

COLLEGE DRINKING: PREVENTION PERSPECTIVES

EPIISODE 1: “LESSONS LEARNED AT FROSTBURG STATE UNIVERSITY” DISCUSSION GUIDE



IMPLEMENTING EFFECTIVE PREVENTION STRATEGIES

Designed for college and university administrators and community leaders, the *College Drinking: Prevention Perspectives* video series features strategies to reduce underage and high-risk drinking. Members of the campus community offer in-depth looks at how they are implementing prevention programs and strategies on campus and within the larger community.

Episode 1: “Lessons Learned at Frostburg State University”

After an alcohol-related tragedy took place at Frostburg State University (Frostburg) in Maryland, then-president Jonathan Gibraltar, Ph.D., focused his administration’s efforts on changing the campus culture regarding alcohol use. This video highlights steps taken by the Frostburg community to reduce underage and high-risk drinking among the student population and discusses how these strategies were implemented.

Key Themes

1. College and university leadership should prioritize and support efforts to change student behavior regarding underage drinking.
2. Reducing underage and high-risk drinking is best achieved by individual and campus-community commitments.
3. Reductions in student alcohol use can be achieved through a combination of individual, environmental, and system-wide measures.

The video showcases one campus’s success in using evidence-based underage drinking prevention strategies.

Over a three-year period, Dr. Gibraltar and his President’s Alcohol Task Force reduced high-risk drinking at Frostburg by 5 percent, which demonstrates how strategic planning and collaboration across community sectors can achieve significant changes.

HOW CAN YOU USE THE VIDEO IN YOUR COMMUNITY?

Strategic Planning

Sharing the video with campus administrators can encourage support for including underage and high-risk drinking prevention in a college or university’s strategic plan. Frostburg was known as a “party school” prior to the campus community’s work on underage and high-risk drinking prevention. The video’s emphasis on how Frostburg changed the public’s perception of the school and how the campus benefited from investing in underage and high-risk drinking prevention efforts provides a strong example for administrators.

Campus-Community Partnership in Prevention

Working with community partners such as businesses and law enforcement is important for building and reinforcing a supportive environment for prevention programming. Campus prevention teams can use the video as a framework for working with partners to prevent alcohol misuse by students.

SAMHSA
Substance Abuse and Mental Health
Services Administration

Student Health Center

Share the video with the student health center staff to encourage health educators, nurses, doctors, and others to closely examine the drinking culture among their campus's student population. The video can be a useful tool for health center staff as they analyze their role in supporting the school's underage drinking prevention efforts.

Communities Talk: Town Hall Meetings to Prevent Underage Drinking Events

Although the video focuses on the strategies implemented on a university campus, *Communities Talk* hosts can share this video at a variety of *Communities Talk* events. Showing the video to a non-university audience can make an impact by highlighting the importance of a collaborative community commitment to preventing underage and high-risk drinking. Community leaders, local law enforcement, and other influencers may feel encouraged to work together to develop and implement underage drinking prevention plans.

Discussion Starters

Here are some suggested stopping points at which you might use questions similar to those below to initiate discussions with your viewing group or audience.

SUGGESTED SECTIONS	DISCUSSION QUESTIONS AND IDEAS
From the beginning to 0:53 , ending with "And it was at that point that I kind of drew a line in the sand here and said, 'This is not going to happen again; we need to change the culture.'"	<ul style="list-style-type: none">• What specific incidents illustrate how underage drinking has affected your community or college campus?
From 0:54 to 3:28 , ending with "That's why the President's Alcohol Task Force developed a comprehensive three-tiered strategy on prevention, engagement, and enforcement."	<ul style="list-style-type: none">• What steps could you take to engage your campus community in an underage drinking prevention task force?• If you think an underage drinking prevention task force isn't the best fit for your community, what other strategies might be more successful?
From 3:28 to 4:46 , ending with "As a university, you need to make sure the activities that you're hosting are appealing to students, or no one is going to come and it's going to be for a lost cause."	<ul style="list-style-type: none">• What strategies have worked in your community, and why do you think they have worked?• If some strategies have failed, what can be done to overcome barriers to success?
From 4:49 to 5:58 , ending with "We were able to send them to classes that was organized by the Coalition at a convenient time for all of them, and they were able to get their certifications, and it was just a great thing for us."	<ul style="list-style-type: none">• What overarching underage or high-risk drinking prevention strategies are needed in your community (e.g., compliance checks and training employees in responsible beverage service)?• What would it take to implement those strategies?
From 5:59 to 7:45 , ending with "With so much being accomplished at Frostburg, there are many elements of effective prevention that campuses can replicate."	<ul style="list-style-type: none">• Use this section of the video to discuss opportunities to work with law enforcement on underage drinking prevention efforts in your community.
Concluding thoughts	<ul style="list-style-type: none">• What commitments can you make today to support your community's underage drinking prevention efforts?

CHECK OUT EPISODE 2

"EMBRACING CULTURE AND CONTEXT TO PREVENT UNDERAGE DRINKING"

This *College Drinking: Prevention Perspectives* episode focuses on **Howard University** and **Morgan State University**, both of which are historically black colleges and universities. This video shows how colleges and universities that primarily serve students from a distinct background, region, culture, or experience can create prevention strategies to meet the unique needs of those students.