

**2002–2004 BIENNIAL REVIEW  
UNIVERSITY OF CALIFORNIA, SANTA BARBARA  
ALCOHOL AND OTHER DRUG PREVENTION PROGRAM**

Addendum A

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*Introduction*

The University of California, Santa Barbara (UCSB) and the adjacent community of Isla Vista strive to create a safe, healthy, and learning-conducive environment through the promotion of healthy choices concerning the use of alcohol, tobacco, and other drugs. The program emphasizes the elimination of harmful use, high-risk behavior and related violence.

Situated about ten miles from downtown Santa Barbara, UCSB is bordered by the ocean and the community of Isla Vista. The population of Isla Vista is approximately 20,000, within one square mile, making it one of the most densely populated areas in California. The average age of Isla Vista residents is 21 years. The residential campus has approximately 17,000 undergraduate and 3,000 graduate students. The combination of an excellent climate, the ocean, easy bicycle access and student dominated Isla Vista has made UCSB a very popular campus – one that sometimes has the reputation of a “party school.”

According to our most recent CORE survey data (2003) UCSB’s binge-drinking rate has gone up from 50% in 2001 to 54.7% in 2003. With the national average at 42%, UCSB’s binge drinking rate is a serious problem and its reduction has become a main objective of the AOD program. Seventy-eight percent of our students report that they have consumed alcohol in the past 30 days. Seventy-three percent of our underage students report that they have consumed alcohol in the past 30 days. Forty-four percent of all students have reported public misconduct because of their alcohol use. Thirty-one percent of all students have experienced personal problems due to alcohol or drug use. By almost every measure, UCSB students drink more and have more personal problems related to their drinking than students at other University of California campuses. However, UCSB has one of the lowest rates of self-reported drinking and driving among UC campuses.

UCSB has a national reputation of being a party school. In 2003 UCSB was ranked as the #20 party school in the nation by the Princeton Review. While our binge-drinking rate exceeds the national average, it is Isla Vista that is responsible for the party school image. The party scene in Isla Vista is our primary problem drawing hundreds and often thousands of out-of-town partygoers every weekend.

The Isla Vista Foot Patrol (jointly staffed by the Santa Barbara County Sheriff’s Department, the California Highway Patrol, and UCSB Police) has a zero tolerance policy regarding AOD violations. DUI and BUI are a very high priority and all officers are specially trained in these areas. These officers patrol Isla Vista on foot, on bicycles and in cars and routinely give citations and/or make arrests.

## *History*

In 1979 Vice Chancellor Edward Birch recommended the development of an Alcohol Task Force to assess the nature and degree of alcohol use by UCSB students. As a result, in the fall of 1980, the campus established an Alcohol Awareness Program. This program was the first of its kind in the University of California system and one of the first in the nation.

Components of this initial program included:

- Clinical Services: individual assessment / referral and support groups
- Educational Services: staff training and student training / placement as Peer Health Educators (PHE)
- Alcohol Task Force: continued quarterly meetings for program review, recommendations and evaluation

In 1999 UCSB adopted the Higher Education Center's Environmental Management Model for reducing AOD abuse on college campuses. The model is based on the premise that work toward environmental change takes place primarily within three spheres of action: the institution of higher education, the surrounding community, and state-level public policy. Accordingly, UCSB continues to have a strong campus-wide AOD Task Force (guided by a smaller AOD Workgroup and administrative Steering Committee) that now works in conjunction with the Isla Vista Ad Hoc Task Force on Community Standards and the Santa Barbara Fighting Back Program to affect the community and state-level public policy. UCSB is now recognized as a central figure in coordinating AOD prevention for the adjacent community (Isla Vista) and the greater Santa Barbara community.

In 2002 UCSB responded to "A Call to Action: Changing the Culture of Drinking at U.S. Colleges," a report by the Task Force of the National Advisory Council with leadership from the National Institute of Alcohol Abuse and Alcoholism, National Institutes of Health, and U.S. Department of Health and Human Services, by implementing its recommendations in its prevention program. UCSB consistently follows the recommendations of the NIAAA's tiered system in implementing science-based and effective prevention strategies.

Additionally, UCSB's AOD prevention program and strategies are influenced by the Institute of Medicine's National Research Council's "Reducing Underage Drinking: A Collective Responsibility." The preeminent goal of this document is to create and sustain a broad societal commitment to reducing underage drinking. UCSB is committed to partnering with the appropriate national, state, local, and community agencies that are in a position to prevent underage drinking.

Each year, the AOD Workgroup reviews existing activities, discusses strengths and weaknesses, and then formulates a strategic plan for the following year. The components of this review for the 2003-2004 academic year are the focus of the remainder of this document.

### *Sources of Funding for AOD Prevention at UCSB*

Over the years, UCSB's AOD program has expanded to include other drugs and to keep up with new techniques in AOD prevention. As a result of extramural funding, many strategies have been developed and institutionalized.

In the early 1990s, the U.S. Department of Education's Fund for the Improvement for Post Secondary Education supported an institution-wide grant. From September of 1991 through August of 1993, these monies were used at UCSB to create curriculum infusion projects, social marketing campaigns, and various alcohol-free options. These funds were granted again as a consortia grant from September of 1994 through June of 1997. In collaboration with health educators from eight University of California campuses, the primary focus of this grant was to compile *best practices* and to create a *strategic plan* for the implementation of recommended strategies.

The California Department of Health Services funds Tobacco Prevention and Cessation Services at colleges and universities across the state. Since 1990, the Santa Barbara County Public Health Department's Tobacco Prevention Settlement Program has provided UCSB with extramural funding to provide services on campus. These services include information and education; intake and assessment; individual and group counseling; relapse prevention; monitoring and evaluation of individual progress; follow-up and ongoing support; and referral services. Over the years, UCSB has increased tobacco prevention education through curriculum infusion and peer health education.

The California Office of Traffic Safety also plays an important role in funding the prevention efforts of UCSB's AOD Program. In January of 1994, UCSB was awarded with a Driving Under the Influence / Biking Under the Influence Awareness / Enforcement grant (through June of 1996). These funds helped to increase education and enforcement regarding binge drinking, driving under the influence, and biking under the influence. Currently, the Office of Traffic Safety is funding UCSB with another two-year grant which aims to implement programs to decrease alcohol abuse and alcohol impaired driving by university students. The funds from this grant (2003-2005) are primarily used to promote alcohol-free alternative activities (rather than drinking).

Resources from the Mid-America Research Institute Grant and the National Highway Traffic Safety Administration have been used to evaluate the UCSB AOD Program's efforts to reduce binge drinking, driving under the influence, and biking under the influence. This evaluation occurred from October of 2001 through April of 2003.

One of our newest projects is funded by the National Institute on Alcohol Abuse and Alcoholism and is being carried out by Prevention Research Center of Berkeley, California. This new project titled "Safer California Universities: A Multi-Campus Alcohol Problem Prevention Study" is a five-year research study evaluating the impact of comprehensive and community-based campus interventions using a risk-management approach.

The Automobile Club of Southern California has awarded UCSB's AOD Prevention Program with their grand prize for three of the past four years. The AAA College and University Drinking and Driving Prevention Award was given to UCSB for its comprehensive efforts to reduce drinking and driving and promote alcohol prevention on campus (2000-2001, 2002-2003, 2003-2004).

## **(1) AOD PROGRAM ELEMENTS**

The UCSB AOD Program strives to be comprehensive, utilizing the following recommended strategies from the Higher Education Center's Environmental Management Model:

- Environmental Interventions
- Education
- Early Intervention (Counseling, Referral, and Treatment)
- Enforcement
- Evaluation

UCSB also utilizes a sixth "E" called "Everybody's Involvement"

The subsequent sections will describe these elements in further detail.

## **(2) AOD PROGRAM GOALS AND DISCUSSION OF GOAL ACHIEVEMENTS**

In order to guide the UCSB AOD Comprehensive Prevention Program, the following mission statement was created in 2003:

*The UCSB alcohol and other drug program strives to create a safe, healthy, and learning-conducive environment through the promotion of healthy choices concerning the use of alcohol, tobacco, and other drugs. The program emphasizes the elimination of harmful use, high-risk behavior and related violence.*

The program consists of the following objectives:

1. Reduce the percentage of UCSB students who report negative consequences associated with alcohol and other drug use, including public misconduct, sexual assault, and other serious personal problems.
2. Reduce the percentage of UCSB students who report binge drinking by five percent over the next two years.
3. Reduce the percentage of UCSB student medical visits and criminal citations and arrests resulting from alcohol and other drug use.
4. Reduce the percentage of UCSB students who misuse alcohol and other drugs as demonstrated by student surveys.

### **ONGOING PROGRAM GOALS 2003-2004**

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The following goals remain as ongoing campus programming initiatives:

- Increase the number of alcohol-free options for students.
- Decrease negative media coverage of UCSB as a “party school.”
- Increase campus and community safety and health promotion.
- Support community collaborations (e.g., with Santa Barbara County, Santa Barbara City College; local law enforcement; Santa Barbara County hospital and treatment providers; Isla Vista property and business owners)
- Increase the consistency of enforcement and compliance with alcohol and drug policies.
- Consistently issue appropriate sanctions for alcohol and drug violations and offenses.
- Improve relations between law enforcement and the student body.

In the next few pages, please find a discussion of UCSB’s achievements in the areas of education, early intervention, environment, enforcement, everybody’s involvement, and evaluation.

## EDUCATION ACHIEVEMENTS

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### **OBJECTIVE: FOCUS EDUCATIONAL EFFORTS ON SAFETY AND HEALTH PROMOTION**

- **Health Advocate Chairs:** In addition to ongoing peer education efforts on alcohol and drugs offered through Student Health Service, a new effort began in the fall of 2003 to establish health advocate chairs in the residence halls. Students elected to this position serve as liaisons between residence hall students and professional health educators at Student Health Service. Health advocate chairs regularly communicate to professional health educators the health needs and concerns expressed by students and plan educational programs on a variety of health issues, including alcohol and other drugs.
- **Specialized Health Education Classes:** Greek community issues are addressed in the academic class, *Community Theater for Greeks* (Dramatic Art 90). Student athletic community issues are addressed in the academic class, *Community Health for Athletes* (Sociology 91F).
- **Greek Liaisons:** The Greek Health Liaison position has been implemented to allow chapter members to remain current with health information and learn how to help friends regarding health related topics. Greek Health Liaisons are trained in the following topics: sexual health, nutrition, alcohol and drugs.
- **Associated Students Isla Vista Community Relations Committee:** This committee hosts town meetings on legal aspects of living in Isla Vista and on the extension of jurisdiction. A Town Meeting regarding alcohol and violence in the campus community was held in April of 2004.
- **Online Screening Tools:** UCSB has purchased and now utilizes two web-based screening tools. The first tool, *Mystudentbody.com*, is an alcohol education and prevention website for college students, developed and tested with support from the NIAAA. *Mystudentbody.com* addresses the many high profile issues associated with high risk drinking, and helps students identify and track individual drinking behaviors and risks. Student Health Services will be providing students with 1,500 “thermometer cards” which will promote *Mystudentbody.com*. The second tool, *e-CHUG* (electronic Check-Up to Go), is an interactive web survey that allows college and university students to enter information about their drinking patterns and receive feedback about their use of alcohol. The assessment takes about 6-7 minutes to complete, is self-guided, and requires no face-to-face contact time with a counselor or administrator. UCSB will initiate marketing campaigns to promote *Mystudentbody.com* and *e-CHUG* to UCSB students.
- **Alcohol Message:** UCSB is increasing its AOD messages contained in Summer Orientation for new students. UCSB entering freshmen and transfer students now receive a direct message from the dean of students about the dangers of high-risk drinking; messages on staying safe; and resources on how to get help.
- **Transition Workshops:** UCSB now conducts workshops for freshmen on “Moving to Isla Vista.” These workshops are conducted by on-campus resident assistants (RAs), Isla Vista Community Development Peers, Community Housing Office and the First Year Experience Committee.

- **Tobacco Education:** UCSB continually provides tobacco education in health education classes; at informational tabling fairs; during special events; through informative presentations; and at Student Health Services.

**Student contacts through educational strategies (2002-2004):**

**12,431            (Student Health)**

## **EARLY INTERVENTION ACHIEVEMENTS**

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### **OBJECTIVE: INCREASE INTERVENTION COUNSELING AND TREATMENT**

UCSB is influenced by three primary early intervention strategies:

1. Motivational Interviewing (2002) Miller & Rollnick
  2. BASICS Manual: A Harm Reduction Approach (1999) Marlatt et. al.
  3. Clinical Protocols to Reduce High-Risk Drinking in College Students: The College Drinking Prevention Curriculum for Health Care Providers (2002) Flemming
- **Brief Motivational Interviewing:** The Journal of American College Health (2000) states “the efficacy of brief motivational feedback to reduce drinking among college students has been reported by several researchers.” UCSB health professionals and residence life staff are among the many people on campus being trained to provide brief non-judgmental interventions with students, a technique that has proven to be effective among college students in reducing alcohol use. By asking a few well-chosen questions about alcohol use, brief motivational interviewing helps change behavior by encouraging self-reflection. Motivational interviewing has been proven to be effective in reducing drinking among college students. In the NIAAA’s, “A Call to Action” manual 2002, they state: “Students who receive brief, personalized motivational enhancement sessions, whether delivered individually or in small groups, reduce alcohol consumption. This strategy can also reduce negative consequences such as excessive drinking, driving after drinking, riding with an intoxicated driver, citations for traffic violations, and injuries”. At UCSB, individuals who are on the front lines working with students on a daily basis are being trained to use motivational interviewing. These individuals include faculty, staff, student health doctors, counselors, coaches, residential advisors, health educators, and teaching assistants. Training is performed by a licensed psychotherapist skilled in Motivational Interviewing.
  - **AOD Counseling and Assessment:** UCSB now stations a professional AOD counselor in its largest residence hall (1300 students). This provides approximately 1/3 of freshmen UCSB students with easier access to free and confidential help.
  - **Emergency Room Referrals:** Goleta Valley Cottage Hospital Emergency Room distributes AOD information and reports student AOD-related admissions to Student Health Service for follow-up.
  - **Social Worker:** UCSB students in crisis are eligible for free services in identifying factors that are obstacles to their success. Together the social worker and student develop a plan to access resources needed to overcome these obstacles. A network of professional staff members makes referrals to the social worker when necessary.
  - **National Alcohol Screening Day:** UCSB recently participated in National Alcohol Screening Day (NASD) in April of 2004. NASD is an annual event that provides information about alcohol and health as well as free, anonymous screening for alcohol-use disorders. UCSB was one of many event sites located in community, college,

primary health care, military and employment settings. At UCSB, this event provided outreach, screening and education about alcohol's effects on health for the student population. The theme, "Alcohol and Health, Where Do You Draw the Line?" focused on a broad health message that is applicable to anyone who drinks alcohol. NASD is a program of Screening for Mental Health (SMH), and is conducted in collaboration with the National Institute on Alcohol Abuse and Alcoholism (NIAAA) and the Substance Abuse and Mental Health Services Administration (SAMHSA) of the U.S. Department of Health and Human Services.

**OBJECTIVE: DEVELOP OUTREACH MECHANISMS FOR TARGETED HIGH-RISK STUDENTS**

- **Athletes:** UCSB conducts training for intercollegiate athlete coaches to include information on identification and early intervention.
- **Tobacco Users:** Groups and individual cessation sessions are held weekly throughout the academic year.
- **Freshmen:** UCSB has implemented the "Frosh Flash E-Newsletter": Monthly e-mails are sent to all UCSB freshmen from the Director of First-Year Programs. These e-mails include information on alcohol-free events, workshops, safe partying, office hours, classes, etc. that might help freshmen adapt to their new surroundings. Students treat this as their electronic mentor/advisor and are able to reply to schedule a private and confidential appointment.
- **Parents:** Parent workshops are provided to parents through Summer Orientation and articles are published in quarterly parent newsletters to help parents recognize and intervene when their children exhibit signs of AOD problems.
- **Marijuana Users:** UCSB's AOD program is increasing education and outreach for marijuana abuse. UCSB intends to begin a process group regarding the harmful effects of marijuana.
- **Men:** UCSB's new Men's Action Group consists of harm reduction interventions directed toward UCSB men that include retreats and seminars on appropriate expression of male roles, AOD use, and boundary setting.
- **21<sup>st</sup> Birthday Celebrators:** UCSB students turning 21 receive an e-mail from the vice chancellor for student affairs containing happy birthday wishes, encouragement to celebrate responsibly, and safety tips. The 21st Birthday E-mails program is a noteworthy success. Anecdotal data, coupled with self-reported student appreciation confirmed that the reception of this e-mail by students has been positive.

**Student contacts through AOD counseling services (2002-2004):**

**540** (Student Health)  
**713** (Counseling & Career Services).

**Student referrals for AOD counseling / treatment (2002-2004):**

**40** (as reported by campus departments)

**Employee contacts through AOD counseling services (2002-2004):**

**250** (Academic / Staff Assistance Program).

**Employee referrals for AOD counseling / treatment (2002-2004):**

**10** staff  
**0** faculty (as reported by campus departments).

## ENVIRONMENTAL ACHIEVEMENTS

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### **OBJECTIVE: INCREASE PROMOTION OF UCSB'S PREVENTION INITIATIVES**

- **Community Education Efforts:** UCSB's AOD prevention program is committed to working collaboratively with our partners in the community which include Santa Barbara County's AOD Program, Santa Barbara Medical Providers, and Santa Barbara Sheriff's Department. UCSB has been invited to demonstrate its community collaboration efforts at the American College Health Association's 2004 Annual Meeting. Our program proposal "Alcohol and Other Drug (AOD) Prevention: A Campus-Community Collaboration Approach" was accepted as a poster session. In addition, UCSB's AOD program presented at Santa Barbara's community hospital's Psychiatric Grand Rounds in an attempt to educate AOD treatment providers, medical staff, and the public and gain their support for our prevention efforts.
- **Press Releases:** UCSB submits press releases regularly to campus and community media. Numerous articles have been published promoting prevention initiatives and applauding efforts.
- **Alcohol-Free Event Advertising:** The "Daily Nexus" newspaper continually advertises alcohol-free events weekly in the highlighted Weekend Spotlight section.
- **AOD Website:** This website will be launched in the fall of 2004 and will highlight key successes in prevention comprehensive program initiatives, policies, and information.

### **OBJECTIVE: UTILIZE EXISTING CAMPUS EVENTS TO INCREASE SAFETY PROMOTION WHILE DECREASING PERCEPTIONS OF UCSB AS A PARTY SCHOOL**

- **Policy:** New students/parents are now notified about AOD and sexual assault policies before arrival on campus. Accomplished through Summer Orientation, student and parent handbooks, and various campus web sites.
- **Convocation Message:** Normative, civility, and Isla Vista safety messages have been incorporated into Convocation since fall 2000.
- **Women's Center:** Work has been done with the campus Women's Center to raise awareness regarding the correlations between alcohol, violence, and sexual assault.
- **Greek Community:** UCSB is currently securing funding for outreach to Greeks and athletes for sexual assault prevention. In addition, UCSB is pursuing funding for outreach to the Greek community for Alcohol Skills Training Program.
- **Residence Halls:** The University has increased its presence in affiliated residence halls and helped to establish consistent policy enforcement in these halls.

### **OBJECTIVE: INCREASE ALCOHOL-FREE OPTIONS FOR STUDENTS**

- **Alternative Social Alcohol-Free Programs:** In addition to ongoing Weekend Spotlight advertising in the Daily Nexus student newspaper, the Office of Student Life is offering mini-grants to student groups wishing to organize student-initiated weekend social programming. Funding for these events (ranging from \$300 to \$1000) comes from a new mandatory student fee passed by students in spring of 2003. In addition, several prominent faculty members are working with student affairs administrators to bring more cultural activities to the community of Isla Vista as another alternative to the large open parties that dominate the social scene.
- **Substance Free Greek Housing:** UCSB has adopted a “dry house” alcohol-free policy with the Greek community.

***OBJECTIVE: TAKE REASONABLE PROTECTIVE MEASURES TO GUARD AGAINST FORESEEABLE HAZARDS AND RISKS IN THE SCHOOL ENVIRONMENT***

- **Isla Vista Landlord/Property Owners Program:** An Isla Vista Responsible Landlord Program has been developed to set consistent standards and strengthen tenant contracts regarding sanctions for AOD problems. A handbook for property owners and managers on effective management of alcohol-related problems has been created and small landlord and property owner groups are currently meeting to implement these standards.
- **Alcohol Sensitive Information Planning System (ASIPS):** ASIPS data allows police departments to capture data about AOD involvement in all police events. The ASIPS program provides summary reports of alcohol and drug involvement to the community through "community tours" reports which combine tables, charts, and geographical maps (Project Manager: Dr. Friedner Wittman, UC Berkeley). This AOD data is utilized in our current environmental prevention efforts.
- **Isla Vista Alcohol and Other Drug Council:** This group is comprised of community members, students, landlords, business owners, UCSB administration, and representatives from both Santa Barbara County and the Isla Vista Foot Patrol. Current projects/issues include: keg registration; density of Isla Vista alcohol outlets; and the implementation of an alcohol permit system in Isla Vista parks.

## **ENFORCEMENT ACHIEVEMENTS**

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### ***OBJECTIVE: INCREASE METHODS FOR CAMPUS CONDUCT AND POLICY COMPLIANCE***

- **Extension of Jurisdiction:** UCSB is now in the third year of extending jurisdiction of the campus conduct system to students off campus who are charged with violence, threats of violence, sexual harassment, stalking, and hazing.
- **Parental Notification:** Since September 2002 parents of UCSB undergraduates who are arrested or cited in Isla Vista for alcohol or other drug offenses now receive letters notifying them of the arrest or citation. These letters also provide information on resources available to assist UCSB students. Between September 2002 and June 2004 UCSB sent 770 parent notification letters. Comparison with data on the number of UCSB students arrested and cited for AOD offenses during the fall quarter prior to implementation of parental notification, shows a 45% decrease in UCSB students arrested or cited after implementation of parental notification. The Parental Notification program demonstrates the university's commitment to reduce high-risk drinking for its students.

### ***OBJECTIVE: SUPPORT LAW ENFORCEMENT, COMMUNITY, AND COUNTY EFFORTS***

- **Community Safety Ordinance:** This new ordinance was approved by the Santa Barbara County Board of Supervisors in summer of 2002 and actively supported by the university. The Community Safety Ordinance allows the Isla Vista Foot Patrol to close down parties that create a public nuisance; that is, parties where three or more crimes are occurring (e.g., minor in possession of alcohol, assaults, etc.), objects are being thrown, slam dancing is taking place, or a keg is in view from the street. This new ordinance has been used successfully so far without the need for issuing citations for failure to comply.
- **Property Owner Notification:** Property owner notification was implemented with support from the university and the community by the Isla Vista Foot Patrol in February 2003. Under this program the Foot Patrol notifies rental property owners and managers when certain instances of unacceptable or unruly behavior occur at their Isla Vista properties. Letters are sent when there are chronic problems such as large parties where minors are being served alcohol or numerous noise violations. Approximately one-hundred letters have been sent so far and property owners in Isla Vista have been responsive. A number of property owners have issued warnings to their tenants while others have increased security at their properties.
- **Relationships and Communication:** UCSB facilitates the fostering of better relationships between students and Isla Vista Foot Patrol. Town Hall Meetings, student focus groups, and student participation in task force meetings are currently being held.

**Students cited or arrested for AOD-related offenses (2002-2004):**

768            on campus owned property (UCSB Police)  
4,485           in Isla Vista (IV Foot Patrol).

**AOD-related incidents of vandalism (2002-2004):**

124            in university owned residence halls  
30             in university affiliated residence halls  
3              in other campus locations.

**AOD-related disciplinary sanctions imposed on students (2002-2004):**

2,040          in university owned residence halls  
389            in university affiliated residence halls  
74             through Campus Judicial Affairs.

**AOD related disciplinary sanctions imposed on employees (2002-2004):**

24             staff (Labor Relations)  
7              faculty (Academic Personnel).

## **EVERYBODY'S INVOLVEMENT ACHIEVEMENTS**

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### **OBJECTIVE: SUPPORT COMMUNITY AND COUNTY EFFORTS**

- **Santa Barbara City College (SBCC):** UCSB has been collaborating with SBCC on a variety of AOD and safety initiatives in Isla Vista. SBCC representatives sit on UCSB community and prevention meetings. UCSB is currently recruiting SBCC for health promotion activities in Isla Vista.
- **Isla Vista Community Safety Working Group:** UCSB continues to participate in meetings of the Isla Vista Community Safety Working Group with representatives from the Isla Vista Foot Patrol, Isla Vista Parks & Recreation, Santa Barbara County and Santa Barbara City College. The mission statement of this group is to improve the safety and quality of life in Isla Vista through a focus on changes to, and enforcement of, local ordinances and policies. The Isla Vista Community Safety Working Group focuses its initiatives on enforcement, environmental, and educational strategies to help improve the safety of the residents and enhance the quality of life in Isla Vista.

### **OBJECTIVE: INCREASE CAMPUS/ISLA VISTA AOD TASK FORCE INVOLVEMENT**

- **Small-Group Discussions:** Recently, UCSB's Task Force meetings have benefited significantly from the addition of small-group discussions. This allows for breakout sessions to discuss a variety of pressing issues on the campus and in the community.
- **Sub-committees:** Sub-committees have been developed to work on special initiatives. The Isla Vista Community Safety Working Group is instrumental in developing parental and landlord notification programs and new County ordinances. Subcommittees include Greeks, Freshmen Experience, Athletes, Residential Life, Santa Barbara County Medical Providers, Sexual Assault Prevention Education, Research and Grants, Alternative Programming, Halloween, and Associated Students.

### **OBJECTIVE: INCREASE STUDENT INVOLVEMENT**

- **Student Panel:** Student participation has increased in the AOD Workgroup and Task Force. The AOD Workgroup includes representatives from Associated Students, Graduate Student Association, Office of Student Life, and other campus organizations. Our most recent Task Force meeting held in May of 2004 included a Student Panel of over 25 undergraduates.
- **E-Mail Communications:** UCSB has formalized a campus e-mail network to notify students of alternative activities and healthy lifestyle initiatives. Monthly e-mails are sent to all UCSB freshmen from the Director of First-Year Programs. These e-mails include information on alcohol-free events, workshops, safe partying, office hours, classes, etc. that might help freshmen adapt to their new surroundings. Students treat this as their electronic mentor/advisor and are able to reply to schedule a private and confidential appointment. Beginning in fall of 2004, similar e-mails will be sent to incoming sophomores, juniors, and seniors as well.

## EVALUATION ACHIEVEMENTS

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### **OBJECTIVE: DEVELOP METHOD(S) FOR EVALUATING ALL AOD PROGRAMS**

- **Safer California Colleges and Universities: A Multi-Campus Alcohol Problem Prevention Study:** This new study, funded by the National Institute on Alcohol Abuse and Alcoholism (NIAAA) is designed to help identify the most effective ways of preventing heavy alcohol consumption by college students. All UC's with undergraduate students as well as some CSU's are participating. The study will evaluate a "risk management" approach to preventing alcohol-related problems. There are two main goals of this study. The first is to prevent heavy drinking by students. The second is to minimize the danger that heavy drinking poses to intoxicated students and those around them. The program hopes to identify situations and places where heavy drinking occurs, and then prevent or minimize the risks. The research will measure alcohol consumption and problems on campuses, half of which will be randomly assigned to carry out the experimental programs and half of which will be assigned to continue with their usual programs and policies.
- **Curriculum Infusion:** In the Academic year 2002 – 2003, 7 curriculum infusion (CI) mini-grants of up to \$1000 were awarded to faculty members to cover the costs of integrating alcohol abuse prevention content into their regular courses. This money was earmarked to engage faculty in the design and delivery of prevention content within their specific curriculum. Students in the fall classes were given a pilot survey, designed to measure changes in knowledge, attitudes and behaviors. Demographic data about students was collected, including scores on social desirability. In addition, data about faculty characteristics was also collected. Based on results from the pilot, a modified pre-post survey was given to all winter & spring quarter classes. Data was collected and a database designed to enter and analyze the data. In academic year 2003 – 2004, 5 CI mini-grants were awarded to faculty interested in integrating Curriculum Infusion (CI) is the process of integrating alcohol abuse prevention content into courses that are regularly offered across the curriculum. However, these faculty were also required to receive individual training based on how to reduce high-risk college drinking based on the Final Report of the Panel on Prevention and Treatment, Task Force of the National Advisory Council on Alcohol and Alcoholism, National Institutes of Health, US Department of Health and Human Services, April 2002. The modified pre – post survey will be given to students in all participating classes. Data will be collected and a database designed to enter and analyze the 2003 – 2004 data. Following completion of this year's data entry and analysis, data between the 2 years will be compared to determine whether faculty training increases the effectiveness of CI.
- **Education Classes:** Health Education classes are taught through the departments of Education and Sociology. Classes focus on the following topics: alcohol and drugs; sexual health and relationships; community health. These courses are evaluated through pre- and post-testing surveys.

### **(3a) AOD PROGRAM STRENGTHS**

UCSB continues to make progress towards its goals in AOD prevention by striving to create a safe, healthy, and learning-conducive environment through the promotion of healthy choices

concerning the use of alcohol, tobacco, and other drugs. UCSB will continue to work with the U.S. Department of Education's Higher Education Center for Alcohol and Other Drug Prevention to implement its environmental management approach.

The strengths of the UCSB Alcohol and Other Drug Prevention Program are:

- **Community Collaboration:** UCSB is committed to community collaboration and allocates time and resources to maintaining its relationship with agencies and departments that can and do contribute to campus prevention efforts.
- **Law Enforcement:** UCSB works closely with the Santa Barbara County Sheriff's Department and supports their efforts to maintain safety in Isla Vista.
- **Counseling and Intervention Services:** UCSB is committed to the highest level of therapeutic and psychological services. UCSB currently employs several licensed professionals who deal expertly in the areas of alcohol and drug abuse. Free and confidential counseling and referrals are available to students and to employees. In addition there are Alcoholics Anonymous meetings on campus three times per week, along with numerous other meetings in the community.
- **AOD Education:** UCSB's AOD education program is based on best practices in the field as well as the latest advances in AOD information.
- **AOD Prevention:** UCSB stays current with the field of AOD prevention by attending national meetings and conferences. UCSB employs state of the art and science-based prevention strategies in its efforts to reduce high-risk drinking.
- **AOD Evaluation Efforts:** UCSB has made strides in incorporating evaluation in its AOD prevention efforts. The aforementioned curriculum infusion project, the California Safer Universities project, and pre- and post-testing in AOD interventions has added to our evaluation efforts.
- **Award Winning Prevention Program:** UCSB is the grand prize winner of the Automobile Club of Southern California's College and University Drinking and Driving Prevention Award for 2000-2001, 2002-2003, and 2003-2004.

### **(3b) AOD PROGRAM WEAKNESSES**

Although UCSB has made strides in its AOD prevention program, there still remain many challenges and areas which need considerable attention.

- **Policy Development:** UCSB needs to establish consistency among policies and protocols for addressing AOD violations.
- **Conflicting AOD Message:** Currently, UCSB students receive a variety of often conflicting messages regarding the use of alcohol and other drugs. In addition, a variety of different student groups and sub-groups promote a wide spectrum of alcohol and drug use from abstinence and responsibility to high-risk behavior.
- **Inconsistent Policy Enforcement for AOD Violations:** UCSB students are not consistently sanctioned for their violations of campus policies regarding AOD use and abuse. Therefore, these policies are yet to serve as a deterrent to unlawful and dangerous behavior.
- **Unflattering Public Reputation:** UCSB is considered a “party school” by current students, the media, and prospective students. The campus must consistently address this by promoting its excellence in education and its desire for a safe and healthy campus.

#### **(4) PROCEDURES FOR DISTRIBUTING AOD POLICY TO STUDENTS & EMPLOYEES**

Content and distribution of UCSB's AOD policy are in compliance with the Drug-Free Schools and Campuses Act.

##### **DISTRIBUTION TO STUDENTS**

- Copies are mailed to each student at the beginning of each academic year.
- The Registrar's Office gives copies to students who enroll mid-year.
- The policy is also located within various campus Web sites, printed in the general catalog and the student handbook and referenced in the quarterly schedule of classes.

##### **DISTRIBUTION TO STAFF AND FACULTY**

- Copies are distributed to each staff and faculty member through their campus mailboxes at the beginning of each academic year.
- Employees hired mid-year receive copies during new employee orientation.
- The policy is also located within various campus web sites and printed in the Personnel Policy and Procedure Manual.

## **(5) COPIES OF THE POLICIES DISTRIBUTED TO STUDENTS AND EMPLOYEES**

The Substance Abuse Policy & Implementation Guidelines for students and employees at UCSB can be accessed at <http://www.sa.ucsb.edu/Policies/SubstanceAbuse.asp>.

## **(6) RECOMMENDATIONS FOR REVISING UCSB AOD PREVENTION PROGRAM**

On an annual basis, UCSB's AOD Workgroup reviews existing efforts, considers campus and community needs, and examines recent research data to develop a Strategic Plan. The plan consists of goals, objectives and new initiatives to be implemented in the current year. Eventually, new initiatives become institutionalized as part of UCSB's Comprehensive Alcohol and Other Drug Abuse Prevention Program.

The AOD Workgroup receives primary leadership from the AOD Program Steering Committee which includes UCSB's dean of students, UCSB's campus physician, an associate dean of students, and the director of UCSB's AOD program. The Steering Committee meets numerous times throughout each quarter with the AOD Workgroup which includes representatives from numerous campus departments, along with students and community members. This group meets approximately biweekly to monitor progress throughout the year. For a complete overview of the themes and goals that emerged during strategic planning for 2003-2004, as well as the objectives and supporting activities for the year, see *Attachment 6*.

The following list demonstrates potential areas of growth, needs, and areas that would strengthen our AOD prevention efforts.

1. Increase treatment options for UCSB students, staff, and faculty. UCSB needs to continue to allocate resources to increase the provision of professional and psychological AOD counseling and assessment services in a variety of location which will increase the ease of access to these services.
2. Increase availability of AOD assessment and screening services for UCSB students, staff, and faculty.
3. Increase education regarding AOD treatment resources both on- and off-campus for UCSB students, staff, and faculty.
4. Increase the use of science-based prevention strategies on the UCSB campus and in adjacent communities for students, staff, and faculty.
5. Increase outreach and early intervention efforts for UCSB students, staff, and faculty.
6. Increase consistency of campus uniform sanction policy as demonstrated by increased alcohol and drug referrals for treatment and counseling, penalties and disciplinary actions.
7. Increase collaboration with UCSB's faculty regarding AOD prevention. Utilize the U.S. Department of Education's recommendations for faculty involvement in AOD prevention.

