

ALCOHOL AND OTHER DRUG PREVENTION PROGRAM UNIVERSITY OF CALIFORNIA, SANTA BARBARA

Introduction

In 1980, UCSB became the first campus in the UC system to establish an AOD program. Over the years, with increased national attention to substance abuse among college students, UCSB expanded its AOD program as funding allowed. In winter of 1999, in response to increases in alcohol use and binge drinking among UCSB students and a near-death alcohol poisoning incident, the Chancellor created an ad hoc AOD Work Group. Shortly before that time (fall, 1998), in response to perceptions of increased violence and incivility in Isla Vista, an ad hoc campus-community group coalesced to address social climate in Isla Vista.

By April of 1999, it became clear that much of the work of these two groups overlapped. The two groups began meeting together and developed a strategic plan for addressing a broad range of campus climate issues, including hate-based incidents and crimes, student incivility both on and off campus, alcohol and other drug abuse, violence and crime in Isla Vista. One of the foundations of the plan was recognition that alcohol is involved in some way or another in many of the behavioral problems our students are manifesting. Additionally, we acknowledged that educational programs alone cannot solve the campus's alcohol problems; a multifaceted program comprising education, early intervention, environmental change, enforcement, everyone's involvement, and evaluation was needed. The Six Es informed not just alcohol strategic planning but programming around civility and community building as well.

The Six Es now have become the conceptual framework for a broad array of projects and initiatives that are coordinated by a permanent AOD Work Group. The Work Group, although carrying AOD as part of its name, actually serves as the coordinating body for the work being done by the AOD Task Force (on alcohol and other drugs), the Isla Vista Ad Hoc Committee on Community Standards (on community building, public safety, and civility standards in Isla Vista), and the Office of Student Life (on community building and civility standards on campus).

The process by which the various task forces and committees have worked together toward common goals has, in some ways, inaugurated a new era of boundary blurring for the Division. This approach has successfully demonstrated the power of collaboration.

The first phase of the strategic plan was implemented in 1999-2000. What follows is a report on the progress that was made during 2000-2001.

Report on 2000-2001 Strategic Plan

Prior to the 2000-2001 academic year, the campus AOD Workgroup identified several goals for the year and developed a Strategic Plan with a variety of new activities to reach these goals. Nearly all activities were accomplished as follows (*italics indicate activities requiring funding*):

EDUCATION

GOAL – EDUCATE CAMPUS LEADERS ON AOD BEST PRACTICES

- Greek Peer Review Board.
- Joint Task Force members (AOD Task Force and IV Ad Hoc Task Force on Community Standards).
- Staff and faculty facilitators for Convocation Discussion Groups.

GOAL – EXPAND EXISTING CLASS OFFERINGS TO REACH MORE TARGETED STUDENTS.

- Increase enrollment in Sociology 91F (*Community Health for Athletes / Greeks*).
- Increase AOD information in additional Student Affairs taught classes.

GOAL – INCREASE CURRICULUM INFUSION.

- Follow up with curriculum infusion mini-grants awarded 5/00.
- Offer additional mini-grants Fall Quarter.

EARLY INTERVENTION

GOAL – DEVELOP ADDITIONAL STRATEGIES FOR ASSURING STUDENT AOD REFERRALS.

- Work with Goleta Valley Cottage Hospital Emergency Room for better reporting of student AOD-related admissions and for distribution of AOD information to those students who are admitted.
- Work with Police Department and IV Foot Patrol for referrals of those cited / arrested for AOD offenses.
- *Revise “How to Deal with Distressed Students” handout for faculty to include recognizing and dealing with AOD issues, how to prevent problems and how to avoid getting hurt.*

GOAL – CONDUCT ADDITIONAL GATEKEEPER TRAINING.

- Visitors Center Staff
- Coaches
- IV Community Development Peers.

GOAL – INFORM STUDENTS / PARENTS ABOUT AOD EXPECTATIONS.

- Publish articles in parent newsletter on what to look for in IV rental contracts re AOD issues with companion piece on IV Substance Abuse Project.
- *Develop “Health of UCSB Students” brochure for Visitors Center.*

GOAL – DEVELOP OUTREACH MECHANISMS FOR TARGETED STUDENTS.

- Develop AOD Discussion Group for students with problems.
- Develop “on-site” intervention strategies with first year students, athletes and members of fraternities / sororities.

ENVIRONMENT

GOAL – INCREASE MEDIA COVERAGE OF AOD ISSUES / PREVENTION STRATEGIES.

- Meet periodically with new Assistant Vice Chancellor, Public Affairs (or designee) to get AOD information out to campus and community.
- Develop collaborative relationship with *Daily Nexus* staff.

GOAL – ENHANCE ACADEMIC CLIMATE AND MAKE LESS CONDUCIVE TO AOD USE.

- Follow-up regarding academic issues with College of Letters & Science and Student Affairs Committee
 - Hold Convocation September 18, 2000.
- GOAL – CHANGE STUDENT AND PUBLIC PERCEPTIONS OF UCSB AS A PARTY SCHOOL.
- *Develop Del Playa-specific program based on Spring 2000 survey information.*
 - *Distribute and maintain social marketing normative campaign.*
- GOAL – INCREASE ALCOHOL-FREE OPTIONS FOR STUDENTS.
- Conduct focus groups through CIRCLe Network to determine campus interest / priorities for alcohol-free options.
 - Implement weekly concerts in the park in IV.
 - *Implement additional alcohol-free activities.*
- GOAL – DEVELOP MECHANISMS TO FOSTER CHANGE IN GREEK / ATHLETE COMMUNITIES.
- Continue work with Greeks on National Panhellenic Conference resolution and on plan for substance-free housing for fraternities.
 - Finalize and implement policy document regarding intercollegiate athlete conduct / hazing. Broaden draft to include all athletic teams (Sport Clubs, Intramural Sports).
- GOAL – ESTABLISH COLLABORATIONS WITH LOCAL COMMUNITY GROUPS.
- Conduct Responsible Beverage Service Training for IV Establishments and Greeks through Santa Barbara Council on Alcoholism and Drug Abuse
 - Finalize County ordinance requiring Party Planner Process and limiting number of parties in a geographic location.
 - Implement and monitor IV Community Development Peer Program.
 - *Develop IV Property Owners Responsible Landlord Program in conjunction with CAPPP.*

ENFORCEMENT

- GOAL – EXTEND UNIVERSITY JURISDICTION TO ENSURE CONSISTENT SANCTIONS.
- Continue to explore extension of jurisdiction to IV.
- GOAL – IDENTIFY GAPS AND INCREASE ENFORCEMENT OF EXISTING LAWS / POLICIES.
- Invite Director of local Alcoholic Beverage Control Office to the next Joint Task Force Meeting to discuss moratorium on liquor licenses in Isla Vista.
 - Develop methods for more consistent enforcement of existing campus policies.
- GOAL – SET AND ENFORCE STANDARDS OF CONDUCT FOR STUDENTS
- Implement conduct education / hate crimes program.

EVERYBODY'S INVOLVEMENT

- GOAL – BROADEN INVOLVEMENT IN ALL AOD PREVENTION EFFORTS
- Pursue additional collaborative grants with community agencies.
 - Develop additional tobacco efforts with County Tobacco Prevention Program.
 - Encourage more students to attend Joint Task Force meetings.
 - Get student representatives for AOD Workgroup and IV Substance Abuse Project.
 - Explore additional ways to involve parents.
 - Continue to support and collaborate with Residential Life and University affiliated halls.
 - Work with Development Office to identify sources for additional funding

EVALUATION

- GOAL – DEVELOP METHOD(S) FOR EVALUATING ALL AOD PROGRAMS.
- *Hire full time Evaluator for Student Affairs Division.*