Campus/Community Initiatives to Reduce Underage and High Risk Student Drinking

• Intervention Chico •
Paul Zingg, President
*California State University, Chico*

Drew Calandrella, Vice President for Student Affairs
*California State University, Chico*

Bruce Hagerty, Chief of Police
*City of Chico, CA*

Eric Reichel, Chief of Police
*CSU, Chico*

Shauna Quinn, Program Manager
*Campus Alcohol and Drug Education Center*  
*California State University, Chico*

Tom Lando, Retired City Manager
*City of Chico, CA*
Problem Statement

“Underage drinking and excessive drinking have negative effects on everything we’re trying to do as a University. They compromise the educational environment, the safety of our students, the quality of life on campus, town/gown relationships, and our reputation.”

~ Dr. Judith Ramaley, President
Winona State University
CSU, Chico’s History of the Problem
Pioneer Days: 80 Years of History

- 1915: Started as a single Senior Day
- 1925: Combined with Whiskerino Day
- 1929: “Pioneer Day” established, included parade & election for Sheriff & Little Nell
- 1947: Expanded to entire week, included costumes, speeches, skits, quad projects, Ghost Town Concert
Pioneer Days: 80 Years of History

• Parade and Quad Projects •
Pioneer Days:
80 Years of History
Positive Community Event
Becomes Increasingly Out of Control

• 1950s - ‘80s: Increase in out-of-towners, alcohol consumption

• April 25, 1987: Riot broke out
  - Police violence, bonfires, overturned cars

• May 1987: University President ends Pioneer Days
Pioneer Days: 80 Years of History

The crowd at West Fifth and Ivy streets packs itself around the bonfire. Police officers had considerable difficulty dispersing the crowd. One witness described the scene this way: "The fire was going for awhile. Police would come in and try to clear the streets, and then the crowd would rotate and start throwing bottles again. The cops would regain the street and the crowd would come back out." (Photo/Taylor Flynn)
Police Guarding Chico Against More Unrest

The Sacramento Union
Sacramento, California
Sunday, April 14, 1967

32 hurt in Chico college rioting

CHICO (AP) -- Duques of officers, many of them injured in a night of violence, turned out yesterday to break up a noisy and destructive disturbance at the University of California at Chico.

A total of 32 were injured in the fracas, including 26 police officers. The injured included six police officers and 26 students.

The rioting started Friday night and continued into Saturday. At least 300 police officers were on the scene at various times.

Police Chief Paul V. Hill said the violence began when a group of students attempted to storm the administration building. The attempt was met with resistance from police officers.

The rioting continued throughout the night, with students and police engaged in a series of altercations. Police estimated that at least 50 people were involved in the disturbance.

The incident occurred during a crisis at the university, which has been under intense scrutiny in recent weeks. The university has been criticized for its handling of student unrest and its decision to deny the students a voice in the selection of new faculty.

Rioting kills Pioneer Days

CHICO -- The University of California at Chico is in a state of mourning today following a night of violence and destruction.

A total of 30 students were injured in the fracas, including 26 police officers. The injured included six police officers and 26 students.

The rioting started Friday night and continued into Saturday. At least 300 police officers were on the scene at various times.

Police Chief Paul V. Hill said the violence began when a group of students attempted to storm the administration building. The attempt was met with resistance from police officers.

The rioting continued throughout the night, with students and police engaged in a series of altercations. Police estimated that at least 50 people were involved in the disturbance.

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Students try to resurrect Pioneer Days

SACRAMENTO ENTERPRISE-RECORD

CHICO -- Students at the University of California at Chico are planning to resuscitate Pioneer Days, the popular annual spring festival that was canceled last year.

The students hope to revitalize the event, which was last held in 1964.

Arrest total tops 70 for weekend

CHICO ENTERPRISE-RECORD

CHICO (AP) -- A total of 72 people were arrested during a weekend of violence at the University of California at Chico.

The arrests were made in connection with a series of incidents, including a riot that took place Friday night.

Police Chief Paul V. Hill said the violence began when a group of students attempted to storm the administration building. The attempt was met with resistance from police officers.

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Massive patrols cool Saturday

Wilson makes good on promise

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“Party School” Image

1986  Playboy names CSU, Chico #1 Party School
1987  Riots - End of Pioneer Days
1990  Riots - MTV advertises Rancho Chico Days
2002  Playboy names CSU, Chico #2 Party School
Ongoing  Labor Day, Halloween, St. Patrick’s Day
- crowds, arrests, and violence
Rancho Chico Days 1990

• Friday night party goes out of control at 5th and Oak Streets
• Mutual Aid called
• Two nights of riots
Rancho Chico Days 1990

A young man waves a hoss corn to other in the crowd from atop a smoldering dumpster on North Cedar Street early Sunday morning. The rock-throwing throng had just forced police to retreat from the fire scene. In the background other stand atop the overturned remains of a charred Channel 24 news vehicle which was torched where it was parked as reporters covered the riot.

College-age youths overturn a TV news car early Sunday, before looting its contents and setting it ablaze on North Cedar Street.
ON CAMPUS

PLAYBOY'S TOP 25 PARTY SCHOOLS

YOU CAN ALWAYS RETAKE A TEST, BUT YOU CAN'T RELIVE A PARTY

Campus legend has it that Playboy does a yearly ranking of America's top party schools. Truth is, we haven't done a roundup since 1987, when we tagged Cal State-Chico the craziest campus in the nation. Chico has had bragging rights for 15 years, causing students to binge with pride while parents and administrators have dried out fraternities and sororities and canceled Halloween. Some students have sent us emails that say "Don't you dare say Chico State. I'm sick of having to defend it. It's all because of your article 15 years ago!" Why do another ranking now? The kids demanded it. Our public relations department is bombarded with calls from students who wonder where their schools rank. We wanted to hear what goes down on campus -- the good, bad and blurry -- in your own words. More than 1500 of you wrote. These are your stories. --Alison Prato
Non-Sponsored Events Escalate

- Labor Day: Sacramento River Float, 20,000 tubers, many arrests
- Halloween: Spontaneous events, near-riot situation, state-wide law enforcement presence attempts to gain control
- St. Patrick’s Day: Day of alcohol consumption, bars open at 6 AM
Labor Day
Labor Day
Halloween
Halloween
St. Patrick’s Day: 5th and Ivy Streets
CSU, Chico Student Deaths 1996-2005

- Six alcohol-related student deaths
  - Three fraternity hazing-related student deaths
  - Three male student deaths while celebrating their 21st birthdays
Environmental Influences

- Physical: Proximity of alcohol, drugs, places of public use
- Social: Family, peers and larger social networks, media, formal legal controls
- Economic: Cost of alcohol and economic geography of availability
Student Death/Unsponsored Events Prompt Chico’s Call to Action

• 2001 University/Community Summit
  - University, community college, City Council, City staff, law enforcement, hospital, business leaders

• 2002
  - City attempts to “manage Halloween”
  - Creation of Community Youth and Alcohol Committee, chaired by Chico mayor
  - Creation of Chico Police Advisory Board
“The Party is Over”

- 2003
  - University, City, advisory committees agree to “cancel” Halloween
  - Increased presence of CSU system-wide police, state-wide police, California Highway Patrol, and Alcohol Beverage Control (ABC)
  - Closed downtown to traffic, used barricades
  - DUI checkpoints surrounding downtown on all major roads
Community Advertising Campaign

This is the straight scoop. Halloween in Chico will be different this year. Violence and property damage will not be tolerated. Out-of-town visitors are not welcome on Halloween. Gatherings on streets, sidewalks and parking lots in the downtown and west side will not be allowed.

You Can Count On:
- 450 law enforcement officers on duty Halloween Night
- DUI Check Points on major roads leading into and out of Chico
- Sobriety and glass check points on every street for a 50-block area around the Downtown and west side
- Strict enforcement of all laws

Don’t Come to Downtown Chico or the West Side on Halloween

www.HalloweenInChico.com

A MESSAGE FROM THE RESIDENTS OF CHICO
“Response Cost” Ordinance

- Description: This ordinance is intended to hold residents and owners accountable for cost recovery from nuisance party calls
- If law enforcement responds to your party twice within a 12-hour period, you could be charged up to $1,000 for police time on the second call
- City Council revised Second Response Ordinance
Enforcement Plan Extended

• Includes other “non-sponsored” events: Labor Day, St. Patrick’s Day, and Cesar Chavez Day

• Continued community support, increased law enforcement, and advertising

• Cooperation continues today

• IT WORKS!
2002 National Task Force

A Call to Action: Changing the Culture of Drinking at U.S. Colleges

National Advisory Council on Alcohol Abuse and Alcoholism

National Institutes of Health
U.S. Department of Health and Human Services
Task Force Recommendations

- **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
The Risk Management Approach

The risk management approach will complement existing individually-focused efforts (e.g., education, counseling) with greater attention to creating a safer environment that will facilitate students making “good choices” about drinking while discouraging “bad choices.”
Intervention Strategies

- Compliance Checks
- Party Dispersal
- DUI and WUI Checks
- Social Host Education
- Second Response Ordinance
Compliance Checks

- **Description:** “Minor decoy” operations use a person of legal drinking age that visually appears to be underage to attempt to purchase alcohol without identification from a retail outlet while under the observation of law enforcement.

- **NIAAA Tier 2 Strategy:** Increased enforcement of minimum drinking age laws.
Compliance Checks

Enforcing laws prohibiting sales to minors

• High-Risk Weekends
  - First weekend of school
  - Labor Day
  - Halloween
• ABC Minor Decoys
• Shoulder Tap Operations
Party Dispersal Operations
Chico Police Department
CSU, Chico Police Department

• Will increase presence during the first six weeks of school
• Zero-tolerance for alcohol-related offenses
• Target:
  - Minor in Possession
  - Providing alcohol to minors
  - Drunk in Public
  - Open Container
DUI and WUI Checkpoints

• Description: High-visibility DUI checkpoints are a deterrent to drunk driving. These can include saturation patrols aimed at DUI; zero-tolerance violations; illegal possession of alcohol; illegal purchase, sale, or transport of alcohol.

• NIAAA Tier 2 Strategy: Implementation, increased publicity, and enforcement of other laws to reduce alcohol-impaired driving
DUI and WUI Checkpoints

• First six weeks of school
• Labor Day
• Halloween
• St. Patrick’s Day
• Cesar Chavez Day
Social Host Campaign

- Establishes a highly visible information campaign to raise the awareness of students, residents, party organizers, and policy makers regarding social host responsibility for off-campus parties.
- Provides a framework that integrates a system of comprehensive strategies to address alcohol-related problems at off-campus parties into a singular purpose.
Social Host
Safe Party Campaign

- Before the Party
- During the Party
- After the Party
- Spotting and Avoiding Problems
- Know the Laws
- Important Emergency Numbers
President Zingg Speaks to the Greeks
Greek Life: Paradigm Shift

- "Be who you say you are!" ~President Paul Zingg
- The new foundation of Greek Life at Chico State is about:
  - Leadership
  - Service
  - Academics
  - Renewed commitment to brotherhood and sisterhood
  - Social Activity Guidelines
Greek Life: Commitment From the University

- Two Full-time Greek Advisors
- UPD Role: First Response and Liaison
- University Cup
- Programming Budget
- Student Accountability Meetings
  (Student Judicial Affairs, University Police, University Housing, Athletics, Student Activities, Recreational Sports)
Greek Life: Academics

- Minimum GPA to join chapters
- All chapters have a faculty advisor
- All chapters must maintain a 2.5 average to be considered a Recognized Student Organization
- Intramurals: minimum 2.0 GPA from previous semester
Greek Life: Leadership Programs

- Annual Greek Leadership Retreat
- Undergraduate Interfraternity Institute
- Western Regional Greek Leadership Conference
- Speakers
Greek Life: Community Service and Philanthropy

- St. Jude Children’s Hospital
- Blood Source
- Cinderella’s Closet
- Relay for Life
- Notre Dame School
- Boys and Girls Club
- Big Brothers & Big Sisters
- Adopt-a-Block
CSU, Chico Student Safety Initiatives

- Mandatory AlcoholEDU Prevention Program for all Freshmen
- Changes in Housing Policies
- Parental Notification of Housing Violations
- Student Judicial Affairs Authority Increased
- Student Safety and Greek Life Task Force Recommendations
Campus Alcohol and Drug Education Center (CADEC) Prevention Strategies

• Information Dissemination
• Prevention Education
  - AlcoholEDU Mandatory for all Freshmen
• Alcohol-free Alternatives
• Problem ID and Referral
Information Dissemination

- Peer Education Program
- Survivor Series Workshops
- Freshman University Life Classes
- Alcohol Poisoning & 21st Birthday Cards
- Flyers and Posters on Campus to Inform Students About Community and State Laws
Environmental Approaches

- Chico Safe Rides
- Walking Under the Influence (WUI) Tables
- Alcohol Policy for Student Organizations
- “Students Helping Students” Campaigns
CHICO STATE STUDENTS MAKE GREAT FRIENDS!

**Friends Help Friends Make Smart Party Choices!**

Arrange for a safe ride home. Watch out for each other. Don't drink and drive.

This message sponsored by the Compton Alcohol & Drug Education Center with funding provided by the Business, Transportation, and Housing Agency, Office of Traffic Safety.
Student Safety Line

C-Line
STUDENT CONCERNS LINE
1-800-556-6604
If you are concerned about any of the following activities
Violence • Hazing • Vandalism
Sexual Assault • Hate Crimes
Alcohol or Drug Abuse
CONFIDENTIAL
Alcohol-Free Alternatives

- National Collegiate Alcohol Awareness Activities
- Halloween On-Campus Entertainment
- Shamrock Shuffle and Pancake Breakfast
- Fun Without Alcohol Fair
- Labor Day: Respect the River, the Road, Yourself!
Comparison Sites
• Cal Poly, SLO
• CSU, Fullerton
• San Jose State
• UC Irvine
• UC Los Angeles
• UC San Diego
• UC Santa Barbara

Intervention Sites
• CSU, Chico
• CSU, Long Beach
• CSU, Sacramento
• UC Berkeley
• UC Davis
• UC Riverside
• UC Santa Cruz

*Funded by the National Institute on Alcohol Abuse & Alcoholism
Safer Universities 2004 Survey Indicates Chico’s Most Risky Settings

1. Drinking at off-campus apartments or houses
2. Fraternity parties
3. Drinking at off-campus bars and restaurants
Measurable Results
2004-2007 Data Collection

- AlcoholEDU Freshman Population Survey
- Safer Universities Project Survey
- Campus-wide CORE Survey
University Housing
Alcohol and Drug Violations

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AlcoholEdu
Population-Level Prevention®

"Influence one student and change one student.
Influence many students and change culture."
Knowledge Gains: BAC

Survey 2  After having taken AlcoholEDU, I know:

- Less about BAC: 1%
- The same about BAC: 28%
- More about BAC: 71%

7 in 10 Chico students said that they knew more about Blood Alcohol Concentration (BAC) after taking the course.
Protective Factors (Drinkers Only)

The percentage of students who reported they think about their BAC while drinking increased substantially. Awareness of BAC is an important factor in moderating alcohol consumption and intoxication.

In the past two weeks, if you were drinking, did you:

- Drink less because of medication
- Think about your BAC
- Choose a drink with less alcohol
- Alternate non-alcoholic with alcoholic drinks

*Protective factors are behaviors likely to decrease the probability of experiencing alcohol problems.*
Care-taking Behaviors

CSU, Chico students reported an increase in their expressions of social concern through care-taking behaviors.

In the past two weeks, did you:

- Have to take care of a friend or roommate who had been drinking
- Express your concern to a friend who has been drinking too much
- Worry about a friend who has been drinking too much
- Consciously look out for a friend's safety when s/he has been drinking
Proportion of Times Drunk at Any Setting

2003-04

2005-06

Chico
Intervention
Control
Proportion of Times Drunk at Residence Hall Party

- **2003-04**
  - Chico
  - Intervention
  - Control

- **2005-06**
  - Chico
  - Intervention
  - Control
Proportion of Times Drunk at Off-Campus Party

- Chico
- Intervention
- Control

2003-04

2005-06
Labor Day

Sacramento River silent as crowds flock to the Feather

BY ROGER H. AYLWORTH
Staff Writer

Usually the measure of success for a public event is how many people came, but for Labor Day 2006, activity on the Sacramento River was a success because functionally nobody showed up.

While in years past as many as 20,000 revelers packed the Sacramento, Monday saw less than 200 in the river by 3 p.m.

“From the years of 20,000, it’s changed a lot,” observed Tony Burdine, retired Butte County sheriff’s lieutenant, who is liaison with the county’s search and rescue team.

Near Scotty’s Landing on River Road, where earlier years have seen thousands of hot tubbed — often drunk — tubers struggle ashore, Monday the beach was all but empty.

For Angela Dawson of Chico and Rueben Best of Willows, who came ashore at about 1 p.m., their first float down the Sacramento was both what they had anticipated and a total surprise.

“It was exactly what I expected. It’s fun, relaxing,” said Best.

“I thought there’d be tons of people here, actually. We didn’t see anybody tubing,” said Dawson.

“There’s more cops out there than there were people. It’s crazy,” continued Dawson.

Crowds on the Sacramento were so minimal, that the throngs of law enforcement and support teams that had gathered by the river were being released by early afternoon.

However, while things were ultimately quiet on the Sacramento River, the Feather River off Highway 70 at Pulga, apparently was the place to be.

By 3 p.m., as many as 1,000 people were reported at a popular spot near Pulga, called Sandy Beach. A Butte County Sheriff’s Department helicopter was keeping watch over the crowd.

While there were no reports of specific problems, teams of sheriff’s deputies were moved into the Feather River area in case they were needed.

The sheriff’s helicopter also made visits over Butte Creek Canyons to see if some tubers had shifted to that stream for the annual float, but like the Sacramento, crowds were thin to nonexistent.

Chico police Lt. Tim Voris said the entire Labor Day weekend was quieter than his department had anticipated.

“There were a lot of people out, but I think the arrests were down from even last week,” Voris said on Monday.

While the final numbers had not been calculated, Voris predicted the arrests for the entire weekend would most likely be in the range of 80, which is not significantly larger than any random weekend.

Revelers take to the water at a swimming hole along the Feather River known as Sandy Beach along Highway 70 near the Pulga Bridge on Monday. The initial reports had approximately 1,000 people at the beach.

LABOR: About 80 arrests predicted

An officer aboard a Butte County Sheriff’s Department boat watches a group of tubers float just south of the Irvine Finch River Access on the Sacramento River on Monday.
Halloween Returned to Community
A peaceful St. Paddy’s Day

Bars were busy, but lines to get in were shorter than in the past.

By GREG WELTER

St. Patrick’s Day locally remained quiet in the morning, but police Sgt. Scott Franzen said a crescendo started to build around 2 p.m., with larger parties reported in the street west and south of Chico State University.

Downtown bars were busy, but patrons found lines outside shorter than in years past.

A fight between two young women Monday afternoon near the corner of Second and Ivy streets resulted in both of them being arrested. The brawl took place in front of a large crowd gathered on a lawn.

As it did throughout the weekend, Franzen said the Police Department would keep extra officers on the street until late Monday night.

In the span between 5 p.m. Friday and 6 a.m. Monday, Chico police made 56 arrests. Nearly half of those — 27 — were alcohol-related.

Some people Monday — especially those who had to work — were talking about an effort by Irish beer makers Guinness to have St. Patrick’s Day declared a national holiday.

With 56 million people in the United States claiming Irish descent — roughly...
WELCOME TO CHICO
YOU’RE GOING TO LOVE OUR COMMUNITY

If you’re new to Chico...
Enjoy all the things that make this community so special.

Please be a responsible part of this community. It’s what we expect from you.

If you’re having a party be responsible for your own actions and those of your friends.
• Keep it Small
• Obey all Alcohol Laws
• Zero Tolerance for Fighting

BE AWARE ON LABOR DAY
• Increased law enforcement
• DUI Checkpoints
• Parking restrictions
• Zero tolerance for underage drinking

Be safe
Be responsible
Enjoy Chico!