

Priority Area #1: The Reduction of the Negative Consequences of Binge Drinking by 18-24 year olds (Santa Barbara)
Problem: A number of college students are binge drinking.

Goal A: Reduce binge drinking and it's negative consequences in college students

Prevention Strategies	Short Term Outcomes (Change Knowledge)	Intermediate Outcomes (Change Attitude)	Final Objective (Change Behavior)	Provider
<p>1) By June 30, 2017 disseminate 500 (100 annual x 5 years) "Life of the Party" Campaign materials to UCSB students.</p>	<p>1) Of 100 or more students, at least 70% by June 30, 2014, at least 75% by June 2015, and at least 80% by June, 30, 2016 will respond with 100% accuracy to "Life of the Party" recall and recognition survey knowledge items (e.g., A red keg cup (18 oz.) filled with beer is considered: 1 drink, 1.5 drinks, 2 drinks, or none of the above).</p>	<p>1) Percent of student responses to the questions "I believe it is important to moderate my drinking in order to avoid negative health effects (i.e., blacking out, hang over, engaging in risky behavior)" and "I believe it is important to monitor the amount I drink when partying" will improve 5% over baseline by June 30, 2015 and 10% over baseline by June 30, 2016, as measured by the "Life of the Party" recall and recognition survey.</p>	<p>1a) Decrease the prevalence of binge drinking of UC Santa Barbara students from 45% (Fall 2011) to 44% in June 2014, to 43% in June 2015, to 42% in June 2016, and to 41% in 2017 as measured by the PRC or similar survey (approximately 800 less students engaged in binge drinking over the five-year period) as measured by the PRC or similar survey. 1b) By June 30, 2017, reduce percent of students who report experiencing some kind of minor personal problem (such as missing class, having memory loss, vomiting) at least once during the past quarter as a result of drinking from 53.3% (2010) to 49% (approximately 860 students) as measured by the PRC or similar survey.</p>	UCSB
<p>2) By June 30, 2017, disseminate 500 (100 annual x 5 years) "One Less" Campaign materials to UCSB students.</p>	<p>2) Of 100 or more students, at least 70% by June 30, 2014, at least 75% by June 2015, and at least 80% by June, 30, 2016 will respond with 100% accuracy to "One Less" recall and recognition survey knowledge items (e.g. Mixing alcohol and other drugs could lead to death).</p>	<p>2) Percent of student responses to the questions "It is important to me that I know my limits when it comes to alcohol" and "It is important to me to drink moderately to avoid public misconduct (e.g., trouble with police, fighting, DUI, vandalism)" will improve 5% over baseline by June 30, 2015 and 10% over baseline by June 30, 2016, as measured by the "One Less" recall and recognition survey.</p>	<p>2) By June 30, 2017 reduce percent of students who report some form of public misconduct (e.g., trouble with the police, fighting, DUI, vandalism) at least once during the past quarter as a result of drinking from 21.1% (2010) to 18% (approximately 620 students) as measured by the PRC or similar survey.</p>	

3) By June 30, 2017, disseminate at least 1000 (200 x 5) Just Call 911 materials.

3) Of 100 or more students, at least 70% by June 30, 2014, at least 75% by June 2015, and at least 80% by June, 30, 2016 will respond with 100% accuracy to “Just Call 911” recall and recognition knowledge items (e.g., What are the symptoms of alcohol or drug overdose?).

3) Percent of student responses to the questions “If I saw someone passed out and exhibiting signs of alcohol poisoning at a party, I would call 911” and “It is important to me to moderate my drinking in order to avoid blacking out” will improve 5% over baseline by June 30, 2015 and 10% over baseline by June 30, 2016 as measured by the “Just Call 911” recall and recognition survey.

3) By June 30, 2017 reduce percent of students who report experiencing some kind of serious personal problems (such as overdose, being hurt, or sexual assault) at least once during the past quarter as a result of drinking from 43.4% (2010) to 39% (approximately 880 students) as measured by the PRC or similar survey.

4) Implement the Isla Vista Outreach Campaign by working with students to understand the impact of binge drinking on their behavior in the community; distribute at least 1000 community relationship surveys each to students (200 x 5 years) and community members (200 x 5 years).

4) Percent of students’ responses of “very true” or “somewhat true” to the question, “Student behavior while drinking alcohol in Isla Vista creates problems for student-community member relations in Isla Vista” will increase by 5% from baseline by June 30, 2014 and by 10% from baseline by June 30, 2015.

4) Percent of community members’ responses of “very true” or “somewhat true” to the question “Student behavior while drinking alcohol in Isla Vista bothers me” will decrease from 76% (Fall 2012) to 71% by June 15, 2015 and to 66% by June 15, 2016. Student response of “Very true” or “Somewhat true” to the question “It is important for college students to consider community member experiences when in Isla Vista” will increase 5% from baseline (TBD) by June 30, 2015 and by 10% from baseline by June 30, 2016.

4) Percent of community members’ responses of “very true” or “somewhat true” to the question, “I am satisfied with student-community member relations in Isla Vista” Satisfaction will increase from 68% (Fall 2012) to 78% by June 30, 2017.