Cal Alcohol Problem Prevention Coalition (APPC) Team

Stacy Holguin, (Co-Chair) Mgr. Judicial Affairs and Compliance – Residential Student Services Program
Karen Hughes, (Co-Chair) Coordinator Alcohol Prevention – University Health Services
Caleb Dartt, Director of Local Government & Community Relations – Gov’t and Community Relations
Jeff Woods, Conduct Officer, Center for Student Conduct and Community Standards
Brandon Tsubaki, Coordinator, Fraternity & Sorority Life – Campus Life & Leadership
Andrew Tucker, Patrol Lieutenant, UCPD
Ryan Cash, Head Athletic Trainer, Intercollegiate Athletics

Background and History
High risk alcohol use and abuse is a top concern on college campuses nation-wide. On large campuses like UC Berkeley, there can be numerous, but uncoordinated alcohol risk reduction programs in action. This lack of coordination often fails to produce clear, strong messages for students, synergy among the programs, and meaningful and long-lasting changes in drinking and party culture.

The APPC Team was established after UC Berkeley became a founding member of the NetAlcohol Prevention Coalition (APC) in 2002. The APC is a growing network of colleges and universities around the country whose commitment to reducing high risk college drinking goes beyond simply meeting the “minimum threshold.” The APPC Team represents a critical step for our campus – it ensures senior administrative involvement and a campus-wide perspective for ongoing development, implementation and evaluation of alcohol risk management activities. The APPC Team members are designated by:
- Ron T. Coley, Associate Vice Chancellor – Business and Administrative Services;
- Harry Le Grande, Vice Chancellor – Student Affairs; and
- Linda Williams, Associate Chancellor.

APPC Team Goal
Design and manage effective, campus-wide alcohol risk management activities to ensure:
- High quality of life, study, work and play for all in the campus community
- Minimal harm from college student alcohol use
- Engagement of all campus stakeholders.

Key Strategies
Based on its understanding of alcohol risks in the UC Berkeley campus community and successful, evidence-based strategies, the APPC Team is focusing on the following campus-wide objectives:
- Campus alcohol-related policies which are clear, sufficient, and well-publicized
- Enforcement and accountability activities which are consistent, swift and highly visible
- Risk management and responsible beverage service practices in both commercial and social settings
- Accurate social norms perceptions about drinking, associated harm, and community acceptance
- Critical mass of active and effective bystanders for prevention and intervention

Priorities for 2010-11
1. Establish campus-wide process to collect, analyze and address campus alcohol risk data
2. Establish and standardize consistent and swift student accountability procedures for alcohol violations
3. Alcohol and party risk management training and social marketing for students
4. Critical mass of active and effective bystanders for prevention and intervention

For more information, please contact:
- Stacy Holguin (co-chair) at sholguin@berkeley.edu or 510-643-2600
- Karen Hughes (co-chair) at k.hughes@berkeley.edu or 510-643-8073
Background Information – Green Dot

The Green Dot Strategy is a comprehensive approach to violence prevention that capitalizes on the power of peer and cultural influence across all levels of the socio-ecological model. Informed by social change theory, the model targets all community members as potential bystanders, and seeks to engage them, through awareness, education, and skills-practice, in proactive behaviors that establish intolerance of violence as the norm, as well as reactive interventions in high-risk situations – resulting in the ultimate reduction of violence. Specifically, the program targets influential and respected individuals from across community subgroups. The goal is for these groups to engage in a basic education program that will equip them to integrate moments of prevention within existing relationships and daily activities. By doing so, new norms will be introduced and those within their sphere of influence will be significantly influenced to move from passive agreement that violence is wrong, to active intervention. For more program information, please visit http://www.livethegreendot.com/gd_strategy.html.
Piloted and evaluated with 8 student organizations (approx. 520 students). Will modify and deliver to more than 1200 students in Spring 2011.
Risk Management and RBS in Retail and Social Settings

CALculate the Consequences
Peer presentation to pass on valuable information about...
- Laws, Enforcement and Penalties
- Alcohol Safety
- Police Relations
- Crime Prevention
- Student Safety and Responsibility

Email partiesafe@berkeley.edu to schedule or for more information

LEAD Training in Berkeley

Party Safe Cal
How: Fun, Manage Risks, Reduce Harms.

Helping an Intoxicated Person
If you’re unsure of how to help - don’t waste time - get help.

Look for signs of alcohol poisoning
- Cold, clammy skin
- Unconsciousness
- Slow or irregular breathing
- Vomiting, particularly while passed out

If ANY of the signs are evident call for emergency medical help immediately.

Health and Safety are #1 Priority
- Stay with person - Don’t leave them to "sleep it off"
- Ensure they rest on side to prevent choking on own vomit.
- No food, drink, or drugs if they’ve vomited in the last 2 hours – it can cause vomiting or choking.
- Keep them still to avoid injury – No walking or standing without assistance; Do not let them leave or drive if they may cause harm to self or others
- If injured, unresponsive or need transportation - Call UCPD (510-642-3333)

If you are unsure about someone’s condition, Call 911

From cell phone: 510-642-3333 (UC Police) or 510-981-5911 (Berkeley Police)

Party host name:
Cell #:
Address:

As with any emergency situation, call 9-1-1, or
From cell phone: 510-642-3333 (UC Police) or 510-981-5911 (Berkeley Police)
The Prevention Roundtable Series

Outside The Classroom invites you to participate in a day of new insights from recent research and rigorous discussion with peers and experts from the field.

Alcohol Awareness Week @ Cal
Fall 2010 - October 18-24

Activities to engage everyone on our campus community in minimizing problems related to drinking andparsed.

EDUCATIONAL WORKSHOPS, WORKSHOPS, AND OTHER RESOURCES

Lecture Series
Find out about the reportable initiatives and the differences we’re making. Talk with student leaders at tables and activities across campus.

RESPONSIBLE BEVERAGE SERVICE (RBS) TRAINING

Wednesday, October 20, 1-4:30pm, Tang Center
Provided by the CS Department of Alcoholic Beverage Control (ABC), this high-quality and educationally sound training on alcohol responsibility and the laws designed for alcoholic beverage businesses.

SOBER WEEKEND

Thursday, October 21, 1-3pm, Tang Center
The highlight of the week – no alcohol for 72 hours. That’s it – can you do it? This sober experiment is a good way for college-aged teens to check whether drinking is an issue or not. Encourage your friends and make it a plan to succeed. Take the Sober Zone Field Trip online at the PartySafe website by Wednesday, October 20th.

GOOD NEIGHBOR DAY

Friday, October 22, 1-3pm, Tang Center
The highlight of the week – no alcohol for 72 hours. That’s it – can you do it? This sober experiment is a good way for college-aged teens to check whether drinking is an issue or not. Encourage your friends and make it a plan to succeed. Take the Sober Zone Field Trip online at the PartySafe website by Wednesday, October 20th.

Annual Research Summit

2010

Webinars

• The Game Day Challenge: Effective Strategies for Addressing High-Risk Drinking at College Athletics Events

• The Greek Challenge: Effective Strategies for Reducing Alcohol Risk and Harms Among Fraternity and Sorority Members
AlcoholEdu for College

• Fall 2010 New Students
• Before semester started

Q53. Expectancies of Alcohol Use - How likely or unlikely is it that the following things would happen to you personally if you were to drink 3 or 4 alcohol beverages? (survey 1, survey 2, survey 3) - Get into trouble with authorities

Q47. Current Attitudes on Alcohol Use - When you choose not to drink alcohol, how important are the following reasons? (survey 1, survey 3) - I am worried about being caught by authorities

Q138. Negative Consequences - Drinkers only - During the past two weeks, to what degree did the following happen to you when drinking or as a result of your drinking? Don’t count things that have happened to you but were not because of drinking (survey 1, survey 3) - Got into trouble with authorities
AlcoholEdu for College
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Q1. I know the Student Code of Conduct policies related to alcohol.
- Yes: 85.53%
- No: 14.47%

Q2. I agree that the Student Code of Conduct policies relating to alcohol are consistently enforced.
- Yes: 35.94%
- No: 61.92%
- Don't Know: 10.95%

Q4. I understand that the police share student alcohol violation cases with the Student Conduct Office.
- Yes: 83.89%
- No: 16.11%

Q5. I know my parents’ expectations and potential consequences for me regarding alcohol use.
- Yes: 97.38%
- No: 2.62%