

**2004-2006 BIENNIAL REVIEW  
UNIVERSITY OF CALIFORNIA, SANTA BARBARA  
ALCOHOL AND DRUG PROGRAM**

Addendum A

**UNIVERSITY OF CALIFORNIA, SANTA BARBARA  
ALCOHOL AND DRUG PROGRAM**

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*Introduction*

The University of California, Santa Barbara (UCSB) 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. UCSB's Alcohol and Drug Program emphasizes the elimination of harmful use, high-risk behavior and related violence. To this end, the program works collaboratively with campus departments, faculty, staff, students, administration, law enforcement, medical providers, and community members. UCSB administrators and staff members participate in and provide leadership to the Isla Vista Safety Working Group, the UCSB Alcohol and Other Drug Workgroup, and the Isla Vista Alcohol and Other Drug Council, all of which work together on comprehensive and collaborative prevention efforts.

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 18,000 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 survey data (2005), fifty one point one percent of UCSB's undergraduates engage in binge-drinking behavior. With the national average at forty two percent, UCSB's binge drinking rate is a serious concern and its reduction continues to be a main objective of the Alcohol and Drug Program. Seventy-nine percent of our students report that they have consumed alcohol in the past thirty days. Seventy-six percent of our underage students report that they have consumed alcohol in the past thirty days. Approximately eighteen percent of all students have reported some form of public misconduct at least once during the past quarter as a result of drinking. Forty-seven percent of all students have experienced some kind of serious personal problem due to alcohol use at least once in the last quarter. 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 2006 UCSB was ranked as the #2 party school in the nation by Playboy Magazine. 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 alcohol and drug violations. Driving under the influence (DUI) and biking under the influence (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 alcohol and other drug 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 Alcohol and Other Drug (AOD) Task Force (guided by a smaller AOD Workgroup and administrative Steering Committee) that now works to affect the community and state-level public policy in conjunction with the Isla Vista Ad Hoc Task Force on Community Standards and the Santa Barbara Fighting Back Program. 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 (NIAAA), 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, the strategies used by UCSB's Alcohol and Drug Program 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.

### *Sources of Funding for Alcohol and Drug Abuse Prevention at UCSB*

Over the years, UCSB's Alcohol and Drug program has expanded to include other drugs and to keep up with new techniques in substance abuse 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 1991 through August 1993, these monies were used at UCSB to create curriculum infusion projects, social marketing campaigns, and to help fund various alcohol-free events. These funds were granted again as a consortia grant from September 1994 through June 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 both tobacco prevention and cessation services to students. These services include education; intake and assessment; 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 has also played 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. The Office of Traffic Safety also funded UCSB with another two-year grant to implement programs to decrease alcohol abuse and alcohol impaired driving by university students. The funds from this grant (2003-2005) were primarily used to promote alcohol-free alternative activities (rather than drinking).

Since 2003 UCSB has received funding as a participant in a five-year research study. The study, entitled "Safer California Universities: A Multi-Campus Alcohol Problem Prevention Study", is funded by the National Institute on Alcohol Abuse and Alcoholism and is being carried out by Prevention Research Center of Berkeley, California. The purpose of the study is to evaluate the impact of comprehensive and community-based campus interventions, using a risk-management approach.

In 2004, the UCSB Alcohol and Drug Program was awarded a portion of the California State Incentive Grant (SIG) through the County of Santa Barbara. This three-year grant has enabled UCSB to implement a Screening, Brief Intervention, and Referral (SBIR) service at the local emergency room and at UCSB's Student Health Service. The service will be expanded over the next year to other campus locations. SBIR is a single counseling session that has been shown to be an effective way to reduce the frequency and amount of alcohol consumption. Thus, it is relevant to college students who binge drink.

The UCSB Alcohol and Drug Program is in the process of preparing a grant proposal in anticipation of the U.S. Department of Education's next grant competition for the prevention of high risk drinking and violent behavior among college students.

## **(1) ALCOHOL & DRUG PROGRAM ELEMENTS**

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

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

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

The subsequent sections will describe these elements in further detail.

## **(2) ALCOHOL AND DRUG 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 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 2006-2008**

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The following goals remain as ongoing campus programming initiatives:

- Increase the number of alcohol-free events 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.

The next few pages discuss UCSB’s achievements in the areas of education, early intervention, environment, enforcement, evaluation, and everybody’s involvement.

## **EDUCATION ACHIEVEMENTS**

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

- **Web-Based Alcohol and Drug Educational Assessment Tools**  
UCSB students have access to confidential on-line assessments and personalized feedback and/or referrals through three web sites: MyStudentBody.com, E-CHUG (Electronic CHeck-Up to Go), and e-TOKE (electronic THC Online Knowledge Experience). These sites are designed to motivate students to reduce their alcohol and drug consumption by using personalized information about their own use and risk factors. These web sites are widely advertised to students during Summer Orientation and throughout the year. They are also used as a counseling tool by the Alcohol and Drug Program and are mandated as part of the College Alcohol & Substance Education Program and in some undergraduate courses.
- **Orientation Presentations**  
Freshmen and transfer students attending Orientation hear direct messages from UCSB administrators and staff about alcohol and drug use, Isla Vista safety, campus policies and standards, local laws and ordinances, the consequences of policy violation, community membership, and student responsibility. In addition, parents are provided with information about the dangers of high risk drinking and drug use among college students and how to talk to their children about the risks of underage use of alcohol.
- **E-Newsletters**  
Monthly e-mails are sent to all UCSB students from the Student Mentor Team. These e-mails include information on alcohol and other drugs such as tips for responsible drinking, information and facts about recreational drug use, alcohol-free events, classes, etc.
- **Parent Education on Alcohol and Drugs**  
Workshops are provided to parents through Summer Orientation and articles are published in quarterly parent newsletters to help parents recognize and intervene if their children exhibit signs of alcohol or drug problems.
- **Licensee Education on Alcohol and Drugs (LEAD) Training**  
A regional representative from the California Department of Alcoholic Beverage Control (ABC) periodically provides training to UCSB staff who work in university departments that hold events where alcohol is served. Those in attendance include staff from the Faculty Club, Housing and Residential Life, Public Events, Development Staff and Business Services. Trainees are educated on topics including: criminal & civil liability, laws regarding furnishing alcohol to minors, and verifying legitimate ID for the purposes of furnishing alcohol.
- **Alcohol and Drug Education for Fraternity and Sorority Members**  
To retain recognition by UCSB all Greek Chapters must adhere to the following standards:
  - All social events conducted on property owned, rented, or otherwise used as chapter facilities with more than 30 chapter members or individuals present must be alcohol-free.
  - Social events that include alcohol must be held at licensed and insured third party vendors.

- Mandatory educational workshops for members on hazing, sexual assault, and alcohol and other drugs.

Recently, UCSB has dedicated a position to providing alcohol and drug education and leadership development for fraternity and sorority members thereby increasing the number of staff members working directly with students in the Greek system

- **Curriculum Infusion (CI)**

Grants have been provided each year since 2000 to support faculty efforts which integrate information about the effects of alcohol and other drugs (in any context: physical, social, psychological, political, etc.) into regularly offered courses across the curriculum. Faculty can have substantial impact on student knowledge, attitudes, and behaviors regarding alcohol and other drugs by using their class lectures, discussions, research, and assignments to increase students' awareness about alcohol use and abuse. The curriculum infusion strategy engages faculty in the adaptation of prevention content across their many different disciplines. Creative CI approaches are strongly encouraged. During the period 2004-2006, 12 faculty received grants to infuse 16 different courses. To date, 36 different courses have been infused with alcohol and drug information through the grant program. Follow-up questionnaires indicate that many faculty continue to infuse their curriculum in subsequent years.

- **Health Education Classes**

The following academic courses are offered at UCSB annually:

Education 109 teaches students about the factors that promote health and prevent disease based on harm reduction and behavior change theories. The class focuses on health topics most relevant to college populations including; alcohol, drugs, tobacco, nutrition, exercise, eating disorders, healthy eating, and sexual health.

Education 191B provides internship training on alcohol and drugs including life skills, health skills, and peer education skills. The class examines the role college party culture plays in a healthy lifestyle. Students who complete ED 191B are eligible to apply for an academic internship called Students Teaching Alcohol and other drug Responsibility (STAR).

Dramatic Arts 90 combines dramatic art with health education training on alcohol, drugs, eating disorders, sexual assault and sexual health. Students develop and perform health education theater aimed at the queer community, incoming freshmen, and/or other definable populations on campus.

Dramatic Arts 91 requires a commitment to perform in up to 15 summer performances for incoming freshmen as a part of Orientation Programs. The class combines dramatic performance training with health education training on alcohol, drugs, eating disorders, sexual assault and sexual health.

- **Students Teaching Alcohol and other drug Responsibility (STAR)**

STAR is an academic internship that focuses on increasing safety at UCSB. Students put into practice the helping skills and alcohol and drug knowledge they learned in ED 191B. STAR interns present health information (for example: how to reduce negative effects of alcohol, what to do in an emergency, and how to help a friend) to groups and at information tables.

- **Health Advocate Chairs**  
The Health Advocate Chair (HAC) is an elected position in the student government of each residence hall. HAC's bring health information to their hall council and residents through weekly reports, Question and Answer boxes, education programs, health bulletin boards, and other creative projects. They also act as liaisons between residents and Student Health Service, bringing health questions or referring students to health services. HAC's work with two coordinators, an advisor and a programming advisor, each of whom support their efforts to promote health.
- **Tobacco Education**  
UCSB provides tobacco education in health education classes, at informational tabling fairs, during special events, through informative presentations, and in individual counseling sessions at Student Health Service.

**Student contacts through educational strategies (2004-2006):**

**13,646      (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) Fleming.

- **Brief Motivational Interviewing**

Brief Motivational Interviewing continues to be one of the guiding frameworks of the program's strategies to reduce high-risk drinking among UCSB students. 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, resident directors and assistants, health educators, and teaching assistants. Training is performed by a licensed psychotherapist skilled in Motivational Interviewing.

- **Confidential Counseling**

UCSB's Alcohol and Drug Program provides free and confidential counseling to students who seek out services, are referred by someone else, or are concerned about a friend's use of alcohol or drugs. Depending on individual need, counselors provide assessment, counseling, education, and referral to other professionals on campus and in the community (such as psychiatrists, psychologists, physicians, alcohol and drug treatment programs, health specialists, and health educators).

- **College Alcohol & Substance Education Program (CASE)**

The CASE Program has been operating out of UCSB's Student Health Service since the beginning of fall quarter 2005. Over six hundred students had participated in CASE as of spring quarter 2006. Student enrollment in CASE generates at least seven visits per student (one intake, five class sessions, and one follow-up session) over a period of approximately ten weeks. CASE is an early intervention program intended to help college students develop the skills necessary to reduce their drinking and make safer

choices. The program acknowledges that abstinence from alcohol is the only no-risk alternative and the only legal option for those less than 21 years of age. At the same time, CASE encourages underage college students who choose to drink to do so with the least possible risk and harm. The CASE program employs evidence-based interventions in a multi week, psycho-educational group format. The CASE groups are led by trained marriage and family intern counselors who facilitate weekly groups and deliver a skills-based alcohol and drug curriculum. CASE students are required to keep a journal of their alcohol and/or drug use which is then discussed during CASE classes in the context of encouraging responsible choices. Students who complete CASE learn how to estimate their blood alcohol concentration (BAC), prevent blackouts, and respond to alcohol and drug emergencies. They also learn about the relationship between alcohol and sexual assault; tips for moderation; laws and ordinances; and refusal skills. Three weeks after completion of the program students return for a follow-up appointment with a counselor. Implementation of CASE has resulted in a significant increase in the number of UCSB staff working on alcohol and drug prevention. CASE is currently being funded by the program fees paid by students and contributions from the Division of Student Affairs, Student Health, the Dean of Students and Housing & Residential Services. The CASE Program is also being evaluated by a UCSB faculty member.

- **Skills, Awareness & Motivation (SAM)**  
The SAM Program is designed for students who have completed the CASE program and experience additional alcohol or drug problems (e.g., a second violation of alcohol and drug policy in residence halls, multiple parent notification letters, and at-risk students identified by key university personnel). Key components of SAM include students' participation in individual counseling, specialty group education classes, relapse prevention training, and a choice between a community service project, a research project on AOD issues or an AOD educational service project. Approximately twenty students participated in SAM during the 2005-2006 academic year.
- **Screening, Brief Intervention, and Referral (SBIR)**  
Screening, brief intervention, and referral is aimed at reducing alcohol use and related injuries, illnesses, and deaths. As part of the State Incentive Grant (SIG), counselors are currently providing this service on campus during weekdays and in the Goleta Valley Cottage Hospital emergency room during late night weekend hours. This program has been integrated into daily practice at UCSB Student Health Service, where medical providers work with the SBIR counselor to take advantage of the opportunity to help identify alcohol problems, promote patient education and intervention, and provide referrals for formal evaluation and treatment.
- **Emergency Room Referrals to UCSB Student Health Service**  
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 that aim to help them identify factors that are obstacles to their success. The social worker and student develop a plan to access the 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 participated in National Alcohol Screening Day (NASD) in April 2006. 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 the health of the student population. 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**

- **Tobacco Users**  
Individual cessation sessions are held throughout the academic year.
- **Freshmen**  
UCSB has implemented the "Frosh Flash E-Newsletter" which are monthly e-mails 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.
- **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.
- **Men**  
UCSB's 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. Anecdotal data, coupled with self-reported student appreciation confirms that the reception of this e-mail by students has been positive.
- **Student Mentor Team**  
Mentors, who hold professional staff positions at UCSB reach out to students through monthly electronic newsletters that feature services, events, and advice relevant to class level. These e-mails include information on alcohol-free events, workshops, safe partying, office hours, classes, etc. that might help students better connect with the campus and surrounding community. Students have the opportunity to ask questions or seek advice, via email, and mentors provide prompt responses and referrals. Mentors are also available for one-on-one appointments to coach students in finding solutions, making referrals as appropriate.

**Student contacts through AOD counseling services (2004-2006):**

4,535 (Student Health)  
    351 *Clinical visits*  
    3,967 *CASE contacts*  
    149 *SBIR contacts*  
    68 *Tobacco cessation contacts*

205 (Counseling & Career Services).

**Student referrals for AOD counseling / treatment (2004-2006):**

27 (as reported by campus departments)

**Employee contacts through AOD counseling services (2004-2006):**

23 (Academic / Staff Assistance Program).

**Employee referrals for AOD counseling / treatment (2004-2006):**

4 staff  
1 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 works collaboratively with our partners in the community, including Santa Barbara County's AOD Program, Santa Barbara medical providers, and the Santa Barbara Sheriff's Department.
- **Press Releases**  
UCSB regularly provides press releases to both campus and community media. As a result, numerous articles have been published promoting prevention initiatives and applauding efforts.
- **Alcohol-Free Event Advertising**  
Alcohol-free events are advertised on a weekly basis in the Weekend Spotlight section of the UCSB student newspaper, the "Daily Nexus".
- **ADP Web Site**  
A Web site dedicated to the Alcohol and Drug Program was launched in 2006. The Web site highlights program initiatives, policies, and information relevant to the entire UCSB community.

### ***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. This is 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 New Student 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.
- **Privately-owned Residence Halls**  
The University has increased its presence in privately-owned residence halls and helped to establish consistent policy enforcement and connections for student residents to UCSB services in these halls.

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

- **Late Night Alternative Social Programming**  
Since 2003-2004, UCSB's Office of Student Life has distributed approximately \$45,000 per year in student fee funds to registered student organizations planning to host alcohol-free late night weekend events. During the last two years, over \$100,000 in funding was allocated to over 100 student organizations that in turn drew approximately 35,000 UCSB students to events such as dances, concerts, movies, plays and cultural shows. A web site has been developed, a student internship created, a student organization award for "Outstanding Alternative Social Event" conceived and implemented, and numerous efforts have been made by the ASP Coordinator to meet with departments, student groups, and administrators to cultivate a campus commitment to providing late night alternatives to our students. During 2005-2006, two committees made up of students, staff, and administrators met to develop plans and find funding to offer a consistent program of late night events during every weekend of the year. In March, 2004, an on-line survey about late night programming was administered to undergraduates and completed by over 1,400 UCSB students. Survey results will be used by the committee to develop plans, cultivate campus support, and secure funding. In addition, other campus late night offerings have been expanded in recent years with a focus on offering events in Isla Vista (IV). These efforts include IV Live, Improvability, the Magic Lantern Film Series, and a film series produced by GRAUCHO, a graduate student group.
- **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**

- **Halloween**  
Since the late 1980s, UCSB has communicated annually with students about Halloween safety and security, and discouraged outside visitors and out-of-town college students through a media campaign. Beginning with Halloween 2004, UCSB restricted public parking on campus while still allowing UCSB students with special Halloween permits to park their cars on campus during the Halloween weekend. This has facilitated the clearance of Del Playa (a street in Isla Vista known for open parties) making it safer for pedestrians. Over the last two years, UCSB has worked very closely and collaboratively with the City of Goleta to plan for Halloween impacts on the community and to issue joint press releases. For Halloween 2005, UCSB worked collaboratively with students to revise and hone safety messages about Halloween to improve their effectiveness, and to increase the number of student-to-student efforts to provide education about Halloween safety. For Halloween, 2005, UCSB sent messages to all students about Halloween via email and continued the practice of sending information and public notices to other colleges and universities discouraging out-of-town students from coming to Isla Vista for Halloween.
- **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, the Isla Vista Foot Patrol and Isla Vista Parks and Recreation. Current projects/issues include: providing Responsible Beverage Service training to local alcohol licensees, developing and implementing the Residence Training program (a safe party host training program), coordinating a property manager's work group, and lobbying for conditional use permits.

## **ENFORCEMENT ACHIEVEMENTS**

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

- **Extension of Jurisdiction**

UCSB has continued to apply extension of jurisdiction over student conduct in cases where UCSB students have been involved in violence, threats of violence, stalking, hazing, sexual harassment, sexual assault and conduct that threatens the health or safety of the community. In recent years, several students have been formally suspended for hazing incidents. Several students involved in violent incidents have been placed on disciplinary probation and/or sanctioned with referrals to counseling or treatment programs for anger management.

- **Parental Notification**

Since 2002, UCSB has monitored alcohol and drug offenses in Isla Vista and areas adjacent to campus. In 2002, the campus began sending letters of concern to students and notifying parents in cases where a UCSB undergraduate is arrested or cited for an alcohol or other drug offense. UCSB's Alcohol and Other Drug Task Force and Work Group, the Isla Vista Community Safety Work Group, and the Isla Vista AOD Council recommended adoption of this effort after reviewing successful parent notification processes on other university campuses. Parent notification is one of many strategies employed by UCSB to reduce negative consequences of high-risk drinking. Parent notification is also a powerful tool by which to engage the parents of UCSB students with the university in efforts to reduce high-risk drinking behaviors in Isla Vista. To date, over 2,000 letters of concern have been mailed to students, followed by notification to their parents. Since 2004, the dean of students has required students with a repeat offense to see an alcohol and drug counselor on campus.

### **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 through participation in Town Hall Meetings, hosting of student focus groups, and encouraging student participation in task force.

**Students cited or arrested for AOD-related offenses (2004-2006):**

**334** on campus owned property (UCSB Police)  
in Isla Vista (IV Foot Patrol).

**AOD-related incidents of vandalism (2004-2006):**

in university owned residence halls  
**14 (TG)** in privately owned residence halls  
**1** in other campus locations.

**AOD-related disciplinary sanctions imposed on UCSB students (2004-2006):**

**4700** in university owned residence halls  
**66 (TG)** in privately owned residence halls  
**10** through Campus Judicial Affairs.

**AOD related disciplinary sanctions imposed on employees (2004-2006):**

**0** staff (Labor Relations)  
**0** faculty (Academic Personnel).

## **EVERYBODY'S INVOLVEMENT ACHIEVEMENTS**

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

- **Santa Barbara City College (SBCC)**  
UCSB continues to collaborate with SBCC on a variety of AOD and safety initiatives in Isla Vista. SBCC representatives sit in on UCSB community and prevention meetings. The CASE program is available to SBCC students who violate AOD policies in privately owned residence halls.
- **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.
- **Del Playa Property Owner Association**  
Under the leadership of the Isla Vista Alcohol and Other Drug (IV AOD) Council (a community based coalition) efforts are being made to organize owners and managers of rental properties on Del Playa, the street in Isla Vista where many large open parties take place. This effort is underway to ensure that leases prohibit kegs and large parties and that rental property owners are responsive to Foot Patrol letters under the Property Owner Notification Program.
- **Keg Tracking**  
The IV AOD Council has pursued an important change in California State law. Until recently kegs purchased in Isla Vista were identified by an easily removable paper tag. The IV AOD Council and the university asked that the state Alcohol Beverage Control agency institute a more permanent identification and tracking system on kegs to allow law enforcement to more easily identify people who have purchased kegs and hold them accountable for how the kegs are used. Resultant changes in keg tracking in Isla Vista have resulted in fewer parties with kegs.
- **Conditional Use Permits (CUP)**  
In collaboration with the County, the IV AOD Council and the university are pursuing a conditional use permit for new businesses in Isla Vista who wish to sell alcohol. These permits set conditions on how alcohol can be sold (e.g., requiring that food sales be the primary basis for a new business). Until the establishment of a CUP process is complete, UCSB, local law enforcement, and other agencies routinely protest the addition of any new alcohol permits in Isla Vista.
- **Isla Vista Commission**  
The commission coordinates ongoing activities that are currently part of the Isla Vista-UCSB relationship, and initiates or assists in the development of new programs intended to serve the mutual interests of Isla Vista and the campus. The membership of the commission includes faculty, staff, students, and administrative personnel from UCSB.

**OBJECTIVE: INCREASE STUDENT INVOLVEMENT**

- **Student Panel**

The AOD Task Force routinely includes a student panel at its regular meetings. The panel members are invited to share their candid perspective on current issues pertaining to alcohol and drug use among UCSB students.

**EVALUATION ACHIEVEMENTS**

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

- **CASE Evaluation**

The CASE program is undergoing a two-year evaluation, which is being conducted by Professor Merith Cosden of the UCSB Gevirtz Graduate School of Education. The evaluation process began as the program was launched in the fall of 2006, and will conclude in the fall of 2007. Results of the first year's evaluation will be available in summer, 2006, and will be used for program improvements. Final results will be used to determine the efficacy of the program.

- **SBIR Evaluation**

UCSB will be providing data from the SBIR program to an evaluator who will analyze the effectiveness of the broader SIG-funded Safer Isla Vista project, of which SBIR is a part. A goal of this evaluation is to provide evidence of effectiveness so that the SBIR service will be sustained beyond the final year of the grant, which ends in December, 2007.

- **Safer California Colleges and Universities: A Multi-Campus Alcohol Problem Prevention Study**

This five-year study, which began in 2003, is funded by the National Institute on Alcohol Abuse and Alcoholism (NIAAA). The study 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: to prevent heavy drinking by students; and 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**

Recently, an evaluation was completed on the effect of curriculum infusion classes on students' drinking attitudes and behaviors. Between Winter 2003, and Spring 2004, pre- and post-test data were collected at the beginning and end of the academic quarter from students enrolled in 15 different curriculum infusion classes. Data analysis revealed that students' attitudes about drugs were significantly different between pre- and post-test. The analysis also indicated a significant shift toward fewer days of drinking from pre-test to post-test, as well as significantly less drinking among females than males. Finally, a lack of significance of differences in these variables when analyzed by course indicates that these results do not seem to be influenced by the course in which the infusion occurred. These findings will be submitted for publication.

- **Peer Health Education Evaluation**

Initiated in 2003, an evaluation of the Peer Health Education program will attempt to evaluate the impact of the different elements of the program on the knowledge, attitudes and behaviors of UCSB students with respect to alcohol and drug use. Data collection began in the fall of 2003 and will conclude in the winter of 2007

### (3a) ALCOHOL AND DRUG 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 and the NIAAA protocols for clinical management.

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

- **Program Expansion:** The ADP is now an independent program, separate from health education. This shift has resulted in an increase in the number of staff dedicated specifically to issues surrounding alcohol and drugs. As a result, ADP has been able to add several new programs including College Alcohol & Substance Education (CASE), Skills, Awareness & Motivation (SAM) and Screening, Brief Intervention and Referral (SBIR).
- **Staff Expansion:** Since 2001, the number of staff devoted to alcohol and drug prevention has grown from 1.5 to 8.25.
- **Community Collaboration:** UCSB is committed to community collaboration and allocates time and resources to maintain its relationship with agencies and departments such as Goleta Valley Cottage Hospital, Santa Barbara County Courts, and the Isla Vista AOD Council.
- **Counseling:** UCSB is committed to the highest level of therapeutic and psychological services. UCSB currently employs four licensed clinicians who deal expertly in the areas of alcohol and drug abuse. Free and confidential counseling and referrals are available to students. In addition, there are Alcoholics Anonymous meetings on campus three times per week, along with numerous other meetings in the community.
- **Education:** The Alcohol & Drug Program now offers the CASE program which educates students in strategies to reduce the negative consequences associated with alcohol consumption. In addition, ADP program staff are participating as adjunct faculty with graduate programs.
- **Outreach:** The Alcohol & Drug Program has incorporated outreach initiatives into the services it has available. ADP staff provide guest lectures, student workshops and staff trainings as well presentations for community groups. In addition, ADP staff contribute to the field by providing presentations at both state and national conferences.
- **Evaluation Efforts:** UCSB is making strides in incorporating evaluation in its AOD prevention efforts. For example, the program has forged a relationship with UCSB Graduate School of Education faculty and graduate students who are conducting an ongoing evaluation of the CASE program.

### (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 is in the process of considering an expansion of the current extension of jurisdiction over off-campus conduct (in place now for violence, threats of violence, stalking, hazing, and sexual assault) to include some alcohol and drug-related conduct such as furnishing alcohol to minors, manufacture/distribution of drugs, and couch-burning.
- **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.
- **Standardized Data Collection Methods:** The methods by which data on ADP programs are collected and recorded must be standardized and consistent in order to provide accurate records on which to base program evaluations made.
- **Evaluation:** The Alcohol & Drug Program should develop systematic and consistent methods for evaluating its programs on a regular basis so as to determine program effectiveness and efficiency and to develop informed recommendations for program improvement.
- **Student Involvement:** UCSB’s alcohol & other drug prevention efforts and priorities have been largely determined without significant student input. Student input is needed to ensure that current programs are meeting student needs.

#### **(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 and to new 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 UCSB Substance Abuse Policy & Implementation Guidelines for students and employees at UCSB can be found at <http://www.sa.ucsb.edu/Policies/SubstanceAbuse.asp>

## **USE LEVELS, ATTITUDES & PERCEPTIONS ABOUT AOD PROBLEMS ON CAMPUS**

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For an executive summary of the November 2005 California Safer Schools Survey for UCSB, please see attachment A.

## **(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 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. .

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 locations 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. Establish programs that address the needs of specific university populations, such as those recovering from AOD addiction. Also, ADP would benefit from the addition of services that focus on the abuse of specific substances that are widely used by its students, such as marijuana.
7. Evaluate all ADP programs regularly and incorporate the recommendations for improvement that result from evaluations.
8. Improve the methods and protocols for the collection of data within each ADP program.
9. Increase the involvement of UCSB students in UCSB's workgroup and other on-going groups that meet to discuss and determine priorities for prevention and education.

**ATTACHMENT A**

**2005 CALIFORNIA SAFER UNIVERSITIES – STUDENT SURVEY EXECUTIVE SUMMARY**

The **2005-2006** Safer California Universities Study survey was conducted by a team of researchers led by Dr. Robert Saltz at the Prevention Research Center (PRC), a center of the Pacific Institute for Research and Evaluation (PIRE). MSI Research, the academic research division of Market Strategies, Inc. conducted the data collection in support of this study. The main purpose for this research is to collect data on alcohol and other drug use on collaborating campuses within the University of California and California State University systems. *Given the change in sample sizes of each campus from one survey year to the next, a difference between 2003-04 and 2004-05 of 5% on any of the items is relatively small and non-significant.*

This executive summary is designed to present highlights from the survey data in a conventional format. Some features of the Safer California Universities study are unique, however. For example, whereas many surveys measure alcohol or drug use in the past year, our emphasis on behavior while on campus leads us to measure use or problems just during the academic year (since the semester or quarter began).

Key Findings from students at **University of California Santa Barbara Undergraduates**

<b>Key findings on the <u>use of alcohol</u></b>	<b>Yearly %</b>		
	<b>2005</b>	<b>2004</b>	<b>2003</b>
<b>Annual prevalence:</b> Students who consumed alcohol in the past year	88.8	88.5	88.5
<b>30-day prevalence:</b> Students who consumed alcohol in the past 30 days	79.5	78.1	79.9
<b>Underage students</b> (less than 21 yrs) who consumed alcohol in the past 30 days.	76.4	74.5	75.2
<b>Binge Drinking*:</b> <i>all</i> students who reported binge drinking in the previous two weeks	51.1	46.2	NR
<b>Binge Drinking*:</b> of <i>drinkers</i> who reported binge drinking in the previous two weeks.	64.4	58.6	65.2

\* Binge Drinking: A binge is defined as consuming 5 or more drinks for males and 4 or more drinks for females in one sitting.

NR (not reported)

Following are some key findings on the use of illegal drugs

- 37.0% of the students have used marijuana in the past semester/quarter (“semester/quarter prevalence”).
- 8.9% of the students have used an illegal drug other than marijuana in the past semester/quarter (“semester/quarter prevalence”).

The most frequently reported illegal drugs used in the past semester/quarter were:

- 37.0% Marijuana (pot, hash, hash oil)

- 4.3% Cocaine (crack, coke, rock, snow)
- 3.4% Ecstasy (X, MDMA)

Following are some key findings on the consequences of alcohol and drug use:

- 17.9% reported some form of public misconduct (such as trouble with police, fighting/argument, DWI/DUI, vandalism) at least once during the past semester/quarter as a result of drinking.
- 47.4% reported experiencing some kind of serious personal problems (such as suicidality, being hurt or injured, trying unsuccessfully to stop using, sexual assault) at least once during the past semester/quarter as a result of drinking.
- 57.3% reported experiencing some kind of minor personal problem (such as missing class, having a memory loss, having a hangover, vomiting) at least once during the past semester/quarter as a result of drinking.

With regard to students' perceptions of other students' use:

- 63.8 % of students believe their friends on campus use alcohol once a week or more.
- 92.8 % of students believe male students on campus use alcohol once a week or more.
- 85.1 % of students believe female students on campus use alcohol once a week or more.

#### Sample Demographics

- 22.0% were freshmen
- 18.0% were sophomores
- 29.7% were juniors
- 30.3% were seniors
- .0% were other
- 63.9% were under 21 years old.
- 59.2% were female.
- 64.4% lived off campus.
- 98.2% were full-time students.