

A Group-based Motivational Enhancement Approach to Alcohol Risk Reduction in Cohesive Student Groups

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Webinar Objectives

- Participants will be able to....
 - List student learning outcomes for the program
 - Describe how health behavior and social change theories and models are applied in the program
 - Describe programmatic components
 - Discuss how this type of program may be implemented on your campus



Conceptualization of Program

- Focus on things that influence behavior
- Allow students opportunity to become more self-aware as well as aware of group's beliefs, perceptions
- Emphasize group attitudes and values that are in line with the the desired behavior/outcome
- Develop discrepancy between group goals and values and undesirable behaviors/outcome
- Empower students to identify solutions



Student Learning Outcomes

As a result of the program, students will be able to...

1. Identify their own attitudes and behaviors concerning alcohol
2. Acknowledge the variety of perspectives and opinions concerning alcohol that are held within the group
3. Analyze the relationship between *alcohol use and consequences* and *goals and values*
4. Distinguish between perceived vs. actual alcohol use within the group
5. Identify at least 3 alcohol risk-reduction strategies
6. Apply knowledge of the group's ideas, attitudes and behaviors to inform one's intentions to reduce AOD-related harm for oneself and the group
7. Recall 2 or more available campus resources to further explore one's use of alcohol



Applicable Theories and Models

- Social Change Model
 - Higher Education Research Institute, UCLA
- Stages of Behavior Change Model
 - Prochaska & DiClemente
- Theory of Reasoned Action/Planned Behavior
 - Ajzen & Fishbein
- Theory of Normative Social Behavior
 - Rimal & Real
- Motivational Interviewing Method
 - Miller & Rollnick



Major Program Components

1. Pre-meeting with 3 members
2. Anonymous survey of all members
3. Program with all members
4. Debriefing with same 3 members



Pre-Meeting Items

- Confidentiality
- Their concerns about alcohol
- Group goal(s) for the year
- HPAW's harm reduction approach
- How could this program be productive/helpful?
- Review and, if necessary, modify the survey
- Ask for insight into how to best have this conversation with the larger group



Pre-Program Survey

- Brief (10 minutes tops)
- Online (Campus Labs)
- Anonymous and voluntary
- Invitation comes from student leader or coach
- Results are presented as feedback to group



Survey – Attitudes & Perceptions

- A member of my group can fit in/bond with other members regardless of whether or how much they drink.
- How much of a role does alcohol play in the group?
- How much of a role would you prefer that alcohol play in the group?
- How would you feel if a fellow member decided to drink less?



Survey – Attitudes & Perceptions

- In what ways has use of alcohol by you and/or other members affected your life this academic year?
 - Worry about getting in trouble
 - Been concerned about health/safety issues
 - Disrupted living space
 - Causes tension within the group
 - Adversely affects group's goals
 - Adversely affected athletic performance
 - Other concerns - please explain



Survey – Attitudes, Perceptions & Behavior

- What do you like about alcohol use w/in the group?
- What do you like less about alcohol use w/in the group?
- I believe that my team would perform better if some teammates drank less.
- How much do you think the average member of your group had to drink the last time they parties/socialized?
- How much did YOU have the last time...



Survey: Importance & Confidence

- How important is it that your group makes any changes in its use of alcohol?
- Follow-up: What kind of changes would you like to have happen?
- How confident are you that your group could make changes in its use of alcohol?



Main Components of Program

1. Build rapport
2. Take perspective
3. Make meaning
4. Share ideas
5. Identify next steps



Program Components: Build Rapport

1. Create a safe space to explore survey results
2. What is [group name] all about?
 - Identity
 - Values
 - Goals



Program Components: Take Perspective & Make Meaning

1. Good things vs. not-so-good things
2. Injunctive norms
3. Alcohol and athletic performance (for athletic groups)
4. Descriptive norms: quantity, frequency



Program Components: Share Ideas

- Students' ideas for change
- My tips for reducing harm (very brief)



Program Components: Identify Next Steps

1. Remind group that a debriefing will take place within a week
2. Takeaways (written)
3. Intentions (written)



Sorority's 'Good Things' about Drinking

- Fun
- Brings people together/creates opportunities to bond
- Allows people to open up, be more social
- Facilitates meeting new people
- Relax; unwind; relieve stress
- It's regulated/controlled and closely supervised by peers
- Members are responsible about it and drink moderately
- It's a personal choice/no pressure/not forced



Sorority's 'Not-so-Good' Things

- Bad decisions and regret
- Lack of responsibility for one's own actions while drinking
- Overindulging by some causes stress and worry for others
- Dangerous to health and safety
- Alcohol is too central to socializing and happens too often
- Puts chapter at risk for sanctions
- Creates tension
- Sometimes hard to ensure each other's safety
- Pressure to live up to sorority's social image
- Negatively impacts our reputation
- Some sisters rely on it to relieve stress



On the one hand...

Good Things

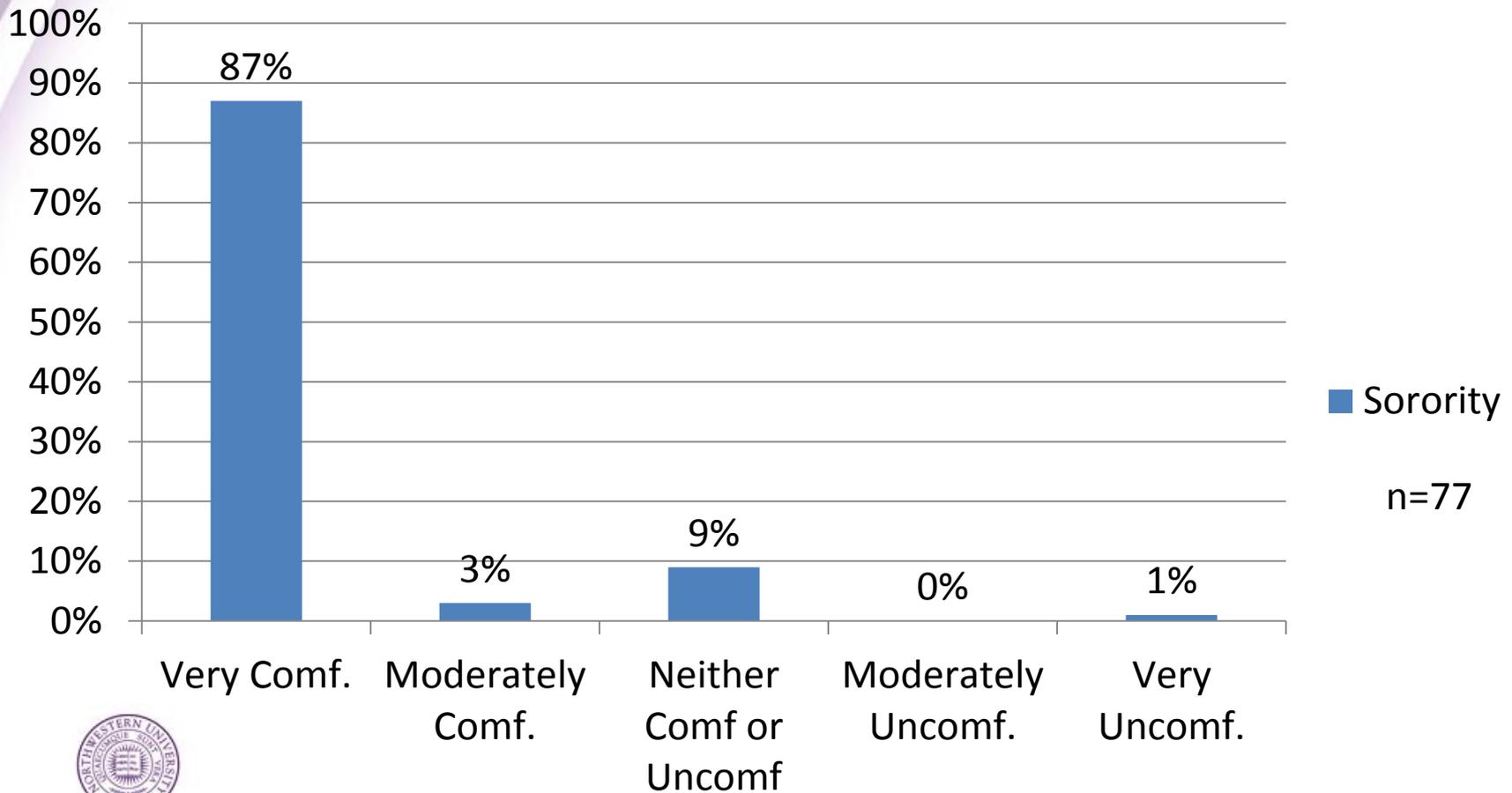
- Fun
- Brings people together/creates opportunities to bond
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- Allows people to open up, be more social
- Personal choice/no pressure/not forced
- Members are responsible about it and drink moderately
- It's regulated/controlled and supervised
- Relaxation; unwind; relieve stress

Not-so-good Things

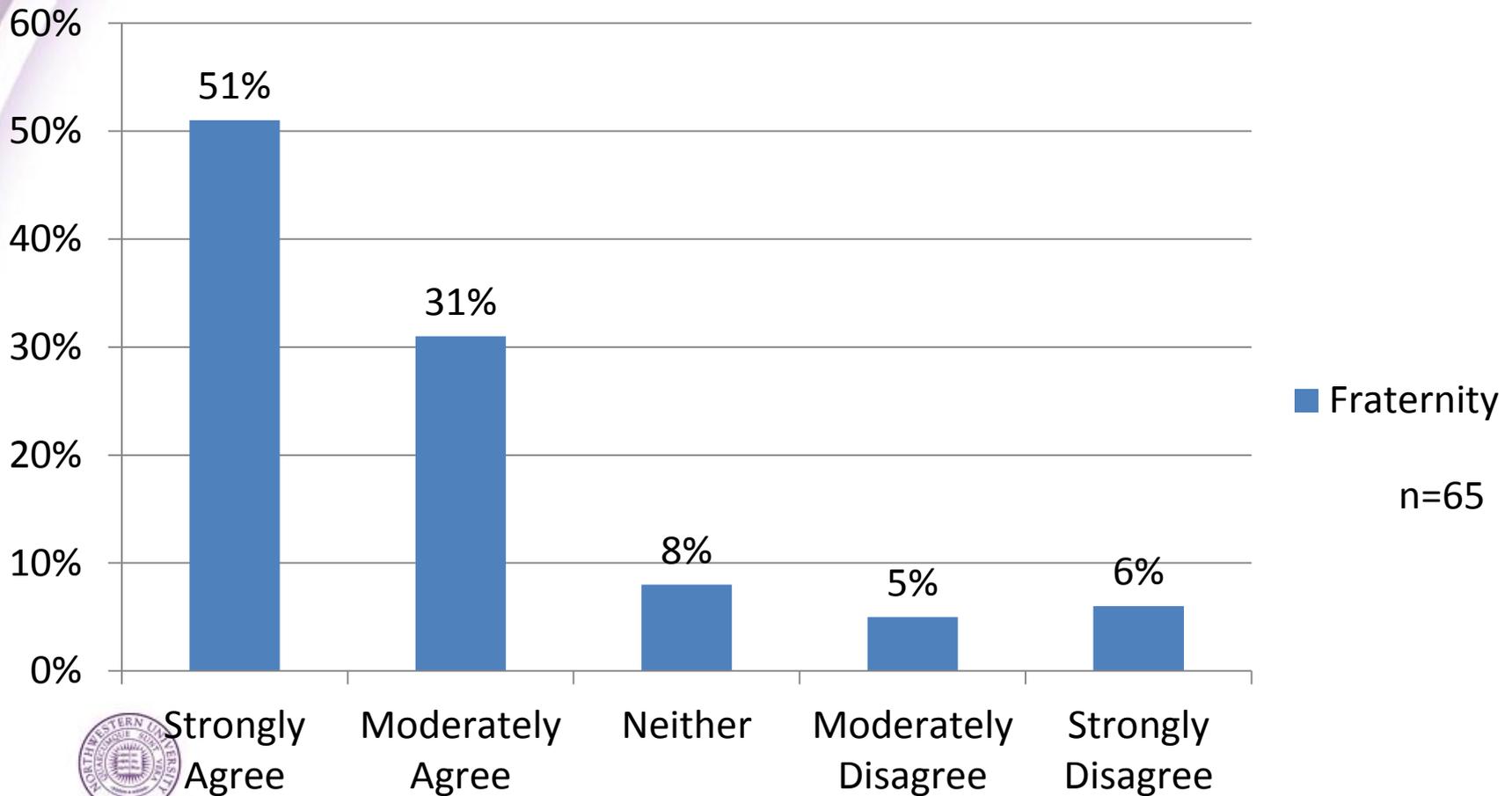
- Bad decisions and regret
- Overindulging by some causes stress & worry for others
- Creates tension between sisters
- Negatively impacts our reputation
- Puts chapter at risk for sanctions
- Pressure to live up to sorority's social image
- Too central to socializing; too often
- Lack of responsibility for one's own actions while drinking
- Dangerous to health and safety
- Sometimes it's hard to ensure safety
- Some rely on it to relieve stress



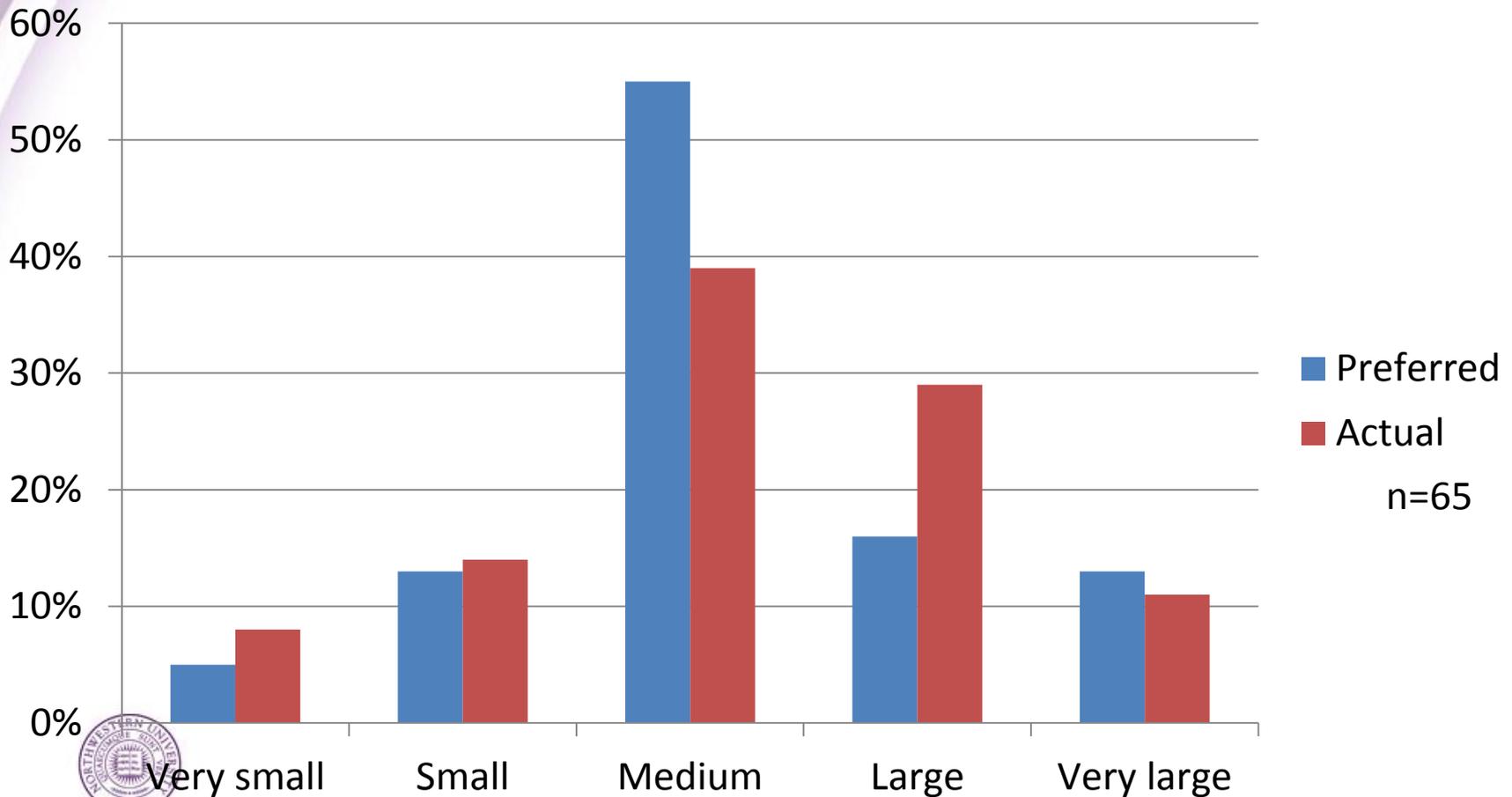
How would you feel if a sister decided to drink less?



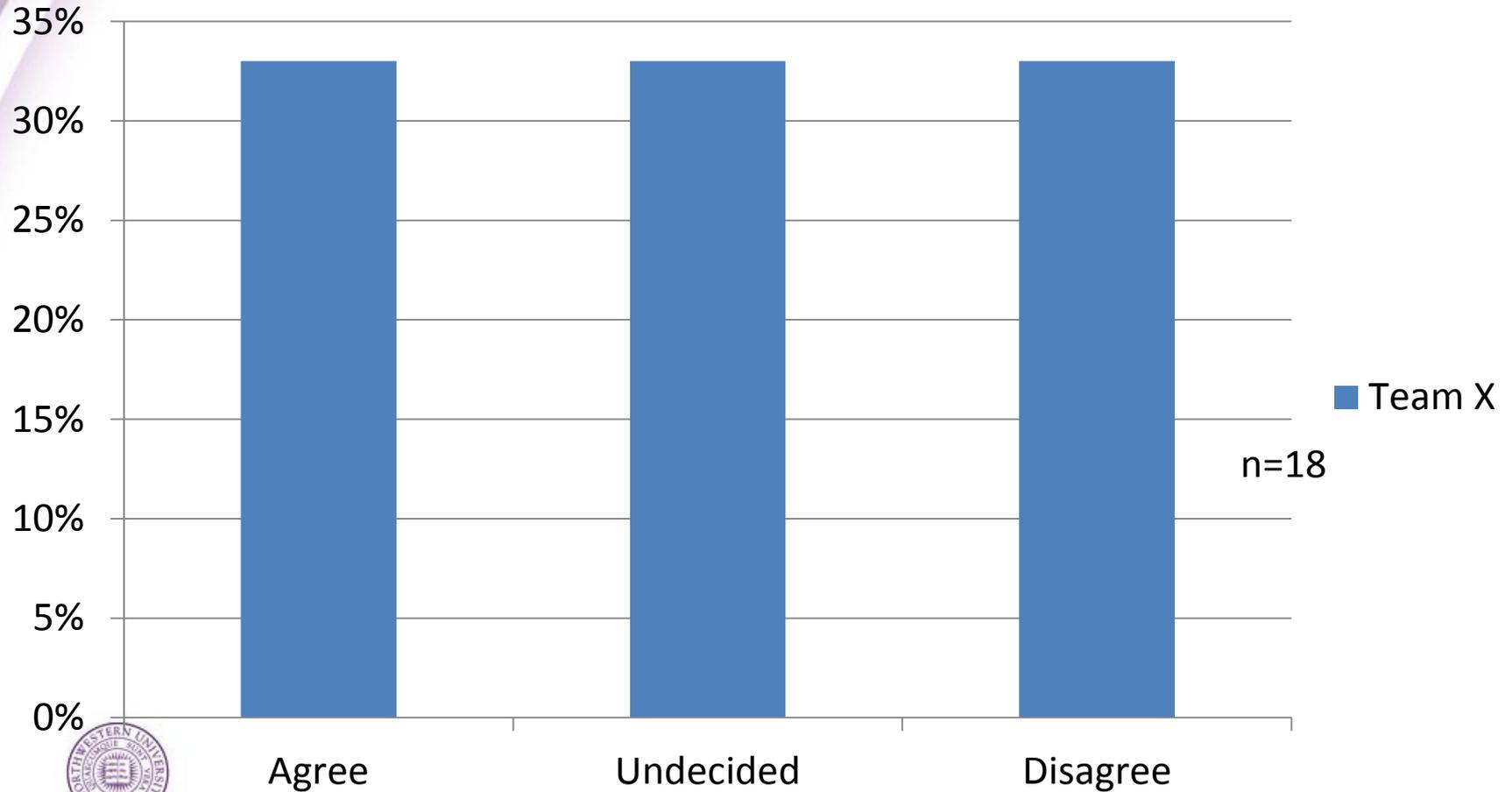
Members can fit in/bond regardless of whether or how much they drink



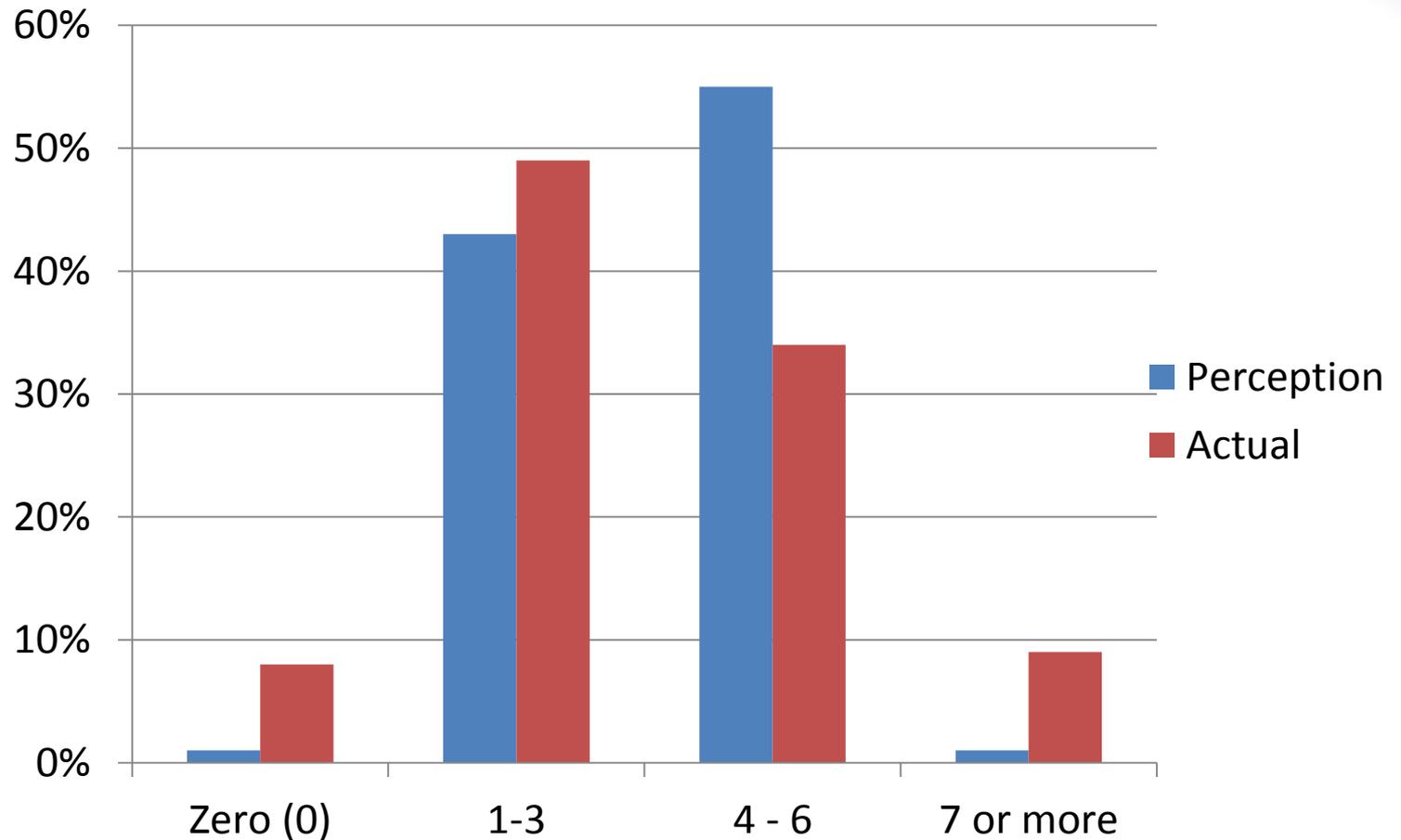
Role of alcohol in Group's social life



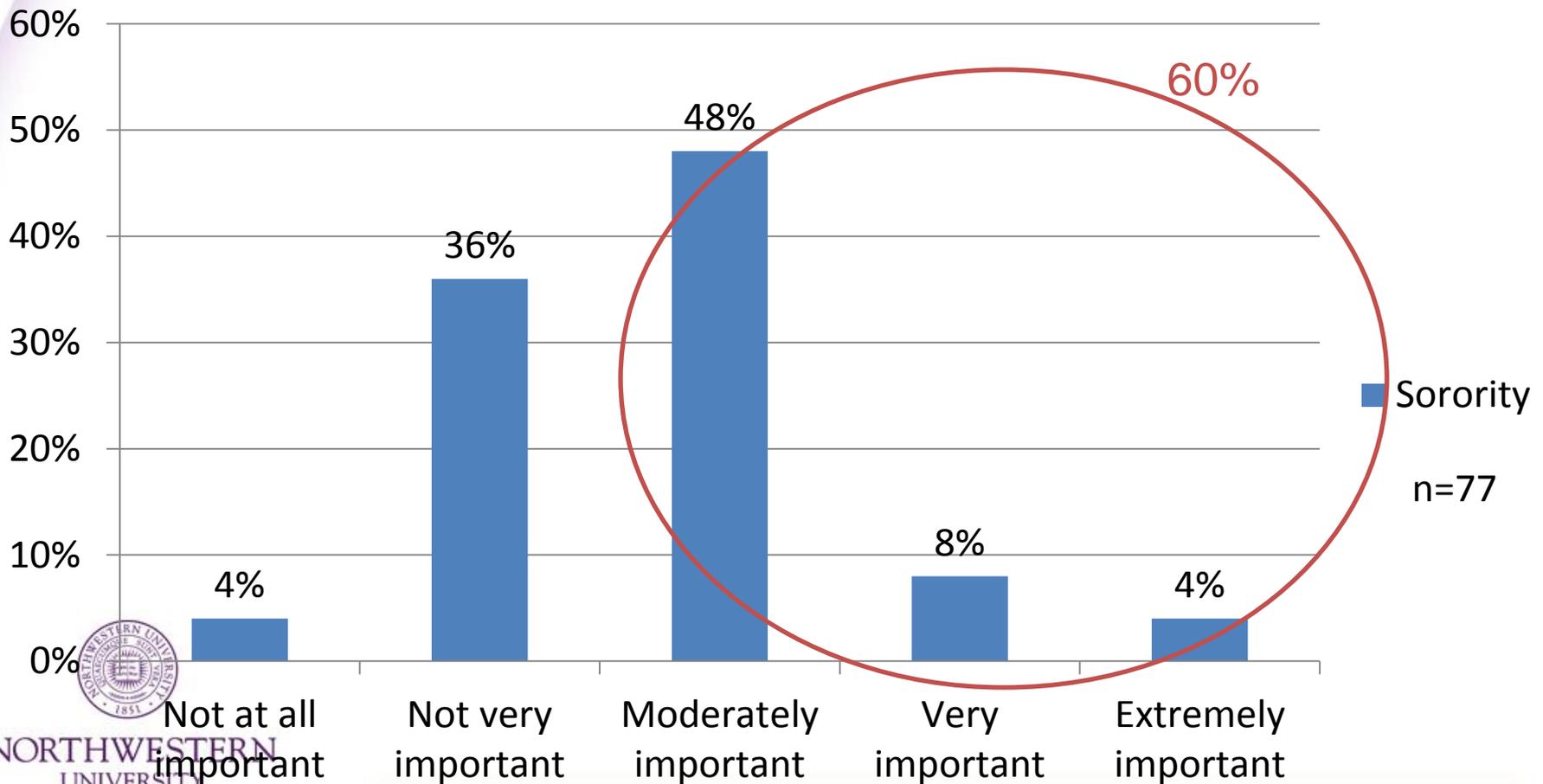
My Team Would Perform Better if Some Teammates Drank Less



Number of Drinks Last Occasion



How important is it for Group X to make changes in how it uses alcohol?



Your Ideas

- Bolster fun social stuff that is sober-based
- Communicate that RM is everyone's job
- Be clear about where we can and can't drink
- Be more aware of risks for chapter
- Drink less/more responsibly
- Increase accountability for those who drink
- Clean up after ourselves
- Realize attitudes about mistakes people make when drunk are not okay



Student Takeaways

What is your biggest takeaway from this discussion?

There are a variety of opinions about drinking in the chapter

There's a point of diminishing returns

It's interesting that a lot of us only consume 1-3 drinks per night

There are a lot of people on the same page as me about how I feel about alcohol

We all support each other

This free golf pencil

I loved how open and non-judgmental this talk was. Great program!

There are more consequences to drinking than I had thought of

A better understanding of chapter-wide thoughts on alcohol

Didn't realize anyone ever felt pressured to drink since I never have



Student Takeaways

What is your biggest takeaway from this discussion?

People want our org to drink less as a whole

Our drinking habits are not perfect

We're open to change

The connection between our goals and values and the negative behavior was particularly valuable

I should reach out to my friends when I think they have a problem...it's become apparent that that is acceptable and supported by the chapter

We need to be more aware of how personal decisions around drinking affect others

We need to communicate more about drinking and its consequences

We need to take this discussion seriously and be open to change

We need to make sure everyone's on the same page re: rules/regulations



Student Intentions

Name 1 self-protective behavior (related to alcohol) that you intend to incorporate into your lifestyle.

Set a limit and stick to it

Drink for the right reasons

Spread my drinks out

Actually count my drinks

Use the buddy system

Be ok with drinking less

Remember that my actions reflect on the group

Drink to be social, not to get drunk

Not care what other people think if I don't drink

Nothing – I don't drink



Student Intentions

Name 1 thing you intend to do to help your group minimize harm related to alcohol.

Plan more events without alcohol

If someone looks like they've had too much, tell them so

Let others know when I'm not drinking so that they feel more comfortable not drinking, too

Respect individual's personal decisions

Stop buying underclassmen alcohol

Watch out for my friends more

Make sure new members know that we stay together when we party

Ask frat boys to make water available at events

Communicate to members that risk management is everybody's job



Debriefing

- Held within 1 week with same 3 members
- Overall reactions and/or response from others
- Themes and/or highlights
- Review of takeaway cards
- Next steps
- My recommendations (if open to them)
- Feedback for me



Logistics

- **Staffing**
 - Co-facilitation by professional staff & graduate intern
 - Motivational Interviewing skills
 - Alcohol knowledge
- **Technology**
 - Online survey; PowerPoint; clickers (optional)
- **Space**
 - Consider privacy, confidentiality, group size and convenience
- **Time**
 - 6 to 7 hours total (includes prep and direct contact w/ students) over the course of ~3 weeks





Follow-up questions? Contact me!

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