

## **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 2001-2002.

## **Report on 2001-2002 Strategic Plan**

Prior to the 2001-2002 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 indicated activities requiring funding*):

### **EDUCATION**

GOAL – FOCUS EDUCATIONAL EFFORTS ON SAFETY AND HEALTH PROMOTION.

- Enhance Isla Vista emphasis in academic class, *Community Health for Resident Assistants and Isla Vista Community Development Peers*.
- Increase Greek participation in academic class, *Community Health for Greeks* by "requiring" the class for Risk Managers.
- Increase Sport Club participation in academic class, *Community Health for Athletes*.
- Formalize *Community Health* Peer Internship components for Resident Assistants, Greeks, Intercollegiate Athletes and Sport Clubs.
- *Initiate marketing campaign to promote safety (e.g. Be Each Other's Keeper theme)*.
- Through Summer Orientation, conduct presentations on Isla Vista for new students.
- Conduct workshops for Freshmen on "Moving to Isla Vista."
- Continue tobacco education.

### **EARLY INTERVENTION**

GOAL – DEVELOP OUTREACH MECHANISMS FOR TARGETED STUDENTS.

- Develop AOD Discussion Group for students with problems.
- Conduct Training for Intercollegiate Athlete Coaches to include information on identification and early intervention.
- Continue tobacco cessation.

### **ENVIRONMENT**

GOAL – INCREASE USE OF MEDIA AS PREVENTION TOOL AND FOR COVERAGE OF SUCCESSFUL INITIATIVES.

- Meet quarterly with Assistant Vice Chancellor, Public Affairs to get AOD information out to campus and community.
- Submit press releases regularly to campus and community media.
- Submit quarterly report on conduct cases for publication in *Daily Nexus*.
- *Advertise alcohol-free events weekly in Daily Nexus*.
- *Spotlight student social/partying successes (through Nexus ads, Parent Newsletter)*
- *Continue Social Norms campaign and secure permanent funding for it*.
- Use RHA TV Channel 84 to do ongoing AOD education for students in the residence halls (through movies, fact sheets, and independently produced videos).

GOAL – UTILIZE EXISTING CAMPUS VENUES TO INCREASE SAFETY PROMOTION WHILE DECREASING PERCEPTIONS OF UCSB AS A PARTY SCHOOL.

- Notify new students/parents about alcohol/drug and sexual assault policies before arrival on campus (through Visitors' Center, Orientation, Outreach Campus Regs, etc)
- Develop "user-friendly" brochure based on Strategic Plan (for use by Admissions Office, Visitors' Center, etc.).
- Print guidelines for classroom behavior in Kiosk and Parent Handbook for 2002-2004
- Incorporate normative, civility and Isla Vista safety messages into Convocation.
- *Disseminate unwanted sexual experiences survey results*.
- *Secure funding for outreach to Greeks and athletes for sexual assault prevention*.

- Increase University presence in affiliated residence halls (e.g. hold on-site office hours, hall meetings, etc.)
- Work on establishing informal University presence in Isla Vista (e.g. on-site office hours with administrators and staff).

**GOAL – INCREASE ALCOHOL-FREE OPTIONS FOR STUDENTS.**

- *Lobby for permanent funding for a large alternative programming budget.*
- Pursue outdoor event space.
- Explore IV businesses sponsoring Alcohol Free Nights.
- Encourage Associated Students to institute campus-community shuttle.
- Explore more constructive social activities for Discovery Days and early Fall Quarter (e.g. Arts & Lectures movies every night, Student Alumni Association activities, voter registration, block parties).
- *Develop campus-wide healthy lifestyle campaign with point system toward a grand prize. Points to be earned through involvement in activities and academic classes that promote health.*
- Encourage Greek events in the University Center Hub.
- Work toward substance-free Greek housing.

**ENFORCEMENT**

**GOAL – INCREASE METHODS FOR CAMPUS CONDUCT AND POLICY COMPLIANCE.**

- Extend campus conduct jurisdiction for violence, threats of violence, stalking, hazing, and sexual harassment.
- Explore possibility of parental notification for AOD offenses committed in Isla Vista.
- Explore community service options as student disciplinary sanctions.
- Establish mechanisms for enforcing "Substance Abuse Policy and Implementation Guidelines."
- Conduct Training for Intercollegiate Athlete Coaches to include information on developing and enforcing policies.
- Increase enforcement of Greek Risk Management policies.

**GOAL - SUPPORT LAW ENFORCEMENT, COMMUNITY AND COUNTY EFFORTS.**

- Assist with implementation and evaluation of Landlord Notification program. (Isla Vista Foot Patrol to notify landlords when citations are issued at their properties.)
- Assist with development of new Santa Barbara County AOD-related ordinances.
- Facilitate fostering of better relationships between students and Isla Vista Foot Patrol.

**EVERYBODY'S INVOLVEMENT**

**GOAL - SUPPORT COMMUNITY AND COUNTY EFFORTS.**

- Intensify UCSB's relationship with Santa Barbara Community College (SBCC) for working on AOD issues in University affiliated residence halls (conduct, activities, communication, sexual assault).
- Recruit SBCC students as Isla Vista Community Development Peers.
- Participate in Isla Vista Community Safety Working Group with Foot Patrol, IV Parks & Recreation, Santa Barbara County and Santa Barbara Community College.
- Develop action plan with measurable goals for Isla Vista Substance Abuse Project.

**GOAL - INCREASE CAMPUS / ISLA VISTA AOD TASK FORCE INVOLVEMENT.**

- Include small group discussion time in Task Force meetings.

Develop sub-committees to work on special initiatives.

**GOAL - INCREASE STUDENT INVOLVEMENT.**

- Continue to encourage student participation in AOD Workgroup and Task Force (including Associated Students representatives).

- Formalize campus e-mail network to notify students of alternative activities and healthy lifestyle initiatives.
- Develop Isla Vista e-mail network for Community Development Peers to use for communicating with neighbors about alternative activities and community standards.

GOAL - INCREASE FACULTY INVOLVEMENT.

- Include Curriculum Infusion mini-grant applications in faculty mailing of Core Survey results and Strategic Plan.

#### **EVALUATION**

GOAL – DEVELOP METHOD(S) FOR EVALUATING ALL AOD PROGRAMS.

- Provide needed materials to Mid-America Research Institute
- *Obtain permanent funding for CORE Survey*
- *Obtain permanent funding for Sexual Experiences Survey*
- Establish better tracking mechanisms for Curriculum Infusion Mini-Grants.
- Present all evaluation data to the Joint Campus / Isla Vista AOD Task Force.