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**Substance Use Prevention within
Higher Education**

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<p>+ Goals</p> <ul style="list-style-type: none">■ Understand the post-secondary educational system in the United States■ Be able to describe current Patterns of Use with College Students■ Describe the College language and Concerns of Administrators	
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Understanding The System



+ Post-Secondary System in the United States

- Community and Technical Colleges
- Four year Colleges and Universities
- Minority Serving Institutions
 - Historically Black Colleges and Universities (HBCUs)
 - Tribal Colleges and Universities (TCUs)
 - Hispanic Serving Institutions (HSIs)
 - Asian American, Native American and Pacific Islander Serving Institutions (AANAPISIs)
- For Profit Colleges



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Community and Technical Colleges

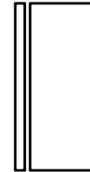


- Grant associate degrees that take about 2 years to complete, and very often leads to the course work necessary to transfer to a four-year institution for completion of a bachelor's degree
- Offer vocational training through courses that lead to a certificate
- Community colleges started as an extension of high school
- First community college – Joliet Community College (1901)



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The Evolution of the Community College



- 1920s low enrollment
- 1930s Community Colleges began offering vocational training
- 1940s and 1950s enrollment continued to increase
- 1960s lots of many new public community colleges built during this decade. Huge increase in student enrollment (1 million in 1965 to about 2.2 million by 1970)
- 1970s enrollment doubled again from 2.2 to 4.3 million



+ Why the enrollment increase at community colleges?

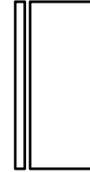
- Baby boomers came of age
- Parents desiring post secondary education for their children
- People seeking draft deferment during the Vietnam War



+ Modern Rise of Community College

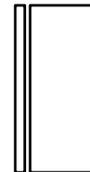
- The community college boom slowed in the latter part of the century, with enrollment growing only 23 percent between 1980 and 1999.
- Total enrollments were about 5.3 million in 1999.
- Most community colleges are public, there are a fraction are private

+ Gateway to a bachelor's degree



- Transfer or Articulation Agreements
- Dual Enrollment
 - high school students take community college courses
 - About 5% of the Nation's high-school students (number varies)
- Meeting the needs of the community
 - Many community colleges develop workforce training based on the needs of the community!

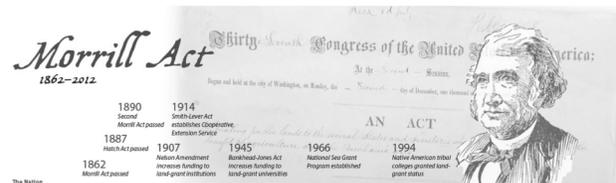
+ Growing Trend: Growth of Certificate Programs



- Enrollment Trends
 - In 1965, 74 percent of all students in public, degree-granting institutions attended 4-year schools, while 26 percent attended 2-year community colleges.
 - By 1992, however, the percentage of all public college students enrolled in community colleges had nearly doubled, to 48 percent.

+ Four Year Colleges and Universities

- Morrill Land Grant Act of 1862
- Increased in public universities
- Federal land to each of the states “*for the endowment, support and maintenance of at least one college where the leading object shall be — without excluding other scientific and classical studies and including military tactics — to teach branches of learning as are related to agriculture and mechanic arts*”



+ The Second Morrill Act

- Set up annual appropriations to land-grant institutions
- Passed in 1890
- Responsible for establishment of historically Black institutions of higher education by denying funds to states that did not provide facilities to Black students

Notable Colleges established before Morrill Act



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL



+ Minority Serving Institutions (MSIs)

- Emerged in response to a history of inequity and lack of minority people's access to majority institutions.
- Historically Black Colleges and Universities (HBCUs)
- Tribal Colleges and Universities (TCUs)
- Hispanic Serving Institutions (HSIs)
- Asian American, Native American and Pacific Islander Serving Institutions (AANAPISIs)

- +**
- In 2012, MSIs enrolled 3.6 million undergraduate students per year—20 percent of all undergraduate students enrolled in higher education—and a disproportionate percentage of students of color.
 - While HBCUs represent just 3 percent of all colleges and universities, they enroll 11 percent of African American students.
 - TCUs represent less than 1 percent of higher education institutions yet enroll 9 percent of Native American students.
 - HSIs represent only 4 percent of postsecondary institutions but enroll 50 percent of all Latino students. AANAPISIs represent less than 1 percent of all colleges and universities, yet enroll 20 percent of all Asian Americans and Pacific Islanders.



+ **Historically Black Colleges and Universities (HBCUs)**

At their beginning in the 1830s, the main duty of these institutions was to teach freed slaves to read and write. Today, there are more than 100 Historically Black Colleges and Universities in the United States, which have evolved and grown over the last 75 years.



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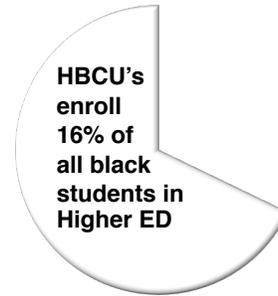
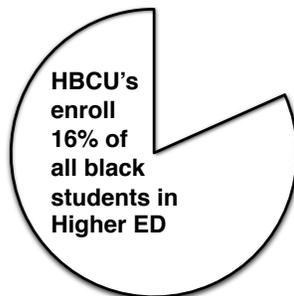
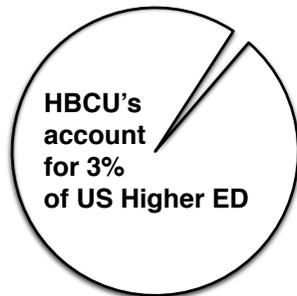
- The first great expansion in Black higher education came after the Civil War during Reconstruction; taking a different route than PWI's.
- Higher education spread mainly through institutions financed by public taxes, particularly the land-grant colleges established by the U. S.
- These land-grant institutions, tied with a growing system of state colleges, marked the surfacing of a unique style of American higher education: **publicly supported institutions of higher learning serving a broad range of students, plus providing the cultural, economic, and political interests of various local and state communities.**



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The Path of Black Higher Ed

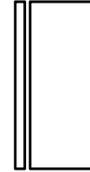
Through religious philanthropy and community effort, from the Reconstruction era through World War II, the majority of black students were enrolled in private colleges.



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HBCUs

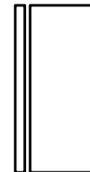
- Graduate 30 percent of all African-Americans earning bachelor's degrees
- 75 percent of black Ph.D.s, 85 percent of Black physicians, 46 percent of black business executives, 50 percent of black engineers, 50 percent of black attorneys, 40 percent of black dentists, 50 percent of black pharmacists, and 75 percent of black veterinarians.



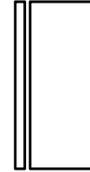
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The Mother of HBCU's

- Shaw University (founded as Raleigh Institute in 1865) is the oldest remaining HBCU below the Mason-Dixon Line.
- Alumni would go on to found and preside over North Carolina Central University, Elizabeth City State University, Fayetteville State University, and Livingstone College.
- Many of the most highly regarded HBCUs opened their doors in 1867 and 1868, including leading institutions like Howard University, Hampton University, and Morehouse College.



+ For Profit Universities



- 1976, University of Phoenix founded by John Sperling
- These "career colleges" offered certificates and sometimes associate's degrees, but they didn't typically offer bachelor's degrees.
- 1996 University of Phoenix goes public...game changer!
- 2012—12 % of American college students enrolled



**+ Current Patterns
of Use
with College Students**

+ Signs and symptoms of use

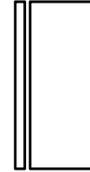
- Decreased interest in classes and extracurricular activities
- Drastic change in grades or academic performance
- Shifts in sleeping patterns or fluctuations in weight
- Time spent in new social circles, especially among those who have a reputation of abuse
- Withdrawing from friends
or acting secretive



+ High Risk* Students

- Fraternity and sorority members
- Campus athletes
- Students with mental health concerns
- Residents of on-campus housing and dorms
- Students facing extreme amounts of stress
- Additionally, research has shown that males are more likely than females to both abuse drugs and face severe consequences for it, including: arrest, injury and even death.

+ Drugs of choice on college campuses



- Alcohol makes up the vast majority of substance-related problems on college campuses. Because drinking is often socially acceptable, recognizing a problem in college students who drink can be difficult.
- Dubbed the “study drug,” Adderall and other stimulants are increasing in popularity among college students who are facing pressure to meet all of their academic requirements.
- Opiates 50% of college students are offered a prescription drug for nonmedical purposes by their sophomore year. ***Opioids are becoming the college drug of choice.***

+ Drugs of choice on college campuses



- As legislation tips in favor of marijuana legalization, more college students are turning to pot as their drug of choice. On some campuses, marijuana use outweighs even that of alcohol.
- Popularized in the 90s, ecstasy has made a resurgence in recent years in its pure form, known as MDMA or molly. College students fall well within the target age range for the “party drug,” which is most often abused by teens and 20-somethings. MDMA is most common at raves and concerts.

+ Greek Life

- Drinking and drug abuse in the Greek system is more common than students outside the system.
- Students who are part of the Greek system are up to 26 percent more likely to binge drink.
- Fraternity and sorority members are more likely than their non-Greek peers to abuse prescription drugs, including Adderall.

U.S. Department of Education's Higher Education Center

+ Relevant trends

Students who drink most include:

- Males
- Whites
- Members of fraternities and sororities
- Athletes
- Some first year students



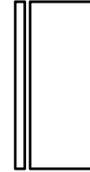
Schools where excessive drinking is more likely to occur:

- Greek systems dominate
- Athletic teams are prominent
- Schools in Northeast

Schools where excessive drinking is least likely to occur:

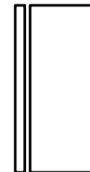
- 2-year institutions
- Religious schools
- Commuter schools
- HBCUs

+ Drug Free Schools and Communities Act (DFSCA)



- Requires campuses to prevent the use and possession of illegal drugs.
- An important aspect of the DFSCA is the requirement that campuses closely examine their prevention program on a biennial basis.

+ Cannabis on campus



- Marijuana is the most widely used illicit drug among college students.
- One in every 22 college students uses marijuana daily or near daily.
- More than 85 percent of college students think their peers used marijuana in the past 30 days; however, only 18.4 percent of college students actually used marijuana in the past month.
- In 2015, 38 percent of college students indicated they used marijuana in the prior 12 months, up from 30 percent in 2006.
- Use was at highest levels in past 3 decades

+ Alcohol

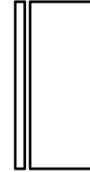
- Most popular and dangerous drug on college campuses
- Four out of five college students drink alcohol
- Nearly half of students who drink have reported binge drinking, according to a report by the National Institute on Alcohol Abuse and Alcoholism.



+ Students who drink the least attend:

- Two-year institutions
- Religious schools
- Commuter schools
- Historically Black colleges and universities

+ Students who drink the most include



- First-year students (within the first weeks of arrival)
- Males
- Whites
- Members of fraternities and sororities
- Athletes

<https://safesupportivelearning.ed.gov/sites/default/files/hec/product/dfscr.pdf>

<https://www.collegedrinkingprevention.gov/media/taskforcereport.pdf>

+ Magnitude of College Drinking Consequences



- 1,400 Alcohol-Related Unintentional Injury Deaths (1,100 Traffic)
- 2.1 Million Drove Under the Influence
- 500,000 Injured
- 400,000 Had Unprotected Sex
- 100,000 Had Sex When Unable to Consent
- 70,000 Victims of Sexual Assault
- 600,000 Assaulted

<https://www.collegedrinkingprevention.gov/>

+ Opiate Use Patterns with College Students

- Non medical use of prescription opiates is second only to marijuana as the most common form of drug use among college students in the United States
- Opioid-related insurance claims from college-age patients at Blue Cross Blue Shield nearly doubled between 2010 and 2017.
- NIH HEAL initiative started in April 2018

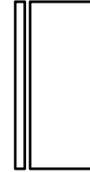


- ## + From 1993 to 2005, use of prescription opioids increased by 343% among college students
- One in four universities had an annual prescription opioid use prevalence of 10% or higher



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The World's Largest Outdoor Cocktail Party



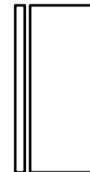
The Culture of Tailgating



- Those who tailgate are almost 5x more likely to have a BAC above 0.08
- A Harvard School of Public Health study found that “53 % of sports fans usually engage in binge drinking” prior to the beginning of a game

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The World's Largest Outdoor Cocktail Party

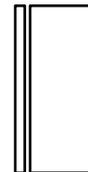


- People tailgating believe “they’ve got to polish off [their alcohol] sort of in a binge” prior to walking into a stadium
- If a moderate drinking fan has access to alcohol during the phase of a game, they will be less likely to participate in pre-game binge drinking and instead choose to drink within the stadium



+ Substance Use and Athletes

- Student-athletes, compared with other students on campus, report higher rates of heavy episodic drinking, sometimes referred to as “binge drinking” (defined as four or more drinks for women and five or more for men). Even more disturbing is that one in five male student-athletes who use alcohol report drinking 10 or more drinks in an outing when they drink.
- For marijuana, the good news is that fewer NCAA student-athletes report using marijuana than other students on campus. But the percentage of student-athletes who use marijuana has remained relatively flat over the last 10 years.



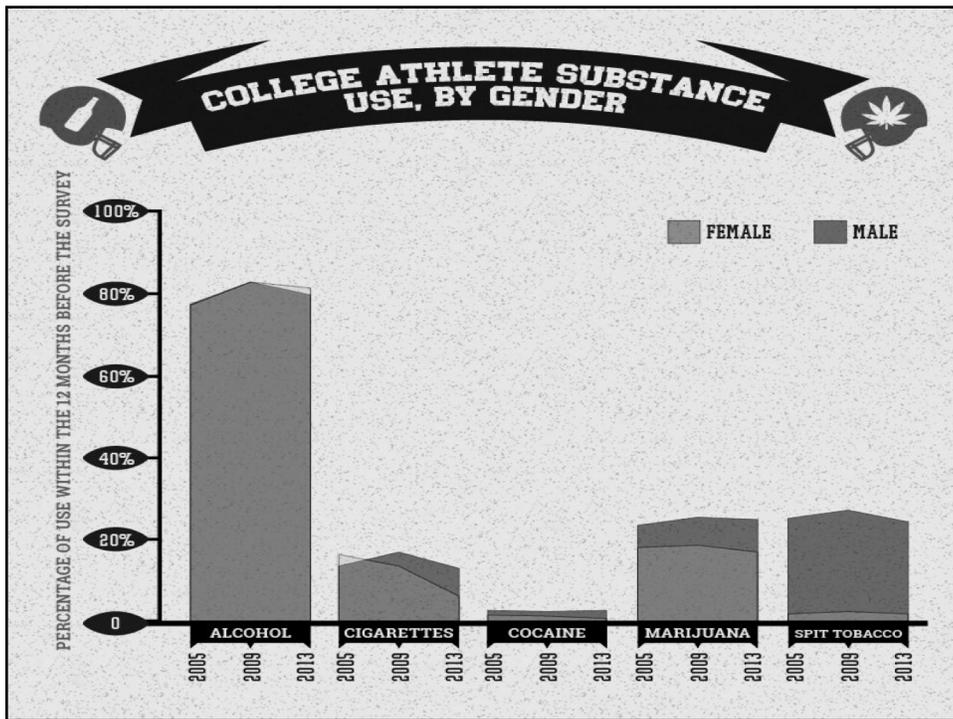
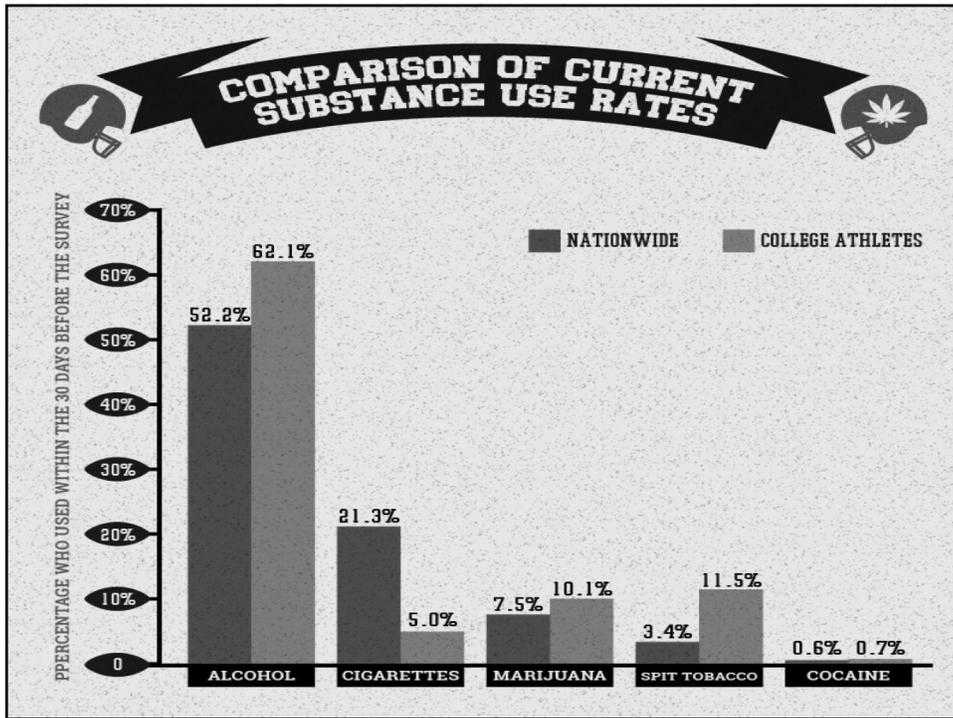
Female Student-Athletes

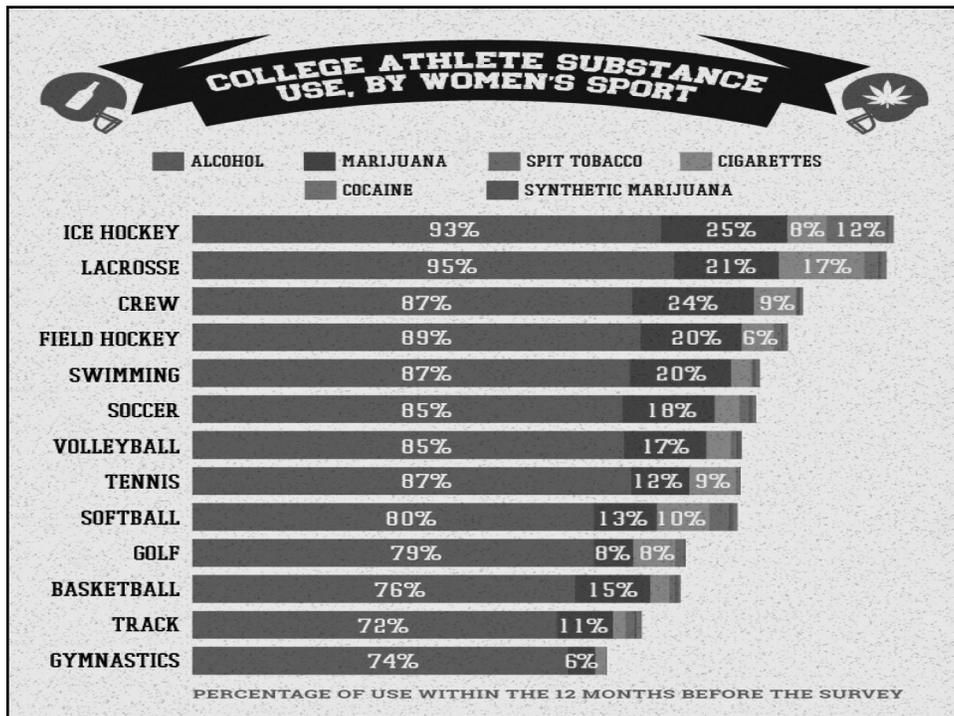
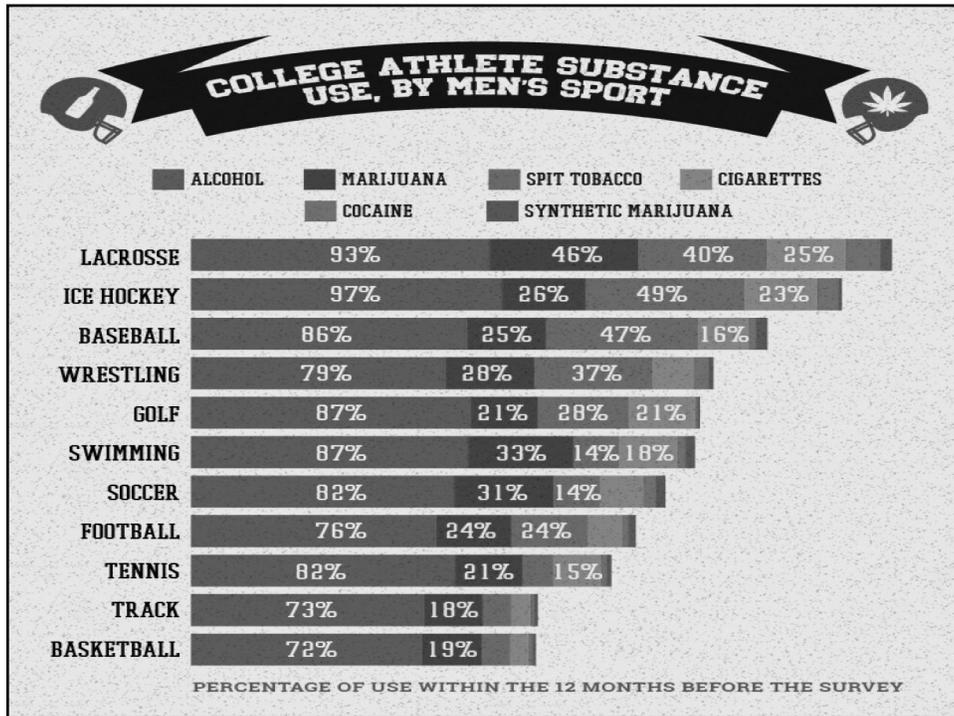
	Division I	Division II	Division III
More than 4 drinks	31.9%	32.6%	37.8%
10+ drinks	2.4%	3.2%	3.3%

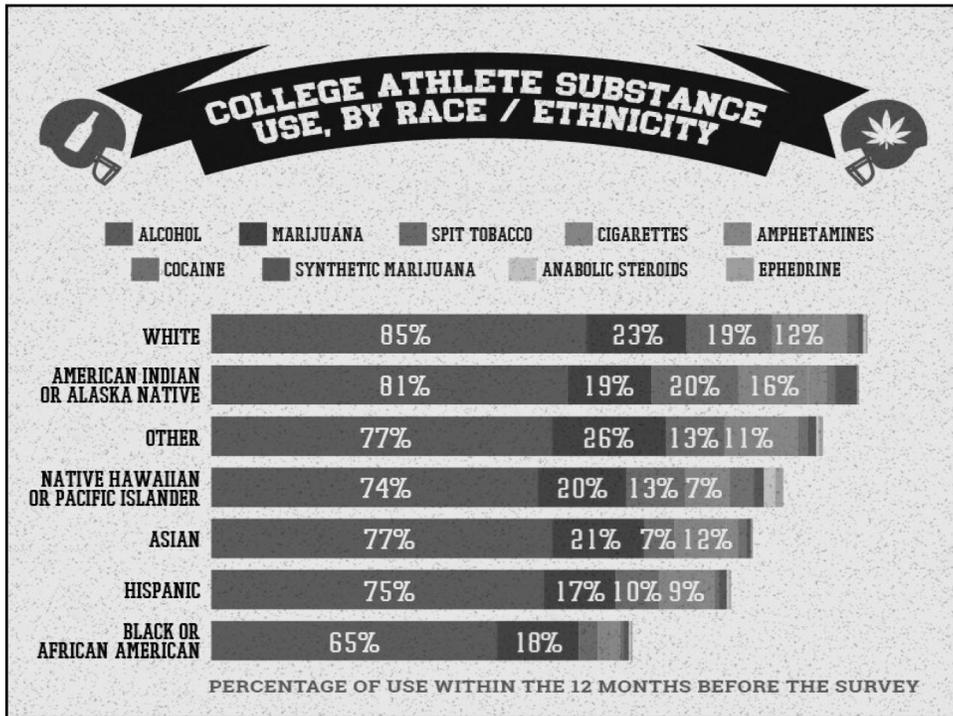
Male student-athletes

	Division I	Division II	Division III
More than 5 drinks	39.6%	39.6%	50.4%
10+ drinks	15.5%	16.8%	20.4%





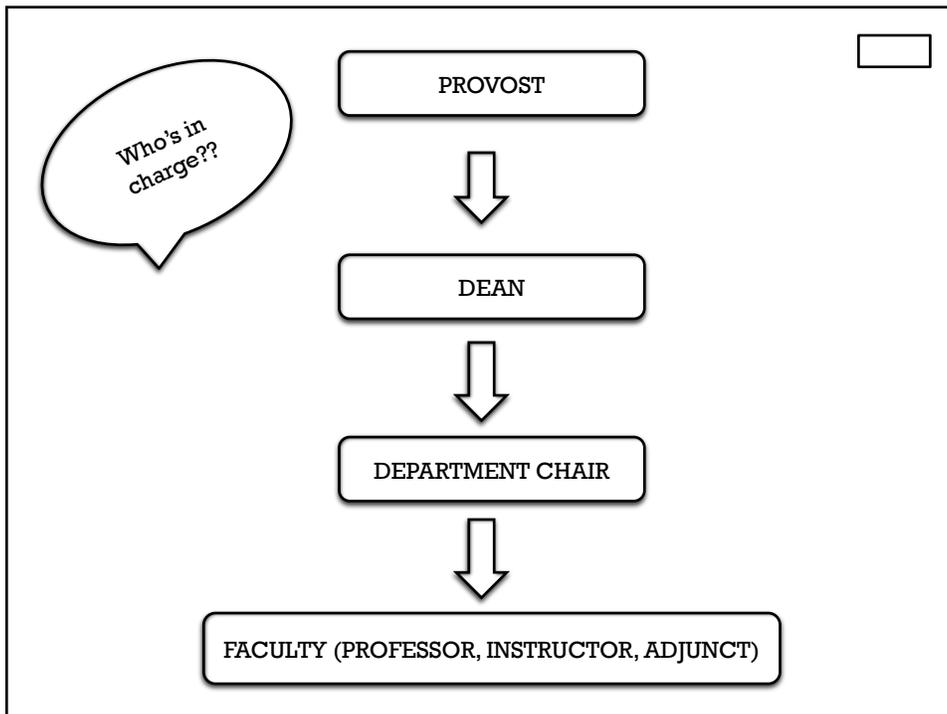




+ REACHING OUR CAMPUS PARTNERS

+ Herding Cats (Reaching out to faculty)

- Let faculty know that we are all on the same team
 - the bottom line is students.
 - Students become community members
 - Goal is often to keep students (graduates) local to grow economy, etc
 - Community members become business leaders, etc.
 - Back to us (round and round we go)

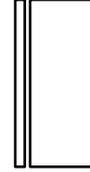


+ What Majors could we approach?

- Psychology
- Sociology
- Rehabilitation Services/Rehabilitation Counseling
- Biology
- Nursing
- Criminal Justice
- Health Sciences
- Addiction Courses

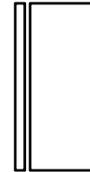
**+ Effective SA Prevention
Strategies with College
Students**

+ The Step UP! Bystander Intervention Program



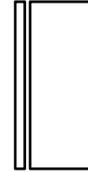
- Provides administrators with training materials to help student-athletes exercise leadership and to "step up" when a teammate or friend is engaged in potentially harmful or dangerous situations.
- Step UP! was developed from research that recognizes the desire of students to help a friend in distress but feel ill-equipped to do so safely and effectively.
- Step UP! training overcomes the bystander effect that sustains inertia, and takes students through the five-step process to recognize a problem and to take personal responsibility to help.

+ Effective SA Prevention Strategies with College Students



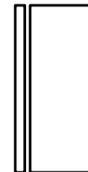
- ① College and Substance Education
- ② Screening and Brief Intervention
- ③ UCF Alcohol and Other Drug Prevention
- ④ College Coalition for Substance Abuse Prevention

+ College and Substance Education (CASE)



- The CASE program is an abstinence and damage control intervention program, developed and implemented at University of California, Santa Barbara.
- CASE is a component of UCSB's comprehensive alcohol and drugs program that constitutes of online educational resources, active parents involvement, peer education, and environmental management strategies.
- The program is based on evidenced-based practices including motivational interviewing, cognitive-behavioral therapy and skill development with at-risk or affected students.

+ Screening and Brief Intervention



- Designed, implemented and evaluated at the University at Albany, the STEPS program is a comprehensive Screening and Brief Intervention (SBI) strategy based on the Brief Alcohol Screening and Intervention for College Students (BASICS)
- The intervention is for excessively drinking students who have experienced or are at risk for alcohol-related repercussions.
- The STEPS model is focused on the reduction of alcohol consumption and on limiting the associated negative results.
- This is accomplished through the adaptation of effective interventions particularly targeted at high-risk drinkers population. These include the first-year students, student-athletes and students seeking physical and/or mental health care.

+ UCF Alcohol and Other Drug Prevention

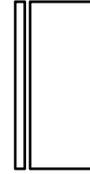
- The University of Central Florida (UCF) Alcohol and Other Drug (AOD) preventive measures are relative to an integrated, comprehensive program for combating high-risk drinking and form multi-disciplinary partnerships at several levels.
- The AOD prevention office (the REAL Assistance program) in collaboration with the Substance Use Research Group (SURG) is responsible for developing a campus and community prevention strategy and operational plan.
- Within this program, two initiatives, that have been operational for two years, have been highly recommended by the U.S. Department of Education as exemplary. These initiative are the Expectancy Challenge Alcohol Literacy Curriculum (ECALC), and the Feedback-Based Alcohol Interventions for Mandated Students.

+ The College Coalition for Substance Abuse Prevention (CCSAP)

- works to promote a collective substance abuse prevention and awareness program for all Washington State institutions of higher learning.
- CCSAP sponsors an annual statewide college wellness conference for students, staff and faculty. It also conducts educational webinars to encourage updated research on substance abuse, mental health and its effect on students. Online self-assessments for substance abuse are also held for numerous colleges.

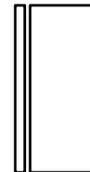
+ 3-in-1 Framework

- The 3-in-1 Framework is a useful introduction to encourage presidents, administrators, college prevention specialists, students, and community members to think in a broad and comprehensive fashion about college drinking.
- Individuals, including at-risk or alcohol-dependent drinkers
- Student body as a whole
- College and Surrounding community

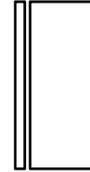


+ Tier Approach

- Tier 1: Evidence of Effectiveness Among College Students
- Tier 2: Evidence of Success With General Populations That Could Be Applied to College Environments
- Tier 3: Evidence of Logical and Theoretical Promise, But Require More Comprehensive Evaluation
- Tier 4: Evidence of Ineffectiveness

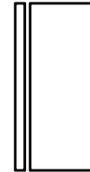


+ Tier 1



- Combining cognitive-behavioral skills with norms clarification and motivational enhancement interventions
- Brief motivational enhancement interventions
- Challenging alcohol expectancies

+ Tier 2



- Increased enforcement of minimum drinking age laws
- Implementation, increased publicity, and enforcement of other laws to reduce alcohol-impaired driving
- Restrictions on alcohol retail outlet density
- Increased prices and excise taxes
- Responsible beverage service policies
- Formation of campus and community coalition involving all major stakeholders (for implementation)

+ Tier 3

■ Adopting and evaluating promising campus-based policies and practices, such as:

- Friday classes and exam
- Expanded alcohol-free late night student activities
- Eliminating keg parties where underage drinking is prevalent
- Alcohol-free dormitories
- Older, salaried resident assistants
- Controlling or eliminating alcohol at sports events; prohibiting tailgating parties that model heavy alcohol use
- Refusing sponsorship gifts from alcohol industry
- Banning alcohol on campus, including at faculty and alumni events

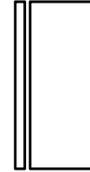
+ Tier 3 (continued)

- Increasing enforcement at campus-based events that promote drinking
- Increasing publicity about enforcement of underage drinking laws on campus and eliminating “mixed messages”
- Consistently enforcing disciplinary actions associated with policy violations

+ Tier 4

- Informational, knowledge-based, or values clarification interventions about alcohol and problems associated with excessive use, when used alone

- Providing blood alcohol content feedback



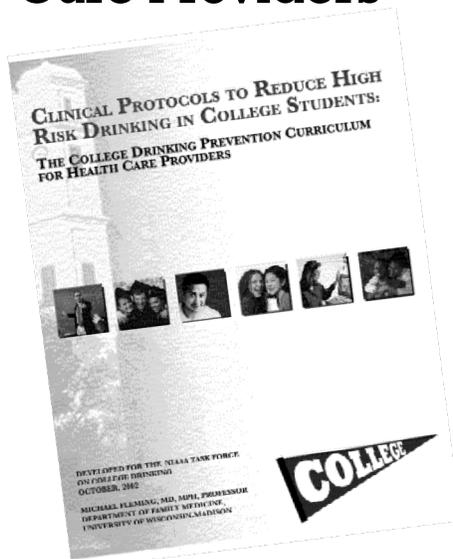
+ NIAAA College Web site

www.collegedrinkingprevention.gov

- Full reports
- Online alcohol policies
- Interactive body
- New expanded parents section coming soon
- Continued popularity: 21 million hits to date, and growing each month (Feb. 05: 1.2 million hits)



Curriculum for Campus Health Care Providers



- For campus-based health clinics
- Identify and treat students either at risk for, or having, alcohol problems
- 4 modules:
 - Epidemiology and Prevention
 - Screening and Assessment
 - Brief Interventions
 - Motivational Interviewing

+ Developing a Policy

- Goals
- Definitions, Expectations, and Prohibitions
- Dissemination Strategies
- Benefits and Assurances
- Consequences and Appeals

