

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 2002-2003.

THEMES / GOALS

- Increase the number of alcohol-free options for students
- Decrease the image of UCSB as a “party school”
- Encourage strategies for improving living conditions and increasing pride in Isla Vista
- Decrease AOD-related sexual assault
- Explore innovative approaches to disciplinary sanctions and consequences
- Improve relations between law enforcement and students
- Evaluate programs and use results to guide future program emphases

EDUCATION

OBJECTIVE - INCREASE EDUCATIONAL EFFORTS ABOUT AOD-RELATED SEXUAL ASSAULT

- Schedule educational programs by male Sexual Assault Coordinator
- Increase enrollment in *Community Health* classes for Greeks and athletes
- Implement Men’s Action Group directed toward UCSB men that includes retreats and seminars on appropriate expression of male roles and boundary setting

OBJECTIVE - DEVELOP ADDITIONAL EDUCATIONAL EFFORTS TO IMPROVE STUDENT HEALTH, SAFETY AND LIVING CONDITIONS

- In conjunction with Physical Activities and Recreation Department, finalize and implement new class on Health and Performance
- Explore using video of student arrest for educational programs.
- Approach Fall 2002 Persuasion class to design materials to promote safety (e.g., *Be Each Other’s Keeper* theme)
- Create standard format and offer additional workshops for Freshmen on *Moving to Isla Vista*
- Formalize *Community Health* Peer Internship components for Resident Assistants, Greeks and Athletes
- Include information regarding AOD resources, parental notification, etc. through links to various campus web sites and information to identified campus departments
- Include AOD resources/early intervention/counseling services on Access Cards, BARC statements, etc. and through educational events on campus

EARLY INTERVENTION

OBJECTIVE - INCLUDE EARLY INTERVENTION STRATEGIES IN DISCIPLINARY SANCTIONS

- Devise strategies for sanctioning AOD-related offenders to AOD Discussion Group
- Implement parental notification program keeping the focus on prevention and early intervention vs. punishment

ENVIRONMENT

OBJECTIVE - INCREASE ALCOHOL-FREE OPTIONS FOR STUDENTS

- Continue to explore, develop and support University sponsored alcohol-free social activities
- Lobby for permanent funding for a large alternative programming budget

- Encourage Isla Vista businesses to sponsor alcohol-free nights
- Develop a “classy” Greek renewal kickoff event and continue to explore and develop other alcohol-free social events for Greeks (including events in the University Center Hub)
- Encourage student groups and other event planners to schedule events on Thursday, Friday and Saturday nights
- Continue to work on promoting student use of “alternative” event spaces

OBJECTIVE - INCREASE SOCIAL, ACADEMIC AND RESIDENTIAL ENVIRONMENT THAT SUPPORTS HEALTH-PROMOTING NORMS

- Explore additional ways of giving positive rewards for positive behaviors within the Greek community
- Continue working to extend class offerings on week nights and Fridays
- Increase University presence in affiliated residence halls (e.g., hold on-site office hours, hall meetings)
- Continue to explore the creation of an informal University presence in Isla Vista
- Explore development of landlord lease renewal incentives (e.g., rent reduction to apartments with no citations)
- Explore possible incentive awards for Isla Vista beautification (e.g., individual apartment or block awards; grants to landlords)
- Explore the possibility of establishing “sober living” apartments in Isla Vista

OBJECTIVE - INCREASE USE OF MEDIA FOR COVERAGE OF SUCCESSFUL INITIATIVES AND FOR PRO-HEALTH MESSAGES TO COUNTERBALANCE ALCOHOL ADVERTISING

- Continue to submit press releases (through Public Affairs and their Associate Vice Chancellor) about successful initiatives
- Continue to promote alcohol-free options through Weekend Spotlight in *Daily Nexus*, posters fliers, web sites, RHA TV
- Implement 21st birthday email greeting with safety, moderation and normative message
- Initiate marketing campaign to promote safety (e.g., *Be Each Other’s Keeper* theme)

ENFORCEMENT

OBJECTIVE - ENHANCE METHODS FOR CAMPUS CONDUCT AND POLICY COMPLIANCE

- Implement Parental Notification for AOD offenses committed in Isla Vista
- Explore the implementation of restorative justice and other alternatives for disciplinary purposes
- Develop mechanisms for reporting and enforcing strict sanctions for AOD-related sexual assault among Greeks
- Increase enforcement of Greek Risk Management Policies
- Based on NCAA Sports Medicine Handbook, continue development of Intercollegiate Athletic departmental policy on AOD education and abuse prevention
- Continue to establish mechanisms for enforcing “Substance Abuse Policy and Implementation Guidelines”

OBJECTIVE - SUPPORT LAW ENFORCEMENT, COMMUNITY, AND COUNTY EFFORTS

- Support new Santa Barbara County AOD-related Community Safety Ordinance.

- Work with criminal justice/court system/probation department to encourage the assignment of community service options in Isla Vista for UCSB student offenders
- Continue to support implementation and evaluation of Isla Vista Foot Patrol's Landlord Notification Program
- Continue to work on fostering of better relationships between students and Isla Vista Foot Patrol

EVERYBODY'S INVOLVEMENT

OBJECTIVE - SUPPORT COMMUNITY AND COUNTY EFFORTS

- Utilize Isla Vista AOD Council members as spokespersons/presenters for Isla Vista AOD issues and as advocates for AOD Workgroup activities
- Continue collaborations with Santa Barbara City College

OBJECTIVE - INCREASE CAMPUS/ISLA VISTA AOD TASK FORCE INVOLVEMENT

- Invite representatives from Environmental Health & Safety and Campus Fire Department to Joint Task Force meetings
- Invite *Daily Nexus* editors to AOD Task Force quarterly meetings
- Continue to encourage student participation in AOD Workgroup and Task Force (including Associated Students representatives)

OBJECTIVE - INCREASE PARENTAL INVOLVEMENT

- Seek out parents to serve as spokespersons and advocates for AOD-related change

EVALUATION

OBJECTIVE - DEVELOP METHOD(S) FOR EVALUATING AOD PROGRAMS

- Develop and implement evaluation plan for parental notification, landlord notification and Community Safety Ordinance to determine if they reduce AOD offenses.
- Participate in and provide needed materials for National Institute on Alcoholism and Alcohol Abuse project with other UC Campuses
- Continue to provide needed materials to Mid-America Research Institute for their evaluation of campus and community AOD prevention efforts