

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 Dardick, 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 Cobb, Head Athletic Trainer, Intercollegiate Athletics

Background and History

High risk alcohol use and abuse is a top concern on college campuses nationwide. 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 Nat'l Alcohol Prevention Coalition (APC) in 2009. 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 administration 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 stacy@berkeley.edu or 510-643-2600
- Karen Hughes (co-chair) at khughes@uhs.berkeley.edu or 510-643-9073

Critical Mass of Active and Effective Bystanders



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.



Students of Concern

Working with Distressed or Disruptive Students

Students of Concern Committee

The Students of Concern Committee provides a confidential support system for early intervention of at-risk students.

Members of the team include representatives from:

- Center for Student Conduct and Community Standards
- Counseling & Psychological Services
- UC Police Department
- Disabled Students Program
- Office of the Dean of Students

The committee also consults with:

- Academic Advisors
- Residential Living
- Athletics
- Fraternity & Sorority Life
- International Student Services
- Gender Equity
- Campus Ministry Representatives

The Role of the Committee

- Promote the health and safety of students and all members of the campus community.
- Provide a structure for a systematic response to students' behavior that may be disruptive in the classroom or other areas of the campus.
- To develop strategies that fully utilize campus and community resources to assist students of concern.
- To support student success.

When To Contact the Students of concern Committee

You may want to contact the Student concern Committee if a student:

- Demonstrates behavior that places anyone at risk
- Makes worrisome comments or exhibits unusual behavior
- Causes others to be alarmed or frightened
- Makes others uncomfortable or upset
- Appears to have lost the ability to function

If you are unsure about whether or how to intervene with a student who appears to be distressed, ask yourself the following questions:

- Is this student's behavior distressing out of the ordinary?
- Is this beyond my skill level?
- Is the behavior getting worse?
- Does the behavior place anyone at risk?
- Am I feeling like I want to talk with someone about my observations or concerns?

If you answer "yes" to any of these questions, it is a good idea to consult the Students of Concern Committee.

Behavioral Risk Assessment Team

In extreme cases, a threat assessment team comprised of representatives of the Students of Concern Committee may be convened to address immediate safety concerns.

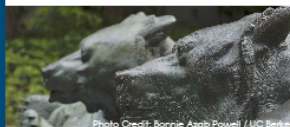
What is Disruptive Behavior?

Disruptive behavior is defined as behavior that interferes with university or university sponsored activities, including but not limited to classroom related activities, studying, teaching, research, intellectual or creative endeavors, administration, service or the provision of communications, computing or emergency services.

While the University is a place where the free exchange of ideas and concepts allows for debate and disagreement, all classroom behavior and discourse should reflect the values of respect and civility.

What is Distressed Behavior?

Signs of distress include: excessive class absences, declining academic performance, poor emotional control, excessive moodiness, sleeping and/or eating habits that change dramatically, excessive concern about personal health, persistent depression, talking openly about suicide, or repeatedly engaging in risky behavior. Faculty and staff can play an extremely important role in referring students for help. You are frequently in a position to first observe the signs of distress.



Referable Behaviors:

Aberrant Behavior: Exhibits actions and/or words that cause people around him/her to become fearful and suspicious.

Acting Out: Impulsivity. Expresses disproportionate anger or humor in situations not warranting it.

Aggressive Behavior: Expresses contempt for other(s), makes threatening comments or gestures. Indicates a desire to become physically aggressive.

Alcohol & Other Drug Use: Shows a pattern of intoxication and/or substance abuse. May smell of alcohol, sleep in class and/or have excessive class absences.

Anger Management Problems: Difficulty controlling anger, aggressive behavior, impulsivity and making threats — particularly, anger that is expressed intensely and frequently for seemingly minor reasons.

Anhedonia: Exhibits reduced emotional expression or a near absence of expression (flat affect). An inability to express and experience joy or pleasure.

Fascination With Weapons: Exhibits an inappropriate interest in guns, knives and explosives.

Inappropriate Affect: Mismatch between emotional expression and what the person is thinking or speaking about. Exhibiting affect unsuitable to the situation.

Non-compliance & Disciplinary Problems: Refuses to abide by written and/or verbal rules. Rejects the authority of faculty and staff.

Social Withdrawal: Isolation, inability to establish friendships, does not seem to fit in, less engaged and prefers to be alone.

Stalking: Follows, harasses, repeatedly attempts to contact a person regardless of the person's expressed annoyance and demands to stop behavior.

Suicidal Ideation: Expresses hopelessness and despair, depression, may exhibit suicidal preparatory behavior such as giving belongings away.

Campus Resources

Students of concern Committee

510.642.5885
studentofconcern@berkeley.edu

Counseling & Psychological Services

510.642.9494
510.643.7197 (after hours assistance)

Center for Student Conduct & Community Standards

510.643.9069

Disabled Students Program

510.642.0518

Office of the Dean of Students

510.642.6741

UC Police Department

Emergency 911
Non-emergency: 510.642.6760

Emergency Situations

If a student's behavior represents an immediate threat, call 911.

Accurate Social Norms Perceptions



**Not
everyone
drinks.**

28% of Cal Students don't drink. Of those who do, most drink 2 or fewer when they party. Don't overestimate how much or how often other students drink.



partysafe.berkeley.edu

*PREVENTION, EDUCATION & POLICY ACTIVITIES

*ALCOHOL-FREE EVENT PLANNING

*INTERNSHIPS

*EMAIL PARTYSAFE@BERKELEY.EDU OR CALL 510/642-7202

Promoted via posters, table tents, fortune cookies, email blasts, course lectures and workshops across campus.



Action Research Project

Small Group Social Norms Perceptions

These small projects that reach out to student groups can have a big impact. The dynamics between group members create an environment in which getting rid of drinking misconceptions can be driven by concern for friends. - Melissa



PartySafe@Cal is a program of University Health Services. Our mission is to reduce harm associated with drinking in the campus area.

partysafe.berkeley.edu

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 partysafe@berkeley.edu to schedule or for more information



Have Fun. Manage Risks. Reduce Harm.

Helping an Intoxicated Person

If you're unsure of how to help – don't waste time – get medical help

Look for signs of alcohol poisoning

- Cold, clammy skin
- Unconsciousness
- Slowed or irregular breathing
- Puking, 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, violent, unruly or need transportation - Call UCPCD (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:



5475D-4200

LEAD
Training in
Berkeley



Have Fun. Manage Risks. Reduce Harm.

Safety Bulletin

Due to the recent incidents involving alcoholic energy drinks that drew national attention and the associated safety issues that were brought to light, UCPCD, in partnership with Party Safe @ Cal, is issuing the following informational safety bulletin to alert our campus community of this rising health and safety concern.

What are alcoholic energy drinks?
Alcoholic energy drinks are prepackaged beverages that combine alcohol with caffeine, guarana, ginseng, taurine, and other ingredients commonly associated with nonalcoholic energy drinks. They may be malt- or distilled spirits-based. All caffeinated alcoholic beverages are essentially alcopops - they're sweet, easy to drink (though many say they taste terrible), and marketed toward a young audience. What sets them apart, however, is the addition of stimulants. Alcohol-laced energy drinks are packaged in cans that don brightly colored, flashy designs and often mimic the look of their non-alcoholic counterparts.

Why is it dangerous to combine alcohol with caffeine and other stimulants?
Combining caffeine and alcohol constitutes a dangerous mix, particularly for young people, because caffeine reduces a person's sense of alcohol intoxication (i.e., "feeling drunk") and alcohol impairs judgment and reaction time. Many alcoholic energy drinks contain substantially higher levels of caffeine than servings of coffee. The caffeine masks the intoxicating effects of alcohol. This effect increases risks of engaging in violent or other high-risk physical behaviors. Young people are more likely to take risks than adults and to suffer high rates of alcohol problems, including alcohol-related traffic accidents, violence, sexual assault, and suicide.

In a study conducted at Wake Forest University, researchers found that students who consumed alcohol mixed with energy drinks were twice as likely to be hurt or injured, twice as likely to require medical attention, and twice as likely to ride with an intoxicated driver, as were students who did not consume alcohol mixed with energy drinks. Students who drank alcohol mixed with energy drinks were also more than twice as likely to take advantage of someone else sexually, and almost twice as likely to be taken advantage of.

Additionally, because many caffeinated alcoholic beverages are served in 23 ounce containers with up to 12% alcohol - drinking a single can is roughly the equivalent of drinking almost a full six pack of beer laced with high levels of caffeine. Alcoholic energy drinks are also inexpensive - in many cases substantially cheaper than their non-alcoholic energy drink cousins.

Recommendations:

Drinkers: If you are under 21 years of age, **DO NOT consume any alcoholic beverage as it is illegal and you may be subject to both criminal violation(s) and/or University sanction(s).** If you are of the legal drinking age (21 and over), know exactly what you're drinking, set a limit and stick to it, plan ahead and know how you're getting home.

Hosts: Know and control the beverages you're serving. Stay sober and easy to find. Call 9-1-1 if signs of alcohol poisoning or other trouble occurs.

Community: Make health and safety our #1 priority. If you see or hear something related to the consumption, sales, or service of alcohol that might be a problem, do something - call 9-1-1.

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

Stakeholder Engagement and Education



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 in our campus community in minimizing problems related to drinking and parties.

EDU-NOUANCEMENTS, WORKSHOPS, AND OTHER RESOURCES

All week long
Find out about the campuswide initiatives and the difference we're making. Talk with student leaders at tables and activities across campus.

RESPONSIBLE BEVERAGE SERVICE (RBS) TRAINING

Monday October 18, 1-4:30pm, Tang Center
Provided by the CA Department of Alcoholic Beverage Control (ABC), this high quality and educationally sound training on alcohol responsibility and the law is designed for alcohol retail licensees and their employees. Successful completion fulfills the MANDATORY requirement for Responsible Beverage Service (RBS) training in Berkeley (EMC Section 9.84.030). Advance registration required by noon October 15th. Email khughes@berkeley.edu.

ASUC STUDENT/POLICE FORUM

Tuesday October 19, 7pm, Tan Oak Room - MLK Bldg
A student moderated discussion on sexual assault around campus. All who attend are encouraged to bring forward any questions or concerns. We don't expect to resolve every problem or agree on every issue, but we are committed to improving quality of life for all who live, study, work and play in the campus area.

CLEAR POLICIES, CONSISTENT ACCOUNTABILITY

Wednesday October 19
Are your departments' formal or informal alcohol policies A) clear and visible? B) enforced fairly and consistently? C) contributing to a high or low risk campus alcohol culture? Use our quick survey and discussion guide to lead a review in your department.

MOST STUDENTS DO PARTYSAFE @ CAL- SOCIAL NORMS BINGO

Thursday October 20, pick up and drop off your Bingo card at the PartySafe table at Tully's - MLK Bldg, 9-5pm
Find the accurate Cal student drinking social norms and score a BINGO. Return completed cards by 5pm to be entered in drawing for prizes.

SOBER WEEKEND

Thursday thru Sunday
The highlight of the week - no alcohol for 72 hours. That's it - can you do it? This 3-day experiment is a good way for drinkers of any age to check whether drinking is choice or habit. Recruit your friends and make a plan to succeed. Take the Sober Weekend Pledge online at the PartySafe website by Wednesday, October 20th.

GOOD NEIGHBOR DAY

Friday October 21, pick up a helpful guide at CCL - 102 Sproul Hall
Drinking and parties can disrupt others' sleep and study. Take the opportunity to review what's working and what's not with roommates, floor mates or the family next door. Find ways to be more considerate and neighborly when you party.

CALIFORNIA KNOWS HOW TO PARTY

Alcohol Free Events All Weekend
So you're a super smart Cal student looking to relax and enjoy your weekend... Well look no further! This Facebook group is a place to keep you in the know about fun, cheap things to do on and around campus on the weekends outside of the party-scene. Feel free to post events you know of that are coming!

For more information: visit our website or call 510-642-7202

partysafe.berkeley.edu

PartySafe@Cal is a program of University Health Services in collaboration with other campus and community organizations.



Avoid a Party Foul.
Whether the party's big or small, hosts are accountable for guests' conduct & safety. Control the setting and the alcohol - moderation is the key. Communicate with neighbors and make adjustments before, during and after.

Not everyone drinks.
28% of Cal students don't drink. Of those who do, most drink 2 or fewer when 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 having sleep and study disrupted by other students' drinking. Meet and find out your neighbors' routines and priorities. Respect the "quiet hours" of the res halls (11pm-8am; 1am-10am Fri-Sat) & surrounding neighborhoods (10pm-2am daily).

What's at STAKE.
If you get caught using a fake ID, drinking if you're under 21, or having loud, late parties you face sizeable fines and campus as well as city sanctions. Berkeley police regularly share information about student violations with the Center for Student Conduct.

Step up.
If you notice possible emergency behavior or situations, assume personal responsibility for helping. Act directly if you have the knowledge and skills; but if you don't, contact your RA or police (from cell phone: 510-661-2311-Berkeley; 510-642-3333-UC). If police are called to help with alcohol-related trouble, addressing the life/safety issue will be top priority.

partysafe.berkeley.edu

*Prevention, Education & Policy Activities *Alcohol-Free Event Planning
*Internships Email partysafe@berkeley.edu or call 510-642-7202



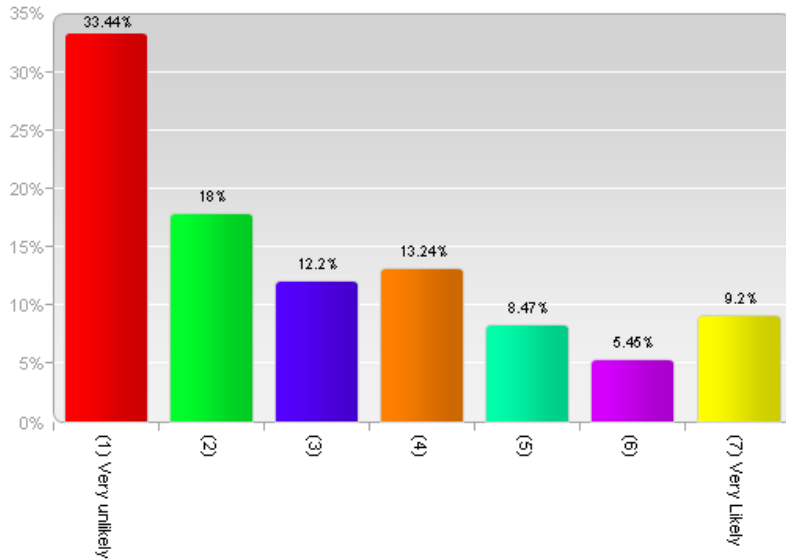
Webinars

- 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

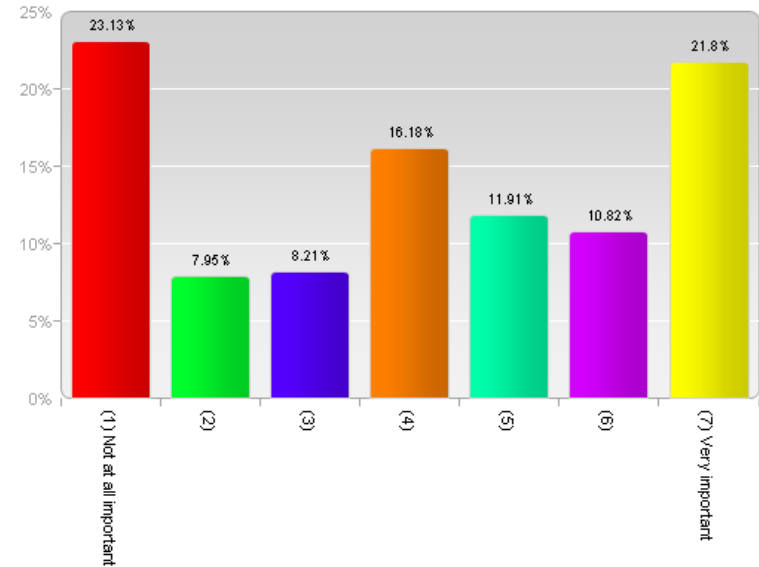
AlcoholEdu for College

- Fall 2010 New Students
- Before semester started

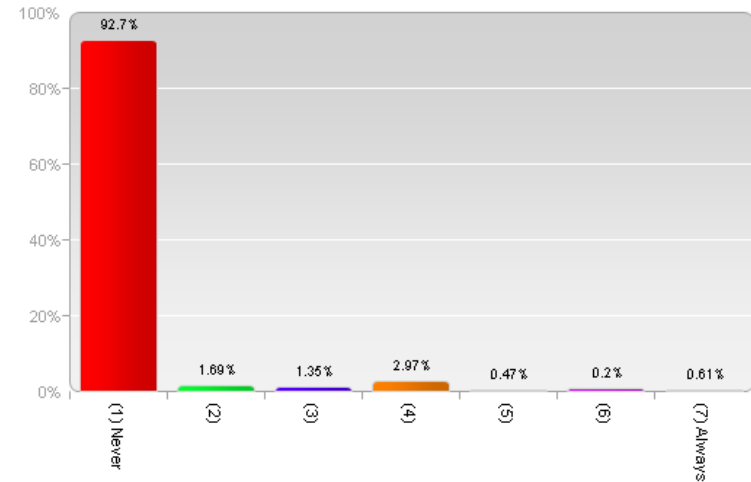
Q53. Expectancies of Alcohol Use - How likely or unlikely is it that the following things would happen to you personally if you were to drink 3 or 4 alcohol beverages: [survey 1, survey 2, survey 3] - Get into trouble with authorities



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



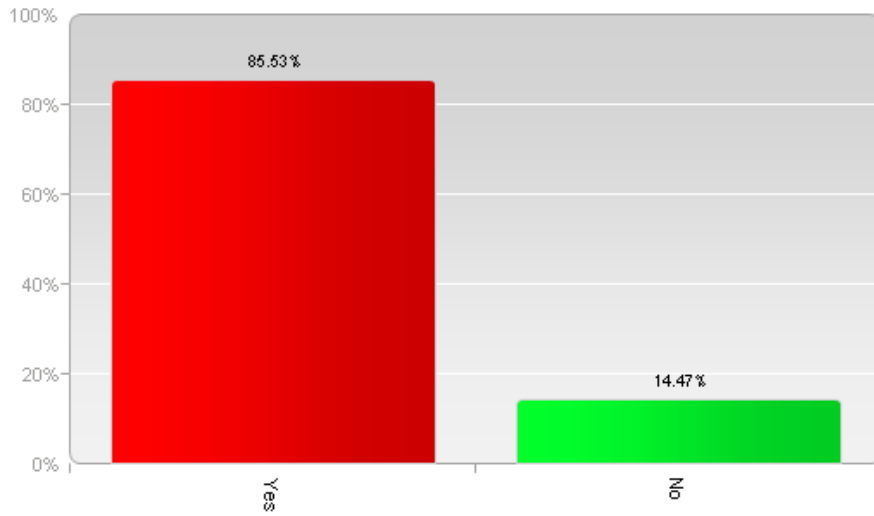
Q138. Negative Consequences - drinkers only - During the past two weeks, to what degree did the following happen to you when drinking or as a result of your drinking? Don't count things that have happened to you but were not because of drinking. [survey 1, survey 3] - Got into trouble with authorities



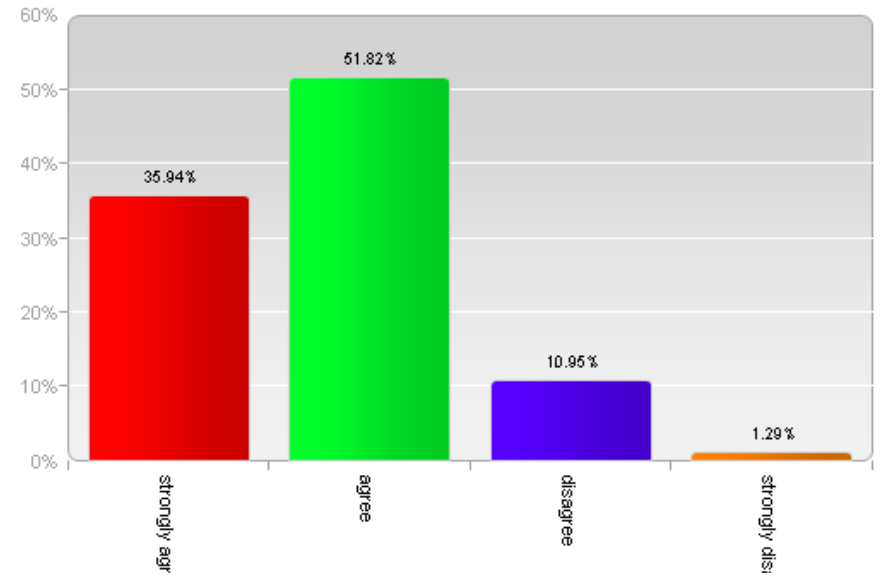
AlcoholEdu for College

- Fall 2010 New Students
- Before semester started

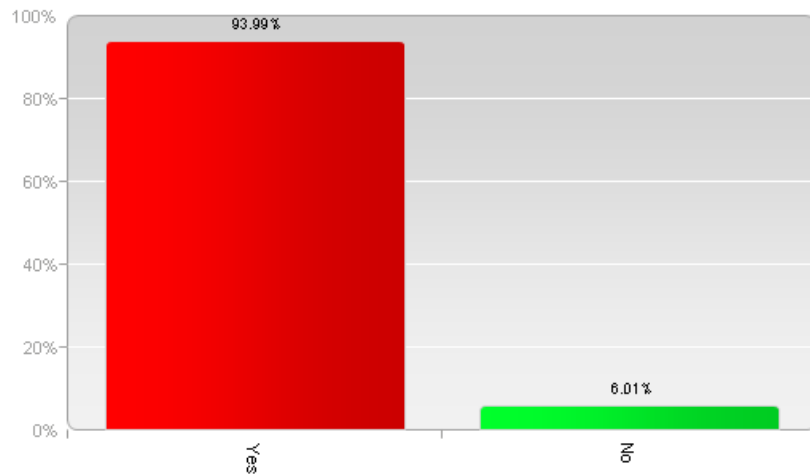
Q1. I know the Student Code of Conduct policies related to alcohol.



Q2. I agree that the Student Code of Conduct policies relating alcohol are consistently enforced.



Q4. I understand that the police share student alcohol violation cases with the Student Conduct Office



Q5. I know my parents' expectations and potential consequences for me regarding alcohol use.

