate additional indicated programming, targeting students at the early stages of developing alcohol problems.** This may include students who are judicially mandated, those referred to counseling, or students who have experienced alcohol overdoses. Properly trained RAs, faculty, and staff members can help identify students who are displaying signs of alcohol problems. There are several programs in the indicated category that are well researched and have a very strong evidence base for their effectiveness including BASICS and group motivational enhancement. Conducting BMI's in a health care setting is another research-based method that has been shown to reduce rates of heavy alcohol use and alcohol-related harm on college campuses. It requires that all students seen by health services staff be screened to determine their level of risk for alcohol-related problems. Research has shown that one to two questions are all that is required in order to determine level of risk, so can be included as part of the registration process. For students who screen as high-risk, a brief intervention is delivered during the appointment, typically by a physician trained in the technique of motivational interviewing. These clinically based interventions include personalized assessment and direct feedback, norms clarification, contracting and goal setting, risk reduction strategies, behavioral-modification techniques, and motivational enhancement.

Overall Policy Grade: D+

There are several policy recommendations that should be considered based on this assessment of IUPUI's alcohol environment and prevention efforts. We encourage administrators to continue to focus on creating a culture of wellness, while keeping in mind that IUPUI is at risk of developing a culture of high-risk alcohol use as the institution grows and expands in an environment that is supportive of college student alcohol use. AlcoholEdu survey data demonstrate high rates of alcohol use in the off-campus settings and drinking and driving rates above the national average.

Policies at both the campus and the local level can play a significant role in curtailing student alcohol use, and in sending students a clear message regarding IUPUI's expectations for the community. Policy changes can sometimes give rise to student outcry. However, many college administrators who have weathered these changes reflect in hindsight that intense resistance comes from a minority of students, and in the long run, many constituencies – even students – express appreciation of efforts to create a safer campus environment. Positioning a need for policy change as a matter of student health and safety is critical, as is student participation in the policy development process. *We encourage IUPUI administrators to consult resources in the Alcohol Prevention Compass and our staff for more information on these approaches, their effectiveness, and their appropriate application.*

Policy Recommendations

- 1. Address alcohol use in off-campus settings with consistent enforcement and monitoring.** The Diagnostic Inventory results suggest that off-campus parties are a source of challenges and concerns to IUPUI administrators, in addition to being a source of town-gown tensions. Additionally, results from AlcoholEdu suggest that 6% of first-year students are drinking in bars. The majority (63%) of first-year student drinkers indicated they drink at off-campus residences. Enforcement efforts on the part of IUPUI Police Department can play a role in reducing alcohol-related problems in these settings. *IUPUI prevention staff can learn more about the evidence base and efficacy of strategies to address off-campus parties and case studies of successful efforts in the Coalition's "Off Campus Party Toolkit" available for download on the Coalition website.*

Action Steps:

- Encourage IUPUI police to continue surveillance and enforcement activities in off-campus settings.
- Collect data on alcohol problems in off-campus settings to inform prevention and enforcement efforts moving forward (see Critical Processes Recommendation #2).
- Consider the following city-level ordinance efforts:
 - levy fines on landlords when police are repeatedly called to address disturbances at a residence
 - increase fines on residents of homes where problem parties repeatedly occur in a set period of time
 - establish a noise ordinance to set limits on what is considered allowable for noise and disturbances
 - chronic nuisance property ordinance which holds landlords accountable for creating a plan of action when their property is a repeat offender of loud parties or nuisances
- Work with the off-campus liaison and landlords to create a system of accountability for parties and unruly student behavior occurring at their properties. Consider the following:
 - invite landlords to sit on the campus-community coalition. Inviting this constituency to have a seat at the table will send the message that they have an opportunity to be part of the solution.

- provide landlords with information regarding prospective student renters who have violated campus alcohol and other drug policies
- create landlord notification system where landlords are notified in case of a police incident on their property

2. **Examine enforcement of policies governing the Greek community.** Fraternities and sororities undoubtedly enjoy benefits as organizations officially recognized by the IUPUI administration—the use of facilities to hold meetings and events, the ability to recruit students through existing mechanisms, etc. Such benefits can serve as levers for the Greek community to uphold the standards that are expected of them.

Although the Greek community only represents 4% of the IUPUI student body, the challenges associated with this population are a concern to administrators. Additionally, we recognize that members of the Greek letter organizations can help to establish the culture of alcohol use on a campus, even though they may comprise a minority of students. Particularly as IUPUI continues its transition to a more traditional 4-year residential student experience, setting limits on and expectations of the Greek chapters and their members will be important. With no official Greek housing, students tend to live together in off-campus houses in the Broad Ripple area, several miles from campus. Every effort should be made to target these particular off-campus locations (see Policy recommendation #1) with increased prevention and enforcement initiatives. The alcohol task force at IUPUI would benefit from some representation of Greek leadership to help convey the need for increased prevention and enforcement initiatives, and to bring the Greek perspective into discussions. *IUPUI administrators can learn more best practices from EverFi Coalition staff and in our 2013 Annual Research Summit presentation Strategies for Reducing High-Risk Alcohol Use and Related Harms in the Greek Community.*

Action Steps:

- Recruit Greek community leaders to serve as members on the campus alcohol task force.
- Create a subcommittee to discuss alcohol policies governing the Greek community and their enforcement. Consider the following:
 - deferred recruitment
 - ID checking at events
 - mandatory party registration
 - mandatory responsible beverage service (RBS)
 - prohibiting drinking during new member period
 - requiring security at social events
 - institutional academic standards
- Consider surveying the Greek community on their level of support for campus policies and their perceptions of the campus alcohol policy environment.

3. **Engage bar owners in support of alcohol prevention efforts:** IUPUI’s administrators would benefit from further engaging bar owners in alcohol prevention efforts. While there are some community and state level policies to restrict access to alcohol at the local level, such as limiting days or hours for alcohol sales and requiring keg registration, students are able to access alcohol off-campus. Engaging retailers and tavern owners in the local community to curtail irresponsible actions and increase efforts to restrict student access to alcohol may prove beneficial.

Action Steps:

- Work with bar owners or the liquor control board to adopt and enforce policies that restrict student access to alcohol. Consider the following:
 - checking IDs for potential underage customers

- responsible beverage service training for servers
- limit days or hours for alcohol sales
- limit quantities of alcohol that can be purchased per sale
- limit container size for alcohol sales
- ban admittance of minors to bars/clubs
- Invite bar owners to sit on the campus-community coalition. Inviting this constituency to have a seat at the table will send the message that they have an opportunity to be part of the solution.
- Suggest a local tavern-owners agreement to curtail practices that promote underage alcohol use.

Critical Processes

Overall Critical Processes Grade: C-

IUPUI's adherence to processes that are considered critical to success—collection and reliance upon data to inform decision-making, policy review, submitting progress reports to senior leadership—is fair with room for improvement. These processes enable administrators to take a step back and review what has been done, what is in place, what challenges exist, and how to address them. The development of a strategic plan to inform IUPUI's alcohol programming, policies, and to focus IUPUI's task force will better enable alcohol prevention work to meaningfully and measurably move forward. IUPUI administrators would benefit from collecting and relying upon a broader array of data sources to inform policies, particularly in the off-campus environment.

Critical Processes Recommendations

- 1. Continue the formal strategic planning process** to inform and guide IUPUI's alcohol prevention efforts. Goal-setting is best achieved in the context of a strategic planning process. It is recommended that IUPUI administrators engage in formal strategic planning, revisiting and revising the stated goals as needed. This recommendation is particularly relevant given the activity of the Health and Wellness Promotion Committee has to date been primarily focused on sharing information versus setting goals and working towards them. As IUPUI is in the midst of a strategic planning process, the next iteration of Diagnostic and Action Plan grades will reflect the completion of this important task.

Action Steps:

- Identify specific problems (e.g., drinking and driving) for the alcohol task force to focus on in the coming year.
 - Identify 2-3 goals that relate to these needs and problems.
 - Choose and implement evidence-based strategies to achieve goals.
 - Identify evaluation outcomes that will help establish progress towards these 2-3 goals.
 - Evaluate and analyze outcomes on an annual basis to inform further strategic planning.
- 2. Institute a system for recording a wide range of alcohol-related incidents and call upon data to evaluate campus alcohol prevention efforts.** IUPUI administrators are collecting some key data sources to track alcohol-related problems. However, data sources can be expanded to include more information regarding both the on- and off-campus environment. On many campuses, the problem is that these data are recorded but are not easily accessed. In some cases, administrators may not even be aware of useful records being kept by other departments of the institution. These data should be collected via a system that administrators can analyze and use them to assess progress against measurable goals and to inform future efforts. Data collection is especially important when planning for policy changes, as these data sources can inform and engender support for these efforts.

Data from residence facilities should include reports on property damage, vandalism, alcohol involvement in noise/nuisance complaints, calls for police or emergency services. Student health services reports provide prevalence data and costs associated with medical care when alcohol is involved. Incident reporting forms used by the campus police should require officers to indicate whether a student being investigated, cited, or detained has been using alcohol. The athletic department and Greek Life office should provide records of alcohol involvement in student injuries, noise complaints, or disciplinary actions. Additionally, local police need to provide campus staff with reports of addresses where parties are

occurring and any citations that students receive as a result. IUPUI administrators may also benefit from a formal system to collect neighboring resident complaints in order to track and target problem houses.

Action Steps:

- Collect a wide range of data (e.g., judicial, police, hospital admission, residence life) from both on- and off-campus sources.
- Create a centralized system for collecting data in order for administrators to access the information.
- Analyze data against prevention and enforcement efforts on an annual basis.
- Discuss these findings and recommendations with IUPUI's alcohol task force, identifying any changes that should be made to efforts based on data analysis.
- Share progress indicators and data reports broadly.

3. **Require all first-year students to complete both parts of AlcoholEdu to yield meaningful data for IUPUI administrators and reduce students' risk of experiencing alcohol-related problems.** A critical objective of implementing AlcoholEdu is to provide population-level prevention by engaging as many first-year students as possible in the program, and to do this in a concise time frame so that the results yield meaningful data about IUPUI students' alcohol-related knowledge, attitudes, and behavior once they have settled into campus life. A recent study from Princeton University showed that failure to complete AlcoholEdu was highly predictive of later high-risk drinking requiring medical attention⁸. Specifically, students who did not complete AlcoholEdu in its entirety were nearly 5 times more likely to present with an alcohol incident. With only 35% of IUPUI's first-year students completing both parts of AlcoholEdu in 2013, administrators should explore the possibility of mandating completion for all first-year students in order to mitigate risk as well as yield more meaningful data. *IUPUI administrators can learn more about successful approaches to mandating in our white paper, Implied Mandate Best Practices, available from your Partner Services Director.*

Action Steps:

- Employ direct and specific language to set expectations with students. Use very specific language, such as "You are expected to complete," and request student participation in a tone that conveys institutional commitment to student engagement and academic success.
- Provide follow-up communication once students arrive on campus, to ensure that they return for Part II.
- Identify concrete consequences for students who do not meet the completion deadline. Although IUPUI administrators may not communicate the consequence initially, there should be a process in place to address students who do not participate.
- Consider additional follow-up strategies that have been successful at partner institutions:
 - Informing students that their judicial file "has been flagged" – this can mean anything from an actual letter being placed in a file, to all judicial officers receiving a list of students who have not completed
 - Advise students who have not completed know that non-completion is the equivalent of an alcohol policy violation and that any alcohol-related violation from this point on will be considered their second
 - Communicate the need to complete the course in a letter to parents. This works especially well for institutions that have a parental notification policy already in place.

⁸ "Failure of College Students to Complete an Online Alcohol Education Course as a Predictor of High-Risk Drinking That Requires Medical Attention" (Early Online: 1-5, 2011). *The American Journal of Drug and Alcohol Abuse*.

Institutionalizing Prevention

Overall Institutionalization Grade: F

The process of institutionalizing campus alcohol prevention efforts involves generating involvement from multiple stakeholders including senior leadership, and ensuring that alcohol prevention has sufficient resources to address the needs on campus, serving in a proactive rather than reactive mode. The feedback offered to responses in this part of the Diagnostic Inventory is based on the best practices of institutions that have made breakthrough progress in institutionalizing alcohol prevention, and upon hundreds of interviews with experts, alcohol prevention professionals, and other officials on campuses across the country.

While some of the areas considered critical to institutionalizing alcohol prevention are represented well at IUPUI, there are other areas for improvement. Given the strain that alcohol problems may exert on institutional resources, IUPUI could benefit from devoting more resources to this issue. There is also an opportunity for senior leadership to demonstrate the need to address alcohol problems on campus and in the surrounding community. IUPUI is in a good position given that student health and wellness is mentioned in the institutional strategic plan. Alcohol-specific goals should be referenced and highlighted to help focus efforts to address alcohol problems and gain broader buy-in across the institution. Finally, the Health & Wellness Promotion Committee at IUPUI could use more representation of campus constituencies and off-campus groups. This expanded membership would help drive forward efforts to address alcohol use in off-campus settings.

Institutionalization Recommendations

- 1. Presidential leadership at IUPUI is critical.** Chancellor Bantz should be encouraged to be visible on this issue. Chancellor Bantz's voice can serve as a strong impetus for groups across campus to understand their collective role in addressing the problem of student alcohol use. This can be successfully communicated within the context of the latest research indicating that the longer students delay alcohol use, the more successful they will be at college.

Action Steps:

- Encourage Chancellor Bantz to communicate the high degree of priority he places on this issue through frequent communications with students, parents, faculty, and staff (e.g., email messages, letters, convocation speeches, news interviews, group meetings).
 - Urge Chancellor Bantz to request that administrative and academic departments outline how they can help reduce student drinking problems, based on the understanding that all aspects of campus life either positively or negatively affect this problem.
 - Collaborate with Chancellor Bantz to outline the resources necessary for a comprehensive alcohol prevention program that can promote student safety and academic success.
 - Share efficacy research on AlcoholEdu with key leadership in order to garner support for the creation of a mandate for completion of Parts 1 and 2 of the course (e.g., hold on class registration, housing selection process, etc.) and a system of accountability for students who do not follow through.
- 2. Expand the IUPUI campus-community Health & Wellness Promotion Committee.** The committee should expand to include such off-campus groups as bar owners, liquor licensing board, landlords, and neighborhood residents. This expansion would allow the committee to develop more environmental efforts to address student alcohol use at the policy and enforcement level by reducing alcohol

availability—including measures to address alcohol outlet density, and limiting drink specials—and developing and enforcing local laws to mitigate problems in off-campus residences.

Action Steps:

- Form a relationship with off-campus groups. Consider sharing student alcohol use data with these groups to demonstrate why they should have a seat at the table on the alcohol issue.
- Invite on- and off-campus constituencies to take part in the committee.
- Form sub-groups to start addressing policy and enforcement efforts to limit off-campus alcohol access.

Summary

Below are the three areas of focus for IUPUI over the next 12-24 months. Concerted efforts in these areas will contribute to overall improvements. EverFi is excited to support IUPUI in this process.

IUPUI prevention staff should focus on more effective prevention strategies that are supported by the research literature and eliminate those that are not supported by the research base. By eliminating programs that have no demonstrated efficacy of behavioral change, administrators can focus more time, energy, and resources on a set of programs that have greater potential for impact.

Institute a system for recording a wide range of alcohol-related incidents and call upon data to evaluate campus alcohol prevention efforts. Data sources should be expanded to include more information regarding both the on- and off-campus environment. These data should be collected in a system so that administrators can analyze and use the data to assess progress against measurable goals and to inform future efforts.

Address alcohol use in off-campus settings with consistent enforcement and monitoring. The Diagnostic Inventory results suggest that off-campus parties are a source of challenges and concerns to IUPUI administrators, in addition to being a source of tensions with neighboring residents.

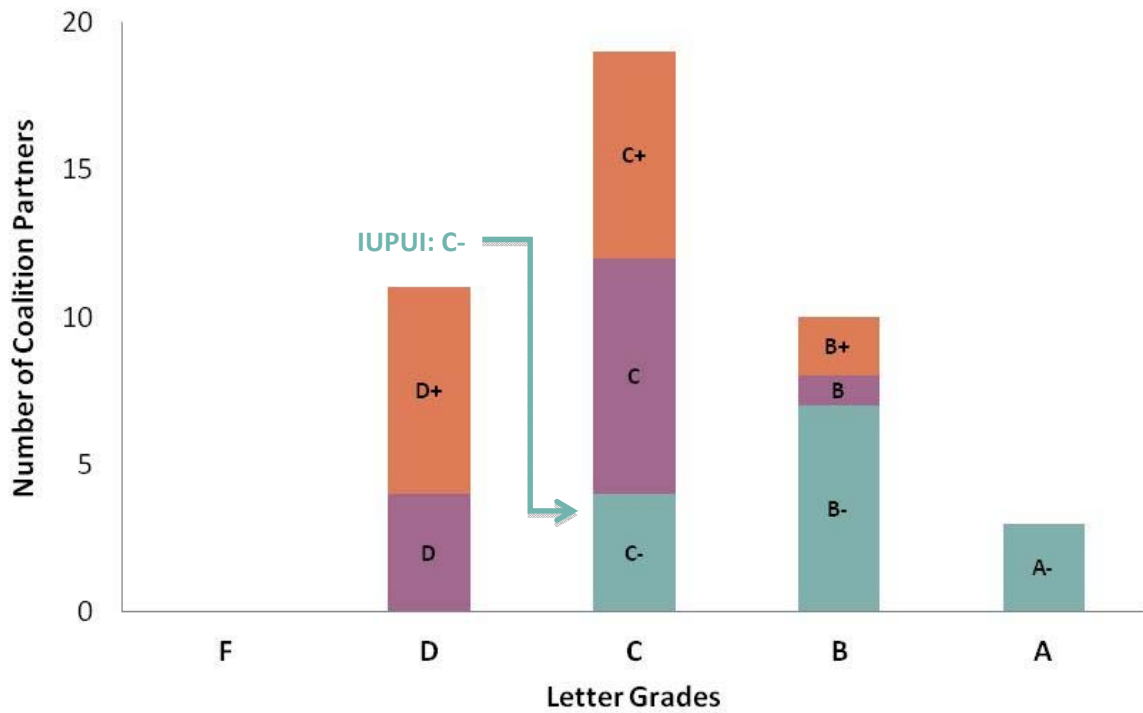
EverFi Coalition Support

In order to assist IUPUI administrators in meeting the recommendations outlined in this Action Plan, EverFi's Coalition will provide the following:

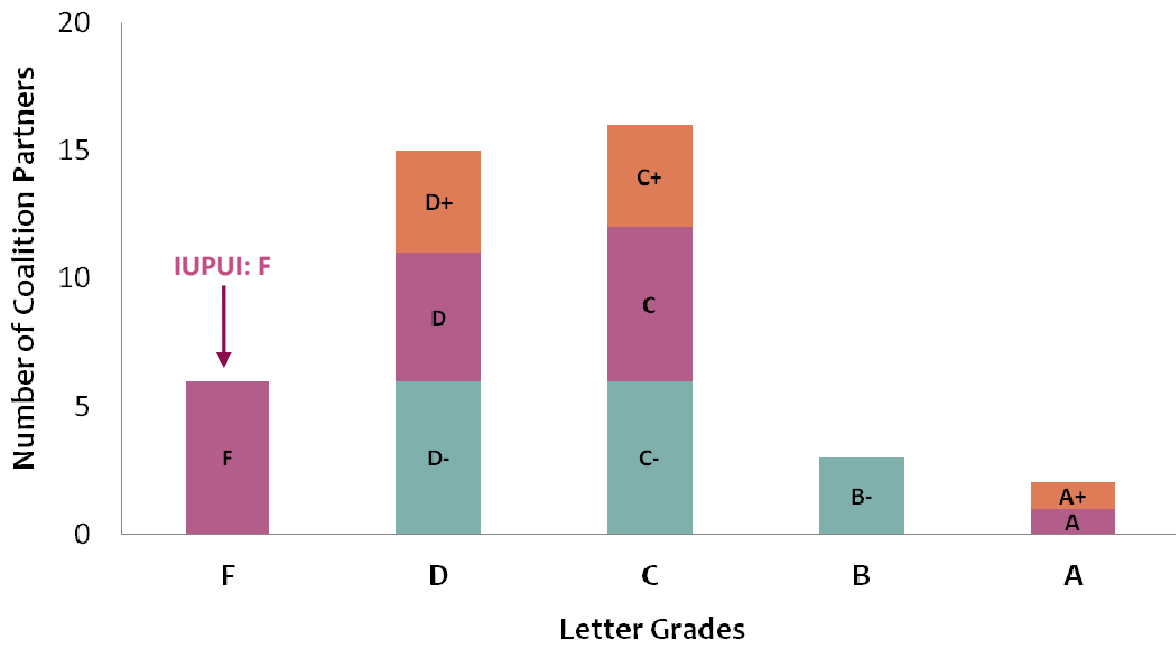
1. **Phone consultations to gather information, identify key challenges, and determine next steps.**
2. **Research and best practice case studies in the areas deemed critical to IUPUI's success, including:**
 - Establishing new indicated programming efforts
 - Establishing new selective programming efforts
 - Strengthening effective alcohol-free recreational and entertainment options for students
 - Strengthening social marketing and social norms marketing campaigns
3. **Tools and resources to support IUPUI's efforts in:**
 - Policy and enforcement initiatives
 - Efforts to target problems related to off-campus parties
 - Creating a mandate for completion of *AlcoholEdu for College*

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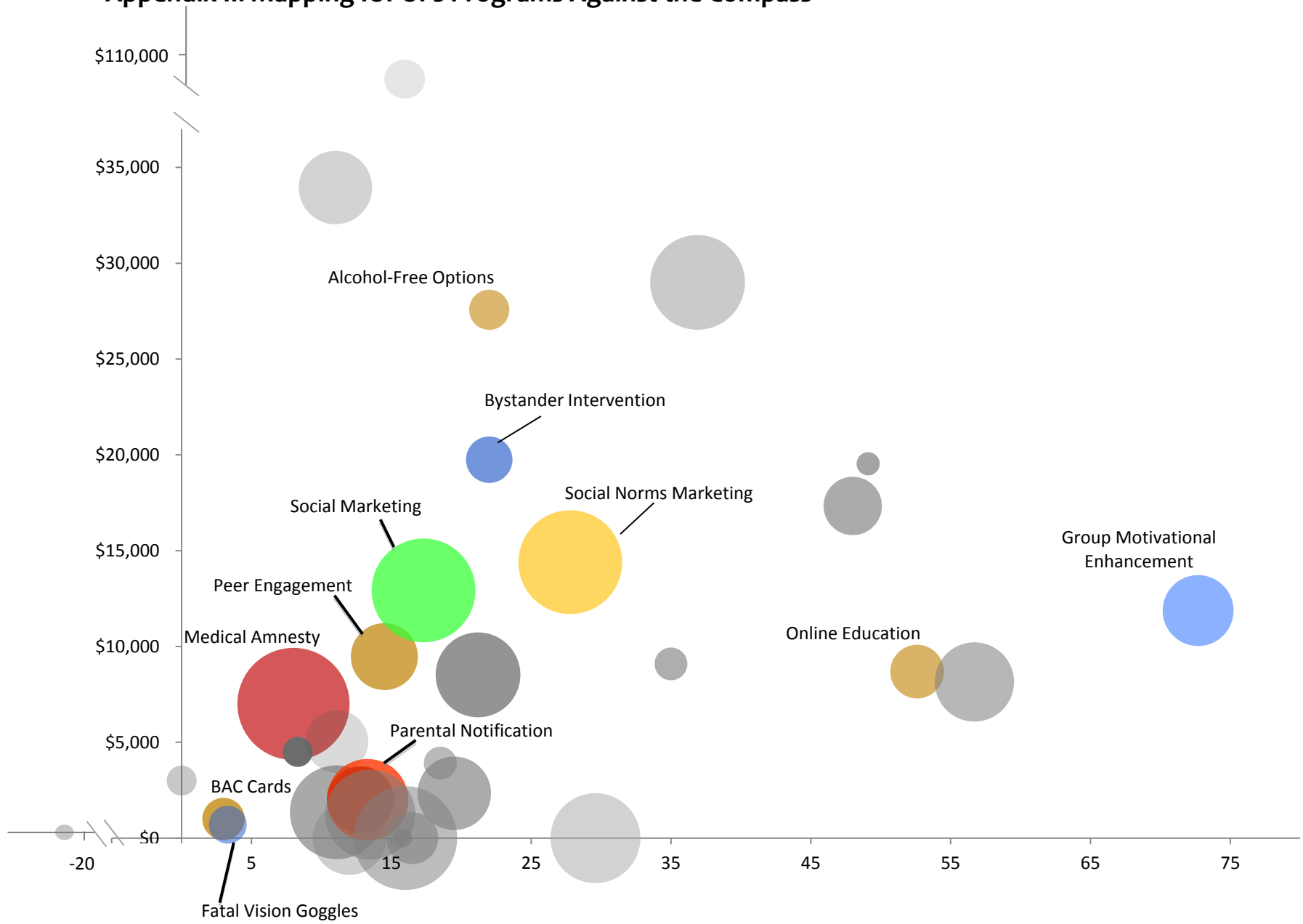
Distribution of Critical Processes Grades



Distribution of Institutionalization Letter Grades



Appendix II: Mapping IUPUI's Programs Against the Compass



Note: The Compass research does not cover each and every program, policy, and strategy in place at IUPUI. As noted in the Action Plan, some programs lack an evidence base, and also any theoretical basis; many of these were excluded from the Compass research.