

An Evaluation of the Effectiveness of Binge Drinking-based Harm Reduction Programs at the University of Wyoming

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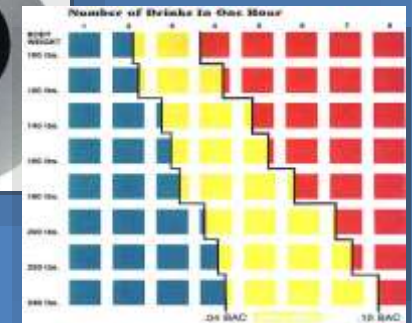
Background

Definition

- “Drinking with the primary intention of becoming intoxicated by the heavy consumption of alcohol over a short period of time” (Dawson, 1047)
- Broader definition includes all drinkers
- This definition also encapsulates all other definitions which differ on opinions of concepts:
 - Number of drinks in a sitting
 - Sex-specific definition
 - Blood-Alcohol Concentration (BAC)



1 in 3 college students described as individual who abuses alcohol



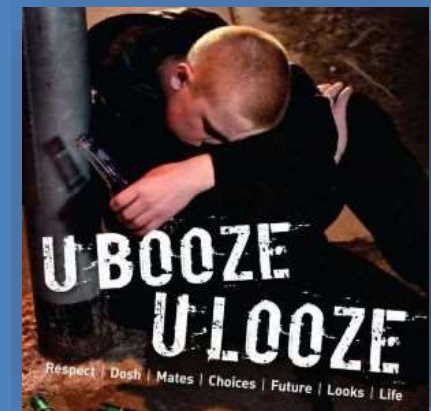
Introduction

Efforts

- College binge drinking levels in America have remained the same, if not steadily increased for approximately 25 years (Keeling, 2002)
- On average 44% of college-aged students binge drink (Clapp, Shillington & Segars, 2000)
- Information campaigns, social norms marketing campaigns, and advocacy campaigns-aim towards stopping drinking



1 out of 5 drinkers experience some sort of alcohol-related consequence from their drinking



Introduction

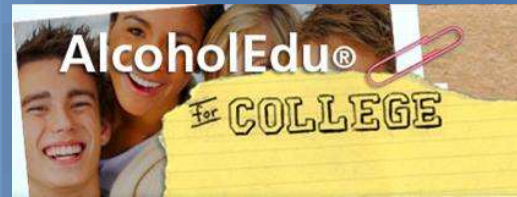
UW Programs

➤ University of Wyoming unique in its programs, services, and campaigns, utilizing “harm-reduction” technique



➤ UW Programs studied for this research:

- SafeRide
- A-Team
- AlcoholEdu
- Students’ Attorney Program.
- AWARE



Background

UW Programs

- A-Team - comprehensive group which combines many entities on campus to put on events and programming designed to discuss and analyze the issue of college student alcohol consumption
- SafeRide - free car ride service for students on the weekends, which pays sober student drivers to transport individuals who have been drinking around the town of Laramie, Wyoming
- AlcoholEdu - first-year “test” required by all incoming freshmen students. It showcases scenarios and information that may arise in the college binge drinking world and quizzes students on how they should react to those situations.
- Students’ Attorney Program - free service for University of Wyoming Students which provides them with legal advice and information on how best to reduce legal troubles when drinking alcohol.
- AWARE Intervention Program - reaches out to and counsels students who have received sanctions or campus policy violations for their alcohol use. associated with them, showcasing the amount of impact alcohol can have on an individual’s actions.

Methodology

Research Question

Have the harm reduction-based University of Wyoming (UW) programs the A-Team, SafeRide, AlcoholEdu, the Students' Attorney Program, and the AWARE Intervention Program helped students in making wiser choices concerning consumption of alcohol?

Methodology

Why UW Programs?

- Less focus on media campaigns with emotions, perception, and awareness concerning alcohol
- More focus on tangible programs
- Consistency in programs in turn provides consistency in the student feedback
- Feedback includes effectiveness
 - 76 students
 - Four staff members



Methodology

Student Surveys

- First two student survey questions:
 - “Do you know what “harm-reduction” means, in regards to students’ drinking on the University of Wyoming campus?”
 - “Have any of the University of Wyoming programs intended to reduce harms from drinking, affected your behavior when consuming alcohol?”
- “Yes” or a “no” answer for both
- Second question asked for explanation if answered “yes”

Methodology

Student Surveys

- Three types of questions asked
 1. Do you know what the program is?
 2. If yes, have you used the program?
 3. If yes, please rate the effectiveness of the program.

- Cover three areas
 - Awareness
 - Utilization
 - Numerical Effectiveness

Methodology

Student Surveys

The last question on survey “Please comment on the back of this questionnaire on the effectiveness of any of the above-mentioned programs, in regards to helping reduce harm to you or others you know when consuming alcohol,” allowed for open-ended, qualitative answers on effectiveness

Methodology

Coding

- “Yes” or “no” questions close-ended and tallied
- Effectiveness questions utilized scale of “not effective” to “very effective”
 - “Not effective” numerical value of -2. “
 - Somewhat effective” numerical value of -1.
 - “Neutral” numerical value of 0.
 - “Effective” numerical value of 1.
 - “Very effective” numerical value of 2.
- If student had not heard of or utilized program, N/A was marked for effectiveness
- Effectiveness questions then multiplied by their numerical value and added together to get overall effectiveness score
- Questions asking students to comment open-ended with responses recorded

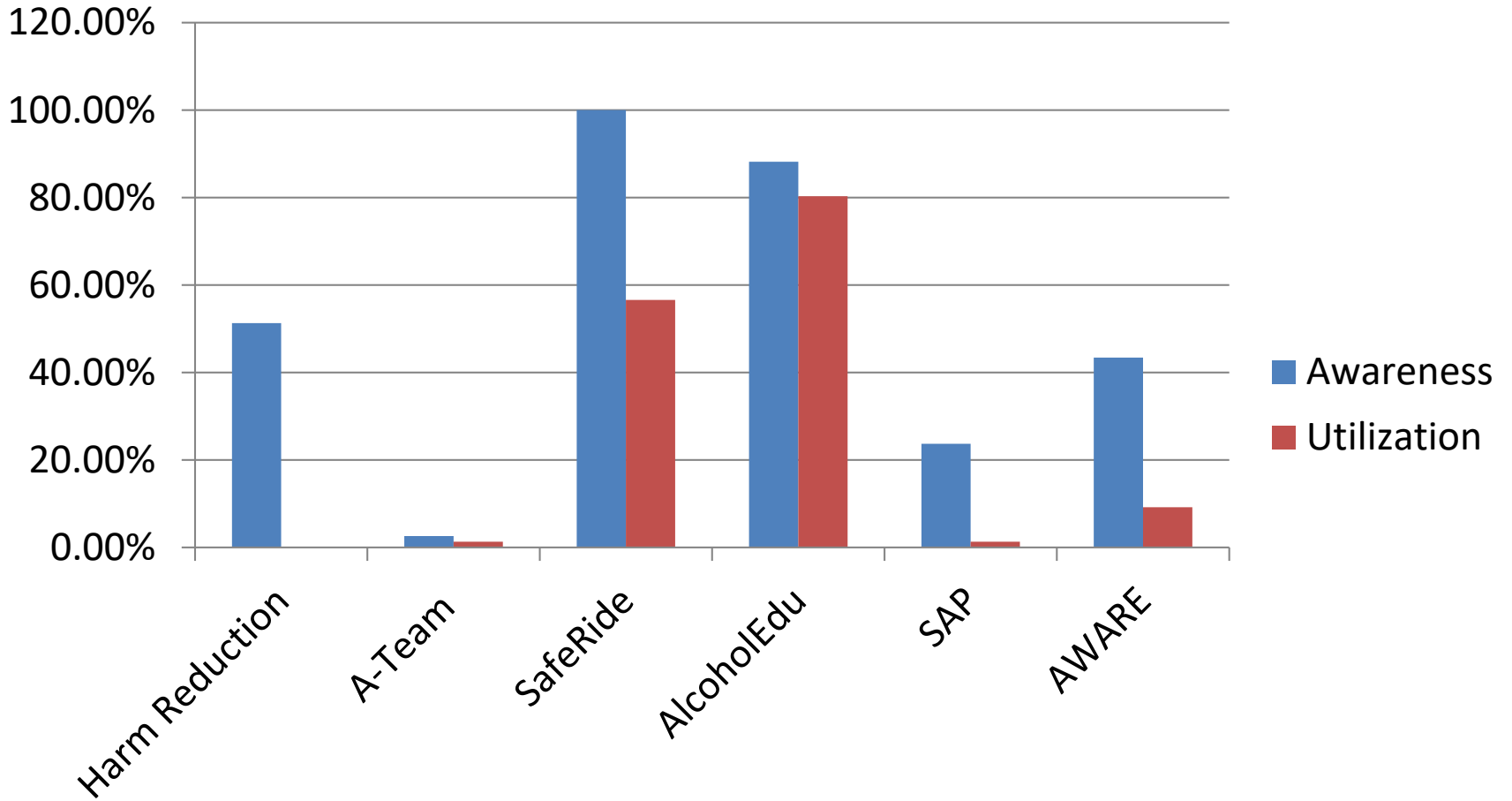
Methodology

Staff Surveys & Coding

- Please provide a brief history of your program.
- Is there a student drinking problem on the University of Wyoming campus?
If yes, how so?
- Do you know what “harm-reduction” means, in regards to student behaviors on the University of Wyoming campus?
- Why, in your opinion, has UW opted to utilize harm-reduction campaigns versus anti-drinking campaigns, in regards to student alcohol consumption on the University of Wyoming campus?
- Please comment on the effectiveness of your specific program(s), in regards to reducing the harms of student drinking on campus.
- Questions open-ended and recorded on paper during the interview.

Analysis

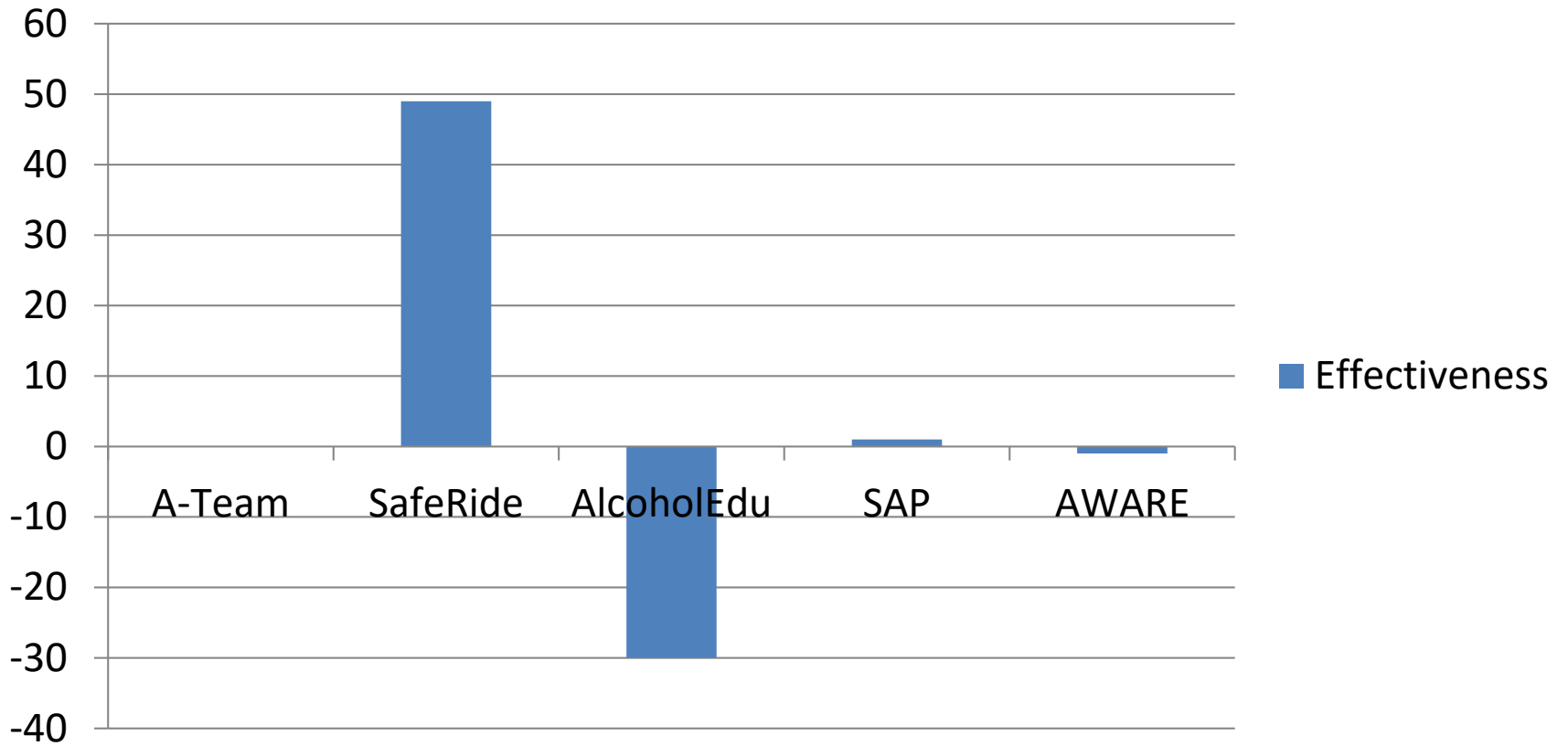
Awareness & Utilization



Analysis

Effectiveness Score

Effectiveness



Analysis

SafeRide

➤ Awareness

- Controversial

➤ Utilization

- Free
- Convenient

➤ Effectiveness

- Highest score
- Positive students comments: “life saver” and “most effective”



Analysis

AlcoholEdu

➤ Awareness

- Required test

➤ Utilization

- Required test
- Freshmen



➤ Effectiveness

- Lowest score
- Negative student comments: “don’t remember anything from it” and “annoying” and “inconvenience”

Analysis

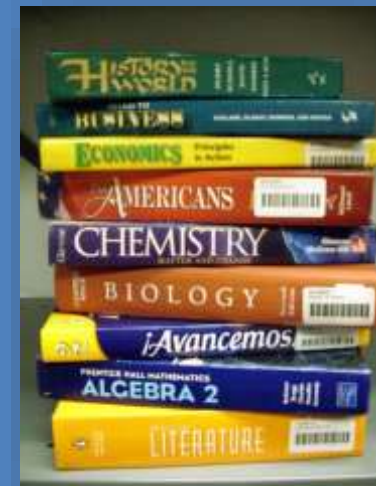
Student & Staff Opinions

- Difficult seeing difference or agreement in opinions for A-Team, Student's Attorney Program, AWARE Intervention Program
- Agreement on SafeRide
 - Well-known, highly utilized, and effective
- Difference on AlcoholEdu
 - Well-known, highly utilized, and not effective

Conclusion

Limitations

- Sample size should be larger
- Demographic variables for sample size consisted mainly of UW Honors students and English majors



Conclusion

Overall Results

- AlcoholEdu
 - Look at goal of harm reduction
 - Since not effective, has not met goal
 - Reevaluate
 - Evaluate how testing freshmen can be changed
- SafeRide
 - Look at goal of harm reduction
 - Since effective, has met goal
 - Evaluate how other programs can learn from SafeRide

References

- Clapp, J. D., Shillington, A. M., & Segars, L. B. (2000). Deconstructing contexts of binge drinking among college students. *American Journal of Drug and Alcohol Abuse*, 26(1), 139-154.
- Dawson, D. A. (2011). Risky single occasion drinking: bingeing is not bingeing. *Addiction*, 106(6), 1046-1051.
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