

Drinking in adolescents--qualitative analysis.

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Source

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Abstract

The aim of this paper was to explore alcohol consumption and the development of this habit in the adolescent population based on qualitative data from 59 anonymous essays written by high school students. We found that the most of adolescents had their first experiences with alcohol in the seventh or eighth grades. They reported that they usually drank alcohol to be happy, to relax, to be courageous in approaching the opposite sex, to fit into society, and to be popular. **Factors affecting drinking are influence of peers, family and social attitude towards drinking, laws and enforcement of legislation. In further prevention programs, we must be able to demonstrate that "having a good time" does not mean drinking alcohol.** Programs for the prevention of alcohol-related problems must begin by adolescence, including both sexes equally and can be achieved through a coordinated and intense public health effort.

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21661361

[PubMed - indexed for MEDLINE]

The Effectiveness of Alcohol Policies in 4-Year Public Universities.

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Source

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Abstract

The objective of this study was to evaluate the type of alcohol policy in place in 4-year public universities against the odds of heavy drinking. Data was collected during the months of April-June 2010 using the Core Alcohol and Drug Survey. The participants included a random sample of undergraduate students from 4 public universities in the Midwest. Two of the universities had policies in place allowing the sale and use of alcohol on campus, and 2 universities had policies in place prohibiting the sale and use of alcohol. There were a total of 186 participants which included 63 males and 123 females. There was statistical significance in gender, age, and participation in sports against the odds of heavy drinking ($P < .05$). The type of policy in place was not significantly associated with the odds of heavy drinking. Even though there was an association between gender, age, and participation in sports with the odds of heavy drinking among college students in this sample, the type of alcohol policy (wet or dry) had no association. The results demonstrate the need for the implementation of alcohol prevention strategies, in addition to policy, to reduce the number of college students who drink heavily. It may be beneficial to target those alcohol intervention programs to the high risk groups such as males, over the age of 21, and those students who participate in sports.

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Alcohol prevention on college campuses: the moderating effect of the alcohol environment on the effectiveness of social norms marketing campaigns.

Scribner RA, Theall KP, Mason K, Simonsen N, Schneider SK, Townsley LG, DeJong W.

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Abstract

OBJECTIVE:

Evaluations of social norms marketing campaigns to reduce college student drinking have produced conflicting results. This study examines whether the effectiveness of such campaigns may be moderated by on-premise alcohol outlet density in the surrounding community.

METHOD:

Multilevel analyses were conducted of student survey responses (N= 19,838) from 32 U.S. colleges that took part in one of two 4-year randomized, controlled trials completed for the Social Norms Marketing Research Project (SNMRP). In the models, students by year were nested within treatment (n = 16) and control group (n = 16) campuses, which were characterized by the on-premise outlet density in their surrounding community. The moderating effect of outlet density was introduced into the models as an interaction between the treatment effect (i.e., the effect of the social norms marketing campaigns over time) and outlet density. The models were also stratified by campus alcohol outlet density (high vs. low) to examine the effect of the intervention in each type of setting.

RESULTS:

There was a significant interaction between the treatment effect and on-premise alcohol outlet density for one of the drinking outcomes targeted by the SNMRP intervention, the number of drinks when partying, and marginal evidence of interaction effects for two other outcomes, maximum recent consumption and a composite drinking scale. In stratified analyses, an intervention effect was observed for three of the four outcomes among students from campuses with lower on-premise alcohol outlet density, whereas no intervention effect was observed among students from campuses with higher on-premise alcohol outlet density.

CONCLUSIONS:

The findings suggest that the campus alcohol environment moderates the effect of social norms marketing interventions. Social norms marketing intervention may be less effective on campuses with higher densities of on-sale alcohol outlets.

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Alcohol consumption associated with collegiate American football pre-game festivities.

Merlo LJ, Ahmedani BK, Barondess DA, Bohnett KM, Gold MS.

Source

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Abstract

Internationally, sporting events represent a specific context in which heavy episodic drinking is common. The current study assessed determinants of heavy episodic drinking among tailgaters (i.e., individuals engaging in pre-game social festivities) prior to American football games at two large universities. A total of 466 individuals at two universities completed a short interview and provided a breathalyzer sample to estimate breath alcohol content (BrAC) during the tailgating window (150min prior to and 10min after the start of the game). The plurality of participants (48.5% at the southeastern university (School1) and 58.8% at the midwestern university (School2)) engaged in heavy episodic drinking. Only 54 individuals (11.6% from the combined sample at both universities abstained from alcohol (confirmed via BrAC). In total, 40.2% of participants at School1 and 31.9% at School2 produced breath samples over the legal limit for driving (i.e., BrAC=0.08 or higher). In site-specific regression analyses, younger ages, males, and non-students at School1, and younger ages and non-game attendance at School2 were associated with self-reported heavy episodic drinking and higher levels of estimated BrAC (p<0.05). Given the widespread participation in heavy episodic drinking among both students and non-students in this sample, public health interventions should be implemented both on- and off-campus to promote safety and to discourage heavy episodic drinking at American football games and other high-profile sporting events.

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Implementation of NIAAA College Drinking Task Force recommendations: how are colleges doing 6 years later?

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Abstract

BACKGROUND:

In 2002, the National Institute on Alcohol Abuse and Alcoholism (NIAAA) College Drinking Task Force issued recommendations to reduce heavy drinking by college students, but little is known about implementation of these recommendations. Current discussion about best strategies to reduce student drinking has focused more on lowering the minimum legal drinking age as advocated by a group of college and university presidents called the Amethyst Initiative than the NIAAA recommendations.

METHODS:

A nationally representative survey of administrators was conducted at 351 4-year colleges in the United States to ascertain familiarity with and progress toward implementation of NIAAA recommendations. Implementation was compared by enrollment size, public or private status, and whether the school president signed the Amethyst Initiative.

RESULTS:

Administrators at most colleges were familiar with NIAAA recommendations, although more than 1 in 5 (22%) were not. Nearly all colleges use educational programs to address student drinking (98%). Half the colleges (50%) offered intervention programs with documented efficacy for students at high risk for alcohol problems. Few colleges reported that empirically supported, community-based alcohol control strategies including conducting compliance checks to monitor illegal alcohol sales (33%), instituting mandatory responsible beverage service (RBS) training (15%), restricting alcohol outlet density (7%), or increasing the price of alcohol (2%) were operating in their community. Less than half the colleges with RBS training and compliance checks in their communities actively participated in these interventions. Large colleges were more likely to have RBS training and compliance checks, but no differences in implementation were found across public/private status or whether the college president signed the Amethyst Initiative.

CONCLUSIONS:

Many colleges offer empirically supported programs for high-risk drinkers, but few have implemented other strategies recommended by NIAAA to address student drinking. Opportunities exist to reduce student drinking through implementation of existing, empirically based strategies.

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A qualitative study of college student responses to conflicting messages in advertising: anti-binge drinking public service announcements versus wine promotion health messages.

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Source

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Abstract

OBJECTIVES:

The purpose of this study was to investigate how college students deal with conflicting health messages in advertising regarding binge drinking and wine promotion.

DESIGN:

Phenomenological in-depth long interviews were conducted beyond the point of redundancy (N = 16).

RESULTS:

The results of this study indicated that students' meaning making regarding the conflicting messages relied greatly upon how consistent either message was with their prior beliefs about alcohol. Additionally, not all students perceived the messages to be contradictory; these students saw the messages as being constructed for different purposes and as such incomparable. Overall, students who perceived conflict responded to the topic with apathy fueled by advertising skepticism.

CONCLUSIONS:

Employing qualitative methodology to understand how college students respond to conflicting messages will assist health promotion practitioners develop more effective alcohol abuse prevention messages and provide suggestions for researchers for studying this phenomenon from other perspectives in the future. Implications are further discussed within.

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Heavy drinking on college campuses: no reason to change minimum legal drinking age of 21.

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Source

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Abstract

The recent Amethyst Initiative argues that a minimum legal drinking age (MLDA) of 21 has created a culture of heavy alcohol use on college campuses by making drinking clandestine and extreme. This group and others argue that lowering the MLDA will reduce the problem of "binge drinking" on college campuses. However, such a policy change would remove one of the most researched and supported policies in the nation's alcohol control arsenal. There is little evidence that other interventions or policies are capable of working on the same broad level as MLDA 21, and there could also be a deleterious ripple effect in related legislation because MLDA 21 works in conjunction with other drinking laws. In addition, historic and international experiences with a lowered MLDA indicate there are serious social and public health consequences. Instead of removing efficacious interventions, we must remain committed to implementing and enforcing evidence-based practices and legislation.

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[PubMed - indexed for MEDLINE]

College alcohol citations result in modest reductions in student drinking.

Hustad JT, Eaton Shortt L, Borsari B, Barnett NP, O'Leary Tevyak J, Kahler CW.

Source

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Abstract

College students who are cited for violating campus alcohol policy are often fined or sanctioned to complete an intervention or public service. Although some interventions have been found efficacious for mandated students, it is possible that being cited for an alcohol-related incident alone may be sufficient to reduce alcohol consumption. The purpose of this study was to investigate the course of alcohol consumption patterns following a citation for an alcohol policy violation. Participants were college students (N = 445) who received a citation for a campus alcohol policy violation at a small northeastern liberal arts college. Participants completed a Timeline Follow-Back indicating their daily alcohol use 2 weeks prior to the citation through 2 weeks after the citation. Results indicated that participants decreased their alcohol use following a citation event. However, the reduction in alcohol consumption was modest, suggesting that the citation event itself has a very temporary influence on the drinking of college students. Additional research is needed to reconcile these findings with those from other studies that found a more meaningful citation effect.

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Alcohol policy enforcement and changes in student drinking rates in a statewide public college system: a follow-up study.

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Abstract

[BACKGROUND:](#)

Heavy alcohol use among U.S. college students is a major contributor to young adult morbidity and mortality. The aim of this study was to examine whether college alcohol policy enforcement levels predict changes in student drinking and related behaviors in a state system of public colleges and universities, following a system-wide change to a stricter policy.

[METHODS:](#)

Students and administrators at 11 Massachusetts public colleges/universities completed surveys in 1999 (N of students = 1252), one year after the policy change, and again in 2001 (N = 1074). We calculated policy enforcement scores for each school based on the reports of deans of students, campus security chiefs, and students, and examined the correlations between perceived enforcement levels and the change in student drinking rates over the subsequent two year period, after weighting the 2001 data to adjust for demographic changes in the student body.

[RESULTS:](#)

Overall rates of any past-30-days drinking, heavy episodic drinking, and usual heavy drinking among past-30-days drinkers were all lower in 2001 compared to 1999. School-level analyses (N = 11) found deans' baseline reports of stricter enforcement were strongly correlated with subsequent declines in heavy episodic drinking (Pearson's $r = -0.73$, $p = 0.011$). Moreover, consistently high enforcement levels across time, as reported by deans, were associated with greater declines in heavy episodic drinking. Such relationships were not found for students' and security chiefs' reports of enforcement. Marijuana use did not rise during this period of decline in heavy drinking.

[CONCLUSIONS:](#)

Study findings suggest that stronger enforcement of a stricter alcohol policy may be associated with reductions in student heavy drinking rates over time. An aggressive enforcement stance by deans may be an important element of an effective college alcohol policy.

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Evaluation of an internet-based alcohol misuse prevention course for college freshmen findings of a randomized multi-campus trial.

Paschall MJ, Antin J, Ringwalt CL, Saltz RE.

Source Prevention Research Center, Pacific Institute for Research and Evaluation, Berkeley, California.

Abstract

[BACKGROUND:](#)

Internet-based alcohol misuse prevention programs are now used by many universities. One popular 2- to 3-hour online course known as AlcoholEdu for College is typically required for all incoming freshmen and thus constitutes a campus-level strategy to reduce student alcohol misuse.

[PURPOSE:](#)

Multi-campus study to evaluate the effectiveness of an Internet-based alcohol misuse prevention course.

[DESIGN:](#)

RCT with 30 universities: 21 entered the study in Fall 2007, nine in Fall 2008. Fifteen were randomly assigned to receive the online course and the other 15 were assigned to the control condition. The course was implemented by intervention schools during the late summer and/or fall semester. Cross-sectional surveys of freshmen were conducted at each university, beginning prior to the intervention in Spring 2008-2009; post-intervention surveys were administered in Fall 2008-2009 and Spring 2009-2010.

[SETTING/POPULATION:](#)

Public and private universities of varying sizes across the U.S. Random samples of 200 freshmen per campus were invited to participate in online surveys for the evaluation. Overall survey response rates ranged from 44% to 48% (M = 90 participants per campus).

[RESULTS/CONCLUSIONS:](#)

The online course includes five modules; the first four (Part I) are typically offered in the late summer before matriculation, and the fifth (Part II) in early fall. Course content includes defining a standard drink, physiologic effects of alcohol, the need to monitor blood alcohol level, social

influences on alcohol use, alcohol laws, personalized normative feedback, and alcohol harm-reduction strategies. Students must pass an exam after Part I to advance to Part II.

MAIN OUTCOME MEASURES

Past-30-day alcohol use, average number of drinks per occasion, and binge drinking.

RESULTS

Multilevel intent-to-treat analyses indicated significant reductions in the frequency of past-30-day alcohol use ($\beta = -0.64, p < 0.05$) and binge drinking ($\beta = -0.26, p < 0.05$) during the fall semester immediately after completion of the course. However, these effects did not persist when assessed in the spring semester. Post hoc comparisons suggested stronger course effects on these outcomes at colleges with higher rates of student course completion. No course effects were observed for average number of drinks per occasion or prevalence of binge drinking, regardless of the campus course completion rate.

CONCLUSIONS

This study provides initial evidence that the Internet-based alcohol misuse prevention course has beneficial short-term effects on hazardous drinking behavior among first-year college students, which should be reinforced through effective environmental prevention strategies.

TRIAL REGISTRATION NUMBER

This trial is registered in ClinicalTrials.gov (NCT 01382979).

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