



A Review and Rationale for Event Specific Programming

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Rationale for ESP

- ★ College drinking variable, especially tied to social events.
- ★ Students view events as a “time out” from normal drinking; may be different motivation for drinking.
- ★ Most efforts focus on *overall* drinking, less attention to high-risk windows.
- ★ Sparse literature base, focused mostly on sports, Spring Break and 21st birthday.

Sporting Events

Study	Event and Action	Outcome
Bormann & Stone (2001)	Ban on alcohol in football stadium on game days	Decreased arrests, assaults, ejections, and student referrals. Season ticket holders held neutral/positive views on ban. Students held negative views.
Spaite, Meislin, & Valenzuela (1990)	Ban on alcohol in football stadium on game days	No difference between the number of injuries before and after the ban was implemented.
Johannessen et al. (2001)	Environmental policies to reduce alcohol-related problems at homecoming.	Decreased perceived importance of alcohol at homecoming. Decreased neighborhood complaints and law enforcement actions following ban.

Spring Break

Study	Event and Action	Outcome
Cronin (1996)	Before Spring Break, students asked to complete a diary anticipating how much they intended to drink each day and negative consequences they might experience.	Decreased negative consequences during spring break.

21st Birthday

Study	Event and Action	Outcome
<ul style="list-style-type: none">• Lewis et al. (submitted for publication)• Neighbors et al. (2005; 2006)• McCue et al. (2006)• Smith et al. (2006)• Hembroff et al. (in press)	21st birthday cards encouraging sensible celebration (e.g., Be Responsible About Drinking – B.R.A.D.).	Mixed. Some evidence that it may be effective when students read and remember the content.
Neighbors et al. (in preparation)	Web-based feedback specific to 21st birthday drinking.	Decreased drinking on 21st birthday.

ESP—What Would it Look Like?

- ★ *Communal vs. personal events*
- ★ *Levels of intervention--Policy, community/campus, group and individual.*
- ★ *Content of intervention—Intent, environmental change, health protection, intervention/treatment.*
- ★ *Other content specific to high-risk events.*

A Prevention Framework

- ★ DeJong & Langford's (2002) matrix suggests pursuing interventions at different levels on two dimensions.
- ★ Intervention Level: Individual, group, institution, community, society.
- ★ Intervention Content: Changing knowledge, skills, intent; Modifying environmental factors; Protecting students from consequences; Intervening with problematic students.

Areas of Strategic Intervention	Program and Policy Levels				
	Individual	Group	Institution	Community	Society
Prevention Knowledge, Attitudes, Skills, Self Efficacy, Behavioral Intentions					
Environmental Change Alcohol-Free Options Normative Environment Alcohol Availability Alcohol Marketing and Promotion Policy Development and Enforcement					
Health Protection					
Intervention and Treatment					

Source: Dejong & Langford, 2002

New Student Orientation

Prevention

- ★ Provide overview of drinking policies
- ★ Social norms marketing campaign

Environmental

- ★ Minimize time between move-in & classes
- ★ Enforce drinking policies during orientation

Health Protection

- ★ Institute safe-ride & designated driver programs

Intervention

- ★ Online screening & provide resources
- ★ Train RAs about alcohol poisoning

Homecoming

Prevention

- ★ Educate alumni about alcohol policies
- ★ Educate students about safe rides

Environmental

- ★ Segregate drinking & non-drinking areas
- ★ Provide alcohol-free activities

Health Protection

- ★ Safe ride & designated driver programs

Intervention

- ★ Have students reflect on alcohol-related experiences
- ★ Remind students of online screening & resources

21st Birthday

Prevention

- ★ Educate alumni about alcohol policies
- ★ Educate students about safe rides

Environmental

- ★ Segregate drinking & non-drinking areas
- ★ Provide alcohol-free activities

Health Protection

- ★ Safe ride & designated driver programs

Intervention

- ★ Have students reflect on alcohol-related experiences
- ★ Remind students of online screening & resources

Spring Break

Prevention

- ★ Social norms campaign specific to SB
- ★ Education on international drinking laws

Environmental

- ★ Provide alcohol-free activities
- ★ Encourage faculty to make assignments due the week after SB

Health Protection

- ★ Provide SB packages
- ★ Encourage "buddy system" and "checking in" when traveling

Intervention

- ★ Offer alcohol screening & referral after SB

