

Daemen College Substance Use Prevention Campaign

Designed & Presented by
Student Athlete Attendees
2019 APPLE Training Institute Orlando, FL



MEET OUR APPLE TEAM!



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APPLE TRAINING INSTITUTE

Funding to attend conference:

2018 NCAA CHOICES Grant

Training Institute:

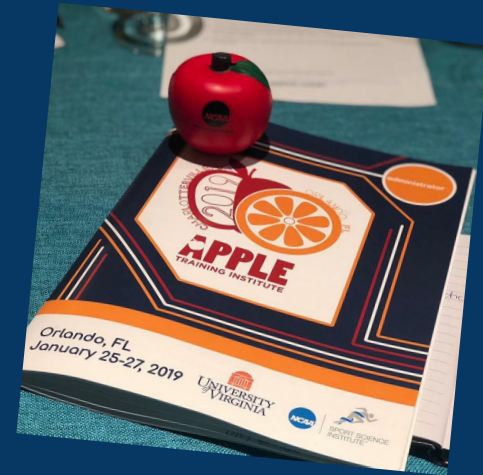
Developed & coordinated by staff at
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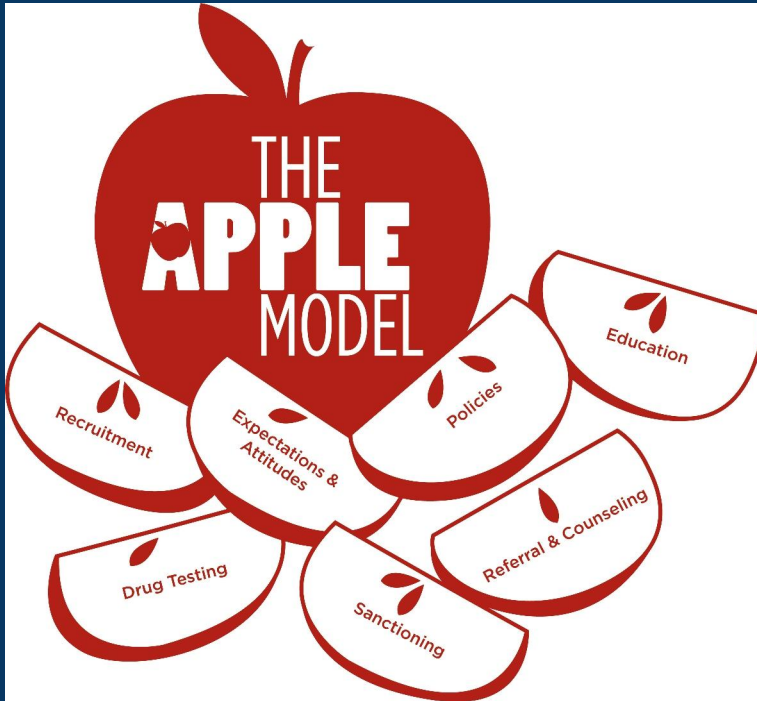
Goal of APPLE:

Promote Student-Athlete Wellness and
Substance Abuse Prevention

Attendance:

34 Colleges/Universities (DI - 16, DII - 5, DIII - 13)





CollegeAIM (Alcohol Intervention Matrix) Recommended Interventions

- Created by the National Institute on Alcohol Abuse and Alcoholism (NIAAA)
- Evidence based program for campus substance use prevention

Ineffective Interventions:

- Information/knowledge/education alone
- Values clarification alone
- Skills training alone (video, lecture, etc.)

APPLE Model @ Daemen

- Primary Focus: Expectations & Attitudes
- Secondary Focus: Education

EXPECTATIONS & ATTITUDES

Perception of substance use on campus:

- Daemen doesn't drink
- Daemen is not a party school
- Daemen students pregame on campus
- Daemen students party off campus
- Daemen students party at UB, Canisius & greek houses

Getting from point A → B when students go out

- Uber or lyft to parties (groups)
- Partying at UB south, students walk back to Daemen (cost)
- Not a safe area to be walking (police presence varies)

EXPECTATIONS & ATTITUDES

Message WE want to convey:

- Drink responsibility (harm reduction approach)
 - How to stay safe when drinking
- Everyone is NOT drinking (reality)
 - “You’re not alone, you are the majority”
- Social media is ONLY the highlight reel (perception)
 - Students compare their worst to someone else’s “high”

SUBSTANCE USE EDUCATION

What Exists for Campus?

- Everfi courses: AlcoholEDU & SexualAssaultPrevention
 - Incoming students
- Bystander Intervention Training (student leaders groups)
- Information delivered upon substance use sanctions
- Residence life bulletin boards & monthly programming

What Exists for Athletes?

- Student Athlete Mentor Program - AMP
- Everfi courses, formerly MyPlaybook (tailored to athletes)
- Be the Best You (Athletics, delivered by ATs)
- Intercollegiate Athletics Course (Hailey Dietrich)
- Bystander Intervention Training (student athletes)

SUBSTANCE USE EDUCATION

What is Needed for Campus?

- Passive & active programming (focus on harm reduction)
- Educational resources for substance use sanction meetings
 - Motivational Interviewing & resource guide

What is Needed for Athletes?

- Be the Best You (Athletics, delivered by ATs)
 - Students to work with AT staff to create and deliver interactive, engaging, educational modules on substance use prevention
- Intercollegiate Athletics Course (Hailey Dietrich)
 - Incorporate more perception data, opportunities for students to interact and engage with substance use prevention material

Substance Use Prevention Campaign Action Plan





NCAA CHOICES GRANT



Program goal: Increase alcohol awareness and to support students toward making responsible and healthy choices by providing Daemen student body with the skills, knowledge, and support necessary to make informed healthy choices about their use of alcohol.

All students will have access to CHOICES sponsored events and activities that provide substance-free choices for socializing.

OUR MESSAGE

“You are part of the majority of students...”

- Who are not drinking
- Who are drinking responsibly
- Who are in need of support
- Who are feeling pressured by friends
- Who see things on social media that influence their decisions

“You’re not alone, Wildcats Stand together” (support/resources)





CAMPUS PARTNERS

PROSPECTIVE STUDENT PARTNERS

- Student Athletic Advisory Committee (SAAC)
- Campus Activities Team (CAT)
 - Student Health Liaisons
- Greek Organizations
- Master of Public Health Student Association (MPHSA)
- Health Promotion Student Association (HPSA)

PROSPECTIVE ADMINISTRATIVE PARTNERS

- CHIP Center, Athletics, Residence Life, Student Activities



PASSIVE PROGRAMMING



1. Create a monthly Wildcat Wellness Flyer to hang in bathroom stalls on campus that would feature the following:
 - Perception vs. reality data on substance use (Daemen)
 - Educational information on substance use
 - *How to safely drinking, information on binge drinking, etc.*
 - Highlight substance free events on campus (Thursday-Saturday)
 - Substance free events off campus in Buffalo (Thursday-Saturday)
 - Campus resources and local resources for support
 - Images that attract interest, example: social media posts

ACTIVE PROGRAMMING



2. Create meaningful, educational opportunities for student leaders (APPLE Team, CAT, RAs, SAAC, etc.) to host tables and other events on substance use prevention

- Tabling in Wick, RIC, athletic events, etc.
- March TGIF - various substance use education activities
 - 39 shots (table set up to show how much is in 1 handle)
 - Virtual reality headsets to show the impact of impairment
 - What's in the drink?
 - Bartender school
 - Tips to stay safe when students go out
 - Prize wheel/quizzes on substance use information

INCENTIVES/EVALUATION

Uber Gift Cards

- Prize wheel for correct answers
- Kahoot quizzes or activities to score points
- Raffle tickets to enter for opportunity
- Punch cards at events (participation)
- Different levels of gift cards (\$5 - \$25)

Evaluation

- Pre-post tests/knowledge, skills, attitudes, etc.
- Self-reported substance use survey
- CHOICES Media Campaign Awareness Assessment
- BTBY Substance Use Peer Leader Training Evaluation



FUTURE PLANS

Awareness Video

- Students (finding the *right* students is key)
- Different locations on campus: feature segments of population
- Did you know? (perception vs. reality data)
- Substance use education
- Call to action to use substances responsibly
- Messages of “You are Part of the Majority...,” “You are not Alone, Wildcats Stand Together,” #ResponsibleWildcats



FUTURE PLANS



Awareness Media

- Shorter videos to post on DaemenLife! social media
 - Students providing weekend tips to stay safe
- Incorporate peer education about substance use prevention during campus climate presentation for all first year and transfer students (welcome back weekend and transfer orientation)

Springfest

- Tables around campus with snacks and water
- Fun, substance use educational activities for prizes
- Cornhole tournament
 - Board to include image of cup with levels of alcohol
 - Bean bags with substance use information printed



FUNDING

Sources:

1. NCAA CHOICES Grant (\$1,500)
2. Wellness Programming Budget (\$3,500)

Anticipated costs:

- Printing posters (printing)
- Cost of plastic holders to house posters in bathroom stalls
- Uber gift cards (\$5 to \$25 value)
- Supplies for tabling (Plastic shot glasses, empty alcohol containers)
- Customizable cornhole set and/or Kan Jam set



**WE'D FLIP IF YOU
HELPED US IMPLEMENT
OUR ACTION PLAN!**



Snowball Survey



What are your thoughts?

Good, bad or indifferent,
we appreciate your feedback!

