Carolina
Community Coalition
University of South Carolina Student Life

- **Vision**: A caring community united for a safer Carolina

- **Mission**: To create a campus-community environment that promotes healthy and safe behaviors among faculty, staff, students, and community organizations
Purpose: To build capacity and to perform ongoing assessment, planning, implementation, and evaluation of substance abuse prevention strategies, and to make recommendations for policy change.

Goal: To contribute to the overall reduction of high risk substance use and its consequences at the University of South Carolina.
The Strategic Prevention Framework: A Model for Creating a Prevention-Oriented Campus

The Strategic Prevention Framework process enables our campus to:

• **Plan and develop** substance abuse prevention infrastructure
• **Implement** effective prevention **strategies**
• **Achieve** population level outcomes
Creating a Prevention-Oriented Campus

The Prevention Oriented Campus has a portfolio of strategies and practices that include a variety of:

- Environmental Strategies
- Programming
- Processes
- Institutionalization
# Environmental Prevention Strategies vs. Individual Prevention Programming

<table>
<thead>
<tr>
<th></th>
<th>Environmental Strategies</th>
<th>Individual Programming</th>
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<tbody>
<tr>
<td><strong>Scale</strong></td>
<td>Community-level outcomes</td>
<td>Individual outcomes</td>
</tr>
<tr>
<td><strong>Cause</strong></td>
<td>All causes are identified and addressed</td>
<td>Single cause is identified and addressed</td>
</tr>
<tr>
<td><strong>Activities</strong></td>
<td>Diffused across multiple systems</td>
<td>Program staff lead single intervention</td>
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Environmental Prevention Strategies

• Enhancing Access/Reducing Barriers:
  Improving **systems** and **processes** to increase the ease, ability and opportunity to utilize systems and services (assuring health services, transportation, education, safety, cultural and language sensitivity).
Environmental Prevention Strategies

• Changing Consequences (Incentives/Disincentives):
  Increasing/enhancing protection (e.g. public recognition for best practices or behavior) or decreasing risk through consequences for performing specific behaviors (i.e. citations, fines, loss of privileges).
Environmental Prevention Strategies

• **Physical Design:** Changing the *physical design* or *structure* of the environment to reduce risk or enhance protection (e.g., parks, landscapes, signage, lighting, outlet density).
Environmental Prevention Strategies

• Modifying/Changing Policies:
  Formal change in written procedures, by-laws, proclamations, rules or laws with written documentation and/or voting procedures (e.g., workplace initiatives, law enforcement procedures and practices, public policy actions, systems change within government, communities and organizations).
Environmental Prevention Strategies

• **Enhancing Skills:**
  Workshops, seminars or other activities designed to increase the skills of participants, members and staff needed to achieve population level outcomes (e.g., training, technical assistance, distance learning, strategic planning retreats, curricula development).
Environmental Prevention Strategies

• Providing Support: Creating **opportunities** to support people to participate in activities that **reduce risk** or **enhance protection** (e.g., providing alternative activities, mentoring, referrals, support groups or clubs).
Environmental Prevention Strategies

• Providing Information:

Educational presentations, workshops and seminars, or other presentations of data (PSAs, brochures, billboards, community meetings, forums, web-based communication).
What are Prevention Processes?

Prevention Processes:

• Partnerships
• Collaboration
• Planning
• Coordination
What is Prevention Institutionalization?

Prevention Institutionalization

- University commitment of resources and leadership to prevention issues
- Policy Development and Enforcement
The Carolina Community Coalition is committed to developing and implementing an effective campus community alcohol and other substance abuse prevention strategic plan. The strategic plan is based in part on the conclusions drawn from the data collected from the ongoing comprehensive assessment.
Strategic Planning Groups

Discussion and Brief Report:

• Long Term Goal
• Intended Outcomes
• Data Sources
• Objectives
• Strategies selected
• Action Plan
• Next Steps
A Closer Look at Drinking Rate Change

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th></th>
<th>2012</th>
<th></th>
<th>2013</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$1</td>
<td>$3</td>
<td></td>
<td>$1</td>
<td>$3</td>
<td></td>
</tr>
<tr>
<td>Abstainers</td>
<td>29%</td>
<td>26%</td>
<td>-10%</td>
<td>31%</td>
<td>27%</td>
<td>-13%</td>
</tr>
<tr>
<td>Non-drinkers</td>
<td>56%</td>
<td>48%</td>
<td>-14%</td>
<td>59%</td>
<td>50%</td>
<td>-15%</td>
</tr>
<tr>
<td>High-risk drinkers</td>
<td>29%</td>
<td>35%</td>
<td>+21%</td>
<td>26%</td>
<td>35%</td>
<td>+35%</td>
</tr>
<tr>
<td>Problematic Drinkers</td>
<td>10%</td>
<td>12%</td>
<td>+20%</td>
<td>7%</td>
<td>10%</td>
<td>+43%</td>
</tr>
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3-Year Trends:
- Non-Drinkers:
  - 2011: 56%, 2012: 48%, 2013: 51%
  - 2011: 59%, 2012: 50%, 2013: 51%
  - 2011: 29%, 2012: 35%, 2013: 33%

- Problematic Drinkers:
  - 2011: 10%, 2012: 12%, 2013: 11%
Drinking Location
Fall 2013 vs. Fall 2014

Where Students Drink

- Off-campus residence: 46%
- Athletic event: 16%
- Bar or nightclub: 14%
- On-campus residence: 14%
- All other location(s): 14%

South Carolina students are most commonly drinking at an off-campus residence or an athletic event. Every effort should be made to target those particular locations with increased prevention and enforcement initiatives.

Where First-Year Students Drink

USC students are most commonly drinking at an off-campus residence or bar. These locations should be targeted with increased prevention and enforcement initiatives.

- Off-campus residence: 39% (USC), 41% (National)
- Bar or nightclub: 29% (USC), 10% (National)
- Athletic event: 11% (USC), 3% (National)
- On-campus residence: 10% (USC), 24% (National)
- All other location(s): 11% (USC), 22% (National)

Data represents student responses collected in Survey 3, 30-45 days after completing AlcoholEdu for College.
Negative Consequences and Safety Threats by Drinking Location

Students who drink mainly in a bar or nightclub experience negative consequences at a higher rate than those who drink in all other locations.

Note: Percentages represent the number of students who reported experiencing a particular consequence at any time in the past two weeks.
Problem Identification and Prioritization 2015-2016

- **Priority #1**: Bars and nightclubs
- **Priority #2**: Off campus residences
- **Priority #3**: Other high risk substance use
- **Priority #4**: Community organizing and advocacy
Coalition Organizational Structure:

- Coalition
- Steering Committee
- Data, Assessment and Evaluation Subcommittee
- High Risk Substance Use in Special Populations Subcommittee
- High-Risk Drinking Off Campus Subcommittee
- Community Organizing and Advocacy Subcommittee
- Campus Sexual Assault Subcommittee
Steering Committee

**PURPOSE**
To provide the direction and functioning of the coalition

**GOAL**
To establish and oversee the process for capacity building, to perform ongoing assessment, and to plan, implement, and evaluate substance abuse prevention strategies

**OBJECTIVE**
To ensure the strategic planning goals, objectives, and activities are accomplished through the work of the Subcommittees
Data, Assessment and Evaluation Subcommittee

**PURPOSE**
To inform and guide the coalition in problem and asset identification, strategic planning and implementation, and outcome evaluation

**GOAL**
To conduct ongoing, comprehensive community-campus assessment and process/outcome evaluation

**OBJECTIVE**
To conduct assessment to determine the extent of:
- Risk factors associated with the **problem**
- Protective factors (assets and **resource** availability)
- Community-campus **readiness** to address the problem and fill needs and service gaps
- To conduct process and outcome evaluation of prevention strategies
Problem Priority #1: High risk drinking off campus (bars and residences)
MAINTAINED Priority and COMBINED subcommittees (Bar sales and off campus subcommittees)

Janie Kerzan, chair

**Long Term Goal:** By March 2018, reduce high risk drinking and the negative consequences associated with drinking off campus by 10%.

**Objectives:** Increase access and availability of alternative activities to drinking in off-campus locations and bars; increase consistent enforcement of alcohol related laws and educate students about city and university consequences associated with unlawful behavior; increase referrals made to USC by off campus property managers, local residents, city officials and law enforcement regarding incidents related to high risk drinking; collect and analyze data about student’s perception of risk, likelihood of getting caught and level of interest in alternative activities other than high risk drinking.

**Strategies:** Sustain data collection efforts to assess impact of bar drinking and social hosting off-campus, perception of harm and getting caught, consistent enforcement of laws, policies, and referrals, social norms, social hosting, and overall impact; build capacity and support advocacy with local property managers, neighborhood associations, law enforcement and other key community stakeholders to increase consistent enforcement of laws, policies, and referrals, to change social norms, and to reduce social hosting; expand the reach of existing incentive packages for properties to support consistent enforcement of laws, policies, and referrals; collect data about the frequency and scope of alternative activities to high risk drinking events as well as student awareness, interest and event attendance.
Problem Priority #2: High risk substance abuse in special populations (FSL and students majoring in business) NEW Priority and NEW subcommittee

Jarod Holt, chair

- **Long Term Goal:** By March 2018, reduce high risk substance use in special populations by 10%.

- **Objectives:** Reduce access and availability to alcohol and illegal substances; increase the perception of harm and getting caught with illegal drugs and prescription drugs; increase consistent enforcement of drug related laws and policies by campus and community partners (on and off campus).

- **Strategies:** Collect and analyze data to assess location of use, consumption rates, frequency rates, perception of harm and getting caught, social norms, and overall impact of student substance use and how it relates to special populations being evaluated; impact social norming in targeted identified environments in order to increase the perception of risk, harm, and getting caught around high risk substance abuse; collaborate with staff and law enforcement that work with special population groups in identifying ways to address and reduce risk behaviors related to high risk substance abuse.
Problem Priority #3: Sexual assault and other interpersonal violence

Shannon Nix, chair

Long Term Goal: By 2018 Reduce high-risk drinking in identified high-risk groups*

*Business students, Capstone Scholars, Greek members (as determined by data collected by the Carolina Community Coalition)

Objectives: Emphasize prevention of high-risk drinking in bystander accountability, Provide assessment and training for sexual assault risk programs, Provide training on sexual assault risk to ancillary service providers, e.g. Carolina shuttle bus drivers, apartment shuttle bus drivers, bus drivers for Carolina Cup

Strategies/Activities: Stand Up Carolina presentations/facilitator training, social media campaigns, provide training to high risk groups, train STIR facilitators, provide training to students sanctioned to CAAPS class, develop a training program for shuttle service providers
Community Organizing and Advocacy
Jackie Knight, Chair

**Long Term Goal:** By March 2016, improve community organizing, advocacy and communication skills of coalition members by 25%

**Objectives:** to increase capacity of coalition collaboration, improve communication among members, improve coalition marketing efforts, improve and monitor sustainability of prevention initiatives

**Strategies/Activities:** implement a coalition member training curriculum, implement an internal coalition communication system, implement a coalition marketing plan
Annual Coalition Meeting Dates:

2015
- September 10
- October 1
- November 5
- December 3

2016
- January 7
- February 4
- March 3
- April 7, Annual Coalition Highlights/Recognition
- May 5, Annual Strategic Planning Session
- June 2

All meetings will be at 4pm in RH 315, unless otherwise noted.
Questions & Answers

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