

## 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](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 Cronce, 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.

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

#### *(Currently in Practice)*

- CHOICES program to all new members of the Greek Community
- Alcohol Audit in judicial procedural interview to determine the condition of sanction
- BASICS as a judicial intervention program
- Medical Emergency Assistance Program (MEA)
- Alcohol support groups through Counseling and Psychological Services
- Alcohol assessment through Counseling and Psychological Services
- All first year athletes completing CHOICES
- First-Year students taking UC 115/190 completing CHOICES

#### *(Suggestions for the Future)*

- Provide CHOICES to all first-year students
- \* Make student AA groups more accessible
- Hudson medical staff provides resources to students who present with alcohol-related injuries
- Support development of detox facility within community that would serve OU students
- Medical staff at emergency room (screening)
- Programs specifically geared to substance free halls

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

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

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

*(Suggestions for the Future) – continued*

- Explore the development of a recovery community
- Explore method for students in recovery to self-identify for the purpose of accessing services and providing housing

## **Student Body as a Whole:**

*(Currently in Practice)*

- Student seeks counseling
- BASICS
- Peer-to-peer prevention/education programs through Health Promotion

*(Suggestions for the Future)*

- Encourage curriculum infusion by faculty for the dissemination of low-risk drinking messages using classroom discussion and technology

## **College and Surrounding Community:**

*(Currently in Practice)*

- Screenings/assessments available at Health Recovery Services
- Treatment services available to university personnel
- Health Recovery research based prevention and intervention; Teen Institute
- Driver Intervention Program at Health Recovery Services
- Peer-to-peer prevention/education programs through Off-Campus Living Office and Health 204 class
- Peer-to-peer prevention/education programs through 317 Board/HRS in local Schools
- SAAMCO program at Health Recovery Services

*(Suggestions for the Future)*

- Encourage at least one Greek advisor per chapter to become a trained CHOICES facilitator

## **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)*

- University parental notification for students under the age of 21
- Ohio Dept of Public Safety Social Host Liability training with Greek Advocating Mature Management of Alcohol (GAMMA)
- TIPS training provided to Greek Chapters through risk mgt and social chairs
- Prime for Life class as a diversion program
- Students held accountable for behaviors off-campus through judiciaries on-campus
- Athens Police notify parents of underage students for alcohol violations
- 2 day mandatory jail sentence on 2<sup>nd</sup> offense through Athens Municipal Court
- Judicial sanctions that remove the highest risk students out of the university setting so they can receive treatment

*(Suggestions for the Future)*

## **Student Body as a Whole:**

*(Currently in Practice)*

- No empties policy in the residence halls
- Clear consistent structure as it relates to diversion programs to
- Program with Drug-Free Action Alliance to reduce underage consumption off-campus  
address violations of the student code of conduct as it relates to alcohol
- Minimal 6 month probation/\$100 fine for all alcohol violations

*(Suggestions for the Future)*

- Work with tavern owners to discourage the “Court Street Shuffle” and other high-risk activities
- University officials work with local law enforcement and city staff to plan for high-risk weekends in the spring quarter
- Monitor and enforce the regulation and sales of happy hour drink specials
- Support an increase in funding/personnel for enforcement on campus

## **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
- Revised student code of conduct to include incidents that occur off campus
- Joint OUPD/APD patrolling of areas close to campus

- Advocate for increased prices/excise taxes at regional alcohol meeting sponsored by the State of Ohio
- All Greek Chapter houses have a live-in proctor

*(Suggestions for the Future)*

- Support an increase in funding/personnel for enforcement on and off campus
- Support the enforcement of Social Host Liability Laws
- Increase the participation of faculty, staff and community members on CARDD
- Work to increase penalties for alcohol-related offenses in Athens Municipal Court
- Provide server training to local tavern owners
- 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
- Support idea of displaying owner/manager contact information on rental units
- Require local address for all OU students upon registration with penalty for incorrect address
- Organize with Team Athens County a training session of effective local-level strategies, policies and procedures for law-enforcement, agencies, etc.

### **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

Increase enforcement at campus based-events that promote drinking

Increase publicity about enforcement of underage drinking laws on campus and eliminating “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 10:00 p.m. and 2:00 a.m.
- GAMMA address risk-reduction within the Greek Community
- Substance-free residence halls
- Limited programming during move-in for first year students
- Common areas in Greek chapter houses substance free
- Health Promotion, POWER and GAMMA provide late night risk-reduction programming weekly in Baker Center
- Sporadic late night programming on campus
- Safe-T- Patrol provided by OUPD
- Alcohol is not sold on campus

*(Suggestions for the Future)*

- Judicial sanction that mandates participation in low-risk social activities between 11 p.m. and 3 a.m.
- Develop information for potentially high-risk incoming students on alcohol policies, resources, etc.

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

#### **Student Body as a Whole:**

*(Currently in Practice)*

- Baker University Center provides late night events
- POWER/GAMMA provides “After Hours” as a late night harm reduction activity
- On-going distribute of the 18 Stop at the Buzz posters to all residence halls and Off-Campus Community Assistants to expose all students to the campaign
- Alcohol advertising is prohibited on campus

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

- Stage 7 of the Buzz poster campaign (“Stop at the Buzz”) to address why I wish I would have stopped at the buzz
- “Stop at the Buzz” commercial updated to include MEA information
- POWER peer-to-peer programming
- 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 and Saturdays
- Distribute academic classes throughout the week to reduce high-risk drinking nights
- Change orientation to a first-year welcome week orientation program
- Expand late night programming to include consistent activities and larger events
- More collaboration throughout the university to foster and promote late night events
- Explore having game rooms and other social spaces in the residence halls with pool tables, ping pong, and foosball
- Expand programming into off-campus areas
- More collaboration between all campus groups/departments on programming at least once a quarter
- Explore external funding options to be able to continue with the Buzz poster campaign to reduce high risk drinking
- Increase weekend and late night programming for intramurals, student activities, residence life, athletics, and campus recreation
- Increase programs and activities that include food, quality prizes and incentives
- Provide consistent programming in the residents halls on Thursday through Saturday nights (e.g. game nights every Thursday)
- Increase faculty/staff involvement in programs to increase interaction outside the classroom
- Marketing campaign regarding positive programs, activities, awards, recognitions, etc.
- Develop information for incoming students on alcohol policies, resources, etc.

*\*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 national, state and local coalitions, The Network Addressing Collegiate Alcohol and Other Drug Issues, Ohio College Initiative to Reduce High Risk Drinking, Drug-Free Action Alliance and Team Athens County
- Red Ribbon Day
- Prom Promise

*(Suggestions for the Future)*

- Encourage more faculty to require community service projects as a part of class requirements
- Enforcement entities implement regular and comprehensive compliance check programs of current underage liquor laws in alcohol-related businesses
- Strive to ban home delivery of alcoholic beverages

**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)*

**Student Body as a Whole:**

*(Currently in Practice)*

- Alcohol speakers on campus
- Alcohol prevention programs, e.g. *Alcohol Awareness Month*
- All incoming first-year students complete Alcohol Edu prior to October of Fall Quarter

*(Suggestions for the Future)*

- Provide Alcohol Edu for all student organizations and advisors

**College and Surrounding Community:**

*(Currently in Practice)*

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

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

*(Currently in Practice)*

- Conducted alcohol and other drug survey of minority students and LGBT students
- \*Evaluate BASICS and Prime for Life Diversion Program based upon the “Stages of Change” model
- Evaluate knowledge gain for students completing CHOICES using the pre-post test.

### **Student Body as a Whole:**

*(Currently in Practice)*

- 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:**

*(Currently in Practice)*

- 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

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