

CAMPUS UNDERAGE DRINKING PREVENTION STRATEGIES

RECOMMENDATIONS FROM COLLEGE AND UNIVERSITY STUDENTS

BASED ON FOCUS GROUPS ON 3 MID-SIZE CAMPUSES

CONDUCTED IN THE SUMMER OF 2018

FOCUS GROUP PROCESS

- 44 STUDENTS ON 3 VIRGINIA CAMPUSES
- 29 FEMALES/15 MALES
- *STUDENT INTERVIEWER* WAS PREPPED IN ADVANCE

1. ROUNDTABLE DISCUSSION QUESTIONS
2. INDIVIDUAL BRAINSTORMING TIME FOR INDIVIDUAL RECOMMENDATIONS ON PREVENTION STRATEGIES
3. SMALL GROUP DISCUSSION TO PUT FORTH 5-6 CONSENSUS RECOMMENDATIONS FOR PREVENTION

SUMMARY FINDINGS AND RECOMMENDATIONS 1

- MOST STUDENTS HAVE NOT HAD SUBSTANTIVE PARENTAL CONVERSATIONS ABOUT DRINKING PRIOR TO COLLEGE
- STUDENTS . DO . DRINK . ALCOHOL .
- MAJORITY OF STUDENTS ARE CALLING FOR HARM REDUCTION APPROACHES: “ CAN’T PREVENT IT ”
- FIRST YEAR: THERE IS NO OTHER TYPE OF DRINKING THAN BINGE DRINKING
- OLDER STUDENTS: SOCIAL PRESSURE TO BUY ALCOHOL FOR YOUNGER STUDENTS;
- AFTER 21ST BIRTHDAY, “BINGE DRINKING” SETTLES OUT

SUMMARY FINDINGS AND RECOMMENDATIONS 2

- NEED MORE CAMPUS EVENTS THAT DON’T FOCUS ON DRINKING
- CAMPUSES RELY ON DRINKING TO “ENTERTAIN” STUDENTS
- STUDENTS ARE LEAVING CAMPUSES ON WEEKENDS TO GET AWAY FROM THE DRINKING CULTURE
- CAMPUSES **PROMOTE** BINGE DRINKING AND UNDERAGE DRINKING THROUGH ALUMNI EVENTS
- INTERSECTIONS: OPIOID USE ON CAMPUS; DRINKING CULTURE AND “RAPE” CULTURE

SUMMARY FINDINGS AND RECOMMENDATIONS 3

- STUDENTS WANT **MORE** “REAL” OPEN EDUCATION AND DISCUSSION **BEYOND** ORIENTATION TIME (E.G., REAL TESTIMONIALS/EXAMPLES, “REVIVE” TRAINING FOR ALCOHOL POISONING, COPING SKILLS)
- MANY CAN’T EVEN REMEMBER WHAT THE POLICIES ARE OR WHERE THEY ARE LOCATED OR SEE NON-COMPLIANT APPLICATION OF POLICY
- STUDENTS ARE *VERY LIKELY* TO HELP FRIENDS IN NEED
- STUDENTS NEED CLEAR INFO RE. “GOOD SAMARITAN” PROTECTIONS (TO INCREASE LIKELIHOOD OF HELPFUL BYSTANDER ACTION)
- STUDENTS DESIRE AN ORGANIZED CAMPUS DESIGNATED DRIVER (DD) AND SAFE RIDE OPTIONS, ALCOHOLICS ANONYMOUS – THEY ARE CREATING THEIR OWN!

SUMMARY FINDINGS AND RECOMMENDATIONS 4

- CAMPUS SAFETY INITIATIVES SHOULD BE MORE WIDELY ADVERTISED
- FALSE IDS/LOCAL STORES & RESTAURANTS THAT *SERVE & SUPPLY & TURN A BLIND EYE* ARE SIGNIFICANT ISSUE
- LAW ENFORCEMENT:
 - CONSISTENT RESPONSE;
 - MORE WEEKEND EVENING VISIBILITY & “KNOCK AND TALKS”;
 - REPEATED EDUCATION AND DISCUSSION WITH STUDENTS;
 - LOCAL LE COORDINATION (E.G. DRINKING STUDENT TO AVOID DRIVING WALKS HOME AND GETS TICKETED)