

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

Introduction

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

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

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

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

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

On-Going Activities

UCSB has had a strong AOD Prevention Program since 1980. For a complete overview of on-going activities (in existence prior to 1999-2000), see Appendix A.

Report on 1999-2000 Strategic Plan

Prior to the 1999-2000 academic year, the campus AOD Workgroup identified several goals for the year and developed a Strategic Plan with a variety of new activities to reach these goals. Nearly all activities were accomplished as follows:

EDUCATION ACHIEVEMENTS

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

- Sociology 91F, *Community Health* expanded to include 2 additional target populations (Greeks – Winter & Spring; Athletes – Winter & Spring)
- AOD information added to Student Affairs taught classes (Sociology 102, *University and Society*; Education 173, *Introduction to Leadership Development*).
- Interdisciplinary Studies 20, *Introduction to the University*, was not expanded. While this remains a popular idea, the large numbers of staff required for such expansion make it an unrealistic goal.

GOAL – INCREASE CURRICULUM INFUSION.

- Dramatic Art 194T, *Putting Theater to Work in the Community* established as a permanent class taught 4 quarters (students develop theater pieces about AOD and perform for targeted audiences)
- In conjunction with campus Instructional Improvement Program, 4 additional curriculum infusion projects started through mini-grants to faculty in History, English, Sociology and Women' Studies.

EARLY INTERVENTION ACHIEVEMENTS

GOAL – INFORM STUDENTS / PARENTS ABOUT AOD EXPECTATIONS.

- AOD information included through panel for Parents' Weekend.
- AOD article included in Summer 2000 Parent Newsletter.
- "Gatekeeper" Training conducted for Student Campus Tour Guides.
- Information was not included in materials from Offices of Admissions and Relations with Schools. This has rolled over into the Strategic Plan for 00-01.

GOAL – DEVELOP OUTREACH MECHANISMS FOR TARGETED STUDENTS.

- Referral system to Counseling & Career Services (C&CS) implemented for Residence Hall students subject to disciplinary action
- Funding allocated for Clinical Outreach Specialist to work on site with first year students, fraternity/sorority members and student athletes.
- Mechanisms to assure Police Department referrals to SHS were not established. This has rolled over into the Strategic Plan for 00-01.

ENVIRONMENTAL CHANGE ACHIEVEMENTS

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

- Meetings held with College of Letters and Science Dean and Provost, Academic Affairs and Student Affairs Councils to encourage for example more classes on Fridays, tests and papers due on Fridays/Mondays, etc.
- Vice Chancellor, Student Affairs sent letter to all faculty encouraging the above.
- Library hours extended beginning Fall 1999.
- Formal Convocation planned for new students 9/18/00.

GOAL – CHANGE STUDENT AND PUBLIC PERCEPTIONS OF UCSB AS A PARTY SCHOOL.

- Chancellor took strong anti-abuse stance by signing nation-wide ad campaign, publishing a letter to students in the *Daily Nexus* for National Collegiate Alcohol Awareness Week, and allocating new permanent funding (\$186,200) for AOD prevention efforts.
- One time funding allocated for a normative media campaign. Materials developed to implement campaign Fall 2000.
- *Daily Nexus* agreed to not accept alcohol advertisements promoting 2 for 1 drinks.

GOAL – INCREASE ALCOHOL-FREE OPTIONS FOR STUDENTS.

- Funding allocated for more alternative social activities.
- Focus groups with students resulted in weekly concerts to be held in IV starting Fall 2000.
- Consultation via CIRCLe network will occur Fall 2000.

GOAL – DEVELOP MECHANISMS TO FOSTER CHANGE IN GREEK / ATHLETE COMMUNITIES.

- Began discussion with Greek organizations about National Panhellenic Conference regulations regarding sorority participation at events where alcohol is present in fraternity houses. Panhellenic Executive Board took a strong leadership role in this process.
- Developed risk management binder for fraternity and sorority chapters. Held risk management training for Chapter Presidents, Risk Management Chairs, Social Chairs and New Member Educators.
- Funding allocated to reinstate Assistant Greek Advisor.
- Policy document drafted for Intercollegiate Athletes.

GOAL – ESTABLISH COLLABORATIONS WITH LOCAL COMMUNITY GROUPS.

- Received extramural funding to reduce AOD abuse through coalition building between UCSB students and Latino families in IV (IV Substance Abuse Project).
- Strengthened relationship with Santa Barbara Community Alcohol Problem Prevention Project (CAPP) and developed joint proposal to establish IV Property Owners Responsible Landlord Program. Extramural funding expected 10/00.
- Funding allocated to develop Community Advisor Program in IV. 14 IV Community Development Peers were hired for the 00-01 academic year to hold neighborhood meetings and lead discussions on safety, housing, alcohol and community standards.
- County ordinance drafted to expand Party Planner Process (party registration with IV Foot Patrol) and limit number of parties within geographic location.

ENFORCEMENT ACHIEVEMENTS

GOAL – EXTEND UNIVERSITY JURISDICTION TO ENSURE CONSISTENT SANCTIONS.

- Extension of jurisdiction to University affiliated Residence Halls nearly complete; Associate Dean assigned.
- Continued exploration of extending jurisdiction to IV.

GOAL – IDENTIFY GAPS AND INCREASE ENFORCEMENT OF EXISTING LAWS / POLICIES.

- IV Foot Patrol hired 4 additional officers and strictly enforced zero tolerance policy for all AOD laws.
- Greek Peer Review Board sanctions strengthened (including hazing and stalking).
- Policy document drafted to establish accountability for hazing/AOD issues on athletic teams.

GOAL – SET AND ENFORCE STANDARDS OF CONDUCT FOR STUDENTS

- Funding allocated for Hate Crimes/Conduct Educator – position filled 7/00.

GOAL – ASSURE COMPLIANCE WITH DRUG-FREE SCHOOLS & WORKPLACE REGULATIONS.

- Compliance oversight delegated to Director, AOD Program.
- DFSCA-required distribution of Substance Abuse Policy combined with other campus compliance issues through Office of Student Life.
- Student Affairs Division consolidated policies on all campus web sites.

