

AlcoholEdu for College

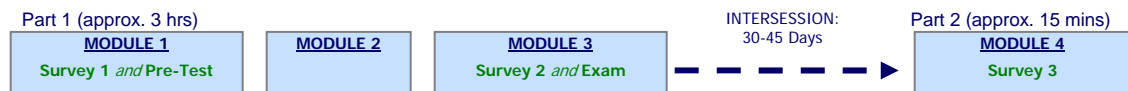
Executive Summary

California State University, Chico – January 2008

AlcoholEdu for College is an objective, science-based, online alcohol prevention program designed specifically for college students as the cornerstone of a comprehensive campus prevention program. In addition, it serves as a means of assessing the alcohol-related attitudes, experiences, and behaviors of your students. Together with your individual campus-level data, the information in this Executive Summary can assist in strategic planning of prevention programs and services at your institution. It can serve as a valuable tool in encouraging community involvement and commitment to alcohol prevention and harm-reduction on your campus.

Summary of Findings

Following is a summary of the key findings from **California State University, Chico's** 2007 first-year student post-matriculation implementation of AlcoholEdu for College. These findings are based on self-report data obtained from **2589** first-year students at your institution, who completed three Surveys, a Pre-Test, and an Exam as noted in the illustration below. Further details about each of these findings are provided in the following pages and via your WESS online reporting account.



Student Experience and Resulting Community Impact (Tables 1-3):

- **Student performance on the Pre-Test and Exam:** There was a 46% increase in the mean exam score; the mean Pre-Test score was 49% and the Exam score was 71%.
- **Learning outcomes related to blood alcohol concentration (BAC):** 51% of drinkers reported that the course changed the way they thought about their previous use of alcohol. Specifically, these students reported that they “probably had a higher BAC when drinking” than they thought before.
- **Learning outcomes related to social responsibility:** 86% of your students reported that AlcoholEdu prepared them to help in situations where they have identified an alcohol overdose.

Behavioral Trends (Tables 5-9):

- **Positive social intentions:** After completing the course, 80% of your students reported that they intend to “support the choice not to drink” and 78% intend to “contribute to a healthier and safer campus environment regarding alcohol use.”
- **Intentions and actual actions regarding protective behaviors:** In Survey 1, regarding their behavior over the next 30 days, 8 out of 10 drinkers reported their intention to alternate alcoholic drinks with non-alcoholic beverages and 8 out of 10 reported their intention to set a personal limit on the number of drinks they will have per occasion. In Survey 3, 7 out of 10 and 7 out of 10, respectively, reported following through on their intentions.
- **Risk behaviors:** In Survey 3, drinkers reported a prevalence of certain risk behaviors, such as chugging (62%), doing shots (71%), and playing drinking games (75%).
- **Drinking rates:** The number of your students who identified as non-drinkers went from 43% in Survey 1 to 44% in Survey 3. During that same time frame, heavy-episodic drinkers and problematic drinkers went from 38% to 40% and 12% to 13%, respectively.

Alcohol Access and Availability (Tables 10-12):

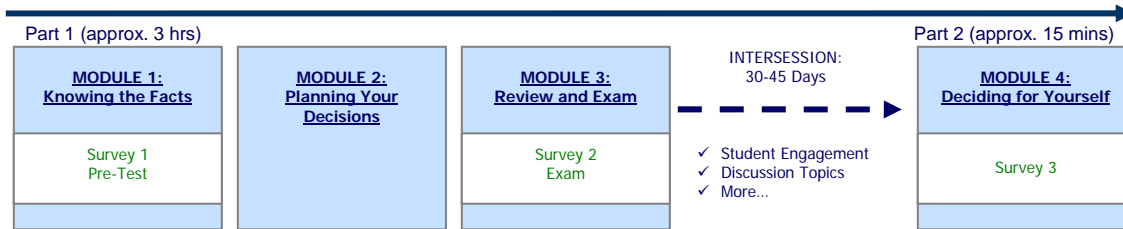
- **Type of alcohol consumed:** In Survey 3, of those students at your institution who identified as drinkers, the majority reported consuming beer (57%), mixed drinks (7%), or shots (25%) the last time they drank.
- **Method of obtaining alcohol:** In Survey 3, drinkers reported that they obtained their alcohol mainly at parties (43%), or from someone they know who is 21 or older (35%).
- **Location where drinking occurs:** California State University, Chico students reported drinking mainly at an off-campus residence (80%).



About Your Institution's Data

Programmatic Reach

As previously noted, this Executive Summary includes self-report data obtained from 2589* of your first-year students who participated in the AlcoholEdu for College Population-Level Prevention® Program in 2007. This n-size represents the number of students who completed all three AlcoholEdu for College surveys as described below.



* A total of 2743 of California State University, Chico students completed Part I of the course (Modules 1, 2, and 3). Of those 2743 students, 154 did not complete all three surveys and/or they were under the age of 18 (this applies only to schools who did not provide permission for students under 18 to receive the surveys). As a result, those 154 students were removed from the data set, resulting in a total n-size of 2589 for your institution.

Aggregate Comparisons

Several tables throughout this report compare data collected from your students with results from more than 50,000 students who also participated in the same post-matriculation implementation timeframe. Outside The Classroom reports only the findings from students who completed all three AlcoholEdu for College surveys, using matched-participant analysis.

Recommendations for Using Your Data

Several key findings from your AlcoholEdu for College data, including significant knowledge gains, demonstrate your students' active engagement in the learning process and can assist in planning for subsequent prevention activities on campus. In addition, these findings can provide a context for examining your institution's cultures and traditions, and additional environmental factors that impact or influence student drinking and, ultimately, success. The following pages include additional recommendations for using the specific data provided.



Student Experience and Resulting Community Impact

Effective comprehensive prevention actively engages students in programs that are intentional, planned, and provided in a sequence so that new activities reinforce previous learning, reflect the mission, vision, and values of the campus, and are developmentally tailored to meet the needs of students. The following data can be used to assist in planning for next steps, including specific activities to reinforce or challenge the behaviors, attitudes, and intentions reported by your students in the following sections. In this way, data on your students' individual learning outcomes and level of engagement with the course can help support the use of environmental prevention strategies, ultimately impacting the community as a whole.

Table 1: Pre-Test and Exam Performance

	Pre-Test	Exam	% Increase
Mean Score	49%	71%	46%

Increases in certain knowledge gains, especially with regards to physiological effects of alcohol and certain help-seeking behaviors as reported in **Tables 2 and 3**, can often contribute to increases in reported alcohol-related incidents. For example, as a result of increased knowledge and social concern regarding alcohol overdose, students are more apt to seek medical assistance for intoxicated friends.

Table 2: Learning Outcomes Specific to Blood Alcohol Concentration – Drinkers* Only (n=1186)

	Aggregate Post-Mat	Your Institution
Has your current understanding of BAC changed the way you think about the effects of your previous use of alcohol?	Survey 2	Survey 2
No, my current understanding of BAC has not changed the way I think about the effects of my previous use of alcohol.	37%	29%
Yes, I think I probably had a higher BAC when drinking than I thought before.	51%	51%

Table 3: Course Impact, Including Social Concern and Responsibility

<i>Responses reported as percentages of students who responded to the questions affirmatively.</i>	Aggregate Post-Mat	Your Institution
Regarding AlcoholEdu:	Survey 2	Survey 2
Did you learn valuable information?	80%	82%
Would you recommend AlcoholEdu to other people?	68%	72%
Did it prepare you to express concern to someone about their alcohol use?	85%	84%
Did it prepare you to know how to prevent an alcohol overdose?	86%	85%
Did it prepare you to know how to help when you've identified an alcohol overdose?	87%	86%

Table 4: Student Engagement: Level of Interest in Campus Prevention Activities

12% of your students who took AlcoholEdu for College indicated their interest in the following: (Note: Some students appear in more than one category)	Number
Attend events that do not focus on alcohol	279
Plan events that do not focus on alcohol	195
Get involved in the development or revision of the alcohol policy	87
Work with other students to improve the campus social climate as it pertains to alcohol	192

*Those students who reported consuming at least one alcoholic drink in the past two weeks.



Behavioral Trends

The data in **Tables 5-9** illustrate shifts in drinking patterns and related behaviors and can be used to direct discussions around cultural and environmental influences that contribute to student alcohol use on campus. This data is also helpful as the basis for the creation of a strategic prevention plan and/or to support ongoing dialogue around individual and community-based prevention efforts, especially those that support positive attitudes and behaviors. For additional information regarding the data in this section, please see “The College Effect” on page 2.

Responses in Tables 5-8 are reported as percentages of students who responded to the questions affirmatively.

Table 5: Positive Behavioral Intentions

Over the next 30 days, do you intend to:	Survey 2	Survey 3
Contribute to a healthier and safer campus environment regarding alcohol use	82%	78%
Talk with others about my decisions to drink or not	79%	70%
Communicate with friends about drinking patterns, behaviors, traditions on campus	79%	69%
Support the choice to not drink	84%	80%
Avoid the risks associated with alcohol use	87%	83%

Table 6: Protective Behaviors – Drinkers* Only (n=1186)

	Survey 1	Survey 3
<i>Data in this table indicates the extent to which students followed through on their intended protective behaviors between Survey 1 and Survey 3.</i>	Over the next 30 days, do you intend to:	During the past two weeks, if you were drinking, did you:
Eat food or a meal before drinking	95%	93%
Think about your BAC in order to reduce risks or harm associated with alcohol use	68%	62%
Set a personal limit of how many drinks you’ll have on that occasion	79%	69%
Choose a drink containing lower alcohol concentration	69%	57%
Alternate alcoholic drinks with non-alcoholic beverages	78%	67%

Table 7: Negative Consequences – Drinkers* Only (n=1186)

During the past two weeks, if you were drinking, did you:	Aggregate Post-Mat		Your Institution	
	Survey 1	Survey 3	Survey 1	Survey 3
Drive after or while drinking	8%	23%	9%	24%
Blackout	28%	38%	29%	42%
Have a hangover	31%	42%	31%	43%
Experience negative academic consequences (attend class unprepared, miss an assignment or a class)	21%	39%	10%	31%

Table 8: Risk Behaviors – Drinkers* Only (n=1186)

During the past two weeks, if you were drinking, did you:	Aggregate Post-Mat		Your Institution	
	Survey 1	Survey 3	Survey 1	Survey 3
Chug alcohol	48%	55%	51%	62%
Do shots	62%	66%	62%	71%
Choose a drink containing higher alcohol concentration	54%	58%	56%	62%
Start drinking before going out	58%	65%	49%	68%
Play drinking games	70%	68%	72%	75%

**Those students who reported consuming at least one alcoholic drink in the past two weeks.*



Table 9: Self-Reported Alcohol Use

<i>Alcohol consumption data were collected for each day of the week for two weeks prior to completing the survey in both Survey 1 (before college) and Survey 3 (after the transition to college).</i>	Aggregate Post-Mat		Your Institution	
	Survey 1	Survey 3	Survey 1	Survey 3
Non-drinkers	52%	57%	43%	44%
Drinking rate (1 or more drinks on at least one occasion in the past two weeks)	48%	43%	57%	56%
Heavy-episodic drinking rate (5 or more drinks on at least one occasion in the past two weeks)	32%	28%	38%	40%
Problematic drinking rate (10 or more drinks on at least one occasion in the past two weeks)	10%	9%	12%	13%

Alcohol Access and Availability

This data can be helpful in pinpointing certain “trouble spots” both on- and off-campus. It can provide useful information for policy discussions, presentations to parents, and campus-community organizations.

Table 10: Predominant type of alcohol consumed– Drinkers* Only (n=1186)

<i>The last time you consumed alcohol...</i>	Aggregate Post-Mat		Your Institution	
	Survey 1	Survey 3	Survey 1	Survey 3
What type of alcohol did you predominantly drink:				
Beer	55%	52%	61%	57%
Liquor (shot)	20%	19%	21%	25%
Mixed drink (i.e. Martini, Long Island Iced Tea)	14%	14%	9%	7%
Other (Wine, malt beverage, punch)	11%	14%	8%	9%

Table 11: How alcohol was obtained – Drinkers* Only (n=1186)

<i>The last time you consumed alcohol...</i>	Aggregate Post-Mat		Your Institution	
	Survey 1	Survey 3	Survey 1	Survey 3
How did you obtain it:				
I got it at a party	49%	42%	43%	43%
I got it from someone I know who was 21 or older	32%	32%	37%	35%
I purchased it myself without being carded	3%	6%	3%	4%
I used a fake or borrowed ID	4%	6%	4%	5%
A family member (including parent or guardian) gave it to me	5%	7%	6%	6%

Table 12: Location where drinking occurred – Drinkers* Only (n=1186)

<i>The last time you consumed alcohol...</i>	Aggregate Post-Mat	Your Institution
	Survey 3	Survey 3
Where did you spend your time drinking:		
A bar/restaurant	9%	3%
In an off-campus residence/apartment (mine or someone else's)	48%	80%
In an on-campus residence (mine or someone else's residence hall/campus apartment)	29%	8%
Fraternity/sorority house	8%	4%
At an athletic event (tailgate, etc.)	1%	1%



*Those students who reported consuming at least one alcoholic drink in the past two weeks.

Thank you for choosing Outside The Classroom as your partner in alcohol prevention. Please feel free to contact us at reports@outsidetheclassroom.com should you have additional questions or need further information regarding your AlcoholEdu for College data.

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