

Fairfield's Be SMART (Students Managing Alcohol Responsibly Together) is a program dedicated to educating and helping students (approximately 3500 full-time undergraduates) learn to make healthier choices concerning substance use by enhancing decision making skills. The program is overseen by an advisory board, focus on the reduction of high-risk drinking in the Fairfield University community, specifically targeting underclassmen and freshmen. Education programs and activities address two principal risk factors: low perception of harm, and retail availability. The SMART advisory board (representing 12 different sectors) uses a multi-tiered, harm-reduction approach to change the drinking culture. With a total of \$310,000 over four years, SMART implemented evidenced-based strategies to focus on individuals, the campus and the greater Fairfield community.

Individual Strategies (address perception of harm)

BASICS

Individualized substance use counseling sessions:
62% of students felt the program was important to them.
94% of students rated the program excellent or good.
94% of students were very satisfied or satisfied with the amount of help they received from the program.

Choices

Peer group alcohol prevention program that covers facts, risks, strategies, and reflections on alcohol use.
97% of participants rated the Choices program either excellent or good.
57% of the participants felt the program helped them reduce their risk around alcohol use; and 35% felt it might help them

Environmental Strategies (address perception of harm and retail availability)

Curriculum Infusion (CI)

Co-funded with Wheeler Clinic CI integrates alcohol and drug-related content into the course curriculum and incorporates faculty as allies in campus-wide alcohol abuse prevention efforts. As of spring 2014 over 20 classes have participated in the CI program. 78% of the surveyed students felt that the alcohol portion of the course caused them to become more aware of alcohol related issues.

Collegiate Recovery Program

Fairfield University's Recovery Program boasts an independent living environment with integrated support services, recovery coaching, academic and wellness support, access to recreational activities and special events in a nurturing substance-free environment. Our Recovery House won the Ignatian Medal for Campus Program of the Year at the annual JASPA (Jesuit Association of Student Personnel Administrators) Conference in Baltimore, MD. Recovery House was the first of its kind both in the State of Connecticut as well as within the AJCU network.

Enforcement

Working with Fairfield University's Public Safety Office and Dean of Students Office, along with the Town of Fairfield Police Department, enforcement strategies included merchant education and compliance checks. In the past two years, the passing rate of 88% compliance has remained the same.

Coalition

Through the PFS grant, the coalition and its capacity has expanded to include additional campus representatives (ie- athletics, faculty, students, administration, health center, admissions, residence life, alumni, student diversity programs, career counseling, public safety, local business owners, and the Fairfield Police Department). Coalition members are kept up to date on current issues, campus climate, and available resources through trainings. Recipients are invited to programs and trainings including QPR, Connect, RWB, and TIPS.

Social Marketing

Participated in and coordinated multiple campus events and exhibits (e.g. health fair, Fresh Check Day)- provided fatal vision demonstrations, the 'bar exam' standard drink education, and other materials to create awareness. Coalition members and Coordinator have been available for group presentations. A comprehensive media campaign highlighting risky behaviors and consequences around substance abuse for alcohol and prescription drugs was implemented. Materials include Ads in student newspaper, posters, floor mats, mirror clings, dummies, brochures, stickers, t-shirts and coffee tumblers, magnets, etc.

Summary of Accomplishments

- Hosted Rx drug take back day Rx drug take back day and awareness drive;
- Co-sponsored numerous speakers at Fairfield University and the community (i.e. Joseph Califano, Chris Herron, John Underwood, David Fitzpatrick, Ryan Travia, Nic Sheff, Mark Petruzzi, Emerging Trends in Alcohol, Anonymous People, AlcoholEdu, -Prescription drug panel);
- Sponsored Question, Persuade, and Refer (QPR) and Connect suicide prevention program trainings for faculty and staff, and a Train the Trainers program in QPR, and TIPS RBS and TIPS for the University;
- Provided giveaways at numerous Fairfield University events (pens, bracelets, water bottles, coffee mugs, lanyards, t-shirts, cups, pamphlets, umbrellas, magnets, stickers, watches);
- Hosted several TIPS server trainings for on-campus and off-campus beverage servers;

- Co-hosted a Fake ID forum with liquor commission and Fairfield Police Dept.;
- Funded town compliance checks;
- Purchased an Advanced ID scanner for Department of Public Safety for fake ID detection;
- Participated in multiple campus events and exhibits (e.g. health fair, Fresh Check Day)- provided fatal vision demonstrations, bar exam, and other materials;
- Implemented comprehensive marketing campaign for alcohol and prescription drug abuse
- Launched Red Watch Band campaign in Fall 2011;
- Launched TIPS University program (a.k.a. Stagsmart) in 2012-2013;
- Published SMART newsletter with relevant info for coalition members and stakeholders in campus community ;
- Expanded campus coalition and its capacity through trainings and programs
- Created official Recovery Program on campus
- Provided freshmen parent's "A parent handbook for talking to college students about alcohol";
- Sponsored freshman orientation speaker for parents and students;
- Sponsored Fairfield At Night - a late night substance free activities program for students on campus;
- Brought Curriculum Infusion (CI) program to the university and awarded additional funding from Wheeler Clinic
- Committee established to create Addictions minor studies program
- CI students presented at Fairfield High school Life After Warde event on alcohol awareness and college culture
- CI students will present next year at both local high schools throughout year as part of health classes
- CI faculty member developed new course "Alcohol, Addiction and Culture" after her experience with the CI program.
- Awarded additional Wheeler Clinic supplemental grant funding to enhance Recovery Program;
- Received a grant award from the Wheeler Clinic for a Freshman Officer Program which increased alcohol awareness policies and focus on high risk students
- Coordinator connected with larger community through Fairfield Cares town task force, RYASAP prevention committee, CHCI monthly workshops, and on campus AOD committee that reviews campus policy.

Data summarized below indicates improved outcomes in reference to Fairfield SMART's goal to reduce alcohol use among Fairfield University students. From 2008 to 2013 there was a 9.9% reduction in past 30 day alcohol use and a reduction in the percentage of students who reported driving after drinking alcohol. There was a small increase of 1.8% in the percentage of students who reported binge use. Campus alcohol violation data illustrates trends on campus are shifting. Fewer students are receiving violations for underage possession, consumption or abusive use.

Source: *American College Health Association-National College Health Assessment II Institutional Data Report, College Undergraduates(ACHA-NCHA II), 2008 & 2013; Ffld University Dean of Student Conduct Data, 2008,2009 & 2012-2013*

| Fairfield University's PFS College Undergraduate Students | 2008 Baseline | 2013 Target | Improved Outcome |
|--|---------------|-------------|------------------|
| Performance Targets | | | |
| Past 30 day use | 81% | 73% | ✓ |
| Past 2-week binge use | 55% | 56% | |
| Past 30 day drove after 5+ drinks | 3% | 0% | ✓ |
| Past 30 day drove after any alcohol | 20% | 3% | ✓ |
| Other Measures (Campus Alcohol Violations) | | | |
| Underage Possession | 59% | 46% | ✓ |
| Underage Consumption | 63% | 48% | ✓ |
| Abusive use/Consumption | 20% | 8% | ✓ |

The Road Ahead

As evidenced by evaluation surveys over several years, SMART has made great strides. A sustainable campus coalition of stakeholders has been established and an easily identifiable brand and voice on substance abuse education has been created. Campus leaders have been trained, or trained as trainers in interventions and programs that will allow for continued presence after PFS funding is gone. Public Safety, Residence Life, Student leaders and the Deans Office (to name a few) have been trained to provide Red Watch Band, and both for servers and for University students living on campus. Staff has been trained in QPR and Motivational Interviewing. Officers received additional training to work with intoxicated students and DWI detection. Our challenge remains in continuing to try and change a college culture of expected and tolerated substance use. Keeping community members engaged and active will continue to be essential in making positive change as we continue to focus on reducing binge drinking on campus.

Counseling & Psychological Services

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