

Alcohol Culture at Tulane:

10 Years of Progress



Dear Community Members,

I am pleased to share with you this 10-year review of the work to change alcohol culture at Tulane. For the last decade, a group of dedicated staff have worked to change, shape, and create a culture that would reduce high-risk alcohol use among our students. This report highlights those efforts and the progress that our data show we have made. While we are excited about the changes, we know that there is still more to be done.

This report reflects our continuing assessment of the health of our students and the work that is core to the staff within in the Division of Student Affairs. Campus Health, as the leader of health for students, has tracked, monitored and advocated for change around the alcohol culture and implicitly engaged with countless campus partners to change practices, promotions, and programs to create a safer Tulane. It takes a community to tackle changing ingrained social norms and cultural values around any issue; the campus communities support in making these changes were key to the progress made.

We in the Division of Student Affairs, and the entire Tulane Community are dedicated to supporting efforts to improve the health and well-being of our students. As we move into the next decade, we look forward to sharing future updates and successes.

J. Davidson “Dusty” Porter, PhD
Vice President
Division of Student Affairs



Student Alcohol Use Over Time:

Undergraduate students reported using alcohol in the last 30 days

Fall 2012	86.4%
Fall 2014.....	88.1%
Fall 2016	87.7%
Fall 2018	81.7%

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2008

- The Office of Wellness Services is re-launched after a several-years pause post-Hurricane Katrina. This is the beginning of addressing the growing high-risk alcohol use among students.
- Online Alcohol Education is implemented for all first-year undergraduate students.
- Peer Health Educators, part of the Student Health Center, begin providing peer-led alcohol education to students in their residence halls.

2009

- The Office of Wellness Services begins coordinating:
 - Responsible host training
 - Alcohol education in TIDEs classes by Peer Health Educators
 - Parent webinars aimed at talking to their students about alcohol
 - First-year alcohol education for student-athletes
- An alcohol task force proposes the implementation of Brief Alcohol and Screening Intervention for College Students (BASICS). This is the first new intervention on campus in several years. Support and resources to begin implementation are provided.
- The CORE survey is administered, providing a snapshot into the alcohol and drug use of students. This data lays the foundation for the work being done through the Office of Wellness Services.
- Tulane After Dark is launched to offer students as an alternative to alcohol. The program's successful launch sees 200-300 students attend events Thursday, Friday and Saturday nights on campus.

2010

- A joint effort between Campus Recreation and the Student Health Center combine the Office of Wellness Services with Health and Wellness at Student Health into a new office: The Well. By housing public health and health promotion in one office, it unites efforts and resources.
- BASICS is implemented on campus and students are required to pay \$200 to offset the cost of the program. Over 250 students are seen in the first year.
- The National College Health Assessment Data is collected, furthering data to support the need for intervention around high-risk alcohol use.
- Alcohol education prior to Mardi Gras is launched to increase awareness and resources.
- Peer Health Education is reimagined and transitioned to become the Tulane University Peer Health Educators (TUPHE)
- **52% of undergraduate students report engaging in high-risk drinking (5+ drinks) in the last 2 weeks.**

2011

- The CORE survey and National College Health Assessment are both completed and showed similar data that high-risk alcohol use was continuing to increase. Based on similarities, the decision was made to discontinue the CORE and focus on NCHA data.
- Tulane After Dark is restructured to refocus its reach with students.

2012

- The inaugural EDGAR Part 86 review is completed to assure compliance with federal guidelines for alcohol prevention, education and response.
- Tulane receives a \$10,000 Great Plays College Grant to support BASICS.
- The BASICS fee is removed to reduce barriers to students using the service.
- **55% of undergraduate students report engaging in high-risk drinking (5+ drinks) in the last 2 weeks.**

2013

- The Office of Wellness Services is transitioned to become part of The Well, and reports to Student Health to continue the alcohol work and expand resources.
- The Well receives support from SAMHSA to provide comprehensive suicide prevention education, and the \$10,000 Great Plays College Grant supports bystander intervention education. Both efforts recognize the role alcohol plays for undergraduate students, and include strategies to reduce high-risk drinking.
- The alcohol task force review results in an updated Alcohol and Other Drug Policy to be implemented in fall 2014. This is the first new alcohol policy on campus in over a decade.
- An expanded online alcohol education is offered, with a new sexual assault module included.

2014

- An all-campus Alcohol Summit is held to bring campus leaders together to address high-risk drinking. These efforts were the culmination of the Healthy Campus Coalition.
- Tulane University Peer Health Educators (TUPHE) begins offering The Buzz alcohol education program. This new program, from the University of Arizona provides new skills and educational tools to student educators.
- The updated alcohol policy is implemented, and marketing on campus begins to assure students recognize and know the rules.
- Leadership created Campus Health, combining Student Health, CAPS, and The Well into a single entity under the leadership of an Assistant Vice President for Campus Health. This new structure, one of the first in the country, combining health resources to increase focus on the health needs of students.
- **58% of undergraduate students report engaging in high-risk drinking (5+ drinks) in the last 2 weeks.**

2015

- The alcohol task force shifts gears to create new protocols to address how alcohol is provided at on-campus events. This is a shift in culture to reduce underage alcohol use at on-campus events.
- Tulane joins the JED Campus, working to address systemic mental health needs on campus. JED's analysis recognizes that alcohol is playing a dangerous role in the lives of students who were struggling.

2016

- To further address the alcohol culture on campus, an Alcohol Environmental Scan was conducted at the request of Campus Health. Dr. Toben Nelson from the University of Minnesota, a national leader on alcohol prevention, works to complete the scan and provide feedback to campus.
- New weekly and themed events related to Halloween and Spring Break are implemented to address increased alcohol use during those periods.
- A new *Parent Guide to Talking with Your Student About Alcohol* is developed and distributed to parents.
- **56% of undergraduate students report engaging in high-risk drinking (5+ drinks) in the last 2 weeks.**

2017

- Based on feedback from the Alcohol Environmental Scan:
 - President Fitts sends a letter to the Tulane community addressing high-risk alcohol use. This is a defining moment in addressing alcohol use and beginning to shift how alcohol is talked about at Tulane
 - Screening and brief intervention treatment for alcohol use is implemented at the Student Health Center
 - The data is shared with Tulane Board of Administrators and other campus leadership
- Live Well at Tulane is implemented at orientation. Over the course of an hour, TUPHEs lead students in a discussion about alcohol use at Tulane.
- The Live Well Series, a comprehensive collage of well-being education, is launched in partnership with the Office of Fraternity and Sorority Life. This series reaches over 2/3 of the first year class and includes small group discussions on alcohol and other drugs.

2018

- New funding from *All In*, Tulane's commitment to stopping all sexual violence, allows for the start of the Office of Substance Abuse and Recovery. This office will provide support and intervention to students who have alcohol and other drug issues, as well as those who are transitioning back to campus from treatment.
- For the first time ever, a new high priority period is established during New Student Orientation, meaning the uptown campus is alcohol-free and students risk more severe consequences for drinking during orientation.
- New Splash cards for students under 21 are distributed to improve enforcement.
- Leaders in IFC ban first-year students from attending their parties to reduce the chance of drinking at these events.
- The Tulane Parents Council, Director of Admissions and the Vice President for Student Affairs implemented a multifaceted communication plan about alcohol use at Tulane for both parents and students.
- The new Tulane Alcohol and Other Drug Policy is reviewed and approved by University Senate. This updated policy includes a new alcohol philosophy drafted by the alcohol taskforce.
- Funding is received to fund a new Collegiate Recovery Community at Tulane.
- **47% of undergraduate students report engaging in high-risk drinking (5+ drinks) in the last 2 weeks.**

NOW

- Collegiate recovery community is developed and a new program manager search is in progress.
- Guides for parents, faculty and staff are available to help start discussions around high-risk alcohol use.
- A core component of orientation is communication about alcohol use, and the role that alcohol plays at Tulane is acknowledged and talked about openly.
- The Alcohol and Other Drug Policy is promoted as a critical component to planning campus events.
- Peer Health Educators continue to play a critical role in providing outreach and education to students about high-risk alcohol use.
- Brief Alcohol and Screening Intervention for College Students (BASICS) is provided for free to students, helping them change how they use alcohol.
- National College Health Assessment Data is collected every two years and guides programming and interventions provided to students.

