

Introduction to the SPARC Manual

(Study to Prevent Alcohol Related Consequences):

Using a Community Organizing Approach to Implement
Environmental Strategies in and around the College
Campus

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Introductions



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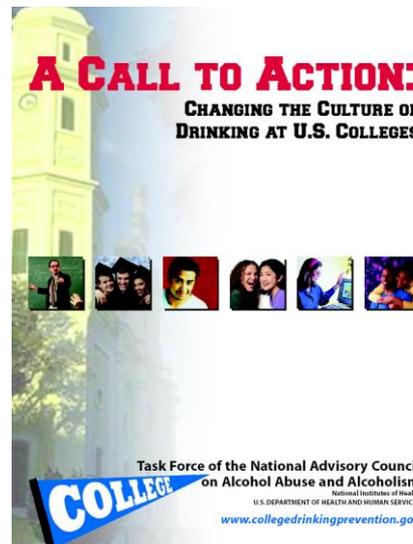
Influences on the Idea of SPARC



CMCA
EUDL
RUD

Town/Gown
Coalitions

NIAAA
RFAs
A Call to Action



SPARC Sponsors

- National Institute of Alcohol Abuse and Alcoholism



- North Carolina Department of Health and Human Services



- Wake Forest School of Medicine



Webinar Outline

- Background on SPARC
- Key Components of the SPARC Intervention
 - Environmental Strategies
 - Community Organizing
- SPARC Implementation Steps
- How the Manual can help you
- Questions?



Question



Please type in the chat box:

- 1) If you are from a college/university....which one?
- 2) What is your role in prevention?
- 3) Do you work with a coalition?

How Many College Students Drink?

- About **four** out of **five** students drink
- About **half** of the drinkers engage in heavy episodic consumption
- More than **40%** of students report having 4 (women) or 5 (men) drinks in a row during the past two weeks



Annual Consequences of College Drinking

- 1,700 deaths
- 599,000 unintentional injuries
- 696,000 assaults
- 97,000 sexual assaults
- 100,000 too drunk to consent to sex
- 474,000 unprotected sex
- 2.8 MILLION DWI



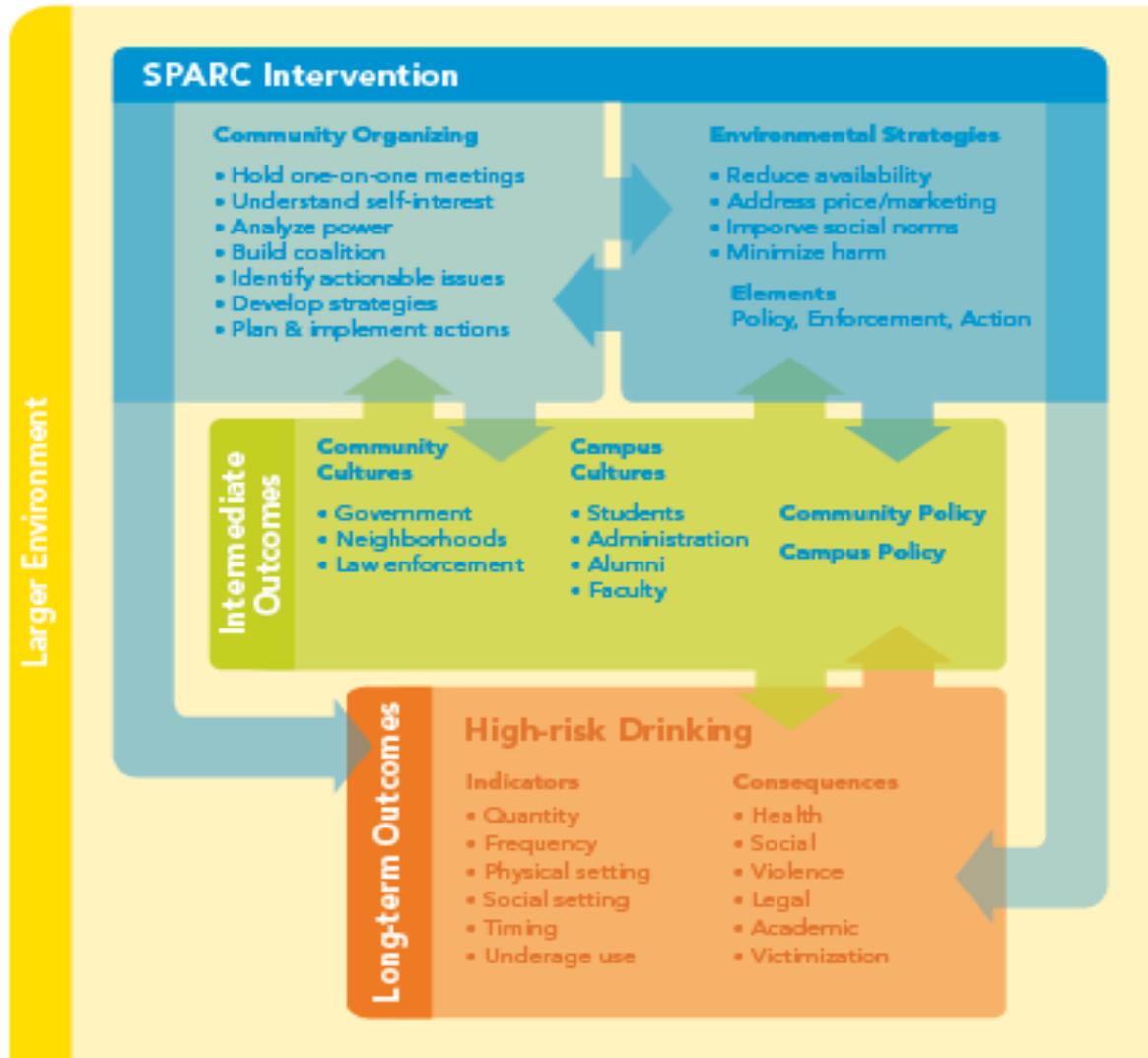


Discussion Question



What are the conditions on your campus or in your community that require some sort of action?

SPARC Conceptual Model



SPARC Design

▪ 5 Intervention



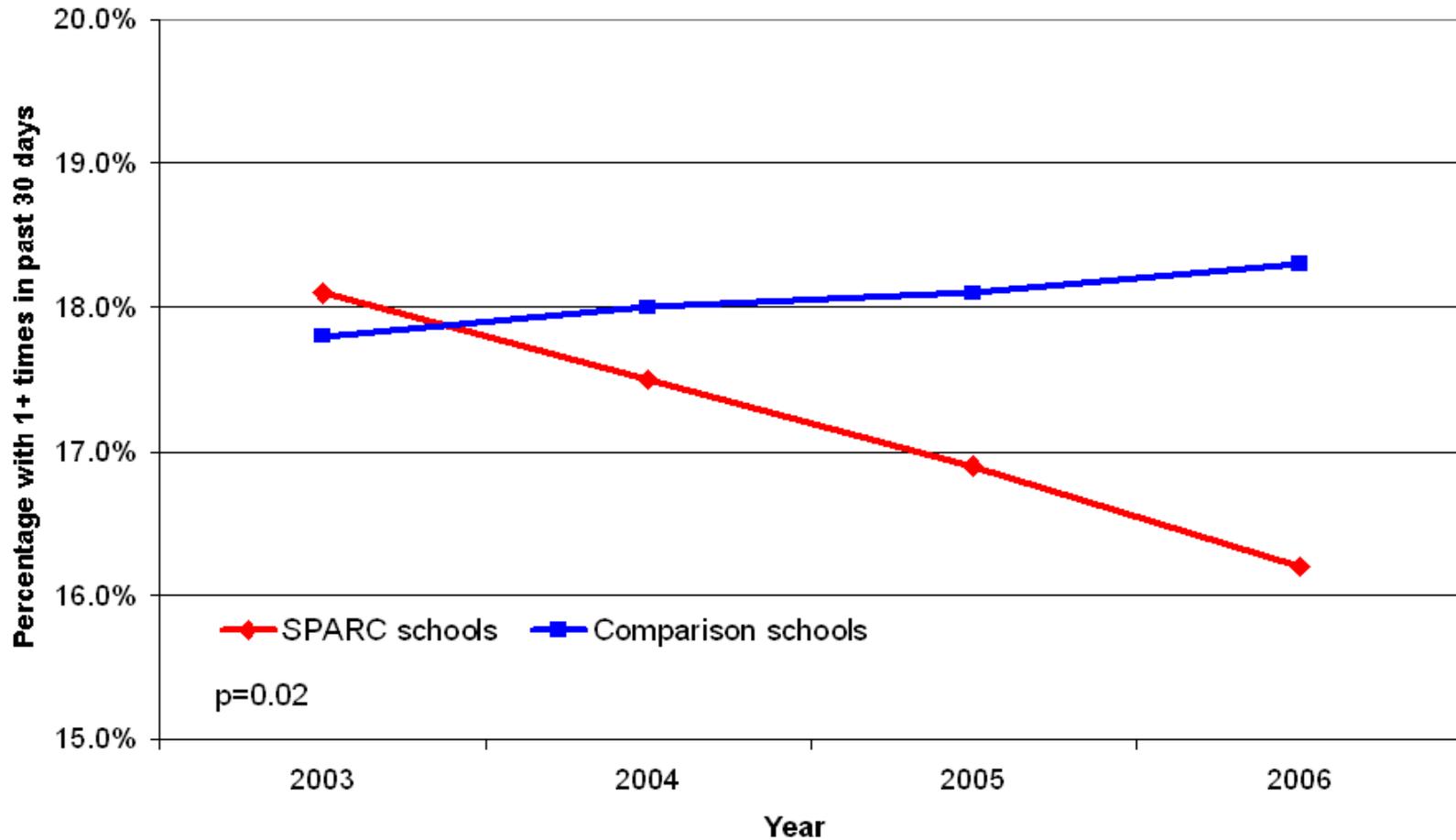
▪ 5 Comparison



**10 universities
randomly assigned**

SPARC Impact

Severe Consequences due to Own Drinking

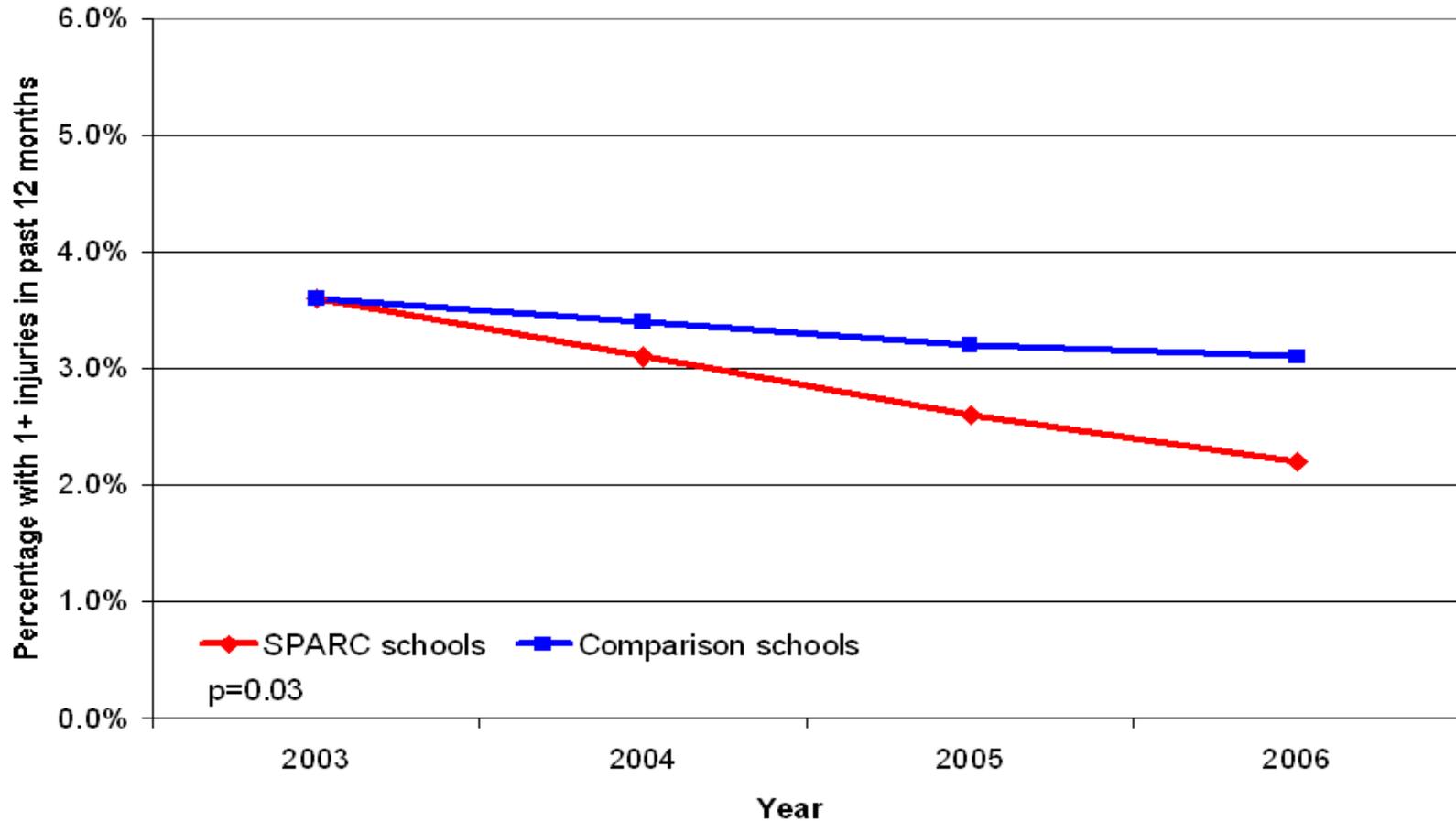


SPARC Impact

This translates into an average of **228** fewer students in **each** intervention school experiencing 1 or more severe consequences due to their own drinking in the past 30 days, as compared with the Comparison Schools.

SPARC Impact

Alcohol-related Injuries Caused to Others Requiring Medical Treatment



SPARC Impact

By year 4, **107** fewer students in **each** intervention school caused alcohol related injuries to others that required medical treatment in the 12 months preceding the survey, compared with the Comparison schools.

Evidence of Impact: Summary

College Drinking Survey

- Severe Consequences, due to own drinking (p=.02)
- Alcohol-related Injuries, caused to others (p=.03)

Resident Advisor Survey

- Consequences (p=.04)
- Environment (p=.01)
- Aggregate (p=.03)

Injury & Incident Reports

- Police reports of alcohol-related incidents (p=0.04)
- Police reports of # of citations for underage alcohol use (p=.008)

Takeaways from the Study

The Approach

- Community Organizing
- Environmental Strategies
- Focus on College Campus & Surrounding Community

Evidence of Effectiveness

- Student Self Reports (1st and 2nd-hand consequences)
- RA Survey, Official Reports

Growing Evidence that this “Family” of Approaches Works

- Saltz (2010)

Outline of the Manual

- Overview of the SPARC intervention
 - Manual includes:
 - Core elements of SPARC, theoretical and empirical foundations.
 - Detailed “*how to*” sections on:
 1. conducting an assessment,
 2. building a campus/community coalition,
 3. developing strategic and action plans,
 4. implementing the plan, and
 5. sustaining the effort

Core Elements of SPARC

- **Environmental Strategies**
- Community Organizing
- Campus/Community Coalition



Poll #1



How familiar are you with environmental approaches/strategies?

A. Very familiar

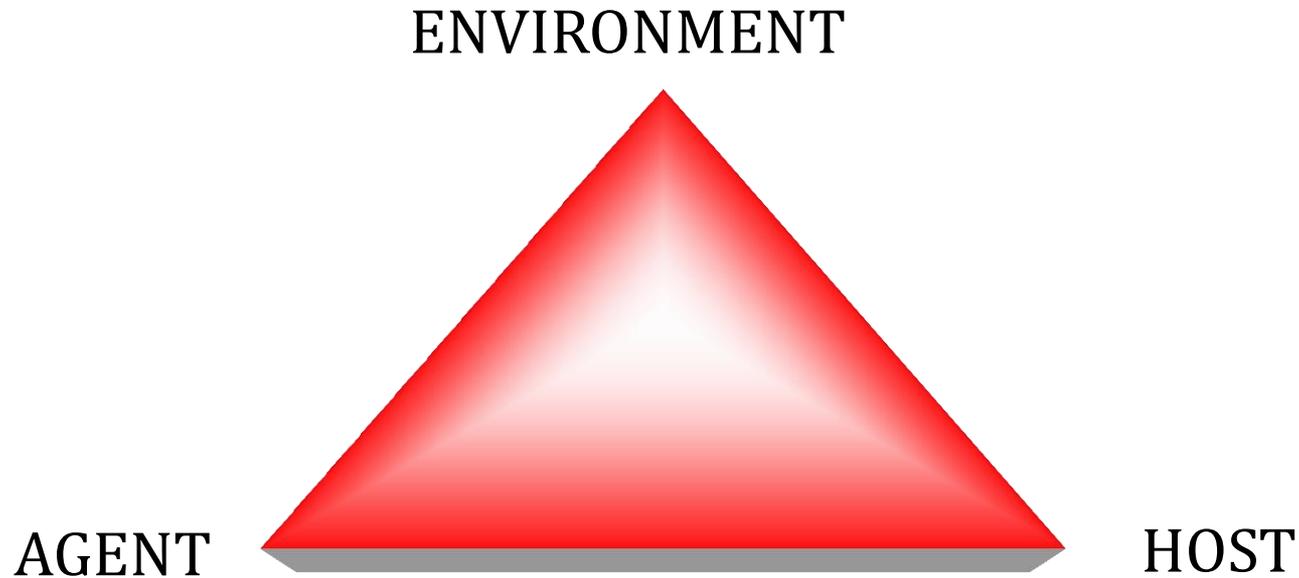
B. Kind of familiar

C. Not familiar

Environmental Strategies

Environmental strategies enhance public health by altering the physical, social, legal, and economic conditions that influence behavior (Stokols, 1996).

Public Health Model



ATOD **Agent:** **Substance**

Host: **Individual User**

Environment: **Physical, Social, Legal & Economic Context**

Individually Focused Prevention Strategies Assume that AOD Problems are Due to

- Problems of individuals
- Lack of information about alcohol and other drugs
- Lack of knowledge about negative consequences
- Lack of awareness of “social norms”
- Inadequate skills and abilities

The *Environmental* Perspective

- Targets the social, physical or public environment where sales/use occurs
- Views alcohol and other drug problems not just as individual addiction, but rather as the collective reflection of community norms and practices
- Targets are policy makers and others with authority to change environments
- Seeks to change physical, legal, economic & social processes of communities

Environmental Strategies

Environmental Prevention Strategies can:

- Reach entire populations
- Impact the overall environment
- Create lasting change in community norms and systems
- Produce “quick wins”
- Instill commitment toward long-term impact

Environmental Strategies

Environmental Prevention Strategies:

Views alcohol and other drug problems not just as individual problem based on lack of knowledge, but rather as the collective reflection of community norms focuses on the social, physical or public environment where sales/use occurs

- Targets are policy makers and others with authority to change environments
- Creates lasting change in the campus and community

Core Elements of SPARC

- Environmental Strategies
- **Community Organizing**
- Campus/Community Coalition



Poll #2



How many of you consider community organizing part of your job?

A. Yes

B. No

C. Not sure

Community Organizing: the “How”

Create sustainable changes in behavior

**The
“How”**

**The
“What”**

Community
Organizing

Environmental
Strategies

Build
relationships
to address
local problems

Create
sustainable
changes in
behavior

What is community organizing?

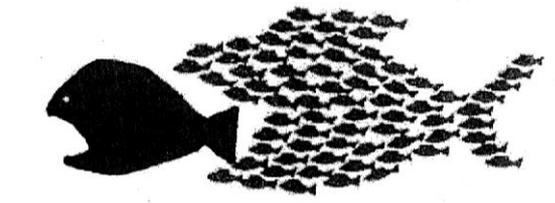
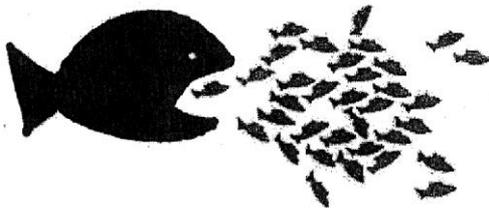
It's a process:

- Tap power & persuasion of stakeholders
- Identify & define common problems
- Mobilize resources
- Work together to improve health & QOL

It's NOT prevention programming

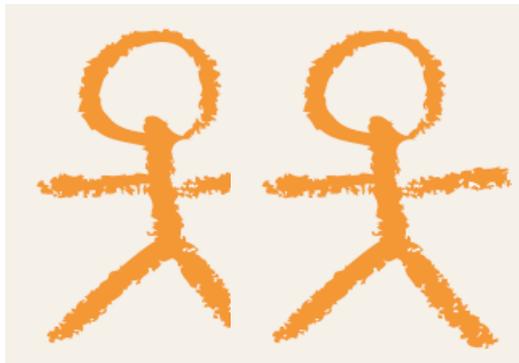
Organizing Principles

- People with the issue do the organizing
- A large base of support builds authority and credibility
- Through collective action, individuals gain control over efforts to improve their lives



Organizing's Defining Elements

- One-on-one relational meetings
- Understanding how the self-interest of community members can support action
- Identifying “actionable” issues
- Conducting “power analyses”
- Identifying and influencing those who can make change



Who Does the Organizing?

It's all about relationships



community organizer
+
campus/community coalition

Core Elements of SPARC

- Environmental Strategies
- Community Organizing
- **Campus/Community Coalition**

Campus/Community Coalition

The coalition is comprised of a broad mix of university and community representatives and focuses on implementing strategies that affect the campus and community environments





Poll #3



Do you facilitate a ATOD coalition of some sort?

A. Yes

B. No



Poll #4



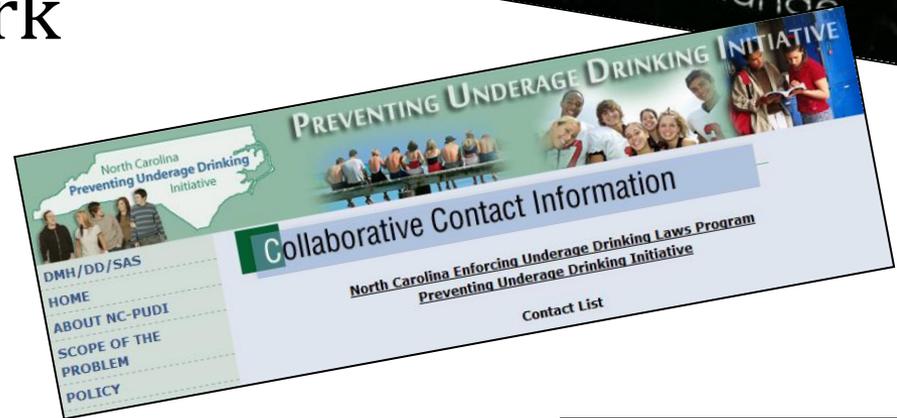
Does your coalition include both campus and community participation in roughly equal levels?

A. Yes

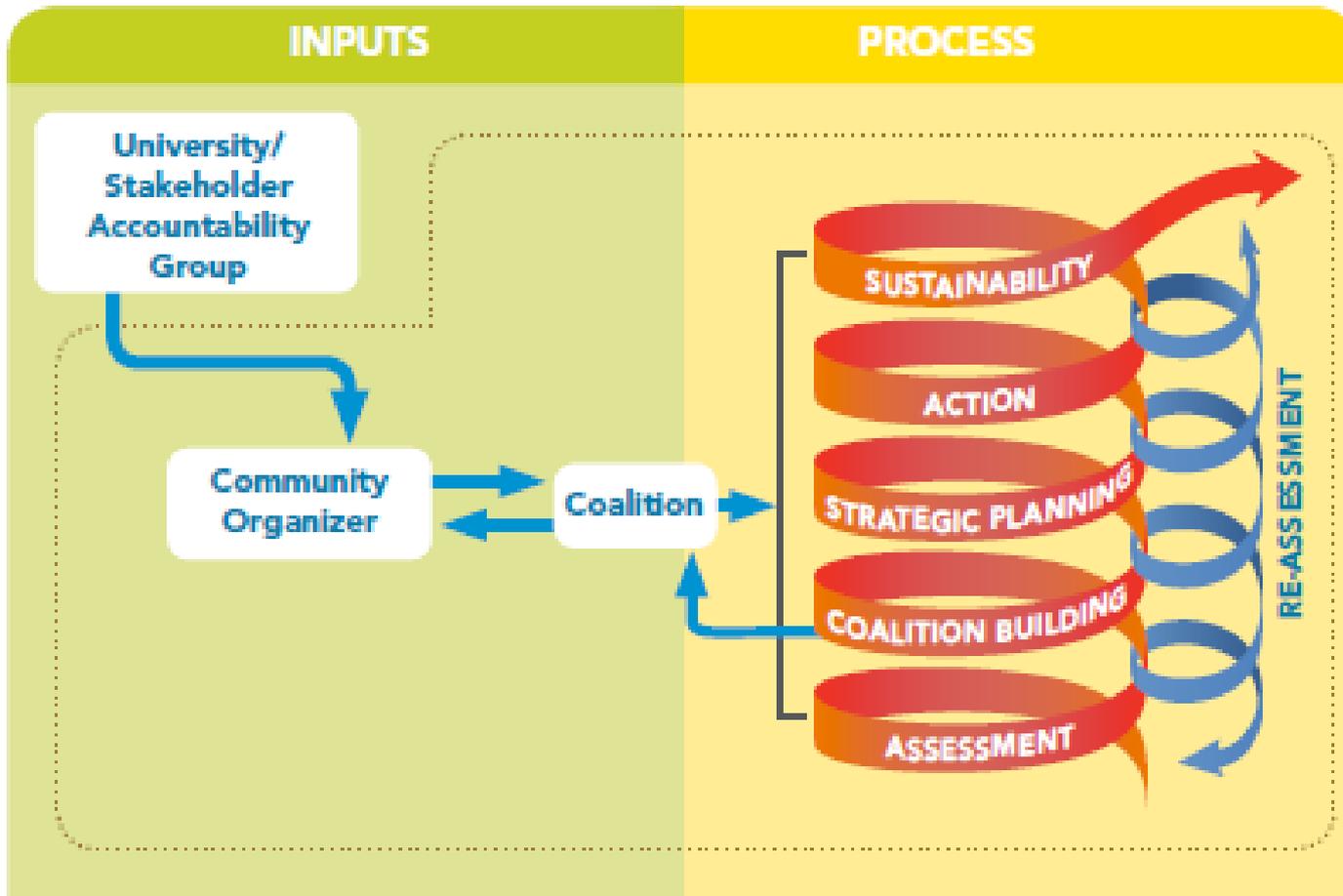
B. No

Campus/Community Coalition

- New or existing group
- Develops a strategic plan
- Carries out the work



SPARC Implementation Process



SPARC Implementation Steps

Step 1: Conduct Assessment

Step 2: Build the Coalition and its Capacity

Step 3: Develop a Strategic Plan

Step 4: Implement an Action Plan

Step 5: Sustaining Efforts

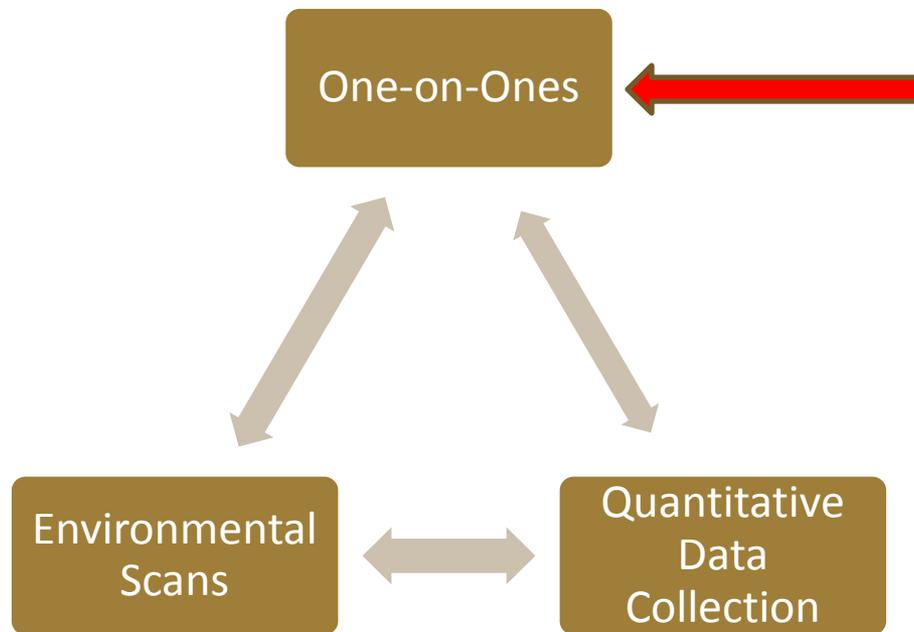
Goal of SPARC Step 1:

Be able to clearly articulate local conditions that contribute to high-risk drinking and its consequences.

These conditions should be framed (1) around environments and (2) as actionable. The assessment needs to address both on-and off-campus settings and norms.

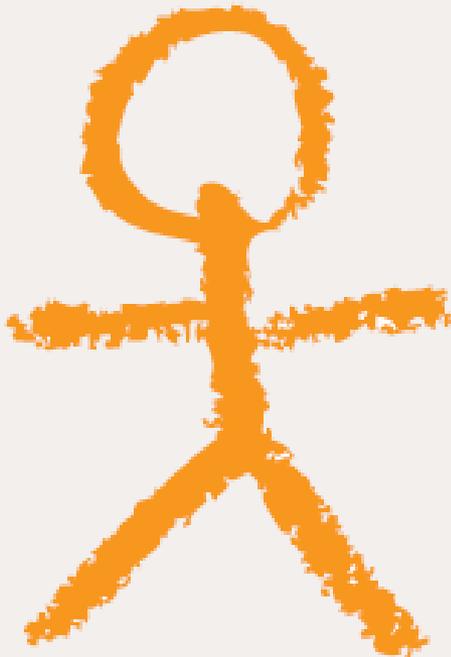
SPARC Step 1: Community Assessment

SPARC Assessment Process



SPARC Step 1: Community Assessment

One-on-Ones



Basis of One-on-Ones

Relationship Building—An ongoing process of deepening understanding of the community and its members

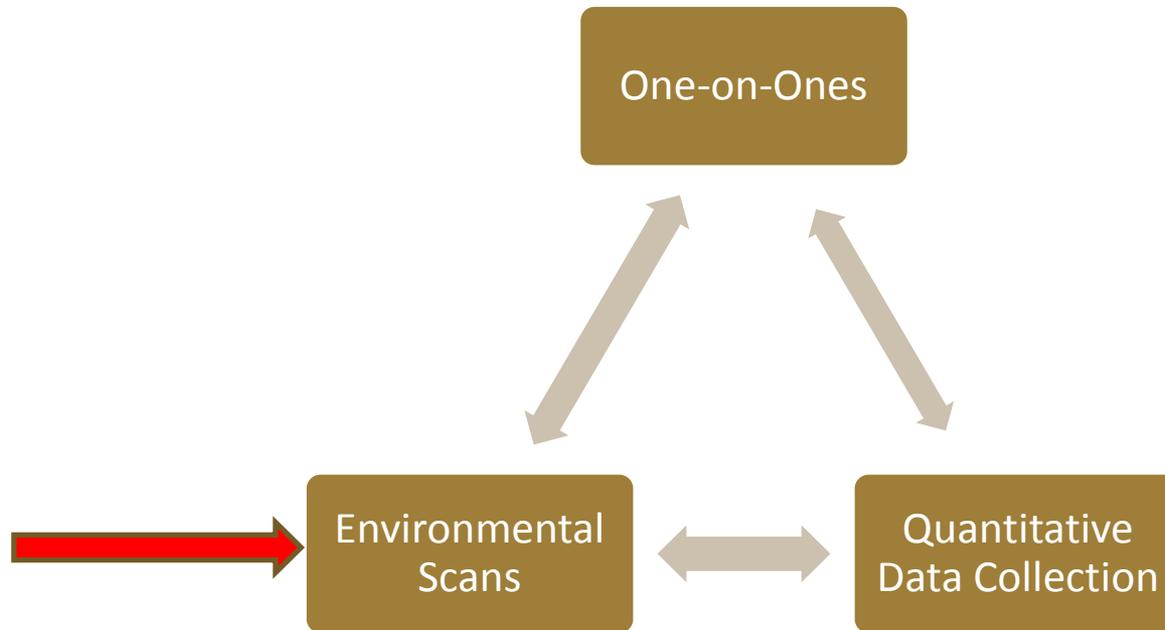
The stick person:

- What is important to her/him?
- What are her/his priorities?
- What are her/his joys?
- What are her/his concerns?
- What makes her/him tick?
- What does she/he like to do?
- What does she/he want to accomplish in the next:
 - 3 months
 - 1 year
 - 5 years?

What did you learn about the person that can further your work?

SPARC Step 1: Community Assessment

SPARC Assessment Process



SPARC Step 1: Community Assessment

Environmental Scans

- 1) The **price** of alcohol
- 2) The manner and extent in which it is **promoted**
- 3) Access to high-risk products and how those **products** are viewed
- 4) Place:** How available it is

In general, the more a drug is physically available, affordable, attractive as both a reinforcer and social symbol, and accepted by an individual's peers, the more likely it is that it will invite experimentation and continued use.

Drug Policy and the Public Good (2010)

Scan: Promotion

H.S.Q ENTERTAINMENT & BORN TO SHYNE ENTERTAINMENT
PRESENT

COLLEGE NIGHT

HOW TO PARTY 101

@ 6 STAR BAR THURSDAYS

REDUCED ADMISSION WITH COLLEGE ID

LADIES FREE

DRINKS SPECIALS ALL NIGHT

- \$1 PITCHERS
- \$2 JAGER SHOTS
- \$4 JAGER BOMBS
- \$2 SOCO N LIME

18 TO WALK, 21 TO FALL



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1995 PARK ST
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21 AND UP \$5
WWW.6STARBAR.COM
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FOR VIP RESV. PLEASE CONTACT 860-593-4458 OR 860-502-8687

EVERY WEDNESDAY

"COLLEGE NIGHT!"

AT *Cavanaugh's*

RESTAURANT & SPORTS BAR

119 South 39th Street
(@ Sansom Street)
Philadelphia, PA 19104
215.386.4889

\$0.75 WELL DRINKS
& DOMESTIC DRAFTS

FREE PIZZA FROM 10PM - MIDNIGHT

\$5.00 COVER W/COLLEGE ID

DJ SPINNING UNTIL 2AM

Must be 21+

Scan Price: Cheap Drinks

HAPPY HOUR
SATURDAY 12NOON-7PM
WITH A COMPLIMENTARY BUFFET UNTIL 6PM

GO CODES

\$3.25 pints
\$4.50 big ass beers
\$3.75 well drinks

HAPPY HOUR
Sunday from Open until 7pm

\$3.25 pints
\$4.50 big ass beers
\$3.75 well drinks

LIVE Music and Crawfish schedule inquire within

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INTS
3.95
PREMIUM
DRINKS
1/2 OFF
APPETIZERS

10:00PM-6:30PM & 10:30PM

THE FLAMINGO'S NEW
HAPPY HOUR
11AM-9PM
2-4-1 DRINKS
(MONDAY - FRIDAY)

NEW LAW CHANGE
OPEN 7 DAYS
A WEEK
TILL 3AM!

Scan: Product



Scan: Place -- Number of Alcohol Outlets



CollegeClub/Fiz pop tastes like the good old days!

COLLEGE CLUB Beverages
Quick, Courteous
DRIVE-THRU SERVICE

West Ridge Beverage
662 W. Ridge Rd.
865-1400

College Club Pop
Asheboro Made Since 1922
\$6.44 CASE (12/64 OZ BOTTLES)

63 Grape St.
(Corner of Jay St.
1 block west of Broad)
328-6665

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GENNY BOCK IS BACK! \$7.49 WHILE SUPPLIES LAST WITH COUPON GOOD THRU 2/20/13 PROJECT 12 FROM BUDWEISER \$5.99 WHILE SUPPLIES LAST WITH COUPON GOOD THRU 2/20/13	GENNY HERITAGE COLLECTION \$11.99 WHILE SUPPLIES LAST WITH COUPON GOOD THRU 2/20/13 MILLER LT \$16.99 WHILE SUPPLIES LAST WITH COUPON GOOD THRU 2/20/13
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Open Mon-Sat 9am-6pm

Scan Place: Sales to Minors



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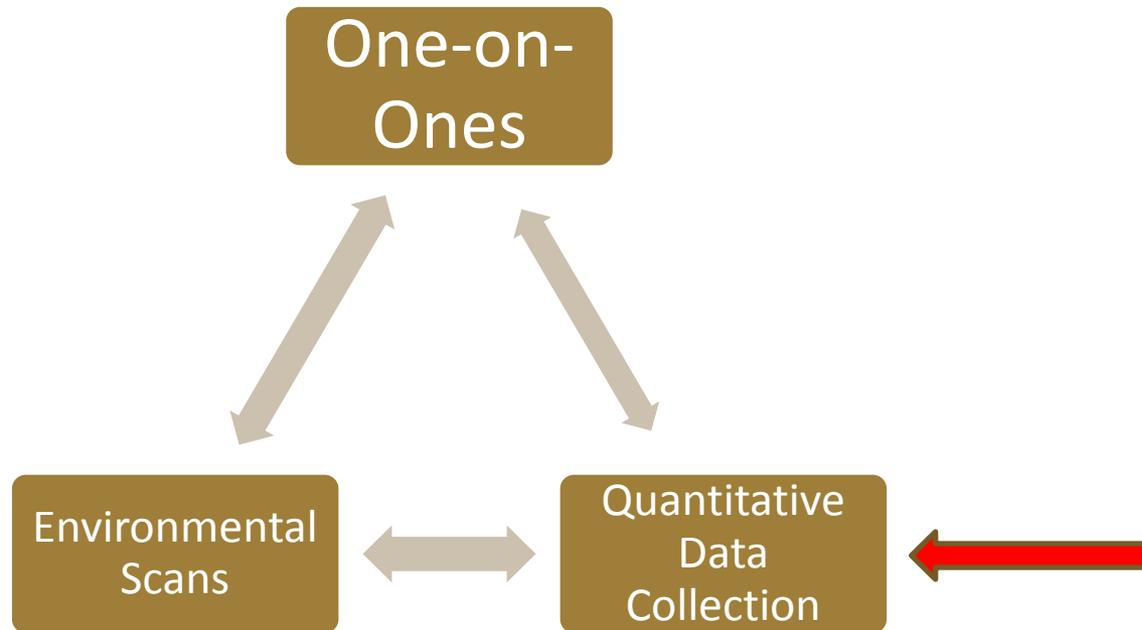
"Well I don't care if your combined age is around 50...I'm not selling you alcohol."

Scan Place: Parties



SPARC Step 1: Community Assessment

SPARC Assessment Process



SPARC Step 1: Community Assessment

Community Assessment: Quantitative Data

TYPE OF DATA
Measures of high-risk drinking
Days drank alcohol in past 30 days
Days/month binge
Days get drunk in typical week
Alcohol-related consequences
Memory loss
Passed out
Verbal arguments
Sleep/study interrupted
Poor performance on test/project
Fights; trouble with police
Threats of physical violence
Victim of crime
Personal property damaged
DWI
Harassment
Sexual assaults
Injuries
Count and types of student injuries experienced and/or caused to others (e.g., vehicle accidents, falls from height, sexual assault injuries, stab wounds, burns)
Locations of high-risk drinking
House parties
Dorm
Nearby liquor & convenience stores
Neighborhoods
Bars and restaurants
Community events
Sporting venues
Incidents and violations
DWI arrests
Underage alcohol possession or consumption
Alcohol Sales to underage persons
Noise violations



Poll #5



Generally speaking how comprehensive is your community assessment data?

- A. Very comprehensive**
- B. Somewhat comprehensive**
- C. Not very comprehensive**
- D. We need a ton more information**
- E. Not sure**

Please type into the chat box the kinds of data that could strengthen your community assessment

SPARC Implementation Steps

Step 1: Conduct Assessment

Step 2: Build the Coalition and its Capacity

Step 3: Develop a Strategic Plan

Step 4: Implement an Action Plan

Step 5: Sustaining Efforts

Goal of SPARC Step 2

To build the campus/community coalition and the competencies of its members to facilitate their understanding of the concepts of environmental change and community organizing, as well as to set the stage for actively engaging in the development of a comprehensive strategic plan to address high-risk drinking.

Step 2: Campus/Community Coalition

Purpose:

**To develop AND implement a comprehensive strategic plan
using principles of community organizing**

- Build it with even or equal representation from campus & community
- New or existing? It depends...
- Get right skills at right time

Step 2: Campus/Community Coalition

Who has the opportunity to participate in coalition deliberations

	← Grassroots	Grasstops →
Strengths	<ul style="list-style-type: none"> • Passionate people • Know how to get people to come together around an issue, make change • Breadth of perspectives; can be more inclusive; more representative of community at large • High level of candor when discussing community ATOD issues without community leaders in the room • Social knowledge • Credibility if involving people who are directly affected by issue 	<ul style="list-style-type: none"> • Individuals can get people in the door to hear what you say; can make the change happen (policy level); have clout • Can appreciate small, incremental changes • Often have or control the money and other resources • Time factor is almost built-in because it's likely part of their role to address this (i.e., it's not above and beyond their job) • Can get things accomplished faster • May have expertise and knowledge present (although this is an assumption)
Weaknesses	<ul style="list-style-type: none"> • May have unrealistic expectations; might get discouraged more easily • May use more reactionary approaches to others that could alienate possible allies; • Could burn out • Hard to consistently get people to the table (tough to manage volunteers with other jobs) • Can get bogged down in the process; can be hard to focus 	<ul style="list-style-type: none"> • More inclined to keep things status quo • Do they make lasting change? • Not as much breadth of representation • Could inhibit honest, authentic responses (due to intimidating power in room) • Too much red tape to get things done • "Book" knowledge may not represent reality • Can sound too academic and/or disconnected • Some community folks may not trust the experts

Step 2: Campus/Community Coalition

How Should the Coalition set up a Decision-making Process

	← Broad group	Small group →
Strengths	<ul style="list-style-type: none"> • Get a more accurate picture of issues • Process itself can raise awareness, interest in becoming involved • More ownership of plan • Helps build credibility for coalition ("We had the community endorse this plan in a town hall meeting") • Doesn't preclude drawing on the small cadre involvement 	<ul style="list-style-type: none"> • Consensus sometimes is more rapidly reached • Can get things accomplished faster • Can dig more deeply into the issues • Can enable those individuals who are reluctant to speak to participate more actively
Weaknesses	<ul style="list-style-type: none"> • Can be quite time-consuming • Can get bogged down in the process; can be hard to focus • Often requires stronger facilitation skills to manage group • Can surface splits and divisions in the group in unanticipated ways • Can pull the group away from environmental strategies to safer, better understood individual strategies 	<ul style="list-style-type: none"> • One voice can monopolize the direction of planning • Might not have accurate or enough information about real issues • Requires better member preparation to be effective • Can reach consensus that may be undone by the full group • Requires more time from the community organizer to manage multiple groups

Step 2: Campus/Community Coalition

Level of Coalition Autonomy

	High-level autonomy	Low-level autonomy
Strengths	<ul style="list-style-type: none">• Encourages sense of ownership and buy-in• Brings voice of community to the coalition table	<ul style="list-style-type: none">• Fits within current "task force" model on many campuses• Requires more buy-in and involvement by senior campus administrators (if they have to sign off on decisions)
Weaknesses	<ul style="list-style-type: none">• May alienate the university• May take more time & resources (e.g., if setting up an independent non-profit)	<ul style="list-style-type: none">• Coalition efforts can be stopped by administrators wary of rocking the boat or making difficult policy changes• If coalition's identity is so closely tied with the university, its ability to challenge its 'host' may be compromised• Non-campus-based community members may feel they do not have an equal voice on the coalition

SPARC Implementation Steps

Step 1: Conduct Assessment

Step 2: Build the Coalition and its Capacity

Step 3: Develop a Strategic Plan

Step 4: Implement an Action Plan

Step 5: Sustaining Efforts

Goal of SPARC -- Step 3:

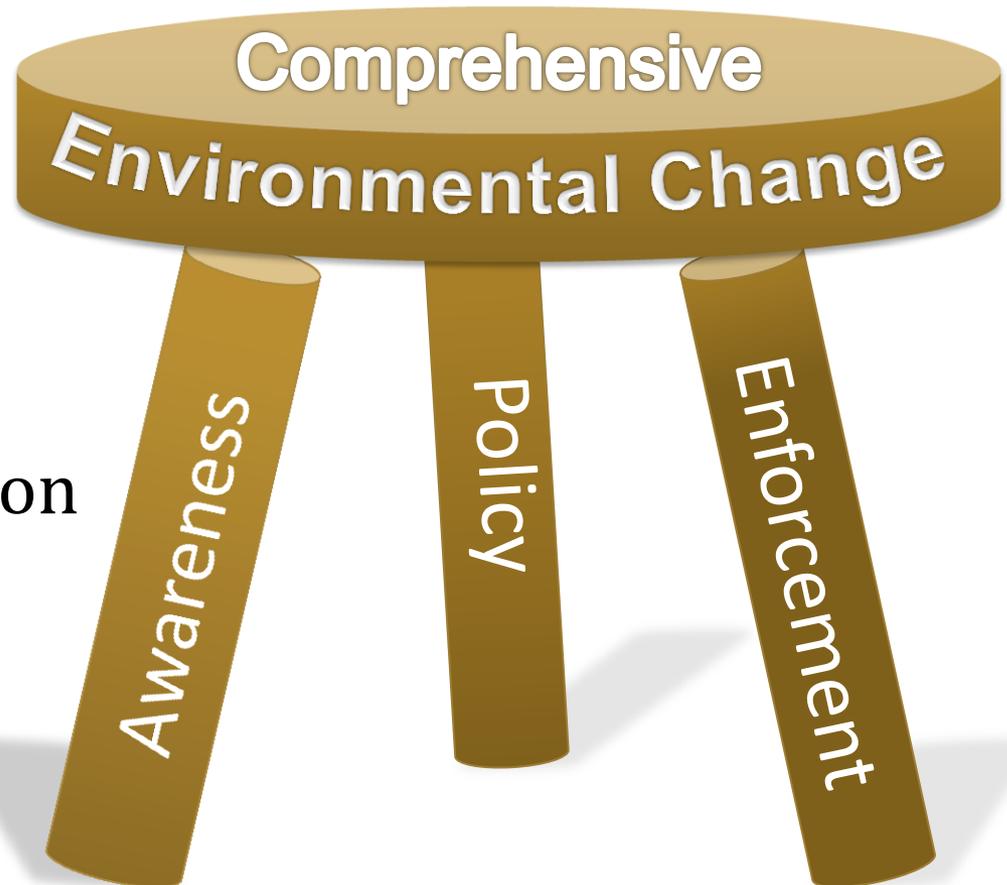
To develop a comprehensive action plan for implementing the best and most promising environmental strategies to reduce high-risk drinking and its consequences among college students. Special emphasis should be placed on addressing the settings and norms that contribute to the problem specific to the campus community.



Step 3: Develop a Strategic Plan

SPARC Strategies:

- Availability
- Price/Marketing
- Social Norms
- Harm Minimization



Step 3: Develop a Strategic Plan

SPARC Environmental Strategies

1. Reduce Alcohol Availability
2. Address Price/Marketing
3. Improve Social Norms
4. Minimize Harm

Step 3: Develop a Strategic Plan

Environmental Strategies in Campus Plans

Availability	
Restrict provision of alcohol to underage or intoxicated students	5
Increase/improve coordination between campus & community police	5
Restrict alcohol purchases, possession	4
Restrict alcohol use at campus events	3
Increase responsible beverage service policies & practices	2
Conduct compliance checks	2
Educate landlords about their responsibilities and liabilities	2
Price/Marketing	
Limit amount, type & placement of pro-drinking messages seen on campus	2
Social Norms	
Establish consistent disciplinary actions associated with policy violations	5
Create campaign to correct misperceptions about alcohol use	4
Enhance awareness of personal liability	4
Provide notifications to new students, parents of alcohol policies, penalties	4
Provide alternative late night programs	2
Provide alcohol-free activities	2
Provide parental notification of student alcohol violations	1
Create policy to provide brief motivational module for all freshmen	1
Harm Minimization	
Enact party monitoring program	3
Create and utilize safe ride program	2
Increase harm reduction presence at large-scale campus events	1



Question



Please type into your chat box examples of environmental strategies you have implemented.

SPARC Implementation Steps

Step 1: Conduct Assessment

Step 2: Build the Coalition and its Capacity

Step 3: Develop a Strategic Plan

Step 4: Implement an Action Plan

Step 5: Sustaining Efforts

Goal of SPARC Step 4:

To successfully implement the environmental strategies identified in a strategic plan to reduce high risk drinking and related consequences among college students.

Step 4: Implementing an Action Plan

Selected Environmental Strategies	Coalition Considerations that set it up to succeed	Constituents, Allies and Opponents of Strategy	Decision Makers (who can make strategy happen)	Action steps
Conduct this analysis for each strategy the coalition intends to pursue	<ul style="list-style-type: none"> Human resources Budget needs Organizational structure Internal issues Capacity External or management issues 	<ul style="list-style-type: none"> Who is impacted? Who can help? Who opposes? 	<ul style="list-style-type: none"> Primary target Power to influence Others who can influence targets 	Develop a detailed list of action steps that will lead to achieving the strategy.



Action Steps	Responsible Party	Communications and Media Support Required	Resources Needed	Timeframe (start and end)	Tracking measures
1.					
2.					
3.					

SPARC Implementation Steps

Step 1: Conduct Assessment

Step 2: Build the Coalition and its Capacity

Step 3: Develop a Strategic Plan

Step 4: Implement an Action Plan

Step 5: Sustaining Efforts

Goal of SPARC Step 5:

To determine which strategies, actions, structures, and resources should be sustained and take deliberate steps to ensure they are continued.

Step 5: Sustaining the Efforts

What to Sustain

- *Sustain an organizational structure or coalition and necessary paid support staff to ensure the work of the group can continue.*
- *Sustain the strategies or interventions the coalition has put into place.*
- *Sustain Membership*
- *Sustain the Connection to Campus/Community issues*
- *Sustain Resources*

Discussion:

How Might the Manual Be useful to You?

Questions?

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- North Carolina Department of Health and Human Services



- Wake Forest School of Medicine

