

Needs Assessment Report

Ohio's Strategic Prevention Framework – State Incentive Grant (SPF SIG)
WOOD COUNTY

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Community Profile

Wood County has an estimated population of 126,355. The population is predominantly Caucasian (94.0%), with a small African American population (2.7%). Approximately 1.5% of the population identifies as multiracial. A small percentage (4.6%) of the county's population reports being of Hispanic or Latino origin.

English is the predominant language, with 4.4% of residents reporting that another language is spoken at home.

Among residents above 25 years of age, 92.2% have a high school diploma and 29.3% have a Bachelor's degree or higher. Both the high school graduation rate and the percentage of higher education degrees in the county are above those of the state (87.4% and 24.1%, respectively).

The median household income (2006-2010) is \$53,298, which is higher than the state median of \$47,358.

The five year (2006-2010) estimated percentage of the county population below poverty level is 12.2%. This is similar to the estimated state percentage (14.2%).

Wood County is home to Bowling Green State University.

Note: Data sources include the 2011 Census and the 2006-2010 American Community Survey.

Introduction

The community's biggest issue related to substance abuse:

We are interested in alcohol use and perceptions of use, risk, and consequences among 18-25 year-old college students at Bowling Green State University's (BGSU) main campus in Bowling Green, Ohio. BGSU regularly assess rates of alcohol consumption and attitudes towards drinking among its students. Over the past several years, survey data indicate that the percentage of students engaging in high-risk drinking at BGSU has decreased slightly and is currently at 51.7% (National College Health Assessment [NCHA], 2010). BGSU also tracks the number of alcohol-related student conduct violations. According to data from the Office of the Dean of Students, alcohol-related conduct violations are up slightly. Data from the 2010 NCHA also indicated that students have a skewed perception of their peers' average alcohol consumption. Students estimate that a majority of their peers (84.2%) consume alcohol at high-risk levels when approximately half of students (51.6 %) actually report such high-risk use. Finally, SEOW data for 2005-2009 indicated that liquor sales in Wood County increased each year.

A description of the population being targeted for SPF SIG project:

The target population for this project is 18-25 year-old college students at Bowling Green State University's (BGSU) main campus in Bowling Green, Ohio. BGSU enrolled 17,706 students during the fall 2010 semester on the main campus. Of these students, 14,210 fell between the ages of 18-25. BGSU students were selected for this project because of the high concentration of 18-25 year olds in this community, the well-established need for enhanced prevention efforts in this community, and the potential for success with this population to positively impact the 18-25 year-old population off campus.

Sub-target/underserved population(s) chosen for SPF SIG project:

The sub-target/underserved population selected for this project includes BGSU college students aged 18-25 years old that self-identify as lesbian, gay, bisexual, transgender, or questioning.

Description of sub-target/underserved population:

The sub-target/underserved population selected for this project includes BGSU college students aged 18-25 years old that self-identify as lesbian, gay, bisexual, transgender, or questioning. Of the random sample of BGSU students that participated in the National College Health Assessment (NCHA), 5.2% identified as lesbian or gay (1.4%), bisexual (2.3%) or unsure (1.5%). There is no survey data available allowing estimation of the percentage of students that identify as transgender. This sub-target/underserved population was chosen because it was identified as a group about whom there is little existing data with respect to alcohol use and associated risks. It is also a group at greater perceived risk with respect to the experience of negative consequences of high-risk drinking behavior such as victimization and sexual risk-taking (Carr & Ward, 2003). Additionally, the lack of data on this group prompts concerns regarding our ability to effectively meet the needs of these students with broader-based prevention strategies targeting the general population of 18-25 year-old BGSU college students. Finally, the BGSU Campus LGBTQ resource center and its liaisons are interested in collaborating in prevention efforts and are well-situated to provide prevention opportunities and support to LGBTQ students, given appropriate tools.

Recent Community Needs Assessments

Total Number of Needs Assessments: Two

Needs Assessment:	National College Health Assessment
Year Conducted:	2010
Sponsoring Agency	Bowling Green State University & American College Health Association
Findings Relevant to 18-25 Year Olds:	<ul style="list-style-type: none"> 9.2% of surveyed students reported alcohol use as a factor affecting individual academic performance (i.e., lower grade on an exam or an important project; lower grade in a course; incomplete or dropped course; significant disruption in thesis, dissertation, research, or practicum work). Driving while intoxicated: 7.2% of college students reported driving after having 5 or more drinks in the last 30 days; 25.1% of college students reported driving after any alcohol in the last 30 days. Rates of high risk drinking: 24% of college students reported consuming five or more drinks in a sitting within the last two weeks on 3-5 occasions (17.7%) and 6 or more occasions (6.3%). Alcohol related consequences: 63% of college students who reported alcohol use, identified experiencing one or more of the following consequences of use during the previous 12 months: did something later regretted (45.4%); Forgot where you were or what you did (44.3%); Got in trouble with the police (5.8 %); Had sex with someone without giving consent (3.5%); Had sex without getting consent (0.9 %); had unprotected sex (27%); Physically injured self (20.2%); Physically injured someone else (4.9 %); Seriously considered suicide (2.4%).
Findings Relevant to Community Readiness:	<ul style="list-style-type: none"> Data from the 2010 NCHA indicated that students have a skewed perception of their peers' average alcohol consumption. Students estimate that a majority of their peers (84.2%) consume alcohol at high-risk levels when approximately half of students (51.6 %) actually report such high-risk use.

Needs Assessment:	BGSU Wellness Connection SPF Needs Assessment Survey
Year Conducted:	2012
Sponsoring Agency	Bowling Green State University: BGSU Wellness Connection, BGSU Counseling Center, BGSU Office of Multicultural Affairs, BGSU Student Health Service
Findings Relevant to 18-25 Year Olds:	<ul style="list-style-type: none"> • Alcohol Consumption: 16.3% of students surveyed reported that of the prior 30 days, 11-30 were drinking days (one or more alcoholic beverages). • NOMS findings are reported in separate section
Findings Relevant to Community Readiness:	<ul style="list-style-type: none"> • N/A

Community Readiness

Community Readiness Assessment Used: MIPH Community Readiness Survey

Community Readiness Assessment Conducted: July 2011-August 2011

A review of the community readiness in the community, with respect to priority substance, found the following:

For **high-risk use of alcohol**, the coalition determined that the community was in the *initiation* stage of community readiness.

Sharing community readiness findings in the community:

Results of the Community Readiness Assessment were presented to community members at a meeting of the Wood County Prevention Coalition (WCPC) and the BGSU Drug Alcohol and Sexual Offenses Coalition in January, 2012. All members of the WCPC also received an email summarizing the findings highlighted in the meeting and were invited to solicit the Community Readiness Survey Results Report. Community members were enthusiastic about the availability of new data, as well as cautious about the quality of the data - recognizing many limitations associated with low response rate, sample characteristics, and elements of the survey's construction. Ultimately, it was recognized that more data from the target population (18-25 year olds) was essential.

Use of community readiness findings in strategic planning:

The survey pointed to recognition of problems associated with ATOD, but identified perceptions and potential short-comings in terms of community commitment. Community members identified law enforcement and schools as having a key role in prevention efforts so we want to be responsive to this by locating prevention efforts with agencies already viewed as having a part to play. In this way, we hope to plan prevention efforts that are more visible, effective, and have the potential to impact the wider community's commitment and involvement with prevention. The limitations in the survey and the sample characteristics prompt us to develop our own tools for assessment to also gauge readiness among the 18-25 year-old target sample.

Suggested strategies for strategic planning:

- Expand the coalition to include key decision makers at the university.
- Involve student leaders directly in the coalition's planning efforts to support "buy-in" and greater community involvement from the target population and sub-target/underserved population.
- Identify ways to make prevention efforts and prevention coalition members highly visible in the campus community to generate greater awareness and involvement.

Plans to evaluate strategic plan strategies:

Review of coalition involvement that demonstrates broader participation from more campus leaders and members of the student body. Focus groups will be conducted within the general population and sub-target/underserved population in order to gauge more detailed information regarding behaviors and perceptions. The Wood County Community Needs Assessment, along with other evaluation

measures, such as the American College Health Association National College Health Assessment (ACHA-NCHA) will also help aid in determining where the community lies in increasing readiness to embrace proposed strategies. Another method of evaluation will be Communities Mobilizing for Change on Alcohol (CMCA). This is an environmental prevention strategy utilizing community organizing to reduce youth access to alcohol. One-on-one interviews are the vehicle for developing the personal relationships that are at the heart of the CMCA community. Organizers make contacts with community members and have individual conversations about their perceptions of youth alcohol use. In order to provide evidence demonstrating the positive impact of CMCA, qualitative data is collected concerning one-one-one interviews with community members. Data also serves to provide invaluable information to guide the direction and continuous quality improvement of the CMCA strategy. Evaluation results are collected in two major areas: (1) the number of CMCA one-on-one interviews; and (2) summaries of themes discussed.

Individual-Level

Based on the consumption data (30-day use and age of first use) analyzed, these are the community's major concerns surrounding the problem of consumption of the priority substance:

A large majority (84%) of BGSU students responded that they had used alcohol in the 30 days prior to survey participation. Further, most survey respondents were under legal drinking age. The mean age of first use of alcohol was 16.3 years, well below the legal drinking age. Further, this signals that many students arrive on campus with an alcohol use history - something that we need to consider in our prevention planning.

Based on the perceptions of disapproval data (attitudes) analyzed, these are the community's major concerns regarding the attitudes surrounding consumption of the priority substance:

According to our data, only half of student respondents disapprove of daily alcohol use by their peers. 50.2% of students indicated that they "strongly disapprove" or "somewhat disapprove" of a peer's use of 1-2 alcoholic beverages nearly every day.

Based on the perceived risk/harm data analyzed, these are the community's major concerns surrounding the perceived risk/harm of consuming the priority substance:

One quarter of student respondents appear to have inaccurate perception of risks associated with heavy alcohol use. According to our data, 75% of students indicated that consuming five or more alcoholic drinks 1-2 times weekly presented "moderate" or "great" risk; 25% indicated this presented "slight" or "no" risk.

Priority Substance: Alcohol									
Data Available for Target Population									
30 Day Use									
Specific Measure: In the past thirty days, on how many days did you drink one or more drinks of an alcoholic beverage?									
Does this measure qualify as a NOMs item?					Yes				
Data Source	Year(s)	Population	Population Size	Sampling Strategy	Sample Size	Response #	Reported Outcome	Value	Value Type
BGSU Wellness Connection SPF Needs Assessment Survey	2012	Students attending Bowling Green State University's main campus	17,706	Convenience	229	208	% reporting use in the past 30 days	84.0%	Percent
Age of First Use									
Specific Measure: Think about the first time you had a drink of an alcoholic beverage. How old were you the first time you had a drink of an alcoholic beverage? (Please do not include any time when you had only a sip or two from a drink.)									
Does this measure qualify as a NOMs item?					Yes				
Data Source	Year(s)	Population	Population Size	Sampling Strategy	Sample Size	Response #	Reported Outcome	Value	Value Type
BGSU Wellness Connection SPF Needs Assessment Survey	2012	Students attending Bowling Green State University's main campus	17,706	Convenience	229	203	Mean age of first use of alcohol	16.3 years	Mean
Disapproval of Use									
Specific Measure: How do you feel about someone your age having one or two drinks of an alcoholic beverage nearly every day? Responses: Strongly Disapprove, Disapprove, Neither Approve nor Disapprove, Approve, Strongly Approve.									
Does this measure qualify as a NOMs item?					Yes				
Data Source	Year(s)	Population	Population Size	Sampling Strategy	Sample Size	Response #	Reported Outcome	Value	Value Type
BGSU Wellness Connection SPF Needs Assessment Survey	2012	Students attending Bowling Green State University's main campus	17,706	Convenience	229	229	Percentage "Disapprove" or "Strongly Disapprove"	50.2%	Percent
Perceived Risk/Harm of Use									
Specific Measure: How much do people risk harming themselves physically and in other ways when they have five or more drinks of an alcoholic beverage once or twice a week? Responses: No risk, Slight risk, Moderate risk, Great risk									
Does this measure qualify as a NOMs item?					Yes				
Data Source	Year(s)	Population	Population Size	Sampling Strategy	Sample Size	Response #	Reported Outcome	Value	Value Type
BGSU Wellness Connection SPF Needs Assessment Survey	2012	Students attending Bowling Green State University's main campus	17,706	Convenience	229	217	Percent reporting moderate or great risk	75.1%	Percent

Interpersonal-Level

Identified contributing factors with good data and/or evidence to justify that they are impacting priority substance use in the community:

- 18-25 year-old perceptions
- Enjoy it
- Public substance use

Contributing factors for which the community needs to collect more data and/or evidence to justify they are impacting priority substance use in the community:

None at this time, however through the AlcoholEdu program, we will continue to collect data and establish baseline information that can be used to compare to other universities.

Plans to collect that data and/or evidence:

See above.

Based on the data gathered on social norms, these are the concerns around social norms that might contribute to priority substance use in the community:

There are many contributing factors but only so many that we may have the ability to make changes or alter.

Priority Substance	
Contributing Factors Presenting in Community	
Acceptance Example	High risk drinking appears to be accepted among the college population as well as other perceptions that college is a time to drink.
Supporting Evidence	Anecdotal, needs assessment
Rite of Passage Example	This is seen as a part of college (parties, clubs)
Supporting Evidence	Anecdotal, focus groups with 18-25 year olds
Multigenerational Use	Some students who come to BGSU, whose parents also went to college, receive the message through statements and stories about parental alcohol use in college, making student use seem more acceptable.
Supporting Evidence	Anecdotal from individual students
Public Substance Use	This can be seen in the number of arrests and citations from underage consumption and disorderly conducts
Supporting Evidence	Police reports
18-25 Year Old Perception	Students come to college with the perception that drinking is an expected part of the experience and many even choose BGSU because of its reported reputation as a party school. This is also evidenced in the NCHA results as seen in students perception is actually significantly higher than actual use.
Supporting Evidence	Focus groups, NCHA, individual interviews
Culturally Acceptable	Our sub-target/underserved population (LGBTQ) talked about how alcohol consumption is just as much a part of the culture as the rest.
Supporting Evidence	Focus Groups
Available in Home	As half of the 18-25 population is over 21 this leads to many homes with alcohol in them or the ability to purchase alcohol for themselves, friends and parties.
Supporting Evidence	Anecdotal, focus groups
Other (nothing else to do)	Lack of major community events, small town, no public transit to get to events.
Supporting Evidence	Anecdotal, focus groups
Other (enjoy it)	Students repeatedly report that it is fun, good way to socialize, meet others, make them feel more confident.
Supporting Evidence	Focus groups and anecdotal accounts from individual students, alcohol use screenings

Factors Related to Social Norms That Contribute to Consumption in Your Community
Factor 1: 18-25 year-old perceptions
Whom does this affect/occur with?
18-25 year olds
Who allows this?
Everyone
When does this occur?
During this time period of 18-25 year olds
Where does this occur?
Conversations, stereotyping, multigenerational (stories/talk), movies, tv shows, advertising, marketing
How does this occur?
See above
Under what conditions is this allowed to happen?
No response
Factor 2: Enjoy it
Whom does this affect/occur with?
18-25 year olds
Who allows this?
Everyone
When does this occur?
Daily
Where does this occur?
Bars, parties, dorms, homes, clubs
How does this occur?
Drinking alcohol
Under what conditions is this allowed to happen?
Anywhere where there is no supervision or insufficient supervision.
Factor 3: Public use
Whom does this affect/occur with?
18-25 year olds
Who allows this?
Everyone, college culture
When does this occur?
Daily
Where does this occur?
Public, bars, parties, dorms, homes, clubs
How does this occur?
Drinking alcohol in public, getting caught by the police, RAs
Under what conditions is this allowed to happen?
Anywhere where there is no supervision or insufficient supervision.

Community-Level

Retail Factors

Retail Availability: Identified contributing factors with good data and/or evidence to justify that they are impacting priority substance use in the community:

- Failure to check IDs
 - Compliance Checks in 2011: 120 checks/25 citations (21%)
 - Compliance Checks in 2012: 104 checks/17 citations (16%)
- ADAMHS Youth Survey results

Contributing factors for which the community needs to collect more data and/or evidence to justify they are impacting priority substance use in the community:

- Compare number of alcohol-related court referrals (both juvenile court and 18-25 year olds in adult court), number of high school alcohol-related suspensions and college (BGSU and Owens police department) citations.
- Increase compliance checks.

Plans to collect that data and/or evidence:

Request data from above sources.

Based on the data gathered on retail availability, these are the concerns around retail availability that might contribute to priority substance use in the community:

- The concern is that individuals who hold positions to sell alcohol are not properly checking IDs. Our compliance checks show that over the last two years, these individuals will not sell alcohol to an underage individual almost 20% of the time (18.3%).
- Fake IDs are not discovered.
- Use of marketing strategies for certain products (location, packaging, attractive advertising)

Priority Substance	
Alcohol	
Contributing Factors Presenting in Community	
ID Issues	Failure to check IDs, reports of students making a "business" of providing fake IDs
Supporting Evidence	Police reports, compliance checks
Density	No response
Supporting Evidence	No response
Characteristics	No response
Supporting Evidence	No response
Employees	No response
Supporting Evidence	No response
Product Placement	Eye-level placement of high percentage of alcohol volume products
Supporting Evidence	Product placement surveys
Potential Sources for Alcohol	No response
Supporting Evidence	No response
Retailers	No response
Supporting Evidence	No response
Other	No response
Supporting Evidence	No response

Factors Related to Retail Availability that Contribute the Most to Availability
Factor 1: Failure of retailers to properly check IDs
Whom does this affect/occur with?
Individuals selling alcoholic beverages
Who allows this?
Individuals selling alcoholic beverages
When does this occur?
Checks were done during evening hours.
Where does this occur?
Carry-outs, bars, stores across the county
How does this occur?
Clerks/sales people are unaware of the laws/unsupervised/apathetic.
Under what conditions is this allowed to happen?
When clerks are not held accountable
Factor 2: Availability of "fake IDs"
Whom does this affect/occur with?
Underage youth
Who allows this?
Students providing fake IDs, establishments accepting fake IDs
When does this occur?
Anytime
Where does this occur?
Reportedly on campus and in local establishments
How does this occur?
Those checking IDs are not skilled in noticing discrepancies, or they are not checking IDs of those possessing a fake ID.
Under what conditions is this allowed to happen?
Possibly in popular establishments during high traffic times when person checking IDs becomes rushed or lighting isn't adequate - Person doesn't check IDs.

Social Availability Factors

Social Availability: Identified contributing factors with good data and/or evidence to justify that they are impacting priority substance use in the community:

- One-on-one interview with a wide variety of community members over a 4 year period (opinions only)
- Compliance checks

Contributing factors for which the community needs to collect more data and/or evidence to justify they are impacting priority substance use in the community:

Existing data needs to be compared to citations/arrests for all underage-related offenses (DUIs, underage consumption, providing for a minor, all seller/server violations, and other offenses committed while under the influence.)

Plans to collect that data and/or evidence:

Contact courts for comparison data over a period of several years.

Based on the data gathered on social availability, these are the concerns around social availability that might contribute to priority substance use in the community:

Product placement surveys high visibility of alcohol products near "kid-friendly" items such as candy and snack products with high alcohol content and attractive packaging appear to be prominently placed (eye-level, near other advertising, etc.) Based on one-on-one interview - Comments that business owners view citations as a "usual business expense."

Priority Substance	
Alcohol	
Contributing Factors Presenting in Community	
18-25 Year olds getting priority substance from...	No response
Supporting Evidence	No response
18-25 year olds attending gatherings with large amounts of the priority substance...	No response
Supporting Evidence	No response
Other	No response
Supporting Evidence	No response

Factors Related to Social Availability that Contribute the Most to Availability
Factor 1: Lack of adult knowledge of products (i.e. high alcohol containing products such as Four Loko)
Whom does this affect/occur with?
Parents and other adults; underage drinkers; community
Who allows this?
Unknowing adults; Hosts of parties
When does this occur?
No response
Where does this occur?
Possibly in homes/residences/on property of adults
How does this occur?
Uninformed adults; theft; fake IDs
Under what conditions is this allowed to happen?
No response
Factor 2: Attitudes and beliefs of business owners (anecdotal)
Whom does this affect/occur with?
Business owners, underage drinkers, employees, community, legal drinkers visiting establishments where underage drinkers are permitted
Who allows this?
Business owners
When does this occur?
No response
Where does this occur?
Establishments
How does this occur?
Business owners have belief that citations are "just a business expense" and have a relaxed attitude about verifying IDs and serving minors.
Under what conditions is this allowed to happen?
See above
Factor 3: Possibly inconsistent enforcement county-wide (anecdotal)
Whom does this affect/occur with?
Community members within area where enforcement is limited or relaxed.
Who allows this?
Law enforcement; Courts
When does this occur?
(Possibly) on heavy traffic weekends (example: In BGSU, move-in weekend may coincide with other major events)
Where does this occur?
BGSU & Smaller communities
How does this occur?
Business owners have belief that citations are "just a business expense" and have a relaxed attitude about verifying IDs and serving minors
Under what conditions is this allowed to happen?
See above

Promotional Factors

Promotion: Identified contributing factors with good data and/or evidence to justify that they are impacting priority substance use in the community:

N/A

Contributing factors for which the community needs to collect more data and/or evidence to justify they are impacting priority substance use in the community:

Consistent product and advertising surveys

Plans to collect that data and/or evidence:

Unknown

Based on the data gathered on promotion, these are the concerns around promotion that might contribute to priority substance use in the community:

No response

Priority Substance	
Alcohol	
Contributing Factors Presenting in Community	
Local Promotion	Placement of alcohol is near candy/junk food or energy drinks, juices, pop.
Supporting Evidence	Product placement surveys
National Promotion	No response
Supporting Evidence	No response
Other	No response
Supporting Evidence	No response

Factors Related to Promotion that Contribute the Most to Availability
Factor 1:
Whom does this affect/occur with?
No response
Who allows this?
No response
When does this occur?
No response
Where does this occur?
No response
How does this occur?
No response
Under what conditions is this allowed to happen?
No response
Factor 2:
Whom does this affect/occur with?
No response
Who allows this?
No response
When does this occur?
No response
Where does this occur?
No response
How does this occur?
No response
Under what conditions is this allowed to happen?
No response
Factor 3:
Whom does this affect/occur with?
No response
Who allows this?
No response
When does this occur?
No response
Where does this occur?
No response
How does this occur?
No response
Under what conditions is this allowed to happen?
No response

Pricing Factors

Pricing: Identified contributing factors with good data and/or evidence to justify that they are impacting priority substance use in the community:

Data Unavailable

Contributing factors for which the community needs to collect more data and/or evidence to justify they are impacting priority substance use in the community:

No response

Plans to collect that data and/or evidence:

No response

Based on the data gathered on promotion, these are the concerns around promotion that might contribute to priority substance use in the community:

No response

Priority Substance	
Alcohol	
Contributing Factors Presenting in Community	
Drink Pricing	Data unavailable
Supporting Evidence	Anecdotal - density of establishments in a university town.
Container Pricing	No response
Supporting Evidence	No response
Other	No response
Supporting Evidence	No response

Factors Related to Alcohol Pricing that Contribute the Most to Availability
Factor 1:
Whom does this affect/occur with?
No response
Who allows this?
No response
When does this occur?
No response
Where does this occur?
No response
How does this occur?
No response
Under what conditions is this allowed to happen?
No response
Factor 2:
Whom does this affect/occur with?
No response
Who allows this?
No response
When does this occur?
No response
Where does this occur?
No response
How does this occur?
No response
Under what conditions is this allowed to happen?
No response
Factor 3:
Whom does this affect/occur with?
No response
Who allows this?
No response
When does this occur?
No response
Where does this occur?
No response
How does this occur?
No response
Under what conditions is this allowed to happen?
No response

Organizational-Level

Capacities

Organizations currently implementing prevention strategies for priority substance:

BGSU Wellness Connection and BGSU Counseling Center

Opportunities for SPF SIG coalition to work with these organizations:

These organizations are already part of the core planning team within our coalition.

Types of prevention strategies currently being implemented for the priority substance in the community:

- Education
- Environmental strategies
- Alternative activities
- Community-based process
- Problem identification and referral
- Information dissemination

Opportunities for the SPF SIG coalition to capitalize on current prevention programming to help support or buttress SPF SIG efforts:

The SPF SIG is already spearheading the current prevention programming. This will continue to support our efforts moving forward.

Gaps

Gaps in prevention programming for the priority substance:

There is currently no alcohol prevention programming specifically addressing the needs of our sub-target/underserved population.

Ways the SPF SIG coalition can fill these gaps:

Continue to work with the office of multicultural student affairs, LGBTQ groups and student leaders to develop culturally appropriate alcohol prevention programming that addresses the needs of our sub-target/underserved population.

Policy-Level Responses

Policy issues, based on gathered data, that may contribute to consumption of the priority substance within the community:

- Lack of medical amnesty
- Lack of enforcement of policy
- Easy access to alcohol

Policy		Number of Infractions (arrests, etc.)		
Policy Level: State, local or IHE	Description	2007	2008	2009
IHE	BGSU Alcohol Policy Liquor Law Violation	400	380	442
IHE	BGSU Alcohol Policy Drug Law Violation	127	118	146

Factors Related to Policy Issues That Contribute to Consumption in Your Community
Factor 1: Lack of Medical Amnesty
Whom does this affect/occur with?
Affects under-age students at BGSU
Who allows this?
City of Bowling Green
When does this occur?
It becomes an issue when underage BGSU students have consumed in excess and need medical attention, but they or their peers do not view seeking medical care as an option due to fear of legal and/or university sanctions.
Where does this occur?
On-Campus: dorms and residence halls. Off-Campus: Off-campus housing
How does this occur?
Medical amnesty would allow under-age students to call for help if a peer is showing signs of severe intoxication without getting in trouble for under-age consumption.
Under what conditions is this allowed to happen?
No response
Factor 2: Lack of Enforcement of Policy
Whom does this affect/occur with?
BGSU Police , BG City Police, Residence Hall Advisors, Students
Who allows this?
BGSU Police, BG City Police, Residence hall directors
When does this occur?
Lack of enforcement can occur anytime. Police and residence hall advisors aren't aware of all alcohol policy violations.
Where does this occur?
On and off campus
How does this occur?
No response
Under what conditions is this allowed to happen?
No response
Factor 3: Easy Access to Alcohol
Whom does this affect/occur with?
BG Bars, BGSU Students
Who allows this?
Alcohol vendors (bars, stores), Peers over 21 willing to supply alcohol, Students with fake IDs
When does this occur?
Under-age students can get alcohol from bars downtown by using fake ids or having someone over 21 purchase the alcohol.
Where does this occur?
Bars, liquor stores, gas stations.
How does this occur?
Using fake ids, using a friends id, having someone else buy it, stealing it.
Under what conditions is this allowed to happen?
No response

Cultural Competence

Millennials (Generation Next)

Prevention Programming:

- **These prevention programs are offered to Millennials by the following group(s):**
 - AlcoholEdu for College Perspectives
 - Alcohol Prevention Education Changes (Support Group)
 - Wellness Connection
 - Peer Education
 - Late Night at the Rec Events
- **These programs do not specifically target Millennials, but could potentially reach them or be modified:**
 - None
- **Sources for program information:**
 - Survey of SPF SIG coalition

Expertise:

Individuals with Expertise Working with Millennials		
Name	Agency	Contact Information
Faith Yingling	BGSU Wellness Connection	419-372-9 351
Garett Gilmer	BGSU Counseling Center	419-372-2081
Alicia Komives	BGSU Counseling Center	419-372-2081
Michael Ginsburg	BGSU Office of Dean of Students	419-372-2843
Tobias Spears	BGSU Office of Multicultural Affairs - LGBT	419-372-3244
Brittany Roth	BGSU Wellness Connection	419-372-9351
Carmen Oemig Dworsky	BGSU Counseling Center	419-372-2081

- **Ways local expertise can be tapped into for the SPF SIG process:**
 - They have each been brought in to be involved as core members of our SPF SIG coalition's core planning team or are regularly consulted by SPF SIG members.
- **Sources for expertise information:**
 - Discussion with BGSU prevention providers

Gaps:

- **Perceived gaps in prevention programming for Millennials:**
 - There is currently no alcohol prevention programming specifically addressing the needs of our sub-target/underserved population of Millennials.

- **Ways these gaps were identified:**
 - Focus groups with 18-25 year-old LGBTQ students.

- **Ways to close these gaps:**
 - Continue to work with the office of multicultural student affairs, LGBTQ groups and student leaders to develop culturally appropriate alcohol prevention programming that addresses the needs of our sub-target/underserved population.

Sub-Target/Underserved Population

- LGBTQ students at BGSU’s main campus

Prevention Programming:

- **These prevention programs are offered to the sub-target/underserved population by the following group(s):**
 - LGBTQ students have formed a group called “Big Gay Ride” that offers rides or escorted walks home from a weekly LGBTQ event at a local bar. This is not an alcohol prevention effort, as such, but does seek to prevent harms associated with alcohol use, particularly those disproportionately experienced by the LGBTQ student community (e.g., harassment, assault/hate crimes).

- **These programs do not specifically target the sub-target/underserved population, but could potentially reach them or be modified:**
 - Peer Education Late Night Events

- **Sources for program information:**
 - Focus groups and individual interviews with 18-25 year-old BGSU LGBTQ students.

Expertise:

Individuals with Expertise Working with Sub-Target/Underserved Population		
Name	Agency	Contact Information
Tobias Spears	Office of Multicultural Affairs - LGBT	419-372-3244

- **Ways local expertise can be tapped into for the SPF SIG process:**
 - Continued involvement as a member of the coalition’s core planning team; facilitate relationships with LGBTQ student leaders that can become part of the planning team going forward.
- **Sources for expertise information:**
 - Discussion with BGSU prevention providers

Gaps:

- **Perceived gaps in prevention programming for the sub-target/underserved population:**
 - There is currently no alcohol prevention programming specifically addressing the needs of our sub-target/underserved population, beyond that of “Big Gay Ride” (described above).
- **Ways these gaps were identified:**
 - Focus groups with 18-25 year-old LGBTQ students.
- **Ways to close these gaps:**
 - Continue to work with the office of multicultural student affairs, LGBTQ groups and student leaders to develop culturally appropriate alcohol prevention programming that addresses the needs of our sub-target/underserved population.

Appendix: Organizational-Level Assessment Tools

Agency Name:	BGSU	Contact:	Faith Yingling
Address:	Wellness Connection, Student Rec Center, 1411 Ridge Road, Bowling Green, OH 43403		
Phone:	419-372-9351	Email:	Faithy@bgsu.edu
Resource Type:	Program		
Resource Name:	AlcoholEdu for College		
Resource Description:	N/A		
Target Population:	College students		
Causal Factors Targeted:			
Social Availability	X	Community Norms	X
Retail Availability	X	Individual Factors	X
Promotion	X	Provider Lack of Knowledge	X
Criminal Justice/Enforcement	X	Other	
Risk/Protective Factors Targeted:			
Family	X		
Community	X		
School			
Individual/Peer			
Implimenting Agency:	Everfi		
Number Reached Annually:	3,700		
Duration:	90 days		
Frequency:	Annual - can have access anytime.		
Preventaion Strategies Utilized:			
Education	X	Problem Identification and Referral	
Environmental Strategies		Information Dissemination	
Alternative Activities		Other	
Community-Based Process			
Type of Implementation Data Collected:			
Attendance		Other (Population-based involment, satisfaction, and learning outcomes)	X
Satisfaction			
Evidence-Based:	Yes		
Agency List Containing the Program:			
NIDA		DOE	
CDC		Drug Strategies	
CSAP		OJJDP	

Continued on next page.

Continued from previous page.

Has Implementaing Agency Evaluated Outcomes:	Yes	If 'yes', describe below:
<p>In August 2011, a federally funded, independently conducted randomized control trial involving 30 campuses was released, documenting the impact of AlcoholEdu for College in reducing dangerous alcohol use by college students, and reducing alcohol-related harms, such as blackouts, drunk driving, and sexual assaults. Research Findings - A Review of the Research Base AlcoholEdu for College: Summary of Efficacy Research Villanova University Study - Journal of Health Communications, 2010 Roger Williams University Study - Addictive Behaviors, 2010 University of West Florida Study - Summary (PDF) Dr. Andrew Wall Study - NASPA Journal, 2008. This fully independent, 3 year investigation was conducted by a research team at the Pacific Institute for Research and Evaluation (PIRE), led by M. J. Paschall, which secured a multi-million dollar grant from the NIAAA, part of the National Institutes for Health (NIH). The PIRE study was a multi-site randomized control trial, with 15 colleges randomly assigned to have their first-year students take AlcoholEdu for College and 15 comparison schools. PIRE's analysis showed that, during the fall semester that immediately followed AlcoholEdu implementation, the course: Significantly reduced the frequency of past 30 day alcohol use; Significantly reduced the frequency of binge drinking*; Significantly reduced the risk of past 30 day alcohol-related problems. Reference: Paschall, M.J., Antin, T., Ringwalt, C.L., & Saltz, F. (2011a). Effects of AlcoholEdu for College on alcohol-related problems among freshmen: A randomized multicampus trial. Journal of Studies on Alcohol and Drugs, 72,642-650 . * Note: Binge drinking is defined as 5 or more drinks in a row for men, and 4 or more drinks in a row for women within a 2-hour period.</p>		
Geographical Area Served:	BGSU Main Campus	
Culturally Competent:	Yes	If 'yes', describe below:
Culturally appropriate to the college campus culture		

Agency Name:	BGSU Counseling Center and Wellness Connection	Contact:	Alicia Komives & Faith Yingling
Address:	Counseling Center: 104 College Park, Bowling Green State University, Bowling Green, OH 43403		
Phone:	419-372-2081	Email:	N/A
Resource Type:	Program		
Resource Name:	Perspectives		
Resource Description:	A secondary prevention program for BGSU college students sanctioned to alcohol use education following alcohol use violation.		
Target Population:	BGSU Students with an alcohol use violation.		
Causal Factors Targeted:			
Social Availability	X	Community Norms	X
Retail Availability		Individual Factors	X
Promotion		Provider Lack of Knowledge	
Criminal Justice/Enforcement		Other	
Risk/Protective Factors Targeted:			
Family			
Community	X		
School			
Individual/Peer	X		
Implementing Agency:	BGSU Counseling Center in partnership with the Wellness Connection		
Number Reached Annually:	210-250		
Duration:	Students meet one time for a 2.5 hour small group session		
Frequency:	Two classes are offered per month		
Prevention Strategies Utilized:			
Education	X	Problem Identification and Referral	X
Environmental Strategies		Information Dissemination	X
Alternative Activities		Other	
Community-Based Process			
Type of Implementation Data Collected:			
Attendance	X	Other (Learning Outcomes)	X
Satisfaction	X		
Evidence-Based:	No		
Agency List Containing the Program:			
NIDA		DOE	
CDC		Drug Strategies	
CSAP		OJJDP	
Has Implementing Agency Evaluated Outcomes:	Yes	If 'yes', describe below:	
Post-class surveys assessing attendance, satisfaction, and learning outcomes.			
Geographical Area Served:	BGSU Main Campus		
Culturally Competent:	Yes	If 'yes', describe below:	
It is culturally appropriate in that it is written specifically to address college students and campus culture.			

Agency Name:	BGSU Counseling Center	Contact:	Alicia Komives
Address:	Counseling Center: 104 College Park, Bowling Green State University, Bowling Green, OH 43403		
Phone:	419-372-2081	Email:	N/A
Resource Type:	Program		
Resource Name:	Changes		
Resource Description:	A facilitated support group for students with a history of difficulty with problematic substance use and an interest in making positive changes with respect to substance use.		
Target Population:	BGSU College Students seeking support for positive changes to substance abuse patterns.		
Causal Factors Targeted:			
Social Availability		Community Norms	X
Retail Availability		Individual Factors	X
Promotion		Provider Lack of Knowledge	
Criminal Justice/Enforcement		Other	
Risk/Protective Factors Targeted:			
Family	As raised by individuals in the group (e.g., family support, family history of use)		
Community	As raised by individuals in group (e.g., sources of sober support)		
School	As raised by individuals in group (e.g., coping with sanctions, using academic goals as motivation for sobriety)		
Individual/Peer	As raised by individuals in group (e.g., peer pressure, building sober social networks, healthy coping with anxiety/depression vs. alcohol use)		
Implimenting Agency:	BGSU Counseling Center		
Number Reached Annually:	15-30		
Duration:	1.5 hours per week for 8-12 weeks		
Frequency:	3 times/yearly		
Preventaion Strategies Utilized:			
Education	X	Problem Identification and Referral	X
Environmental Strategies		Information Dissemination	
Alternative Activities	X	Other (Professional and peer support for problem identification, goal clarification, and positive change in alcohol use. Professional support involves use of Motivational Interviewing approach - an evidence-based practice.)	X
Community-Based Process			
Type of Implementation Data Collected:			
Attendance	X	Other (Learning Outcomes)	X
Satisfaction	X		
Evidence-Based:	Yes		
Agency List Containing the Program:			
NIDA		DOE	
CDC		Drug Strategies	
CSAP		OJJDP	
Has Implementaing Agency Evaluated Outcomes:	Yes	If 'yes', describe below:	
Data has been collected from the two groups run so far, but there is not sufficient data from this new initiative to evaluate outcomes based on the very limited data available so far.			
Geographical Area Served:	BGSU Main Campus		
Culturally Competent:	Yes	If 'yes', describe below:	
Motivational Interviewing requires assessment of personal values, backgrounds, and goals of individuals involved as a prerequisite to identifying and responding to needs. This ensures that culturally appropriate strategies are used. A major strategy used with this group is facilitating opportunity for positive peer support. In this way, millennials are working with other millennials.			

Agency Name:	BGSU Wellness	Contact:	Faith Yingling
Address:	Wellness Connection, Student Rec Center, 1411 Ridge Road, Bowling Green, OH 43403		
Phone:	419-372-9351	Email:	faithy@bgsu
Resource Type:	Program		
Resource Name:	Late Night at the Rec Center		
Resource Description:	N/A		
Target Population:	BGSU College Students		
Causal Factors Targeted:			
Social Availability		Community Norms	X
Retail Availability		Individual Factors	X
Promotion		Provider Lack of Knowledge	
Criminal Justice/Enforcement		Other	
Risk/Protective Factors Targeted:			
Family			
Community	Access to alcohol-free late-night activities		
School			
Individual/Peer	Peer Education, Experiential Activities		
Implimenting Agency:	BGSU Wellness Connection		
Number Reached	3000-3500		
Duration:	3 hour duration		
Frequency:	5 times/year		
Preventaion Strategies Utilized:			
Education		Problem Identification and Referral	
Environmental Strategies		Information Dissemination	
Alternative Activities	X	Other	
Community-Based Process			
Type of Implementation Data Collected:			
Attendance	X	Other (Learning Outcomes)	X
Satisfaction	X		
Evidence-Based:	N/A		
Agency List Containing the Program:			
NIDA		DOE	
CDC		Drug Strategies	
CSAP		OJJDP	
Has Implementaing Agency Evaluted Outcomes:	No	If 'yes', describe below:	
Geographical Area Served:	BGSU Main Campus		
Culturally Competent:	Yes	If 'yes', describe below:	
Peer facilitated activities appropriate to college campus culture.			

Agency Name:	BGSU Wellness	Contact:	Faith Yingling
Address:	Wellness Connection, Student Rec Center, 1411 Ridge Road, Bowling Green, OH 43403		
Phone:	419-372-9351	Email:	faithy@bgsu.edu
Resource Type:	Program		
Resource Name:	Peer education		
Resource Description:	N/A		
Target Population:	BGSU Undergraduate Students		
Causal Factors Targeted:			
Social Availability		Community Norms	X
Retail Availability		Individual Factors	X
Promotion		Provider Lack of Knowledge	X
Criminal Justice/Enforcement		Other	
Risk/Protective Factors Targeted:			
Family			
Community	X		
School	X		
Individual/Peer	X		
Implimenting Agency:	BGSU Wellness Connection		
Number Reached	1900-2300		
Duration:	50 minutes each		
Frequency:	Average four times weekly		
Preventaion Strategies Utilized:			
Education	X	Problem Identification and Referral	
Environmental Strategies		Information Dissemination	
Alternative Activities		Other	
Community-Based Process			
Type of Implementation Data Collected:			
Attendance	X	Other (Learning Outcomes)	X
Satisfaction	X		
Evidence-Based:	Yes		
Agency List Containing the Program:			
NIDA		DOE	
CDC		Drug Strategies	
CSAP		OJJDP	X
Has Implementaing Agency Evaluted Outcomes:	Yes	If 'yes', describe below:	
See Item #11			
Geographical Area Served:	BGSU Main Campus		
Culturally Competent:	Yes	If 'yes', describe below:	
Peer to peer education helps assure delivery of information is culturally appropriate to the culture of college campus.			