Building an Evidence-based Comprehensive Prevention and Intervention Program to Address Alcohol Use Among Student-Athletes Using a Public Health Framework

Brian M. Freidenberg, Ph.D., Addictive Behaviors Specialist/Staff Psychologist
Joseph M. Monserrat, Psy.D., Sport Psychologist
Estela M. Rivero, Ph.D. Director
Rachel Burnetter, MSW,

Counseling and Psychological Services, University at Albany, SUNY

NYSCHA-NECHA Annual Meeting
Wednesday, October 28, 2015 - The Desmond Hotel and Conference Center
Learning Objectives

- Identify the key components of an alcohol abuse prevention program focused on student-athletes.

- Describe the key elements of an evidence-based social norms campaign addressing alcohol use among student-athletes.

- Describe the key elements of an evidence-based screening and brief intervention protocol addressing the unique needs of student-athletes.

- Identify correlates of success and lessons learned in the implementation of evidence-based prevention and intervention strategies designed to address alcohol use among student-athletes.
Components of UAlbany Comprehensive AOD Prevention Program

✓ Presidential Leadership
✓ Campus AOD Task Force
✓ Student Involvement/Leadership
✓ Social Norms Marketing
✓ Campus-Community Coalitions
✓ Inclusive Academic Excellence
✓ Healthy Living Communities
✓ Alcohol-Free Activities
✓ Early Intervention
✓ Restricting Alcohol Marketing/Promotion
✓ Policy Evaluation/Enforcement
✓ Parental Involvement
✓ Treatment & Referral
✓ Research and Program Evaluation - NCHIP
Spectrum of Intervention Response: Alcohol Abuse Prevention

**Optimize Health & Wellbeing**
- Social Norms Campaigns
- Peer Services
- Committee on University & Community Relations
- Healthy Living Communities

**Reclaim Health**
- Prevent Problems
- Treat Problems

**Early Intervention**
- BASICS
- ASTP Groups
- Interactive Education with Social Norms
- AA Meetings
- Consistent Policy Enforcement

**Specialized Treatment**
- Outpatient Assessment, Treatment, & Referral
Timeline: Evidence-based Practice Implementation & Evaluation

- 2005: Project First STEPS
- 2006: Committee on University & Community Relations Social Norms Project
- 2006: Project Healthy STEPS
- 2009: Project Greek STEPS
- 2010: STEPS Program Awards
- 2011: National Registry of Evidence-based programs & Practices

Present: Continued Implementation & Evaluation of Effective Programs
Project Winning STEPS:
A Screening & Brief Intervention for Student-Athletes

M. Dolores Cimini, Ph.D., Joe Monserrat, Psy.D., & Estela Rivero, Ph.D.
University at Albany, SUNY

October 28th, 2015
Project Winning STEPS: Goals

- Reduce alcohol use (amount and frequency) among student-athletes identified as high-risk drinkers through online screening
- Reduce alcohol-related harms among student-athletes identified as high-risk drinkers through online screening
- Educate student-athletes about alcohol’s impact on athletic performance

Funded by the Grant Competition To Reduce High-Risk Drinking or Violent Behavior Among College Students, FY 2006
What’s Unique About Winning STEPS?

Personalized Feedback About The Relationship Between Alcohol & Athletic Performance

- **Physical**
  - “Hangover” effects
  - Dehydration
  - Nutrition/Endurance
  - Injury
  - Motor skills
  - Sleep

- **Psychological**
  - Confidence
  - Motivation
  - Attitude
  - Decision-Making
Baseline Drinking

- 36% "Highest" Risk (≥ 10 Drinks/week)
- 29% "High" Risk (5-9 Drinks/week)
- 34% "Low" Risk (≤ 4 Drinks/week)

65%
Highest Risk

(≥10 drinks/week)

- Drink about 8 days per month
- Peak # of drinks= 13 on at least one occasion
- Majority are male (79%)
- 45% were in-season
- Experience the most alcohol related problems- (specific to athletics as well)
- Use the fewest protective behaviors
Brief Intervention

- Eligible athletes invited to participate
- 1-hour individual feedback session (BASICS)
  - Motivational Interviewing
  - Social Norms
- Athletic performance factors
- Drinking Motives
Typical Drinking

According to the information you gave us, you typically drank 4 days per week over the past month.

Over that past month, you consumed approximately 37 drinks per week.

This is what you told us about your typical number of drinks over the course of a week:

Weekly Drinking Pattern
Number of Drinks per Day

The typical UAlbany student drinks 6 drinks per week.
**Drinking Norms**

The graphs below show the frequency of your alcohol consumption and the number of times in the past two weeks you had five or more drinks. They also depict what you told us you believe to be the average for UAlbany students on each of these as well as the actual values for UAlbany students.

**Days per Month**

- 5
- 10
- 4
- 2

**5 or More Drinks**

- 1
- 6
- 0.5
- 0.5

Most UAlbany students drink fewer than two times per week, and most students think that others drink more than they actually do.
Your Beliefs About Alcohol and Your Athletic Performance

The graph and chart below illustrate the degree to which you believe your athletic performance related factors are positively or negatively affected as a result of your alcohol use. These scores are percentages and can range from -100% to +100%.

### Performance Effects

<table>
<thead>
<tr>
<th>Performance</th>
<th>Effect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speed/Agility</td>
<td>-40</td>
</tr>
<tr>
<td>Reaction Time</td>
<td>-50</td>
</tr>
<tr>
<td>Power</td>
<td>-70</td>
</tr>
<tr>
<td>Endurance</td>
<td>-10</td>
</tr>
<tr>
<td>Sleep</td>
<td>0</td>
</tr>
<tr>
<td>Nutrition/Diet</td>
<td>20</td>
</tr>
<tr>
<td>Motivation</td>
<td>40</td>
</tr>
<tr>
<td>Decision Making</td>
<td>-20</td>
</tr>
<tr>
<td>Confidence</td>
<td>-90</td>
</tr>
<tr>
<td>Attitude</td>
<td>70</td>
</tr>
</tbody>
</table>

When are you at your best?

Are you always 100%?

Is your goal optimal performance?

Could alcohol be holding you back from reaching your full athletic potential?
Alcohol and Athletic Performance
There are a variety of ways in which use of alcohol can have a negative impact on your ability to perform at your best.

Myth: The 48 Hour Rule
If I wait 48 hours after drinking, I'll be back to my peak performance for competition, right?

Not quite... Consuming 5 or more alcoholic drinks on a single night can affect your brain and body for as long as 3 days. So a 72 hour rule might be a better fit. In fact, two consecutive nights of drinking 5 or more drinks can have an effect for up to 5 days.

Dehydration

Drink Up!
Alcohol can cause the body to lose 3% of body fluid in a 4-hour period, which can translate to a decrease in performance over 20%!

Nutrition and Endurance

Go the Distance
Alcohol can cause a decrease in aerobic performance by 11.4%
## Demographics of Sample: Class Year/Gender

<table>
<thead>
<tr>
<th>Class Year</th>
<th>Male</th>
<th>Female</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshman</td>
<td>158</td>
<td>107</td>
<td>265 (48%)</td>
</tr>
<tr>
<td>Sophomore</td>
<td>69</td>
<td>44</td>
<td>113 (21%)</td>
</tr>
<tr>
<td>Junior</td>
<td>57</td>
<td>28</td>
<td>85 (16%)</td>
</tr>
<tr>
<td>Senior</td>
<td>37</td>
<td>23</td>
<td>60 (11%)</td>
</tr>
<tr>
<td>Graduate</td>
<td>14</td>
<td>5</td>
<td>19 (3%)</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>335 (62%)</strong></td>
<td><strong>207 (38%)</strong></td>
<td><strong>542</strong></td>
</tr>
</tbody>
</table>
FINDINGS
## Baseline Drinking Characteristics

<table>
<thead>
<tr>
<th>Variable</th>
<th>Male</th>
<th>Female</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peak Drinking</td>
<td>10.7</td>
<td>5.6</td>
<td>7.9</td>
</tr>
<tr>
<td>Drinks Per Occasion</td>
<td>4.2</td>
<td>3.2</td>
<td>3.6</td>
</tr>
<tr>
<td>Heavy Drinking Episodes (mode)</td>
<td>weekly</td>
<td>weekly</td>
<td>weekly</td>
</tr>
<tr>
<td>Drinking Days, Past 30</td>
<td>5.4</td>
<td>4.5</td>
<td>4.9</td>
</tr>
</tbody>
</table>
Drinks Per Week: In Season vs Out of Season

![Graph showing the comparison of drinks per week in season vs out of season for males and females.](image-url)
# Between Group Differences

<table>
<thead>
<tr>
<th>Drinking Measure</th>
<th>No Intervention N=398</th>
<th>Had Intervention N=144</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drinks per week</td>
<td>10.5</td>
<td>22.1</td>
<td>P&lt;.05</td>
</tr>
<tr>
<td>RAPI-A Score</td>
<td>7.1</td>
<td>11.4</td>
<td>P&lt;.05</td>
</tr>
<tr>
<td>HED Episodes, Past Month</td>
<td>3.1</td>
<td>5.4</td>
<td>P&lt;.05</td>
</tr>
<tr>
<td>Use of Protective Strategies</td>
<td>59%</td>
<td>48.3%</td>
<td>P&lt;.05</td>
</tr>
<tr>
<td>Reported Consequences, Past 30 Days</td>
<td>No Intervention N=398</td>
<td>Had Intervention N=144</td>
<td>Significance</td>
</tr>
<tr>
<td>----------------------------------------------------</td>
<td>------------------------</td>
<td>-------------------------</td>
<td>--------------</td>
</tr>
<tr>
<td>Blackout</td>
<td>19%</td>
<td>46%</td>
<td>P&lt;.05</td>
</tr>
<tr>
<td>Injury</td>
<td>25%</td>
<td>26%</td>
<td>NS</td>
</tr>
<tr>
<td>Failed to meet responsibility</td>
<td>18%</td>
<td>24%</td>
<td>P&lt;.05</td>
</tr>
<tr>
<td>Drunk/hung-over at athletic practice or game</td>
<td>17%</td>
<td>22%</td>
<td>NS</td>
</tr>
<tr>
<td>Drunk/hung-over in school</td>
<td>15%</td>
<td>17%</td>
<td>NS</td>
</tr>
</tbody>
</table>
**Project Winning STEPS: Changes in Alcohol Use, Associated Negative Consequences, Protective Behaviors, and Norms Perceptions among UAlbany Student-Athletes at 3-Months Post-Intervention (Face-to-Face BASICS)**

<table>
<thead>
<tr>
<th>Variable</th>
<th>Baseline N=42</th>
<th>Follow-Up 3 Months N=42</th>
<th>p</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Reductions in Alcohol Use Frequency and Quantity</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alcohol Use Disorders Identification Test (AUDIT)</td>
<td>9.64</td>
<td>8.33*</td>
<td>&lt;.05</td>
<td>13.6% reduction</td>
</tr>
<tr>
<td>Last time partied BAC</td>
<td>.056</td>
<td>.045</td>
<td>&lt;.10</td>
<td>19.5% reduction</td>
</tr>
<tr>
<td><strong>Reductions in Negative Consequences</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RAPI total score</td>
<td>4.76</td>
<td>2.58*</td>
<td>&lt;.01</td>
<td>45.9% reduction</td>
</tr>
<tr>
<td>RAPI total plus Athlete-specific negative consequences (RAPI-A)</td>
<td>5.38</td>
<td>2.56*</td>
<td>&lt;.01</td>
<td>52.5% reduction</td>
</tr>
<tr>
<td><strong>Increases in Use of Protective Behaviors</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PBSS total score</td>
<td>47.56</td>
<td>50.31*</td>
<td>&lt;.01</td>
<td>5.8% increase</td>
</tr>
<tr>
<td>PBSS - Limiting/Stopping Drinking Strategies</td>
<td>18.26</td>
<td>19.71*</td>
<td>&lt;.05</td>
<td>7.9% increase</td>
</tr>
<tr>
<td>PBSS - Manner of Drinking Strategies</td>
<td>16.26</td>
<td>17.41*</td>
<td>&lt;.05</td>
<td>7.1% increase</td>
</tr>
<tr>
<td>PBSS - Serious Harm Reduction Strategies</td>
<td>13.34</td>
<td>13.71</td>
<td>.14</td>
<td>2.8% increase</td>
</tr>
<tr>
<td><strong>Correction in Misperceptions of Campus Alcohol Use Norms</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perception of Drinks Per Week, Typical Student</td>
<td>22.36</td>
<td>15.93*</td>
<td>&lt;.001</td>
<td>28.8% reduction</td>
</tr>
</tbody>
</table>

*NOTE: * Indicates statistically significant outcome
QUESTIONS??

Contact Info:
Joe Monserrat, Psy.D.
Project Coordinator, Winning STEPS
518-442-5800
jmonserrrat@albany.edu
Building A Student Athlete Social Norms Campaign

Brian Freidenberg, Ph.D.
Rachel Burnetter, LMSW

University at Albany
Counseling & Psychological Services
Social Norms Theory

- Social-norms theory provides a model for substance use.
- It postulates that indirect peer influence, in the form of perceptions, affects an individual's own behavior, regardless of the accuracy of the perceived norm.
- Most college students overestimate the percentage of students who use alcohol and other drugs on college campuses and such overestimation has been shown to predict individual substance use.
Goals of a Social Norms Campaign

1) Correct misperceptions about students
2) Reveal that Healthy Behaviors are the Norm
3) Empower students to make well informed decisions about their health
Social Norms Theory

- Important as college students, including student athletes, typically overestimate unhealthy behaviors by peers
  - Alcohol use
  - Tobacco use
  - Marijuana use
  - Prescription Med misuse

- NCAA regards social norms campaigns for student athletes a best practice intervention
Student Athlete
Social Norms Campaigns
Getting Started
Getting Started

1) Assess need (and interest!)
2) Choose an appropriate survey
3) Determine method of administration
4) Be aware of potential obstacles
1) Assess Need & Interest

- What is the perception of student athletes?
  - Administration, Athletic department, Athletes, Non-athletes
- Is there an image problem?
- Is there existing data to suggest an AOD problem?
- Does the athletic department want to know more about the athletes?
- Is the athletic department aware of NCAA’s position on supporting student athlete mental wellness?
  - Substance use prevention is critical to student success.
  - Establish an environment that is supportive of student success and deters excessive drinking/drug use.
- Do you have an insider? Can you get one?
1) UAlbany Need & Interest

- What is the perception of student athletes? **Uncertain**
  - Administration, Athletic department, Athletes, Non-athletes
- Is there an image problem? **Maybe**
- Is there existing data to suggest an AOD problem? **No**
- Does the athletic department want to know more about the athletes? **YES!**
- Is the department aware of NCAA’s position? **Maybe**
  - Substance use prevention is critical to student success.
  - Establish an environment that is supportive of student success and deters excessive drinking/drug use.
- **Do you have an insider? Can you get one?** **YES!**
2) Choose A Survey

- National College Health Assessment (NCHA I)
- NCHA II
- CORE Alcohol and Drug Survey
- Institutional Survey
- Combination

- Will it be anonymous?
  - Increase in validity of responses vs. desire to follow specific participants over time
2) UAlbany’s Survey

- Combination Survey (UAlbany Health Survey) with questions inspired from:
  - NCHA I
  - NCHA II
  - CORE Alcohol and Drug Survey
  - Questions from staff
  - Questions from Wes Perkins’ survey research

- 2 pages
- Takes 5 minutes to complete
- Anonymous
3) Administration Method

- Orientation event
- Team meetings
- Stratified randomly selected athletes by team
- Online/email invitation
3) UAlbany's Administration

- Team Meetings & Practices
- Paper & pencil
- Problem with online versions:
  - Low response rate
  - Not a randomly selected sample
Teams Surveyed

- Football
- M Soccer
- W Soccer
- M Basketball
- W Basketball
- Volleyball
- Baseball
- Softball
- Tennis
- Baseball
- Softball
- Field Hockey
- Track & Field
- M Lacrosse
- W Lacrosse
- Golf
- Dance Team
- Cheer Team
4) Potential Obstacles

- Can you maintain administrative support?
- Do you have access to graphic designers?
- Are coaches on board as public supporters?
- Do you have enough people to help execute the campaign?
- Do you have money?
4) UAlbany Obstacles

- Can you maintain administrative support? Maybe
- Do you have access to graphic designers? Yes!
- Are coaches on board as public supporters? Eventually
- Do you have enough people to help execute the campaign? Yes!
- Do you have money? Athletics does!
NORM EXPOSURE

Presented as a

“Health Awareness Campaign”
Social Norms Posters

- Two posters are released together every other week
- Posted in high visibility areas
- “Scoreboard” posters
- Some are protected under glass
- High exposure is important
87% of UAlbany student athletes have not engaged in unprotected intercourse as a result of alcohol use.

Get the Latest Stats on UAlbany Athletics: www.albany.edu/counseling_center

76% of UAlbany student athletes plan to pursue a graduate or professional degree.

Get the Latest Stats on UAlbany Athletics: www.albany.edu/counseling_center

92% of UAlbany student athletes would help in a dangerous situation.
- verbal threats
- physical abuse
- stalking

Get the Latest Stats on UAlbany Athletics: www.albany.edu/counseling_center

83% of UAlbany student athletes do not allow alcohol to affect their academics.

Get the Latest Stats on UAlbany Athletics: www.albany.edu/counseling_center

95% of UAlbany student athletes think leadership potential is important in their future careers.

Get the Latest Stats on UAlbany Athletics: www.albany.edu/counseling_center

93% of UAlbany student athletes are non-smokers.

Get the Latest Stats on UAlbany Athletics: www.albany.edu/counseling_center

91% of UAlbany student athletes take steps to be safe in drinking situations.

Get the Latest Stats on UAlbany Athletics: www.albany.edu/counseling_center

Most UAlbany student athletes drink alcohol twice a week, less often, or not at all.

Get the Latest Stats on UAlbany Athletics: www.albany.edu/counseling_center

Most UAlbany student athletes don’t let alcohol affect their athletic performance.

Get the Latest Stats on UAlbany Athletics: www.albany.edu/counseling_center

Most UAlbany student athletes pace drinks to 1 or fewer an hour.

Get the Latest Stats on UAlbany Athletics: www.albany.edu/counseling_center

Most UAlbany student athletes don’t use stimulants prescribed to other people.

Get the Latest Stats on UAlbany Athletics: www.albany.edu/counseling_center

Most UAlbany student athletes have 0-3 alcoholic drinks in a typical week.

Get the Latest Stats on UAlbany Athletics: www.albany.edu/counseling_center

Most UAlbany student athletes have partied without using alcohol.

Get the Latest Stats on UAlbany Athletics: www.albany.edu/counseling_center

Most UAlbany student athletes drink alcohol 0-1 time a week.

Find out the percentage! www.albany.edu/counseling_center
Fall Posters

1. Choose not to use marijuana (MOST: 90%)
2. Pace drinks to 1 or fewer an hour (MOST: 85%)
3. Don’t use medications prescribed to others (MOST: 84%)
4. Choose not to use illegal drugs (Cocaine, LSD, PCP, MOST: 90%)
5. Take steps to avoid a physical fight in drinking situations (MOST: 95%)
6. Don’t let alcohol affect their academics (MOST: 90%)
7. Have 0-3 alcoholic drinks in a typical week (MOST: 72%)
8. Don’t let alcohol interfere with having safer sex (MOST: 32%)
Spring Posters

1. **Choose Not to Use Marijuana**
   - Did you know?
   - Most = 90%

2. **Pace Drinks to 1 or Fewer An Hour**
   - Did you know?
   - Most = 85%

3. **Don’t Use Medications Prescribed to Others**
   - Did you know?
   - Most = 64%

4. **Choose Not to Use Illegal Drugs**
   - Did you know?
   - Most = 90%

5. **Take Steps to Avoid a Physical Fight in Drinking Situations**
   - Did you know?
   - Most = 95%

6. **Don’t Let Alcohol Affect Their Academics**
   - Did you know?
   - Most = 95%

7. **Have 0-3 Alcoholic Drinks in a Typical Week**
   - Did you know?
   - Most = 72%

8. **Don’t Let Alcohol Interfere With Having Safer Sex**
   - Did you know?
   - Most = 62%
DID YOU KNOW

PACE DRINKS TO 1 OR FEWER AN HOUR

STUDENT BODY: 79%
STUDENT ATHLETES: 89%

Like social norms for a chance to win gift cards up to $25

DID YOU KNOW

DON'T USE MEDICATIONS PRESCRIBED TO OTHERS

STUDENT BODY: 75%
STUDENT ATHLETES: 84%

Like social norms for a chance to win gift cards up to $25

DID YOU KNOW

CHOOSE NOT TO USE MARIJUANNA

STUDENT BODY: 58%
STUDENT ATHLETES: 90%

Like social norms for a chance to win gift cards up to $25

DID YOU KNOW

CHOOSE NOT TO USE ILLEGAL DRUGS

STUDENT BODY: 88%
STUDENT ATHLETES: 98%

Like social norms for a chance to win gift cards up to $25
Alcohol Awareness Week
Social Media
Wait...I see two of them?! That is right, UAlbany! This year the Social Norms Campaign will be releasing a different set of athletes each semester to accompany our messages. More athletes, more UAlbany pride!
Be sure to check out your UAlbany Great Danes as they take on James Madison this weekend. Let's keep this undefeated streak going UAlbany!

DID YOU KNOW

MOST UALBANY STUDENT ATHLETES

CHOOSE NOT TO USE MARIJUANA

Like social norms for a chance to win gift cards up to $25
Spring 2014 Anonymous Survey of 100 Student Athletes - Representative Sample
albany.edu/counseling_center
Have you been watching our UAlbany Field Hockey team lately? They just won the America East Championship! Wish your UAlbany Great Danes good luck in the NCAA tournament by liking or commenting on this status.

DID YOU KNOW

UAlbany student athletes have 0-3 alcoholic drinks in a typical week

Like social norms for a chance to win gift cards up to $25

Spring 2014 Anonymous Survey of 300 Student Athletes • Representative Sample
albany.edu/counseling_center
UAlbany Great Danes Basketball is here! Who's looking forward to watching some games this season?! We know we are!

**DID YOU KNOW**

MOST UALBANY STUDENT ATHLETES

DON’T LET ALCOHOL AFFECT THEIR ACADEMICS

MOST = 97%

Like social norms for a chance to win gift cards up to $25

Spring 2014 Anonymous Survey of 300 Student Athletes • Representative Sample
albany.edu/counseling_center
Today is the day. Best of luck to our two favorite basketball teams! GO DANES!!!!!
ASSESS OUTCOME

Changes Since Campaign Began
Changes Since Campaign Began

- 65% increase in alternating alcoholic & non-alcoholic drinks
- 44% increase in pacing drinks to 1 or fewer per hour
- 38% increase in avoiding drinking games
- 36% increase in alcohol abstinence
- 20% increase in non-smokers
- 19% increase in choosing to party without alcohol
- 13% increase in using designated drivers
- 12% increase in not allowing alcohol to affect academics
- 11% increase in practicing protective behaviors
Changes Since Campaign Began

- 45% decrease in fighting as a consequence of drinking
- 41% decrease in injuring self as a result of drinking
- 36% decrease in misuse of prescription pain killers
Concerns To Address

- Change in department leadership
  - Value of campaign
  - Depiction of athletes on posters
- Engagement with student athletes
DID YOU KNOW

ALL UALBANY STUDENTS & STAFF WILL MISS COACH FORD

We thank him for over forty years of great service and wish him well on his retirement.

albany.edu/counseling_center
Wishing Coach Ford the best of luck as a new chapter begins!
Thank you!