



## PRC COMMUNITY OUTREACH

<http://resources.prev.org/>

August, 2015

In this edition we include an update on alcohol at Starbucks, resources from the Alcohol Policy Information System and the Underage Drinking Enforcement Task Center, new research from PRC/PIRE, and highlights from a recent presentation on evaluation of environmental strategies.

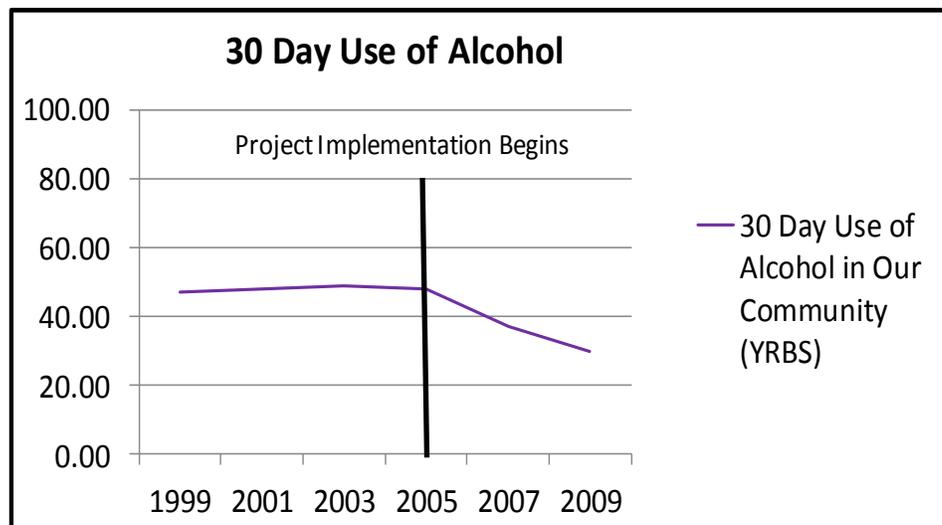
*If you would like us to share your work in an upcoming issue, please contact LisaMarie at [lmiramontes@prev.org](mailto:lmiramontes@prev.org).*

This summer the Community Prevention Initiative hosted the training, *Promoting Our Excellence Through Evaluation* for prevention leaders in California. The event began with a keynote address by Rodney A. Wambeam, Senior Research Scientist, from the University of Wyoming. His address discussed ways to embrace evaluation and to build enthusiasm for learning skills and utilizing tools for effective evaluation. Dr. Wambeam also led a session on Evaluating Environmental Strategies. Below are highlights of his presentation

- A reminder to shift the unit of analysis from individuals to a population
- Shift from counting attendance to storytelling – when building a process evaluation plan consider what data will be collecting and how the story will be told
- Recommendation to “put down your program evaluation text and pick up a text on policy analysis”

Dr. Wambeam’s presentation also gave an overview of additional analysis to consider such as using an interrupted time series analysis, shown in the graph below. The graph shows 30-day reported alcohol use before the prevention efforts started in 2005.

**Example display of interrupted time series analysis**



Dr. Wambeam also recommends the two articles listed below:

Hawkins, J. D., Catalano, R. F., & Miller, J. Y. (1992). Risk and protective factors for alcohol and other drug problems in adolescence and early adulthood: Implications for substance abuse prevention. *Psychological Bulletin*, 112, 64-105.

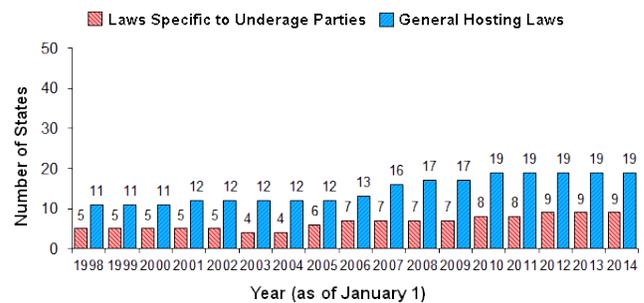
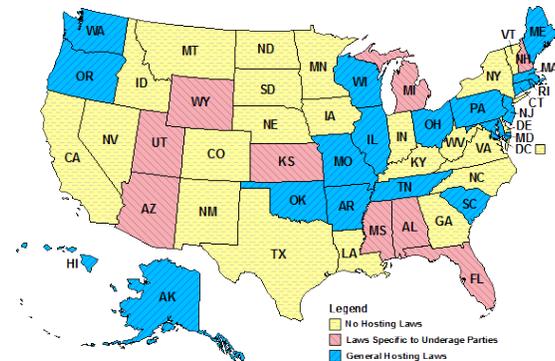
Birckmayer, J.D., Holder, H.D., Yacoubian, GS, & Friend, K.B., (2004). A general causal model to guide alcohol, tobacco, and illicit drug prevention: Assessing the research evidence. *Journal of Drug Education*, 34, 121-153.

## APIS Resources

In previous editions we have highlighted resources from the Alcohol Policy Information System (APIS) such as policies on Beverage Service Training (Retail Sales) and Drink Specials (Alcohol Pricing). In this edition we highlight APIS's resources for hosting underage drinking parties (Underage Drinking).

Information about the policy includes:

Useful resources on the APIS site include a map (below) of state prohibitions against hosting underage drinking parties. The map shows which states have: no hosting laws; laws specific to underage parties; and general hosting laws. A chart (below) shows the number of states with prohibitions, and whether the laws are specific to underage parties or are general hosting laws.



To read more about alcohol related policies: <https://alcoholpolicy.niaaa.nih.gov/Home.html>

## UDETTC Resource

The Underage Drinking Enforcement Training Center (UDETTC) has many science-based resources to help communities and states to increase effectiveness in their efforts to enforce underage drinking laws, prevent underage drinking, and eliminate alcohol-related consequences associated with underage drinking. UDETTC resources include a monthly electronic resource alert readers can subscribe to, distance learning courses, and national webinars. Distance learning courses include:

- Conducting Compliance Check Operations
- Environmental Strategies
- Party Prevention and Controlled Party Dispersal
- Developing Data-Driven Strategies to Reduce Underage Drinking

Webinar information includes audios and handouts for past conferences which include the following recent webinars:

- \*Social Host Laws: Why is One Approach More Effective than Another in Addressing Underage Drinking?
- Underage Drinking Laws: How are we doing and where are we going?
- Social Host Laws: The Good, the Bad and the Changes
- Trapped Sober: Idaho's Success in Engaging Youth in Underage Drinking Prevention

\*Sample webinar summary: On behalf of the National Institutes of Health (NIH), Dr Sue Thomas and Ryan Treffers, JD, were members of a research team that examined relationships between city social host laws and underage drinking in general, and underage drinking at parties in private settings in 50 California cities. The research team found that local social host policies that include strict liability and civil penalties that are imposed administratively may be associated with less frequent underage drinking in private settings, particularly among adolescents who have already initiated alcohol use.

This webinar will examine their findings, and we will glean information that can be used by states and communities contemplating the adoption of social host legislation. Their research experiences will offer valuable insights, benefit individuals seeking to educate their communities, and provide justification for proposed legislation on the topic of social host.

For more:

<http://www.udetcc.org/ResourceAlerts.asp>

<http://www.udetcc.org/distancelearning.htm>

<http://www.udetcc.org/audioconfpast.asp?year=2015&Submit=Display&category=xxx#bot>

# Risky Drinking among Intercollegiate and Intramural College Athletes

College athletes are at high risk of heavy drinking as compared to non-athlete students. A recent study by the Prevention Research Center of the Pacific Institute for Research and Evaluation along with the University of Iowa and other institutes examined the drinking behavior of college athletes in more detail. In particular, the study compared the behavior of intercollegiate and intramural athletes. Findings show that intercollegiate athletes drink less frequently but are more likely to drink at larger quantities when they do drink. Intramural athletes reported consistently drinking more at all levels of consumption.

Heavy drinking by college and university students remains a significant concern on campuses throughout the United States. While the results of previous studies vary, the findings remain consistent: college student-athletes are at higher risk than their non-athlete peers for heavy drinking and alcohol-related problems. The current study analyzed data obtained in 2009 and 2011 from students at 14 public universities in California. A sample of 16,745 students responded to questionnaires. Students were asked how often and how much alcohol they consumed. The respondents were asked about the settings where they most commonly drank (such as at fraternity parties, at an off campus party or in an outdoor setting, like a park). Many of these settings can be particularly risky places for drinking. They were also asked whether they participated in athletics on either an intercollegiate or intramural team.

The distinction between the two kinds of athletic involvement was hypothesized to be important in predicting drinking behavior. Intramural programs are open to every member of the college campus and usually offer varying levels of competitiveness and of competitors, and a range of sports from traditional (e.g., soccer and volleyball) to nontraditional (e.g., flag football, kickball). On the other hand, intercollegiate athletes consistently have structured, mandatory times to interact with each other (e.g., practices, weight room workouts, away-game traveling, and meal times) that provide team-building situations. They are often recruited to their universities to participate in sports, and they normally make a strong commitment to the role of an athlete.

The majority of the student sample was non-athletes (85.3%) while intramural/club athletes made up 11.8% and intercollegiate athletes were 2.9%. Among the survey respondents, over half were female (58.2), nearly half were over the age of 21 (48.5%) and identified as non-Hispanic White (47.1%). Over half (54.2%) reported consuming alcohol within the last 28 days, and respondents reported drinking an average of 3.4 days during the last 28 days. In both age groups (under 21 and 21 years or over), more intramural/club and intercollegiate athletes were current drinkers than non-athletes.

The intercollegiate athletes reported drinking less frequently compared with intramural/club athletes but consume larger quantities when they do drink. Intramural/club athletes reported consistently consuming alcohol at all levels, from lower risk (e.g., 1–2 drinks per occasion) to much higher risk (e.g., 8–9 drinks per occasion). Intramural/club athletes drank more frequently than non-athletes at fraternity and sorority parties, at on-campus parties, off-campus, at bars, and outdoors. Intercollegiate athletes drank more frequently than non-athletes at Greek parties and on-campus parties but 35% less frequently outdoors.

The fact that intramural/club athletes in the study were more likely to drink in a greater variety of drinking settings considered high risk may result from the fact that they have fewer time constraints than intercollegiate athletes and their motivation for sports participation may be more social than athletic. Given that drinking at high levels can lead to increased risky behaviors (e.g., driving drunk or walking alone back to campus), the findings suggest that intramural/club athletes are at greater risk than their intercollegiate counterparts to develop dangerous drinking behaviors that can last beyond college.

Lead author, Miesha Marzell, stated, “The data suggest that while patterns of alcohol use may differ, both groups are at risk for intoxication and alcohol-related problems, such as driving under the influence, sexual victimization, intentional or unintentional injury, and death. This is a worrisome pattern that warrants attention by colleges and universities.”

Over half of the sample was under the age of 21. Dr. Marzell went on to say, “The fact that students under 21 also drank at risky levels and in high-risk drinking settings should be a message to colleges and college communities that attention to underage drinking is needed. Clearly, it is important not only for campuses and communities to have appropriate policies and established systems, such as age identification, compliance checks, keg registration, and dram shop liability, but enforcement is also imperative.”

Source: Marzell, M., Morrison, C., Mair, C., Moynihan, S., & Gruenewald, P. (2014). Examining drinking patterns and high-risk drinking environments among college athletes at different competition levels. *Journal of Drug Issues* 1, 1-10.

## Alcohol at Starbucks

In a previous newsletter edition (link below), we included an article on Starbucks testing selling alcohol at a few location and plans to sell alcohol at more locations in the future. The “evening program” would consist of beer and wine sales starting in the late afternoon and early evening. Currently these plans are becoming a reality at locations across the United States.

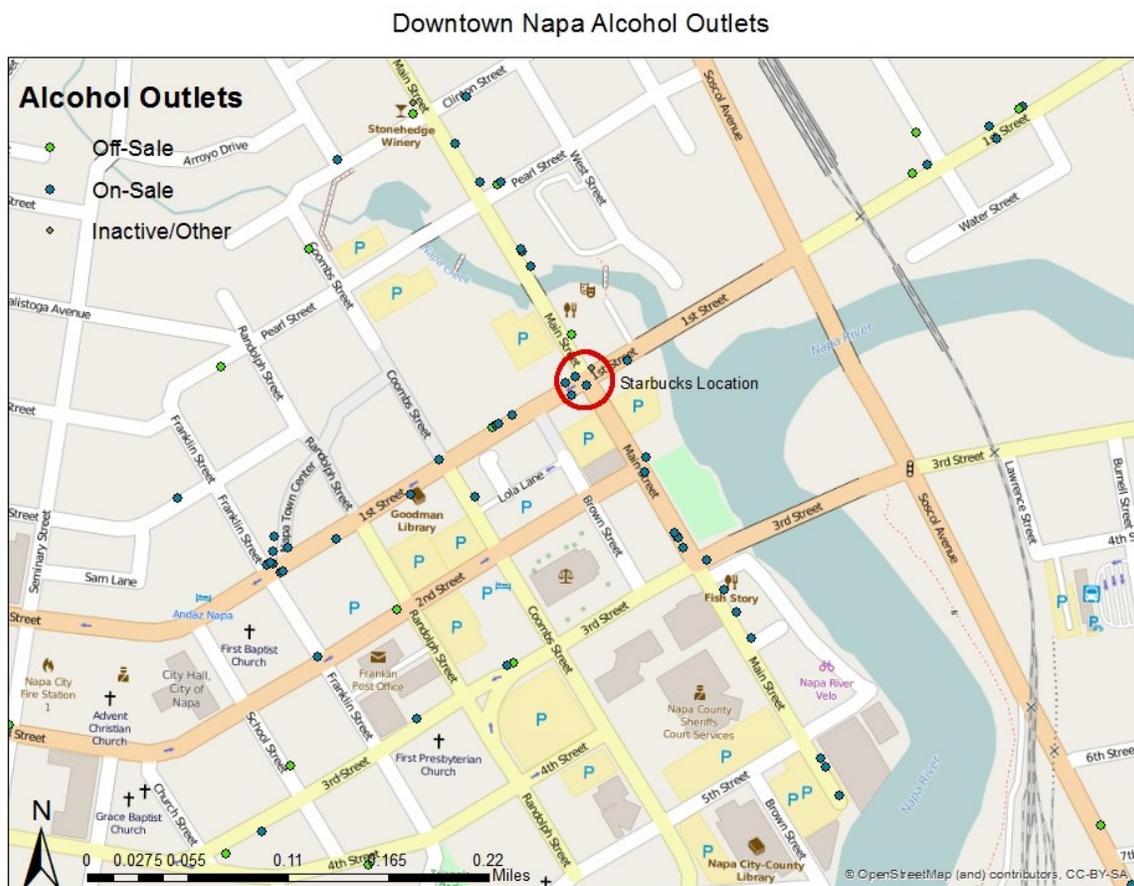
The Napa County Prevention Collaborative (NCPC) has been watching the number of locations where alcohol licenses has shown up as pending in California’s ABC license query system. As they noted, when they first looked the number was at 35 locations where alcohol licenses were pending. Quickly, they commented at a recent meeting, the number rose to 45, 65, where it currently stands under the search name Coffee House Holdings. The Napa coalition also voiced concern that a Starbucks location in downtown Napa, where alcohol on-sale locations are in abundance, was given approval to sell alcohol by the ABC without following city protocol of getting approval by the City Planning Commission and the Chief of Police.

Recent reports, including a CNN article, have noted that Starbucks has been testing serving alcohol at several locations in Seattle since 2010, and plans to expand to 2,000 locations across the United States by the year 2019.

<http://money.cnn.com/2015/08/18/news/companies/starbucks-alcohol/>

<http://resources.prev.org/documents/newsletters/PRCCommunityOutreachNewsletterEditionXX.pdf>

Below is a map of the current alcohol outlets in the downtown Napa area. The alcohol data is from 2013 and does include the recent alcohol license for Starbucks, so we have circled the location.



Map prepared by: Dr. LisaMarie Miramontes

Data retrieved from California Alcohol Beverage Control (2013)