

COLLEGE DRINKING: PREVENTION PERSPECTIVES

EPISODE 2: “EMBRACING CULTURE AND CONTEXT TO PREVENT UNDERAGE DRINKING” DISCUSSION GUIDE



TAILORING CAMPUS PREVENTION STRATEGIES

Targeted to 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 2: “Howard University and Morgan State University”

Historically black colleges and universities (HBCUs) educate students in a culturally specific context, so campus life at HBCUs typically offers a different experience than campus life at colleges and universities with broader demographics. HBCUs’ history and culture call for tailored approaches to underage drinking prevention. This video shows how HBCUs such as Howard University in Washington, D.C., and Morgan State University in Baltimore, Maryland—as well as other institutions that primarily serve students from a distinct background, region, or culture—can create prevention strategies to meet the unique needs of those students.

Key Themes

1. Evidence-based strategies to prevent underage drinking are most effective when developed within the context of a college or university community’s culture.
2. Students’ ethnic and/or cultural heritage can influence their behavior regarding alcohol consumption.
3. Students’ involvement in creating strategies to prevent underage drinking increases the likelihood that they will change their behaviors.

HOW CAN YOU USE THE VIDEO IN YOUR COMMUNITY?

Campus Administrators

Use the video during strategic planning meetings or when discussing campus substance use prevention efforts with administrators. Emphasize the need to tailor efforts to your campus’s specific culture to gain support for your underage and high-risk drinking prevention initiatives among students.

Prevention Team

During staff training or prevention planning, use the video to demonstrate how campus prevention efforts can be adapted for the unique needs of your specific college or university setting. Discuss some of the successful strategies illustrated in the video to generate ideas.

Student Leaders

Showing the video during student leadership training helps initiate discussions about the best ways to reach students with prevention messaging that resonates with your population. By watching young adults in the video, student leaders will be inspired to lead prevention campaigns.

SAMHSA
Substance Abuse and Mental Health
Services Administration

Community Partners

Use the video at campus and community events as a catalyst for the discussion of prevention-focused partnership opportunities and to gain input from organizations such as law enforcement or child- and family-serving agencies.

Communities Talk: Town Hall Meetings to Prevent Underage Drinking Events

Use the video as a focus of a *Communities Talk* event to build an understanding of the college and community environment that impacts underage and high-risk drinking. Generate ideas based on the successful prevention efforts at both Howard and Morgan State. Using the video during a *Communities Talk* event for parents can educate them about how underage and high-risk drinking prevention campaigns come to life in college and how parents can support those efforts from home.

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 of the video to 2:17 , ending with “It’s like a big family here, which kind of makes it that unique experience, because everyone here, they treat you like a family.”	<ul style="list-style-type: none">Ask administrators and the prevention team about the unique characteristics of your student population.
From 2:26 to 3:12 , after “Had consumed too much alcohol, everyone assumed he was sleeping, and by the next morning realized that he had passed away.”	<ul style="list-style-type: none">Ask the prevention team, students, and administrators what the school’s experience with underage and high-risk drinking has been in the past.
From 3:18 to 4:46 , after “They came and did a poetry slam. And all the poems were based around alcohol use. And they were very talented kids.”	<ul style="list-style-type: none">Brainstorm underage drinking prevention strategies and tactics that would address the unique needs of your community.
From 4:47 to 5:09 , after “And so we really engage the community, the Metropolitan police, community organizations in helping us sort of keep tabs on that.”	<ul style="list-style-type: none">Ask community partners how they are affected by alcohol use on your campus. Discuss how their experiences can inform prevention efforts.
From 5:25 to 6:25 , after “I think we need to study them, adopt and adapt them to our institution so that it makes sense for their population.”	<ul style="list-style-type: none">Ask students to share their thoughts on the motivations behind their peers’ high-risk drinking. Discuss how their insights and leadership can strengthen prevention efforts.

CHECK OUT EPISODE 1



“LESSONS LEARNED AT FROSTBURG STATE UNIVERSITY”

This *College Drinking: Prevention Perspectives* episode features Frostburg State University’s former president, Jonathan Gibraltar, Ph.D., sharing how his administration’s efforts changed the campus culture regarding alcohol use.