MEMORANDUM

DATE: January 29, 2015

TO: Sabrina Sanders, Ed.D.
Assistant Director, Student Programs
Office of the Chancellor, CSU

FROM: Renee Barnett Terry
Vice President for Student Affairs
San José State University


In accordance with this resolution, each Vice President for Student Affairs is asked to provide the following information for the 2013-15 CSU Alcohol Policy Biennial Report by February 2, 2013. Below are our responses to the questions posed in this year’s submission of the report.

(1) All alcohol and drug education related grants that have been received since January 2013 with annotation on the purpose of the grant, agency issuing the grant, and the dollar amount. Grants that have were received prior to January 2013 and extended into the 2013-15 reporting years should also be included in this section.

N/A

(2) Identify one successful program it has implemented over the past two years with annotation about the purpose, target audience, major activities and assessed outcome/impact.

Through collaboration between Wellness and Health Promotion, Counseling Services, Student Conduct and Ethical Development, and University Housing an average of 10 alcohol education workshops are administered each semester for potential high risk students who have violated SJSU’s alcohol policy. These workshops are co-facilitated by a Health Educator and a Counselor trained in alcohol abuse prevention. The purpose of the workshop is to give students the skills and tools needed to make responsible choices regarding alcohol consumption, bystander intervention, and choices surrounding sexual activity. Throughout the workshop students are encouraged to participate in activities and engage in discussions about their personal drinking habits, standard drink size, protective strategies, alcohol poisoning, and drug-facilitated sexual assault. At the beginning of the workshop students are required to complete a pre-test that measures their knowledge on these topics. At the end of the 2-hour workshop students complete a post-test that aims to measure any change in knowledge. Below are some of the key findings from the pre/post-test administered in Fall 2014:
• A total of **117 students** participated in the workshops
• The average score of the pre-test stood at **5.15 out of 23 possible points**
• The average score of the post-test stood at **18.22 out of 23 possible points** indicating an increase in knowledge among participants
• A two-tailed T-test showed a **significance of 3.26**

30 days after the workshop is delivered, students receive an invitation to complete an on-line survey that assesses change in behavior that may have occurred as a direct result of the workshop. Below are some key findings from Fall 2014:

• **35 students** participated in the survey
• **100% of participants agreed or strongly agreed** that the learning they obtained from the workshop was helpful
• **94.28% of participants agreed or strongly agreed** that they have been able to apply techniques learned in the workshop to their lives
• **85.29% of participants agreed or strongly agreed** that the workshop was a worthwhile investment in their development
• **94.28% of participants agreed or strongly agreed** that they are already seeing positive results from the workshop.

The survey also included a qualitative portion which posed open-ended questions to students. Some of the questions and representative responses can be found below:

• **Has the drinking changed since you took this class?**
  o “I am drinking in moderation whenever I do choose to drink.”
  o “more cautious and safe”
• **How soon were you able to apply the learning?**
  o “That same weekend.”
  o “The very next day”
  o “1 week later.”
• **Please provide any comments about applying what you learned?**
  o “It was an awesome class that had very valuable information, especially by comparing a standard drink size with different types of alcohol.”
  o “It was very useful and does make a difference.”
  o “This class was really engaging and opened my eyes to the many resources on campus for alcohol and health-related topics. I now use the red cup as a reference and I know what a standard drink is now.”

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(3) **Brief summary of its campus activities related to tobacco use (e.g., policy, education, student use, enforcement initiatives, cessation programs, etc.).**

• SJSU has had a very active, committed, and interdisciplinary group of faculty, staff, students, and administrators who have worked many hours to gather data and educate the campus about the health threats associated with tobacco use and second hand smoke. This group carried on the work of previous advocates who strived to make the SJSU campus a safer and healthier place.
• San Jose State University passed a new presidential directive in November 2014 that will ban smoking on campus. The directive reads as follows: *San Jose State University is committed to promoting a healthy learning and working environment. Consistent with this commitment, smoking and tobacco use is prohibited in all indoor and outdoor areas on campus, including vehicles and parking lots. Areas currently designated as smoking areas will be eliminated. The sale of tobacco products is prohibited, as is tobacco related advertising and sponsorship.* The Office of the President is mapping out a plan for launching the new presidential directive.

• Each year in November the Student Health Center, through the Peer Health Education Program, sponsors the Great American Smoke-Out event in collaboration with Campuses Organized and United for Good Health (COUGH). This event provides students with resources for quitting, information on vaping, and data on social justice implications. Students are also invited to participate in a cigarette butt clean up activity that yields thousands of butts, raising awareness about the environmental impact and associated costs. The event reaches over 300 students.

• Additionally, Peer Educators deliver presentations around campus that touch on the benefits and challenges of quitting, tips for supporting someone that is trying to quit, and common misconceptions about vaping.

• The Student Health Center is currently providing NRTs to students at a reduced price through the campus pharmacy. The Student Health Center has a protocol in place for supporting students who wish to quit smoking. All physicians are provided with flyers that identify cessation support options for students. These flyers are distributed around campus as well. In light of the recent smoking policy change, the Student Health Center, in conjunction with the Alcohol and Drug Abuse Prevention Committee, is pursuing sustainable solutions to broaden SJSU’s evidence-based smoking cessation program.

• SJSU partners with Breathe CA, California Youth Advocacy Network (CYAN), and 1-800-no-butts to stay abreast of current legislation & policies, trends & best practices, and to access important educational tools and incentivizing resources.

(4) Brief summary of its campus activities related to prescription drug use and misuse (e.g., policy, education, students' use, etc.).

Through our pharmacy operation, we are hyper-vigilant to any indications of drug misuse or abuse and use all available surveillance and reporting methods if concerns should arise.

In addition, a Marijuana and other Drugs (MOD) educational team within Wellness and Health Promotion has begun to explore said topic with Peer Health Educators. We have reviewed the newly launched kit developed by the National Council on Patient Information and Education (NCPIE) and have incorporated those materials into our educational efforts, including curriculum for workshops, tabling, web materials, and on-line magazine articles.
Wellness and Health Promotion is in the process of fine-tuning an educational workshop addressing marijuana use/misuse, modeled after the aforementioned alcohol workshop. The target audience is students who violate related campus policies.

(5) Annotated information on one successful assessment activity, which it undertook during the past two years, that includes a description of the assessment, methodology and results.

In July of 2013, the Wellness and Health Promotion Department launched an online assessment tool for incoming freshmen, AlcoholEdu, which incorporates the latest evidence-based prevention methods to inspire students to reflect on and consider changing their drinking behaviors. This tool is administered in two parts with Part 1 being completed during the summer and Part 2 being completed two to four weeks after school has begun. Part 1 consists of three major components; a pre/post survey that tests students’ knowledge on responsible drinking and bystander intervention, a pre-test that measures attitudes and behaviors pertaining to drinking and bystander intervention, and an educational component that addresses these issues. Part 2 consists of a post test that measures any changes in attitudes and behaviors that may have occurred since arriving at SJSU.

During the first year of implementation, 2,253 incoming freshmen completed the education portion. Of these students, 1,621 students completed both parts. Data gathered from this tool showcased the following:

- SJSU drinking rates for incoming freshmen are below the national average with 50% identifying as abstainers. (Note that SJSU retained 100% of their abstainers when measured midway through fall semester.)

- Of those that drink, most are drinking in off-campus residences and Greek housing.

- The most common risky drinking behavior reported among those that drink was “doing shots” with the intention of getting drunk. About 49% of drinkers reported engaging in this behavior which is higher than the national average.

- Average scores on the knowledge-based survey increased from 50% to 79% after completing the educational component of the tool.

- Of those that completed Part 1, 81% report that the tool helped them establish a plan for responsible decisions around alcohol, 80% state that the tool prepared them to identify and help someone who has alcohol poisoning, and 61% state that the tool stimulated them to reflect on their own personal attitudes and behaviors.

- Among the 53% of high risk drinkers who saw no need to change the way they drink before taking AlcoholEdu, 29% indicated their readiness to change after completing the course.

The survey results have helped to inform the emphases of subsequent health education programming and interventions related to ATOD. For example, a new policy has been
implemented that states that students affiliated with Greek Life must attend an alcohol education workshop or event each semester. Additionally, we have increased our education efforts in university housing through in-depth RA training, social norming, environmental management strategies, and educational programming. Furthermore, three new subcommittees have been formed within the Alcohol and Drug Abuse Prevention Committee to analyze current drinking policies, assess current programming efforts to align them with our campus needs, and coordinate Game Day alcohol abuse prevention strategies.

The tool was implemented once again in July of 2014 and included a wider range of students—incoming freshmen, transfer, graduate, and international students. Incentives were given to participants in a randomized drawing. During the second year of implementation, 5,489 incoming freshmen were reached. Data from the second year of implementation is currently being analyzed.

(6) Highlight any other special or unique programs and/or accomplishments, which it feels helped to implement the CSU Alcohol Policy and had a positive and measurable impact on students.

- A variety of alcohol, marijuana, and tobacco educational presentations and programs were delivered by Peer Health Educators and the ATOD coordinator aimed at various student populations (e.g., Greeks, University Housing residents, Health Science classes, International House residents, and athletes throughout 2013 and 2014 reaching over 7,500 students.

- SJSU has demonstrated a commitment to education and collaboration among faculty, staff, and students by sending large delegations to the annual CSU ATOD conferences. Further, the staff at SJSU mentor the Peer Health Educators to prepare them to present at this conference. Students highly value the opportunity and have reported back that it is a transformative experience for them. Our staff and students were honored to be recognized at this conference in both 2013 (Staff Violence Prevention Champion Award) and 2014 (Student Leadership Award & Honorable Mention for PHE’s).

- These presentations, programs, and workshops helped with the implementation of the CSU Alcohol Policy as students were educated on a range of topics such as drunk driving, binge drinking, the link between alcohol and sexual assault, federal and state laws on drinking and driving, and the benefits of utilizing designated drivers and taxicabs.

- Evaluation forms distributed at the aforementioned presentations and workshops demonstrated a positive learning outcome with an increase in awareness related to stated educational goals.

- In 2013, nearly 800 student leaders, representing each registered student organization, attended a live alcohol education workshop and a sexual assault prevention workshop in order to retain their active status. Strategies shifted in 2014 requiring these student leaders to complete an online course, AlcoholEdu, in lieu of the live workshop in order to retain their active status.
• Once a year Wellness & Health Promotion, the Alcohol and Drug Abuse Prevention Committee, the Public Health Department Traffic Safe Communities Network, Superior Court of Santa Clara County, Public Defender Office, and the Office of the District Attorney host a DUI Court sentencing on campus. During this event a Superior Court judge presides over a driving under the influence (DUI) sentencing and a panel presentation. This event is the actual sentencing of a defendant who has been found guilty of operating a motor vehicle under the influence of alcohol. At each DUI Court, approximately 250 students, a majority of them Greek involved, attend the event.

• Wellness and Health Promotion collaborated with the Orientation Program to develop a more in-depth alcohol and violence prevention training for orientation leaders (OLs). At the end of the training all OLs were provided with the tools needed to spark conversations and lead engaging activities about responsible drinking with incoming freshmen. Furthermore, alcohol education materials were inserted into orientation packets given to students and parents.

• SJSU subscribes to Student Health 101, a national higher education online magazine that regularly addresses ATOD thru articles and embedded video messages. This zine is marketing to all incoming students and helps our staff stay apprised of best practices for alcohol education on college campuses.

• In 2013 SJSU joined the RADD program, a California college DUI awareness project. RADD is conducted in partnership with UC Irvine’s Health Education Center and funded by a grant from the California Office of Traffic Safety. RADD promotes alcohol-free driving by recruiting local bars and restaurants to agree to incentivize the use of a designated driver. Currently, there are 7 local bars in the surrounding area that are recognized as RADD bars.

I trust the above report meets with your requirements. If you have any further questions please do not hesitate to contact me.