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North Dakota SPF-SIG Implementation Planning Training



**School Policies and Violations
College Campus Policies**

Time	Tuesday, October 21, 2014	Wednesday, October 22, 2014
8:30 AM – 10:00 AM	<ul style="list-style-type: none"> Alcohol Restrictions at Community Events Responsible Event Assessment 	<ul style="list-style-type: none"> Social Host Liability Teen Party Ordinance
10:15 AM – Noon	<ul style="list-style-type: none"> School Policies and Violations College Campus Policies 	<ul style="list-style-type: none"> Alcohol Warning Posters Counter-Marketing and Counter-Advertising Campaigns
1:00 PM – 2:30 PM	<ul style="list-style-type: none"> Worksite Policies Alcohol screening and education in Healthcare settings 	<ul style="list-style-type: none"> LifeSkills Training (LST), or other programs targeting school-aged youth K-12 found on NREPP Prime for Life, or other programs targeting high risk found on NREPP
2:45 PM – 4:30 PM	<ul style="list-style-type: none"> Media Advocacy Texting Tipline 	<ul style="list-style-type: none"> Strengthen the prosecution, adjudication, and sanctioning of alcohol laws within the court system Restrictions on Alcohol Discount Promotions (e.g., Happy Hour)

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Introductions

Please introduce yourself:

- Name
- Where you are from
- “Hat” you are wearing
- Member of a SPF-SIG Coalition, LPHU or Work Group

HELLO

my name is



Objectives



Participants will be able to:

- Clarify the goals and intended outcomes of the strategy
- Identify the components of a comprehensive strategy
- Determine the key planning steps necessary to implement the strategy
- Build a “work group” to implement the strategy



Expectations





Our Planning Process



The Strategic Prevention Framework

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North Dakota SPF-SIG Logic Model

Phase 1: Assessment
Needs Assessment Workbook

Phase 2: Planning
Strategic Planning Workbook


PROBLEM(S) → **INTERVENING VARIABLES** → **EVIDENCE-BASED STRATEGIES**

- PROBLEM(S)**
 - Underage Drinking
 - Adult Binge Drinking
- INTERVENING VARIABLES**
 - Economic/Retail Price
 - Retail Availability
 - Social Availability
 - Enforcement
 - Promotion of Alcohol
 - Community Norms
 - Individual Factors
- EVIDENCE-BASED STRATEGIES**

Sample of Evidence-Based Strategies



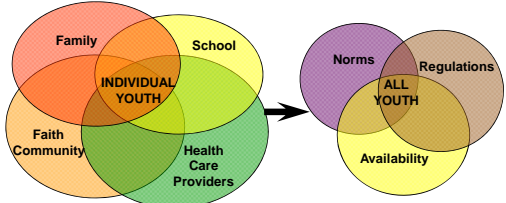
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Evidence-Based Strategies

Strategies Targeting Individualized Environments


Strategies Targeting the Shared "Community" Environment



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Individual-focused Strategies

- Prevention efforts aimed at providing information, building skills or supporting individuals or targeted groups of individuals.
 

- Afterschool Programs	- Parenting Classes
- School curricula	- Tutoring programs
- Life skills training	- Assessment/Referral /Counseling
- Employment programs	- Media Literacy
- Health Fairs	- Awareness Days / Weeks
- School Assemblies	- Youth Councils
- Media Campaigns	- Mentoring Programs

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Environmental Strategies

- Prevention efforts aimed at changing or influencing community **conditions, standards, institutions, structures, systems** and **policies** that shape behaviors.


- Hours/Days of Sale	- Outlet Density Reduction
- Clean air laws	- Open Container Ordinance
- Happy hour Ordinance/Laws	- Festivals - Beer Gardens
- Advertising Ordinance/Laws	- Third Party Transaction - shoulder tap
- Social host ordinances	- Responsible Beverage Server Training
- Compliance Checks	- Fake ID Enforcement
- Party Patrol	- Controlled Party Dispersal

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Environmental Strategies - Policies

Policy Change can occur at different "levels":




"BIG P"



"Little p"

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School Policies and Violations

Cavalier	Central Valley	Describe: 1. The problem being addressed 2. The intervening variable: Community Norms 3. The process used to choose this strategy.
CC	Custer	
First District	Lake Region	
NG	Ransom	
Rolette	Sargent	
Towner	Trail/Steele	
Wells	TAT	



School Policies and Violations

A comprehensive school ATOD policy does more than deter individual use. It benefits everyone by creating frameworks and systems that reinforce ATOD-free norms and attitudes.

The federal Safe and Drug-Free Schools and Communities Act requires schools to have a code of conduct in place prohibiting the possession and use of alcohol, tobacco and other drugs in order to qualify for federal funding.



Needs Assessment (Local Conditions)

Based on your needs assessment what are the specific behaviors or settings in the school and community environment that you want to change?



On School Grounds



At School Events



Outside of School



School Policies and Violations

Key Considerations

- Timing of policy: When to conduct the process?
- Targeted behaviors: On School Property and/or Off?
- Applicability of the policy: Who? Which drugs?
- Community involvement: Involve which community sectors?
- Student and Parent involvement: How much and when?
- Alternative-to-suspension including Assessment and Referral options



School Policies and Violations

Elements of a School ATOD Policy

1. Policy Statement / Definitions
2. Community Involvement
3. Communications
4. Prevention / Education
5. Prohibitions
6. Enforcement
7. Intervention
8. Treatment
9. Discipline
10. Review / Revision



HO: Maine Self-Assessment



School Policies and Violations

Elements of a School ATOD Policy - Activity

1. Review the Self-Assessment.
2. What are the critical elements?
3. Critique: Strengths?
Is anything missing?



HO: Maine Self-Assessment



School Policies and Violations

Elements of a Comprehensive School ATOD Program

- School Policy
- Prevention / Health Curricula
- SBIRT (Screening, Brief Intervention, & Referral to Treatment)
- Drug Testing
- Drug Inspections
- Staff / Administration Training
- Student Assistance Program
- Peer support / counseling
- Alternative Activities
- Peer Leadership
- SADD or other youth groups
- Assessment & Referral

These elements may be included in the School ATOD Policy



School Policies and Violations

HO: CDC Steps

Steps to Implement a School Policy

- ★ 1. Secure Administrative Commitment
- 2. Establish a Team
- 3. Identify a Coordinator
- 4. Develop a Plan
- 5. Implement Multiple Strategies
- 6. Focus on Students
- 7. Address Behaviors
- 8. Provide Training for Staff

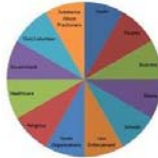




Form a Work Group

Benefits include:

- Engage a variety of sectors and cultures with different skills and viewpoints
- Share the work and leverage resources
- Networking opportunities
- New ideas and energy
- Information sharing and feedback
- Shared publicity
- Cultural competence & Sustainability





Identify Work Group Members

Identify individuals and organizations who can become involved in this strategy:

- School Administration
- Staff and support personnel
- Students
- Parents
- Community Members
- School Board
- Others:





Identify Work Group Members



Activity:

- 1) Identify an individual or organization who you want to recruit.
- 2) What role can they play in this strategy?
- 3) In your community how would you recruit this individual or organization?
 - Who would you contact?
 - What would you say to them?



Next Steps






College Campus Policies

- Central Valley
- First District
- Lake Region
- Richland
- Southwest
- Trail/Steele
- TAT

Describe:

1. The problem being addressed
2. The intervening variable: Community Norms
3. The process used to choose this strategy.


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College Campus Policies


Being effective at reaching the entire continuum of college students means more than implement single policies or programs.

Components of a comprehensive campus alcohol system include alcohol screening, intervention, treatment, prevention policies mentioned above, and enforcement.



Successful approaches include a campus-community partnership.


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Understand the Campus and Community Environment

Elements (local conditions) of the campus environment include the 4 P's:

- Price
- Promotion
- Product
- Place



Campus policies can address behaviors and settings related to the 4 P's.

Price: Cheap Alcohol



The collage includes signs for:

- HAPPY HOUR** (Saturday and Sunday) with prices like \$3.25 pints and \$4.50 big ass beers.
- PREMIUM DRINKS** for \$3.95.
- 1/2 OFF APPETIZERS**.
- HAPPY HOUR HAMBURGERS** with 2-4-1 drinks.
- BUD FAMILY 24 PACK CUBES** for \$16.79.

Promotion



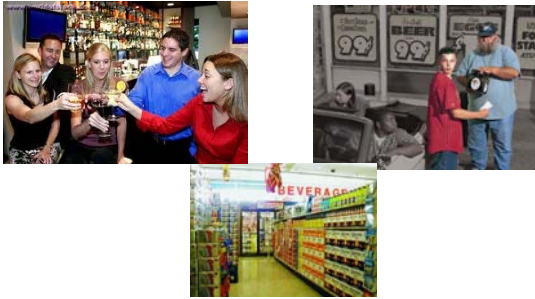
Product



Place: Number of Alcohol Outlets



Place: Where Obtained



Place: Where Consumed





The 4 P's - Activity

For your college community:

- 1) Describe local conditions related to the alcohol consumption through the 4 P's lens
- 2) Identify which conditions relate to the:
 - Campus environment
 - Community environment



College Campus Policies Multi-component Approaches

SPARC – Study to Prevent Alcohol-Related Consequences

- Wake Forest University, School of Medicine

Campus-Community Coalition Development Toolkit

- Community Anti-Drug Coalitions Across TN

The Off-Campus Environment

- US Dept. of Education, The Higher Education Center for Alcohol and Other Drug Abuse and Violence Prevention

SPARC Model Environmental Strategies ^{HO}

Availability
Restrict provision of alcohol to underage or intoxicated students
Increase/improve coordination between campus & community police
Restrict alcohol purchases, possession
Restrict alcohol use at campus events
Increase responsible beverage service policies & practices
Conduct compliance checks
Educate landlords about their responsibilities and liabilities
Price/Marketing
Limit amount, type & placement of pro-drinking messages seen on campus
Social Norms
Establish consistent disciplinary actions associated with policy violations
Create campaign to correct misperceptions about alcohol use
Enhance awareness of personal liability
Provide notifications to new students, parents of alcohol policies, penalties
Provide alternative late night programs
Provide alcohol-free activities
Provide parental notification of student alcohol violations
Create policy to provide brief motivational module for all freshmen
Harm Minimization
Enact party monitoring program
Create and utilize safe ride program
Increase harm reduction presence at large-scale campus events

<http://www.wakehealth.edu/Research/Public-Health-Sciences/About-SPARC.htm>



College Campus Policies Activity

1. Review the 4 P's in your college community.
2. Which Policies / Strategies can be prioritized?
 - On Campus
 - Off Campus
3. What additional information would be helpful? Who might be helpful to get involved?



Form a Work Group

Benefits include:

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- Cultural competence & Sustainability





Identify Work Group Members – On Campus

- Student Affairs
- Judicial Affairs
- Campus Safety/Security
- Campus Media
- Academic departments:
- Student Government
- Greek and Student Service Organizations
- Housing and facilities
- Student Health Services/Counseling
- Academic Advisors & Alumni Services
- Others:



Identify Work Group Members – Community

- Youth
- Youth Serving Organizations
- Parents
- Religious / Fraternal Orgs.
- Business
- Civic / Volunteer Groups
- Media
- Healthcare Professionals
- Schools
- Law Enforcement
- Government
- Coalitions



Identify Work Group Members



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Next Steps





Resources

CADCA – Community Anti-Drug Coalitions of America

www.cadca.org

Help & Technical Assistance – Contact:

800-54CADCA x240

training@cadca.org
