

Introduction to NIAAA 3-In-1 Framework

The NIAAA's (National Institute of Alcohol Abuse and Alcoholism) College Task Force report, *A Call to Action: Changing the Culture of Drinking at U.S. Colleges*, provided a series of recommendations for developing a comprehensive, environmental approach to address high-risk drinking on college campuses.

http://www.collegedrinkingprevention.gov/NIAAACollegeMaterials/TaskForce/TaskForce_TOC.aspx

The 3-in-1 Framework presented in the report can serve as a method to assess what a university is currently doing to address high-risk drinking while serving as a planning tool for new initiatives. The framework uses a *tier approach* that categorizes various prevention efforts on the basis of proven scientifically researched effectiveness while simultaneously addressing *multiple target audiences* both on and off campus.

Three Target Audiences of Prevention

The brief descriptions that follow provide the rationale for emphasizing the three target audiences in prevention programs aimed at high-risk student drinking. Alternative prevention strategies that address each group will be identified.

(1) Individuals, Including At-Risk or Alcohol-Dependent Drinkers:

Students who have problems with alcohol exist along a continuum. Targeting only those students with identified problems misses students who drink heavily or misuse alcohol occasionally (e.g., drink and drive from time-to-time). In fact, nondependent, high-risk drinkers account for the majority of alcohol-related problems on campus (Lemmens, 1995; Kreitman, 1986).

It is crucial to support strategies that assist individual students identified as problem, at-risk, or alcohol-dependent drinkers. Strategies are clearly needed to engage these students as early as possible in appropriate screening and intervention services. These services can be on campus or through referral to specialized community-based services.

(2) Student Body as a Whole:

The key to affecting the behavior of the general student population is to address the factors that encourage high-risk drinking (DeJong and Langenbahn, 1996; DeJong and Linkenbach, 1999; DeJong and Langford, 2002; Perkins, 2002; Toomey and Wagenaar, 2002; Toomey et al., 1993).

Specific strategies useful in addressing these problem areas tend to vary by school. Examples of some of the most promising strategies appear in the "Recommended Strategies" section.

(3) College and the Surrounding Community:

Mutually reinforcing strategies employed by the college and surrounding community can change the broader environment and help reduce alcohol abuse and alcohol-related problems over the long term. When college drinking is reframed as a community as well as a college problem, campus and community leaders are more likely to come together to address it comprehensively. The joint activities that typically result help produce policy and enforcement reforms that, in turn, affect the total drinking environment. Campus and community alliances also improve relationships overall and enable key groups such as student affairs offices, residence life directors, local police, retail alcohol outlets, and the court system to work cooperatively in resolving issues involving students (Hingson and Howland, 2002; Holder et al., 1997a, 2000; Perry and Kelder, 1992).

4 Tiers of Prevention Strategies

The evidence supporting the substance abuse prevention strategies in the literature varies widely. These differences do not always mean that one strategy is intrinsically better than another. They may reflect the fact that some strategies have not been as thoroughly studied as others or have not been evaluated for application to college drinkers. To provide a useful list that accounts for the lack of research as well as negative findings, Task Force members placed prevention strategies in descending tiers on the basis of the evidence available to support or refute them.

Tier 1: Evidence of Effectiveness among College Students

Tier 1 strategies have strong research evidence (two or more favorable scientifically-based studies) which support their effectiveness. All Tier 1 strategies target individual problem, at-risk, or alcohol-dependent drinkers. *Their efficacy as part of a campus-wide strategy has not been tested.*

Tier 2: Evidence of Success with General Populations that Could Be Applied to College Environments

Tier 2 strategies are strategies that have been successful with similar populations, although they have not yet been comprehensively evaluated with college students (Hingson et al., 1996b; Holder et al., 2000; Saltz and Stangetta, 1997; Voas et al., 1997; Wagenaar et al., 2000). These environmental strategies are not guaranteed to alter the behavior of every college student, but they can help change those aspects of the campus and community culture that support excessive and underage alcohol use.

Tier 3: Evidence of Logical and Theoretical Promise, but Requires More Comprehensive Evaluation

Tier 3 strategies include popular strategies and policy suggestions that make sense intuitively or have strong theoretical support. Many also raise researchable questions that may be crucial in reducing the consequences of college student drinking.

Schools considering any of these strategies need to incorporate a strong evaluation component to test their viability in actual practice. Tier 3 strategies target the student population as a whole.

Tier 4: Evidence of Ineffectiveness

It is difficult or impossible to "prove" that a specific intervention approach is universally ineffective. It is possible to conclude that an approach is not likely to be effective when there are consistent findings across a wide variety of well-designed studies. If there is strong evidence that an intervention approach is actually harmful or counterproductive, recommendations not to use it can be made based on fewer studies.

Tier 4 strategies include interventions that may be ineffective when used in isolation, but might make an important contributing factor to a comprehensive environmental approach. (Larimer and Crouce, 2002). The effectiveness of Tier 4 strategies need to be included in the evaluation process.

Ohio University's 3-in-1 Framework

Tier 1 -- Evidence of Effectiveness among College Students

Recommended Strategies:

Combining cognitive-behavioral skills with norms clarification and motivational enhancement interventions. Teaching skills to modify beliefs and/or behaviors associated with high-risk drinking. Incorporating information on values.

Brief motivational enhancement interventions. Activities designed to stimulate students' intrinsic desire or motivation to change their behavior.

Challenging alcohol expectancies. This strategy works by using a combination of information and experiential learning to alter students' expectations about the effects of alcohol, so they understand that drinking does not necessarily produce many of the effects they anticipate such as sociability and sexual attractiveness.

Tier 1: Evidence of Effectiveness among College Students

Individual Students Including At-Risk or Alcohol-Dependant Drinkers:

(Currently in Practice)

- CHOICES program to all new members of the Greek Community
- CHOICES to all first-year athletes
- Alcohol support groups through Counseling and Psychological Services on campus
- Alcohol assessment through CPS (judicial referral)
- Brief motivational enhancement interventions by Residence Life staff as follow up to documenting high-risk behaviors

(Suggestions for the Future)

- * Provide BASICS as a judicial intervention program
- * Additional staff at Counseling and Psychological Services to address alcohol and other drug issues
- Provide CHOICES to high-risk residence hall floor sections
- Make student AA groups more accessible
- * Use Alcohol Audit in judicial procedural interview to determine the conditions of sanctions
- Hudson medical staff provides resources to students who present with alcohol-related injuries
- Make AA groups more accessible to students
- Counseling and Psychological Services provides alcohol support groups on campus
- Court referred assessment
- Medical staff at emergency room (screening)

Tier 1 --Evidence of Effectiveness among College Students - (continued)

Student Body as a Whole:

(Currently in Practice)

- Student seeks counseling
- On-line alcohol intervention via E-Chug screening
- Peer-to-peer prevention/education programs through Health Education and Wellness
- Internal assessment needs to be conducted to prove efficacy with college students

(Suggestions for the Future)

- Provide the CHOICES program for all students living in residence halls
- Encourage curriculum infusion by faculty for the dissemination of low-risk drinking messages using classroom discussion and technology
- Provide interpretation of alcohol screening to students at CPS through the counselor-in-residence program and through the proposed help center in the new university center

College and Surrounding Community:

(Currently in Practice)

- Screenings/assessments available at Health Recovery Services
- Treatment services available to university personnel
- Peer-to-peer prevention/education programs through Off-Campus Living Office and Health 204 class
- Internal assessment needs to be conducted to prove efficacy with college students
- Peer- to-peer prevention/education programs through 317 Board/HRS in local Schools
- SAAMCO program at Health Recovery Services

(Suggestions for the Future)

- Refer serious alcohol cases to Health Recovery Services
- Court referred assessment
- Medical staff at emergency room provides intervention and/or screening
- Support the need for a detox unit in the Athens community

Tier 2 -- Evidence of Success with General Populations that Could Be Applied to College Environments

Recommended Strategies:

Increased enforcement of minimum drinking age laws

Implementation, increased publicity, and enforcement of other laws to reduce alcohol impairment

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)

Individual Students Including At-Risk or Alcohol-Dependant Drinkers:

(Currently in Practice)

- Parental notification for first year students
- Prime for Life class as a diversion program
- Two fewer liquor licenses in close proximity to campus
- Review of judicial policies related to sanctioning and diversion programs

(Suggestions for the Future)

- * Extend parental notification to first B-level offenses
- * Extend parental notification to all students under 21
- * Additional staff at University Judiciaries to process increased reports
- Judicial sanctions that remove the highest risk students out of the university setting so they can receive treatment
- Parental notification for all students under the age of 21 for alcohol violations that occur on and off campus

Student Body as a Whole:

(Currently in Practice)

- Development of the “No Shuffle” campaign
- No empties policy in the residence halls

(Suggestions for the Future)

- * Implement a clear consistent structure as it relates to diversion programs to address violations of the student code of conduct as it relates to alcohol
- * Institute fines for alcohol violations to cover the cost of services for condition of sanction
- * Change disciplinary probation lengths from quarters to months
- Monitor and enforce the regulation and sales of happy hour drink specials
- Evaluate the effectiveness of residence hall front desk staffing during late night/weekend hours to enforce judicial policies
- Support an increase in funding/personnel for enforcement on campus

* *Included in the Alcohol Response Task Force Recommendations to President McDavis*

Tier 2 -- Evidence of Success with General Populations that Could Be Applied to College Environments – (continued)

College and Surrounding Community:

(Currently in Practice)

- Campus/community coalition to address high-risk drinking
- Coalition Advocating Responsible Drinking Decisions (CARDD)
- Tavern owners and alcohol distributors on CARDD
- Lobbied to reduce the number of alcohol sales near campus
- Working to provide server training to local tavern owners
- Revised student code of conduct to include incidents that occur off campus
- University/community task force developed to address alcohol-related disturbances (Halloween, time change, Palmerfest)
- Joint OUPD/APD patrolling of areas close to campus
- Advocated for increased prices/excise taxes at regional alcohol meeting sponsored by the State of Ohio

(Suggestions for the Future)

- Foster more support for the “No Shuffle” campaign
- Support an increase in funding/personnel for enforcement off campus
- Work to increase penalties for alcohol-related offenses in Athens Municipal Court
- Continue to support an increase in price and excise taxes
- Increase collaboration with the Ohio Investigative Unit to address sale of alcohol to underage students

Tier 3 -- Evidence of Logical and Theoretical Promise, but Requires More Comprehensive Evaluation

Recommended Strategies:

Adopt and evaluate promising campus-based policies and practices, such as:
Friday classes and exams
Expand alcohol-free late night student activities
Eliminate keg parties where underage drinking is prevalent
Alcohol-free residence halls
Older, salaried resident assistants
Control or eliminate alcohol at sports events; prohibiting tailgating parties that model heavy alcohol use
Refuse sponsorship gifts from alcohol industry
Ban alcohol on campus, including faculty and alumni events
Increase enforcement at campus based-events that promote drinking
Increase publicity about enforcement of underage drinking laws on campus and eliminate “mixed messages”
Consistently enforce disciplinary actions associated with policy violations
Conduct marketing campaigns to correct student misperceptions about alcohol use
Provision of “safe rides” program
Regulation of happy hours and sales
Inform new students and parents about alcohol policies and penalties before arrival and during orientation periods

Individual Students Including At-Risk or Alcohol Dependant Drinkers:

(Currently in Practice)

- Baker University Center provides limited late night programming on Thursday, Friday, and Saturday nights between the hours of midnight and 3:00 a.m. that attract high-risk drinkers
- Substance-free residence halls
- Collaborative programming during move-in for first year students
- Common areas in Greek chapter houses substance free
- Collaboration between Health Education and Wellness, Multicultural Programs, and Lesbian Gay Bisexual Transgender programs to provide two late night events per quarter
- Sporadic late night programming on campus such as OU Idol
- Safe-T- Patrol provided by OUPD
- Alcohol is not sold on campus
- GAMMA peer to peer prevention for Greeks

(Suggestions for the Future)

- * All off-campus arrests by APD (or other external law enforcement agencies) adjudicated through University Judiciaries
- Judicial sanction that mandates participation in low-risk social activities between 11 p.m. and 3 a.m.

** Included in the Alcohol Response Task Force Recommendations to President McDavis*
Tier 3 -- Evidence of Logical and Theoretical Promise, but Requires More Comprehensive Evaluation – (continued)

Student Body as a Whole:

(Currently in Practice)

- Baker University Center provides late night events on Fridays, Open Stage, and poker
- Midnight movies at the Athena
- Alcohol advertising is prohibited on campus
- Stage 3 of the BYOJ Stop at the Buzz posters to address negative consequence of high-risk consumption
- Stop at the Buzz commercial contest produced 5 risk reduction 30 sec. spots for local cable TV, use at pre-college and other venues
- Stage 4 of the BYOJ The Buzz Stops Here poster to address local ordinances and the law
- POWER peer-to-peer programming
- Inclusion of alcohol speaker in extended orientation
- Alcohol served on campus by permit only
- Make students aware of campus and community policies/consequences at pre-college and international student orientation
- Collaboration between neighborhood associations and Off Campus Living office to provide neighborhood picnics
- Tenant Information Programs (TIPs) to help students host safe parties provided by Community Assistants
- Collaboration between Off Campus Living and Health 204 (Drugs in Society) to disseminate information on the laws and party hosting

(Suggestions for the Future)

- * Consistent communication of institutional message regarding high-risk drinking and alcohol violations to the university community and beyond
- Increase the number of classes held on Fridays
- Saturday classes
- Change pre-college to a first-year welcome week orientation program
- Expand late night programming to larger events
- More collaboration throughout the university to foster and promote late night events
- Change academic calendar to the semester system to eliminate spring festivals
- Explore having game rooms in the residence halls with pool tables, ping pong, and foosball

** Included in the Alcohol Response Task Force Recommendations to President McDavis*

Tier 3 -- Evidence of Logical and Theoretical Promise, but Requires More Comprehensive Evaluation – (continued)

College and Surrounding Community:

(Currently in Practice)

- Involvement in state and local coalitions, Ohio College Initiative to Reduce High Risk Drinking and Team Athens County

(Suggestions for the Future)

- Encourage more faculty to require community service projects as a part of class requirements

**Tier 4 -- Information, Knowledge-Based, or Values Clarification
Interventions about Alcohol and Problems Associated with Excessive
Use, Evidence of Ineffectiveness When Used Alone:**

Individual Students Including At-Risk or Alcohol-Dependant Drinkers

(Currently in Practice)

- Judicial sanctions such as Bridging the Gap, Second Chance, or other activities assigned by the hearing officer such as bulletin boards, attending a speaker or peer program

Student Body as a Whole:

(Currently in Practice)

- Alcohol speakers on campus
- Alcohol prevention programs, e.g. *Alcohol Awareness Month*
- Alcohol Edu

College and Surrounding Community:

(Currently in Practice)

- Red Ribbon Day
- Prom Promise

Assessment and Evaluation Standardized and Population-Specific Assessments of Alcohol Consumption, Problems and Abuse:

(Currently in Practice)

Individual Students Including At-Risk or Alcohol Dependant Drinkers:

- Conducted alcohol and other drug survey of minority students and LGBT students

Student Body as a Whole:

- Conducted CORE alcohol and other drug survey biannually until 2002
- Developed an Ohio University specific alcohol and other drug survey conducted biannually
- Conducted focus groups to develop “The Buzz” risk reduction marketing Campaign
- Review data from Alcohol Edu. to determine prior usage of students before attending Ohio University
- Judiciaries track the number of repeat offenders

College and Surrounding Community:

- Initiated the use of the NIAAA 3-in-1 Framework to assess current prevention Strategies
- Conduct the CARA (College Alcohol Risk Assessment) annually by members of CARDD and students from Health 204
- Judiciaries work with APD to track the violation rate of the party nuisance law

(Suggestions for the Future)

- * Fund a doctoral-level assistantship through Institutional Research to develop and administer the metrics of evaluation for measurable outcomes
- * Evaluate Second Chance and Prime for Life Diversion Programs based upon the “Stages of Change” model

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