Conclusions: Environmental prevention strategies targeting settings where the majority of heavy drinking events occur appear to be effective in reducing the incidence and likelihood of intoxication among college students.

Intervention: Included nuisance party enforcement operations, minor decoy operations, driving-under-the-influence checkpoints, social host ordinances, and use of campus and local media to increase the visibility of the environmental strategies.
Understanding The "College Effect"

Student drinking rates nationally follow a typical pattern: alcohol use generally rises the summer before a student enters college, and then increases substantially after arriving on campus. This phenomenon, known as the “College Effect,” is represented by the conceptual graphic below.

*Drinking rate is the proportion of students who have had more than a taste or sip of alcohol in the two weeks prior to the survey.
Critical Mass of Active and Effective Bystanders

Avoid a Party Foul...

Whether the party’s big or small, hosts are accountable for guests’ conduct & safety. Control the alcohol and the alcohol moderation is the key. Communicate with neighbors and make adjustments before, during and after.

Party Safe @ Cal

Not everyone drinks...

26% of Cal students don’t drink. Of those, do most drink & or feel like they party. Don’t overestimate how much or how often other students drink.

Your right to party. My right to study.

We’ve all been on both sides. Over one-third of Cal students report being a step and sixty damaged by other student drinking. Please find your neighbor’s name or phone number. Respect the “quiet hour” in the residence (11pm-7am Mon.-Fri.) & surrounding neighborhoods (10pm-7am Sat. & Sun.)

What’s at Stake...

If you get caught using a false ID, drinking if you’re under 21, or being loud, no parties you host will be social.

Step up...

If you notice possible emergency behavior or situation, assume general responsibility. Act directly if you have the knowledge and skills. But if you don’t, contact your RA or police from cell phones: 911 or Cell 911, 811-6843, 3333 UC. If police are not made aware of alcohol-related trouble, addressing the issue will be too late.

*Prevention, Education & *Interventions

The Green Dot Strategy

By Alex Pulkko

Step up, take responsibility into your own hands

One of my projects this year has been called the “Critical Mass” campaign. It was intended to improve the community spirit when we have a problematic situation. It has been extremely helpful to know that people are willing to step up to the plate and help. You heard about that all year, you are part of the community and should be proud.

You have told me about shaping a light before it happened for alcohol.” I have never felt like a community. You have told me about friendship having a conversation with friends concerning their experience, about prevention, and about intervention doing a domino chain of situations. We have told me about walking a friend home when they were drunk. We have told me about what it’s like to be passed out another way, and the last one I never go to a full description of those ways but if you are interested and other story points they are at involvement, workshops, etc.

First, please understand that there are huge and serious events that are still happening to others. The field of alcoholism has these research that to stop the problems and recognized as the “Ethics of responsible drinking.” The quick explanation is that in large groups, there is strong pull and the assumption is that someone else (someone else) will help or that there is no pull because others have not already helped. It has been found that two or three people who act for others who don’t (knows—no one should think himself or herself down for the effort) intervening intervention, somehow, someone else’s effort and this makes a huge difference in what we can do. But now, I’m assuming there are no people that intervene weakness when someone will not get out it. It is clear that we only help when we are motivated to help. That is why bystanders will be helpful.

For us, it is almost better for that reason to be higher. So, as we get ready to leave for the campus or for the working world, we will be ready to step up, take responsibility into your own hands, and we will make Cal even better place. In closing, I want to give a personal note that I feel when you do something good, remember the difference of responsibility that we all can make. We can make the place better together.
Recruited 4 student organizations (approx. 220 students). More structured – positive evaluations and outcomes. Seek at least ten groups for Fall 2011.

Accurate Social Norms Perceptions

Drinking Norms Perception Gap - Usual Number Consumed When at a Party

Me vs. My Friend

Peer outreach and education activities, like Cal Day and BINGO, reached more than 3000 students during spring 2011.
Tips and Stories for a Safe and Satisfying Party Scene Around Campus

LEAD Training Hosted by PartySafe@Cal – January and May 2011
California Safer Schools
- Fall Semester
- All undergraduates
- 2003-2010

Drank Enough To...

Due to other students' drinking
Since start of semester I have been to a party at...

Somewhat or Very Likely to Happen
If I Drink 3-4 Alcoholic Drinks
Awareness of Off-Campus Party Issues

- Seen news about problems generated by off-campus parties.
- Heard a loud, drunken party caused police to come out.
- Heard about someone being fined for having a loud off-campus party.

Very to extremely concerned about preventing off-campus party problems

Awareness of Community Policies and Practices

- Minor Decoy Operations
- DUI checkpoints
- Fines for loud, drunken off-campus parties
Accomplishments

Decrease in heavy drinking:
• Drank enough to get drunk - from 73% in 2008 to 64.5% in 2010
• Drank enough to pass out – from 22.2% in 2008 to 10.6% in 2010

Decrease in calls for service to Berkeley Police for loud, late parties around campus:
• 360 in fall 2008; 135 in fall 2010

Increase in Cal undergrads who report seeing written tips or guidelines for planning safe parties:
• Fall 2006 - 44.7%;
• Fall 2008 – 56%;
• Fall 2010 – 66.2%

Streamline alcohol violation student conduct process: from average of 3+ weeks to less than 7 days.

Increase in students engaged in “mission critical” alcohol problem prevention activities
Challenges

No meaningful change in percent of students who report having their sleep/study disrupted by other students’ drinking (36%)

Decrease in percent of Cal undergrads who perceive campus administrators or surrounding community to be very or extremely concerned about preventing alcohol-related problems caused by off-campus parties:
- Campus: Fall 2005 – 29.5%; Fall 2010 – 23.3%
- Surrounding Community: Fall 2005 - 19%; Fall 2010 – 17%
Next Steps

1. Planning retreat at end of May.
2. Continue to deepen, streamline and optimize the existing strategies and programs, especially the student conduct process for interrupting high risk drinking and associated problems
3. Improve relevance, alignment, clarity and visibility of campus and community alcohol policies and concern
4. Continue to identify and engage stakeholders to play their unique roles: especially student opinion leaders, party hosts and property owners

AND … publicize our process and progress!

Stanford Report, May 2, 2011 Stanford joins forces with peers to address high-risk drinking
Stanford is one of 14 colleges and universities that have joined the Learning Collaborative on High-Risk Drinking, a national initiative that will use comprehensive evaluation and measurement techniques to identify and implement the most effective ways to confront this persistent problem.