

Coalition for Action on High Risk Drinking: Annual Report 2011

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1. Introduction

Background

A group of concerned members of the University of Alberta community met informally in 2008 to identify what was currently being done to address alcohol-related health and social problems and issues on campus, to identify gaps and needs, and to work together to address issues identified. As a result of initial meetings and discussion, members of CAHRD pooled resources to help deliver the Check Yourself campaign to U of A students during the 2009-2010 academic year, and continued to make Check Yourself accessible during the 2010-2011 academic year. This campaign consisted of a variety of advertising and communication efforts designed to encourage interested students to access an Internet-based self-help tool designed to reduce alcohol consumption among high-risk drinkers.

The members of the Coalition for Action on High Risk Drinking (CAHRD) at the University of Alberta believe that high risk drinking among students is a health and wellness issue with numerous related potential negative effects, including:

- Increased injuries and incidents of disorderly conduct, damage to property and sexual misconduct
- Decreased academic success, up to requirements to withdraw from university study
- Damage to the reputation of the University

For these reasons, the members of the Coalition believe that a strong, and, where possible, coordinated response to high risk drinking among students is appropriate and desirable.

The mandate of CAHRD is to serve as a coordinated resource to support the University of Alberta's response to issues related to high risk drinking among students. The functions of the CAHRD are:

1. Information sharing and collaboration
2. Consultation and advice
3. Monitoring of trends in alcohol use, misuse, and alcohol-related incidents on campus

This report details CAHRD's activities in relation to these three functions during the period of September, 2010 through August, 2011.

Data Sources

Office of Student Judicial Affairs

The OSJA handles students who have violated the Code of Student Behaviour while under the influence of alcohol. Cases are recorded as academic or non-academic. Academic offences include all academic misconduct (plagiarism, cheating, etc.), plus misrepresentation of facts (for academic advantage) and participation in an academic offence. Non-academic offences include such occurrences as: violation of safety or dignity, misuse of university resources, misrepresentation of facts for "other" advantage, and participation in a non-academic offence. Alcohol is typically a factor only in non-academic cases, with occasional exceptions.

Because some incidents involving students are require involvement of multiple units on campus, OSJA data may overlap with other data presented in this report, specifically, data from Campus Protective Services and Residence Services.

University of Alberta Protective Services

UA Protective Services provided aggregate data related to incidents recorded in the 2010-2011 academic year. Three categories of incidents were provided for the purposes of this report: (1) first aid calls involving alcohol and students, (2) public intoxication incidents involving students, and (3) violations of the Gaming and Liquor Act involving students. These data provide a glimpse of the frequency of alcohol-related incidents involving students at the University of Alberta. However, in years for which data is available, incidents were not recorded for the presence or absence of alcohol-involvement. Thus, the data likely under-represent the number of student and alcohol-related incidents to which Protective Services become involved.

University of Alberta Residence Services

Statistics provided were based on incidents that occurred within University of Alberta student residences during the 2010-2011 academic year. Six campus residences were included in the survey: Residence Saint-Jean, Garneau, HUB, International House, Lister, and Newton Place. Incidents are classified based on the main violation and so reported rates may under-represent the true rate. Under-representation of the frequency of alcohol-related incidents may also occur in instances when the cause of the incident is unknown (e.g., vandalism that is detected after the fact and may have been done by students who were under the influence at the time). Incidence rates provided include recorded incidences pertaining to alcohol use, and incidences that were most likely related to alcohol use. Such acts include underage drinking, vomiting, problematic behaviours that occur under the influence, open alcohol, and drinking games. Students who have violated the Community Standards regarding alcohol use are sent to Campus Residence administration.

University of Alberta Sexual Assault Centre

The Sexual Assault Centre (SAC) provided data on the number of clients who sought help from SAC and who reported that the sexual assault in question involved alcohol. Between September and December, 2010, the student status of clients was not recorded and so the data presented in this report for that period includes both student and non-student clients. However, as of January, 2011, the data provided by SAC are for University of Alberta students only. Alcohol-involvement classifications were made only when the information was spontaneously provided by the client; thus, alcohol-involvement in sexual assaults experienced by clients of SAC may be under-represented by these data. It is also important to note that clients may visit the Centre for support concerning an event that happened prior to coming to the University of Alberta and that clients do not have to be students to receive support.

University of Alberta Conference Services

For the 2010-2011 academic year, the Conference Services unit of the University of Alberta provided liquor licensing information.

Campus Experiences with Alcohol Survey

The Campus Experiences with Alcohol Survey is an annual University survey conducted by Dr. Cameron Wild of the School of Public Health. The survey was first conducted in the 2009-2010 academic year, and was repeated in the 2010-2011 academic year, collecting data from 1,170 undergraduate students in March, 2011 (19.5% response rate). The survey used a random sampling approach to obtain a representative selection of 6,000¹ students who were then invited to complete

¹ A new pool of student email addresses is drawn every year.

the survey electronically. Participants were entered into a draw to win one of 10 \$100 gift cards for completing a survey.

Check Yourself

Check Your Drinking is an anonymous, interactive online self-assessment tool that was developed by a partnership between addiction experts and a research-based organization that develops electronic behaviour-change programs. Check Your Drinking provides a personalized assessment-feedback report based on user responses to a small set of questions about one's personal drinking patterns. Research has shown that problem drinkers tend to overestimate the amount and frequency of alcohol use by their peers. The detailed report provides feedback to the user about how their drinking habits compare to others their age and gender to correct their misperceptions. Studies have demonstrated that the tool is effective at reducing alcohol consumption among problem drinkers (Cunningham et al., 2009).

For the purposes of this project, the University version of the tool was used, which employs Canadian University student norms for drinking rates and rates of problems and a student-oriented feedback report. Check Your Drinking – University was customized for the University of Alberta under the title, **Check Yourself**, and additional survey questions were added to measure university student-specific alcohol related harms, as well as alcohol protective behaviours and UA-specific demographics.

In 2010-2011, the tool was marketed through targeted communications (primarily presentations to residence students by University Health Centre Health and Wellness Team), and personalized email invitations to the 6,000 randomly-selected UA students who were invited to take part in the Campus Experiences with Alcohol Survey. Students received one of four versions of an invitation to try Check Yourself, with random assignment to the invitation version. The invitation version emphasized the positive or negative reasons for trying Check Yourself and offered or did not offer a \$5 ONEcard credit as an incentive for trying Check Yourself. The aim of this experiment in invitations was to determine if direct invitations resulted in uptake of the tool, to investigate the best language to use if invitations are used, and to determine whether offering a small incentive increased uptake of the tool.

The results presented in this report are based on the **909 respondents** in 2010-2011 who indicated that they were accessing the Check Yourself site for themselves. A further 432 reported that they were just trying out the test to see what the results would look like, 27 were taking it for someone else, and 5 did not disclose why they were trying Check Yourself.

2. Campus Survey (2011) and Check Yourself Participant Characteristics

Respondents to the Campus Experiences with Alcohol (CEA) Survey (2011) were most likely to be female (62.6%), about 23 years old, living off-campus (90.6%), and in a 4-year bachelor's degree program. Although the characteristics of Check Yourself visitors were similar in terms of age, program type, and residence status, there was a greater proportion of males among Check Yourself respondents (51.5%), compared to CEA (2011) respondents (37.4%). Almost half of the participants of the CEA (2011) respondents reported that they had tried Check Yourself in the past year. See Table 1.

Student Enrolment at UA

Undergrad, FT = 29,100
 Undergrad, PT = 1,844
 Grad, FT = 5,964
 Grad, PT = 1,382
 All students = 38,290
 (55.8% female / 45.2% male)

Source:
www.why.ualberta.ca/en/ualbertafacts/Students.aspx

Table 1. Demographic characteristics of respondents to the Campus Experiences with Alcohol and Check Yourself Surveys in the current academic year

	Campus Experiences with Alcohol Survey (2011)		Check Yourself Participants (2011)	
	Number	Percent	Number	Percent
Total	1,170	--	909*	--
Gender				
Female	668	62.6%	438	48.4%
Male	399	37.4%	467	51.5%
Age (years)	M = 22.57 yrs	SD = 3.38	M = 22.74	SD = 3.47
18-19	84	7.9%	83	9.1%
20-21	370	34.7%	294	32.3%
22-24	437	41.0%	340	37.4%
25 and older	175	16.4%	192	21.1%
Live in residence				
Yes	101	9.4%	94	10.4%
No	978	90.6%	811	89.6%
Type of program				
4-year bachelor's	948	87.9%	765	85.2%
Other	130	12.1%	133	14.8%
Accessed Check Yourself[#]	498	49.8%	--	--

*1,374 people tried Check Yourself, however, only 909 indicated they were using the tool for themselves. The remainder were either trying the tool for someone else (n=27), just testing it to see what the results would look like (n=432), or did not disclose why they were trying Check Yourself (n=5). The results presented in this report are limited to those taking the test for themselves.

[#]498 CEA respondents self-reported having completed Check Yourself in the past 12 month. Data can be matched for 342 people who completed both the CEA and Check Yourself.

3. Patterns of Alcohol Use

Most of the 1,170 students who completed the Campus Experiences with Alcohol (2011) survey reported that they had tried alcohol at some point in their lifetime (89.6%), and are current drinkers (85.7%; see Table 2). About one in five (20.6%) reported drinking 2 or more times per week, while most reported drinking monthly or less (30.9%) or 2-4 times per month (34.2%). About half of respondents typically have fewer than 2 drinks when drinking (53.5%), and a further one-quarter (24.7%) reported having between 3 and four drinks when they drink.

Less than one-quarter (21.8%) of respondents reported binge drinking on days when they drink (i.e., consuming 5 or more drinks per occasion). Respondents were asked this year to describe their daily drinking habits by estimating the usual number of drinks they have on each day of the week. Students reported typically drinking 4.5 drinks per week on average. Drinking patterns have remained consistent since the last CEA survey in the 2009-2010 academic year.

Table 2. Patterns of alcohol use (Campus Experiences with Alcohol Survey)

Indicator	Measure	CEA Survey 2010-2011		CEA Survey 2011	
		Number	Percent	Number	Percent
Lifetime alcohol use	% of all respondents who ever drank alcohol in lifetime	n/a	n/a	975	89.6%
Frequency of alcohol use	% of respondents who drink __				
	Never	274	14.7%	167	14.3%
	Monthly or less	535	28.6%	362	30.9%
	2-4 times a month	699	37.4%	400	34.2%
	2-3 times a week	286	15.3%	205	17.5%
	4 or more times a week	76	4.1%	36	3.1%
Drinking quantity	% of respondents who, on a typical day when drinking, have __?				
	0-2 drinks	935	50.4%	625	53.5%
	3-4 drinks	462	24.9%	288	24.7%
	5-6 drinks	248	13.4%	151	12.9%
	7-9 drinks	139	7.5%	63	5.4%
	10+ drinks	71	3.8%	41	3.5%
Weekly drinking quantity	Average number of drinks respondents report drinking in a typical week		n/a		4.5 drinks per week
Binge frequency	% of respondents who have 5 (five) or more drinks on one occasion __				
	Never	526	28.3%	344	29.6%
	Less than monthly	666	35.8%	446	38.3%
	Once per month	274	14.7%	140	12.0%
	Weekly	351	18.9%	210	18.1%
	Daily or almost daily	44	2.4%	23	2.0%

Table 3. University of Alberta Alcohol Licensing

Indicator	Measure	Previous Reporting Period		2010-2011 Academic Year	
Alcohol licenses	Number of licenses issued	n/a	n/a	108	--
	Student licenses	n/a	n/a	20	18.5%
	Staff licenses	n/a	n/a	88	81.5%

For the 2010-2011 academic year, the Conference Services unit of the University of Alberta provided liquor licensing information for inclusion in this report (see Table 3). In total, 108 liquor licenses were issued, with the majority of licenses being acquired for staff events (81.5%). Only 20 liquor licenses were acquired for student events in the 2010-2011 academic year. In future iterations of this annual report, it may be useful to request Conference Services document the approximate number of attendees of these licensed events, as well as request that Residence Services begin to record private party requests.

4. Alcohol-Related Risks and Harms

Self-Reported UA Student Experiences

The Alcohol Use Disorders Identification Test (AUDIT; Babor, 2001) was developed as a screener for alcohol use problems. Ten questions tap alcohol use patterns, dependence symptoms and harmful alcohol-related consequences. Total scores indicate what level of intervention, if any, would be most appropriate. A sex-specific criterion, which sets a score of 6 or higher as the cut-off for females and 8 or higher for males, indicates that a minimum of a brief intervention is warranted. Using the sex-specific cut-off, 38.7% of UA students who took part in the CEA (2011) can be classified as problem drinkers (see Table 4). Among those who were problem drinkers, the most common designation was in the harmful zone (17.4% of all respondents and 56.3% of those in the “problem” range). This group would likely benefit from brief counselling and ongoing monitoring (Babor, 2001). Rates of problem drinking were consistent with those recorded in the previous CEA survey.

Table 4. Problem drinking status based on the Alcohol Use Disorder Identification Test (AUDIT; Campus Experiences with Alcohol Survey)

Indicator	Measure	CEA Survey 2010-2011		CEA Survey 2011	
		Number	Percent	Number	Percent
Problem drinking status	% whose AUDIT scores fall in the given range				
	No Problem (0 -7)	1,240	68.9%	781	69.1%
	Hazardous (8 - 10)	245	13.6%	129	11.4%
	Harmful (11 - 19)	281	15.6%	197	17.4%
	Dependence (20 or more)	34	1.9%	24	2.1%
	Sex-specific cut-off for hazardous or harmful drinking (6+ for females, 8+ for males)	694	39.5%	404	38.7%

Campus Experiences with Alcohol survey respondents were asked about areas of their life they felt had been affected by their own drinking within the past year (see Table 5). More than one-third (35.8%) reported that at least one area of their life had been affected by their drinking in the past year. This was slightly lower than the 42.9% who reported experiencing harm to at least one life domain in the previous reporting period (CEA 2009-2010).

About one-quarter of respondents to the survey reported having experienced harm to their physical health in the past year as a result of their drinking (27.3%). Alcohol also was reported to have affected one's financial position by 18.8% of students, and work, studies or employment opportunities of 17.4% of students. Fewer students reported having felt any harm to their social lives, overall happiness, or home life. These rates were consistent with those reported in the past reporting period.

Table 5. Alcohol-related harms experienced (Campus Experiences with Alcohol Survey)

Indicator	Measure	CEA Survey 2010-2011		CEA Survey 2011	
		Number	Percent	Number	Percent
Harms in Past Year	% experienced harm to at least one life area in the past year	787	42.9%	419	35.8%
	Physical health	497	27.1%	268	27.3%
	Financial position	358	19.5%	183	18.8%
	Work, studies, or employment opportunities	299	16.3%	170	17.4%
	Friendship or social life	277	15.1%	124	12.7%
	Outlook on life or happiness	248	13.5%	123	12.6%
	Home life or marriage	96	5.2%	51	5.5%

University Residence Incidents

University of Alberta Residence Services maintains records of all incident reports made for occurrences within any of the university-managed student housing buildings. This includes, Lister Centre (made up of Henday Hall, Mackenzie Hall, Kelsey Hall, and Schäffer Hall), HUB, Michener Park, Graduate Residence, Newton Place, International House, East Campus Village, Residence Saint-Jean. Note that some incidents may also be attended by University of Alberta Protective Services and so may also be accounted for in that section of this report.

During the 2010-2011 academic year, there were 261 incident reports written, of which 26 (10.0%) were directly alcohol-related (e.g., open alcohol, intoxication, etc.) and a further 13 (5.0%) were secondarily related to alcohol (e.g., vandalism, violence). See Table 6, below.

Individuals found responsible for violating Residence Community Standards were given community service hours and/or fines. However, the response to alcohol-related incidents differs depending on severity and circumstances. For example, in Lister Hall, depending on circumstances, most individuals in an alcohol-related incident are placed on a Behavioural Contract to restrict their consumption habits.

Table 6. Reported alcohol-related and alcohol-suspected residence incidents (Residence Services)

Indicator	Measure	Previous Reporting Period (Sept 2007 to Feb 2009)		2010-2011 Academic Year	
		Number	Percent	Number	Percent
Known alcohol-related incidents	% of all residence incidents in which alcohol was an element of the violation	n/a	18.0%	26	10.0%
Alcohol-Suspected incidents	% of all residence incidents in which alcohol was a suspected contributor	n/a	32.7%	13*	5.0%

* Several incidents recorded at Lister Hall have unidentified suspects, so it's not clear if alcohol was a secondary factor. Such incidents are not included in the known or suspected counts.

UA Violations of Student Code of Behaviour

The Office of Student Judicial Affairs is responsible for responding to allegations of breaches of the Student Code of Behaviour. For this report, OSJA provides information on the total number of cases opened during the reporting period, the number of cases in which the incident involved a violation of the Alberta Liquor and Gaming Act (ALGA), and the number of cases where alcohol was a suspected contributing factor based on reports by the student (see Table 7). In the past year, 8.0% of OSJA files involved a direct violation of the Alberta Liquor and Gaming Act and an additional 28.0% of cases involved an infraction where alcohol was suspected to be a contributing factor (for example, vandalism while intoxicated). In total, there were 18 cases directly or indirectly involving alcohol. Alcohol-related cases represented a larger percentage of the OSJA caseload in the past year (36.0%) when compared to the previous reporting period (30.1%). Note that the length of the current and previous reporting periods differ, which accounts for the greater number of incidents in the previous reporting period.

Table 7. Alcohol-related violations of the Student Code of Behaviour (OSJA)

Indicator	Measure	Previous Reporting Period (Sept 2007 to Feb 2009)		2010-2011 Academic Year	
		Number	Percent	Number	Percent
Violation of a rule related to the ALGA*	% of all OSJA cases where alcohol was a known contributor or element of the violation	34	30.1%	4	8.0%
Alcohol-related incidents**	% of all OSJA cases where alcohol was a suspected contributor			14	28.0%

*Violations of the Alberta Liquor and Gaming Act (as Breach of Rules External to the Code [section 30.3.6(2)])

** Violations of the Code of Student Behaviour in which the student reported the incident was related to alcohol consumption (e.g. "I did it because I was drunk").

UA Protective Services Incidents

University of Alberta Protective Services (UAPS) records information about incidents that their members respond to on campus, including the nature of the incident and, where possible, the affiliation of the perpetrator to the University. Table 8, below, summarizes the information provided for the 2010-2011 academic year. Of the 1,499 incidents in which the perpetrator was a UA student, 119 (7.9%) involved intoxication or a violation of the Alberta Liquor and Gaming Act. When considering all UAPS incidents, regardless of student status, 4.0% of the 5,628 incidents were alcohol-involved. Note that some incidents may occur at a University residence and so may also be accounted for in the University Resident Incidents section of this report.

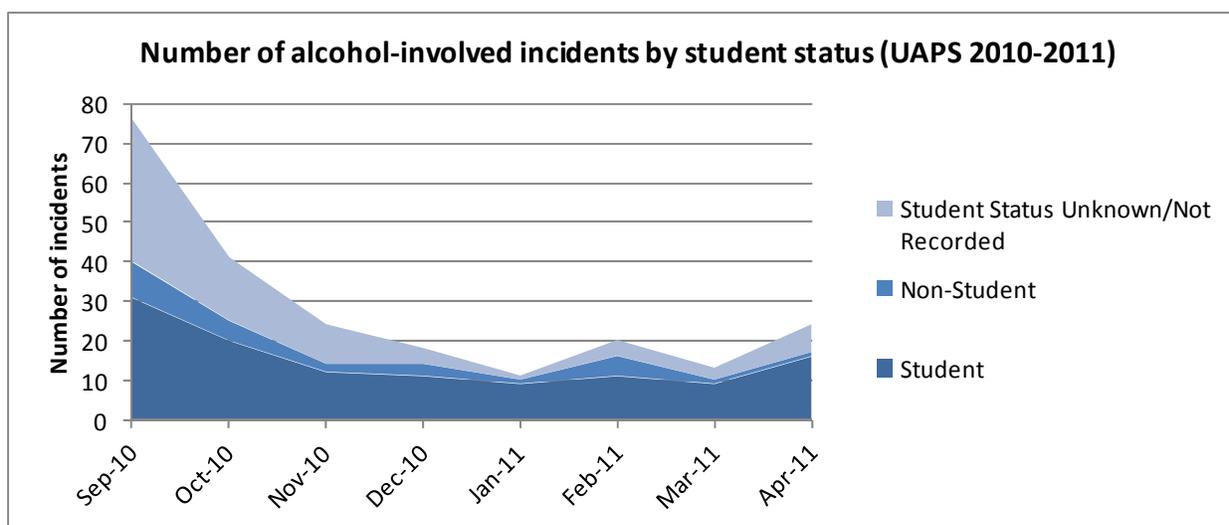
Table 8. Reported alcohol-related incidents addressed by UA Protective Services (Protective Services)

Indicator	Measure	Previous Reporting Period		2010-2011 Academic Year	
		Number	Percent	Number	Percent
Alcohol-related incidents involving students	% of all UA Protective Services calls involving UA students that were alcohol-related	n/a	n/a	119	7.9%
All alcohol-related incidents	% of all UA Protective Services calls that were alcohol-related	n/a	n/a	227	4.0%

Note: Alcohol-related refers to incidents involving intoxication or violation of the Alberta Liquor and Gaming Act

Figure 1 presents the monthly counts of alcohol-involved incidents, by student status for the 2010-2011 academic year. Alcohol-involved incidents were highest in the first two months of the Fall semester, peaking at 76 alcohol-involved incidents in September.

Figure 1. Alcohol-involved incidents recorded by UAPS between September 2010 and April 2011



Alcohol-Involved Sexual Assault

The University of Alberta Sexual Assault Centre (SAC) records basic information about the individuals that seek supportive services. Information is recorded if volunteered by the survivor and so is not available for some clients. Of the 107 clients seen by SAC staff during the 2010-2011 academic year, 18 (16.8%) disclosed that they had been intoxicated at the time of their assault and in 12 (11.2%) cases, the perpetrator was intoxicated at the time of the assault (see Table 9). This includes instances when both the survivor and the perpetrator were both intoxicated.

Table 9. UA Sexual Assault Centre clients who reported alcohol-involvement in the assault

Indicator	Measure	Previous Reporting Period		2010-2011 Academic Year	
		Number	Percent	Number	Percent
Survivor reported alcohol intoxication of self	% of all clients who reported that they were alcohol-impaired at the time of the assault	n/a	n/a	18	16.8%
Survivor reported alcohol intoxication of perpetrator	% of all clients who reported that the perpetrator was alcohol-impaired at the time of the assault	n/a	n/a	12	11.2%

Note: As of January, 2011, the Sexual Assault Centre has also been recording whether both the perpetrator and survivor were noted to have been alcohol-intoxicated at the time of the incident. For consistency with 2010 data, these data are not presented here but could be included in the next annual report

5. Protective and Harm Reduction Behaviours

A variety of strategies can be used to try to protect oneself or others from becoming too intoxicated or reducing the risk associated with drinking to excess. Respondents to the Campus Experiences with Alcohol survey were asked to report how often they use such protective strategies when drinking. Table 10 shows the percentage of drinkers who report usually or always using each strategy. Among those who drink, the most commonly used strategies are those that are intended to prevent the most serious of alcohol harms. Well over half report that they usually or always keep track of where their drink is (88.2%) and use a safe method for getting home after drinking (87.9%), for example. Fewer students report reliably using strategies to moderate the way they consume alcohol or limit the quantity they consume. With regard to strategies designed to moderate the pace of drinking, 58.7% said that they refrain from trying to keep up or out-pace their peers. Similarly, the most commonly used limiting strategy, drinking water while drinking alcohol, was reportedly used consistently by only 49.9% of respondents.

Table 10. Number and percentage of drinkers who reported using self-protective strategies usually or always (Campus Experiences with Alcohol Survey)*

Indicator	Measure	CEA Survey 2010-2011		CEA Survey 2011	
		Number	Percent	Number	Percent
Stopping/limiting drinking strategies	Drink water while drinking alcohol	721	45.0%	456	49.9%
	Alternate alcoholic and non-alcoholic drinks	459	28.7%	300	33.0%
	Determine not to exceed a set number of drinks	431	27.8%	283	31.3%
	Leave the bar/party at a predetermined time	412	26.4%	260	28.8%
	Have a friend let you know when you have had enough to drink	269	17.9%	163	18.4%
	Stop drinking at a predetermined time	259	16.7%	164	18.1%
	Put extra ice in your drink	223	14.2%	113	12.5%
Manner of drinking strategies	Avoid trying to "keep up" or "out-drink" others	741	49.0%	533	58.7%
	Drink slowly, rather than gulp or chug	736	45.8%	461	50.3%
	Avoid mixing different types of alcohol	521	32.9%	292	32.1%
	Avoid drinking games	420	27.0%	245	27.2%
	Drink shots of liquor (never or rarely)	376	23.5%	199	21.8%
Harm reduction strategies	Know where your drink has been at all times	1,314	82.5%	802	88.2%
	Use a designated driver (or walk, or use a taxi)	1,291	82.7%	795	87.9%
	Make sure you go home with a friend	1,053	66.9%	618	68.4%

*Unless otherwise noted

In addition to self-protective strategies, respondents to the CEA were also asked whether or not that had used each of six peer-protective strategies in the past year to limit alcohol-related harms among friends or partners (see Table 11). The two most commonly reported strategies were staying sober to watch over other in their group (72.0%), and getting a friend home who was too drunk to get their own their own (65.4%). About half said that they stopped a friend from drinking over their limit (53.6%), and 46.1% reported actively helping a friend to keep track of how much they were drinking (46.1%). Use of each of the strategies was fairly consistent with use reported in the 2009-2010 iteration of CEA.

Table 11. Number and percentage of respondents who reported using the peer-protective strategies within the past year (Campus Experiences with Alcohol Survey)

Indicator	Measure	CEA Survey 2010-2011		CEA Survey 2011	
		Number	Percent	Number	Percent
Peer-protective strategies	Stayed sober to keep others in your group safe while they drank	1,314	71.4%	787	72.0%
	Got a friend home who was too drunk to get there on their own	1,196	65.0%	712	65.4%
	Stopped a friend from drinking over their limit or getting too drunk	998	54.4%	584	53.6%
	Made sure a friend who had been drinking didn't get into a fight	902	49.1%	524	48.2%
	Made sure a friend who had been drinking didn't leave with someone they would later regret	821	44.7%	504	46.4%
	Helped a friend keep track of how much they were drinking or what they were drinking	828	45.0%	502	46.1%

6. CAHRD Member Activities

Check Yourself

The Check Yourself tool is an online interactive questionnaire that provides personalized feedback to respondents. The feedback compares the respondent's drinking patterns to the norms, or average rates, for a university student of the same age and sex. The feedback report provides concrete information about the risks associated with the individual's drinking patterns as well as summarizing the implications in terms of annual drinking expenditures, calories consumed, and health impacts. Research has shown that such personalized normative feedback brief interventions are effective in helping some problem drinkers reassess their behaviour and adjust their drinking to be more moderate.

In 2011, 909 individuals used Check Yourself and indicated that they were using the tool for themselves (as opposed to for someone else or just to see what the results looked like). The increase in users over the previous reporting period is due to the larger pool (6,000 versus 1,000 in 2010) of students who were sent a direct email invitation to try Check Yourself. In 2010, 178 individuals responded to 1,000 direct invitations to try Check Yourself sent in April of that year (17.8%), compared to 1,106 (15.2%) who responded as a result of the 6,000 invitations sent in April, 2011. See Table 12.

Typically, individuals whose drinking is more problematic are more likely to visit the site than are those whose drinking is more moderate. The rate of problem drinking among the Check Yourself users (46.2%) is about 7.5% higher than among the more representative group of students who completed the Campus Experiences with Alcohol Survey. Interestingly, the percentage of Check Yourself users who met the criteria for problem drinking declined in this iteration from 78.5% in 2010 to 46.2% in this iteration. It is possible that the use of incentives this year increased interest in Check Yourself among students who would not otherwise be inclined to use the tool.

Table 12. Uptake of Check Yourself

Indicator	Measure	2009-2010 Academic Year		2010-2011 Academic Year	
		Number	Percent	Number	Percent
Use of the Check Yourself tool	Number of Check Yourself visitors using tool "for oneself"	330	--	909	--
Check Yourself use by target group	% of Check Yourself tool users who meet sex-specific criteria for problem drinking*	146	78.5%	420	46.2%
Uptake from direct invitation	% of those personally invited who used Check Yourself tool**	151	15.1%	712	11.9%

*Sex specific cut-offs: AUDIT score of 8 and higher (males) or 6 and higher (females)

**includes only those individuals who provided a tracking code to link with their invitation. The rate of uptake of Check Yourself if the 197 individuals who did not supply a tracking code are included is 15.2%.

In the spring of 2011, a series of email invitations were distributed to the 6,000 students whose names had been randomly drawn by the Registrar's office for participation in the Campus Experiences with Alcohol Survey. The intention was to test the effectiveness of direct invitation to use Check Yourself, and more specifically, to examine whether an offer of compensation and whether the use of positive, autonomy supportive language could enhance the effectiveness of email invitations to Check Yourself. Students were randomly assigned to receive one of four versions of the email invitation: (1) positive framing + promise of compensation, (2) positive framing + no

promise of compensation, (3) negative framing + promise of compensation, and (4) negative framing + no promise of compensation. The positively framed message included the phrase, “Consider taking our test to find out how moderate drinking can help you improve your health and save you money,” while the negatively framed message included the phrase, “Consider taking our test to find out how drinking too much hurts your health and costs you money.” Compensation offered for completing Check Yourself was a \$5 ONEcard credit coupon. All students who provided a tracking number in the survey received the compensation at the end of the academic year, regardless of the invitation they received.

Table 13. Number and percent of Check Yourself users who received each type of invitation (2011)

	Message Framing			Total (% of all invitations sent)
	Positive (% among those whose invitation type is known)	Negative	Total	
Promise of compensation	Promise	268 37.6%	269 37.8%	537 75.4%
	No promise	101 14.2%	74 10.4%	175 24.6%
	Total	369 51.8%	343 48.2%	712 100.0%
				712 11.9%

Note: 909 individuals completed Check Yourself “for themselves.” However, only 712 of these also provided a tracking code to link with the invitation

Of the 909 Check Yourself visitors who indicated they were using the tool for themselves, 712 also provided a tracking number to link back to the type of invitation the respondent had been sent (see Table 13). Receiving a promise of compensation for trying Check Yourself greatly increased uptake of the online tool. There were about three times as many respondents who had been promised a gift as there were respondents who had not been promised anything. However, the use of positive, gain-framed language in the invitations did not influence uptake of Check Yourself. Among Check Yourself users who provided a tracking code about half had received a positively framed message (51.8%) and half had received a negatively framed message (48.2%).

It is important to note that only a fraction of those students who received a coupon as compensation for completing the tool actually redeemed the coupon. Only 385 of the 712 (54.1%) possible ONEcard coupons were redeemed at a total cost of \$1,925. If we assume that all of the 909 individuals who used Check Yourself for themselves did so as a result of an email referral (there were no users who used the site prior to the invitations being emailed out), the cost per user amounts to \$2.18.

Extrapolating from the results of Table 13, above, if personalised email invitations were sent out to the 30,944 undergraduate students at the University of Alberta, we would conservatively expect a response rate of 5.8% (or 1,794 students) to actually use the tool for themselves without any offer of compensation. If a \$5 ONEcard coupon were offered, we would expect the rate to increase to about 11.9% (or 3,682 students, of whom 1,701 could be classified as problem drinkers) at a cost of about \$9,960. In previous research, problem drinkers provided access to the Check Yourself displayed a six to seven drinks reduction in their weekly alcohol consumption (a 30% reduction in typical weekly drinking) at both the 3- and 6-month follow-ups compared to a one drink per week reduction among control group respondents (Cunningham, Wild, Cordingley, van Mierlo, & Humphreys, 2009).

Initiatives and Activities

Table 14. Ongoing initiatives, programs, and activities undertaken at the University of Alberta targeting risky alcohol use

Event/Activity	Date(s)	Audience	Purpose/Description
The first floor/area meetings of the year at East Campus Village and International House	September	Residence students ~130-140 students at International House ~20-40 students at ECV (of 300 potential attendees)	Student staff speak about alcohol use and resources on campus. Also go over community expectations.
Peer Health alcohol presentations at Lister (Henday Hall, Kelsey Hall, Mackenzie Hall) and Residence St-Jean	Varied	Residence students Henday Hall: Approximately 10 per floor attended (100 total); Kelsey Hall: Approximately 20 per floor attended (200 total); Mackenzie Hall: 40 per floor attended (440 total); Residence St-Jean: ~20 students	Peer Health Educators were invited in to do floor presentations on responsible alcohol consumption. The session was optional (except in Mackenzie Hall). No programs were done for the residents of Schäffer. All are upper-year student and would have, assumedly, attended the PHE presentations the year prior.
Henday Hall: Each of the 10 floors had a bulletin board (passive program) about the Check Yourself campaign.	Year-long	Residence students	
Mackenzie Hall: Direct referral to Check Yourself	Year-long	Residence students at risk for experiencing alcohol problems	Any student who was listed in an incident report due to alcohol as the primary or secondary factor was given information on Check Yourself.
Residence St-Jean: Passive education about alcohol on bulletin boards	Year-long	Residence students	Passive programming on the Resident Assistants' bulletin boards regarding: the safe use of alcohol, demystify some myths about alcohol, and teach about the recovery position.
Sexual Assault Centre workshops	Varied	60 workshops reaching over 2,000 students	The workshop includes a section on alcohol (alcohol-facilitated sexual assault, alcohol being used to excuse perpetrator's behavior, etc) as well as information about

Event/Activity	Date(s)	Audience	Purpose/Description
			consent (i.e. consent is not valid if the individual is too drunk to consent).
Sexual Assault Centre poster campaign		Students	Poster campaigns addressing the issue of consent & alcohol, including one original U of A SAC poster (“Wasted, Drunk, Tipsy, Sober: Sex without consent is sexual assault”) and three posters from the SAVE “Don’t Be That Guy” campaign.
University Health Centre National Campus Health Survey	Spring 2011	Undergraduate students	1,200 respondents to a comprehensive survey of health behaviours and beliefs, including a small set of questions about alcohol use

Summary and Recommendations

Trends and Emerging Issues

Based on results of the Campus Experiences with Alcohol Survey, drinking patterns appear to be fairly stable from the 2009-2010 academic year to the 2010-2011 academic year. About 85.7 of students reported being a current drinker, and students drank 4.5 drinks per week on average. There remains a significant proportion of students who are drinking at levels that are associated with increased risk for harm. Specifically, 32.1% report binge drinking at least once per month, and 38.7% meet the sex-specific criteria for problem drinking (which takes into consideration drinking quantity, frequency, and negative consequences experienced as a result of drinking).

Alcohol-related problems register at the system level in three areas: (1) violations of the Code of Student Behaviour addressed by the Office of Student Judicial Affairs, (2) incidents responded to by UA Protective Services, and (3) incidents addressed by Residence Services. Although it is difficult from the data available to draw conclusions about trends in the data across these indicators, it is interesting to note that the UAPS data provide strong evidence that alcohol-related incidents are more common in the first part of the Fall semester.

Uptake of the Check Yourself tool was considerably lower this year compared to the previous reporting period. This appears to be largely due less active promotion to the general student population. However, the use of direct invitations and incentives for trying Check Yourself was shown to be effective in drawing students to the website.

Members of CAHRD were also asked to identify any emerging issues. A representative of Residence Service noted that student leaders are being recruited by bars to be “Celebrity Bartenders”, which in turn has a great influence on peers/students to attend an establishment and consume alcohol. It was also noted that this year there was a 350% increase in vandalism at Residence Saint-Jean, compared to the sum of the previous 4 years. Finally, the representative from the Sexual Assault Centre noted that the use of alcohol as a coercive tool continues to be a concerning issue.

Recommended CAHRD Actions for Upcoming Year

- In order to maximize the potential of the Check Yourself resource, increased use of direct invitations to the tool are recommended. A personalised invitation to all UA students without any promise of compensation would be expected to result in as many as 24.6% or 9,419 students accessing the site.
- Many of the educational activities of CAHRD members occur during the first months of the academic year. It may be helpful to plan some educational activities in later months or, for incoming students, in advance of the start of the semester. For example, first year students could be provided with normative messaging about UA student drinking behaviour before arriving on campus to set a more realistic expectation for behaviour.
- Administrative data collected for the next CAHRD Annual Report should include numbers of letters of permission written for off-campus alcohol-related events, private party requests and approvals, and the numbers of “party buses” that are used by students.

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