

Health Promotion in Tertiary Settings: reducing alcohol-related harm

✓ We're doing this
↑ Could do more
* Follow this up
? Who? When? How?

Thinking about next steps: Reflect on your vision. Consider your current strengths - what is working really well? Who do you need to talk to? Who do you most need to influence? What are the barriers and opportunities that you are aware of? Where do you need to focus your energy? What is your very next step? What else do you need to know?

Key Principles	Use a whole of setting approach	Ensure comprehensive campus-wide approaches	Use participatory approaches – engage the voice of students and others	Develop trans-disciplinary collaborations	Develop cross-sector partnerships and collaborations	Build on your strengths	Incorporate the needs and priorities of Māori	Prioritise equity and social justice concerns	Use a quality improvement approach
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Include multiple interventions implemented in a systematic way; focus on environmental-level strategies, but also think about how best to support individual students

Environmental-level Focus: Campus, all students Environmental-level Focus: Wider community	Highly effective (as stand-alone components) Enforce drinking age Restrict happy hours/price promotions - campus or locally agreed policy prevents any types of drink specials that might encourage students to drink more than they would normally Increase alcohol tax - government increases tax on the sale of alcohol – raises cost of consumption and makes excessive drinking less affordable (advocacy required at a national level)	Individual-level Focus: Individual students	Highly effective (as stand-alone components) Normative re-education – personalised normative feedback provides students with personalised information about their alcohol use compared with that of other students Skills training, goal setting – students identified with an alcohol use problem set goals to limit their alcohol consumption (may include other life skills) Brief motivational interventions, individual – emphasises self-efficacy and personal responsibility Personalised feedback intervention – often web-based, these assessments generate personalised feedback
	Moderately effective (as stand-alone components) Limit number/density of alcohol establishments - licensing/zoning laws etc. are used to reduce the number of licensed premises that may be in the community or area around a campus Enact social host provision laws – ensure hosts are aware of responsibilities in line with legislation Use responsible beverage service training laws - enacted at a local/national level this ensures that servers receive formal training on recognising intoxication, checking ID, intervention techniques etc. Retain or enact restrictions on hours of alcohol sales - campus and/or local authorities retain or enact policies that limit the hours during which alcohol may be sold legally Prohibit alcohol use/sales at campus sporting events - campus bans the sale and consumption of alcohol at sporting events		Moderately effective (as stand-alone components) Brief motivational interventions, group – emphasises self-efficacy and personal responsibility Skills training, parent-based interventions which encourage parents to talk with their children about alcohol use Skills training, expectancy challenge interventions – a process whereby positive expectancies about alcohol use are challenged
Lower effectiveness (as stand-alone components) Establish an alcohol-free campus Conduct campus-wide social norms campaign Restrict alcohol sponsorship and advertising Implement beverage service training programmes	Lower effectiveness (as stand-alone components) Normative re-education, electronic or mailed – specific warnings about excessive celebratory drinking (e.g. 21 st birthdays)		
Effectiveness not yet rated, or findings are mixed (as stand-alone components) Alcohol-free programming – a campus hosts alcohol-free events Prohibit alcohol use/service at campus social events Implement bystander interventions Require student attendance at Friday morning classes Establish standards for alcohol service at campus social events – e.g. limiting the number of alcoholic beverages per person, require beverage service training Require residential halls to be substance-free Implement party patrols – teams visit locations where reports of noisy parties or other complaints have been made	Effectiveness not yet rated, or mixed findings (as stand-alone components) Skills training, alcohol focus – students are provided feedback on their actual Blood Alcohol Concentration		
Summarised from CollegeAIM http://www.collegedrinkingprevention.gov/CollegeAIM/	Not effective (as stand-alone components) Information/education Values clarification – students are asked to consider their personal values and goals and are encouraged to incorporate responsible decision-making about alcohol use into their values/goals		