

# Campus-Community Coalitions: Partnering with Higher Education Institutions to Enhance Prevention Efforts

**What is your funding source?**  
(Please select your priority source of coalition funds.)

- A. DFC
- B. SPF SIG
- C. State Prevention Block Grant
- D. Weed & Seed
- E. Other

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**Webinar:  
Campus-Community Coalitions:  
Partnering with Higher Education  
Institutions to Enhance Prevention Efforts**

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April 21, 2011  
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CADCA's National Coalition Institute

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**Learning Objectives:**

- Understand the role collegiate stakeholders play in comprehensive community substance abuse prevention initiatives.
- Identify essential steps in successfully engaging key collegiate stakeholders to build a campus-community coalition.
- Increase knowledge of environmental prevention strategies to reduce alcohol/other drug use specifically in collegiate communities.

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**Campus-Community Coalitions:  
Partnering with Higher Education  
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**Do you have a higher education institution in/near your community?**

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**Have you made some effort to engage the higher education institution in/near your community?**

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**Rate your level of success in engaging your local IHE in environmental prevention strategies.**

- A. Excellent
- B. Good
- C. Fair
- D. Poor

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# Campus-Community Coalitions: Partnering with Higher Education Institutions to Enhance Prevention Efforts

## Campus and Community Collaborations



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## Types of Campus and Community Collaborations

- A campus representative serves on your community coalition
- Separate campus coalition and community coalition exist and collaborate as needed
- Integrated, fully functioning campus-community coalition with sector reps from both environments



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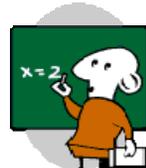
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## Basic Typology for Collegiate Prevention

- High-risk drinking/binge drinking
- Alcohol-related problems/consequences
- Harm reduction
- Town/Gown Relations
- Shared Responsibility
- Quality of Life
- Health, Safety, and Well-being



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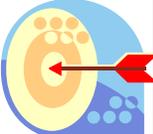
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# Campus-Community Coalitions: Partnering with Higher Education Institutions to Enhance Prevention Efforts

## Objectives for Campus and Community Collaboratives

- 1) To curtail access to alcohol by students
- 2) To reduce irresponsible alcohol sales by local bars and retail alcohol outlets
- 3) To change marketing practices by local bars and retail alcohol outlets



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## Questions



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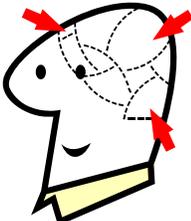
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## The Anatomy of Colleges



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# Campus-Community Coalitions: Partnering with Higher Education Institutions to Enhance Prevention Efforts

## Benefits of Including Campus Representatives

- Highly motivated
- Politically well connected
- Articulate
- Service focused
- Offer increased visibility and vitality
- Academic experts
- Strategic planning is much like SPF



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## Challenges of Including Campus Representatives

- Have their own priorities and values
- Operate on a different calendar
- Academic and philosophical freedoms require respect
- Fear of diminishing the school's reputation if they get involved
- Population consists of underage and of-age students



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## Likely Campus Representatives

- Campus Task Force
- Chief Student Affairs Officer
- Chief Judicial Affairs Officer
- Law Enforcement
- Health Services
- Faculty in related disciplines
- Students
- Eventually, Chancellor/President



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# Campus-Community Coalitions: Partnering with Higher Education Institutions to Enhance Prevention Efforts

## Community Coalition Sectors

- Youth
- Parents
- Business community
- Media
- School
- Youth-serving organization
- Law enforcement
- Religious or fraternal organizations
- Civic and volunteer groups
- Healthcare professionals
- Government agencies with expertise in the field of substance abuse
- Other organizations involved in reducing substance abuse.



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## Sources to Find Community Coalitions

- Drug Free Communities (DFC) grantee list - [http://www.ondcp.gov/dfc/grantee\\_map.html](http://www.ondcp.gov/dfc/grantee_map.html)
- Strategic Prevention Framework State Incentive Grant (SPF SIG) grantee list - <https://www.spfsig.net/default1.asp> (Select Contacts under the first column)
- CADCA's Membership Department - [membership@cadca.org](mailto:membership@cadca.org)

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## Points of Persuasion

- “Everyone else is doing it!”
- Parents are concerned; Looking for options that are being proactive
- Many on-campus efforts can naturally extend off-campus
- Regional, statewide, and national initiatives offer resources and encourage off-campus involvement
- Recent higher education case law judgments have evaluated college's prevention efforts

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# Campus-Community Coalitions: Partnering with Higher Education Institutions to Enhance Prevention Efforts



## Framing the Problem

- Avoid blaming administrators for failing to “control” students
- Focus on problems shared by campus and community
- Talk about nexus of campus and community environments and populations
- Recommend shared implementation of solutions



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## Questions



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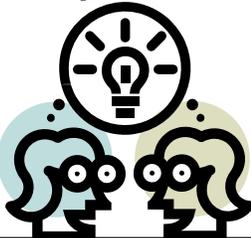
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## Shared solutions for campus and community collaboration



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# Campus-Community Coalitions: Partnering with Higher Education Institutions to Enhance Prevention Efforts

## Environmental Management

**Five Types:**

- Offer Substance-Free Options
- Create a Health-Promoting Normative Environment
- Restrict Alcohol Marketing and Promotions
- Limit Alcohol Availability
- Develop Campus Policies; Enforce Community Laws

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## Policy Objectives for Campus and Community Coalitions

- Alcohol Availability
- Policy Development and Enforcement
- Marketing and Promotion of Alcohol



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## Example: Marshall University and Cabell County Substance Abuse Prevention Partnership

- Alcohol Availability: Limit number and concentration of alcohol outlets near campus.

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# Campus-Community Coalitions: Partnering with Higher Education Institutions to Enhance Prevention Efforts

**Example: University of Florida and Alachua County Coalition-Partners in Prevention of Substance Abuse**

- Policy Development and Enforcement: Enforce seller penalties for sale of alcohol to minors.

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**Example: University of Arizona and Pima County Commission**

- Policy Development and Enforcement: Pass ordinances to restrict house parties.

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**Example: Louisiana State University and City/Parish of Baton Rouge Campus-Community Coalition for Change**

- Marketing and Promotion of Alcohol: Ban drink special promotions.

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# Campus-Community Coalitions: Partnering with Higher Education Institutions to Enhance Prevention Efforts

## Additional Collaborative Strategies

- Athletic tickets revocation policy
- Joint city-university alcohol policy coordinator
- Party patrols with joint law enforcement task force members
- Connect campus and community LE and judicial reporting systems
- Increase fines for all alcohol-related crimes
- Develop property owner/manager training
- Develop hospitality resource panel

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## Questions



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## Resources

- CADCA Technical Assistance: 1-800-542-2322 x240 or [training@cadca.org](mailto:training@cadca.org)
- U.S. Department of Education's Higher Education Center for Alcohol, Drug Abuse, and Violence Prevention: <http://www.higheredcenter.org/>
- The Network Addressing Collegiate Alcohol and Other Drug Issues: <http://www.thenetwork.ws/index.html>

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# Campus-Community Coalitions: Partnering with Higher Education Institutions to Enhance Prevention Efforts



## Resources

- SAMHSA's SPF SIG Initiative:  
<http://www.samhsa.gov/prevention/spf.aspx>
- ONDCP DFC Support Program:  
<http://www.ondcop.gov/dfc/>

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