

Red Watch Band CARE Team: A Systematic Approach to Alcohol Prevention

**Kerri Mahoney, MPH
Stony Brook University**

Overview

- Discuss current trends and negative effects of alcohol and other drug use in colleges
- Review bystander intervention strategies to tackle high risk use
- Describe the use of peer educators in reducing high risk AOD use

Who We Are

- Publicly funded state university
- Approx. 26,000 students and 2,100 faculty
- Culturally diverse student body
- Approximately 15% of students report severe alcohol problems
- 25% of students drank more than 4 drinks in a sitting in the past thirty days



Who is in the Room?

The Problem in the Nation

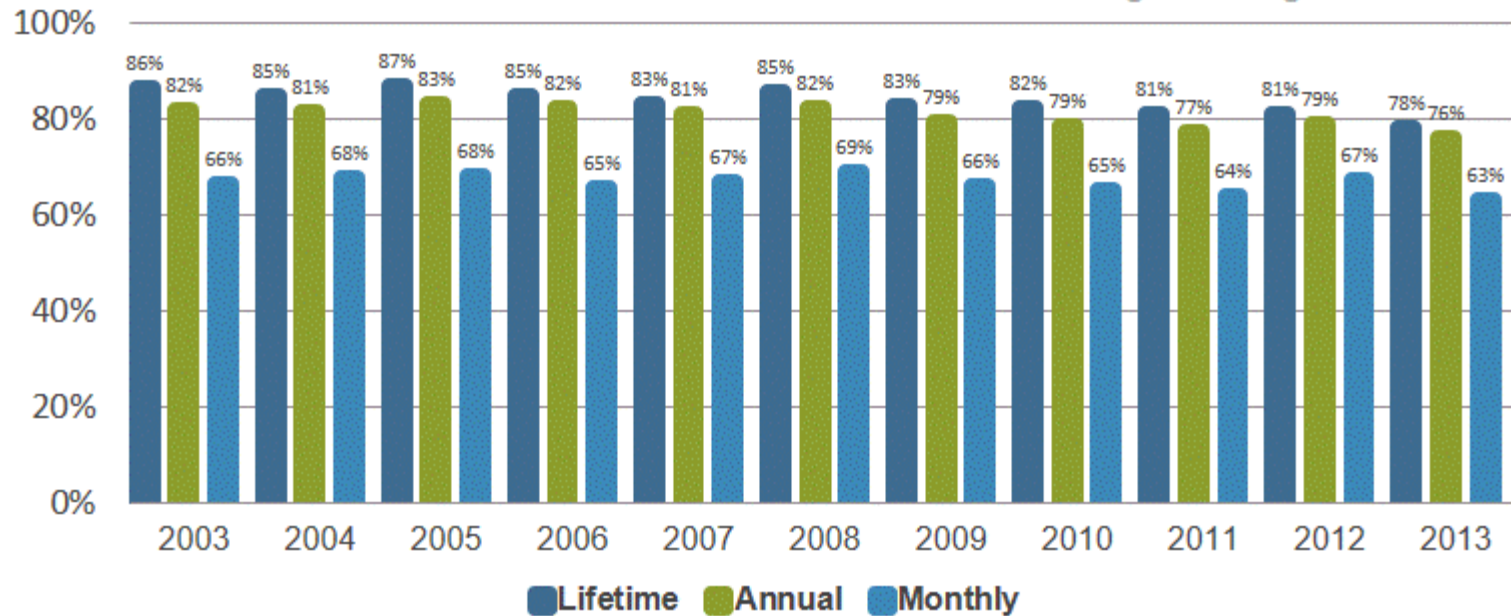
According to a survey by the National Institute of Health:

- 60% of college students have consumed alcohol in the past month
- $\frac{2}{3}$ of those students engaged in binge drinking
- 20% meet the criteria for alcohol use disorder

Overall alcohol use is going down but those that are drinking are engaging in high risk or binge drinking.

Alcohol consumption among college students over the past decade has remained relatively unchanged.

Trends in College Drinking: 2003-2013



Source: NIDA, *National Survey Results on Drug Use from the Monitoring The Future Study*, Vol. II Johnston L., et al, U. of Michigan, 2014

National Results from the Monitoring the Future Study

2016 Monitoring the Future College Students and Young Adults Survey Results

BINGE DRINKING

Five or more drinks in a row



Past 2 Weeks

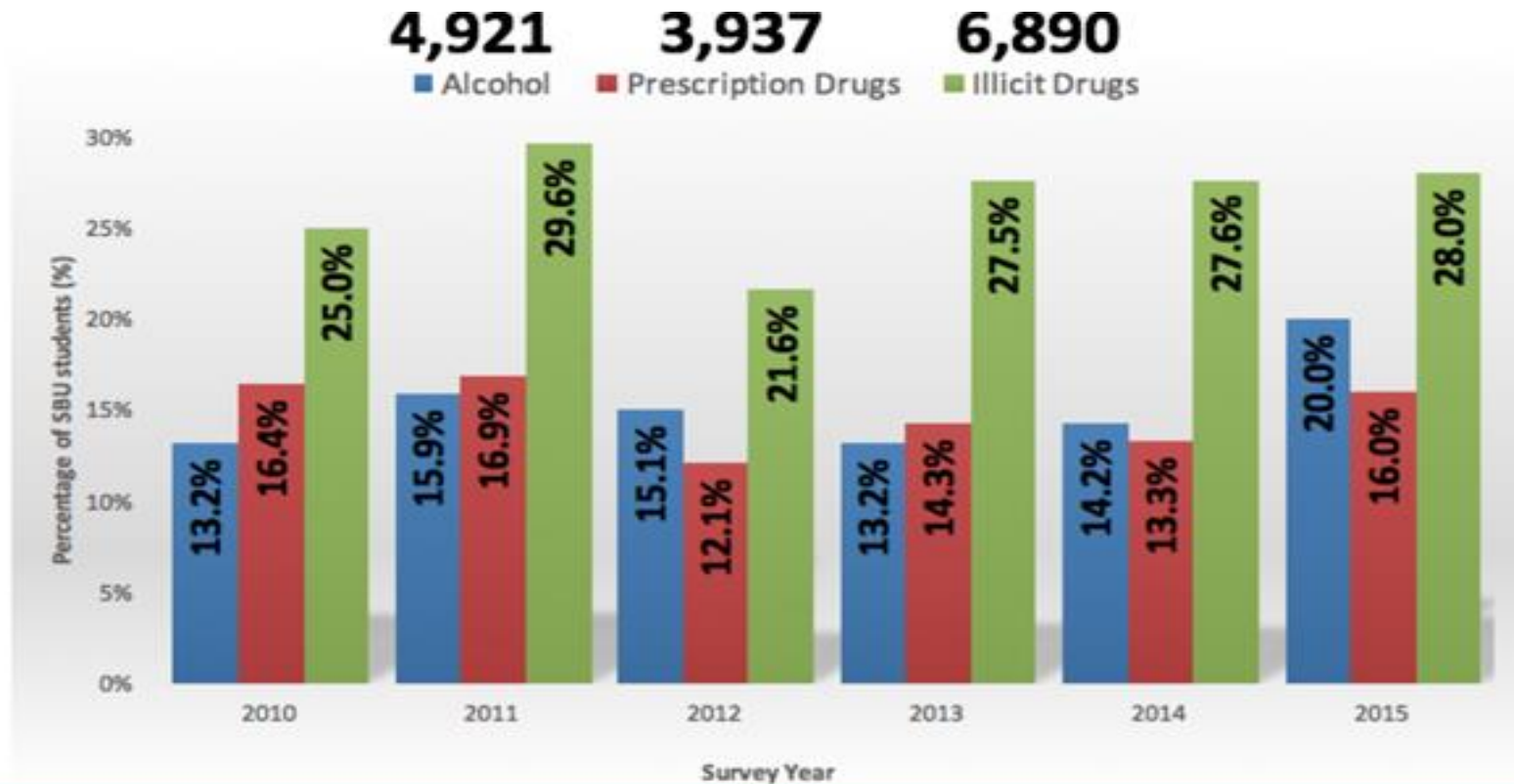
INTOXICATION

Having been drunk



Past Month

The Problem at Stony Brook



Polaris: Prevalence of Substance Problems

CONSEQUENCES OF COLLEGE DRINKING

Consequences for college students (ages 18-24) due to alcohol use per year

1,825

Deaths

400,000

Unsafe sexual encounters

599,000

Injuries

696,000

Assaults

97,000

Sexual abuse incidents

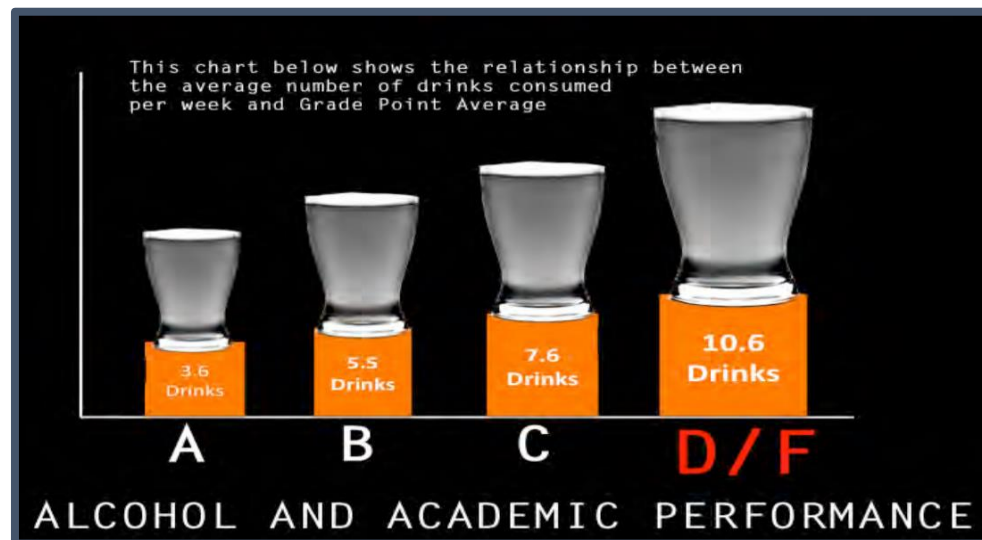
4.86 million

Drunk driving incidents

Source: National Institute on Alcohol Abuse and Alcoholism College Drinking Fact Sheet

Alcohol and Academics

- About 25 percent of college students report academic consequences of their drinking
- Relationship between alcohol, sleepiness, and GPA exists in college.
- Heavy drinking associated with lower GPA, Frequency of binge drinking associated with lower grades in college setting.



Bystander Intervention

Red Watch Band

Red Watch Band is a bystander intervention training designed to prevent death and other harms associated with high risk alcohol use.

The mission of Red Watch Band is to provide campus community members with the knowledge, awareness and skills to prevent toxic drinking deaths and to promote a student culture of kindness, responsibility, compassion and respect.



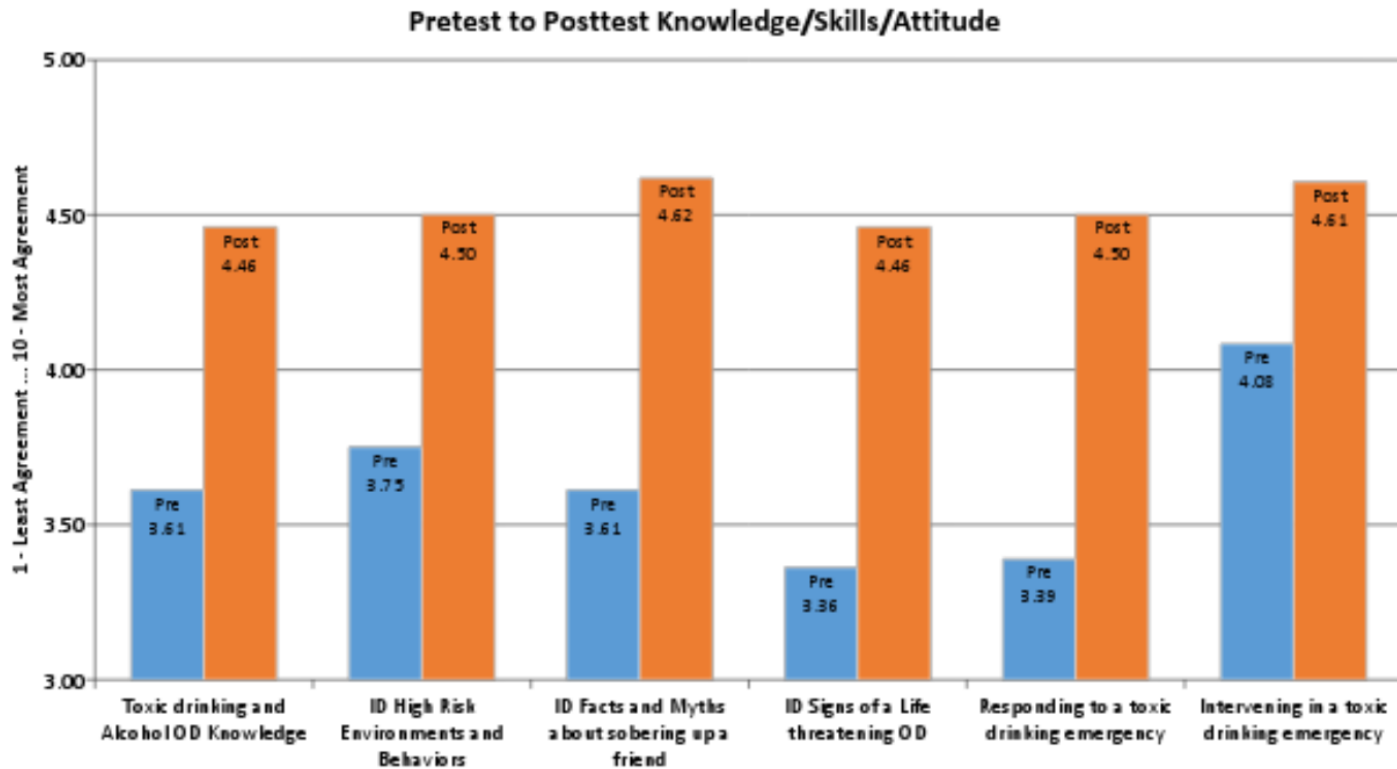
Goal of Red Watch Band

To prevent deaths and other harm caused by alcohol overdose. In order to do that, participants will gain the knowledge and skills needed to understand:

- How alcohol affects our physiology and behavior
- How to recognize an alcohol-related medical emergency
- How to respond appropriately and in accordance with university policies/procedures

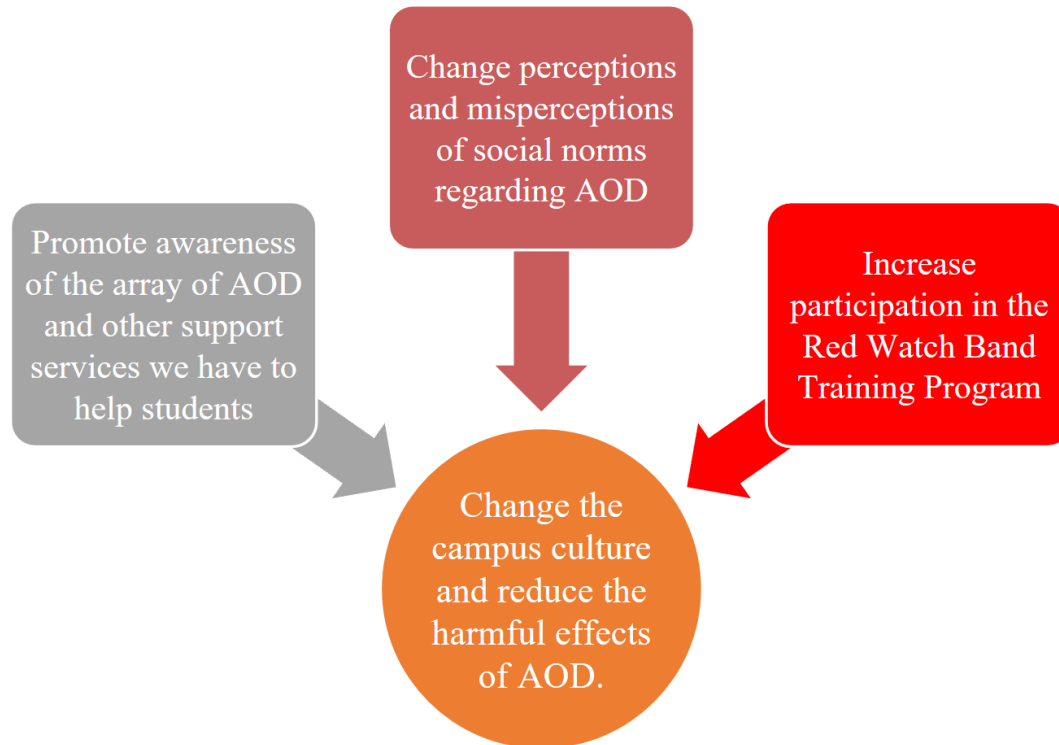


Assessment of Training



Bringing in Peer Educators

Intended Outcomes



Red Watch Band CARE Team



40 Student Leaders

Representation of over 50 clubs/orgs/sports teams on campus



- Student Government President
- Captain of Football Team
- Captain of Rugby Team
- Orientation Leaders
- Resident Assistants
- School Newspaper
- Greek Life
- Commuter Student President



CARE Team “Sub-Groups”

The larger team is broken into smaller groups to divide the work and provide specialized outreach efforts:

- Team Development
- Resident Students
- Commuter Students
- Greek Life
- Athletes
- Clubs and Organizations
- Media and Marketing


Who On Your Campus or In Your Community Could You Ask to Join Your Team?

Changing Perceptions & Promoting Awareness

Large Scale Events

ROTH RA'S PRESENT

ROTH QUAD AOD FAIR: KNOW BEFORE YOU GO



JOIN US TO LEARN WHAT TO
"KNOW BEFORE YOU GO" AND
LEARN MORE ABOUT SBU'S RED
WATCH BAND PROGRAM!

Tuesday, October 18th, 7 PM - 9 PM
Roth Inner Quad
(Rain Location: Gershwin Lounge)

CELEBRATING ALCOHOL AWARENESS MONTH



CPO & RED WATCH BAND
Carnival

APRIL 19TH | 12 - 3PM | SAC BALLROOM B

join us for
**FOOD, GAMES
TRIVIA AND PRIZES**

NARCAN TRAINING AVAILABLE
PRE-REGISTRATION REQUIRED

Red Watch Band  Presents ...

TIPSY TURVEY TUESDAY TOURNAMENT

NOVEMBER 28TH
7-9 PM ROTH 122

Come with your friends
to play some fun games
like fact pong, Mario
Cart, corn hole & others,
all while wearing
beer goggles!



Interactive Tabling Events



One-on-One Interactions

Weekly interaction log completed to gain a better understanding of the types of conversations CARE Team members were having with their peers.



Increase Participation in Training

The Red Watch Band Challenge

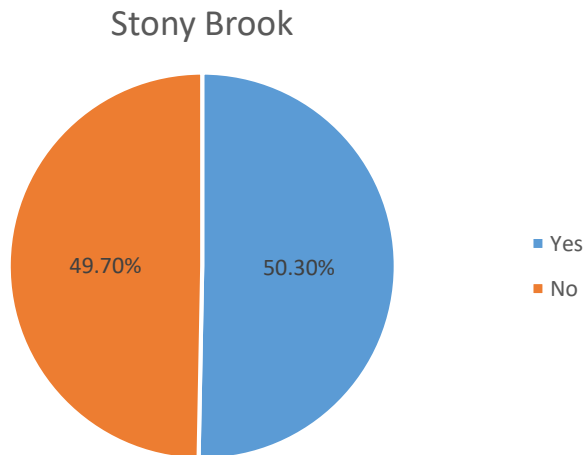
Created by one of our CARE Team members. One group got trained and then challenged other groups to complete the RWB training as a team.



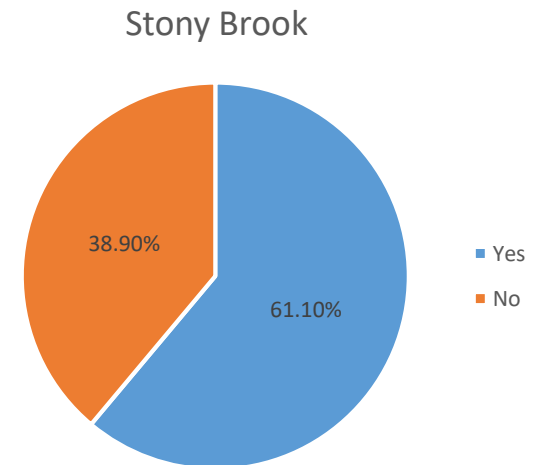
Did It Work?

Raising Awareness

Seen Social Media from On-Campus Sources on Student Drinking or Drug Use

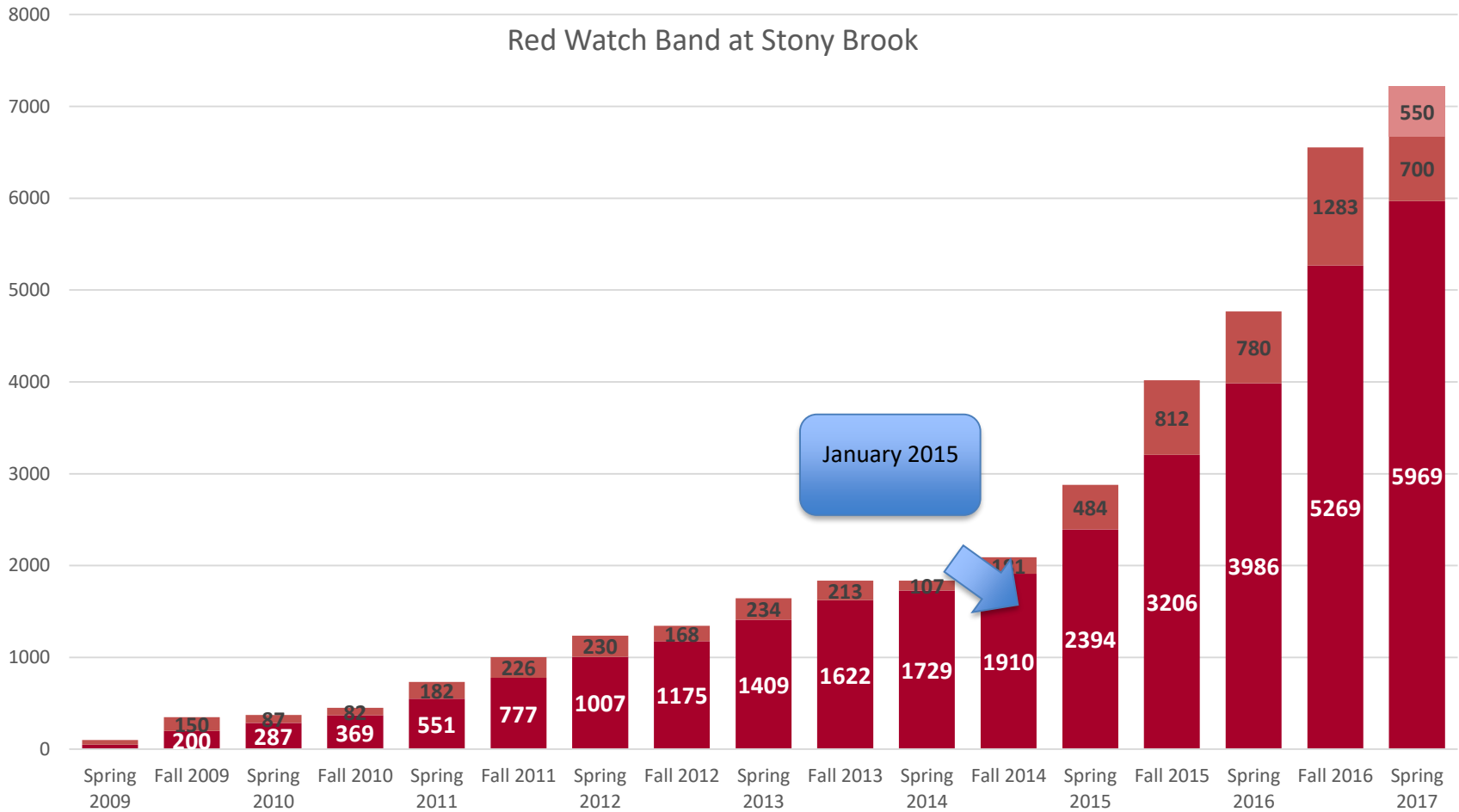


Seen Informational Messages About Student Drinking or Drug Use on Campus



Reported from 2017 OASAS Grant Survey, n=720

Increased Participation



Continuous Feedback From The CARE Team

End of semester surveys sent out to CARE Team to gauge their satisfaction with the program. This survey looks at:

- Retreat
- Bi Weekly Team Meetings
- Outreach Activities
- Connectedness to the Team

Questions?

Kerri Mahoney
kerri.mahoney@stonybrook.edu
631-632-2626