

Building an Evidence-based Comprehensive Prevention and Intervention Program to Address Alcohol Misuse Among Student-Athletes Using a Public Health Framework

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Illinois Higher Education Center
for Alcohol, Other Drug and Violence Prevention

Wednesday, January 11, 2017

Learning Objectives

- ▶ Identify the key components of an alcohol abuse prevention program focused on student-athletes.
- ▶ Describe the key elements of an evidence-based social norms campaign addressing alcohol use among student-athletes.
- ▶ Describe the key elements of an evidence-based screening and brief intervention protocol addressing the unique needs of student-athletes.
- ▶ Identify correlates of success and lessons learned in the implementation of evidence-based prevention and intervention strategies designed to address alcohol use among student-athletes.

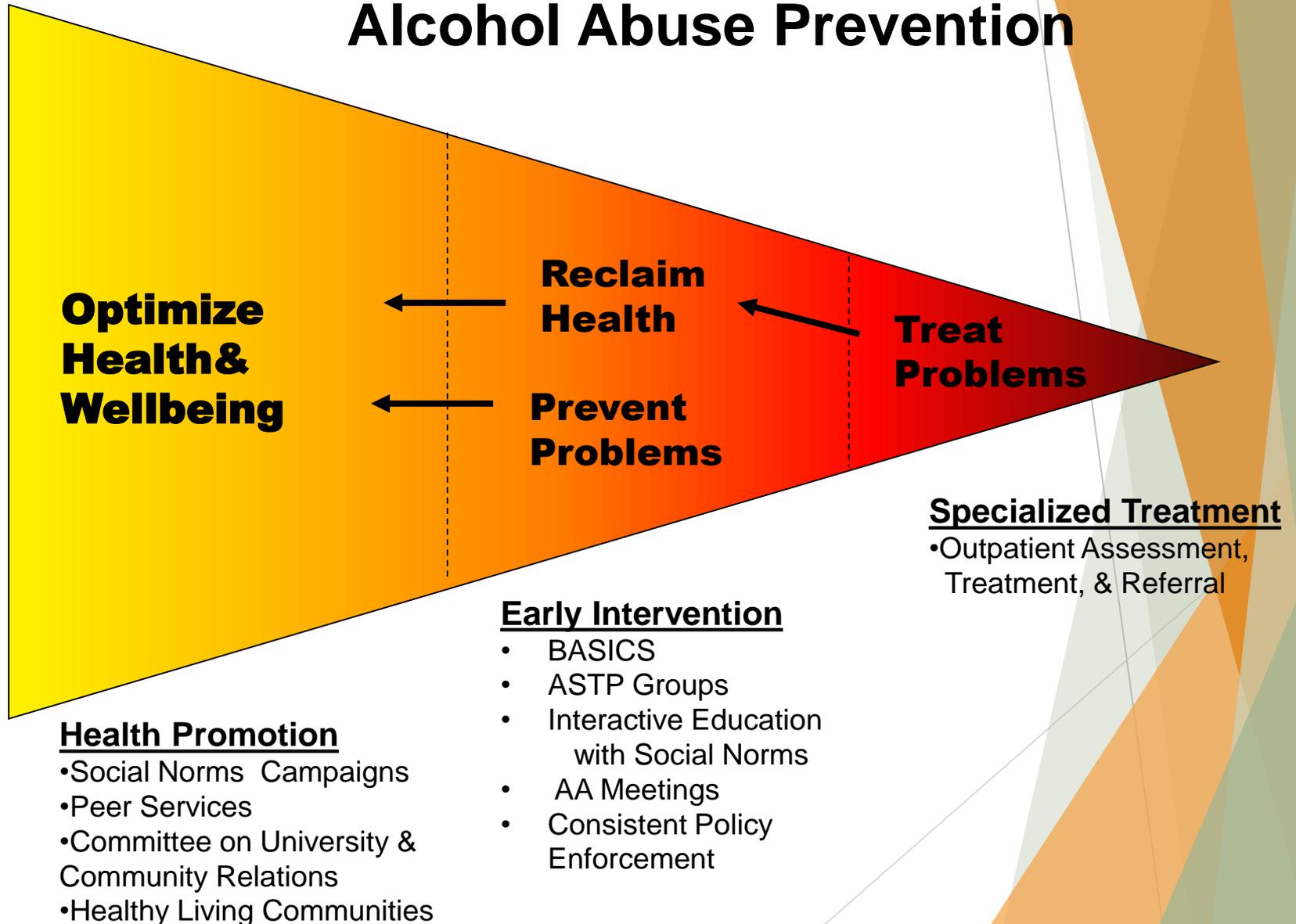
Components of UAlbany Comprehensive AOD Prevention Program

- ✓ Presidential Leadership
- ✓ Campus AOD Task Force
- ✓ Student Involvement/Leadership
- ✓ Social Norms Marketing
- ✓ Campus-Community Coalitions
- ✓ Inclusive Academic Excellence
- ✓ Healthy Living Communities
- ✓ Alcohol-Free Activities
- ✓ Early Intervention
- ✓ Restricting Alcohol Marketing/Promotion
- ✓ Policy Evaluation/Enforcement
- ✓ Parental Involvement
- ✓ Treatment & Referral
- ✓ Research and Program Evaluation - NCHIP



Comprehensive Program

Spectrum of Intervention Response: Alcohol Abuse Prevention



Timeline: Evidence-based Practice Implementation & Evaluation





GO DANES!

PROJECT WINNING STEPS

UNIVERSITY COUNSELING CENTER

University at Albany Counseling Center
400 Patroon Creek Blvd., Suite 104
Albany, NY 12206

Phone: 518-442-5800
Fax: 518-442-3096
www.albany.edu/counseling_center

Project Winning STEPS: A Screening & Brief Intervention for Student-Athletes

Joseph M. Monserrat, Psy.D.
M. Dolores Cimini, Ph.D.,
University at Albany, SUNY

Project Winning STEPS: Goals



- ▶ Reduce alcohol use (amount and frequency) among student-athletes identified as high-risk drinkers through online screening
- ▶ Reduce alcohol-related harms among student-athletes identified as high-risk drinkers through online screening
- ▶ Educate student-athletes about alcohol's impact on athletic performance

Funded by the Grant Competition To Reduce High-Risk Drinking or Violent Behavior Among College Students, FY 2006

What's Unique About Winning STEPS?

Personalized Feedback About The Relationship
Between Alcohol & Athletic Performance

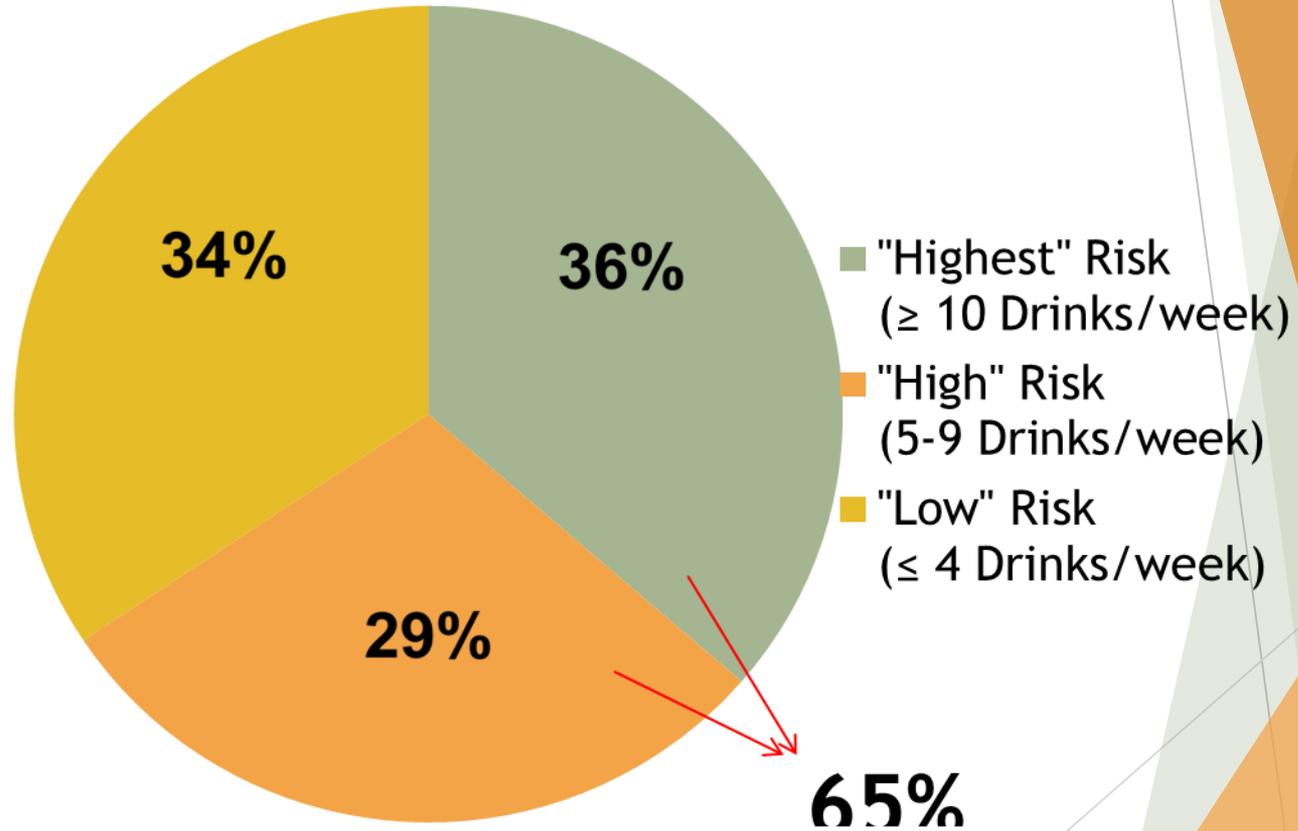
Physical

- ▶ “Hangover” effects
- ▶ Dehydration
- ▶ Nutrition/Endurance
- ▶ Injury
- ▶ Motor skills
- ▶ Sleep

Psychological

- ▶ Confidence
- ▶ Motivation
- ▶ Attitude
- ▶ Decision-Making

Baseline Drinking





Highest Risk

(≥ 10
drinks/week)

- Drink about 8 days per month
- Peak # of drinks= 13 on at least one occasion
- Majority are male (79%)
- 45% were in-season
- Experience the most alcohol related problems-
(specific to athletics as well)
- Use the fewest protective behaviors

Brief Intervention

- ▶ Eligible athletes invited to participate
- ▶ 1-hour individual feedback session (BASICS)
 - Motivational Interviewing
 - Social Norms
- ▶ Athletic performance factors
- ▶ Drinking Motives



GO DANES!

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Typical Drinking

According to the information you gave us, you typically drank **4** days per week over the past month.

Over that past month, you consumed approximately **37** drinks per week.

This is what you told us about your typical number of drinks over the course of a week:



The typical UAlbany student drinks 6 drinks per week.



GO DANES!

PROJECT WINNING STEPS

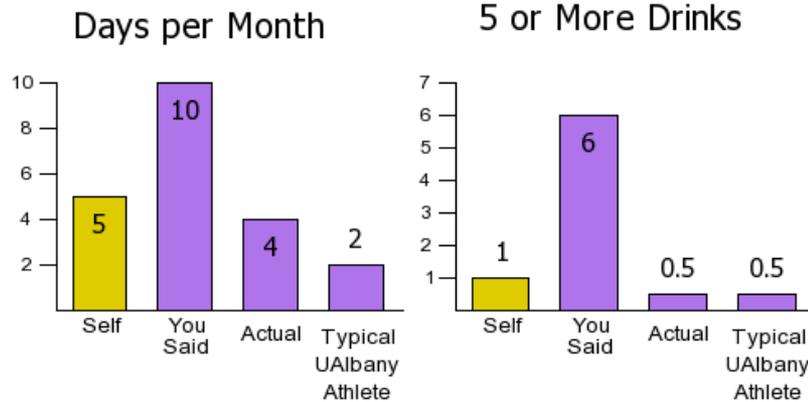
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Drinking Norms

The graphs below show the frequency of your alcohol consumption and the number of times in the past two weeks you had five or more drinks. They also depict what you told us you believe to be the average for UAlbany students on each of these as well as the actual values for UAlbany students.



Most UAlbany students drink fewer than two times per week, and most students think that others drink more than they actually do.



GO DANES!

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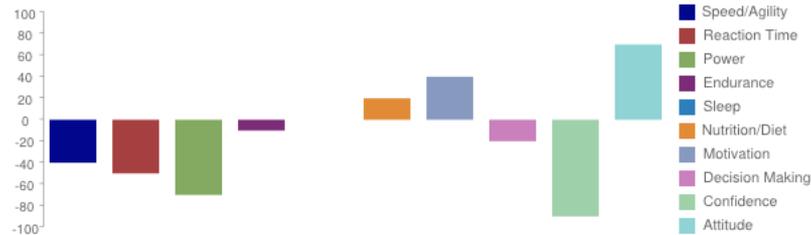
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Your Beliefs About Alcohol and Your Athletic Performance

The graph and chart below illustrate the degree to which you believe your athletic performance related factors are positively or negatively affected as a result of your alcohol use. These scores are percentages and can range from -100% to +100%.

Performance Effects



Performance	Effect
Speed/Agility	-40
Reaction Time	-50
Power	-70
Endurance	-10
Sleep	0
Nutrition/Diet	20
Motivation	40
Decision Making	-20
Confidence	-90
Attitude	70

When are you at your best?

Are you always 100%?

Is your goal optimal performance?

Could alcohol be holding you back from reaching your full athletic potential?





GO DANES!

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Alcohol and Athletic Performance

There are a variety of ways in which use of alcohol can have a negative impact on your ability to perform at your best.

MYTH: THE 48 HOUR RULE

If I wait 48 hours after drinking, I'll be back to my peak performance for competition, right?

Not quite... Consuming 5 or more alcoholic drinks on a single night can affect your brain and body for as long as 3 days. So a 72 hour rule might be a better fit. In fact, two consecutive nights of drinking 5 or more drinks can have an effect for up to 5 days.

Dehydration



DRINK UP!

Alcohol can cause the body to lose 3% of body fluid in a 4-hour period, which can translate to a decrease in performance over 20%!

Nutrition and Endurance

GO THE DISTANCE

Alcohol can cause a decrease in aerobic performance by 11.4%



Demographics of Sample: Class Year/Gender

Class Year	Male	Female	Overall
Freshman	158	107	265 (48%)
Sophomore	69	44	113 (21%)
Junior	57	28	85(16%)
Senior	37	23	60 (11%)
Graduate	14	5	19 (3%)
TOTAL	335 (62%)	207 (38%)	542

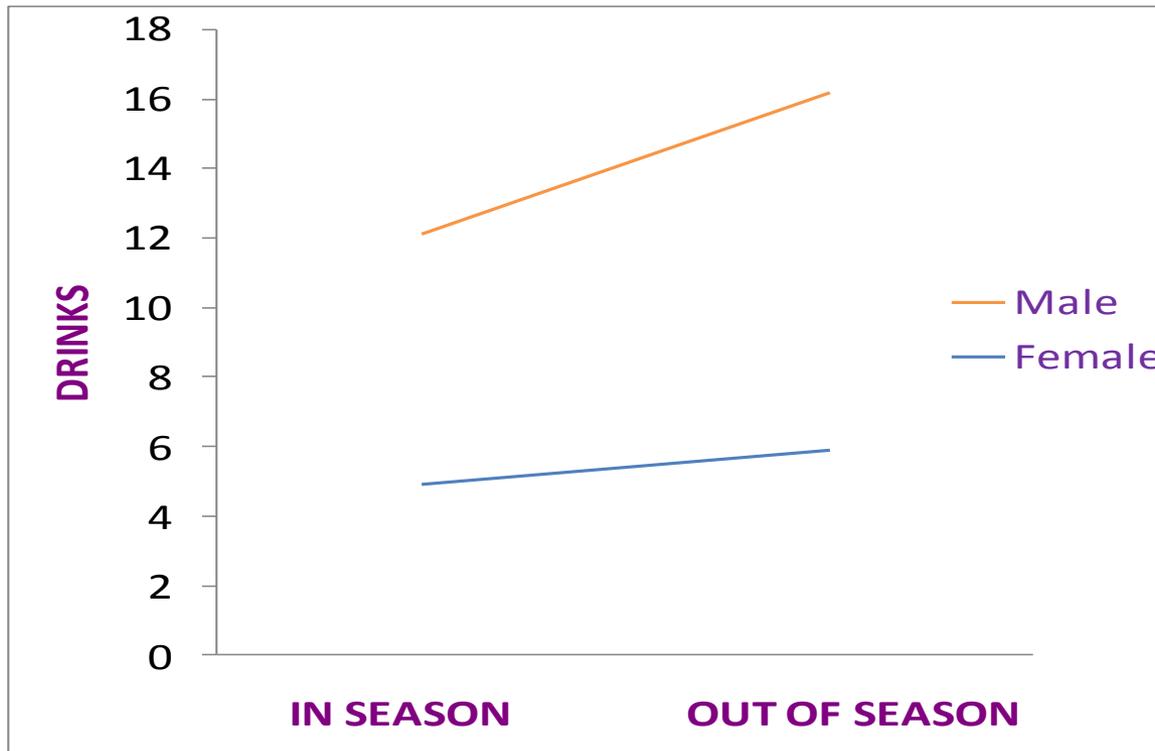
FINDINGS

The background features abstract, overlapping geometric shapes in shades of olive green and orange. The shapes are layered, creating a sense of depth and movement. The word 'FINDINGS' is centered in a clean, sans-serif font.

Baseline Drinking Characteristics

Variable	Male	Female	Overall
Peak Drinking	10.7	5.6	7.9
Drinks Per Occasion	4.2	3.2	3.6
Heavy Drinking Episodes (mode)	weekly	weekly	weekly
Drinking Days, Past 30	5.4	4.5	4.9

Drinks Per Week: In Season vs Out of Season



Between Group Differences

Reported Consequences, Past 30 Days	No Intervention N=398	Had Intervention N=144	Significance
Blackout	19%	46%	P<.05
Injury	25%	26%	NS
Failed to meet responsibility	18%	24%	P<.05
Drunk/hung-over at athletic practice or game	17%	22%	NS
Drunk/hung-over in school	15%	17%	NS

Project Winning STEPS: Changes in Alcohol Use, Associated Negative Consequences, Protective Behaviors, and Norms Perceptions among UAlbany Student-Athletes at 3-Months Post-Intervention (Face-to-Face BASICS)

Variable	Baseline N=42	Follow-Up 3 Months N=42	p	Percent Change
Reductions in Alcohol Use Frequency and Quantity				
Alcohol Use Disorders Identification Test (AUDIT)	9.64	8.33*	<.05	13.6% reduction
Last time partied BAC	.056	.045	<.10	19.5% reduction
Reductions in Negative Consequences				
RAPI total score	4.76	2.58*	<.01	45.9% reduction
RAPI total plus Athlete-specific negative consequences (RAPI-A)	5.38	2.56*	<.01	52.5% reduction
Increases in Use of Protective Behaviors				
PBSS total score	47.56	50.31*	<.01	5.8% increase
PBSS - Limiting/Stopping Drinking Strategies	18.26	19.71*	<.05	7.9% increase
PBSS - Manner of Drinking Strategies	16.26	17.41*	<.05	7.1% increase
PBSS - Serious Harm Reduction Strategies	13.34	13.71	.14	2.8% increase
Correction in Misperceptions of Campus Alcohol Use Norms				
Perception of Drinks Per Week, Typical Student	22.36	15.93*	<.001	28.8% reduction

*NOTE: * Indicates statistically significant outcome*

Building A Student Athlete Social Norms Campaign

Brian M. Freidenberg, Ph.D.

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Counseling & Psychological Services

University at Albany, SUNY

Social Norms Theory

- ▣ Social-norms theory provides a model for substance use
- ▣ It postulates that indirect peer influence, in the form of perceptions, affects an individual's own behavior, regardless of the accuracy of the perceived norm
- ▣ Most college students overestimate the percentage of students who use alcohol and other drugs on college campuses and such overestimation has been shown to predict individual substance use

Goals of a Social Norms Campaign

- 1) Correct misperceptions about students
- 2) Reveal that Healthy Behaviors are the Norm
- 3) Empower students to make well informed decisions about their health

Social Norms Theory

- ▣ Important as college students, including student athletes, typically overestimate unhealthy behaviors by peers
 - Alcohol use
 - Tobacco use
 - Marijuana use
 - Prescription Med misuse
- ▣ NCAA regards social norms campaigns for student athletes a best practice intervention

Student Athlete Social Norms Campaigns



Getting Started

Getting Started

- 1) Assess need (and interest!)
- 2) Choose an appropriate survey
- 3) Determine method of administration
- 4) Be aware of potential obstacles

1) Assess Need & Interest

- What is the perception of student athletes?
 - Administration, Athletic department, Athletes, Non-athletes
- Is there an image problem?
- Is there existing data to suggest an AOD problem?
- Does the athletic department want to know more about the athletes?
- Is the athletic department aware of NCAA's position on supporting student athlete mental wellness?
 - Substance use prevention is critical to student success.
 - Establish an environment that is supportive of student success and deters excessive drinking/drug use.
- Do you have an insider? Can you get one?

1) UAlbany Need & Interest

- What is the perception of student athletes? Uncertain
 - Administration, Athletic department, Athletes, Non-athletes
- Is there an image problem? Maybe
- Is there existing data to suggest an AOD problem? No
- Does the athletic department want to know more about the athletes? YES!
- Is the department aware of NCAA's position? Maybe
 - Substance use prevention is critical to student success.
 - Establish an environment that is supportive of student success and deters excessive drinking/drug use.
- Do you have an insider? Can you get one? YES!

2) Choose A Survey

- National College Health Assessment (NCHA I)
- NCHA II
- CORE Alcohol and Drug Survey
- Institutional Survey
- Combination

- Will it be anonymous?
 - Increase in validity of responses vs. desire to follow specific participants over time

2) UAlbany's Survey

- Combination Survey (UAlbany Health Survey) with questions inspired from:
 - NCHA I
 - NCHA II
 - CORE Alcohol and Drug Survey
 - Questions from staff
 - Questions from Wes Perkins' survey research
- 2 pages
- Takes 5 minutes to complete
- Anonymous

3) Administration Method

- Orientation event
- Team meetings
- Stratified randomly selected athletes by team
- Online/email invitation

3) UAlbany's Administration

- Team Meetings & Practices
- Paper & pencil
- Problem with online versions:
 - Low response rate
 - Not a randomly selected sample

Teams Surveyed

- Football
- M Soccer
- W Soccer
- M Basketball
- W Basketball
- Volleyball
- Baseball
- Softball
- Tennis
- Baseball
- Softball
- Field Hockey
- Track & Field
- M Lacrosse
- W Lacrosse
- Golf
- Dance Team
- Cheer Team

4) Potential Obstacles

- Can you maintain administrative support?
- Do you have access to graphic designers?
- Are coaches on board as public supporters?
- Do you have enough people to help execute the campaign?
- Do you have money?

4) UAlbany Obstacles

- Can you maintain administrative support? Maybe
- Do you have access to graphic designers? Yes!
- Are coaches on board as public supporters? Eventually
- Do you have enough people to help execute the campaign? Yes!
- Do you have money? Athletics does!

NORM EXPOSURE

Presented as a
“Health Awareness Campaign”

Social Norms Posters

- Two posters are released together every other week
- Posted in high visibility areas
- “Scoreboard” posters
- Some are protected under glass
- High exposure is important

DID YOU KNOW

87%

of UAlbany student athletes have not engaged in unprotected intercourse as a result of alcohol use.

Get the Latest Stats on UAlbany Athletes. www.albany.edu/counseling_center

DID YOU KNOW

95%

of UAlbany student athletes think leadership potential is important in their future careers.

Get the Latest Stats on UAlbany Athletes. www.albany.edu/counseling_center

DID YOU KNOW
MOST UALBANY STUDENT ATHLETES

DRINK ALCOHOL 0-1 TIME A WEEK

Find out the percentage!

Enter into sweepstakes and win prizes!
100 Student Athletes • Spring 2013 Anonymous Survey • Representative Sample
albany.edu/counseling_center



DID YOU KNOW

76%

of UAlbany student athletes plan to pursue a graduate or professional degree.

Get the Latest Stats on UAlbany Athletes. www.albany.edu/counseling_center

DID YOU KNOW

MOST UALBANY STUDENT ATHLETES

ARE NON-SMOKERS

185 Student Athletes, Spring 2011 Anonymous Survey.
Representative Sample. albany.edu/counseling_center

printed on recycled paper

DID YOU KNOW
MOST UALBANY STUDENT ATHLETES

PACE DRINKS TO 1 OR FEWER AN HOUR

MOST=89%

Like social_norms for a chance to win gift cards up to \$25
Spring 2014 Anonymous Survey of 200 Student Athletes • Representative Sample
albany.edu/counseling_center



DID YOU KNOW

92%

of UAlbany student athletes would help in a dangerous situation.

verbal threats physical abuse
sex without consent stalking

Get the Latest Stats on UAlbany Athletes.

DID YOU KNOW

93%

of UAlbany student athletes drink alcohol twice a week, less often, or not at all.

Get the Latest Stats on UAlbany Athletes. www.albany.edu/counseling_center

Spring 2009 Anonymous Survey of UAlbany Athletes

DID YOU KNOW
MOST UALBANY STUDENT ATHLETES

DON'T USE STIMULANTS prescribed to other people

Want to know the percentage?

201 Student Athletes • Spring 2011 Anonymous Survey • Representative Sample
albany.edu/counseling_center



DID YOU KNOW

83%

of UAlbany student athletes do not allow alcohol to affect their academics.

Get the Latest Stats on UAlbany Athletes. www.albany.edu/counseling_center

DID YOU KNOW

MOST UALBANY STUDENT ATHLETES

DON'T LET ALCOHOL AFFECT THEIR ATHLETIC PERFORMANCE

185 Student Athletes, Spring 2011 Anonymous Survey.
Representative Sample. albany.edu/counseling_center

printed on recycled paper

DID YOU KNOW
MOST UALBANY STUDENT ATHLETES

HAVE 0-3 ALCOHOLIC DRINKS in a typical week

MOST=72%

Like social_norms for a chance to win gift cards up to \$25
Spring 2014 Anonymous Survey of 200 Student Athletes • Representative Sample
albany.edu/counseling_center



DID YOU KNOW

87%

of UAlbany student athletes feel responsible to contribute to the well-being of fellow athletes.

Get the Latest Stats on UAlbany Athletes.

DID YOU KNOW

91%

of UAlbany student athletes take steps to be safe in drinking situations.

using a designated driver avoiding drinking games pacing drinks to one or fewer an hour
eating before or during drinking alternating non-alcoholic with alcoholic beverages choosing not to drink alcohol

Get the Latest Stats on UAlbany Athletes. www.albany.edu/counseling_center

Spring 2008 Anonymous Survey of UAlbany Athletes

DID YOU KNOW
MOST UALBANY STUDENT ATHLETES

HAVE PARTIED WITHOUT USING ALCOHOL

Find out the percentage!

Enter into sweepstakes and win prizes!
180 Student Athletes • Spring 2014 Anonymous Survey • Representative Sample
albany.edu/counseling_center



Fall Posters

DID YOU KNOW



MOST ALBANY STUDENT ATHLETES

CHOOSE NOT TO USE MARIJUANA

MOST=90%

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 Spring 2014 Anonymous Survey of 300 Student Athletes • Representative Sample
albany.edu/counseling_center

DID YOU KNOW



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DID YOU KNOW



MOST ALBANY STUDENT ATHLETES

DON'T USE MEDICATIONS prescribed to others

MOST=84%

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DID YOU KNOW



MOST ALBANY STUDENT ATHLETES

CHOOSE NOT TO USE ILLEGAL DRUGS

Cocaine LSD
 Molly PCP

MOST=98%

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 Spring 2014 Anonymous Survey of 300 Student Athletes • Representative Sample
albany.edu/counseling_center

DID YOU KNOW



MOST ALBANY STUDENT ATHLETES

TAKE STEPS TO AVOID a physical fight in drinking situations

Choose not to drink alcohol Eat before or during drinking
 Avoid pregameing

MOST=99%

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 Spring 2014 Anonymous Survey of 300 Student Athletes • Representative Sample
albany.edu/counseling_center

DID YOU KNOW



MOST ALBANY STUDENT ATHLETES

DON'T LET ALCOHOL AFFECT THEIR ACADEMICS

MOST=97%

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DID YOU KNOW



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DID YOU KNOW



MOST ALBANY STUDENT ATHLETES

DON'T LET ALCOHOL INTERFERE WITH HAVING SAFER SEX

MOST=82%

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Spring Posters

DID YOU KNOW



MOST UALBANY STUDENT ATHLETES

CHOOSE NOT TO USE MARIJUANA

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DID YOU KNOW



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PACE DRINKS TO 1 OR FEWER AN HOUR

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DID YOU KNOW



MOST UALBANY STUDENT ATHLETES

CHOOSE NOT TO USE ILLEGAL DRUGS

Cocaine LSD
Molly PCP

MOST=98%

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DID YOU KNOW



MOST UALBANY STUDENT ATHLETES

TAKE STEPS TO AVOID a physical fight in drinking situations

Choose not to drink alcohol Eat before or during drinking
Avoid pregaming

MOST=99%

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DID YOU KNOW



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MOST=97%

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DID YOU KNOW



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DID YOU KNOW



MOST UALBANY STUDENT ATHLETES

DON'T LET ALCOHOL INTERFERE WITH HAVING SAFER SEX

MOST=82%

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DID YOU KNOW

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PACE DRINKS TO 1 OR FEWER AN HOUR

STUDENT BODY	% VS.	STUDENT ATHLETES
79		89

Like social norms for a chance to win gift cards up to \$25

Like us on facebook

DID YOU KNOW

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CHOOSE NOT TO USE MARIJUANA

STUDENT BODY	% VS.	STUDENT ATHLETES
58		90

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DID YOU KNOW

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DON'T USE MEDICATIONS PRESCRIBED TO OTHERS

STUDENT BODY	% VS.	STUDENT ATHLETES
75		84

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CHOOSE NOT TO USE ILLEGAL DRUGS

STUDENT BODY	% VS.	STUDENT ATHLETES
88		98

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Like us on facebook

Alcohol Awareness Week





Social Media



UAlbany Social Norms Campaign Counseling and Psychological Services added 16 new photos to the album: Athletics Campaign 2014-2015.

September 10, 2014 · 🌐

Wait...I see two of them?! That is right, UAlbany! This year the Social Norms Campaign will be releasing a different set of athletes each semester to accompany our messages. More athletes, more UAlbany pride!

DO YOU KNOW

10 YEARS OF Healthy Choices

MOST UALBANY STUDENT ATHLETES

CHOOSE NOT TO USE MARIJUANA

MOST=90%

KNOW

MOST UALBANY STUDENT ATHLETES

CHOOSE NOT TO USE MARIJUANA

MOST=90%

KNOW

MOST UALBANY STUDENT ATHLETES

PAGE DRINKS TO 1 OR FEWER AN HOUR

MOST=89%

KNOW

MOST UALBANY STUDENT ATHLETES

PAGE DRINKS

+13

Chat



UAlbany Social Norms Campaign Counseling and Psychological Services

Published by Rachel Burnetter [?] · October 3, 2014 · Edited [?] ·

Be sure to check out your UAlbany Great Danes as they take on James Madison this weekend. Let's keep this undefeated streak going UAlbany!

DID YOU KNOW

MOST UALBANY STUDENT ATHLETES

CHOOSE NOT TO USE MARIJUANA

MOST=90%

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UAlbany Social Norms Campaign Counseling and Psychological Services

Published by Rachel Burnetter [?] · November 10, 2014 · Edited [?] ·

Have you been watching our UAlbany Field Hockey team lately? They just won the America East Championship! Wish your UAlbany Great Danes good luck in the NCAA tournament by liking or commenting on this status.

DID YOU KNOW

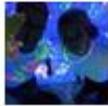
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in a typical week

MOST=72%

Like us on Like [social_norms](#) for a chance to win gift cards up to \$25

Spring 2014 Anonymous Survey of 300 Student Athletes • Representative Sample
[albany.edu/counseling_center](#)



UAlbany Social Norms Campaign Counseling and Psychological Services

Published by Rachel Burnetter [?] · November 20, 2014 ·

UAlbany Great Danes Basketball is here! Who's looking forward to watching some games this season?! We know we are!

DID YOU KNOW

10
Years of
Healthy Choices

MOST UALBANY STUDENT ATHLETES

DON'T LET ALCOHOL AFFECT THEIR ACADEMICS

MOST = 97%

Like [social.norms](#) for a chance to win gift cards up to \$25
Spring 2014 Anonymous Survey of 300 Student Athletes • Representative Sample
albany.edu/counseling_center



UA Albany Social Norms Campaign Counseling and Psychological Services added 2 new photos.

Published by Brian Freidenberg [?] · March 20 · 🌐

Today is the day. Best of luck to our two favorite basketball teams! GO DANES!!!!!!

DID YOU KNOW?

UALBANY STUDENT ATHLETES

DON'T LET ALCOHOL GET IN THE WAY OF PRACTICING SAFER SPORTS

PLAN TO PURSUE A GRADUATE OR PROFESSIONAL DEGREE

Find out the percentage!

Enter into sweepstakes and win prizes!

Student Athletes. Spring 2013 Anonymous Survey. Representative Sample. albany.edu/counseling_center

ASSESS OUTCOME

Changes Since Campaign Began

Changes Since Campaign Began

- 65% increase in alternating alcoholic & non-alcoholic drinks
- 44% increase in pacing drinks to 1 or fewer per hour
- 38% increase in avoiding drinking games
- 36% increase in alcohol abstinence
- 20% increase in non-smokers
- 19% increase in choosing to party without alcohol
- 13% increase in using designated drivers
- 12% increase in not allowing alcohol to affect academics
- 11% increase in practicing protective behaviors

Changes Since Campaign Began

- 45% decrease in fighting as a consequence of drinking
- 41% decrease in injuring self as a result of drinking
- 36% decrease in misuse of prescription pain killers

Concerns To Address

- Change in department leadership
 - Value of campaign
 - Depiction of athletes on posters

- Engagement with student athletes



DID **?** YOU
KNOW

ALBANY
STUDENTS
& STAFF

WILL MISS
COACH FORD

*We thank him for over forty years
of great service and wish him well
on his retirement.*

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UA Albany Social Norms Campaign Counseling and Psychological Services

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Wishing Coach Ford the best of luck as a new chapter begins!



Thank you!

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