

**Reducing underage drinking and young adult marijuana
use among university and college students—lessons
learned from Minnesota's Partnerships for Success grant**

NPN 2021

Agenda

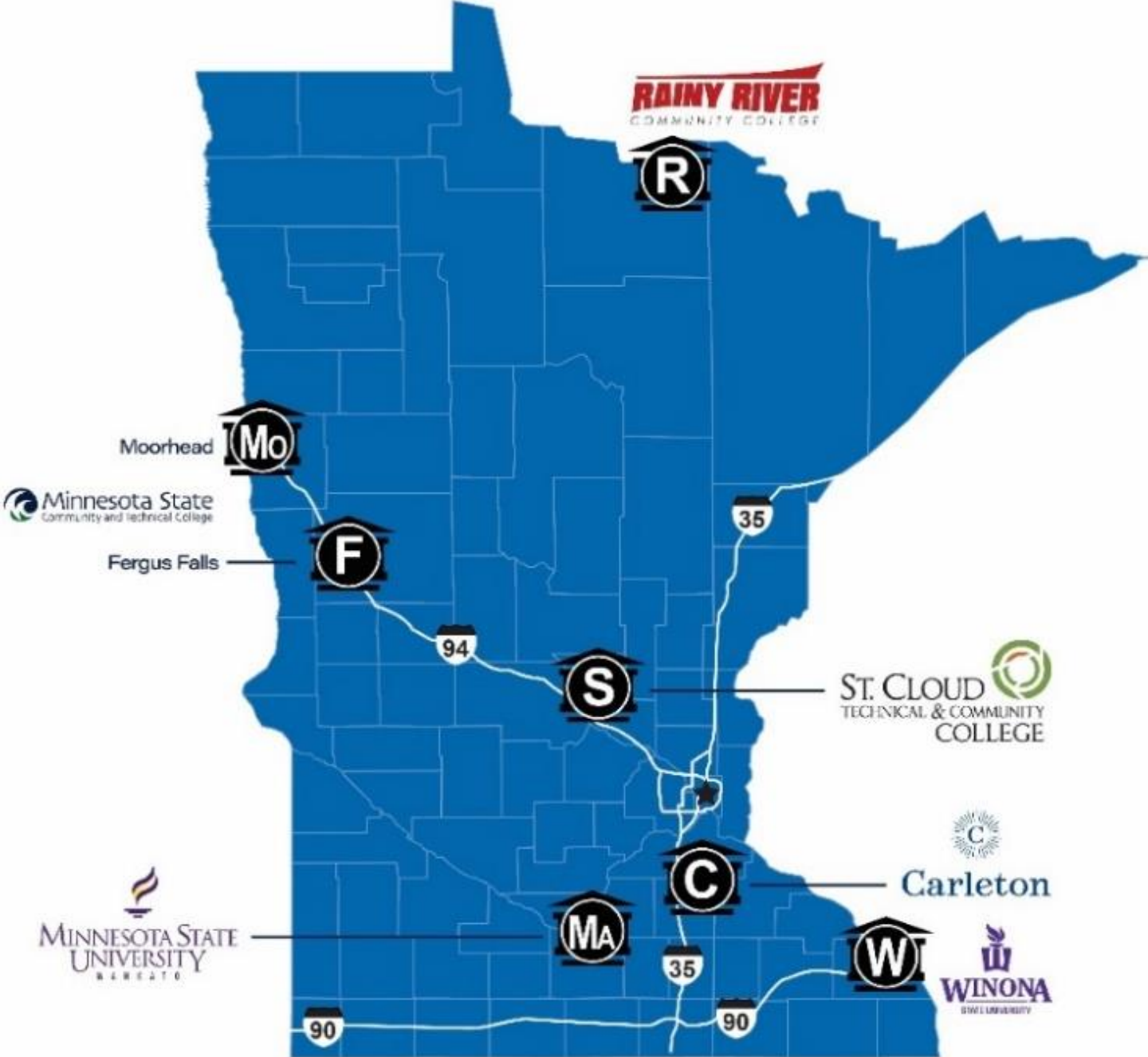
- Overview of the initiative
- Strategic planning
- Activities and outcomes
- Report on inclusive prevention strategies
- Lessons learned



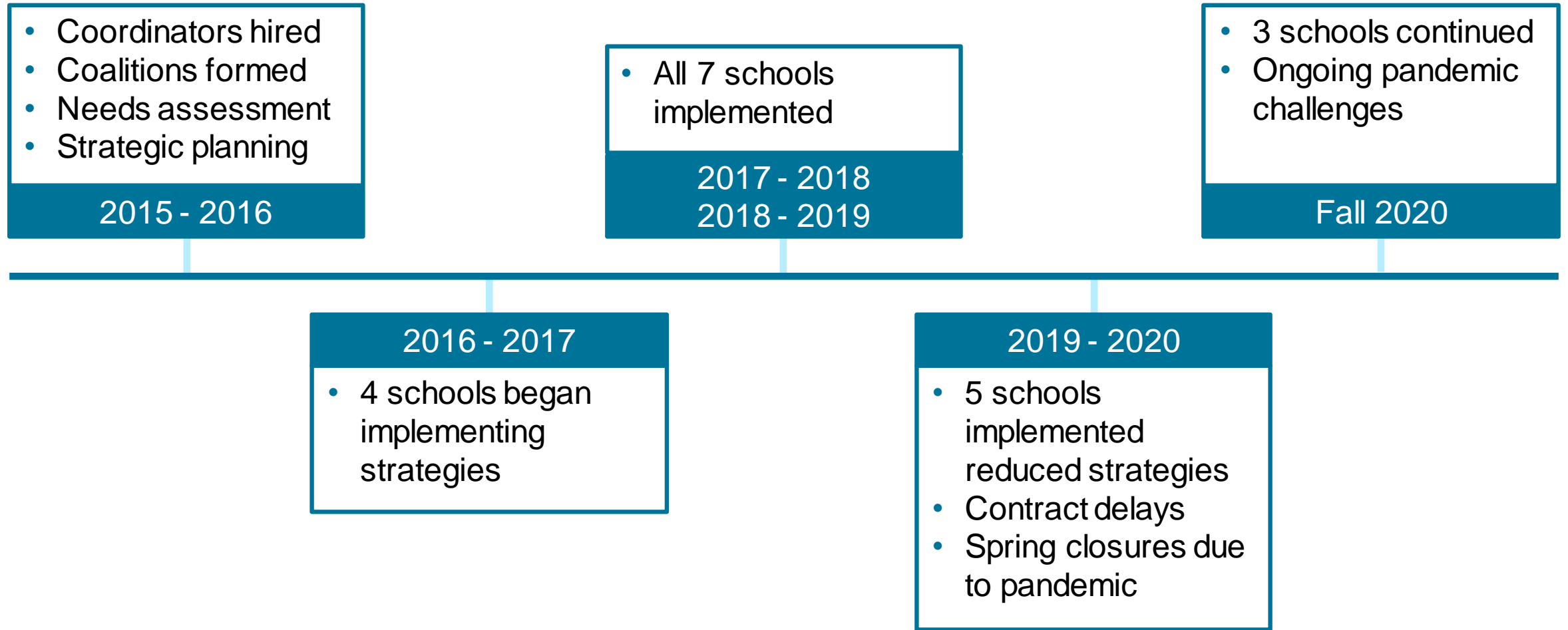
State-level prioritization

- Statewide data pointed to concerning rates of use and consequences among young adults
- College health survey data provided a robust source of data
- Requirement to focus on underage drinking
- Marijuana selected as a second priority
- High need/low capacity

7 campuses funded across Minnesota



Grant timeline



STRATEGIC PLANNING



Strategic planning tools and training

- MN PFS tools:

http://www.evaluatod.org/projects/pfs_tools/index.php

- Strategic planning guidance document
- Assessment tools (e.g., coalition survey, campus scan, policy review)
- Needs assessment workbook
- Evidence-based practices workbook

Community-level prioritization

Local conditions

- Perceived risk of harm
- Perceived risk of consequences for policy violations
- Using to celebrate
- Using to relax/relieve stress
- Perceptions of peer use, disapproval
- Retail access for underage students

High-risk populations

- Athletes
- Students with mental health conditions
- First-year students
- First-generation college students
- Students living in campus housing, or off campus on their own

Strategy selection process

- Classification and justification worksheet
 - Which SAMHSA definition for an evidence-based strategy was met
 - Criteria for meeting that definition (e.g., registries, research articles)
- Strategy selection table—scorecards for conceptual fit and practical fit
- Strategy selection table to compare and contrast potential strategies

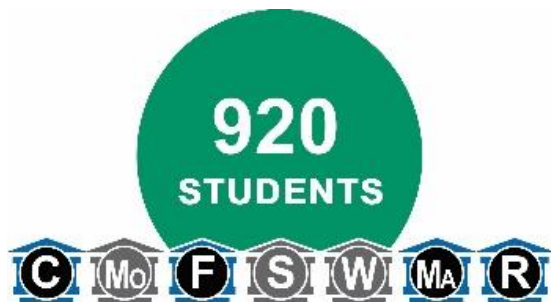
Strategy selection resources

- College AIM:
<https://www.collegedrinkingprevention.gov/collegeaim/>
- Marijuana best practices resources:
<http://sumn.org/tools/Toolbox.aspx#MJBestPracticesToolkit>
 - High-risk population tip sheets
 - Strategy tip sheets
 - Guidance tips sheets (e.g., MN Medical Cannabis Law, changing landscape of marijuana terms/products)

ACTIVITIES AND OUTCOMES



Over 60,000 potential students reached via 11 prevention strategies



Injunctive norms
re-education



Online personalized
feedback



Wellness challenge /
Outdoor education



Policy changes



Sanction education

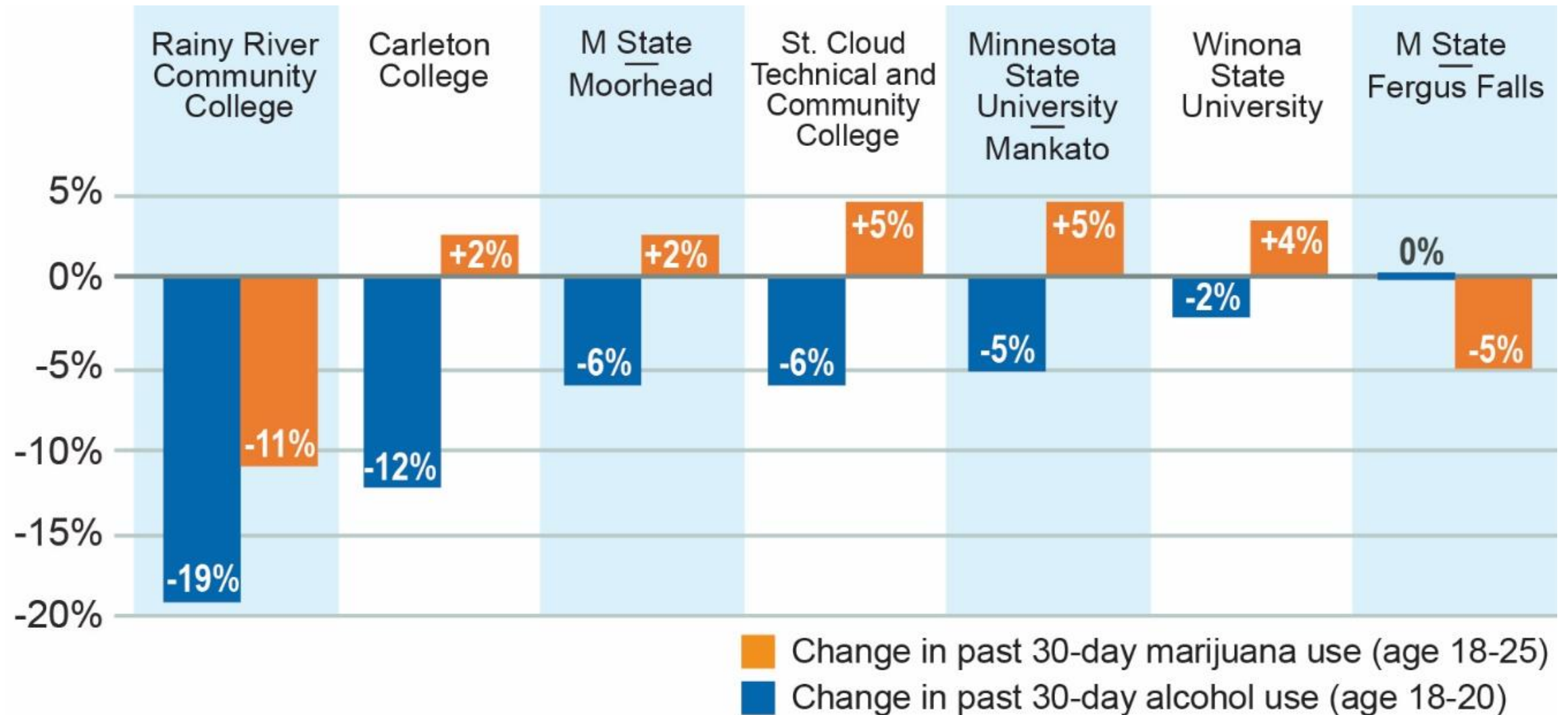


Brief motivational
interviewing

Strategies implemented by only one campus

- Responsible Beverage Server Training—implemented in conjunction with a local youth substance misuse prevention coalition
- Zero Adult Provider—holding adult providers accountable
- Classroom presentations on harms and consequences

Changes in underage alcohol use and marijuana use (2015-2019)



REPORT ON INCLUSIVE PREVENTION STRATEGIES



www.wilder.org/sites/default/files/imports/PFS_Final_Report_1-21.pdf

Reason for the report

- Grantees did not want to stigmatize or further marginalize students by labeling them as higher risk
- There was limited time to build the necessary relationships to authentically partner
- Evidence of effectiveness for culturally appropriate prevention strategies was lacking during the strategy selection phase

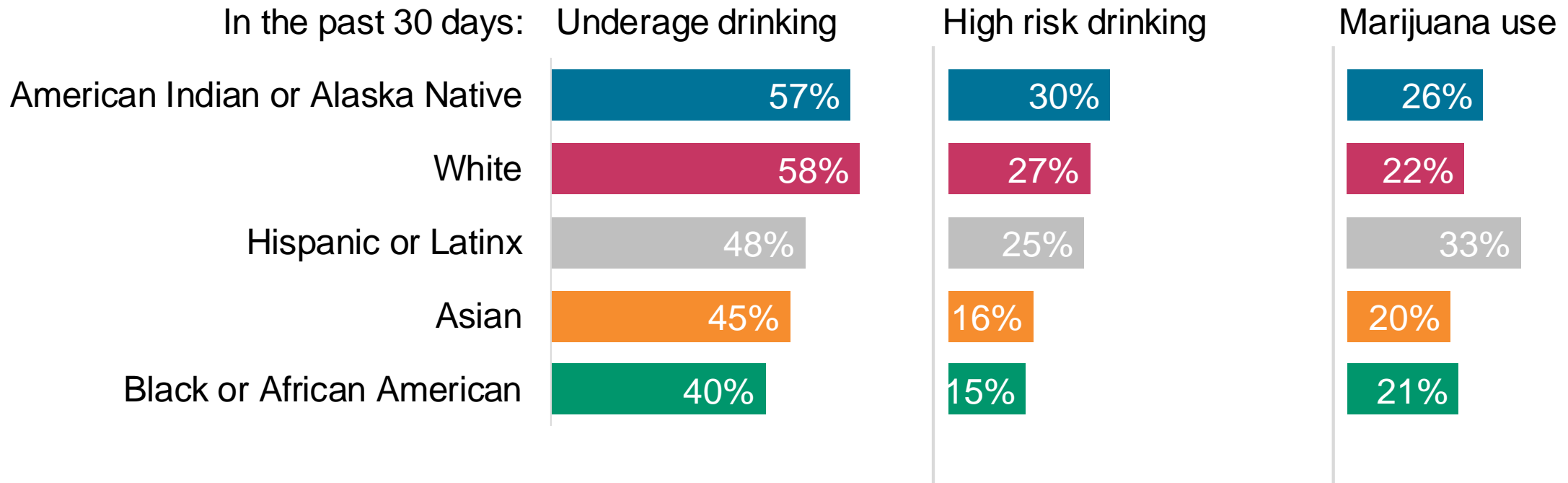
Purpose of the report

- Review existing research on culturally responsive prevention practices
- Share case studies describing PFS grantees' efforts to address disparities



Students of color

- Nationally, white male college students have highest rates of substance use
- Data from PFS schools indicates higher use among American Indian and Hispanic/Latino/Latina students (2019 CSHS)



Preventing substance use among racially diverse students

- Adapt or develop interventions for particular cultural groups
 - Surface-structure adaptations
 - Deep-structure adaptations
 - Culturally grounded prevention
- Ensure a welcoming, inclusive, and supportive campus environment
 - Ensure cultural competence among faculty and staff
 - Address racial and ethnic discrimination on campus
 - Address other challenges faced by racially diverse students
 - Foster opportunities for social support

MN PFS Case Study

- Rainy River Community College started the Voyager Strong outdoor education program
- They actively engaged racially diverse students from out of state who lived in the residence hall; they hall had high rates of marijuana citations
- Provided access to equipment and skill building (e.g., snowshoeing, cross-country skiing, ice fishing, hiking)
- 90% of participants reported reduced stress, and having learned new ways to manage their stress

LGBTQ+ students

- Limited data on substance use among LGBTQ college students
- Lack of standardized response options for orientation/identity
- Among college-age adults (18-25), LGB adults have higher rates of past month alcohol and marijuana use
- Among college students, lesbian and bisexual women appear to be at more risk than gay men for both alcohol and marijuana use
- Analysis of *AlcoholEdu* data found that transgender college students drink more often, and consume more drinks

Preventing substance use among LGBTQ+ students

- Few evidence-based practices . . . But, in general,
- Do not marginalize LGBTQ students
- Use appropriate language, gender neutral pronouns, and show diverse relationships in messaging
- Support LGBTQ students in general

Students with mental health concerns

In Minnesota (2018 data)

- 20% of MN College Students have been diagnosed with a mental health disorder in the last year
- 67% have experienced a stressor in the last year
- Students with more stressors are more likely to report engaging in high-risk drinking and marijuana use

Texas survey (2013 data)

- Texas students with mental health difficulties use marijuana and other drugs at higher rates
- More alcoholic tendencies, such as drinking first thing in the morning or feeling they need to cut back

Prevention strategies addressing mental health

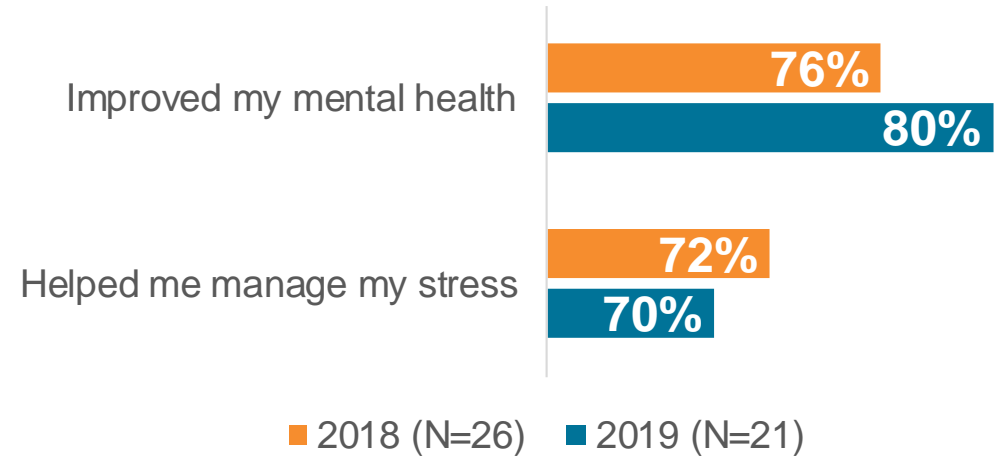
- Universal programs that address the mental and physical wellbeing
- Screening, Brief Intervention, and Referral to Treatment (SBIRT)
- Mental Health First Aid



MN PFS Case Study

- Winona State University implemented a wellness challenge using *The Resilience Skills Training Workbook*
- Students with mental health concerns reported higher rates of alcohol and marijuana use; half of marijuana users reported doing so to relax and relieve stress

Percentage of students agreeing the wellness challenge workbook was helpful



Student athletes

- While most college students drink over the course of a year, college athletes drink ***more often*** and ***more heavily***.
 - 1) To cope with stress of striving for athletic and academic success
 - 2) To fit in socially with teammates
- No notable differences for other substances
- Some groups tend to have higher use:
 - Male athletes
 - Lacrosse, hockey, soccer and swimming
 - Division 3 and intramural athletes

NCAA's Substance Use Prevention and Intervention toolkit

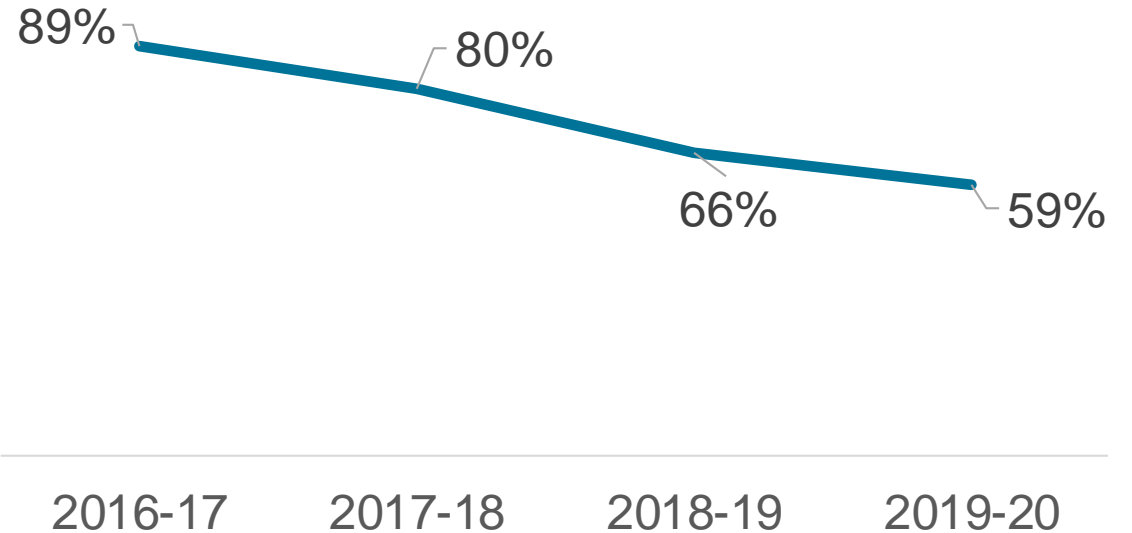
- 10-step checklists for comprehensive alcohol and drug prevention among athletes
 - Assessment, resource inventory, and policy review (SPF-like)
- Stresses campus collaboration between athletic and prevention departments, including:
 - Coaches
 - Student athletes
 - Athletic health care providers
 - Athletic department faculty and staff



MN PFS Case Study

- Carlton College conducted injunctive norms education sessions with athletic teams
- Athletic Director on Behavioral Health Advisory Team
- Sessions with 10 teams reaching 130 athletes

Percentage of athletes reporting that **alcohol use is a central part of social life** at Carlton College



They were able to really talk about their problematic behaviors and assumptions that were maintaining an unhealthy drinking culture on their team. [Key informant interview, 2019]

Prevention strategies for athletes

- Appropriate for athletes
- Ongoing or repeated
- Promote positive relationships and protective factors (vs. risk factors)
- Evidence-based
- Clear and consistently enforced policies
- Educate and correct misperceptions, alternatives to substance use, and resources
- Train athletic staff to identify substance use concerns, brief screening and referrals
- Team-based motivational interviewing

OVERALL LESSONS LEARNED

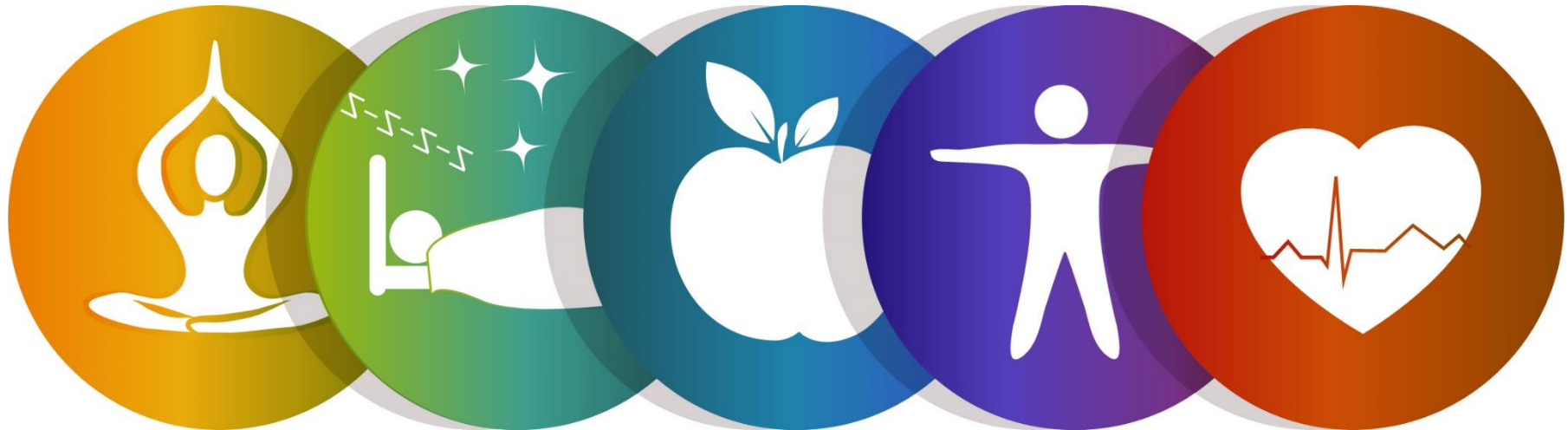


Staffing and logistics

- PFS Coordinators need support and dedicated time
- Aligning efforts with the biennial review required for colleges that receive federal funding
- Streamlining processes across agencies would ease the burden on colleges (e.g., different calendars, different policies for purchasing and contracting)
- Conduct ongoing needs assessment

Wellness and stress

- Prevention should be built into an overall culture of wellness
- Focus on stressors and mental health



Cultural humility

- Additional research and expertise is needed to support schools in implementing evidence-based and culturally sensitive strategies
- Recognize that individual experiences are different and nuanced
- Vet messages and visuals with diverse students and stakeholders

Diverse collaborations and partnerships

- Administrative buy-in
- Diverse campus partners
 - Athletics departments
 - Residence hall staff
 - Multicultural / equity offices
- The larger community
 - Challenging, but helpful



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